

ISSUE
5

APRIL
2022

culture and focus periodical

I AM

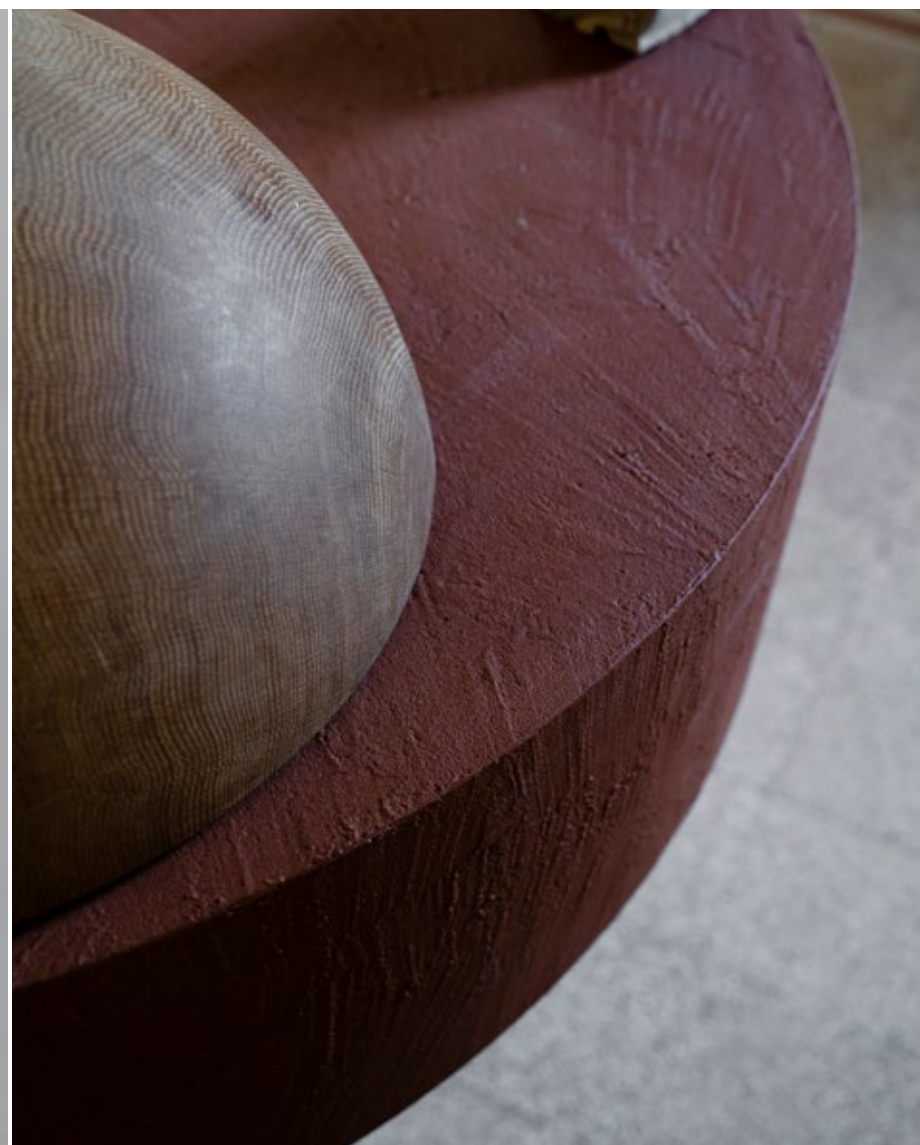


ADI, the association that has represented the world of Italian design since 1956, is getting ready to celebrate the XXVII edition of the Compasso d'Oro award: the highest recognition for the quality of design. Quality that is functionality, technology but above all the relationship between objects and people and that, therefore, changes over time. It is ADI's goal to adapt its evaluation criteria by putting them in tune with contemporaneity. In recent years, we have given preeminent importance to three elements that seem to us to be central today: development, sustainability and responsibility. These are the essential factors of an industrial economy for which - as Adriano Olivetti used to say - it is important to produce wealth and not just money. The misadventures of the pandemic, which have affected us all, have also taught us how to react: by increasing relations between designers and companies to spread the culture of design; and finally by presenting the history and current affairs of design to the general public through the ADI Design Museum (born in 2021 and defined by the magazine Artribune as the best new museum of the year).

