

ARNIO



20

rossofiorentino

Sonic Mastery



Artistic Legacy

Introducing the new ARNO Series

Introducing the ARNO series, a pivotal step in our tireless pursuit of excellence in sound reproduction. Named after the river that flows through the heart of Florence, this new line is a testament to our ongoing evolution as a loudspeaker manufacturer.

For the first time, we offer a comprehensive range that seamlessly fuses the demanding standards of High-End audio with the adaptability required for multi-channel systems. The ARNO loudspeakers deliver an immersive listening experience, built upon a foundation of cutting-edge engineering and long fine-tuning of sound down to the smallest details.

At the heart of this series lies our most significant innovation to date: a proprietary line of drivers meticulously developed in collaboration with a leading Italian manufacturer. Years of research, testing, and refinement have culminated in these exceptional components, which we have exclusively designed for ARNO.

Crafted with passion and precision in our Florence facility, the ARNO series is a true celebration of Italian craftsmanship and electroacoustic design excellence.







ARNO20

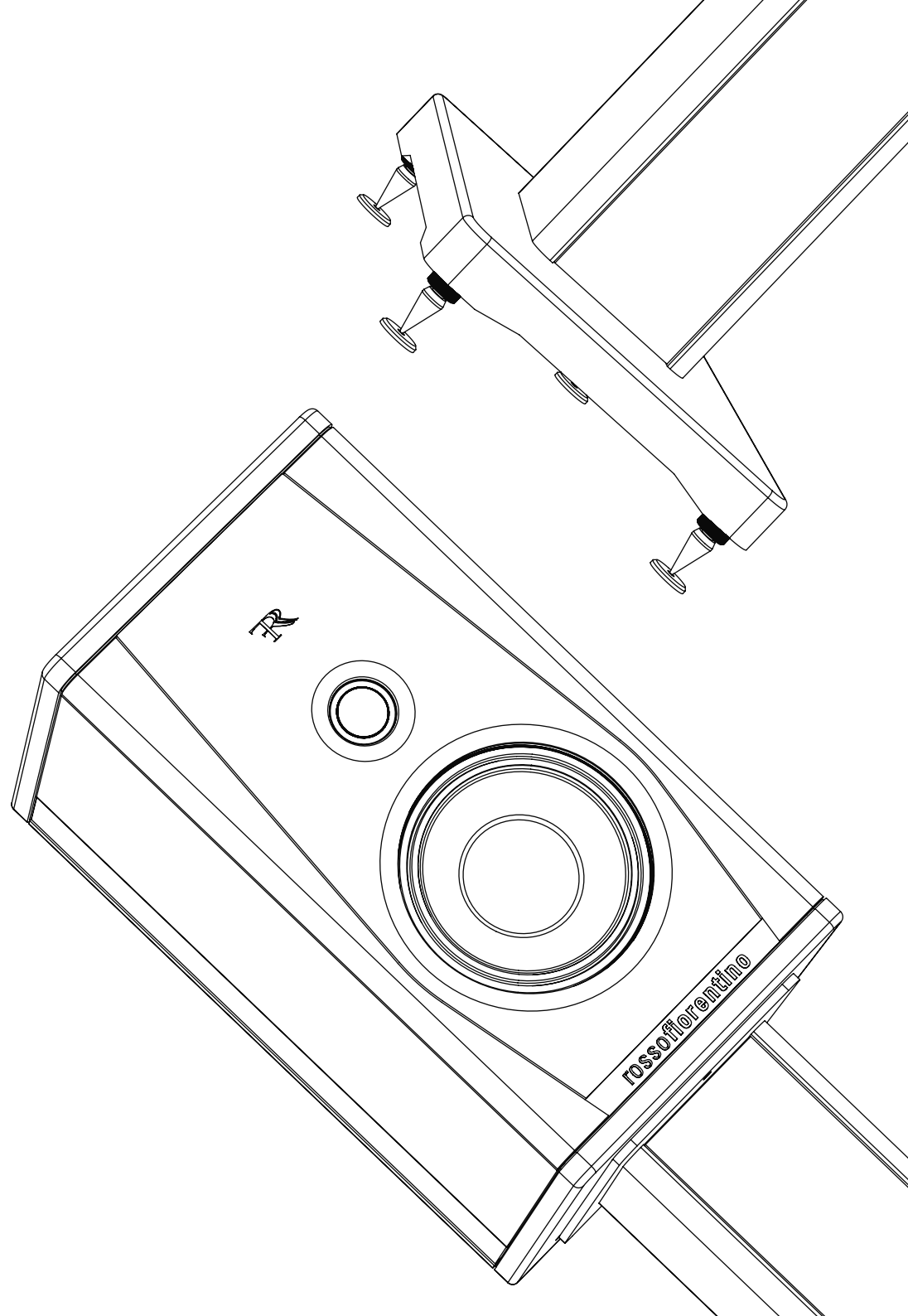
Building on the experience gained from the Fiesole and Pienza models, Rosso presents the Arno20: compact bookshelf speakers capable of delivering powerful, dynamic, and surprisingly neutral sound. The Arno20 does not color the listening experience; it faithfully conveys the artist's intention and the work of the technical team who managed the production, offering an authentic and transparent experience without any alterations.

