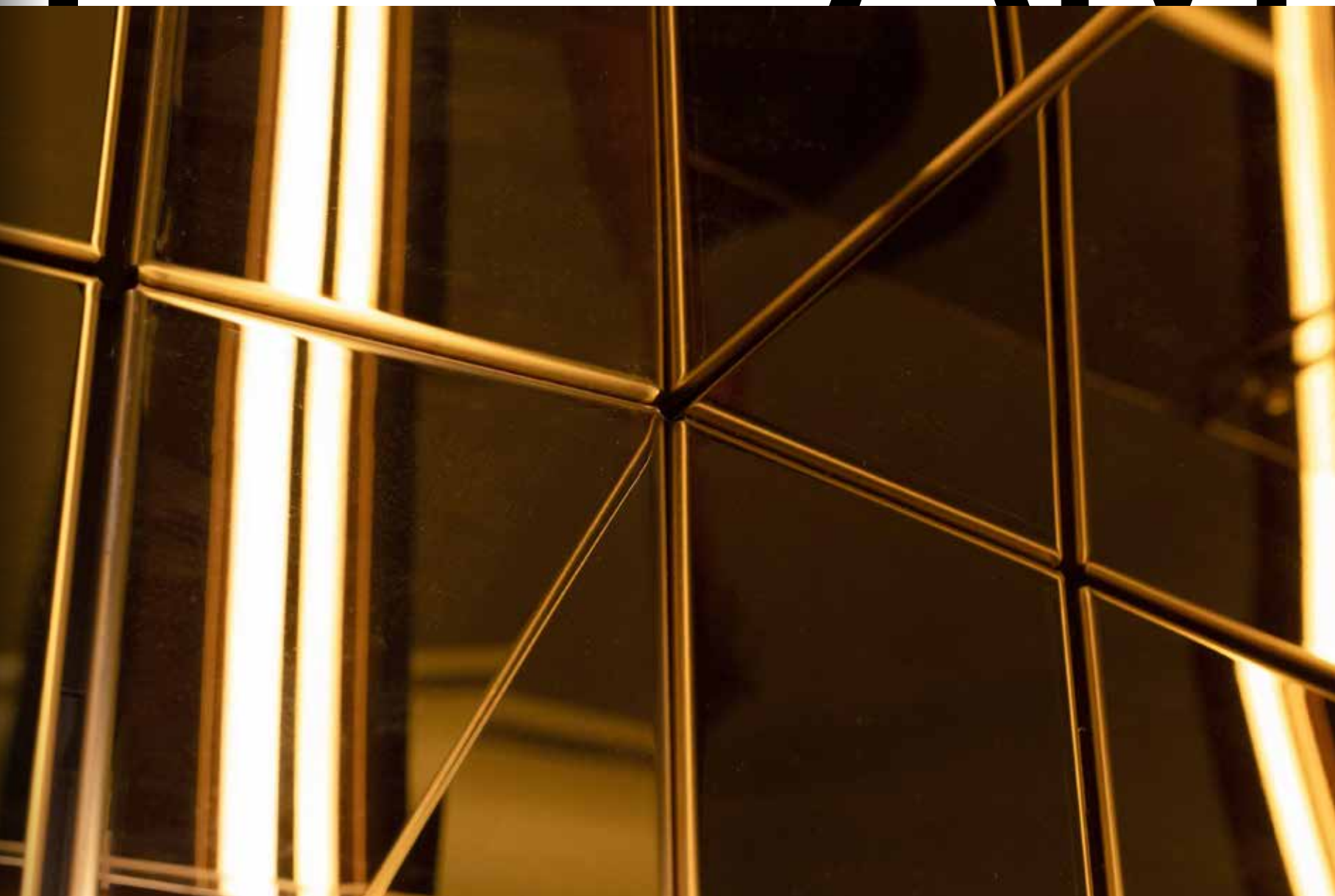


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I AM

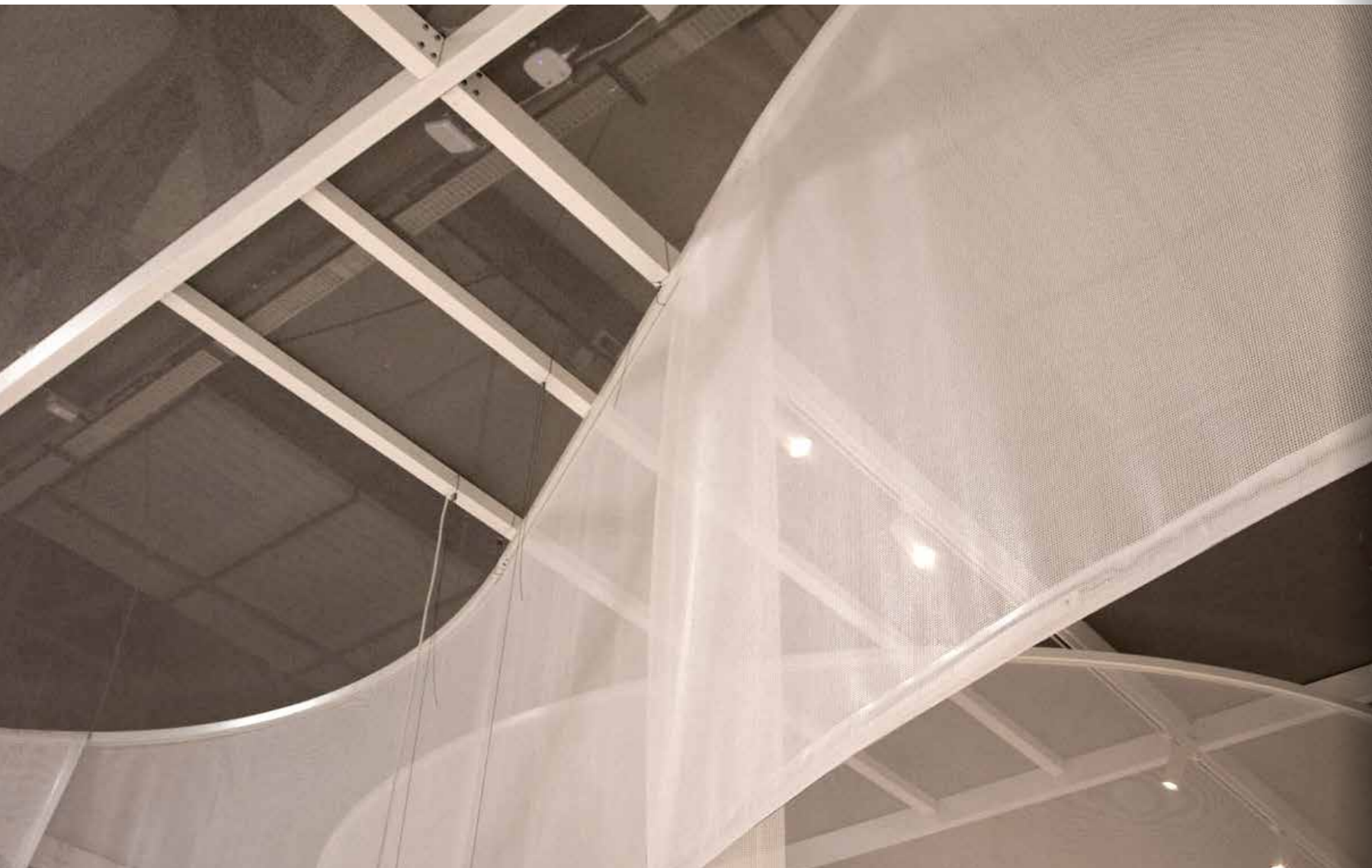


Humanity has never known moments of stillness or absolute equilibrium. It may have experienced periods of stillness, but it has never stopped its constant progress toward change. Evolution, Pythagoras argued, is the very law of life. If the twentieth century brought transformations of an unprecedented nature, both quantitatively and qualitatively, the years we are now living seem marked by an even greater acceleration of the relentless flow of history, prompting each of us to oscillate constantly between excitement and concern. From the world of work to family dynamics, from technological advancement to climatic conditions: there is no sphere of existence that does not appear to be at the threshold of momentous changes. Society, for the first time, is being called upon not only to seize the opportunities of progress, but to rewrite in depth its habits and organizational patterns, aware of Darwin's lesson that, in the end, it will not be the strongest species that survives, but the one that can best adapt to change. In this uncertain context, as new rules for managing urban, professional, corporate, and environmental space emerge, one certainty stands out above all others: the role of women can be instrumental in shaping a culture of innovation that is inclusive, collaborative, and truly focused on social responsibility. Gender diversity in leadership can pave the way for new ideas and perspectives, shaping a community in which all can thrive. Women's empowerment is a direct investment in tomorrow, as it results in a more cohesive society capable of addressing emerging challenges in a different and just the fairest way. Recognizing and supporting women's contributions is not only a matter of equality, but also the key to unlocking the full potential of an encouraging and sustainable future for all. A future to be looked at no longer as a threat, but as a promise.

