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I AMM

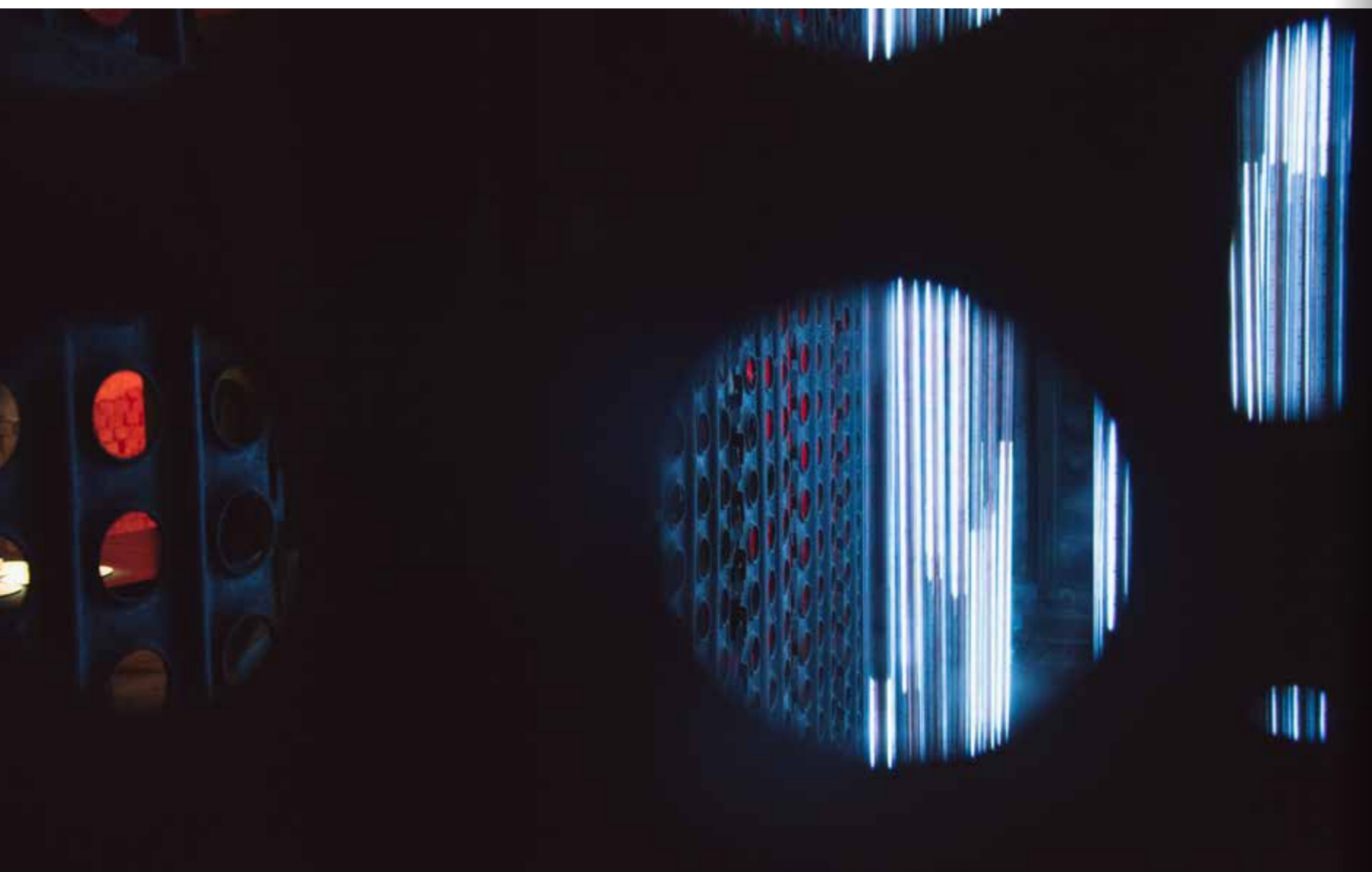


Wine, for all of us lovers of the Bacchus nectar, is an integral part of the cultural, enogastronomic and tourism heritage of Italy and many other countries. It shapes our landscapes and is part of thousands of years of human history. Many people know it, appreciate it, and taste it in moderation. In the past decade, wine has been enriched with numerous other meanings beyond its intrinsic organoleptic and sensory characteristics. Wine culture has lived and developed through a solid tradition. Oscar Wilde used to say it, "tradition is a successful innovation." It applies in all fields, even in the only seemingly traditionalist field of quality winemaking. Process and governance innovation is the driver that allows wine to meet the new challenges that the market proposes, challenges of growth and development in harmony with the "world," following the principles of sustainability in its three pillars: environmental, social and economic. Hence, comes the ever-increasing attention to the health of the land and people, through the reduction of the use of pesticides, chemical fertilizers and herbicides, favoring natural substances and healthy cultivation methods, in favor of renewed soil fertility and defense of biodiversity. It is also crucial to rationalize and reduce water use, thanks to modern, even satellite, technologies for monitoring and distributing consumption. These established practices, together with the selection of new rootstocks that are more efficient in managing the water resource during the vine growing cycle, aim to better address the ongoing climate change issue. The sustainable revolution is also accomplished in the reduction of CO2 through the establishment of photovoltaic systems or by using renewable energy sources. These are just some of the best practices, which are essential for looking to the future. Along with the environment, equally important for the virtuous management of the enterprise is the social dimension: here, the defense of