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We love to dance with the pulse of the future | contact: hello@ensoul.it

ENSOUL IS A WEB DEVELOPMENT COMPANY YOUR COMPETITORS ARE MOVING QUICKLY: WE KEEP YOU UP TO DATE.

**We specialise in WordPress
enterprise and Shopify e-
commerce.**

We create beautiful, fast, accessible, and
maintainable websites, e-commerce platforms, and
digital tools — designed for your team to use
independently, without waiting for developers.

Not a one-off supplier: a fractional digital business
unit at your service.



WHO WE ARE

We develop enterprise WordPress sites and high-complexity Shopify e-commerce.

We are part creative studio and part vertical product company. We work with ambitious businesses whose success relies on their digital tools, and we take on very few clients each year: this allows us to excel in quality and deliver meaningful results. And yes, we also enjoy winning awards.

International awards that we have won

Awwwards Honorable Mention	2
CSDDA UX	2
CSDDA UI	2
CSSDA Innovation	1
CSSDA Special Kudos	2
DDD Site of the week	1
FVG Energy Awards special mention	1

PURPOSE

Our business is deeply guided by ethics.

We prioritise building digital environments that are accessible to everyone. It's not just an economic advantage: it is primarily an ethical choice. No disability should be overlooked.

We study a lot: every other Friday we close the offices for a full day of training.

We write lightweight, low-emission code: a fast and carbon-neutral process is not only efficient for users, it is beneficial for the climate.



OUR PILLARS

MAINTAINABILITY

Our work is designed not only to last but to evolve over the years in a scalable way — without the costly redesign every two years that many sites undergo.

RELIABILITY

Every project begins with a comprehensive preliminary study: risk assessment, user flow, data flow, and prototypes in Figma. All before moving a single pixel.

AUTONOMY

No tickets, no waiting: your team writes, edits, publishes, and builds landing pages on their own. The site is yours, without vendor lock-in.

PERFORMANCE

We continuously improve our practices to deliver products that compete according to international standards: reliable and efficient tools.

ETHICS

We prioritise accessibility: we want our work to be usable by everyone. We are loyal to our clients and honest with their users.

SUSTAINABILITY

We create lightweight code that consumes little: dark mode, optimized images, zero-impact servers. Special mention to the FVG Energy Awards.

EASE OF USE

We create flexible tools that our clients manage independently.

THEY CHOSE US

ELIO E LE STORIE TESE

nudesign

fantoni

BAM
Biblioteca
degli Alberi
Milano

MOROSO[®]

FOGLIO

ARL^eF
AGENZIE
REGIONAL
PE LENGHE
FURLANE

Fondazione
Giangiacomo
Feltrinelli

Fondazione
Riccardo Catella

ABET LAMINATI
Unlimited selection

ert
Ente Regionale Teatrale
del Friuli Venezia Giulia

FERRARA
MUSICA

MILLEFIORI
MILANO

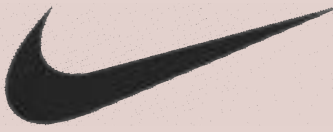
TUCKER FILM

SALVO

Adriastrade

Daiichi-Sankyo

SONY MUSIC



EXPERTISE



SHOPIFY DEVELOPMENT

We are in love with Shopify.

Your old store was slow, confusing, and just like every other Shopify store. We design fast, clear, and distinctive storefronts, with a checkout that truly closes the sale.

We develop custom themes, build tailored Shopify apps, and connect the platform to your CRM, Salesforce, or any system your company uses. And we build the entire post-sale machine with you: email lifecycle, loyalty, customer care, integrations — so margins stop disappearing every month in ads and commissions.

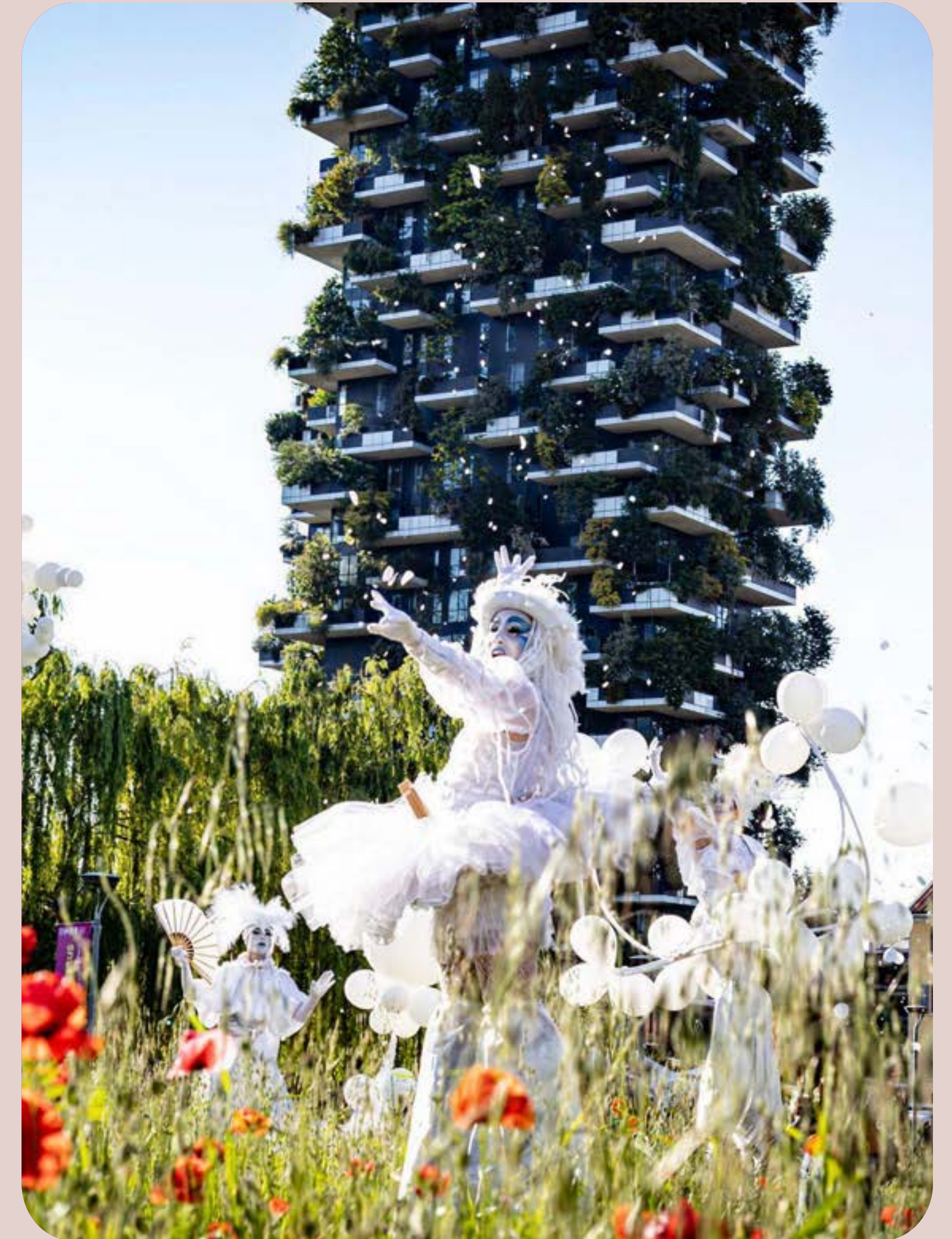
Not just stores: also community sites based on Shopify.