Cristina Colaiacovo

President of Perugia Foundation





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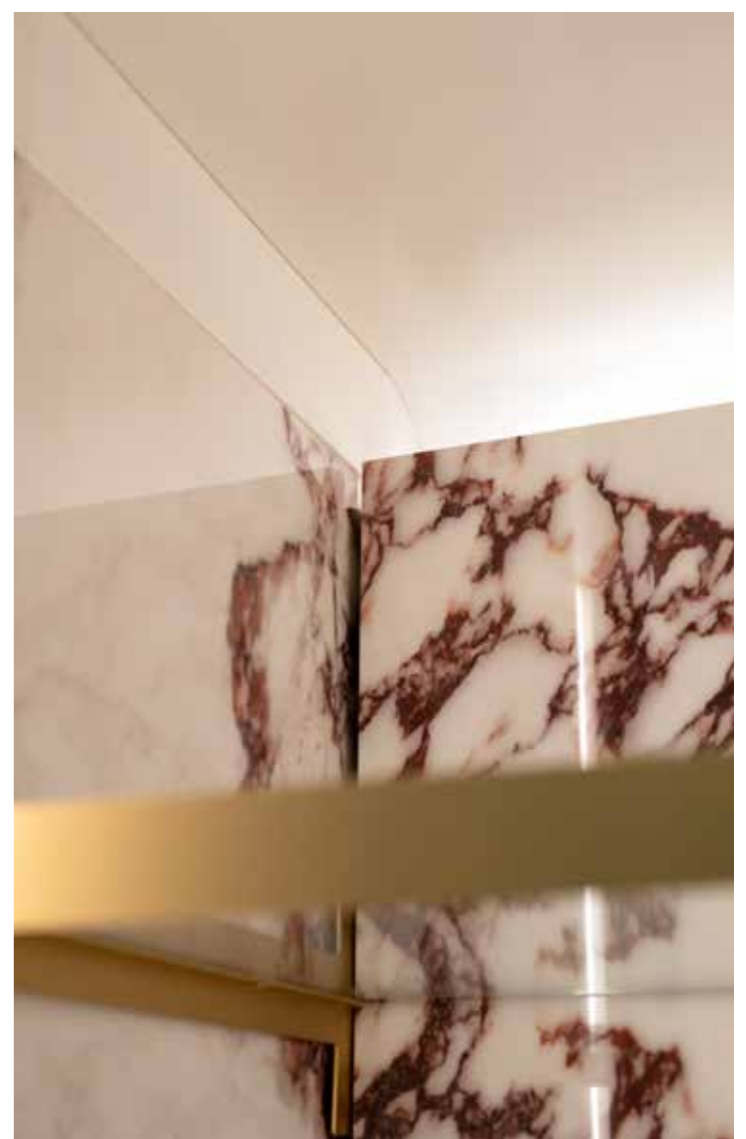
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P U R E E V O L U T I O N

