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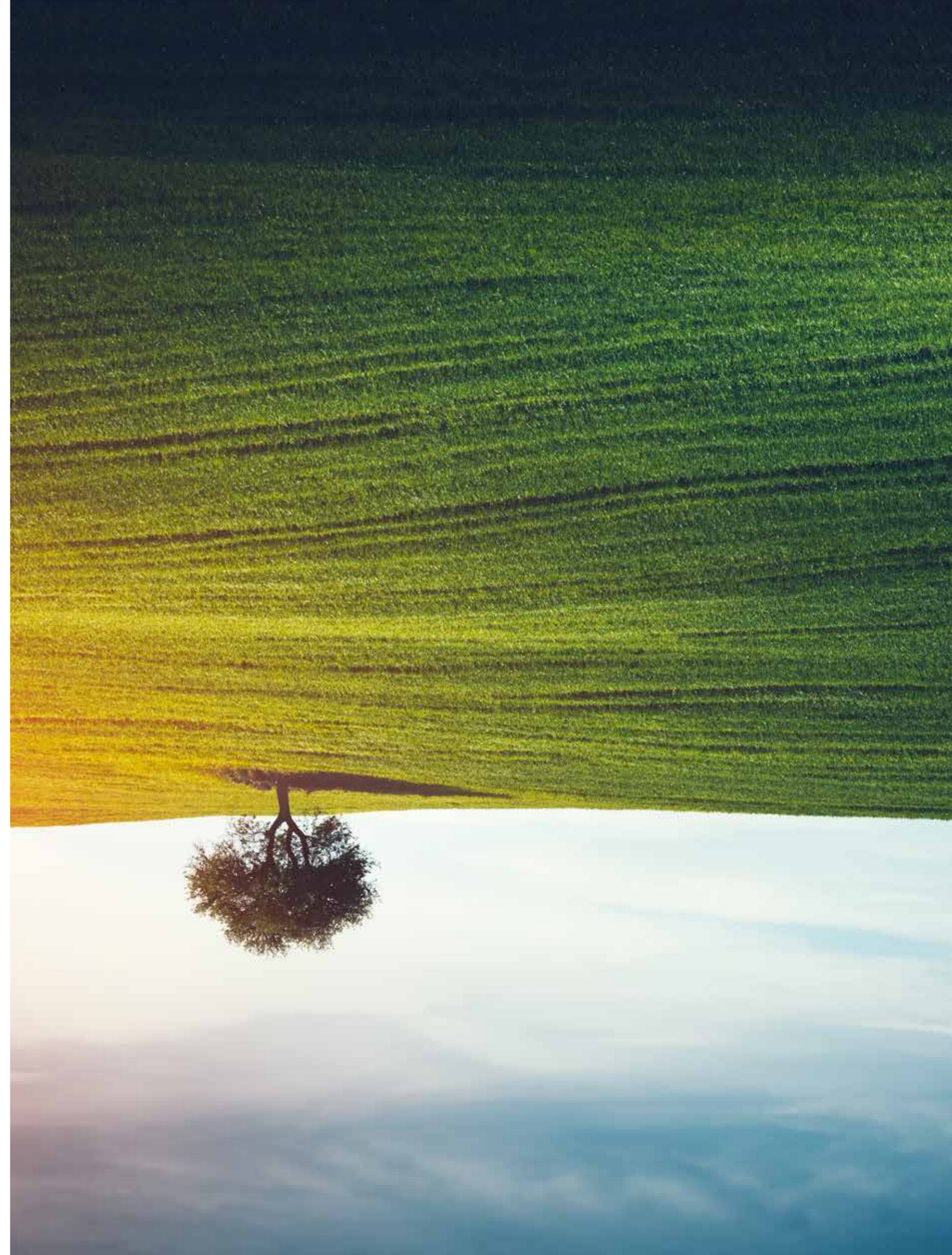
I AM