WORDPRESS DEVELOPMENT

We have been developing enterprise WordPress for over ten years on our North framework: accessible React blocks, bespoke design systems, and backends that reflect the frontend. No templates that look like everyone else's, no proprietary CMS that hold your content hostage: open platforms, entirely yours, that remain beautiful for years.

With Rock, we manage multilingual content seamlessly. We connect WordPress to Salesforce, CRMs, and third-party apps, with Git-based workflows, at scale and with dual servers.



WHAT WE DO *well* AND WHAT *we don't do at all*

We are highly skilled artisans, a total of 10 including frontend and backend developers, art directors, illustrators, 3D artists, and project managers. We are meticulous in managing projects, deadlines, and budgets. We make your website or e-commerce the nerve centre of the entire IT system, from brand architecture to sales.

We are not an advertising agency: we do not handle photography, video, copywriting, social media marketing, SEO, or influencer marketing.

Instead, we collaborate with partner companies that strive for excellence: Nama Studio (lifecycle marketing on Shopify: email, SMS, loyalty), Blueant Solutions (data migrations), Nudesign (3D and visual), Mabiloft (mobile apps). We have expertise in video production, design systems, SEO, brand identity, and web software.



FRONTEND DEVELOPMENT

Our approach to frontend creation emphasizes the delivery of user-friendly digital structures that are both visually appealing, with animated illustrations and modern design, and environmentally sustainable.

We focus on minimizing CO2 consumption through image optimization, efficient coding with the Tailwind framework, and eco-friendly hosting solutions.

Additionally, we prioritize accessibility to ensure that our digital structures are usable by everyone, including people with a wide range of disabilities. We start by producing visual content such as Figma prototypes and then convert them into code.

We design code and visuals to be readable by new AI search engines.

*beautiful digital structures
with an eye on sustainability
and accessibility.*

Expertises

Figma

After effects

Lottie

Tailwind

React

Gsap

Three.js

Vector animation and illustration

BACKEND DEVELOPMENT

We develop custom back-ends providing detailed control over content and functionality. Our developers create tailored backend solutions to meet your specific needs, allowing for efficient management of site components.

With Gadget, we build custom Shopify apps: non-standard subscription logic, real-time synchronization with external systems, and communities with exclusive content.

Whether you need custom post types, advanced user permissions, APIs, or specific integrations, we have the expertise to deliver robust and scalable backend systems. Leveraging the flexibility of WordPress, we design back-ends that grow with your content structures, providing the tools and features necessary for optimal site performance.

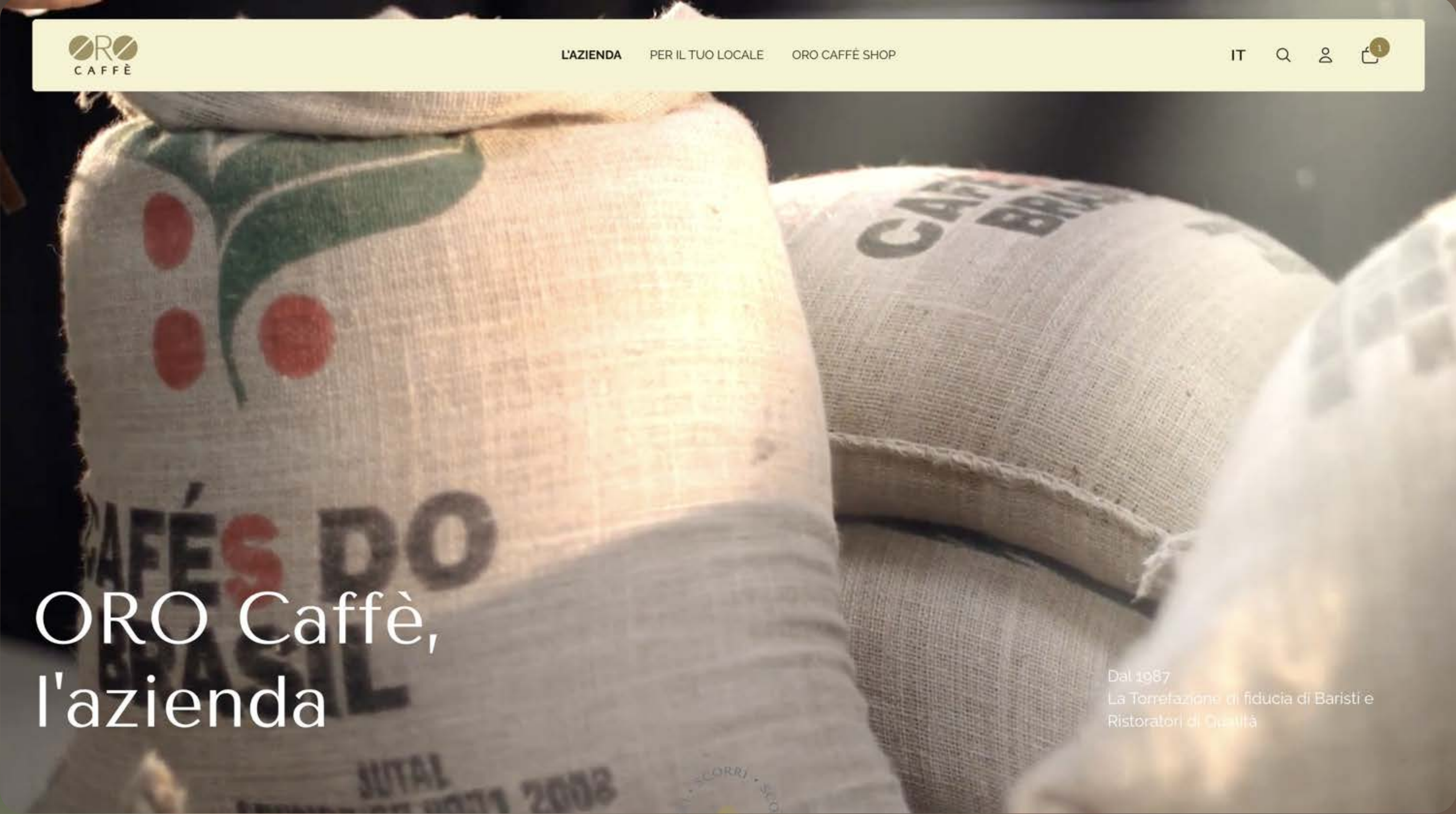
By using Git-based version control, we enhance our ability to manage code changes, collaborate effectively, and maintain high standards of code quality and reliability.

customised solutions for granular control

Expertises

- Trellis
- Bedrock
- WordPress
- Laravel
- Gadget
- Backpack
- MySQL

E-COMMERCE PROJECTS



ORO CAFFÈ

[VIEW SITE](#)

Oro Caffè, a Friulian coffee roasting company of quality, had two separate digital worlds: a corporate site on WordPress and a standalone e-commerce site on Shopify. We brought them together into a single coherent platform, structured into three areas — corporate, B2B, and B2C — that now coexist and communicate with each other.



