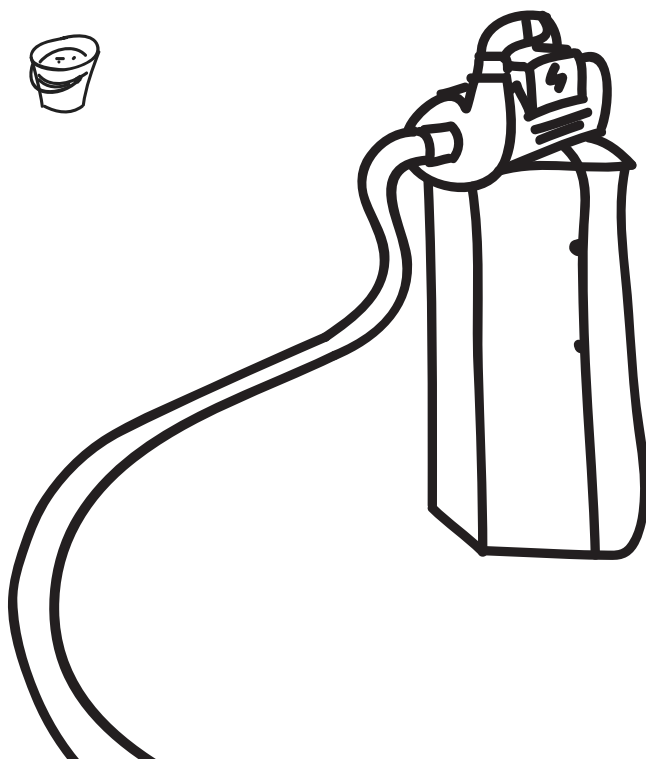


# 1963

Loccioni  
The First Project





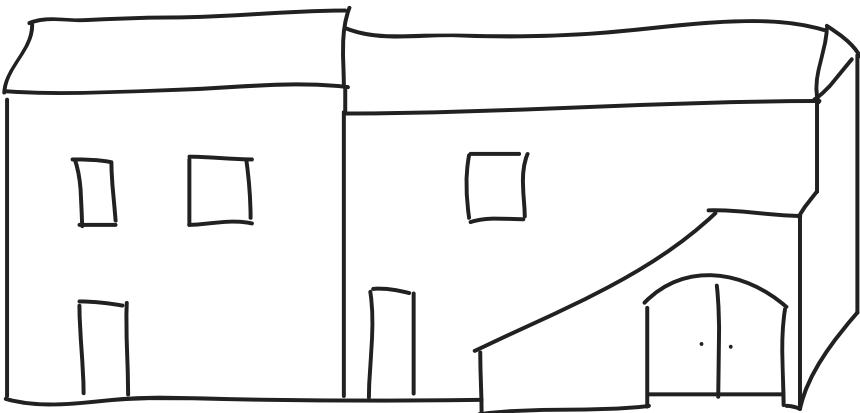
# 1963

Loccioni The First Project

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Lots of fascinating **entrepreneur origin stories** begin in the city suburbs.

This one begins in a rural house.



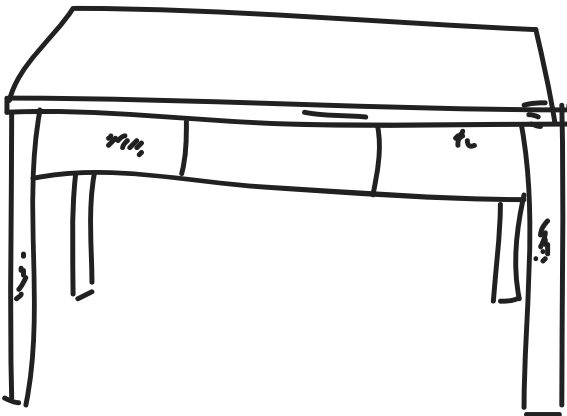




RE NIVE

ENUTI

More precisely, inside a barn.  
But in a very particular barn  
that welcomes customers,  
practicing **hospitality**.