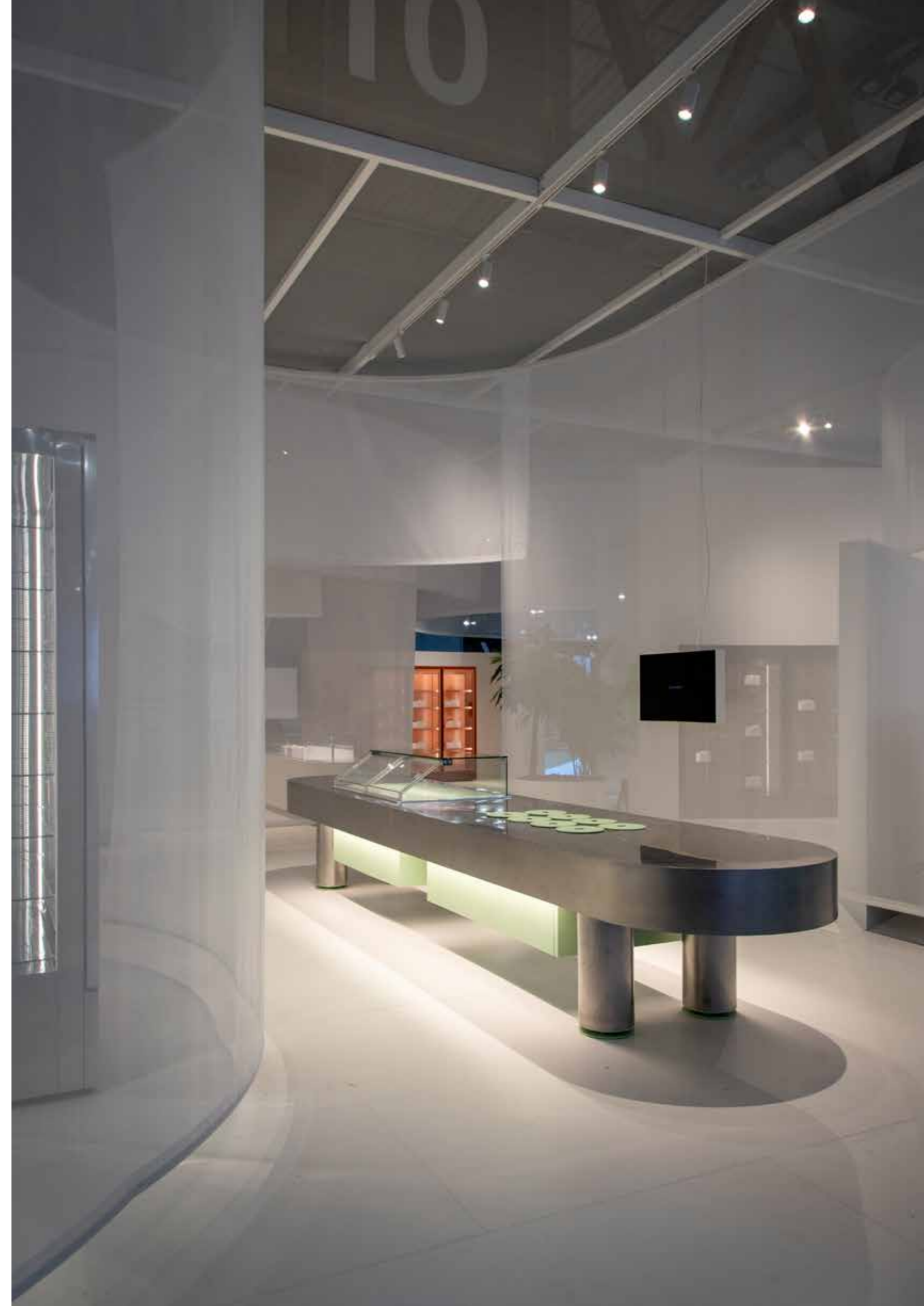
The new concept of HOST 2023

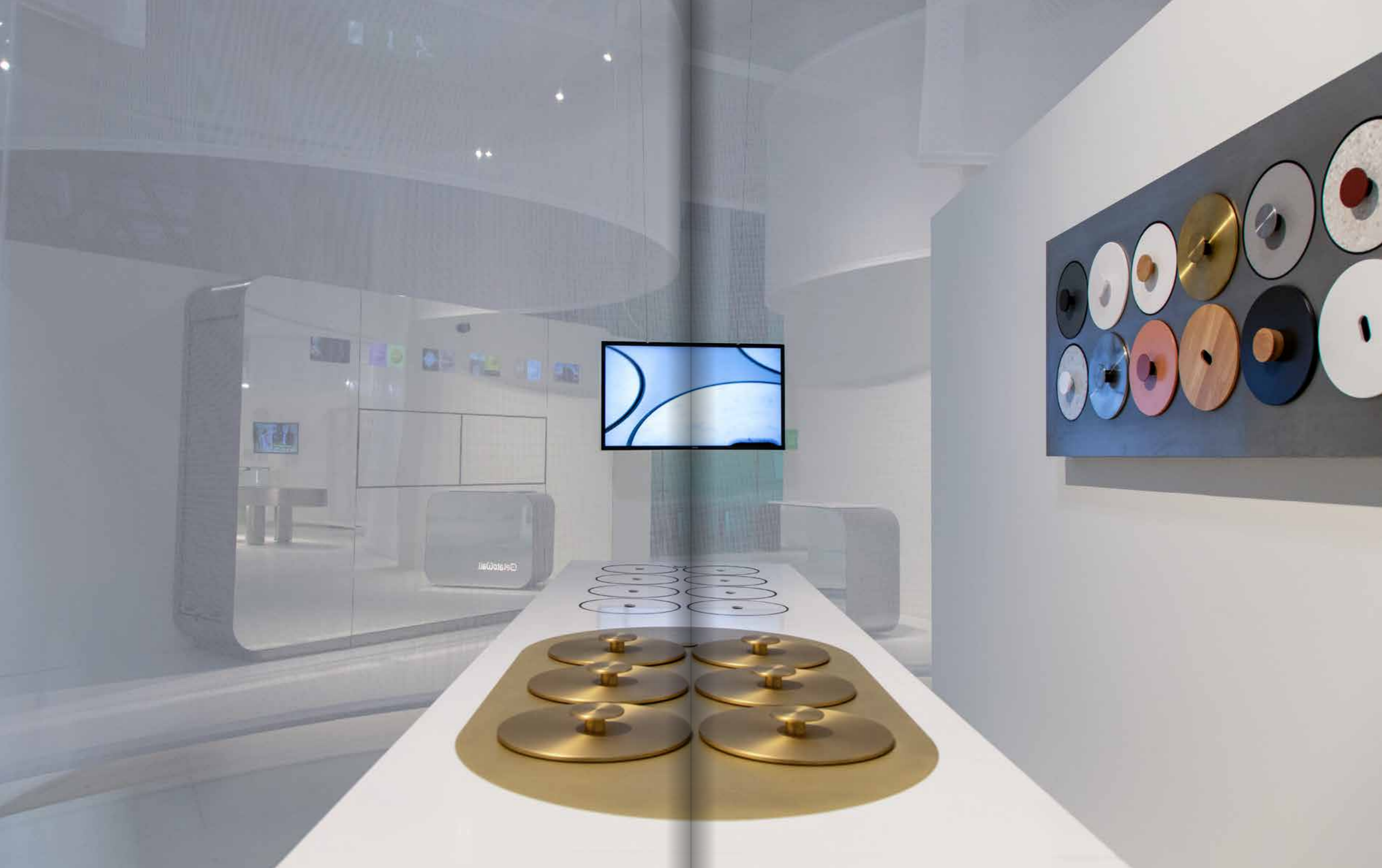


A universe in which every action, idea, product, and project opens a fluid and authentic narrative with evolution: this is the proposal CIAM brought to the latest edition of Host 2023, the exhibition event in Milan that brings together international excellence in the world of Ho.re.ca and Food Service. Technology, matter, and design formed the basis of the project by Fabrizio Milesi, CIAM's Art Director, who for the occasion developed a monochromatic space where the purity of white becomes the metaphorical symbol of continuous innovation just waiting to follow its next dimensions. The concept, Pure Evolution, sums up CIAM's vision over the past few years of experimentation and major revolutions: a powerful but essential evolution in design that has expanded the possibilities of interaction and radically increased the capabilities of refrigeration systems.