The new 6.5" woofer, featuring a treated paper diaphragm made from different materials – an outer elastic, silky layer combined with a stiffer inner layer – reduces breakup and maintains a responsive performance with true midrange characteristics, making it a perfect match with the tweeter. The bass range, deep and precise, is achieved through a powerful ferrite magnet, a large voice coil, and a high Xmax, benefiting from an over-damped bass reflex system that ensures acoustic presence with excellent articulation.

In addition, a tweeter directly derived from the flagship Siena model, specifically adapted for the Arno series, provides exceptional clarity and consistency across a wide listening area.

The sophisticated cabinet is constructed using various materials through the layer constraint technique, resulting in an almost resonance-free structure, with all components designed in-house and manufactured in Italy.

Completing the design is a crossover with high-quality components, engineered to bring out every nuance and give the Arno20 a sound full of finesse and detail.



Enclosure

To achieve the most authentic listening experience, it's crucial that the sound emanates solely from the drivers and not the cabinet. Vibrations from the cabinet panels can introduce unwanted distortion into the music. Thus, the walls of a loudspeaker cabinet should be as inert as possible. The layered constrained technique, long utilized in RF cabinet construction, is also employed throughout the entire ARNO series.

Unlike traditional cabinets made from a single premium material, ours are constructed with a blend of materials possessing complementary acoustic properties. This synergy significantly minimizes internal resonances that can occur during sound reproduction. This 'team' of materials ensures optimal rigidity, inertia, and damping, bringing us closer to the ideal of a resonance-free cabinet. The result? A purer sound, with a more defined soundstage, a more impactful bass transient response, and improved overall clarity. Listeners will perceive a deeper silence between notes, with enhanced rhythmic timing and musical flow. In line with our construction tradition, the ARNO range also employs various types of fibrous materials (completely safe and non-releasing fibers into the air over time) with different densities to broaden the damping spectrum across multiple frequencies. Additionally, medium-low frequency damping zones are utilized through air 'cushions' that function as resonators, absorbing energy from the cabinet resonances while scattering the waves at mid-high frequencies improving the distribution of acoustic energy inside the box.



Drivers

A Partnership Aiming for Perfection: Crafting Custom Drivers.

We design and develop nearly every aspect of a Rosso loudspeaker in-house. However, our commitment to advancing audio technology led us to collaborate with specialized manufacturers, crucial for achieving the highest quality. This approach was key in developing our drivers, where partnering with a renowned Italian manufacturer turned our ideas and designs into tangible, premium products. By working closely with them, we optimized every detail of the driver's design, from materials to manufacturing processes. This meticulous engineering has resulted in a truly unique line of Rosso drivers, crafted exclusively for our ARNO speakers.