CHALLENGE

Two separate sites mean two identities, two experiences, two managements: confusing for the company and perplexing for the user, who, moving from the brand narrative to the purchase, effectively exited one world to enter another. Oro Caffè needed to unify everything into a single digital home, capable of speaking to very different audiences: the end customer buying a package, the B2B partner ordering wholesale, and those wanting to learn about the company and its values.



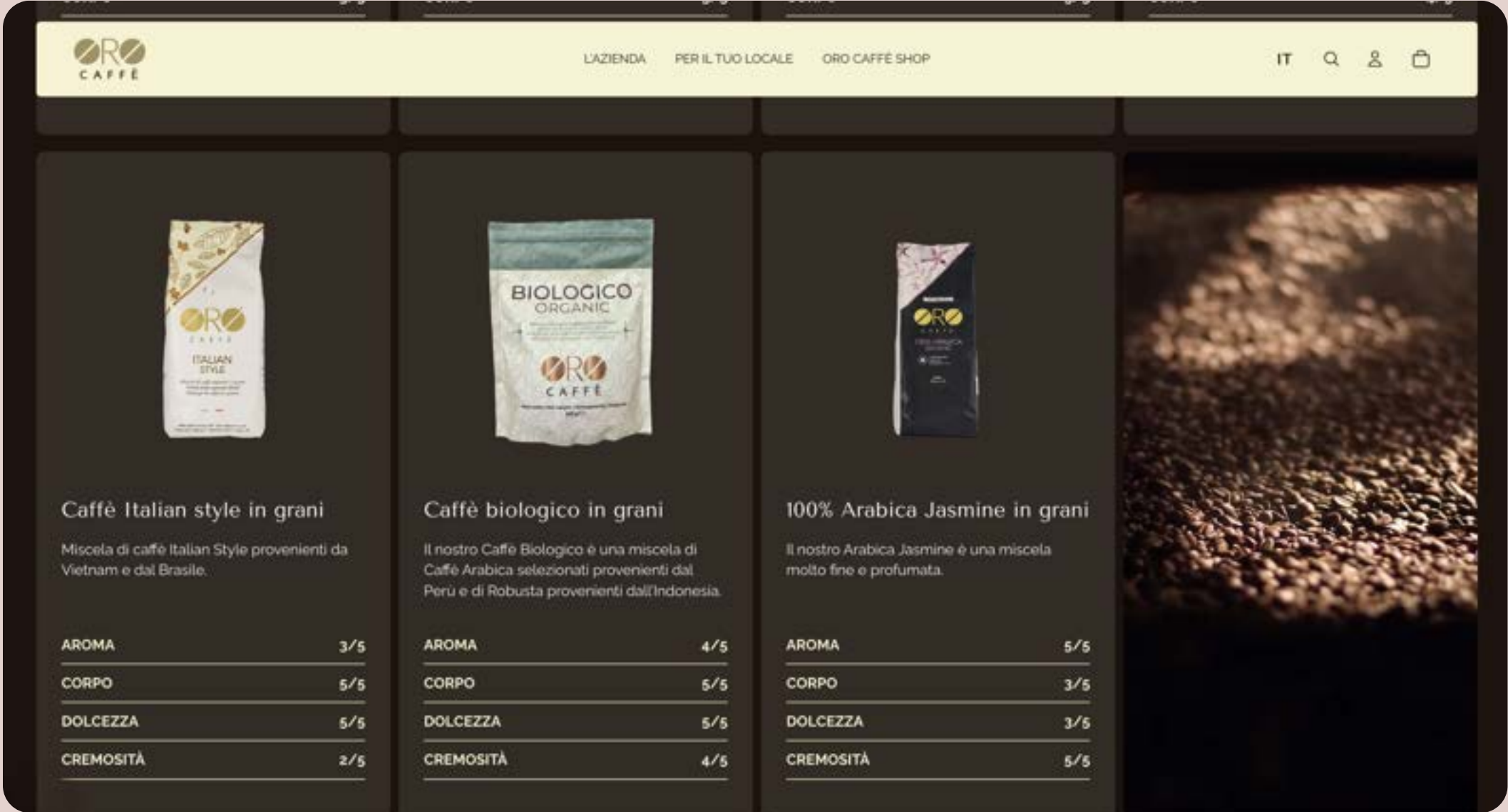
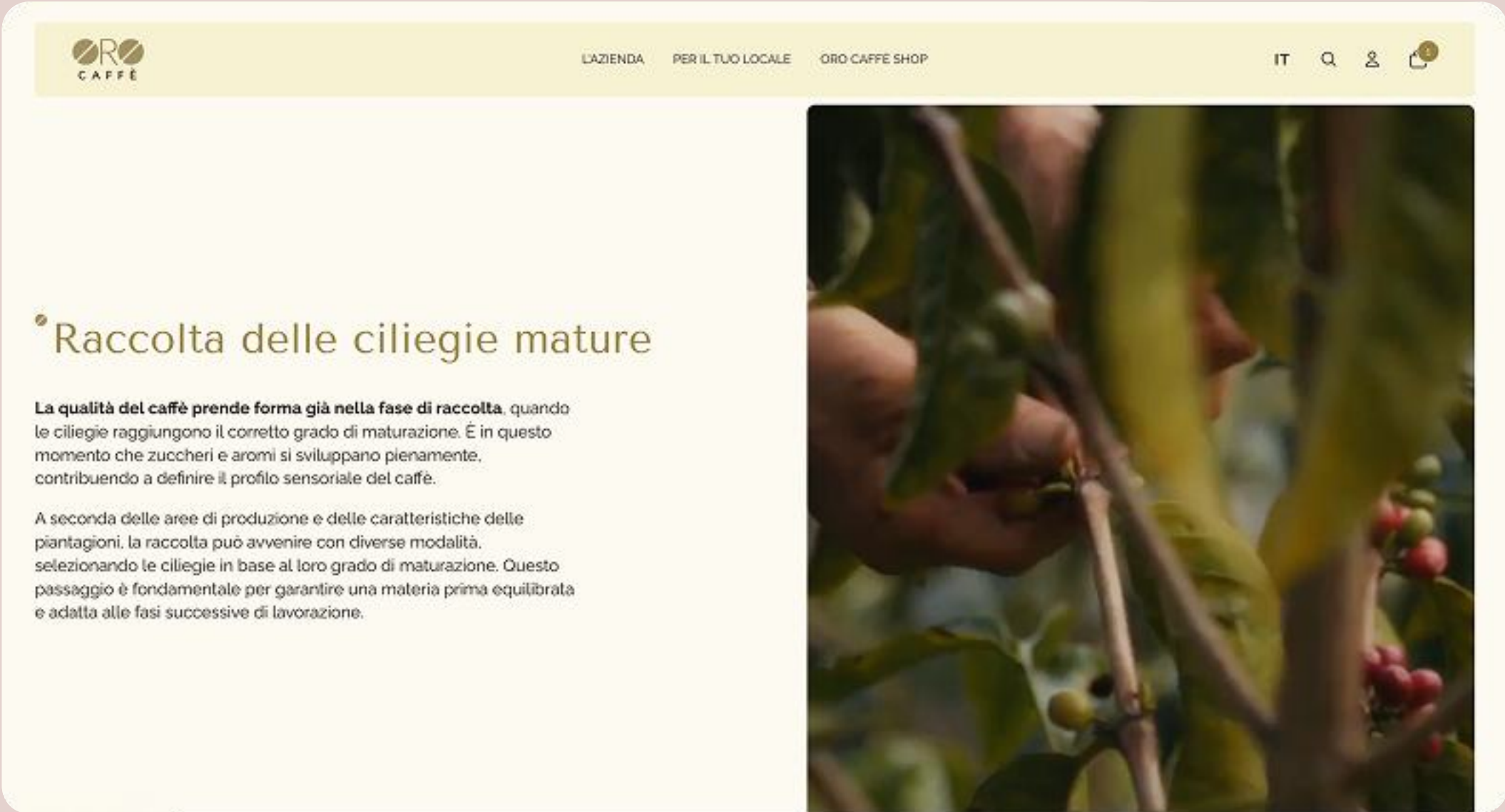
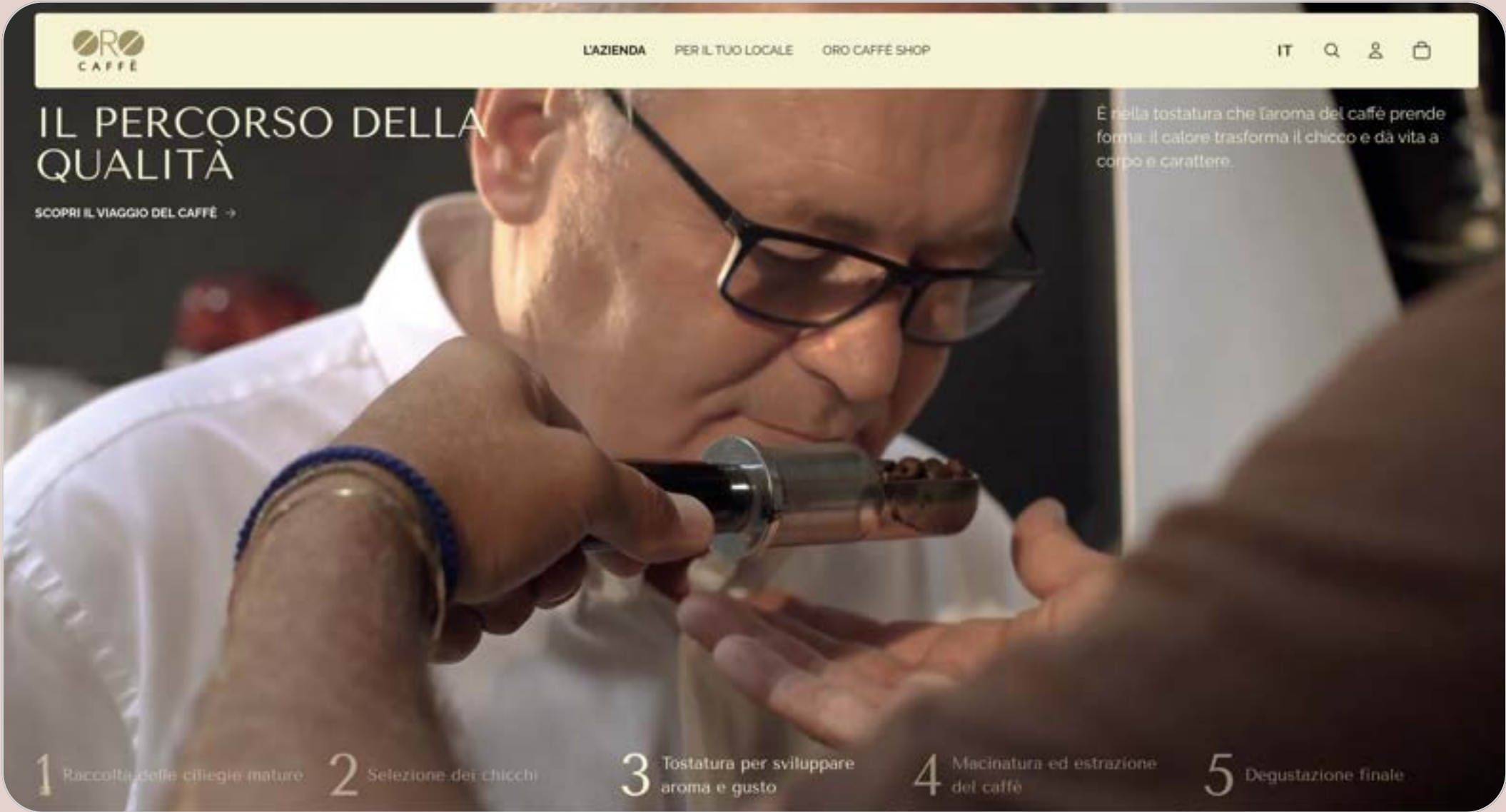
SOLUTION