Luciano Galimberti

President ADI



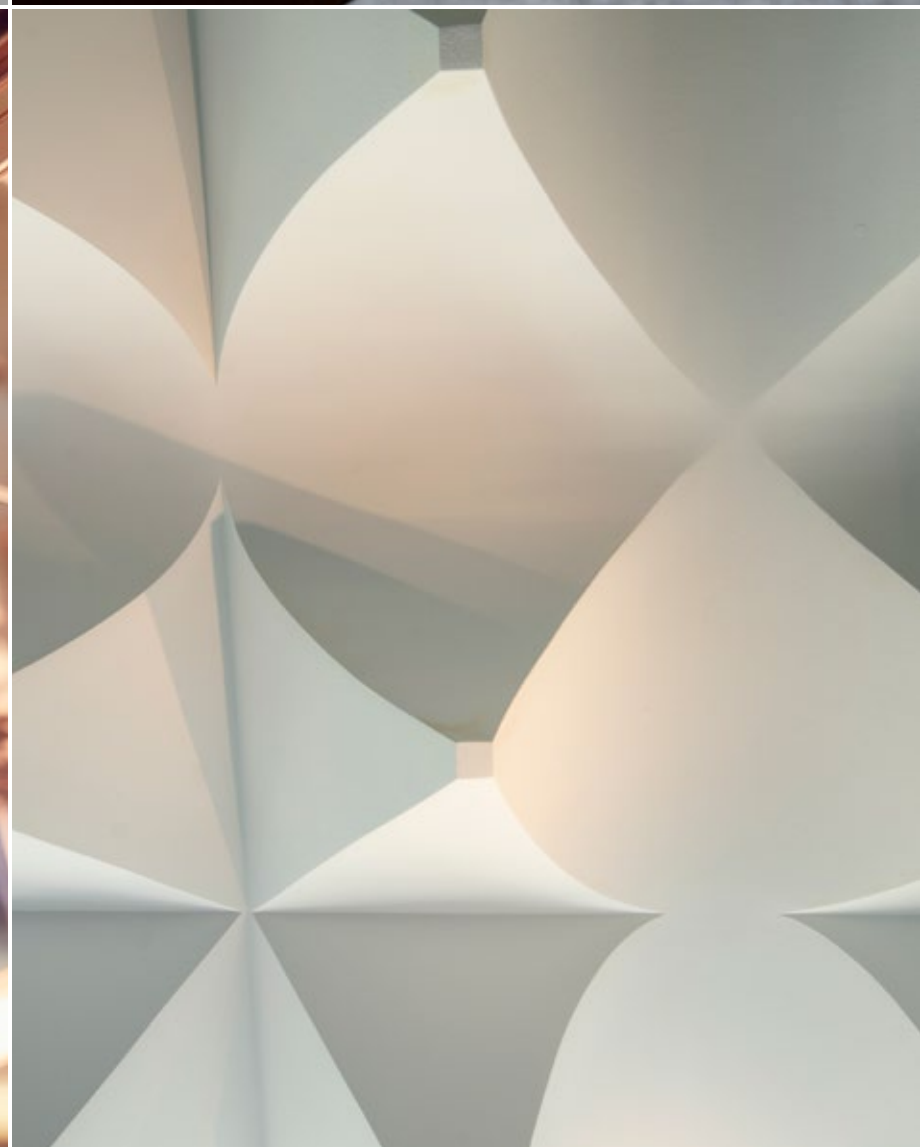


D — FOR DESIGN

6

ATELIER CARRARA

18



SIMONE MICHELI

24

BODEGA

26

D

FOR

DESIGN

Custom experience as a responsibility



Design is a process, a path that leads to an experience that inevitably generates a change in those who live it. Not only aesthetics, nor only function: for this reason, design is also a responsibility that pushes to review the world through new rules. This is the message that CIAM has been carrying forward for years in its experience of innovation and that it has expressed concretely during the last exhibition events in which it took part: on the one hand Alcova 2021, where with the revolutionary "Table" the concepts of material and space were redefined in a fluid key; on the other Host 2021, where the stand designed by Fabrizio Milesi was the stage where the barriers separating the different worlds of confectionery were broken, and the product innovations presented the doors able to let them pass through.

Not only aesthetics, nor only
function: design is also
a responsibility that pushes
to review the world through
new rules.



From this point of view, the fascinating automatic openings of I-Glass Vertical, T-Move and Move22, seen at Host, not only represent a functional evolution in terms of accessibility, but also transform the very movement of the display case into design: an element of union between art and technique, which with its choreography generates emotions and takes the user's experience to a new dimension. The extreme transparency of the elements of the showcases creates a continuum in the space, an environment in which everything is visible, accessible and possible to be experienced by the emotions of the customer: a transparency that tells through its finishes and its tactile sensations. The clean design, the enhancement of linear aesthetics and the development of technologies capable of evolving material processing have led CIAM to the creation of frameless glass: corners that no longer conceal but open the display case to its full and total display potential. The Frameless system is the translation of CIAM's commitment to creating unparalleled beauty by placing technique at the service of the most important function: the final interaction with the person looking through that glass.