For the many visitors and important industry players who walked through the CIAM space in hall 10P, booth E52 E58, the experience of Pure Evolution at Host 2023 was magnetic and surprising. A booth open to encounter, to the new to mutual contamination, to perspective games, with filters and masks showing the design potential of the product beyond its naked appearance. Guests had the opportunity to immerse themselves in a dimension made up of transparencies and gateways, in which the definitions of entry and exit lose their meaning in favor of a personal and instinctive path that admits no constraints. The vision of an individual and unique mode of fruition was also translated by CIAM into its products, which are increasingly at the forefront of leaving room for creativity and subjective management of worktops, functionalities and tailor made compositions. Exclusively for the event, CIAM presented the newest additions to its family of vertical systems, a true revolution that captivated guests with its attention to detail and ability to provide additional design application possibilities.







Host 2023 saw the introduction of the new Exclusive Zero and Premium line, vertical showcases that meet all refrigerated wall display needs on multiple levels, with a wide range of customizations in finishes.

In fact, Host 2023 saw the introduction of the new Exclusive Zero and Premium line, vertical showcases that meet all refrigerated wall display needs on multiple levels, with a wide range of customizations in finishes. The design and technology of this family of refrigerated cabinets make them flexible to various product setups ranging from white wines and champagnes to red wines, packaged meats, cold cuts and cheese and fresh pastries. Host 2023 was also an opportunity to celebrate the 10th anniversary of one of CIAM's house icons, Brilliant, with a special edition that made the historic refrigerated cabinet the star of the space in a fully glazed, positive and negative temperature version. Enriching the series of novelties and evolutions presented at HOST 23 was the restyling and expansion of the Murozero range, particularly with the new Murozero Slide product, which becomes automatic thanks to the new patented Slide system, consisting of coplanar sliding doors and touch less activation. Also in the spotlight at the event were the new Grab&Go R290 cabinets a line designed to meet the market's growing needs for plug in refrigerated equipment, which uses the environmentally friendly gas R290. A sustainable and efficient solution for the display and storage of refrigerated products at positive and negative temperatures, while meeting environmental requirements by an environmentally friendly refrigerant.



An exclusive space in the limited entry booth was also dedicated to an important new project that will be unveiled in more detail during the 2024 edition of SIGEP: PRIMA, the group's unprecedented brand that opens the door to smart, off the shelf refrigeration, was born. The new year is shaping up to be even more full of novelties capable of responding precisely to changing needs.



The new year is shaping up to be even more full of novelties capable of responding precisely to changing needs.





MUROZERO

Designer: Fabrizio Milesi / Year: 2024

SLIDE



CIAM's Murozero family of refrigerated cabinets conveys from its creation the best technical skills and the utmost attention to detail for an impeccable aesthetic performance capable of bringing new value to any project. Ideal for placement on wall coverings with materials and finishes that can be applied all the way inside the cabinet itself, Murozero refrigerated cabinets are distinguished from other wall units precisely by a specific design that provides for flush wall insertion and creates true refrigerated niches. Zero thermal triple glazed doors ensure airtight closures thanks to the presence of perimeter magnetic gaskets, while the door opening reaches 95°.

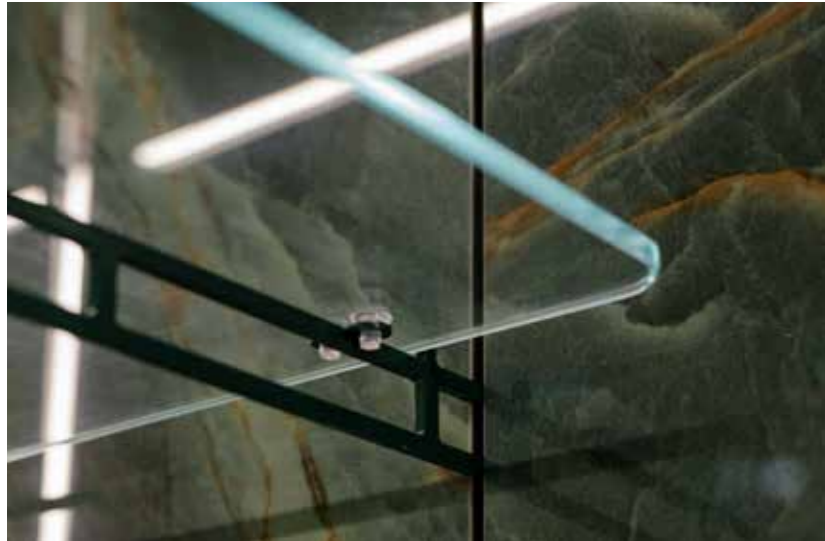


Photographer: Studiogusto

Sliding innovation



Recently evolved and enriched, the Murozero series now sees the introduction of major technical, functional and aesthetic upgrades, and includes: positive and negative temperature Murozero, positive temperature Murozero Maxi, and the new positive temperature Murozero Slide and positive temperature Murozero Maxi SlideSlide. The main and revolutionary feature of Murozero Slide is the application of the new patented Slide automatic opening system, a mechanism based on coplanar sliding doors, the opening and closing of which are electronically activated and operated by a touchless device integrated behind the glass of the doors. The new system takes advantage of numerous conveniences in the Murozero Slide model: the handle disappears and becomes flush with the glass, thus eliminating a component subject to wear and tear given by continuous exposure to contact, and is replaced by an intelligent technology that responds promptly to the operator's needs, transforming the opening movement into an iconic detail of beauty that enhances the appeal of the user experience.



