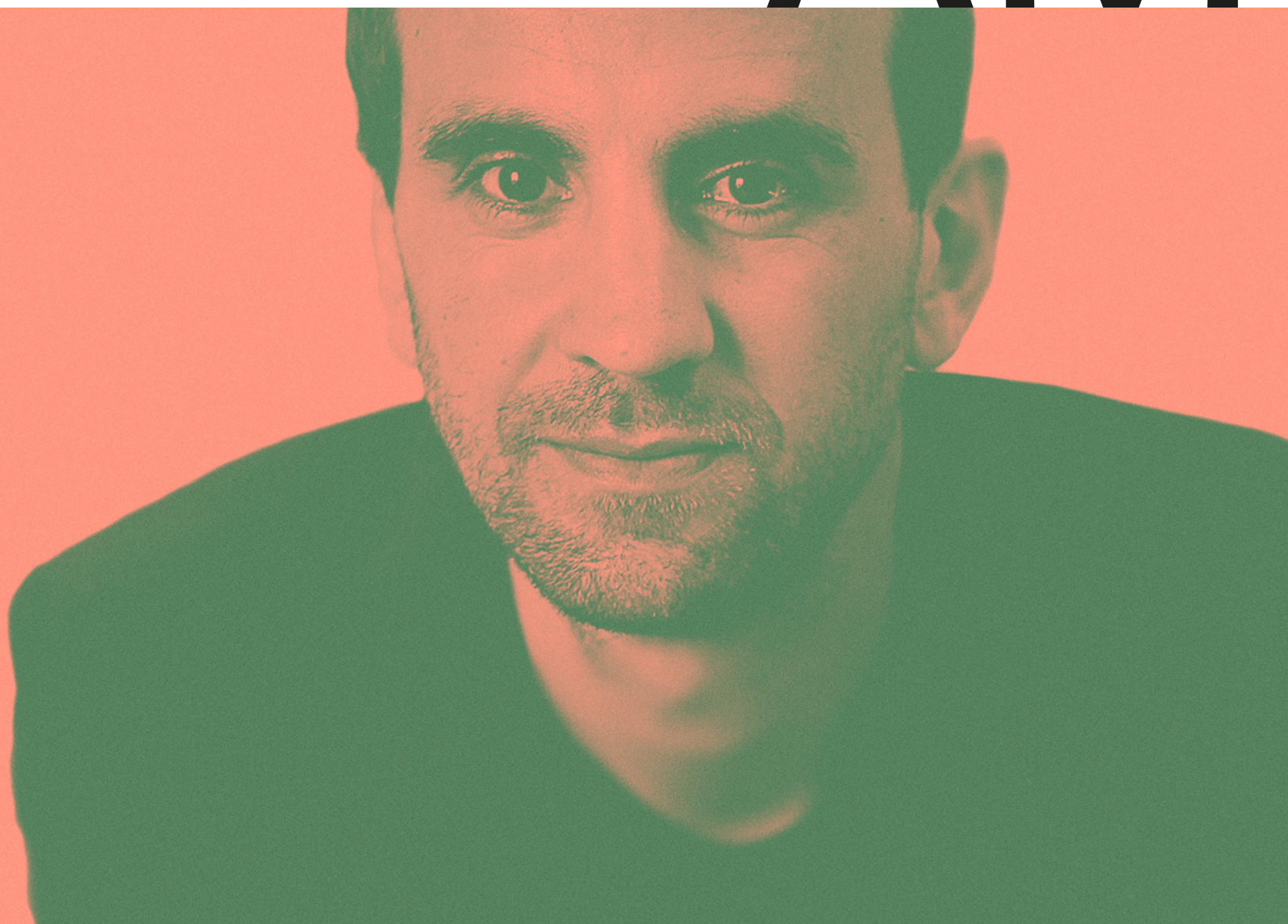


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I AM

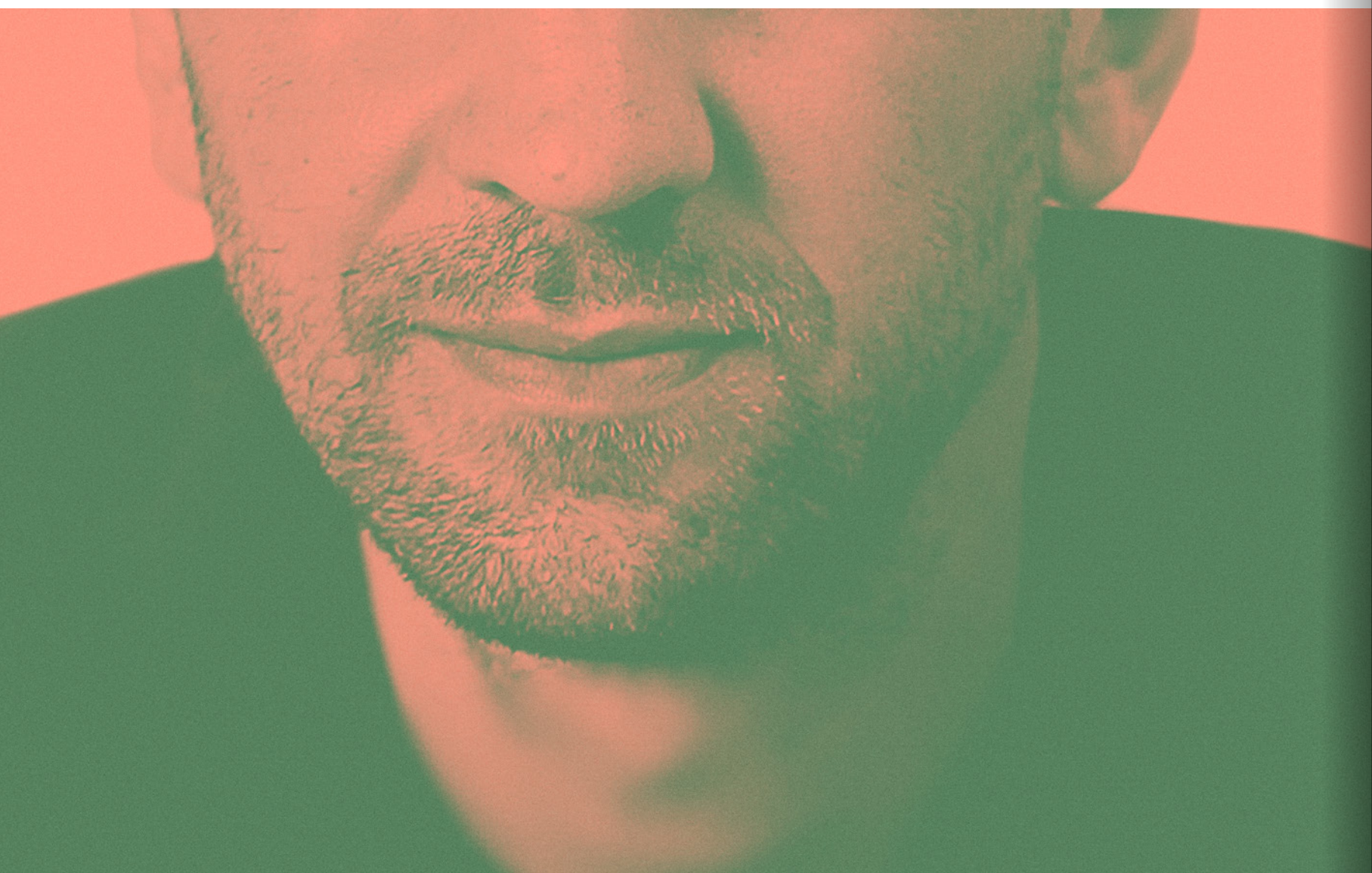


For months now, all of us have been facing the emergency generated by the Coronavirus. An exceptional situation, in constant evolution, which has changed the way we relate to reality. The pandemic has had serious consequences not only on the health system, but also on the economy. Companies have been hit hard, showing energy and a great capacity to adapt. Many have reorganized themselves with determination, concreteness and a spirit of service. The rapid spread of the virus has challenged the entire production system. What has been built in the past, the present and the strategies for the future: all to be rethought, rebalanced, redirected. The experience of the pandemic, despite its drama, nevertheless contains an enormous potential for positive changes. Crisis and opportunity, after all, have always fueled the flame of every restart. Because it is in difficult times that the ability of the entrepreneur and his collaborators emerge to design new scenarios and set more ambitious goals for the company. The regional situation, from an economic point