When placed in the center of the room, the innovative Move22 is visible on all sides: customers can move around the counter itself and no longer just look at it from the front.

I-Glass Vertical cabinets feature a patented system of opening and closing glass doors through a proximity and safety sensor. When placed in the center of the room, the innovative Move22 is visible on all sides: customers can move around the counter itself and no longer just look at it from the front. The design has been conceived in a symmetrical way and is characterized by a large glass case that can be opened with the patented CIAM system, which allows it to open gently by touching the buttons integrated on the micro-LED lamp. Nothing is hidden anymore, because it is that very process that gives value to the design.





D for Design, N for Nature, A for Automation. A D enclosed in the DNA of the brand, which represents the boundless power of creativity, of the ideas that give shape to the most revolutionary innovations.

In addition to the enhanced use of glass as a storyteller, CIAM design draws its energy from an inexhaustible custom vision. The new Drop-in showcases and the new line of Standard and Compact basements complete a process of product evolution under the name of innovation, and with CIAM's ability to customize, they act as a symbol of the entire identity of the project, channelling it into materials, dimensions and combinations that express its essence without any imposed constraints.

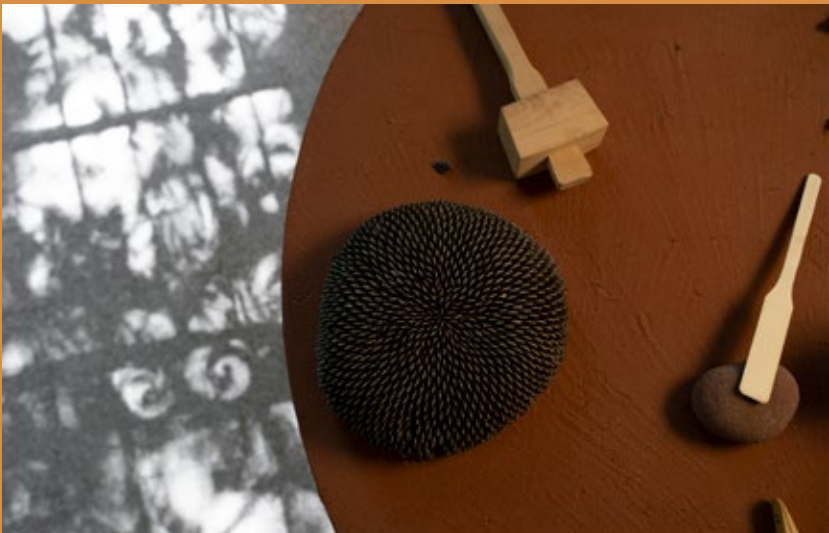
Design is one of the pillars at the base of CIAM's philosophy and work: D for Design, N for Nature, A for Automation. A D enclosed in the DNA of the brand, which represents the boundless power of creativity, of the ideas that give shape to the most revolutionary innovations, an instinct that combines the ability to do with the ability to imagine. It is this ability that allows CIAM to go beyond standards, to build unique projects that adapt with extreme naturalness to the space they occupy, modifying it and making it uniform.