We know that among the characteristics of Man - a dominant species that appeared just a handful of thousands of years ago on the face of a planet that had already made a few billion rotations around the Sun - is his egocentric outlook, which to a lazily unchanging self-consciousness, opposes instead the rapid and profound transformation of everything perceived as its surroundings. Throughout our evolution, we have gradually responded to the emerging needs - for food, residence, mobility, social interaction - with scientific, technological and industrial achievements, which have enabled us to greatly modify the external environment, while remaining as similar to ourselves as possible, that is, adhering to our primal physiognomy and nature. Carefully avoiding crossing the boundaries - progressively enlarged - of our comfort zone, we have shunned any urgency in dealing with changes in the way we think, feel and act. But today it seems clear that it will instead be precisely the rapid modification of mindsets and behaviors, much more than the imposition of regulatory limits, that will be the only effective tool to deal with the climate crisis and its effects. Which invest not so much the future of our planet but the survival of our species on the planet, which is a far more vivid and cogent issue. Irrefutable data flash in front of our eyes and send out a clear alarm signal: the prospect of witnessing, already in the course of the current century, the transformation of a substantial part of the globe - the one in which more than two billion people live today - into uninhabitable or at least inhospitable territory appears increasingly concrete, with all that this may entail in terms of access to food resources and new migratory flows, or social tensions and conflicts. To cope with this risk, a decisive change of course is required. That means that we need to redefine our expectations, our idea of urbanized life, our established habits of travel, production and circulation of goods, the way we build, heat and cool, feed and care for ourselves. We need to reposition in the immense organigram of living things the role of plants and animals, or rather, other animals. And to remember that it is not just a matter of reconnecting - through the ingenious twisting of a Mobius tape - the seemingly opposing sides of Man and Nature, following the invitation formulated already half a century ago by a visionary artist like Joseph Beuys. But rather to recognize and shout out loud, with the uninhibited spontaneity of the child, that in fact the king is naked and always has been: there is merely Nature, with Man inside. Re-defining, re-designating limits - that is, redrawing - becomes in essence the key step, the strategic action to be taken to embark on the path of change.

Andrea Margaritelli

President National Institute of Architecture / Brand Manager Listone Giordano





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Reflections from the future



The scope of Milan Design Week 2022 was immense from many points of view and for the many actors and participants involved: a great emotional involvement for an event that returns to its glory after editions cancelled or mitigated by the global emergency, a turnout that exceeded expectations, and a large number of exhibitions and installations that guided the public through the urban map of the city. In a stream of revaluation of magnificent spaces-often fallen into disuse-a renewed collaboration between CIAM and Alcovia was celebrated, resulting in a new concept that presented multiple future worlds to be grasped and observed through the looking glass. REFLECTIONS FROM THE FUTURE is the vision that CIAM has brought to Milan Design Week 2022, narrating reflections that come directly from the future and become the bearers of a reality in which design, nature and automation meet creating a new order of things.



Alcova

Milan — via Simone Saint Bon 2

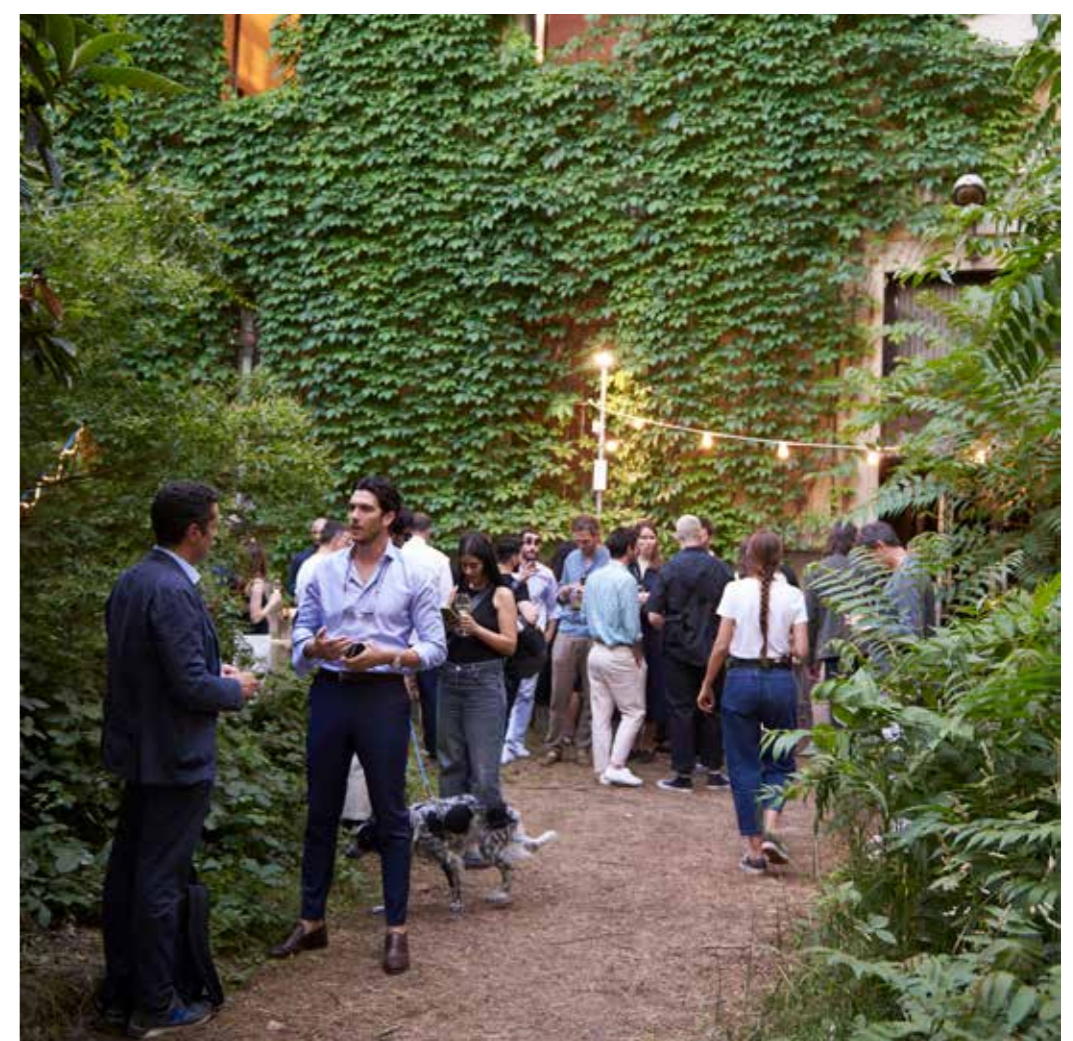
The evocative space of Alcova, the event founded by Joseph Grima and Valentina Ciuffi that in this edition has repopulated the buildings of Milan Military Hospital Center at Via Simone Saint Bon 1, once again becomes the scene of an exhibition involving brands, designers and artists from around the world, and in which CIAM has opened a window on new dimensions. THROUGH THE LOOKING GLASS is the title of the installation that through the set designed by Fabrizio Milesi accompanied the guest-visitor to discover, thanks to the mirror, other horizons and to interact with the artistic and visionary verve of Laila Gohar/ Gohar World.