The Murozero series now sees the introduction of major technical, functional and aesthetic upgrades, and gets bigger with a new product destined to play one of the main roles within CIAM's collections.





Murozero family of refrigerated wall murals flush with the wall have achieved new potential and application possibilities, thanks to CIAM's tailor made ability.

Among the important technical innovations introduced in the Murozero refrigerated cabinets line is also the refrigeration system, implemented with wall ventilation instead of top ventilation, consisting exclusively of electronic fans and no longer manual ones, allowing remote management as well as ensuring greater control functionality. Standard lighting is indirect with diffused LEDs of neutral 3000°K gradation warmer (2700°K or cooler (4000° gradations are available upon request. Another important upgrade achieved by the line restyling is noise reduction, which has been halved thanks to new technical devices and a major investment in the engineering of new components. Murozero Slide and the rest of the family of refrigerated wall murals flush with the wall have achieved new potential and application possibilities, as always made even more high performing and satisfying thanks to CIAM's tailor made ability to adapt any product to design requirements.



Anna Gerasi

Pastry Chef and Master of Art



Pastry, natural expression of a lively spirit: Anna Gerasi, the Pastry Chef and Master of Art who invests in evolution.

From Brescia, the city where she was born forty-five years ago, to Paris, the city where she landed to win the World Chocolate Master 2022 competition. From the tradition of the family pastry shop to her art studies at the Brera Academy, from her career as an entrepreneur to her family life. We met Anna Gerasi, owner together with her brother Gianpaolo, also a pastry chef, of the historic Pasticceria Piccinelli dal 1862 in Brescia, of which she is now also artistic director and responsible for Research and Development. A Master of Art graduate from the Brera Academy, she has always loved painting and sculpture, two passions that she has been able to transform into skills and that she has combined with great naturalness and success with her family's pastry tradition.

The pastry world, a family passion that for Anna Gerasi is not about gender-or is it?

I would say a natural passion, first because it was passed on to me and then because it paralleled the growth and evolution of another great passion: art. My parents allowed me to enroll in the academy because they already knew how much I loved it, but in the meantime, I continued to work in the pastry shop: I never chose, it was natural for me. But I am a special case. There is no denying that the pastry world still has a very male tradition, although I would no longer make it solely a gender issue, because things in some aspects have changed or are changing. We often forget that our world, the processes and in general the activities that are carried out within the laboratories presuppose significant physical efforts, so women are clearly disadvantaged, certainly more so in the past. Today, the support of technology also allows us to be part of

a facilitated assembly line that places us in the various production processes on the same level as a man, at least physically. In addition, the sensibility is changing, the culture, more and more women are approaching professional pastry, although there are difficulties still: because of the shifts, the sacrifices, the fact that in order to make a career and get noticed, it is necessary to travel, and still this, in terms of mentality, is badly reconciled with the role of women. As I was saying, I know that I am a special case as a business owner, and that is why, for example, I was able to participate in the competition in Paris in 2022: no one would have nominated me otherwise, and not for lack of qualifications, rather out of habit, the proof being that I was the only woman competing. An environment that of competitions, still yes, unfortunately terribly masculine compared to others that animate our world.

The Pluses of a Women's Bakery

Aesthetics, order, organization, precision, attention to detail, experimentation. We are spirits endowed with varied and transversal sensibilities, and in my case, there is no doubt that the aesthetic and artistic side prevails, but I believe that in general women can bring a lot to contemporary pastry making. Of course, I do not take anything away from my colleagues, I find many of them splendid, especially when we talk about haute patisserie, but in the world of laboratories, of bakeries, certainly more informal environments, not to say spartan, I am sure that the precision, order, and organization typical of us women can be a great advantage. My workshop is proof of that, and I am lucky in that, too, because I have a partner like my brother who believes very much in the value of the change that women can bring to our company, and in fact we have many of them, but I must say that we also have many men: for us it is not so much a question of gender as being able to include and find everyone their own special place that can give value to the evolutionary process of the company.

Innovation and technology, also a combo declined in the feminine

If we believe in change we also believe in innovation, in chemistry, which is increasingly present in the world of confectionery, in science. Technology is a fundamental contribution to all this since to its contribution we can optimize production times. Let me give an example: the first blast chillers in the 1990s were the innovation that most in our field allowed great time savings and new approaches of organization and vision of work. In our case, we invested the time gained precisely in the field of research and development, a branch in which we believe very much. But as an artistic director, I do not deny that even for the display side everything has to be taken care of down to the smallest detail, and technological innovation as well as the design of new furniture and display cases that characterize the contemporary offerings make everything much more optimizing. From the preservation of the products, their organoleptic and aesthetic qualities, to the enhancement of their display, I would say that any pastry shop that seriously looks to the future today must necessarily invest in the technological field.