As with Table, the revolutionary table made with the fascinating finishes of Matteo Brioni's earths and designed by Fabrizio Milesi, a product whose design gathers and changes the relationship between counter, professional and end customer, proposing itself as a fluid ground of discovery and experimentation. Nominated for ADI DESIGN Index 22, Table was presented for the first time at Milano Design Week 2021, during the evocative event "HUMUS. The Fluid Ground", which took place in the iconic setting of Alcova in via Simone Saint Bon 1. An event that showed the further step in the material research and in the relationship that CIAM builds between the elements that populate the projects of which it is the protagonist. Roles, products, materials, space: everything becomes fluid and contaminated, turning into hybrid forms that redefine sensory relations and ways of interacting.

To emphasize the contamination, the visual strength of the food art by Laila Gohar that during the event has penetrated the exhibition space of Alcova helping to define a unique and sensory experience for the observer/visitor. It is also through the encounter and dialogue with apparently distant worlds that new materials find application in CIAM design, giving life to new forms of beauty, charged with unexpected aesthetic and functional values. A research free from the schemes and close to a more real translation of the desires of the customer who is left with the greatest gift that design can give: different possibilities.

Nominated for ADI DESIGN Index 22, Table was presented for the first time at Milano Design Week 2021, during the evocative event "HUMUS. The Fluid Ground".





ATELIER



Lucca Italy

“I wanted to start again from Lucca, from my hometown, from my origins with my new project, Atelier Damiano Carrara: a space that is not only a pastry shop, but also a laboratory where you can see everything we produce and how we produce it”.

Damiano Carrara

CARRARA

Designer: Chiara Paolicchi, Studio Ark - Ciam Lab / Year: 2021

-I wanted to start again from Lucca, from my hometown, from my origins with my new project, Atelier Damiano Carrara: a space that is not only a pastry shop, but also a laboratory where you can see everything we produce and how we produce it. Pastry Chef Damiano Carrara tells us about the clear excellence of a place where craftsmanship is made totally visible to give even more value to the tasting of the final product. -With CIAM we have created a completely custom space: from the design of the interior to the materials, up to the choice of display cases-, continues Carrara. After his long experience in the USA, Carrara returned to his hometown with the desire to create an elegant and engaging space, far from the schemes of the traditional pastry shop. The name itself, Atelier Damiano Carrara, suggests the closeness to a sartorial experience that focuses at the same time on taste and aesthetics. A real boutique that plays with transparencies and fluid movements, as if everything inside moved in a perfect ecosystem. Marble and rose gold finishes create an elegant and engaging environment, which stimulates the senses thanks to the presence of the chef's iconic products, a new key to interpretation of contemporary pastry.





“It was love at first sight for Mirror: three temperatures, all independently controlled, so as to offer me the necessary flexibility to be able to insert whatever I wanted”.

Damiano Carrara

-It was love at first sight for Mirror: three temperatures, all independently controlled, so as to offer me the necessary flexibility to be able to insert whatever I wanted," explains Carrara. The three Mirror display cabinets for pastry and pralines, with interiors and exteriors in electroplated steel with rose gold finish, create a composition placed in the center of the room complete with terminal modules, for an overall length of 4,190 mm. CIAM refrigerated systems not only fit in, but are the protagonists of this ecosystem. With an extreme customization that has met the design requirements, the display cases represent the perfect technical ally for maintaining the optimal conditions of the products they contain. At the same time, they turn into stages for sweets, pralines, chocolates and everything that can be expressed through Carrara's imagination and technique.