Tweeter & Midwoofer

All ARNO speakers feature our custom Italian-made tweeter derived from the Siena model, optimized for this line. It boasts a silk dome with special damping treatment, a 28 mm aluminum voice coil, and high sensitivity over 94 dB at 1W/1m. Equipped with a powerful neodymium magnet and a low resonance frequency, it can handle high wattage even when crossed at lower frequencies. Furthermore, the front panel design with its shallow waveguide enhances off-axis performance, ensuring smooth and consistent sound.

The woofer is engineered to deliver consistent performance both on-axis and off-axis, offering impressive high-frequency extension and a low resonance frequency, while also handling robust power. Its large linear excursion, combined with wide mechanical limits, ensures low total harmonic distortion (THD). The 38 mm copper voice coil, mounted on a Kapton former, is capable of handling up to 240 watts AES. The double asymmetric roll rubber suspensions enable greater cone movement, reducing mechanical distortion and ensuring clean, precise bass.

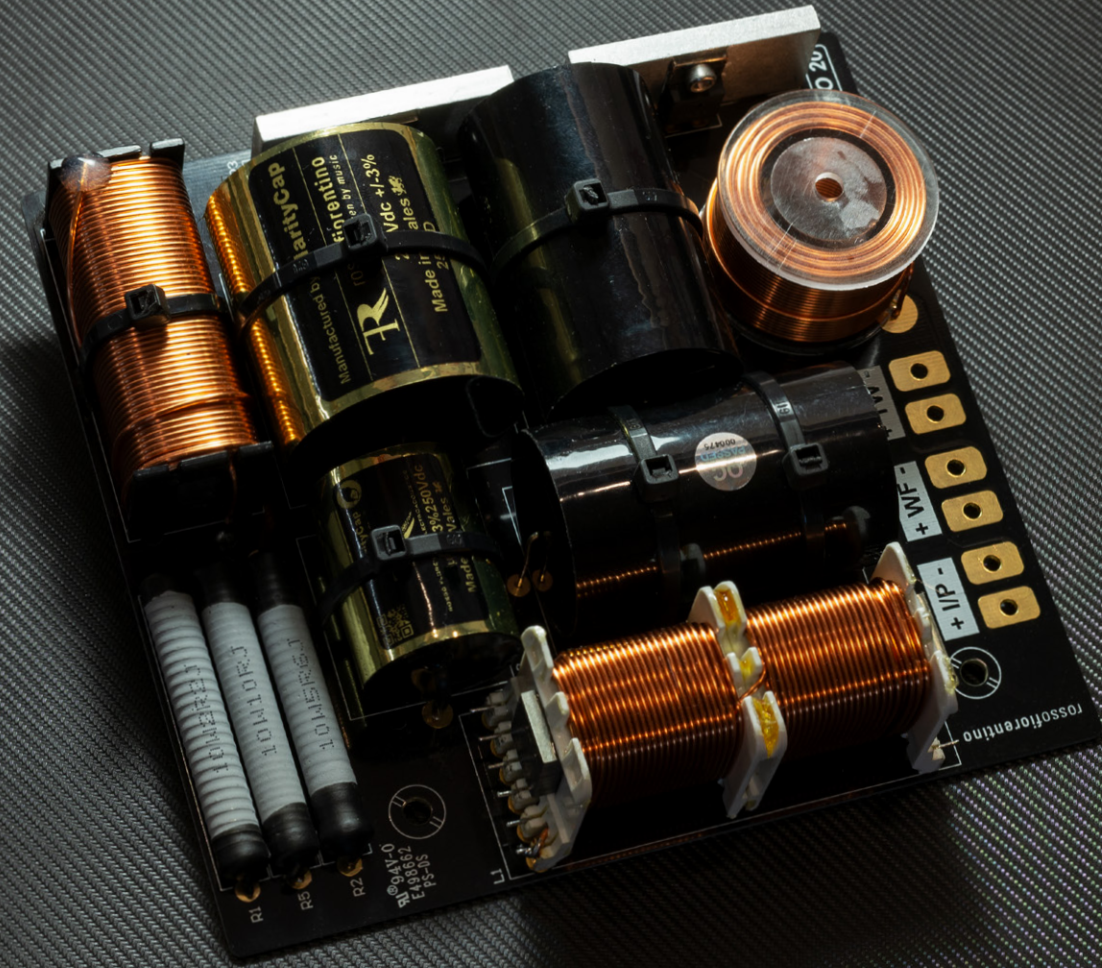
Furthermore, the woofer features a treated paper diaphragm made from a combination of materials – an outer elastic, silky layer paired with a stiffer inner layer – that effectively reduces breakup. This design maintains responsive performance with true midrange characteristics, providing a seamless integration with the tweeter for a balanced and coherent sound.