When he was 15 years old,  
Enrico often had **to go get water**  
from the well and transport it  
to his house and cows.

A real nuisance.  
An annoying problem.  
There must have been  
a **different way** to do it.





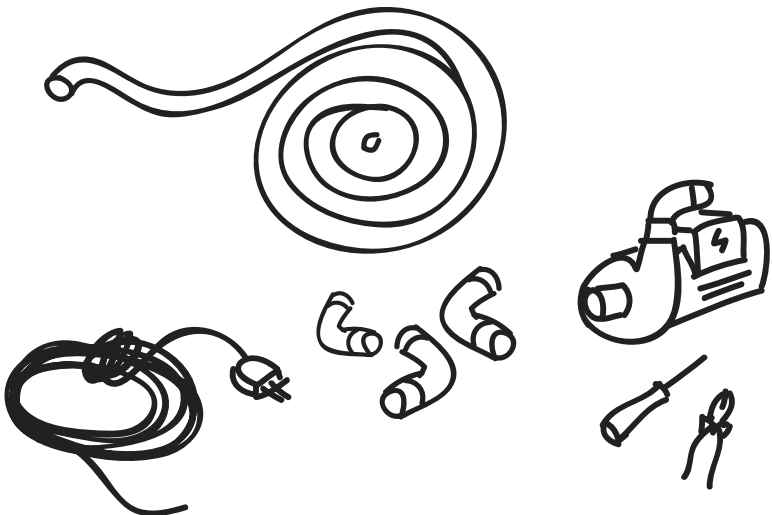






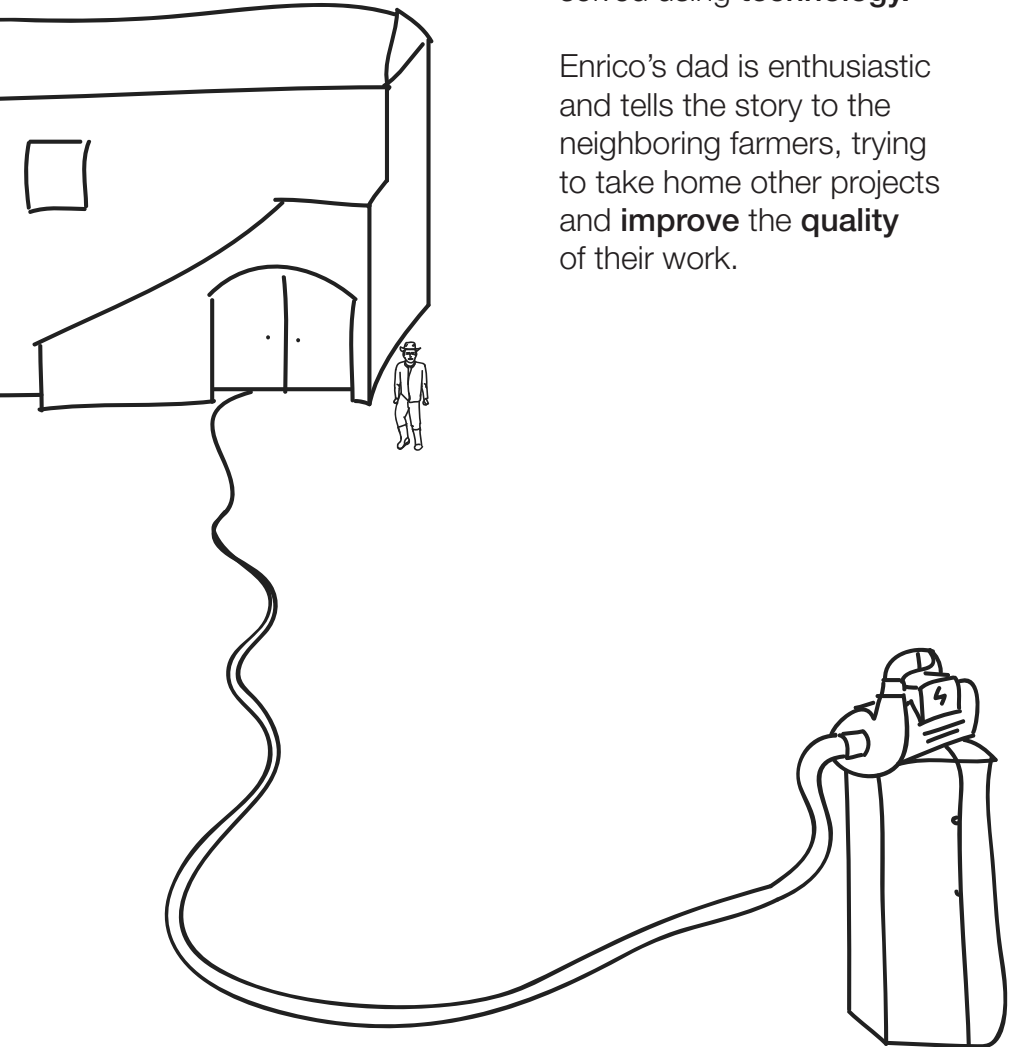
In that same barn, Enrico set-up his office where he treasured the biggest **invention** that ever arrived to the countryside at that time: **electricity!**

