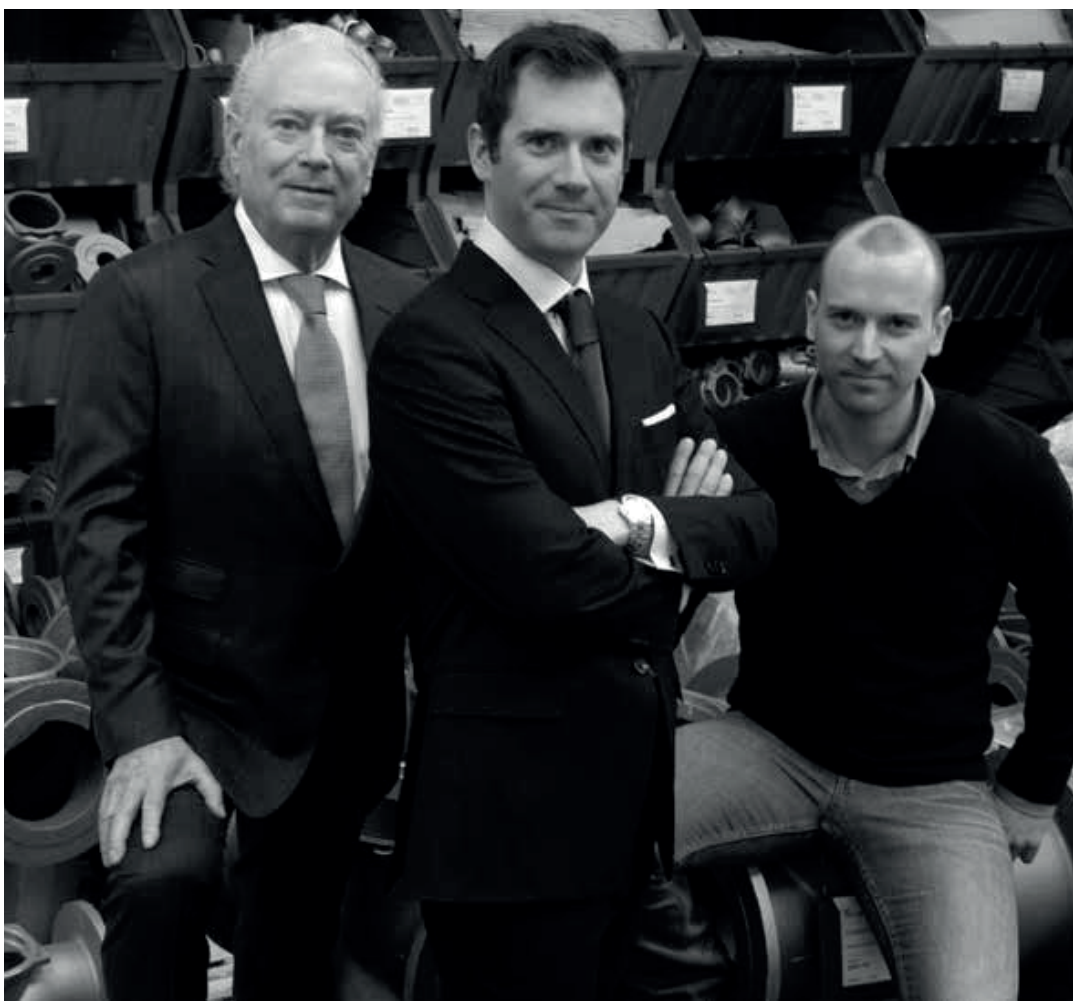


A close-up photograph of a dark, metallic component, possibly a part of a machine or engine. The image shows a circular hole with a textured, mesh-like interior. The lighting is dramatic, highlighting the textures and curves of the metal. In the background, there are faint, embossed markings that appear to be the letters 'GT' or similar.

# Guidi and the sea

A virtuous tale from Piedmont  
to the coastlines of the world.

BY PAOLA PERFETTI | PHOTOS BY JILL MATHIS



It was 1968 when Bruno Guidi founded his company, Guidi, in the Province of Novara. Originally a subcontractor for several local companies, it almost immediately became involved in the world of boating, which in his eyes was a new, fascinating sector bursting with promise. He was armed with two great strengths: enthusiasm and curiosity. "I had the good fortune to find customers (mainly Italians) who believed in this, albeit young, company. Thanks to them, we were able to grow and confirm our position on both the Italian and foreign markets. Created in Valsesia, in the foothills of Monte Rosa, our products are now distributed to almost every country in the world", explained Bruno Guidi, with the same glint in his eye as before. After 47 years, having followed the growth of the company like "a first born child who often took up all my energy, demanding sacrifices and taking me far away from my family, I still knew I could not abandon it because it was growing and had to find its identity on the market", he can now be proud of being at the helm of a real benchmark company. Every single product and every patent has contributed to the international expansion and success of this excellent Italian company. Today, and especially tomorrow, his sons Daniele and Alessandro Guidi, along with the "large extended

Guidi family", will look to the future while treasuring the lessons and experiences of the past.

"We will continue to manage our human resources as a key asset and will always rely on cutting-edge production systems. The boating sector is still going through tough times - although there are some faint signs of recovery - but at the same time it is full of new opportunities, and Daniele and Alessandro will certainly not be wanting for initiative or the ability to meet the needs of our customers and the market, while continuing to offer high-quality products in line with the traditional, yet still current, principles and values we uphold", concluded the owner, Mr Guidi. Thanks to a meeting with the American photographer, Jill Mathis, through the Anna Fileppo Graphics Studio (who produced a special report together in the factory to create a monograph for the company's fortieth birthday in 2008), these values have been conveyed by great contemporary artists, such as Michelangelo Pistoletto, Chris Gilmour, Elizabeth Aro, Alessandro Ciffo and Marco Lodola.

"An 'Art-Industry combination', two key areas of human activity and experience, which are often kept separate but are actually very similar and interconnected", in the words of Bruno Guidi.

[www.guidisrl.com](http://www.guidisrl.com)

**GUIDI** IS A FAMILY COMPANY WHICH HAS BEEN LINKED TO THE WORLD OF THE SEA SINCE 1968: "IMMENSE, A FRIEND OR AN ENEMY", AS DEFINED BY **BRUNO GUIDI** IN THE PHOTO.

FOR **GUIDI'S** OWNER, THE COMPANY IS "HIS BABY DAUGHTER" TO WHICH HE HAS DEDICATED HIS WHOLE LIFE: "OUR MISSION? TO GUARANTEE QUALITY, RELIABILITY AND SAFETY FOR ANYONE WHO USES OUR ACCESSORIES. WHETHER FOR WORK OR PLEASURE BOATS, HERE AT **GUIDI** WE LIKE TO THINK THAT WE CONTRIBUTE TO THE PEACE AND CALM OF THEIR TRIP AND TO THE SAFETY OF THE PASSENGERS AND CREW".

ON THIS PAGE: THE PHOTOS BY **JILL MATHIS** TAKEN IN THE **GUIDI FACTORY** AS PART OF THE "ART-INDUSTRY" PROJECT.

TALKING ABOUT THIS FIRST COLLABORATION WITH THE WORLD OF ART, **BRUNO GUIDI** SAID: "THE FEELINGS AND EMOTIONS THESE PHOTOS EVOKE IN US HAVE LED US TO SEE OUR WORK IN A DIFFERENT LIGHT, AS WELL AS OTHER THINGS, SUCH AS EVERYDAY LIFE AND OBJECTS".