of view, reflects that of the country, which is very critical. Although our territory has excellent supply chains, there is no sector that has not been hit by the pandemic. In order to face and overcome this period, we have to imagine different paths to those already traced and do it as quickly as possible. This is the challenge we must take up, focusing first and foremost on innovation, this is the key to get the machine moving and growth back on track. Research and innovation are fundamental elements for the manufacturing and industrial system, which is the heart of any advanced economy. We have a great responsibility, which requires us to create conditions of competitiveness in the territory. In addition to state funds and European funds, it is good to be ready with a project capable of projecting the country and our companies over the next twenty years. It is right that there should be emergency measures, but at this stage it is essential to focus on growth and development with a medium and long-term perspective. In the past five years, and before Covid, industry in Umbria has grown in terms of employment and added value. It is necessary to continue to increase investments in this area, which is particularly fertile in terms of return to the community. The pandemic is an extraordinary event, but not a war. It is necessary, therefore, to contextualize the experience we are living with appropriate realism. As we face the emergency, we must also make incisive, far-sighted choices and decisions. We must look ahead, without feeling sorry for ourselves, intercepting every possibility that this situation will offer. Seizing opportunities from the crisis is the daily bread for those who work as entrepreneurs and company heads. The task of the entrepreneur is to find the right solutions for the future of our companies and for the welfare of our communities. Setting an example, this is our most authentic mission. A role that we cannot delegate. We need speed, awareness and positive signals, with a renewed commitment from everyone in building the future that we have ahead of us.

Antonio Alunni

President of Confindustria Umbria





CIAM DESIGN TALKS

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CAFFÈ DORIA

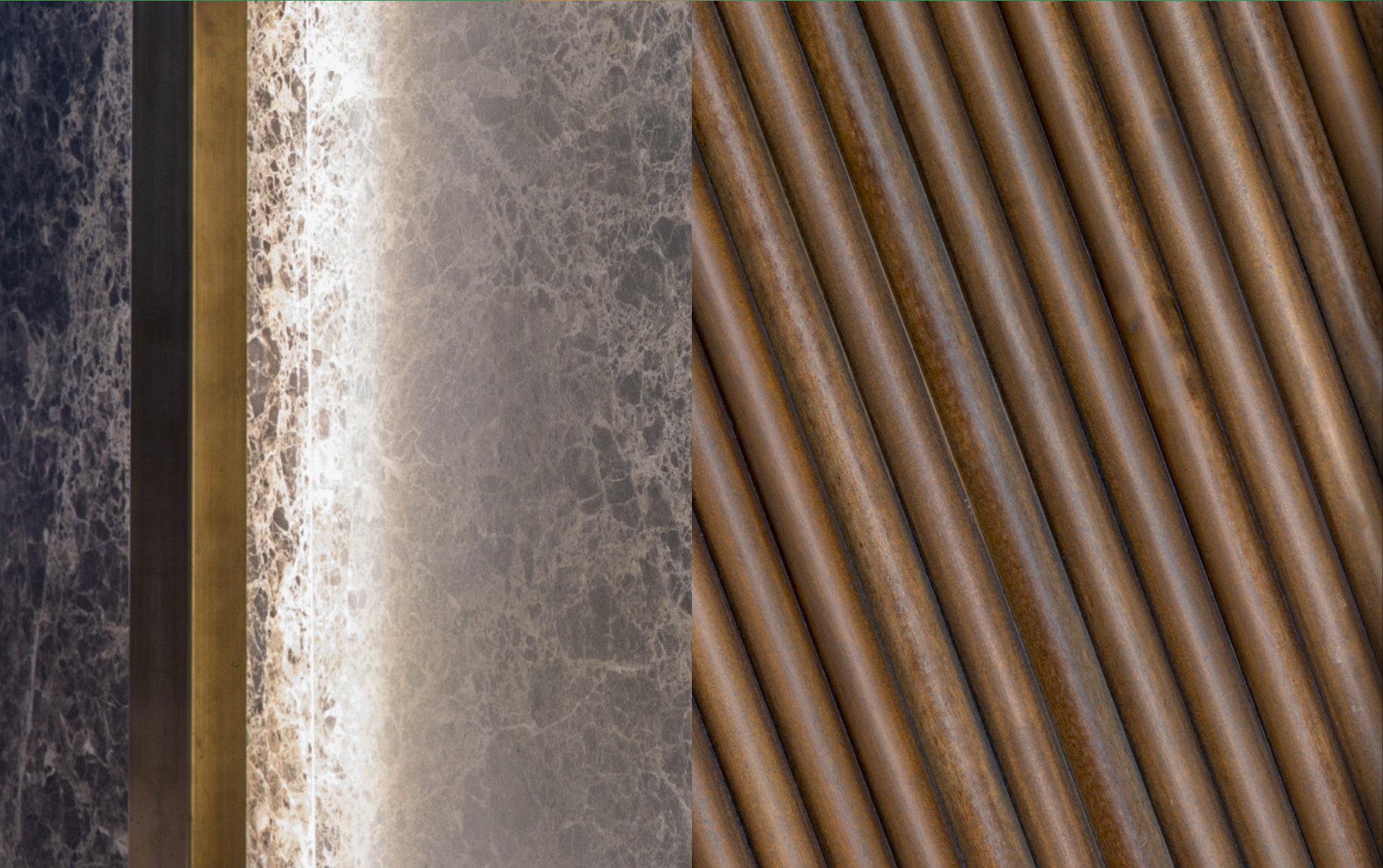
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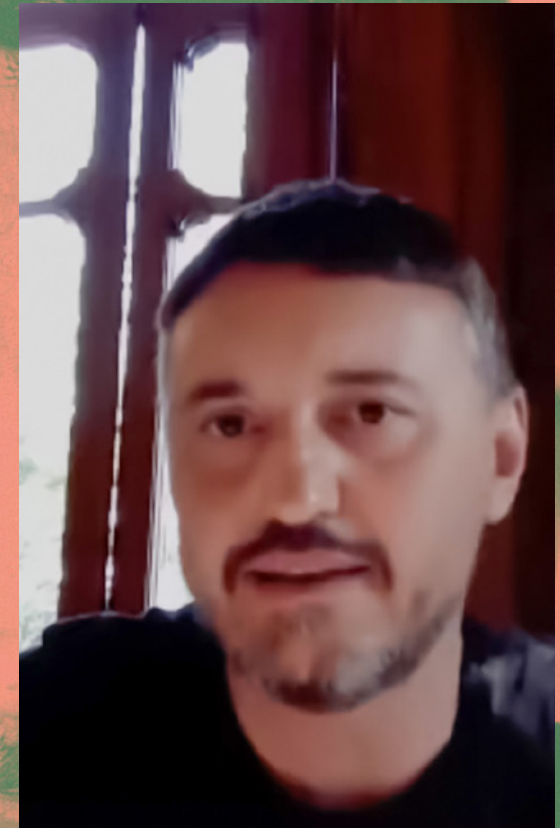
New tools for creating culture