In the decadent atmosphere of the Alcova spaces, refrigerated display cases and counters by CIAM dialogued with the old kitchen furniture, integrating as elements of a harmonious and living universe.

THROUGH THE LOOKING GLASS dissolves the boundaries of time and space, fully opening up to a fluid revolution that looks beyond the individual product and beyond matter. The reflections show different representations and angles of reality: multiple presents that speak an innovative language and generate life. In the elegantly decadent atmosphere of the spaces of the former military hospital, the refrigerated display cabinets and counters of CIAM communicate with the old kitchen furnishings of casa delle Suore and appear as elements of a future universe, yet perfectly integrated with its surroundings. Lush green plants lived in the shelves of the refrigerating system, while Laila Gohar's food sculptures came to life from the surfaces of the counters. As if to emphasize a break with the physical laws we know, the installations abandon gravity and create forms that recall the freer imagination of childhood, a child's play that enriches with soul and warmth. Indeed, a central point in the CIAM exhibition is the human role within increasingly mechanical and digitized, automated and futuristic spaces: an irreplaceable source of warmth and color, which through its creativity and interaction populates the space with meaning, feelings and memories.





Officine Ventura14

Milan — via Giovanni Ventura, 14

"Reflections from the Future" is the vision CIAM brought to the latest Milan Design Week, the result of the encounter between design, nature and automation; a combination that generates a new order of things.



The mirror reflecting a future in which technology is at the service of nature and design a tool that brings beauty and simplification: these are the conceptual foundations that CIAM brought to the setting of Hybrid Restaurant. During Milan Design Week, architect Simone Micheli displayed his most recent works and projects in the spaces of Officina Ventura 14, transforming them into a personal vision that finds a meeting point between ho.re.ca, technology and sustainability. At the representative pinnacle of this concept is GelatoWall, the ice cream cabinet designed by CIAM and Simone Micheli, which revolutionizes the way people consume ice cream and interact with the machine. GelatoWall gives the user a totally independent and immersive experience, maintaining ice cream excellence with high refrigeration performance and reducing the workload for operators.



Simone Micheli and Federico Malizia, CEO of CIAM, in a special speech dedicated to guests at the event talked about the meeting, chemistry and development behind this collaboration that gave rise to the mural system and an iconic universe of mirrors. The bar at Hybrid Restaurant was set up by CIAM with a customized version of Table, designed by Fabrizio Milesi, made especially for the event and consisting of T-Move refrigerated showcase, Compact counters and Spirit mirrored shelf.