employees' rights, the development of corporate welfare, and occupational health and safety are the protagonists. Last but not least, the economic dimension, that is, the maintenance of solid economic parameters that allow the winery to operate with the necessary serenity to the implementation of strategic plans increasingly focused on sustainability and business ethics. If in the past the entrepreneur wondered "how can" the business prosper, today the imperative is about "what is right to do" by introducing an ethical dimension to doing business. Only in this way what the company achieves, at a time in history when the earth's resources are increasingly scarce, responds to the questions that the market, the consumer, and the community are asking about production dynamics. Here, then, the entrepreneurial vision changes, evolves, and the company must not be limited to the creation of shareholder value, but must generate well-being, safety, and beauty for those who work there and for the community that hosts it, demonstrating social responsibility and a strong focus on the environment. Wine will have a future if it can be beautiful, good, well made, sustainable and fair. A wine that is beautiful, that is, capable of conveying the exclusivity of the territory that generates it and where a wine tourism that privileges the human experience is developed; still good, because it is made according to the most modern, efficient and effective technologies; well made, thanks to the harmony of all the production factors; sustainable in its environmental and social dimensions; and fair, that is, one that guarantees respect and dignity to those who create it, contributes with awareness to communicating a unique and unrepeatable identity. A wine that is the fruit of innovation, but faithful, from harvest to harvest, to the uniqueness of its organoleptic result, that always knows how to express the tradition, territoriality, and typicality that have made it famous and that, with every sip, sends us back to its origins, in which to find emotions, recognizability, memorability, excellence.

