jENERGY SPA

ENERGY TAKES SHAPE.

A family story.

In the beginning, there was a time beyond time. Before humankind, before machines, before anyone had learned to give energy a name, there were the Earth, the animals, the breath of nature. A primordial world suspended in time, inhabited by a mysterious presence that seems already to know the future. This is the first chapter of the story: an energy that existed long before anything we could invent.

Then comes the twentieth century. And with it, a family story.

In Rome, in the early 1900s, the Jacorossi family begins with coal, in a small shop near Campo de' Fiori. The family lives through the country's transformations, the hardships and hopes of the post-war years, reconstruction and the drive towards progress. In the story, the carousel now welcomes new figures: alongside the animals appear a car and an aeroplane. The world gathers speed, yet retains something of the childlike wonder with which we look towards the future.

In a quiet room, a seamstress sews. Around her, time seems to slow. The needle, the hands, the patient gesture speak of an age-old craft founded on care, precision and attention to detail. From that room, a yellow thread sets off across wheat fields, eras and generations. It is the thread of energy, but also of memory. It connects earth and sky, heating and communications, the car and the aeroplane, ships and emerging energy markets.

The art of tailoring thus becomes a metaphor for the Jacorossi identity: not offering everyone the same solution, but listening, understanding and shaping each one around the people it serves. Like a garment, energy too can be tailored to individual needs.

In the third chapter, the story seems to return to its origins. Nature reappears, but nothing is quite as it was. Over more than a century, humanity has learned to harness resources, develop technologies and envisage new possibilities. Today, from conventional fuels to more sustainable energy solutions, progress enables us to draw value from resources and processes rooted in the natural world. This is not a return to the past: **it is a new way of looking to the future, carrying forward the knowledge passed down through generations.**

The thread continues its journey until it traces the J of jENERGY, accompanied by its blue star. All eras converge in that symbol: nature, family, work and innovation. **Energy changes form**; what endures is the ability to recognise its potential, interpret it and place it at the service of people.

We have chosen art to express this identity. That choice is itself part of our family history, rooted in a desire to bring beauty beyond exclusive spaces and within reach of anyone willing to be moved by it. For art is democratic: one need not know its language to feel its power.

A work of art truly comes into being when the gaze of its creator meets that of the viewer. In that space, both physical and metaphysical, an image becomes an experience and a message becomes a connection.

The same principle guides our work. Before telling you what we can offer, we want to listen to what you need.

For more than a century, we have done more than distribute energy. We continue to give it new forms. Together with you.

Marta Jacorossi

jENERGY. GENERATIONS OF ENERGY, TAILORED TO YOU.