A digital space in which we can nourish the culture of innovation through stimulating comparisons, necessary now more than ever to create new possibilities for the future.



Innovation derives from the contact between different realities, ideas and people: in a historical moment in which social relations and design skills have been put to test, Ciam has thought of new tools to continue to make and produce culture, turn human connections back on and overcome current physical barriers. Together with I AM, which for those who are reading at the moment concretely represents Ciam's desire to remain connected, the company has launched Design Talks.

A series of virtual meetings with special guests that come from the areas in which Ciam moves and is inspired by. The professionals working within the company are confronted with icons of the production and cultural scene in live streaming. The meetings held so far have seen the Artistic Director Ciam Fabrizio Milesi talking to the Architect Joseph Grima and the Ciam Sales Manager Alberto Bandinelli with the Master Confectioner Andrea Besuschio.





In the first meeting of the Design Talks entitled "The design in the days of sustainability", Ciam's creative director, Fabrizio Milesi, hosts Joseph Grima: a real revolutionary of the world of design, his career includes the direction of of Domus, the current role of Creative Director at the Design Academy of Eindhoven, the creative direction of Matera 2019, and a recent experience as Director of the Permanent Museum of Design at the Triennale. Joseph Grima is also a tireless creator of wide-ranging projects that network individuals and companies with innovation and sustainability at heart, such as the UniversoAssisi platform, which bonds him to Umbria, and the extraordinary container of Alcova. In the digital encounter, Milesi and Grima explore the responsibilities and vision of current design: it is the very concept of design that has to change, just as the social and environmental panorama in which it is immersed has changed.

The focus of Grima's work is to give awareness to those who mistakenly think that they have nothing to do with design and sustainability, but instead part of everyday life.