Marcello Lunelli

Vice President and CTO of Cantine Ferrari





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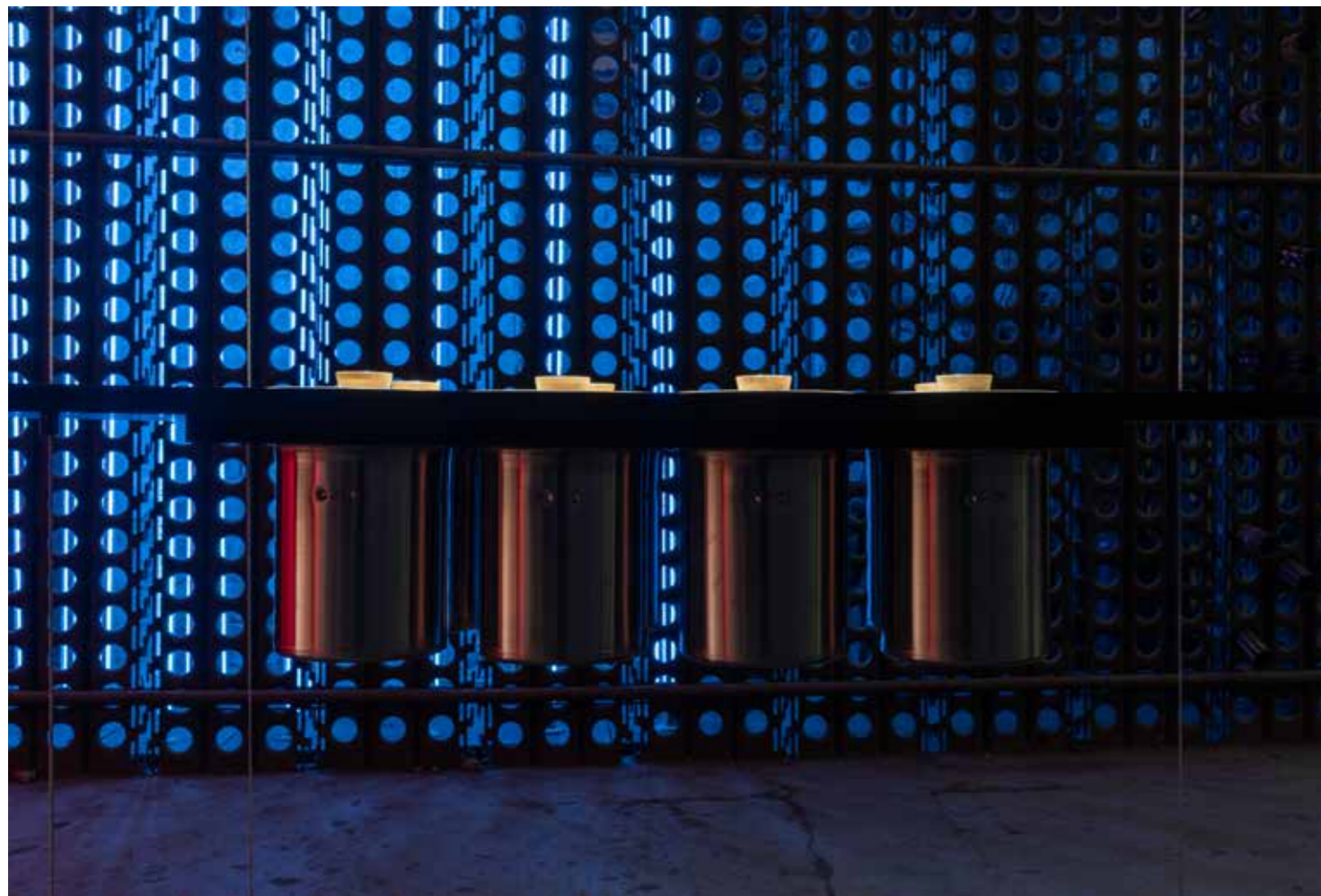
UNDER
GROUND
CIRCLE

Uderground Circle

The itinerant platform for independent design, now in its fifth edition, has once again become a protagonist of Milan Design Week in 2023 with the exploration of a new location: the ex macello di Porta Vittoria on Via Molise. Alcova's curatorial framework, conceived by Valentina Ciuffi and Joseph Grima, once again put design and research in dialogue with iconic urban contexts, which nature has now taken possession of in surprising and attractive forms. Once again in this edition, CIAM contributed to the alchemy of spaces and collaborations of the exhibition event that has become one of the beating hearts of Milan Design Week. With a unique atmosphere shaped by light and shadow, the striking set of Room C21 was the catalyst for an immersive design experience: Underground Circle.



The dark space of the ex macello di Porta Vittoria was redesigned by welcoming an installation that invited the public to discover design, to observe how the perception of an object changes as emotions vary, and to be captivated by its multiple dimensions. - Underground Circle wanted to break the dark and rough atmosphere of the ex macello by diving visitors into a space that would make the senses protagonists through the fusion of circular, redundant and infinite sounds, punctuated by dynamic lights and fragrances evoking sunshine, freshness, and ice cream. - says Fabrizio Milesi, designer and art director of CIAM. A suspended installation whose essence was revealed by the lights. A physical analogy with the gaze of the observer reflected the ambitious vision of the project: to create new perspectives, new imagery of use, new possibilities for interaction. - Design at its most expressive is above all a generator of personal experiences, original paths, and different ways of approach. The Pozzetti Gelato Circle respond to this impulse by their very nature and amplify the possibility for the user to experience interactions outside the schemes and predetermined paths, recreating emotions of surprise, play and discovery. - Milesi explains.