A pump, electricity, pipes, and now the water reaches home on its own. It is the first **automation** project.



An annoying problem,  
of a poor comfort, has been  
solved using **technology**.

Enrico's dad is enthusiastic  
and tells the story to the  
neighboring farmers, trying  
to take home other projects  
and **improve** the **quality**  
of their work.



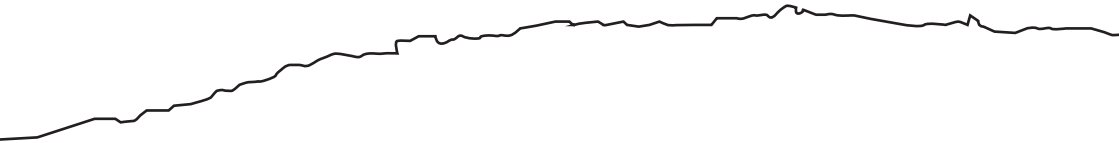




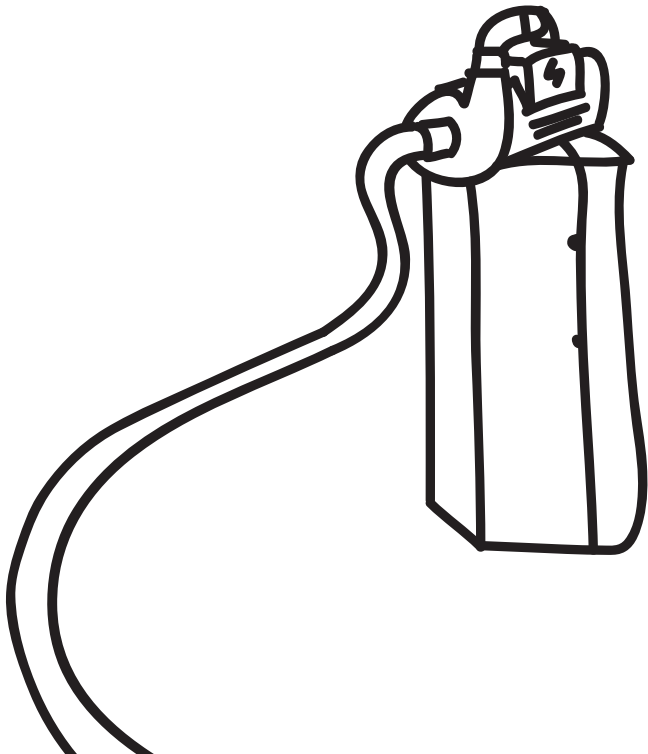
Enrico's house

*casa  
di Enrico*









This is, actually,  
how **Loccioni** is born.