For this reason there is a need for non-traditional teachings, that detach design from the idea of producing individual objects that are aesthetically pleasing, and that place it in a more complex system of values, in which it is essential for designers to have in mind the before and after, placed in their social, environmental and ethical dimensions. In the same direction, Ciam carries out continuous research in order to open up ways and production options capable of revolutionizing its sector, even before it becomes a request of the end user. Ciam's experience at Alcova 2019 is a demonstration of how it is possible to harmonize technology with the environment: Keeping Life has shed light on sustainable food conservation together with the work of Francesca Sarti and her research on natural forms of technology. Platforms like Alcova, conceived by Grima together with Valentina Ciuffi from Studio Vedèt, are able to give space to companies and brands that promote this type of culture: a revolutionary idea of design that touches a new generation capable of understanding and evolving, paving the way for a totally sustainable future. -A public curious about these features of design and its evolving dimension creates a network of connections between people who together carry the change forward," adds Grima. A common thread that links every event organized by the designer and embraced by the innovative direction Milesi wanted for Ciam.





Grima underlines the fundamental need for companies like Ciam, with an openness such that they can collaborate as a collective on an advanced vision of new forms of innovation.

Thinking about how to live in harmony without exploiting the environment around us is not a naive dream of a new age philosophical wave, but a shared responsibility that must be adopted without further hesitation. -Sustainability is something that is achieved on a systemic level, not just a single gesture, so it involves actors at every level- says Grima during the Talk, available in full on Ciam's YouTube channel. The search for sustainable materials, for example those that come from the sea, as well as their ecological characteristics offer new aesthetic panoramas, as plastic materials did in the past, was an in-depth experience by Ciam in the panorama of UniversoAssisi together with Jan Boelen and Joseph Grima. In Design Talk, Grima focuses on the need for companies, and not just individual independent designers, to pursue a dimension of sustainability like Ciam: - The work inside Ciam Museum serves to show that there are companies that are revolutionizing that instead of being frightened by a seemingly impossible idea, such as a new material composed of algae, they remain intrigued and passionate about it: that's what makes those ideas possible.- The work inside the Ciam Museum serves to show that there are companies that are revolutionizing that rather than being frightened by a seemingly impossible idea, such as a new material composed of algae, they remain intrigued and passionate about it: that's what makes those ideas possible.



If in the first digital meeting we talked about some aspects of the multifaceted soul of innovation, in the second one we touched those that link products, tools, professionals and end customers. The Design Talk "Panettone, a tradition between naturalness and innovation" sees Alberto Bandinelli, Sales Manager, interview the master of Italian confectionery Andrea Besuschio. With an open space since 1845 that represents a master of international confectionery tradition and 6 generations of passionate family management, Andrea Besuschio narrates his time through his art, in an ethereal dimension suspended between the ability to innovate and respect for history. The panettone, one of the sweet icons of Italianness in the world, becomes a symbol of this dualism. -Naturality is a fundamental aspect of my creations," says Andrea Besuschio, "both for the raw materials and for their in-depth knowledge. This means having a clear picture of respect for the end customer in providing a good product from every point of view, especially for its preservation. -



The technology of the MIRROR showcases allows not to lose degrees with the opening, guaranteeing perfect preservation and without ever penalizing the presentation.



Andrea Besuschio's family business history begins with careful search for technologically advanced tools that would guarantee an improvement in the production at the time. Decades later, the confectioner tells how he found a partner capable of satisfying his needs. -Meeting Ciam meant finally finding someone who would listen to my needs," continues Besuschio, "it is rare to find companies able to listen to a small artisan. Together we created a counter that works perfectly with my space, and I chose some spectacular shop cabinets. I only had to give my suggestions. Several colleagues from all over the world met in Besuschio's Pasticceria and were able to admire the characteristics of these unique products: if normally in low temperature showcases a microcrystallization forms on the glass due to the various openings that damage the vision of the product, with Ciam's MIRRORS this does not happen.- This ability to combine design in its double functional and aesthetic identity is the uniqueness of Ciam's production. -The MUROZERO SLIDE that we have in the Besuschio Confectionery enhances the display with a great scenographic impact and a technological openness that enhances the interaction for the end customer, while maintaining the conservation function as the main element.