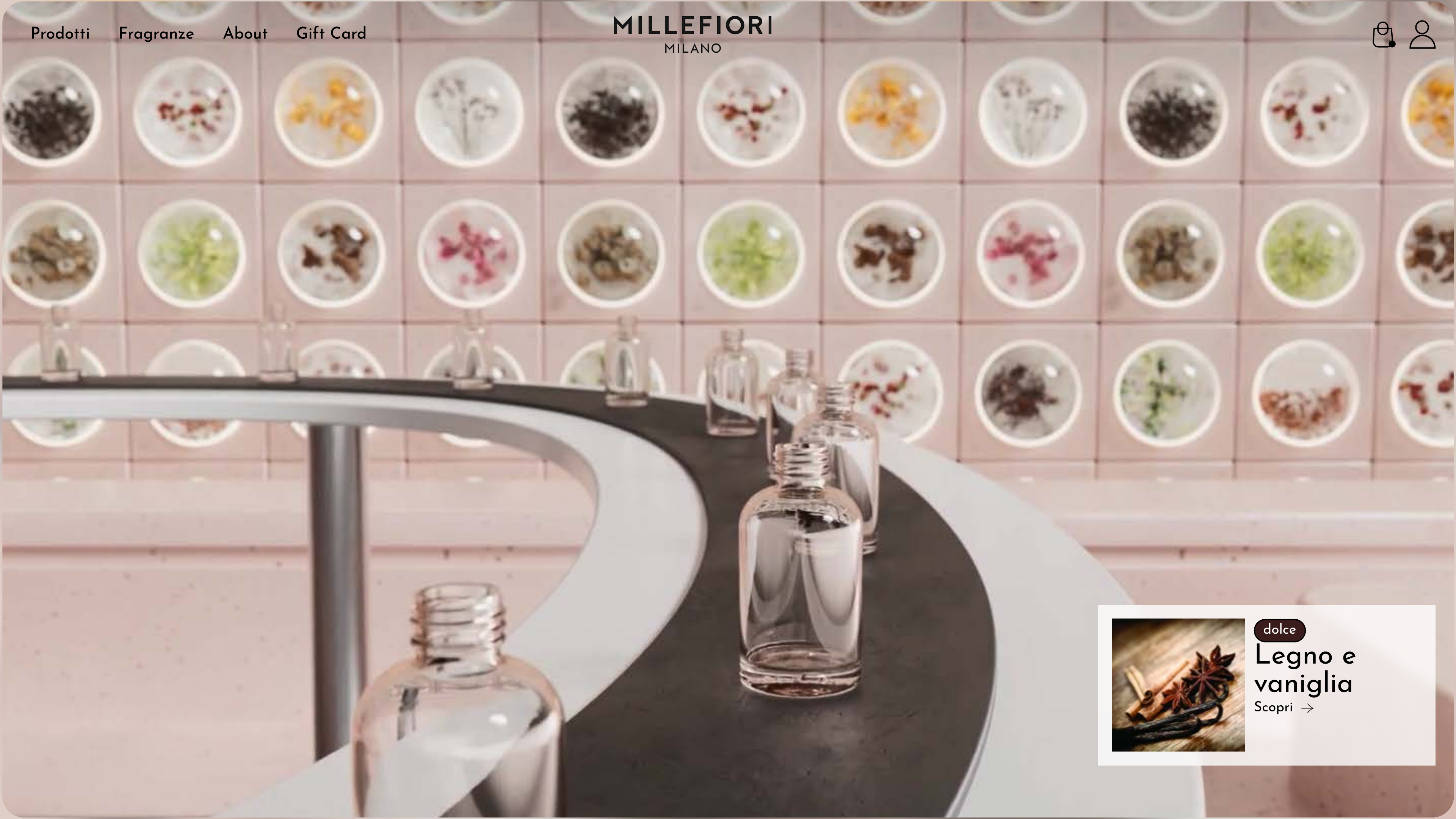
We redesigned the entire online presence as a single system divided into three pathways. The corporate area tells the brand story and product quality; the B2C area focuses on selling to the end customer with a seamless shopping experience; the B2B area addresses the specific needs of professional clients. The three facets share the same identity and technical foundation, allowing the user to move seamlessly from the coffee narrative to the cart, while the company manages everything from a single platform instead of two disconnected systems.



IMPACT

Oro Caffè now has a single digital presence that is coherent and complete, where communication and sales no longer exist separately. The end customer finds a straightforward purchasing journey, commercial partners have a dedicated B2B channel, and the company has a single platform to manage and grow — with the brand narrative and sales finally working together instead of ignoring each other.





MILLEFIORI MILANO

[VIEW SITE](#)



CHALLENGE

Transforming an e-commerce site that had become fragmented over the years into a coherent, smooth experience aligned with the brand's values. The most concrete problem was commercial: many customers bought the diffuser without the refill, or chose an incompatible one, because the UX did not clarify that both were needed. The fragrance section was also difficult to filter and organise logically.