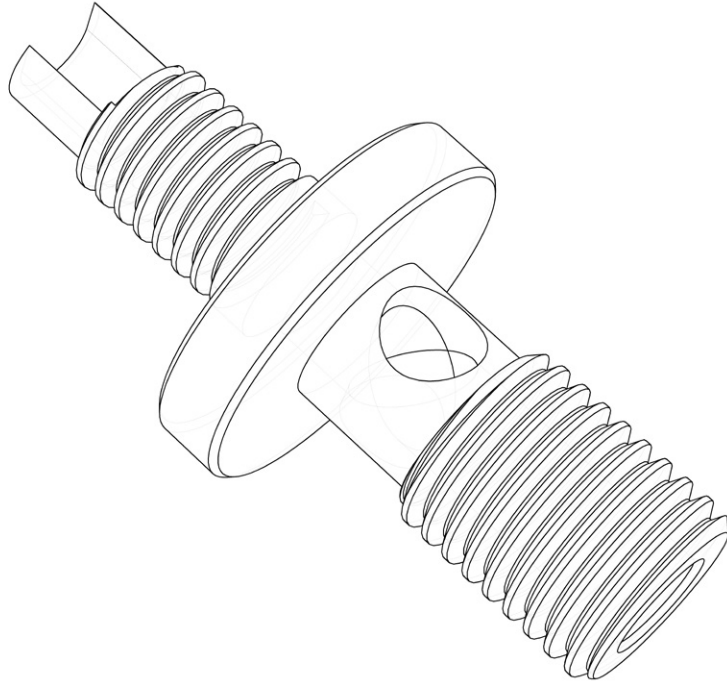
Crossover

In our design philosophy, we don't adhere to a single electroacoustic approach. Instead, we choose the technique that best achieves the desired result for each product. For example, while some manufacturers rigidly favor first-order crossovers, we employ the most effective filtering method for our goals, without constraints. For us, the outcome is paramount, always guided by our academic expertise in electroacoustics and practical experience. For the Arno20, the crossover has been meticulously engineered from scratch. Each circuit is crafted using high-quality components from leading international manufacturers and enhanced with exclusive, in-house developed elements, such as our custom coils.

In line with our design philosophy, we have implemented various types of filtering, with particular care to maintain a highly resistive and stable impedance. We have also minimized phase variations, avoiding the creation of critical points where impedance and phase could jointly stress the amplifier. This ensures the amplifier works under optimal and stable conditions, leading to improved overall sound quality.



Hardware



All mechanical parts are fully designed by us and made in Italy. From the vented aluminum ports to the spikes and counter-spikes that anchor the speakers to the floor, every detail is precision-crafted — including the front panels, milled from solid 8mm aluminum sheets to maximize driver stability. Even the binding posts are made in-house: pure copper, plated with gold and palladium for exceptional, lasting durability.

Our refined Rosso binding posts raise the standard for reliability and audio performance in high-current connections, each paired with an anodized aluminum bushing featuring a friction lock to securely hold any type of cable.

