

VO B



Events





***YOU DREAM IT
WE MAKE IT***

RUOTE DA SOGNO
SHOWROOM
EVENTS AREA
EVENTS OF ALL KINDS
MOTOR VALLEY
FOOD VALLEY

SERVICE
TECHNICAL EQUIPMENT
STREAMING & REMOTE EVENTS
REACH US
OUR CLIENTS

ruotedasogno.com
info@ruotedasogno.com
+39 0522 268511



RUOTE DA SOGNO

SHOWROOM

Ruote da Sogno is a must-visit for enthusiasts of classic cars and motorcycles from every era, offering a unique experience in the remarkable setting of the Italian Motor Valley. Inside the large showroom of over 10,000 m² there is a selection of more than 400 motorbikes of every era and brand, as well as an important selection of over 250 classic cars, Youngtimers and Supercars. Even if at first glance it may seem a museum, Ruote da Sogno is the largest Italian dealer specialized in buying, selling and scouting of vintage cars and motorbikes. Ruote da Sogno is an authentic commercial entity adept at satisfying the needs of collectors and enthusiasts alike.



RUOTE DA SOGNO

EVENTS

Ruote da Sogno opens the doors of its captivating showroom to other companies, providing an exquisite venue for hosting impactful events that evoke deep emotions. Beyond being a mere creative space, Ruote da Sogno is a technologically equipped facility capable of bringing to life both corporate and private events. It goes beyond the ordinary by celebrating the exceptional qualities that have made the Emilia-Romagna region truly unique—where the perfect blend of culinary delights and automotive wonders takes center stage in every occasion.



***A VERY UNIQUE
SHOWROOM***



Ruote da Sogno is an incredibly versatile setting, offering the creation of exhibition spaces and dedicated rooms. It accommodates the simultaneous management of various meetings and thematic workshops, providing a dynamic and engaging environment.



MODULAR SPACES



Ruote da Sogno is able to conceive and implement any type of event throughout an innovative sensory journey that seduces guests with originality and refinement, sharing project analysis, communication strategy, and budget with the customer.



EVENTS OF ALL KINDS

Ruote da Sogno serves all kinds of events, from major gatherings to small meetings and workshops. Some areas of the showroom, for example, are an ideal solution for companies looking to organize events in a private and exclusive setting.



IN THE HEART OF MOTOR VALLEY



Ruote da Sogno is situated in Emilia-Romagna, the officially designated Italian Motor Valley and Food Valley region. In Emilia-Romagna it is well-known that there are the manufacturing facilities of important brands worldwide, such as Ferrari, Maserati, Lamborghini, Pagani, Dallara, Ducati, Bimota. Additionally, there are several motorcycle circuits such as Imola, Misano Adriatico, Varano de' Melegari, and Modena.

Ruote da Sogno is right in the heart of the Motor Valley, based in Reggio Emilia, excellently served by the high-speed rail service (with the famous Mediopadana station designed by architect Calatrava), close to the Bologna airport, and about twenty kilometers from Maranello, the headquarters of Ferrari.



FOOD VALLEY

Finally, let's not overlook the potential of the Emilian Food Valley, which Ruote da Sogno seeks to enhance by offering guests authentic gastronomic journeys into tradition. We offer clients a various choice of local caterings or the expertise of acclaimed Italian Michelin-starred chefs, ensuring that guests are treated with genuine culinary extravaganzas. Additionally, guests can make use of our Crystal Kitchen, a fantastic "crystal cube" designed for show cooking during dinners and lunches.



SERVICE

SERVICE *"ALL - INCLUSIVE"*

Ruote da Sogno can also take care of all those essential services in the creation of an event, such as hostess service, transfer coordination, artistic direction, ensuring the client a complete "all-inclusive" offering





EVENT HALL 1

1. Stage 40 sqm (5 x 8 m)
2. 4 Panasonic DW830E 8500 ansi/lumen Projectors for Dynamic Mapping on Animated Wall
3. Park Lights Room: 40 Mobile Heads B-Eye Wash, Service Led temp. Color 3300K
4. Park Lights Stage: 8 Beam Spot Wash Mixed Feature Heads, 4 Beam Heads, Blinder, 5 RGB Led Strobe
5. Ledwall pitch 6mm 35m2 separable into two sections, for fixed logo projection Event
6. Nexo Geo S12 Line Array Speakers with Related RS18 Subwoofers
7. Nexo PS10 Traditional Diffusers for Room Diffusion
8. Nexo PS15 Traditional Diffusers for Outfill Diffusion
9. No.4 Shure SM58 radiomicrophones
10. N.1 Midas M32 Mixer with Digital Stage Box
11. Crystal vault with suction ceiling
12. No. 2 Gobbi 40' (slide on air and slide next)
13. Remote control slide computer