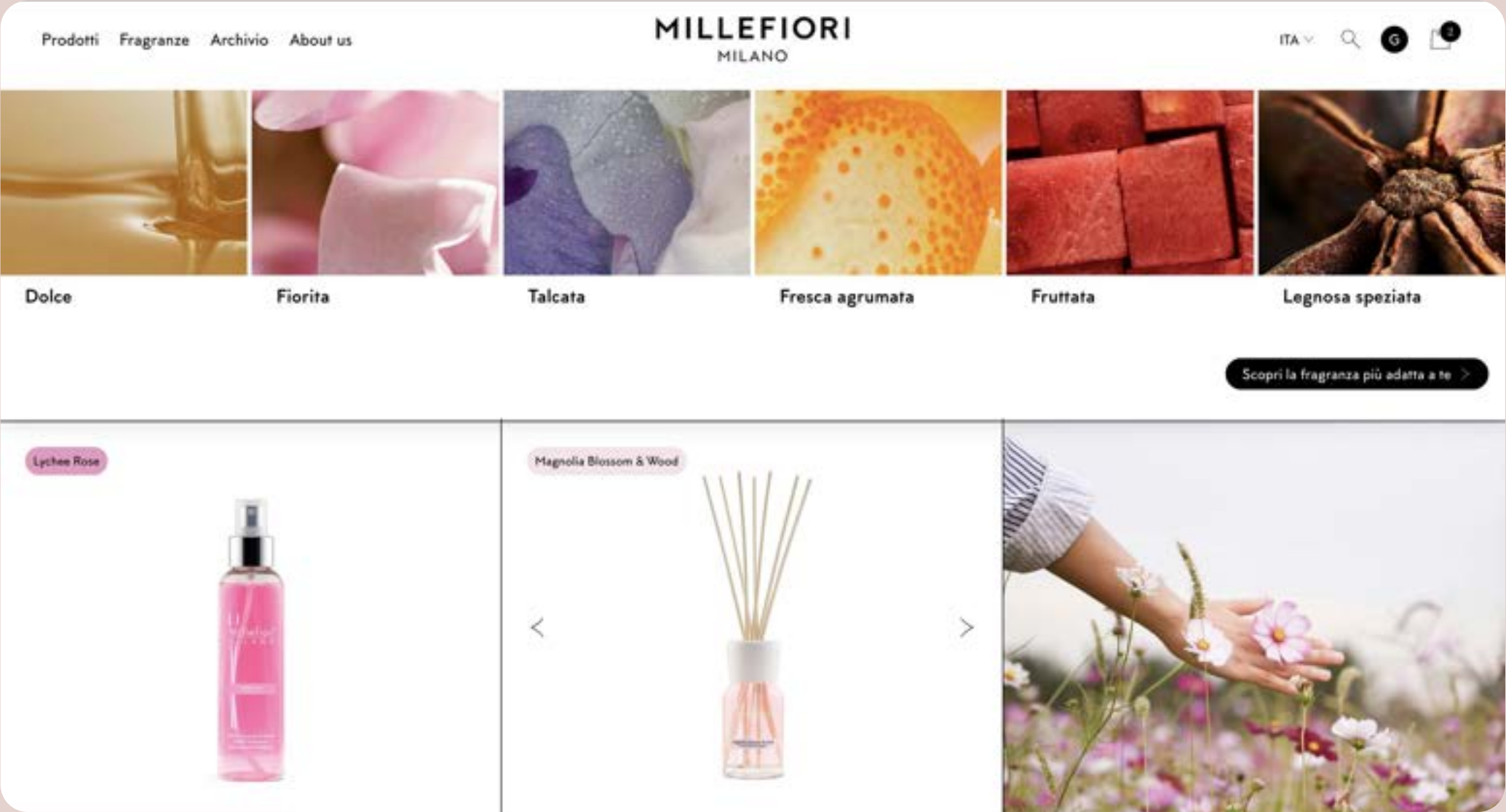
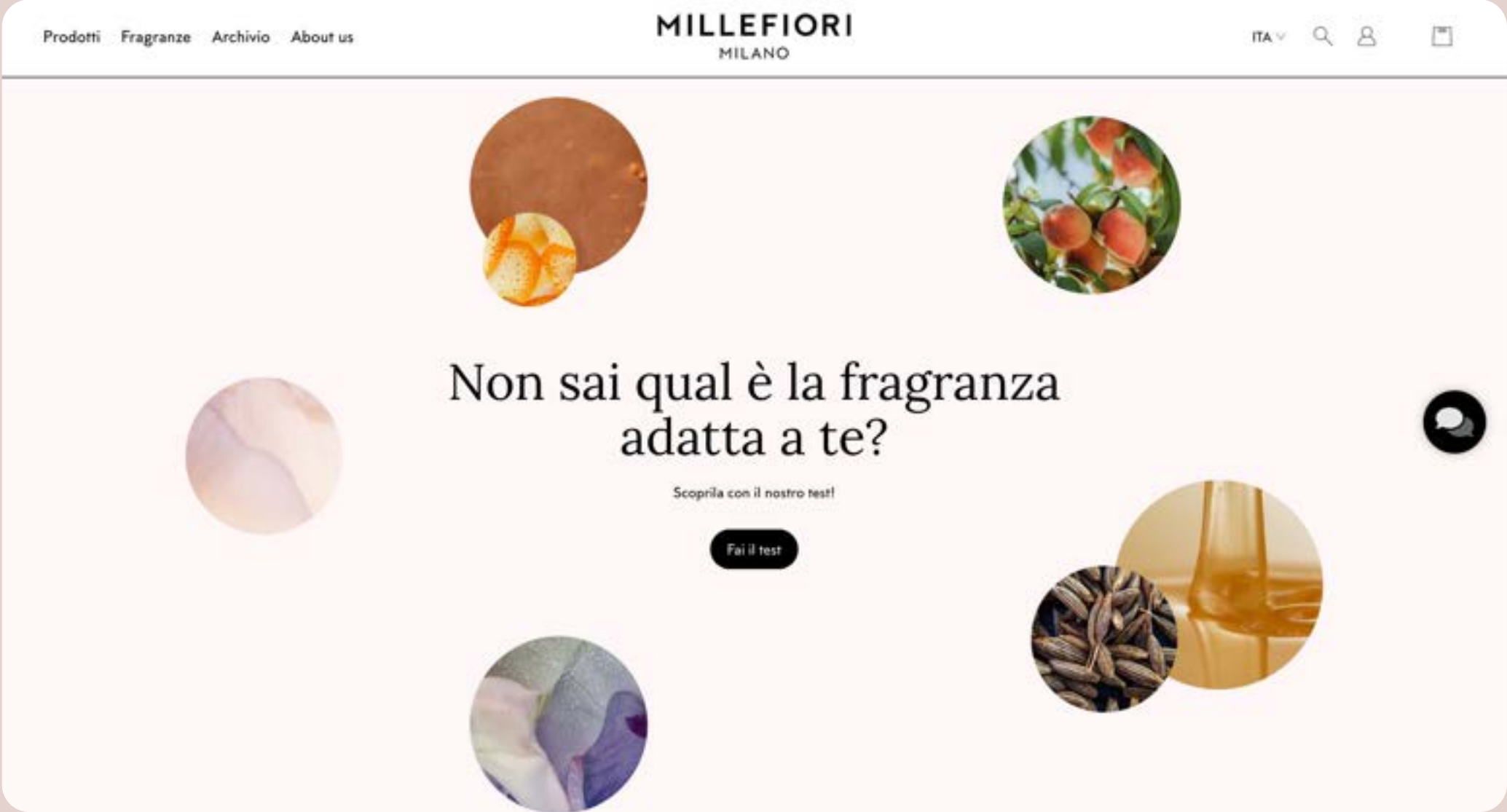
SOLUTION

We first mapped the existing pages, merging and simplifying redundant elements, and reorganised navigation around scent families, distinguished by colour. Then we translated Millefiori's brand book into a Figma design system tailored for e-commerce. The store was developed on Shopify's Horizon theme, with custom UX patterns built on our research. Finally, the "Fragrance finder", a quiz linked in real time to Shopify collections, which recommends the right perfume based on user preferences.



IMPACT

An e-commerce consistent with the brand's sensory soul, where product choice is clear and guided, and purchase errors are reduced. The result is a system that the Millefiori team can extend independently, without needing us on site.



GLI FELSI



COSMA

CESAREO

ROCCO

ELIO

JANTOMAN

FASO

MEYER

MANGONI

FOLLI

ELIO E LE STORIE TESE

[VIEW SITE](#)



CHALLENGE

The band's online presence was divided into two worlds: an institutional site in Processwire with history, songs, lyrics, video archives, and the "Memories" section from fans — over 2,000 pages — and a separate e-commerce site in Prestashop. Two systems, two experiences, thirty years of layered content. The challenge was to bring everything together under a single platform, Shopify, which is notoriously designed for e-commerce and not for managing an archive of such volume and complexity. All of this while respecting a decidedly unconventional identity: the brief was essentially "Monty Python meets Zappa meets a music encyclopedia."



SOLUTION

We built a true content architecture on Shopify, pushing metaobjects well beyond their standard use: by linking them together, we created a pseudo-relational database capable of managing historical anecdotes, song pages similar to encyclopedia entries, hours of video, and contributions uploaded by fans, with advanced search and filters not natively supported. Two designers worked on the design system: there was no suitable base theme. This resulted in a distinctive experience — the "Elizzatore", which leads to random pages of the site in a "I'm feeling lucky" style; illustrated biographies in Subbuteo style; a mobile experience designed like a social feed.



