



18th December 2004
LA ROSA (1922 – 2005)
presents
“PLASTIC SURGERY” PARTY

LA ROSA is proud to officially present its refurbished plastics manufacturing plant.

In 1922, LA ROSA was born as mannequins manufacturer, whose leadership is due to the happy marriage between craftsmanship and industrial organization since its inception.

The Company's premises have been the same since the beginning, despite several alterations made over the decades and the ruin, due to a violent fire, in February 1962.

In 1970, the Company was even seen in a scene of a screenplay “I Girasoli”, where the protagonist, the famous actress Sophia Loren, plays a girl who works in the factory.

In 1998 LA ROSA diversifies its production, and creates STURMundPLASTIC, a avant-garde line of furnishings and related complements which conquers rapidly the entire world.

Evoked by escalating demands on the operational side, the surface of the plant has been increased up to 6000 sqm. enhancing the complete manufacturing process, from stacking the raw material up to recycling the plastic scraps.

The working environment has been optimised by increasing the lighting and venting surfaces, thus improving the micro-climate inside the building. Significant work have been made on the covering and roofing-over, creating new structures and insulation. A new air conditioning system controlling temperature and air flow has been installed. Last but not least, a technologically advanced safety system which opens the skylights via sensors in case of smokes or temperature rising above 70° C. has revolutionised the safety conditions adjusting “La ROSA” to the standards of ISO 9001.

Looking back to very first beginning in 1922 with the foundation of “LA ROSA” and being continued with “STURMundPLASTIC” as a new division, this passage of evolution allowed a remarkable infrastructural working progress.

For this reason, on the 18th December, art , fashion and industrial design come together and show themselves where from an idea, they become expression and form. The factory is, indeed, THE VITAL SOURCE which transforms the ideas into expression and shape.

LA ROSA, STURMundPLASTIC and Artandgallery celebrate their place of birth and evolution by transforming the factory for a night in an exhibition and a real highlight of true pleasure.

...and therefore, the graceful “LADY”, born in 1922, will be the star of our evening “Plastic Surgery” showing proudly “her” experience while appearing like a young girl.

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