TECHNICAL EQUIPMENT



EVENT HALL 2

1. American style stage - ring stage 12 x 5 m (h 6m)
2. Stage 40 sqm (5x8)
3. Ledwall wheelbase 3.9 sizes: 10 m x 5m (50m2)
4. Lateral fifths formed by ledwalls with a pitch of 2.9mm 20m2
5. Line Array Jbl Vertec 4889 Speakers
6. Traditional Jbl Ac28/95 diffusers for room diffusion
7. Jbl Stx 815M Traditional Diffusers for Delay Diffusion
8. No.4 Shure Wireless QLX-D Microphones
9. Audio Mixer: Digico s31 with digital stage box
10. Lighting system: n.12 movable LED heads
11. Lighting system: 75 B-Eye Wash Mobile Heads, Service Led temp. Color 3300K.
12. Director: computer for ppt, light console Malight2 Commandwind+Faderwing Lighting 2
13. No. 2 Gobbi 40' (slide on and slide next, timer)
14. Remote control slide computer

STREAMING & REMOTE EVENTS

Whether it's a streaming event or a hybrid occasion, it revolves around state-of-the-art technology. This involves cameras, microphones, audio and video mixers, the careful choice of a digital platform for seamless connectivity, a skilled technical directing team, and operators adept in supporting every facet of the event, from rehearsals to the live broadcast. Live streaming can adapt to various event formats: from meetings to conventions or congresses, and from sophisticated product presentations to exclusive roadshows – not to mention the classic workshop with clients and suppliers. Ruote da Sogno offers all these opportunities to clients.



REACH US

TRAIN

AV MEDIOPADANA
Reggio Emilia

<i>from</i>	<i>timing</i>
MILANO	40 min
TORINO	1h 56 min
BOLOGNA	20 min
FIRENZE	59 min
ROMA	2h 27 min
NAPOLI	3h 39 min

CARS

EXIT
Reggio Emilia

<i>from</i>	<i>timing</i>
MILANO	2 h 30 min
TORINO	3 h 30 min
BOLOGNA	1 h
FIRENZE	2 h
ROMA	4 h 20 min
NAPOLI	5 h 40 min



THEY SAY ABOUT US

It was a wonderful experience for us, our guests were very happy.
Thank you for the valuable cooperation
and of the perfect organization.
I hope there will be more opportunities to work and celebrate together

PROGEO | Dicembre 2025

I wanted to thank you for the availability, courtesy and efficiency with
which you managed our event, the guests were really happy and
pleasantly upset by the location that many did not know. Really well
done for the perfect organization.
I hope to be able to come back to you very soon with a new event.

BANCA IFIS | Luglio 2025

Thanking you for your professionalism and availability,
we'll meet up for a next chance.
A big hello to everyone, even your owner.
A hug

GELATO D'ITALIA | gennaio 2023

What a resounding success last night!
Special thanks to all the staff, truly super!
I've really gotten compliments from everyone!
Bottega Gastronomica was also
truly up to the occasion!

MAX MARA | Dicembre 2024

It was a very pleasant evening and congratulations
for professionalism!
You and your staff were impeccable!
I will remember this event for the rest of my life!
Both for the spectacular location and for what it represented
for me and my career path.

GRUPPO SPAGGIARI | Maggio 2024

I've gathered some feedback from fellow Consultants, clients, and prospects.
They are all very positive.
The location is spectacular. The 360° organization is impeccable.
I congratulate you all again on the excellent success of the event. See you soon.

FINECOBANK | Novembre 2024

I wanted to thank you once again for your invaluable support of our event!
Wheels of Dream was not a simple location, but a co-star of the event and you an integral part of
our staff, always proactive, smiling and with a solution for everything.
You have shown truly great professionalism.
We felt at home. Thank you from the entire VEM marketing team!

VEM | Ottobre 2024

Thanks to you too for the excellent organization, support and splendid location.
We were all very satisfied with the evening, including the guests.
For many, it was a real opportunity and obviously an opportunity to discover your car and
motorcycle collections. Even the really good food, I would say excellent choice of menus.
Congratulations to you, you are a very well-prepared Team, as well as beautiful people.

VERTEX | gennaio 2023

I would like to thank you for the excellent support you offered during our event.
Everything went smoothly. Please extend my thanks to all the staff present who have dedicated
themselves with commitment, professionalism and great availability.
E' It was a pleasure collaborating with you and I hope this is the culmination of a series of events
we will organize together.

FULL EVENT MOTIVATION | Ottobre 2024

On behalf of IXON, I would like to thank you for the professionalism and support shown at the
event and throughout the preparation. The professionalism of your staff made the event a great
experience for both IXON and all the guests.
The feedback came immediately and very positive from everyone present.
Thanks to the direction, catering, and hostesses for organizational support and quality of service.
Thank you all and also to your colleagues with whom I did not collaborate directly, but who from
behind the scenes helped make IXON Innovation Day an unforgettable occasion.

IXON | Novembre 2024

OUR CLIENTS



CAR



EVENTS



MOTORBIKES



Via Daniele da Torricella, 29 | Reggio Emilia, Italy
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