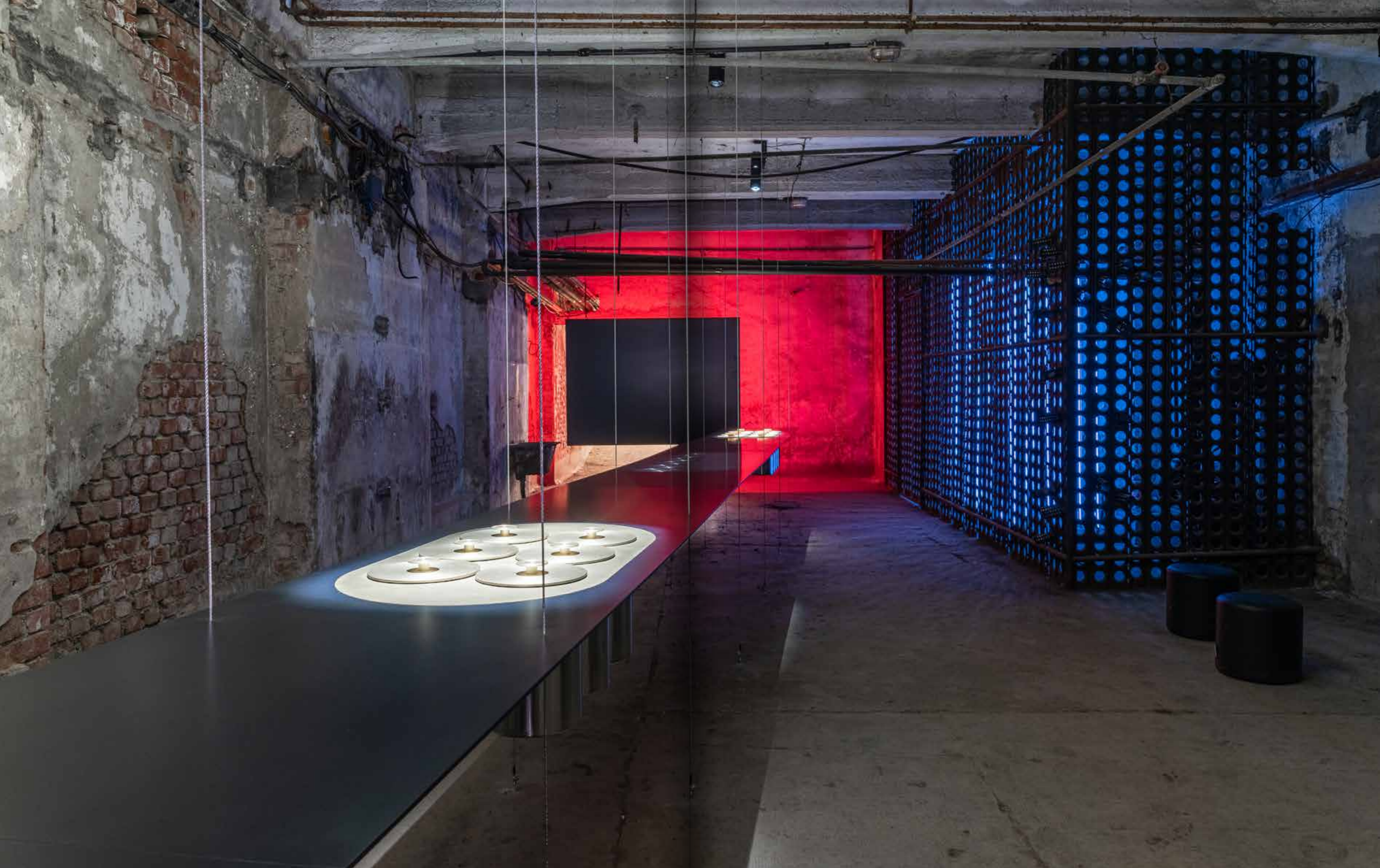


“Underground Circle wanted to break the dark and rough atmosphere of the ex macello by diving visitors into a space that would make the senses protagonists through the fusion of circular, redundant and infinite sounds, punctuated by dynamic lights and fragrances evoking sunshine, freshness, and ice cream.”

The new product, developed by CIAM and designed by Fabrizio Milesi, includes a glycol refrigeration that makes the line of pozzetti counters revolutionary not only in terms of design, but also in terms of technology. The lids represent the heart of the product and were the centerpiece of the Milan exhibition event: with their Sopra Piano, placed on the countertop, and Filo Piano versions, perfectly coplanar to the countertop, they enriched the experience in Room C21 with colors, finishes, textures and sensory experiences capable of intriguing the public and guiding them through an immersive and disruptive experience in terms of physical, functional, technological and aesthetic schemes.

With its ability to create synergies and germinate beauty in forgotten places, Alcovia has confirmed itself as one of the cultural cornerstones of Milan Design Week 23, of which CIAM is proud to have been part.