Although for him who calls himself "a man of tradition with knowledge of the product" some things have changed, most of them remain linked to ancient recipes and those ways of making that distinguish his product from others. -I do not find myself in some leavened products that I taste in competitions where I happen to be in the jury. Everyone tries to increase the quantity of butter, but this way you risk losing balance. Before tasting a leavened product, everyone should have in mind the ideal heart temperature: 25° guarantees a good balance between the ingredients.- Among the things that have evolved compared to the past, Andrea Besuschio names a healthier aspect of panettone, now prepared by them with mother yeasts refreshed daily by 3 leavening specialists, including Giacomo Besuschio: each one follows different procedures, creating fragrant and highly digestible products. Forerunners in the use of the small pot instead of straw paper and string, with the first tests in papermaking developed together with "Cavalier Motta" and Alemagna in one of the bakery ovens, Besuschio have contributed to the image and taste of panettone in the world. When asked why panettone in Italy is consumed only at Christmas time, Andrea Besuschio answers - simply because we have too many good things, and therefore we live by seasons. This is why we have created innovative products with a name and ingredients that allow us to sell the leavened products all year round. Innovating means listening to ourselves and transforming requests into products: just as Andrea Besuschio does with his pastry art, Ciam does with his refrigerated showcases, and their meeting is the perfect combination.



Thanks also to the many questions from users who follow the live broadcast, Besuschio examines the history of panettone and how it has evolved over time.



CAFFÈ

Designer: CIAM Lab / Year: 2020



With its main entrance located in Via della Gatta in Rome, Caffè Doria is a historic landmark for visitors to the Doria Pamphilj art gallery, who with exclusive access can move from admiring precious paintings by Titian, Caravaggio, Guercino and Velazquez, to a special experience capable of satisfying every sense of beauty. The project was born with the idea of offering its guests the chance to let themselves be captured by a magical and refined atmosphere, in rooms where the concept of time is lost and only the pleasures of life remain, to be enjoyed at every moment of the day. With elegant proposals that range from the cafeteria to the bistro, from the modern haute patisserie to the gastronomic ice cream parlour, and then transformed into an excellent evening cocktail bar, Caffè Doria is the temple of taste craftsmen and those who want to taste its essence.

DORIA



Rome Italy



The design and furnishings are the result of a perfect synergy and symbiosis between the Ciam Styling Centre and the owner of the premises: a work that has had in all its processes the objective of respecting ancient nature and restoring value to the unique characteristics of places with great historical importance. The extraordinary heights of the premises and the imposing columns in the rooms were a challenge and a creative inspiration, leading the project to develop in all its elements along a dimension of elegant and monumental verticality. This sensation of free flight upwards propagates in the space thanks to the wooden battens that embellish all CIAM technological furnishings.



Caffè Doria is located inside Palazzo Doria Pamphili, in the premises once occupied by the noble stables. After an incredible restoration, monumental and modern elements give life to a unique space.

In the bar area there is a FLAT P800 TS display case with UV glued glass structure and the COMPACT back counter with painted doors and backlit mirrors in classic style, while the pastry area houses the 6040 P800 TS display cases with welded case and tank covered in matt stoneware noir desire, a finish that creates an elegant contrast with the glossy tops at its ends. Even the lighting, a fundamental element for an ambitious project that lives and is lived in both day and night, is entrusted to the elegant brass LED ceiling lights inserted in the refrigerated display cases, as well as inside the MUROZERO BT/TN cabinets, which create precious display corners. The perfect study of the lights interweaves these elements to the minimal suspended tracks with LED spotlights, turning on atmospheric light spots in an evocative setting that becomes magical as the sun goes down. The two MUROZERO BT/TN, carefully covered by a wooden fairing with side mirrors, frame one of the central elements of the restoration project: the splendid travertine fountain dating back to the 17th century, a monument to the sweet atmosphere of the eternal city.

The small slats are made of black walnut with polished noir desire porcelain stoneware tops with satin finish brass bottom.





Alberto Bandinelli



What is Ciam's current relationship with the foreign market?

There have been several reasons that pushed our company to expand into foreign countries: if I wanted to place a turning point where Ciam decided to question itself and create a place for itself in the world, it was in 2010, when Giuseppe and Federico Malizia had the courage to invest in the new premises. A project that came from far away and is still in constant change thanks to the property's farsightedness, but also to the flexibility with which all the operators blend in with the new production systems. The evolution of the markets, especially abroad, has changed us a lot. Today the foreign market of Ciam is as important as the Italian one: we are present in more than 50 countries with a continuous and accurate research and selection of our buyers, but also through the participation in important international fairs, fundamental stages to share our technology. The demand from some markets has also led us to important choices concerning our continuous growth, such as the opening of an office in Dubai (Ciam Middle East), and the upcoming opening of a showroom in Moscow (Ciamrus) operative from the first months of 2021. This is because we strongly believe that some markets should be closely monitored, especially by a company like ours, dedicated to custom products.

