**Galletti’s Custom Experience: discover a new way to imagine the spaces.**

The **Advanced Design** approach, which has characterized **Galletti**’s R&D activities for several years, serves as the foundation of the new **Custom Experience** projects. These were created with the goal of seamlessly **integrating climate control into the identity of a space, in line with the Client’s vision**.  
**Galletti’s Custom Experiences** are the result of **co-design processes with Clients**, aimed at developing innovative, forward-thinking solutions where comfort, design, and materials work together in perfectharmony**.**

The first project – **WOOD 001** – was developed in co-design with the **Client SDB**, a creative agency based in Bologna, in search of a **solution that seamlessly blended high technical performance with quality aesthetics** in a creative workspace, with a nature-inspired style.

“In our workspace,” **Alessandro Morando, CEO & Founder of SDB Agency**, says “we needed to createan innovative environment that conveyed our identity, provided comfort, and encouraged both concentration and creativity.Galletti made this a reality by seamlessly integrating a natural element into our spaces."

"We worked together*,"* **Alessandro Casolari, Advanced Design Manager at Galletti S.p.A.**,continues “to design a space that reflectedour Client's needs, using components from one of our most iconic platform (ART-U) to create a dialogue between materials and the space's personality. Our exploration led us to a **new dimension for HVAC design: wood.**”

For this first **Custom Experience** project, Galletti's research on materials resulted in the choice of **ALPI wood**, an Italian leader in wooden decorative surfaces, which comes from **FSC®-certified forests** (FSC-C004666). A noble **material**, **unprecedented in the HVAC sector**, that opens new perspectives in the design and customization of sensorial, elegant, and functional spaces," **Casolari** concludes.

**Custom Experience WOOD 001** incorporates components from **Galletti’s ART-U technology platform**. It meets stringent requirements for both **energy efficiency** and quiet operation, while also satisfying the exclusive **aesthetic** demands of designers and interior decorators. **This unique solution** delivers high technical performance, made possible especially by computational fluid dynamics simulations to optimize heat exchange.  With just 10 cm deep, the unit is one of the most compact on the market.

**Through its Custom Experience projects**, **Galletti offers all Clients the opportunity to co-design solutions** that seamlessly integrate technology, style, and personalization for a truly unique and customized experience.

Explore the first **Custom Experience WOOD 001** at **advanceddesign.galletti.com**.

The company leads the comfort air conditioning sector with one of the most extensive and comprehensive product catalogs, boasting Eurovent certification for every product line. Galletti has consistently made substantial investments in the optimization and innovation of internal processes. The company operates an in-house Research and Development laboratory equipped with a cutting-edge climatic chamber, a dedicated department for mechanical, electrical, and electronic engineering, and state-of-the-art production lines for hydronic terminals, chillers, and heat pumps. Galletti’s strong vertical integration translates into the ability to manage not only the production of finished products, but also the in-house manufacturing of critical semi-finished components, such as sheet metal processing. This process is handled by an automated work center that includes a small-part bending robot, a punching station, a bending station, and an automated storage system. For Galletti, vertical integration also means in-house development of control software and production of finned coil heat exchangers. This approach allows the company to offer a high level of flexibility to its clients. Today, with over 100 years of history, Galletti remains a family-owned company that continues to look towards the future. Through Advanced Design, a methodological approach to the development of its solutions and the market, the company is on a path to create technologically advanced, high-performance, highly customized solutions and focused on minimizing their environmental footprint. This approach is also based on collaboration with experts from various sectors and on open innovation to anticipate trends in the HVAC industry.

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