

**FOR IMMEDIATE RELEASE**

**II BY IV DESIGN UNVEILS SAMMARCO: THE MOST SPECTACULAR INTERIOR AND DINING EXPERIENCE IN TORONTO, CANADA.**

***“A perfect dining experience, no matter where you’re seated”***

**Toronto, ON — II BY IV DESIGN** is proud to announce the opening of *SAMMARCO*, a refined Italian steakhouse now open in downtown Toronto. This marks the third culinary venture by Michelin-starred Chef Rob Rossi and highly esteemed restaurateur David Minicucci, following the celebrated success of Michelin-starred *Osteria Giulia* and Michelin recommended *Giulietta*.

Rossi and Minicucci have established a reputation as industry pioneers by experimenting with colourful, fresh ingredients that honour their individual backgrounds. Together, their ties to the people and places that have influenced them throughout their prosperous careers have shaped the *SAMMARCO* experience.

Rooted in emotion rather than geography, *SAMMARCO* invites guests on a personal journey through memory, storytelling, and sensory immersion. Here, interiors and cuisine speak in harmony—each enhancing the other to create a richly layered experience where design, history, and culinary artistry intersect.

**Inspiration**

It began with a sketch—an idea rooted in the client’s desire to create a place that doesn’t exist, yet feels instantly familiar. *SAMMARCO* is not defined by a person or a place, but by a feeling. The experience unfolds like a memory wrapped in heritage, inviting every guest to find their own connection. Here, design and cuisine exist in dialogue, reframing how we understand space, storytelling, and the sensory power of hospitality.

**A Design-Driven Dining Experience**

The design draws inspiration from Italian heritage and contemporary luxury. Guests are greeted by an amber glass portal, leading into the bar area that is layered with deep wood tones and Barolo-hued upholstery. It’s a place where the first sip of a carefully chosen wine feels like an invitation to slow down and savour every moment.

A nod to Italy’s automotive legacy, custom furnishings with sleek leather seating are inspired by iconic marques such as Ferrari, Alpha Romeo, and Lamborghini. The terrazzo is hand poured and precisely swept into place replicating an arial macro view of Italy’s cobbled streets. This use of terrazzo flooring was not only a choice of aesthetics, but to awaken the senses. Beneath the hum of excitable guests, listen for the tapping of waiters’ shoes as they glide from table to table.

At the heart of the space lies the *clover fountain*, a bespoke sculptural centerpiece surrounded by intimate booth seating. Its curved form doubles as acoustic softening, while a polished illuminated orb is suspended beneath a sculptural ceiling that fans outward like sunbeams reminiscent of a Tuscan sunset. Light pours from the orb, casting a soft, diffused glow that accentuates the geometry above and anchors the space below. This ceiling isn't just a finish—it's a statement. It transforms the atmosphere, inviting guests to look up, linger, and feel immersed in a space where every detail has been carefully choreographed. A fusion of design and art, function and emotion, it sets the tone for an unforgettable hospitality experience.

### **Celebrating Craft and Canadian Artistry**

More than a visual triumph, *SAMMARCO* champions generational craftsmanship and local production. Many of the restaurant's key elements—woodwork, stone, glass, and metal—are handcrafted by Canadian artisans, echoing Italy's legacy of master fabrication through a local lens.

The space also features the largest collection of Canadian art ever installed in a restaurant setting, a testament to the country's rich creative spirit. This curated display spans from abstract to traditional, forming a cultural dialogue and reinforcing *SAMMARCO*'S role as a platform for both culinary and creative expression. Each work was personally curated by **II BY IV DESIGN's** founding partners Dan Menchions and Keith Rushbrook to enhance the restaurant's immersive ambiance, crafting a setting where art and cuisine come together in seamless harmony.

### **The Carlevale Room: An Homage to Legacy**

Named in honour of revered Toronto restaurateur Michael Carlevale—an influential figure who helped shape the city's dining scene throughout the 1980s and 1990s and is often credited as a driving force behind Toronto's modern culinary identity—this space pays tribute to his enduring legacy. For Minicucci and Rossi, who were profoundly shaped by Michael's friendship and inspiration, it felt only fitting to celebrate him in this way.

The private dining room is a sanctuary of elegance and reflection. Its walls reflect the sun-warmed golds of an Italian vineyard, while regal blue leather chairs encircle a striking bespoke table. Crafted with individually veneered pattern pieces and installed by hand on-site, the table mirrors the unique floor it rests upon—a testament to the care and craftsmanship at the heart of this space. Much like Carlevale himself, the room offers guests a dining experience defined by warmth, refinement, and unforgettable detail.

### **A New Icon in Toronto's Culinary Landscape**

*SAMMARCO* is more than a restaurant—it's a landmark of cultural storytelling, craftsmanship, and immersive hospitality. Through the convergence of food, design, and emotion, it sets a new benchmark for dining in Toronto.

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