CIAM vision in reflections has already turned into a present that at Milan Design Week 2022 showed the way to a more beautiful, conscious, high-performing, and sustainable future.



The mirror reflecting a dimension in which technology is at the service of nature and design: these are the conceptual foundations that guided CIAM in the setting of Hybrid Restaurant, where GelatoWall presented the future of ice cream.



N FOR



Thinking Green

Connection, respect and foresight: it is in the deep and authentic connection to the territory that CIAM sustainable key lies.

NATURE

CIAM DNA is the genetic imprint in which reside values, goals, and know-how that do not only concern the product or individual project, but involve the entire surroundings. A contemporary company that has values rooted in the past and looks to the future has a responsibility to have a dual dimension, the individual and the social, understanding the latter as a network of ties aimed at the well-being and good preservation of many distinct elements, which must be respected, cared for, and kept in balance. CIAM's deep connection with Nature comes from its roots, from the special place where it was born: lands rich in greenery, culture, art and life. A nurturing that has enabled it to grow responsibly and inspired by values toward which the company has always shown devotion and respect. In developing its technologies, CIAM has never treated sustainability as an optional plus to be added to the final product: it has reversed the trend, taking respect for the environment and combating emissions as a fundamental design basis. Such an approach has resulted in revolutionary patents, as well as the promotion of a green culture, and products capable of drastically reducing energy consumption during both production and use.



CIAM has partnered with Gelsystem to give birth to Multix, the first revolutionary smart refrigeration system that makes it easier to use instruments and provides constant energy savings. An intuitive touch screen implements remote electronic control of temperature, humidity and many other parameters, digitizing the functions of the showcases and increasing the safety of production operations. The technology minimizes fluctuations in temperature and humidity curves and results in large energy, and therefore economic, savings of 40% over conventional systems, cutting 50 kWh per month per display case. Thanks to hard work by the R&D department, CIAM has expanded the range of plug-in products based on eco-friendly gases with minimal environmental impact. These gases are characterized by a low global warming potential (GWP): the R290 gas used by CIAM has a GWP of 3, compared to the GWP of a conventional gas which can be as high as 2000.

In an environmental condition increasingly exposed to the errors and unruliness of human impact, CIAM stands as a beacon of authentic values consistent with its nature as a sustainable company, demonstrating that a relationship between technological evolution and nature is not only possible, but can be the fertile ground for developing new perspectives and designing with foresight having as a priority the preservation of as much as possible that Nature gives us.



CIAM stands as a beacon of authentic values consistent with its nature as a sustainable company, demonstrating that a relationship between technological evolution and nature is possible.





The indiscreet
charm
of lightness

Over the past two decades, the world of food has thrown its doors wide open: we no longer need only starred restaurants for superlative dining experiences, and the fields of fashion, design, and lifestyle in general have reflected and embraced this change. In this world, some names resonate more or better than others: among them, that of Laila Gohar.

Laila Gohar /
Gohar World



An expressive wave on tiptoe: the artistic force of this young woman of Egyptian origin transplanted to New York is disruptive, surreal, iconic and ironic; her movements delicate and light. Artist, performer and designer, Laila Gohar has found in food the expressive medium to tell stories and create through her studio and refined research installations and pop-up spaces in which her visionary fantasies come to life becoming magnetic attractions and edible experiences during the biggest events of the New York and international fashion elite. From those made for the Met Gala to legendary works for Gucci Vault, Galeries Lafayette, Tiffany and Prada, her creations seem to narrate a magical and playful relationship with the organic, intimate and special universe of nature seen as the basis of every expressive experience.

A world in which to crown an atmosphere of imaginative taste live or revive human elements that return as childhood memories and become part of the setting or the table.



In this connection with nature and in this uniqueness of visions, in which art becomes a tool for personal expression, CIAM and Laila Gohar have found their point of contact. The encounter of two paths, professionalism and genius that have in common an idea of conservation, beauty, uniqueness and drive toward the future. During the last two editions of Alcovia, the event that during the Milan Design Weeks 2021 and 2022 repopulated the Military Hospital Center with new frontiers in innovation, matter, sustainability and social interaction, CIAM and Laila Gohar collaborated to create set-ups in which design, food, art and nature invaded the spaces and experiences of the public by making them part of the same installation. In the set designed by Fabrizio Milesi for Alcovia 22, common and poor ingredients like potatoes gave shape to resin-coated columns that defeat gravity starting from CIAM's refrigerated counters and showcases.