IMPACT

Elio e le Storie Tese now have a single digital home where content and sales coexist: 2,000+ pages of history, fan memories, and catalog in a single experience, no longer fragmented between two systems. It demonstrates that Shopify can also support a large-scale content project, becoming the foundation for both the transactional and community levels — increasingly strategic for artists and brands wanting to own their platform instead of relying on social media.



WORDPRESS PROJECTS



trova il tuo negozio

MOROSO

prodotti

progetti

il brand

download

contatti

it



Dal 1952, equilibriamo visione creativa, processi industriali e artigianalità per dare forma alle idee dei designer.

Oggi Moroso è una voce di spicco nel design contemporaneo, dove arte, moda e innovazione convergono attraverso collaborazioni continue con alcuni dei designer più influenti sulla scena internazionale.

Questo spazio racconta il nostro modo di progettare: collezioni, collaborazioni e una continua spinta all'innovazione. Un invito a entrare nel nostro mondo e nella nostra idea di abitare contemporaneo.

MOROSO

[VIEW SITE](#)

Moroso is a design house founded in Udine in 1952, capable of transforming upholstery into a cultural language recognised worldwide thanks to collaborations with design masters such as Patricia Urquiola, Ron Arad, and Tord Boontje. We rebuilt moroso.it on our WordPress framework North and Rock.



CHALLENGE

Moroso did not have a simple showcase website to redo, but a complex ecosystem to organise: a catalogue intertwining designers, products, and projects, each with its own relationships, difficult to navigate and maintain. A structure was needed that could support this complexity without becoming unmanageable, while also conveying the elegance and cultural weight of the brand. The second challenge was autonomy: the Moroso team needed to be able to update content, products, and cultural events quickly, without relying on developers for every change.



SOLUTION

We rebuilt moroso.it on North, structuring a multi-catalogue system that connects designers, products, and projects, with custom Gutenberg blocks and a scalable image pipeline designed for the brand's visual content volume. Every page the team publishes uses the same design system built during the project: the blocks fit together correctly, the typography and colours remain consistent, and the layout holds — it is structurally impossible to break it by mistake.



IMPACT

Moroso now manages a well-structured catalogue — designers, products, projects — within an orderly and scalable framework, no longer fragmented. The communications team publishes content, products, and events autonomously, without opening tickets to developers and without commissioning a microsite every time a new cultural initiative starts. The design system ensures that the site remains consistent and well-maintained over time, avoiding the gradual degradation and costly redesign that many sites face after a few years. The result is a platform that supports the brand's complexity and grows with it, remaining fully owned by Moroso.

MOROSO[®]

prodotti

progetti

il brand

download

contatti

it

←

Torna a Divani

DIVANI

Cuadra-Soft

by Patricia Urquiola, 2025



DOWNLOAD

Scheda prodotto

Scheda tecnica

Modelli 2D



New-tone

by Massimo Iosa Ghini
1989



Ottoman

by Scholten & Baijings
2015



Pacific

by Patricia Urquiola
2021



Paper Planes

by Doshi & Levien
2010



Pebble Rubble

by Front
2022



Pipe

by Sebastian Herkner
2015



negozi, spazi pubblici

TIAMANTTI SHANGHAI



MOROSO[®]

prodotti

progetti

il brand

download

contatti

login

it

PROGETTI

residenziale

hospitality

corporate

educational

spazi pubblici

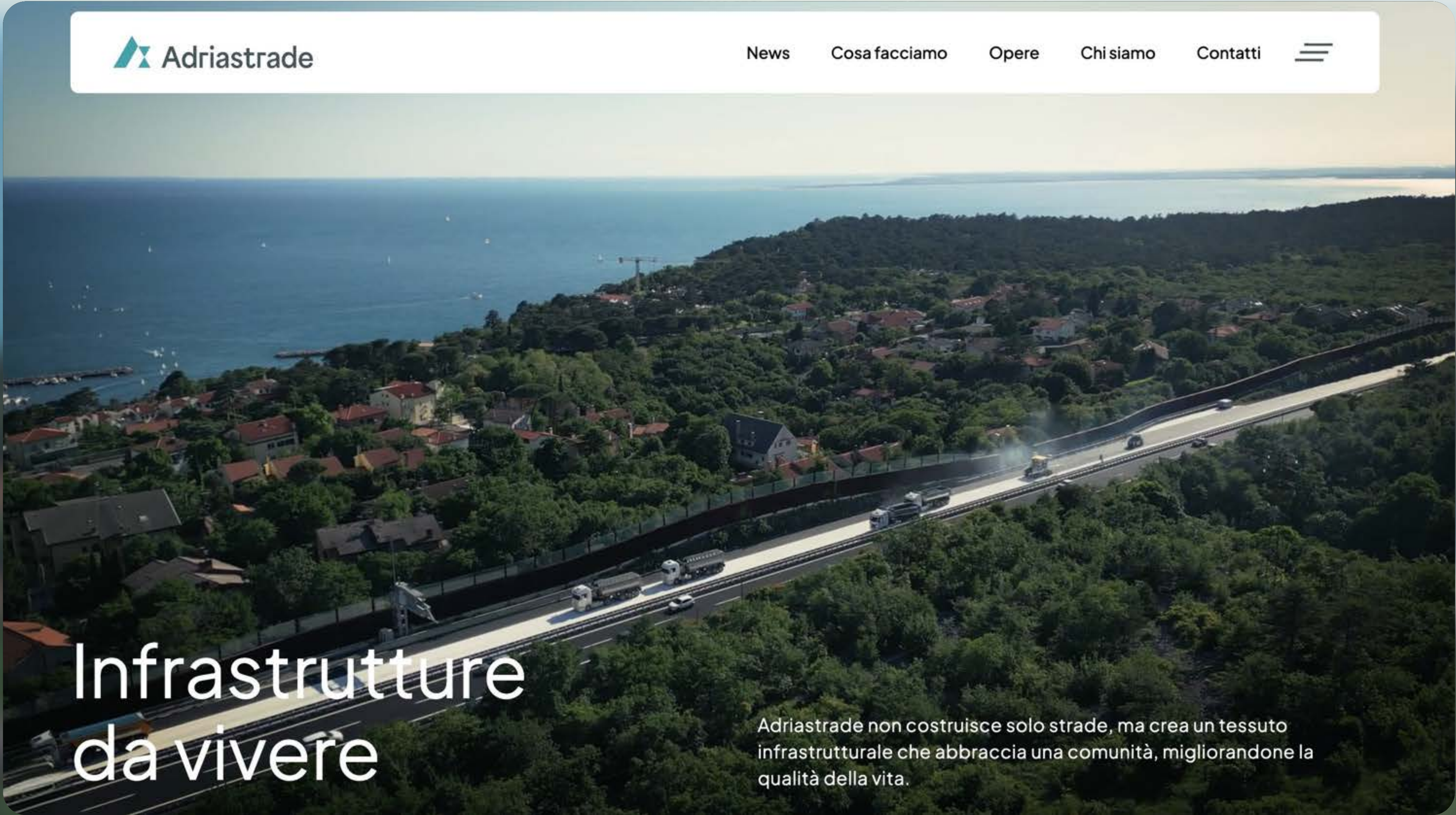
navale

auditoriums / teatri

moroso contract







Infrastrutture da vivere

Adriastrade non costruisce solo strade, ma crea un tessuto infrastrutturale che abbraccia una comunità, migliorandone la qualità della vita.