M A K A L O F T

Designer: Futura / Year: 2021



Photographer: Giampaolo Pauselli

Inspirations and affinities that intertwine mixing distant cultures and creating unique combinations: this is the essence of Maka Loft, the contemporary restaurant and multifunctional space born inside Milan's Scalo Farini. The idea behind this project, by entrepreneur Marco Martellotta, was to focus on the recovery of an evocative and abandoned architectural structure and give new life to the industrial environment, transferring to it the energy of a refined, festive Apulian beach club filled with positive vibes. A New York-style concrete loft, with columns and wrought-iron large windows, thus becomes the perfect environment to breathe in a moment of escape and a unique dining experience at any hour, surrounded by plants, lights, sculptures, sofas, and warm wood interior elements.

Milano Italy



To extend the attention to design and materials in every detail and give value to the quality of the offering, Marco Martellotta chose CIAM products as part of the Maka Loft experience: a combination he called "mediterrasian" because of its ability to blend ingredients from the Mediterranean area with recipes and techniques typical of some parts of Asia. Four Brilliant model vertical display cases with glazed sides, polished steel interior and exterior finishes, and glass shelves give the space a bright and transparent showcasing that matches the details of the building's large windows. All counters and the central island consist of ambient and refrigerated modules from the Standard line, with stainless steel doors, in an exclusive custom design that enhances the island as the protagonist and heart of the space.



Maka Loft is a combination he called "mediterrasian" because of its ability to blend ingredients from the Mediterranean area with recipes and techniques typical of some parts of Asia.





Marco Martellotta, who has already chosen CIAM in the past to supply other businesses he has started and confirmed his confidence in the brand's design, wanted to create in Maka Loft a sensory stimulating environment in which to delve into a new concept of cuisine and to give space to outstanding artistic performances. In fact, the eclectic Milanese loft also hosts private and corporate events and art exhibitions with installations spanning the nearly 40000 square meters of Scalo Farini. A collaboration that once again demonstrates CIAM's ability to create custom products with high technical capabilities and winning aesthetics, and its closeness to the world of art and its aficionados.



A sensory stimulating environment in which to delve into a new concept of cuisine and give space to outstanding artistic performances.





Luca Gardini

Wine critic, Sommelier.



He has been working as a sommelier for twenty-seven years, but he is not just any sommelier. Rather, he is the most famous sommelier in the world. We interviewed Luca Gardini, enfant prodige who has been able to conquer the Gotha of Italian catering, but also the one who has revolutionized the way of describing wine through a contemporary and transversal approach that combines simple and direct communication with the lightness, sharing and pleasure that have always belonged to him.

Italian wine culture in the world. State of the art.

In Italy we are lucky because for years now we have ranked, along with France and Spain, among the top countries where wine is a protagonist in terms of production, consumption and criticism. If we talk about strengths of Italian wine on the international scene, we have at least two. The first is that we are a very versatile nation, with the largest concentration of native grape varieties and a regionality that leads us to a variety of local productions that is unique. Think of the iconic areas we have: Chianti, Barolo, Montalcino, to name the most historic, but also a younger area like Etna, which is winning markets and palates of all tastes. The second is undoubtedly

determined by the value for money that we offer. In France to drink well you spend enough, not to say a lot. In Italy we have wines that make it possible to drink well while spending the right amount. Take Vino Pop, an event I have been participating in for years now, which presents and awards the best fifty wines whose market price is under fifteen euros: there are fantastic wines! Today Italians are drinking better and better, including the younger generation, because the focus is on quality, both on the part of the producer and the consumer, which is not necessarily linked to the cost of the bottle.

Lightness and sharing: watchwords of a new oenological communication.

Precisely because of the very high quality and variety that we offer, I find that we should improve from the point of view of communication, an area in which Italy has remained old style, that is, self-referential, closed, while the world of wine is about open-mindedness and sharing. I believe that oenological communication should have a simpler approach than what we have always had, an approach that goes straight to the glass and based on a few concepts, but well expressed to be understandable to everyone, not just experts. For example, making wine known through enotourism that allows contact

with territories, with people, with traditions, as well as bringing it to the sports newspapers or digital platforms. Personally, in addition to a talent that is certainly recognized as a technical plus for those who do my job, I believe I have achieved the success I have over the years not only because of my palate, but also because I am a pioneer of a communicative approach that aims to break certain dogmas that have always belonged to wine criticism and communication, and to smoothly transfer the awareness, culture and pleasure of wine to the world.

Wine display: an experience that adds value.