A calm and orderly chaos that seems at the same time to have exploded from its indomitable energy, yet perfectly regulated, as if everything were exactly where it should be.



Just as with the products born from the genius CIAM, the museum aspect of Laila Gohar's works, so enchanted and fairy-tale, has at its core an artisanal soul, in this case, the heritage of her own Egyptian origins made explicit in the choice of textile materials from her land, and in projects involving members of her family. Such as the collaboration with her sister Nadia for the new tableware brand "Gohar World," at the basis of which we find an irony that seems to echo the surrealism of the early twentieth century and a disruptive reinterpretation of the bourgeois dinners of the 1980s. A collection that originates from Laila's visionary world and is composed of plates, glasses, tablecloths and cassatina-shaped candles, adult bibs, lace eggdresses, satin baguette bag and other objects that combine the sisters' fantastical imagination with the workings of the family atelier. During the two Milan events, which in an organic and harmonious flow of visions saw nature and technology, art and design meet and dialogue, thanks to Laila Gohar's contribution, CIAM's rooms at Alcovia breathed a living, green energy imbued with humor and lightness: amidst extra-long zucchini, mirrored reflections that elongate and project even more the shapes of the installations, chocolate jeans and shirts that become tablecloths. As if to remind us that space becomes alive when we walk through it.

SANMAGNO



Photographer: Giampaolo Pauselli

It is a series of sets that follow one another, like acts within a play, and is intended to communicate different atmospheres to those who arrive, creating worlds for customers to explore.

CAFFÉ

Design: Fabrizio Milesi / Year: 2022

Foligno Italy



In the lively and buzzing atmosphere of the city of Foligno, in the province of Perugia, which with its many cafes and activities has transformed in recent years into one of the food and wine and entertainment hubs of the entire Umbrian region, San Magno Caffè is renovating its spaces in a big way. Since its origin, San Magno Café has been designed to offer a multiplicity of differentiated functions, from bar to restaurant: carried out in time slots throughout the day on a continuous basis, these functions gather the needs of a clientele that can find full satisfaction to all their desires, whether during travel and leisure or during breaks from work, with breakfasts, snacks, lunches, aperitifs, dinners and after-dinner drinks. Starting from this concept of transversality, the new expansion and restyling project, 12 years after the first opening, sought to reinforce and make immediately perceptible the idea of the succession of spaces, each with its own distinct and recognizable personality, but all dialoguing within one large container. It is a series of sets that follow one another, like acts within a play, and is intended to communicate different atmospheres to those who arrive, creating worlds for customers to explore. San Magno Cafe chose CIAM technology and furnishings for this major aesthetic, functional and, above all, conceptual redesign, designed by CIAM Art Director, Fabrizio Milesi.



Every area of the bar is characterized by volumes and surfaces, materials and colors: the first thing to catch the eye is the large impact of the bar counter, a monolithic gilded volume made to a design entirely of natural brass that stands out against the polychrome stoneware surface by designer Cristina Celestino that creates a backdrop with a strong emotional impact. A sloping, perforated filter made from colored natural terracotta elements, separate and filter the restaurant's table area to the wine cellar, a room isolated by a large window and clad entirely in wood. The bar counter consists of a line of Move22 refrigerated display cases, one ice cream and one patisserie, and a T-Move automatic showcase, both models have brushed steel displays. The counter continues with the mixing and cocktail area, with the front made of etched burnished brass. Ambient and refrigerated Standard Series basements are seen in the back counter, while the top is equipped with Spirits shelves and a refrigerated Multipiano wall unit powder-coated with RAL 8004 Copper Brown, in a matte finish.



A dreamlike world made of discovery that is grasped only by moving within it, where areas of stillness invite to stop and other more frenetic ones made for more fleeting consumption.



The freestanding cylindrical volume of the pizzeria is lined with small three-dimensional ceramic elements, giving the surface almost the idea of being inflatable. Two custom vertical showcases made specifically for the project round out the range of technologies in use: an Exclusive Custom 74P for wines equipped with Zero doors and RAL 7021 finish, and a Brilliant glazed cabinet for frozen pastries (-18°C) with Premium doors and etched burnished brass handles. A succession of dialoguing episodes, although all different from each other, thought of as a metaphysical landscape crossed by people throughout the day. A dreamlike world made of discovery that is grasped only by moving within it, where areas of stillness invite to stop and other more frenetic ones made for more fleeting consumption.





I AM

by CIAM Spa
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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.