Displays of unique beauty, which, thanks to the technologies patented by CIAM, create the perfect presentation in all circumstances. To frame the space of the atelier of Lucca two Murozero Slide cabinets, with internal steel finishes with rose gold electroplating treatment and external wallpaper covering. -Murozero let me customize my shop window perfectly-, comments Carrara. -Thanks to the work done with CIAM, we were able to insert the rose gold finish in the interiors and to place all the shelves without having to put any central brackets. This makes sure that my display is always perfect. Passion, creativity and professionalism have made possible the dream of the acclaimed Pastry Chef: a unique space, full expression of an atelier of taste and technological excellence.



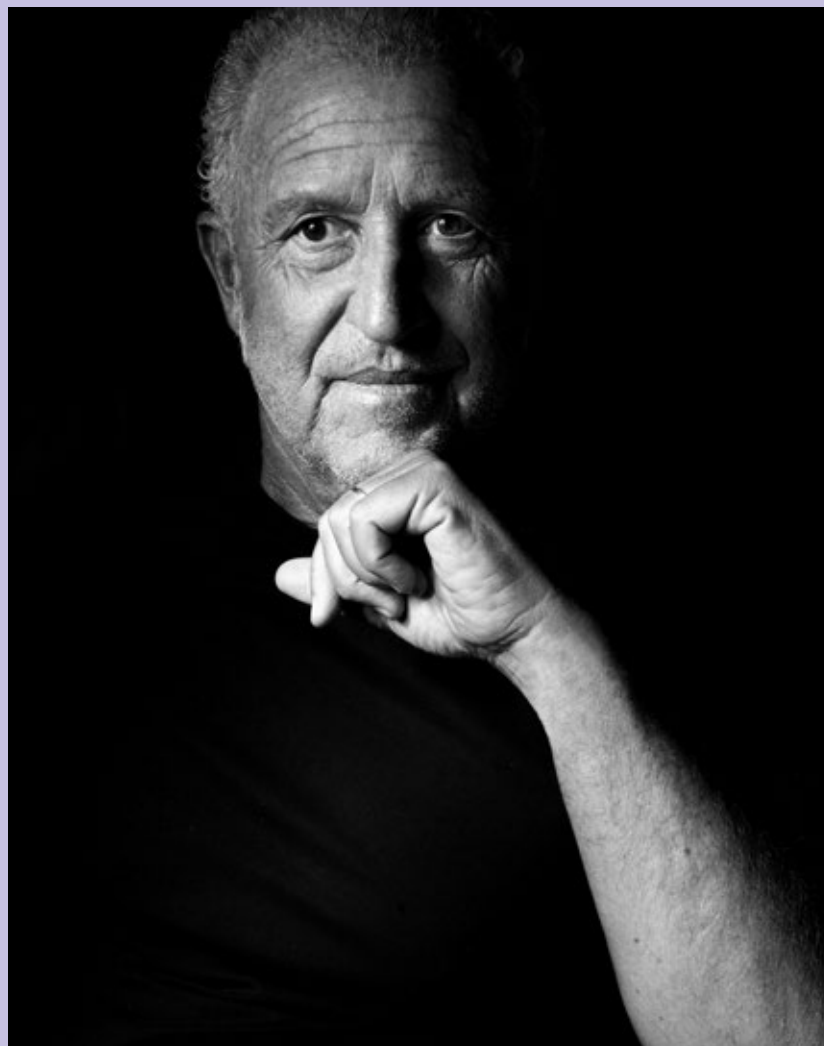


The future of the gelato becomes smart.

Simone Micheli

Architect, Designer

From the intuition of design as an instrument of universal revolution and respectful of the individual to the realization of a product that subverts traditional concepts of space and reality to build a new world around it. The designer Simone Micheli tells us about the essence and function of the latest revolution in the world of ice cream born in Ciam, and the result of a collaboration that sees a dialogue between cutting-edge technology and design in a vision that imagines the future to transform it into the present.