How important is it to have a sales network that meets a defined vision?

In today's economy, most jobs require the collaboration of different professionals, sometimes with specializations that are practically opposite to the employed sector. Behind the various management aspects of Ciam's growth is certainly the development of the entire sales force, fundamental in the technical and commercial communication of products like ours. Many times we also go against company interests in order to find the best solution for our customers. The different skills of the team members and their mutual collaboration are essential prerogatives for achieving the goals set. I don't think it is trivial to underline that teamwork is important (if not necessary) for the success of each business, providing concrete advantages and specific benefits

to the company. All our area managers are the first filter in the production chain, people who have grown up with the company. To conclude, I would say that Ciam's corporate vision is well defined; from the moment they are hired, the company's long-term objectives and ambitions are breathed in. Our hope with respect to the future is to be able to succeed worldwide and perhaps to have a Ciam product in every place.

Technological innovation: what are the new market scenarios we should expect?

Let me make a premise, today in my opinion the Italian industry for our sector is in a giant competition mainly generated by the liberalization of markets and globalization. Our industry, the Italian one, is also beginning to experience a weakening of the competitive advantage enjoyed so far, on one side due to the saturation of demand in traditional target markets, and on the other, the increased competitiveness of emerging countries. Therefore, it becomes necessary to reorient the company's expansion strategies with product innovation as their objective. As far as we are concerned, innovation means being able to listen to and understand the needs of different markets, addressing them and transforming them into products. From our range I could mention the Multix system (which allows to implement worktops in temperature and humidity that can be adjusted and monitored according to customer requirements - patented system) or Tube by White (a patented plug&play device that is applied inside professional refrigerators with forced air circulation and is able to sanitize internal surfaces and surfaces of stored products through a germicidal action effective up to 99% against harmful microorganisms such as viruses, molds and bacteria). Two examples of how Ciam plans to continue to innovate despite the period.

Speaking of the future, what horizons are Ciam's ambitions pushing towards?

Continuing to improve is certainly in our DNA. Our ambitions go hand in hand with the objectives of our strategic plan, we have undertaken a path of growth, innovation and operational efficiency: the particularly dynamic context in which we operate requires great flexibility and speed. Placing the excellence of our service at the center, matching quality, efficiency and sustainability, means satisfying our customers. Certainly, a company with so many ambitions must also be aware that there could be obstacles during growth, and we have a responsibility to be ready at all times, to have the strength to react all together, to be first and foremost a point of reference for our partners and to do so we have a primary objective: the training and enhancement of individual knowledge. Our business strategy recognizes that people have an essential role in helping society in its path of growth and change: people are considered the most valuable element for the company.

RÒ



Photography: Giampaolo Pauselli

Nola Italy

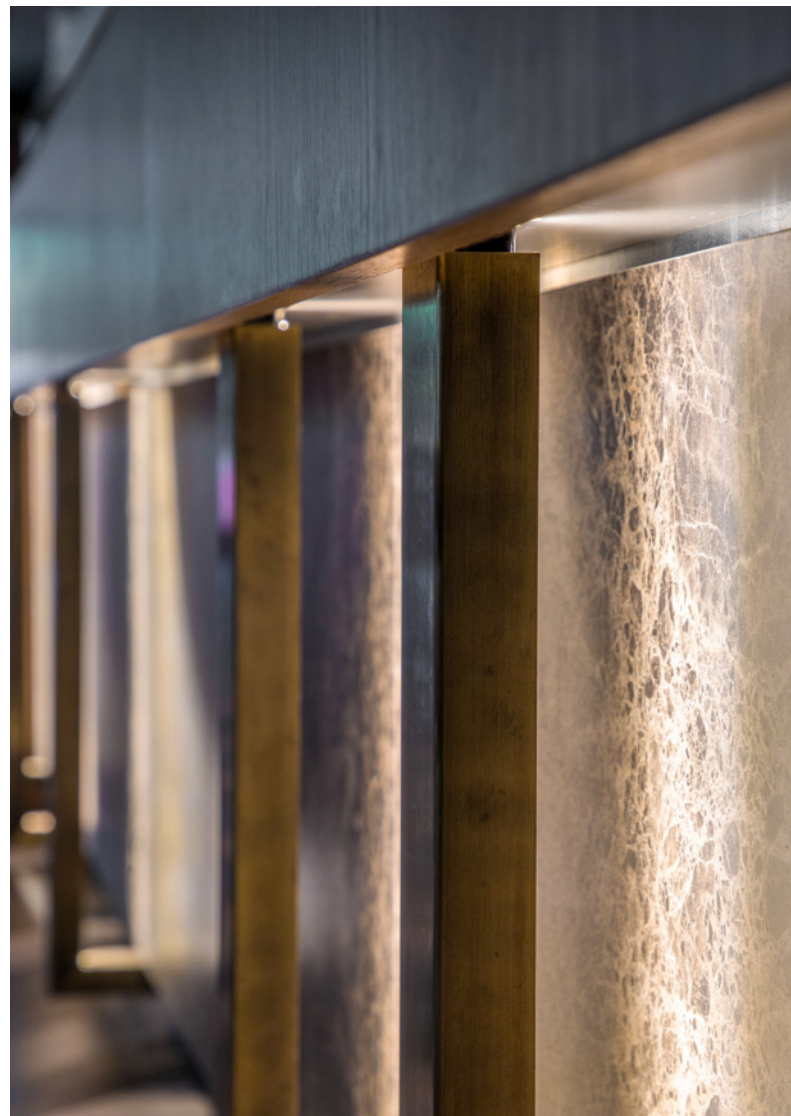
In an area of 1000 square metres, the evolution of a dream born in 1997 comes to life, which led a young entrepreneur from Nola to build the Rò World with tenacity and passion.