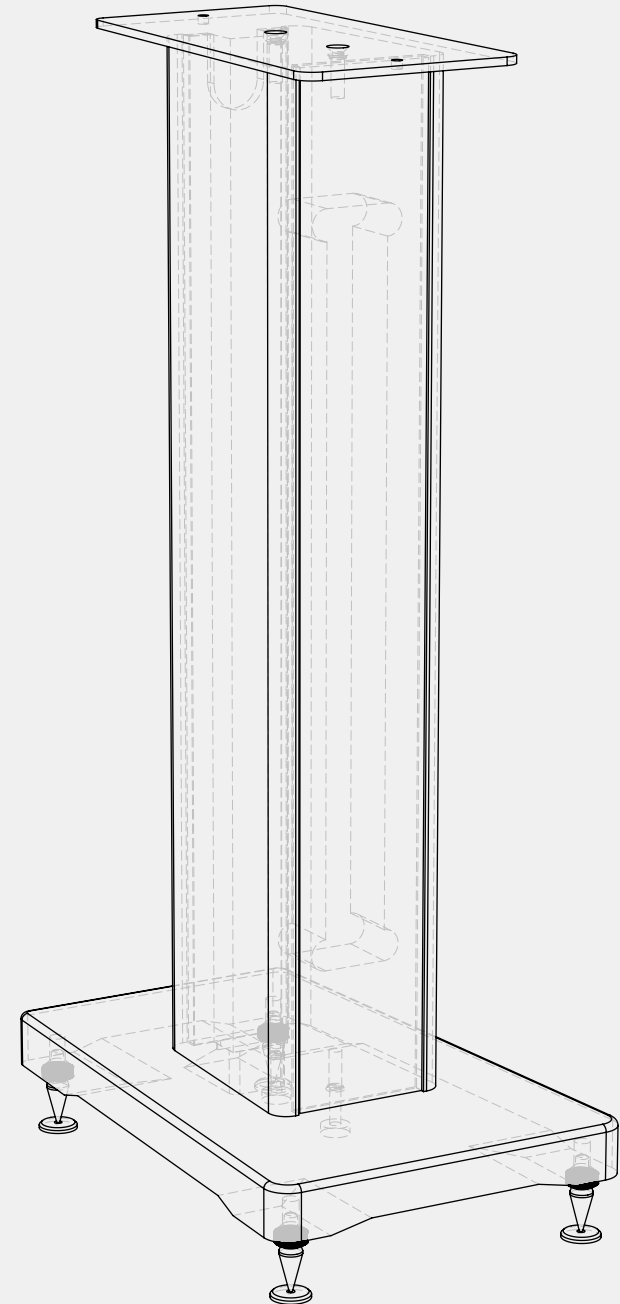
Unlike the plastic parts often found even in high-end speakers, Rosso ports are machined from solid aluminum billets for superior rigidity and performance. We've continually refined this design, and for the Arno20 we introduced a wider diameter and optimized placement to further reduce the already minimal port noise.



S-A20 stand: solid performance

The Rosso Fiorentino S-A20 stand is designed to provide a solid and high-performance platform for the ARNO20 bookshelf speakers. Its elegant design, finished in matte black soft-touch paint, perfectly complements the aesthetic line of the brand's latest models. Among its key features is a front compartment filled with marble microgranules, which helps dissipate structural vibrations by transforming kinetic energy into heat, thus enhancing sound quality. The stand includes a wide rear channel for neat cable management. The base is equipped with easily adjustable spikes for precise and quick installation. Additionally, the option to screw the speaker directly to the top plate creates a solid mechanical coupling, further improving stability and vibration control.

Made from HDF painted with a new soft-touch formulation, the S-A20 combines technical functionality with refined aesthetics. The Rosso Fiorentino logo, embossed on the central leather band, adds a touch of elegance. Overall, the S-A20 offers an advanced technical solution with a refined design to fully support the performance of the ARNO20 speakers.



Finishes

Finishes are one of our strong suits. It couldn't be otherwise, we are Italian. Once a project is completed and the product is realized, choosing the perfect "outfit" is something that excites us, gratifies us, and highlights the product.

That's why we offer a catalog of various finishes that we have carefully tested and refined over the years. However, in addition to our suggestions, we also provide the option for clients to choose the finish that best suits their preferences, allowing them to personalize an exclusive product like Rosso Fiorentino.