The bakery of the future

I think the very word change sums up fully what my company and I see when we talk about the future. Confectionery and its ingredients have changed, just as technology has changed, precisely, but the sphere of consumers and our customers has also changed. Accepting change, taking notice of it, knowing how to make it a value and a plus is the path we have taken. Our investments look precisely at novelty, starting with the different nutritional needs that involve increasingly large segments of the population, a large part of which are children. And yes, pastry will never be plant-based - who can take away the magic of certain ingredients and preparations? - but at the same time I believe it is my job not to take away the magic of dessert and pastry creations from a child, as well as from any other person with nutritional needs for which tradition is not adequate. In our case, we can experiment, study, and open the door to new solutions and alternatives that are the result of a great deal of research and development work thanks to a young and passionate team, staff that is rare and somewhat countercultural nowadays. This, too, is the future of confectionery, and it is a value we love to pass on.

C A R A M E L

Bneid Al Gar Kuwait

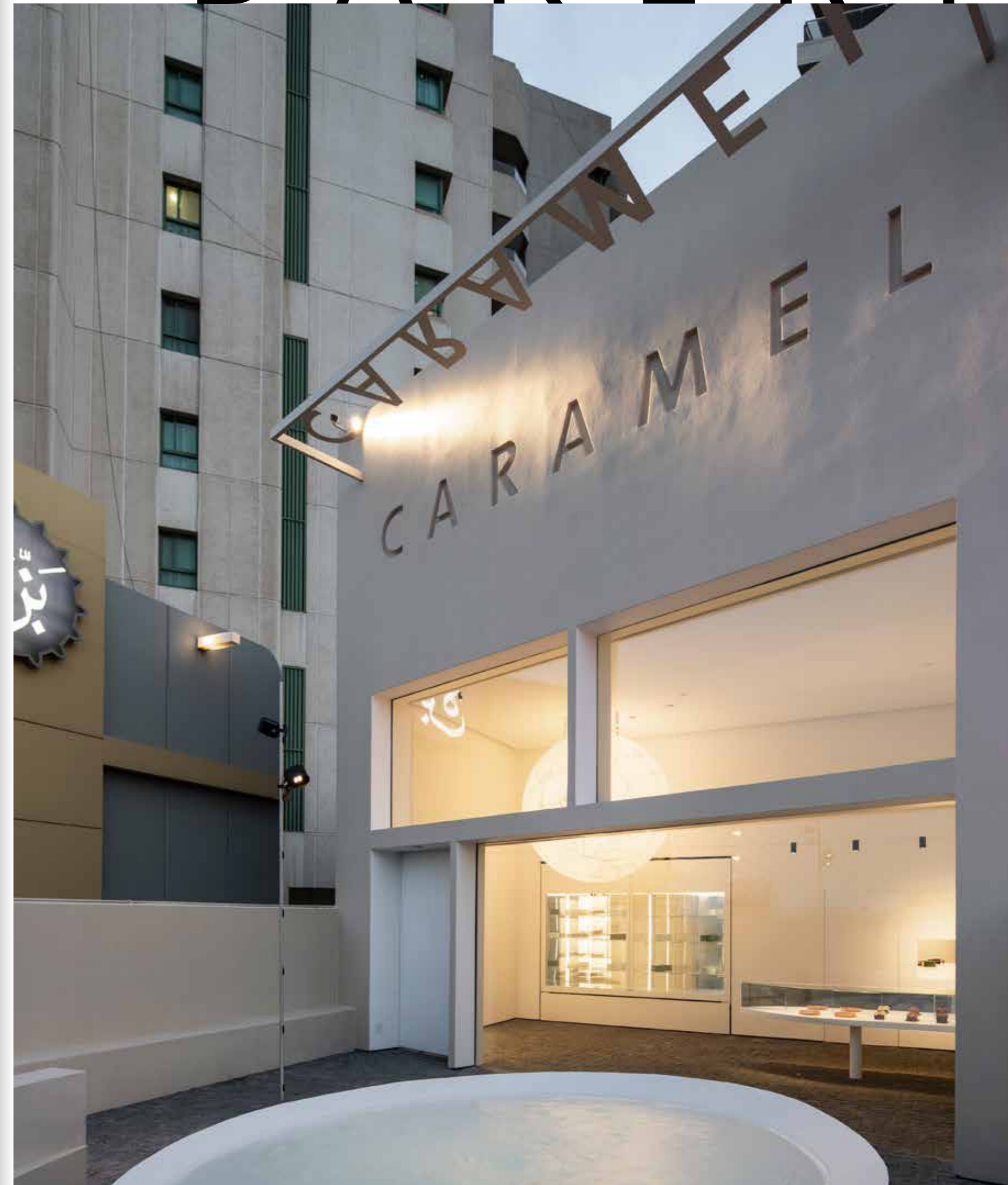
Architects : ATELIER AZIZ ALQATAMI @atelierazizalqatami
Photographer : Nelson Garrido @ngphoto.com.pt

A minimalist experience that is enveloping in its purity, Caramel Bakery, in Bneid Al Gar Kuwait, is a monochromatic, light filled space that engages through its essentiality and impeccable design. Caramel Bakery's pastry shop of excellence is enveloped in a museum like aura that transforms every visual perspective into an art exhibit, which is why CIAM's Murozero Slide plays a starring role in the design and layout.



B A K E R Y

A monochromatic, light filled space that engages through its essentiality and impeccable design.