ADRIA STRADE

[VIEW SITE](#)

Adriastrade is a company in Northern Italy specializing in road construction, paving, and large-scale civil engineering works, serving public administrations, industrial clients, and contracting companies with decades of operational experience. We created their corporate website on our WordPress North framework, built around B2B credibility.



CHALLENGE

In a sector like infrastructure, the website must demonstrate reliability. Adriastrade needed a tool that communicated structured skills, references, and certifications to a demanding audience — public entities, industrial clients, and contractors — providing concrete proof of decades of completed work. The second requirement was autonomy: the company needed to be able to update projects, certifications, and job openings without relying on developers for every change.



SOLUTION

We built a corporate website on North focused on B2B credibility, featuring a structured project portfolio, a certifications page, a catalog of machinery and equipment, and an integrated recruiting pipeline. Each section can be independently modified by the company's communication team, without developer intervention: thanks to North's design system, the content updates while remaining consistent and orderly.



IMPACT

Adriastrade now has a tool that transforms operational experience into demonstrable credibility: references, certifications, and machinery organized clearly for a B2B audience that evaluates before awarding contracts. The team manages the project portfolio and job postings internally, without opening tickets to developers, keeping the site updated at the pace of the company. The design system ensures consistency over time and avoids the degradation and costly redesign that many corporate websites face after a few years.

Adriastrade

NewsCosa facciamoOpereChi siamoContatti

TORNA ALLE OPERE

Circonvallazione di San Vito al Tagliamento PN

Progetto

Il progetto ha previsto la realizzazione di una nuova bretella stradale che collega direttamente l'uscita autostradale A28-Villotta con la zona industriale Ponte Rosso, evitando così il transito dei mezzi pesanti attraverso il centro cittadino di San Vito al Tagliamento.

Dettagli

Circa 5,5 km di nuova viabilità stradale, 5 roatorie, 1 sottopasso pedonale ed un sovrappasso ferroviario a sette campate in calcestruzzo armato precompresso lungo 250m.

Committente

Friuli Venezia Giulia Strade Spa

Importo lavori:

€17.564.932,78

PROGETTI IN EVIDENZA

SCOPRI LE NOSTRE OPERE

Adriastrade

TORNA INDIETRO

Circonvallazione di San Vito al Tagliamento (Udine)

#Costruzione #Demolizione

VAI AL PROGETTO

Riquilificazione e riqualificazione del quartiere S. Maria

#Costruzione #Demolizione

Adriastrade

NewsCosa facciamoOpereChi siamoContatti

Opere

Ogni progetto è una storia fatta di sfide, di soluzioni innovative e di persone che lavorano insieme per costruire qualcosa di duraturo. Scopri alcuni dei nostri lavori più significativi.



Adriastrade

NewsCosa facciamoOpereChi siamoContatti

TORNA INDIETRO

Costruzione infrastrutture



FERRARA MUSICA

[VIEW SITE](#)



CHALLENGE

Ferrara Musica manages a rich and layered programme — dozens of concerts a year, multiple seasons and parallel events, the educational project FeMu Edu, various venues and times — and needed a tool capable of making it readable and navigable for a wide audience, from enthusiasts to schools. A full bilingual management in Italian/English was also required, along with a seamless connection to the external ticket office and autonomy for the team to update events, news, and programmes at the fast pace of the season.



SOLUTION

We built a WordPress site with a calendar and event archive system that organizes concerts, seasons, and events clearly and filterably, so that every audience can quickly find what they are looking for. Each event has its dedicated page, directly linked to the online ticket office. We managed the Italian/English multilingual aspect with Rock and integrated the institutional sections — About Us, News, FeMu Edu, AMUR Committee — along with the newsletter subscription and the administrative transparency area. All of this is on WordPress, with a back-end that the team can update independently, without relying on developers.



IMPACT

Ferrara Musica now has a digital platform that matches its international prestige, where a complex programme becomes easy to explore and the transition from discovering a concert to purchasing a ticket is straightforward. The team publishes events, news, and new seasons independently and in two languages, keeping the site constantly updated in line with the schedule, without opening tickets to developers. The institution has thus strengthened its digital communication, providing the public with a clear and accessible point of reference.

FERRARA
MUSICA

CALENDARIOCHI SIAMOBIGLIETTERIACONTATTI

EN

Q



parte di

STAGIONE 2026/2027

mercoledì
07 ottobre

ore 18:00

Teatro Comunale di
Ferrara

OPUS13 QUARTET

SONOKO MIRIAM WELDE VIOLINO
EDVARD ERDAL VIOLINO
ALBIN UUSIJÄRVI VIOLA
DANIEL THORELL VIOLONCELLO

COMPRA IL BIGLIETTO

SCARICA IL PROGRAMMA DI SALA

FERRARA
MUSICA

CALENDARIOCHI SIAMOBIGLIETTERIACONTATTI

EN

Q

APERITIVO IN MUSICA

STAGIONE 2026/2027



01 febbraio

Teatro Comunale di
Ferrara

TRIO KOBALT

RICCARDO RONDA PIANOFORTE
IRENE FIORITO VIOLINO
LORENZO GUIDA VIOLONCELLO

SCOPRI

STAGIONE 2026/2027



09 febbraio

Teatro Comunale di
Ferrara

CAROLINE WIDMANN VIOLINO
GABRIELE CARCANO PIANOFORTE

SCOPRI

STAGIONE 2026/2027



23 febbraio

Teatro Comunale di
Ferrara

ACCADEMIA BIZANTINA
OTTAVIO DANTONE
CLAVICEMBALO E DIREZIONE
ALESSANDRO TAMPIERI VIOLINO
MARCELLO GATTI FLAUTO

SCOPRI

FERRARA
MUSICA

CALENDARIOCHI SIAMOBIGLIETTERIACONTATTI

EN

Q

STAGIONI E RASSEGNE

VEDI TUTTO IL CALENDARIO →



Stagione
2026/2027

SCOPRI LA RASSEGNA



Stagione
2025/2026

SCOPRI LA RASSEGNA



Ferrara
Musica al
Ridotto

SCOPRI LA RASSEGNA

FERRARA
MUSICA

CALENDARIOCHI SIAMOBIGLIETTERIACONTATTI

EN

Q

14:59 a Ferrara, Italia



Seguici sui social

f

Y

@

Frescobaldi, Froberger e



LET'S TALK

hello@ensoul.it

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via villalta 72, 33100 udine

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