Here's a brief overview of the available options:

- Standard: High gloss black or matte walnut (natural look).
- Premium leather: An almost infinite selection of fine Italian leathers.
- Custom lacquer: A color of the client's choice, whether glossy or matte.
- Carbon fiber: Carbon fiber, offering a look that is both classic and modern, available in glossy or matte finishes.

STANDARD FINISHES



• Walnut



• Piano black

PREMIUM LEATHER



- Rosso Siam



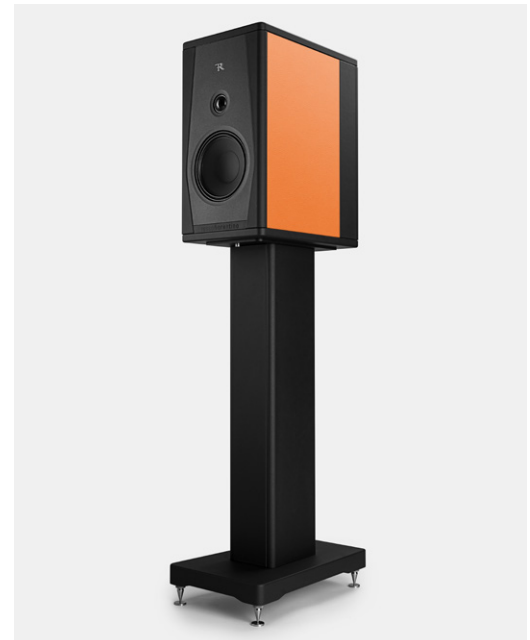
- Grigio Smoke



- Bianco Ivory



- Blu Pacific



- Arancione Sunset

LACQUERS



- Verde British



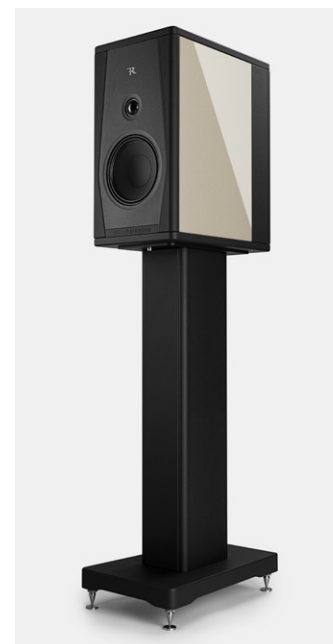
- Rosso Corsa



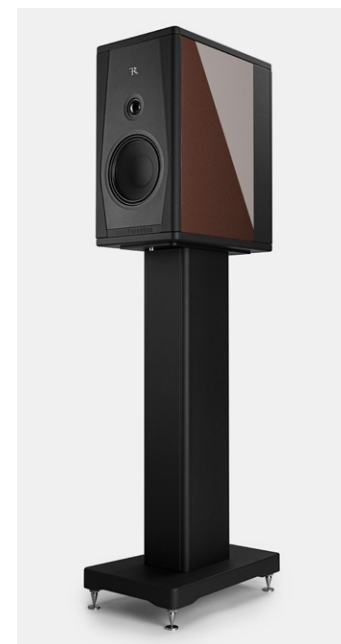
- Blu Cobalto



- Grigio Silverstone



- Grigio Dakar

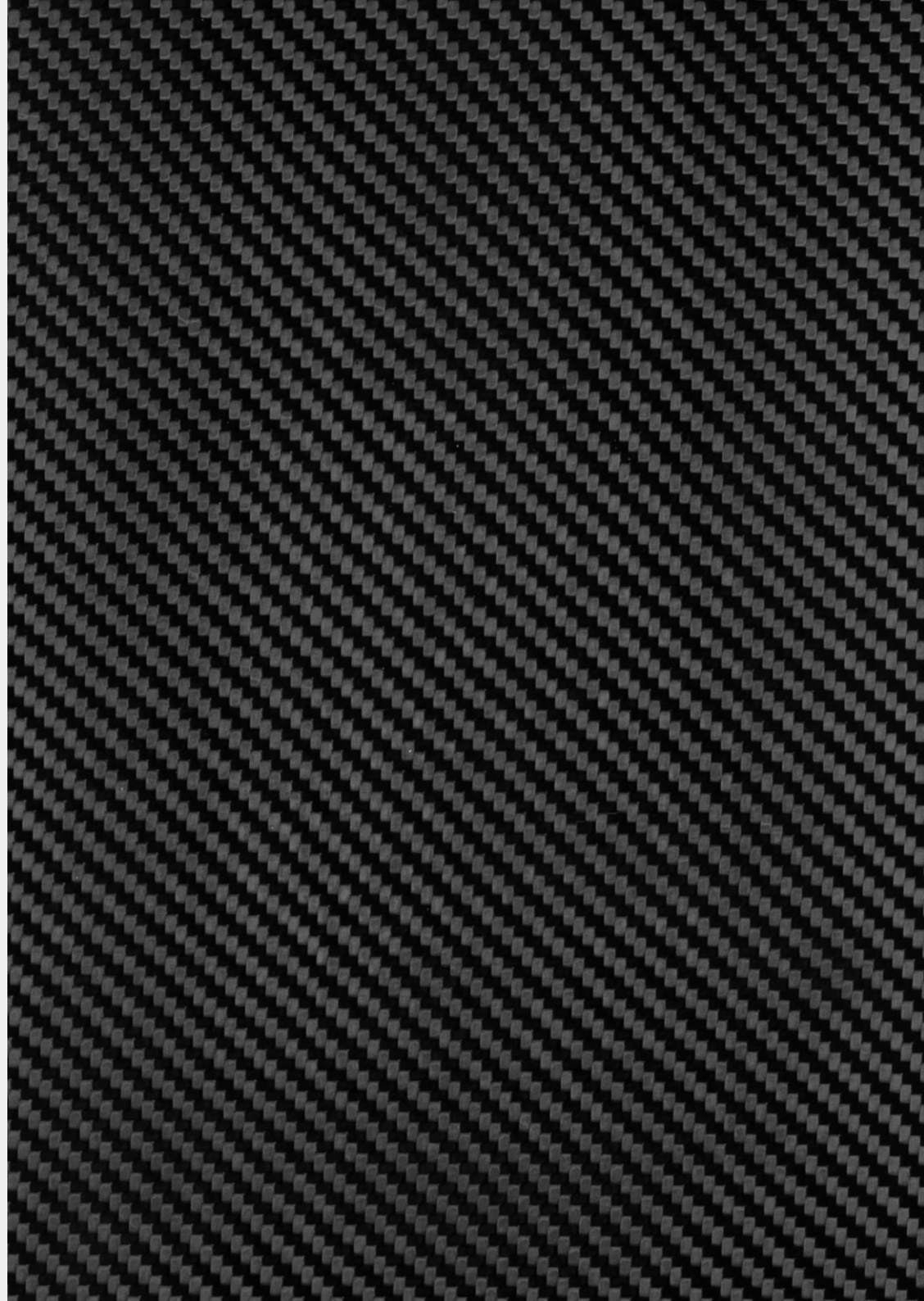


- Moka

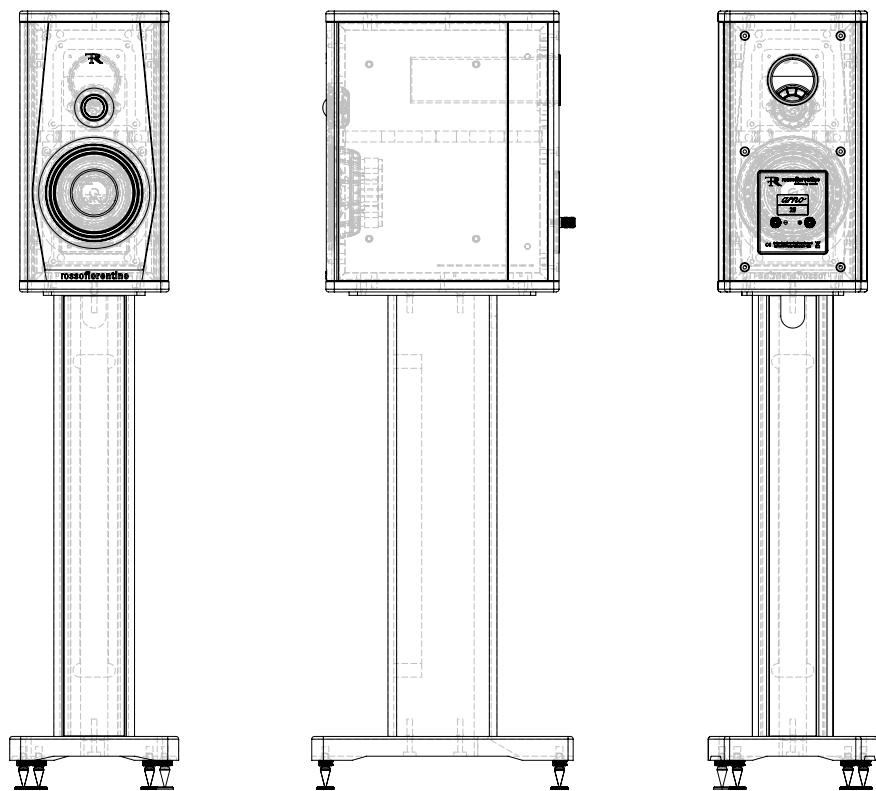
CARBON



- Carbon fiber



Technical Specifications



Type	2 -way rear firing ported stand mounted system
Sensitivity	87 dBspl (2.83V, 1m)
Nominal impedance	8Ω (minimum 4Ω)
Drive units	<ul style="list-style-type: none">• 1 x ø 28mm (1.1 in) silk dome neodymium tweeter• 1 x ø 165mm (6.5 in) paper treated cone woofer