Design as a tool for interpreting reality. The intuition of GelatoWall.

To design means to plan, to project, to throw forward. From the Latin projectum, to build in order to arrive in the future, to imagine comfortable ways to reach it. To make the lives of every human being better, more comfortable, more beautiful, simpler. More respectful and responsible for the environment in which we live every day. Design, therefore, as an individual's tool to shape the world around him and to grasp, know and understand reality. Design as a colored lens through which to perceive what is outside of us.

As a trace, a sign, a manifesto of the capacity for human "making". Symbol of eras that evolve. Gelato Wall, the vertical gelato parlor born from the encounter with CIAM, takes shape from this perception of the universe. It was born from the intuition that every work of art is a manifestation of thought, historically determined, socially influenced, but aimed at ripping apart the banality of the present to open in the minds provocative glimpses of possible future.

High technological standards and enlightened soul. The collaboration with CIAM.

Innovation, cutting-edge technology and design. Extreme attention to the requirements of the user, the human being, who is not a standard to be reached, but a person to be respected. The specific focus on these issues, that are the basis of Gelato Wall, take shape from the meeting with CIAM, a leading company in the Ho.Re.Ca. sector, that combines design and

technology to give shape to unexpected projects, able to revolutionize the answers to the needs of users. From the fusion of our visions, from the meeting between the know-how of CIAM and my design concept have come to life enlightened thoughts and brilliant realizations of dreams to which we have given a shape thanks to Gelato Wall.

Choosing a vertical design. The concept of space saving.

Translating into a simple approach the complexity of our hyper-frenetic, and at times exhausting, times, represents the fil rouge that animates my design work and is also the ideological basis that gave birth to GelatoWall. In particular, it pushed me to imagine reduced and revolutionary volumetric environments, capable of subverting traditional conceptions of reality. To invite the mind to explore the unknown, not to stop, to have the courage to dare and discover. Giving life to a vertical display case meant modifying the human

face of the gelato shop, bringing to the center the idea of space, not as a mere extension, but as a dimension of the universe that, together with time, constitutes the stage on which physical phenomena take place. In this way, saving space means decreasing the waste of surfaces and materials, encouraging the ideal dimension of reality, the philosophical, conceptual one, which is essential to imagine the future and try to transform it into the present.

Freedom and uniqueness. Breaking down barriers with clients.

GelatoWall is a low temperature wall showcase, a work of art with unique characteristics, designed to enclose in a single element its entire innovative and interactive universe. Overcome the fragmentation of knowledge, give life to a unique organism, highly distinctive, recognizable, in which each component takes on a role that also derives from the connections that can be established with the Other. Barriers are

overcome both in the definition of clean and integrated shapes, and with regard to the client who becomes the center of a new experience, shaped on his desires, immersive because the concepts of virtual and earthly world combine. The operator is free from any possible disturbance in the preparation of ice cream, driven to interact with the customer, to understand his needs in an instant, without filters.



The importance of simplification in a technological key.

Automation_
A simple, direct and immediate approach is also at the heart of the technological innovation that shapes GelatoWall. The automation of services tends towards a concept of absolute functionality that, however, is not pure but becomes a mixture of content and form, a Hegelian synthesis that goes beyond the sum of the parts and founds new concepts. It favors the possibilities of action of the operator who, by moving, thanks to laser detection, activates the opening of the insulated doors. Everything is orderly, imagined to facilitate the execution and impact as little as possible on the environment.

Touch Pro control unit_
Touch systems, direct, fast, smart that do not require intermediaries, create an immersive experience for the user, who is the protagonist. The new touch control

unit favors thermal control so that the gelato always maintains a perfect temperature that facilitates its workability, scoopability and consistency. So that the natural characteristics of the ice cream can be exalted to the maximum: its true flavor is alive, its taste is original, its production characteristics are intact, its shape and presentation are fascinating.