Image is also important in our world. If I were in charge of a major restaurant today, I would not hesitate to include in the décor a large display case for the wine list that would allow the offer to be complete with whites, reds and sparkling wines. The customer wants to have an experience, and that starts with the visual, cognitive aspect. It is the evolution: it means giving a fundamental service to enhance that valuable experience and offer greater awareness to the customer. I know CIAM showcases, I have seen many of them in the company when I have been their guest and I know the value related to the elegance of the design, the variety of materials. In this case, I find that the display of wines is enhanced

certainly by the design of the showcase, but above all by the technological aspect that makes it possible to guarantee the high quality of the product displayed, representing an important added value to what is being sold. Today, people want and demand extreme quality, and CIAM display cases, with their minimalist, transparent, neat design, give visibility to the product by elevating the wine itself, as well as offering the customer a tasting at the correct temperature, since at the technological level they are designed to allow storage at different temperatures depending on whether they are whites, reds and sparkling wines. Which I consider to be fundamental.

Identity strength between territory and label.

Identity is everything in our world, and the identity of wine is made by the soil, the grape variety, the philosophy of the producer and the recognizability of the product. What does recognizability mean? It means that that wine has to be territorial, it has to talk about its origins and respect them, talk about its producer, tell a story that belongs to a culture, a way of life, a philosophy, and again I think that image is the basis of identity, so if we talk about a visual narrative we also talk about labels. Obviously in our world the goal

is to create a great wine, but if we then dress it up with an inappropriate label we will have flopped. The label of a wine, on the other hand, must know how to reach the eyes because of its uniqueness, which I personally find increasingly corresponding to minimalism, simplicity, and essence: a bit like the CIAM display cases that hide high technology behind a minimalist design. The label, just like the wine it represents, must aim at its identity strength and recognizability, but above all it must know how to conquer.

LE



“Here, where our roots are anchored, a cuisine of excellence has sprouted.”

RADICI

Battipaglia Italy



— Here, where our roots are anchored, a cuisine of excellence has sprouted — Thus opens the story of Le Radici, an experiential restaurant in Battipaglia, linked with body and soul to the territory of Salerno. Le Radici is a project curated down to the smallest detail to allow the creation of different, unique and personal paths, which with offerings ranging from dining to the lounge area, accompany the guest in both culinary and lifestyle choices. Its spaces, designed by Pama Arredamenti, blend elegance and warmth with a contemporary industrial style, where the mix of woods, metals, mirrors and light reflections creates striking and ever-changing panoramas, thanks also to the use of color that defines the restaurant's spaces. To highlight the important wine list in this setting, Le Radici chose CIAM's technology and refined design for a large wine display that enriches the interior design. The CIAM products selected under the guidance of expert chef manager Matteo Sangiovanni are two IslandZero double-sided vertical display cases, equipped with Gold Pearl powder-coated steel exterior finishes, and an Exclusive 74P display case with Gold Pearl interior and exterior finishes, equipped with a back made of Laminam Noir Desir.



— The quality of a culinary project that expresses itself in the round is the result of teamwork: if we are talking about culinary and sensory experience, we cannot but directly involve the wine, which accompanies the dishes and the choices of our cuisine. For this reason, at Le Radici we collaborate with sommeliers, maître and all the professionals involved in the various segments of the experience we offer to discuss about the menu and the proposal of wines to be selected. Regardless of the fact that our clientele often already knows how to enhance their choices, we try to offer and accompany the experience by giving the right value to each element that underlies it, and wine can only be the protagonist. —

“Regardless of the fact that our clientele often already knows how to enhance their choices, we try to offer and accompany the experience by giving the right value to each element that underlies it, and wine cannot but be the protagonist.”



The Islandzero Two Sided is a double-sided positive-temperature glazed refrigerated cabinet, and was chosen for its high technical performance and transparent design that can be passed through from all sides, always exuding impeccable beauty. The doors are located on both sides also for easy access. Islandzero Two Sided features Zero type doors: triple-glazed flush doors, with aluminum profiles and frame, with mirror screen printing. The sides and shelves are also made of glass for total transparency of the display area. In addition, the shelves are adjustable on a rack rod. The positive-temperature refrigerated cabinets of the Exclusive family, including the 74P model, have been redesigned to expand CIAM's custom possibilities to the fullest, with height-adjustable shelves that can be customized in various versions. Again, Zero-type doors also act as a light source with built-in indirect LED no-spot lighting of 3000° K—a detail that transforms the display case into a display work capable of enhancing any object.

The chef manager, Matteo Sangiovanni, delicately coordinates by curating paths, emotions and spaces and accompanying those who enter Le Radici into a fertile territory of tastes and origins, discovering a location with warm, contemporary nuances that contribute to a unique sensory experience.



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.