Frequency response (±3dB)	45Hz – 25kHz (typical in-room bass resp. -6dB @39Hz)
Crossover frequencies	1.7kHz
Recommended amplifier power	50W – 150W into 8Ω with unclipped sound signal
Cabinet	Constructed with multiple solid layers of HDF, rubber, and aluminum using the Constrained-layer damping method for perfect vibration control
Dimensions	<ul style="list-style-type: none">• Height: 413mm (16.25 in) 1145mm (45.1 in) incl. stand• Width: 220mm (8.7 in) 247mm (9.7in) incl. plinth• Depth: 342mm (13.45in) 385mm (15.15in) incl. plinth
Net weight	16 Kg (35.3 lb) each
Cabinet finish	<ul style="list-style-type: none">• Exclusive RF silky matt black coating• Black genuine Italian leather (front panel and side stripes)
Side panels	<ul style="list-style-type: none">• Standard: Available in Glossy Black or Natural Walnut finishes• Genuine Leather: A premium option featuring high-quality genuine leather for a luxurious look and feel• Custom Lacquer: A customizable finish available in various lacquer colors upon request, offering a unique and personalized appearance• Carbon Fiber: A sleek and modern finish made from glossy carbon fiber, known for its strength, lightweight, and stylish aesthetics



ARNO Series

- ARNO40: a 2.5-way floorstanding speaker
- ARNO20: a powerful 2-way standmount speaker with dedicated stand
- ARNOcc: a 2.5-way center speaker that can be used as Left-Centre-Right (LCR) speakers
- ARNO sub: an overdamped 10" subwoofer with proprietary electronics

ARNO20



ARNO40



ARNOcc



ARNOSUB



The meaning of a brand name



Rosso Fiorentino, *Angelo musicante* (1522)

Rosso Fiorentino (*Giovann Battista di Jacopo*, Firenze 1495 – Fontainebleau 1540) was one of the most talented and unconventional Florentine artists of the early 16th century. He assimilated the innovations of *Leonardo*, *Michelangelo* and *Raffaello* but went on to experiment with a freer technique and more abstract forms.

His paintings forcefully express the strength of the colours, the sophisticated interpretation of the details, the luminosity of the reflections and an underlying artistic rigour.

The gauntlet he threw down to those who had already interpreted all there was to interpret is something that intrigues us and inspires our work daily.

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