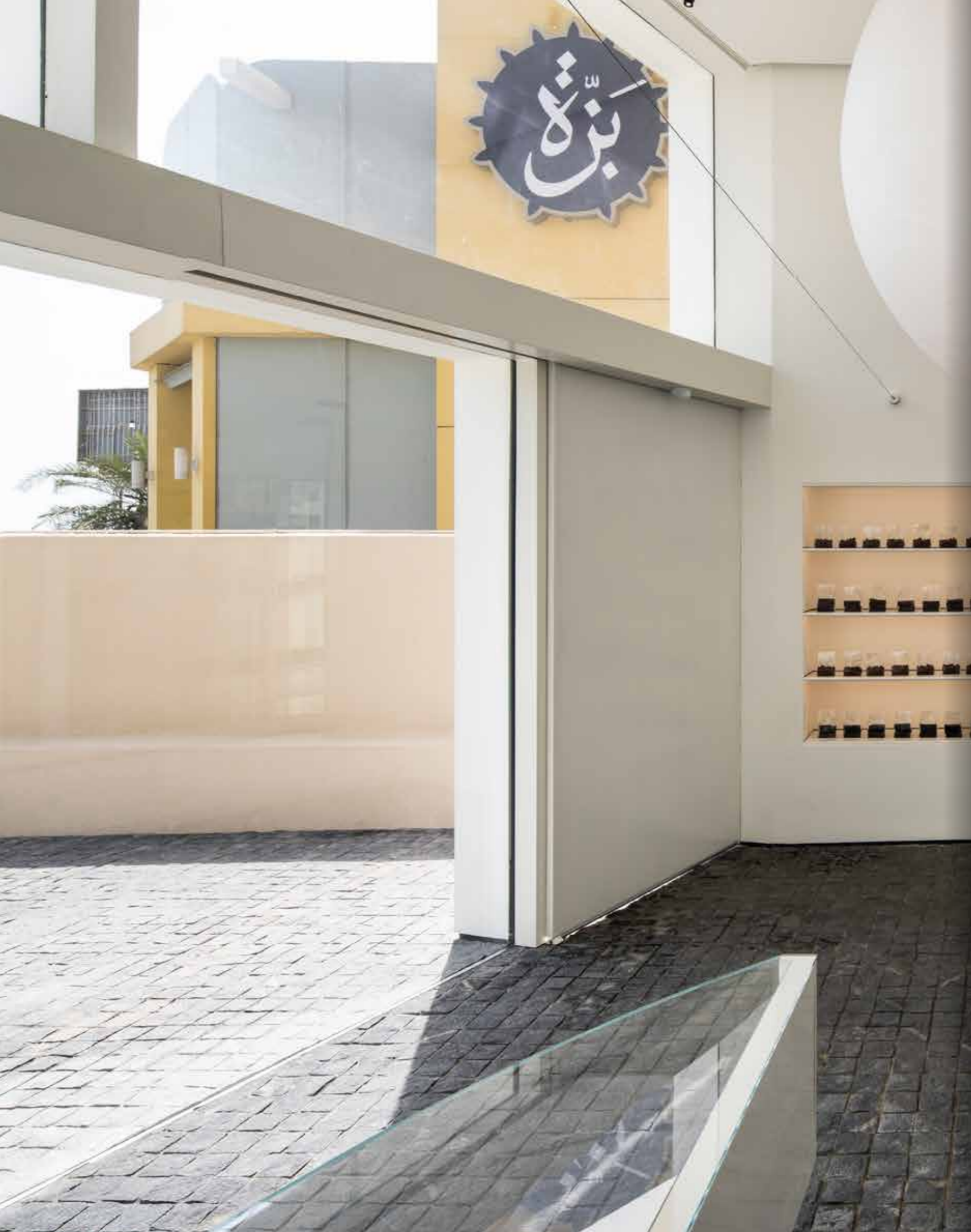


Curated by Atelier Aziz Alqatami, the project interprets the space as a white oasis in the heart of the capital Kuwait a city where elements of the region's oldest settlement and contemporary elements such as Caramel Bakery are blended. There are three extraordinary spaces filled with installations and elements of high tech preservation technology: the front entrance façade, office and experimental kitchen with garden, and storage. The idea behind the design was to blur the boundary between interior and exterior in all the rooms, using the same exterior stone flooring and maximizing the use of glass. The entrance, in fact, acts as a source of natural light with a large glass facade and a white fountain with organic shapes that accompany toward the display cases on which Caramel Bakery's colorful haute patisserie delights are displayed. It is in this iconic space that, in a play of alternating vertical murals and horizontal planes, one encounters Murozero Slide, the CIAM product that made Atelier Aziz Alqatami and Caramel Bakery fall in love.

" Not only did we turn pastry into art,
we turned it into a memorable experience."

In this point of excellence in the international confectionery art, Murozero Slide was chosen in its fresh pastry version, with interiors made with a special mirror and polished steel finish that amplify the project's effect of muffled, suspended beauty, and exteriors with doors in RAL 9016 Traffic White finish to tie in with the walls of the rooms. The refrigerator's interior lighting is dimmable in intensity a key technical and aesthetic detail for a project that plays at creating emotions through natural and artificial lights, transparencies and reflections both during the day and at dusk. - Not only did we turn pastry into art, we turned it into a memorable experience. Caramel Bakery





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.