WORLD

Design: Studio Archò / Year: 2020

In addition to a place where you can taste food and wine delicacies at breakfast, lunch and dinner, the Rò World is an experience that allows customers to enjoy moments of excellence in an unforgettable setting and atmosphere. -The aim was to recreate a precise identity and to impress a multi-sensory urge that goes beyond the products that are offered-, explains Architect Sabato Orlando of [Studio Archò](#), who oversaw the project together with [Eurobar srl](#) of Casoria (NA), -Rò World is a world to explore, to know, to live-.





In the project the elements are taken care of in every minimum detail, bringing any material to its maximum expressive capacity.

Conceived as a flexible space, able to evolve and adapt as an organic material to the requests of guests, the aesthetic power of Rò World does not admit any functional compromise. -Innovative technology and design combine with a careful tailoring approach to create products that create unique atmospheres. For this result, a big thank you goes to Ciam, in which we have found an excellent partner to count on," the architect underlines. The collaboration between Studio Archò and Eurobar srl has led to the creation of highly contemporary stylistic lines, which borrow formal details from the 60s, enriched by a wide range of modern materials and finishes. These include the abundant use of stoneware for horizontal surfaces and cladding, the massive use of characterising elements and details in brass, black walnut wood and intense colours on shades of petrol green.





The refrigerated cabinet model BRILLIANT, made with black external frame and brass inserts, has been used to display a selection of bottles.

The premises opens into a celebratory entrance to the pastry shop, in which the low temperature is enhanced with a pair of MUROZERO BT/TN MUROZEROs lined internally in black sheet metal and externally in laminam emperador with a matt finish, which form the background to the MOVE16 in brass and stoneware. -From the pastry shop we proceed to the heart of Rò World, which is also the heart of us Neapolitans: coffee, says Architect Orlando. -For this important element of our culture we have created an out-of-standard celebratory bar counter. Completely made to our design, it has been covered in Laminam and lacquered panels alternating with brass bands, while the tops are completely covered in black Fenix, an optimal solution to rediscover a monolithic effect for the back counters. Refrigerated counters and tops blend together to make the traditional bar concept disappear. - In the centre of the room there is a BRILLIANT with custom finish, while in the display area for take-away catering and gastronomy there are three FLAT TS model showcases with a continuous display. FLAT TS has been chosen as the perfect solution to cover breakfast, cold snacks and steaming gastronomy, with a technology that allows it to transform from cold to hot and adapt to the needs of service. Plants, flowers and vegetation complete the emotional impact of Rò World. -Our intention was to use light and material to create an inviting magic atmosphere," concludes Architect Orlando. -We believe that happiness is a valid objective for architecture, perhaps one of the most important.-



I AM

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I AM is the periodical exploring the world from CIAM's perspective. It is a wide open eye on technology, art and culture, and also a living space aiming to create new ground for innovation. We like to think about it as a room to get closer and deeper inside the brand, by looking at what is around us.