Self-checkout_
Multifunctionality has shaped the creation of GelatoWall, from its theoretical conception to its practical realization. So that each component is essential to the finished work. Even the automatic checkout is a fundamental part of the process, allowing the customer to interact directly with the choice, to visualize it thanks to the screen, to expose the complete universe of possibilities, to become aware and act. A direct relationship with the product.



Design as the key to shape the future. The fusion of virtual and real.

The choices that until recently were based only on the perception of the moment, today become interactive, capable of generating a 360° experience for the customer, which becomes totalizing and able to turn into memory in the person's mind. An experience capable of activating the complete, and sometimes lost, sensoriality of man. The fusion between virtual and real is increasingly giving rise to a new meaning of the

world, in every field of human knowledge and action. A perception of things that encourages the unknown, the unconscious, the not explicitly said. In which the components integrate and connect. With GelatoWall, the future of gelato also becomes smart. That is to say, intelligent, capable of grasping, perceiving and satisfying the desires of the human being, going beyond passive execution.

B O D E G A

Architect, Designer : Atelier Aziz Alqatami / Year: 2021



In the capital of Qatar, a new space is born that mixes roles and functions normally hidden, creating a new recipe for architectural beauty: in Doha, the synergy that connects Bodega, Atelier Aziz Alqatami and CIAM gives rise to the eponymous Bodega restaurant. The term of Hispanic origin, which indicated a wine cellar and is now synonymous with small stores and mini-markets of local products, becomes the full expression of the concept of an ambitious space that revolutionizes the rules by giving visual value to what is usually hidden. In the spirit of a canteen, a rotisserie or, indeed, of a bodega, Atelier Aziz Alqatami decides to concentrate the functions usually attributed to the back of the store in a central island open in the heart of the space. The island is thus permeated with a new aesthetic and symbolic language, acting as a link between the different elements of the space: a nexus that guides the circulation and interaction of customers and workers, that hosts the preparation of food, the display of food, and also performs the functions of bar and retail area.

CIAM's local partner, Comet Group, placed inside Bodega the ambient Compact basements, refrigerated with designer white Corian shelves and aluminum profiles painted in signal white RAL 9003, and two semi-finished Flat display cases customized with TS12 display case, worktop and perimeter surface in designer white Corian and sheets in signal white RAL 9003. The CIAM showcases have been the protagonists of a further important customization work, not only in the ad hoc dimensions and functions inserted, but also in the application of special white pleated curtains on the operator side. The pleating reflects the internal cuts of the ceiling of the island, recalling the geometric and optical game of ascents and descents. The wooden cutting boards are also a custom element by CIAM: made entirely of beech wood, they are integrated into the surface of the bar and act as a bridge connecting the display cases.



Photographer: Nelson Garrido

Doha Qatar



The conceptual contrast between the refinement of the environment and its attachment to the real, the genuine and the traditional, has been rendered through a particular material treatment and finishes that enhance the lights and shadows generated by the architectural forms. The central module is made with a spray paint with a cemented texture, a sense of roughness that conveys that of a handcrafted quality. The material appears to be "sliced" from simple geometric shapes to display food preparation and display. The rough textured exterior contrasts with the smooth interior, as if to evoke the metaphor of cutting a haute patisserie cake. The pattern of arches and intertwined shapes that makes up the part above the island suggests the precision of a geometric pattern without sacrificing an organic feeling, almost in motion, given by the lights and shadows cast on the shapes.

Bodega is the perfect representation of CIAM's commitment to building a synergistic vision with partners, clients and architectural firms involved in design and creation to achieve the coveted end result of iconic spaces in which to enjoy unique experiences.



Bodega is the perfect representation of CIAM's commitment to building a synergistic vision with partners to achieve the coveted end result of iconic spaces in which to enjoy unique experiences.



I AM

by CIAM Spa
32 pages, 240x320 mm
Print on Munken Print White 80 gr/m2
Art direction by Studiogusto

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.