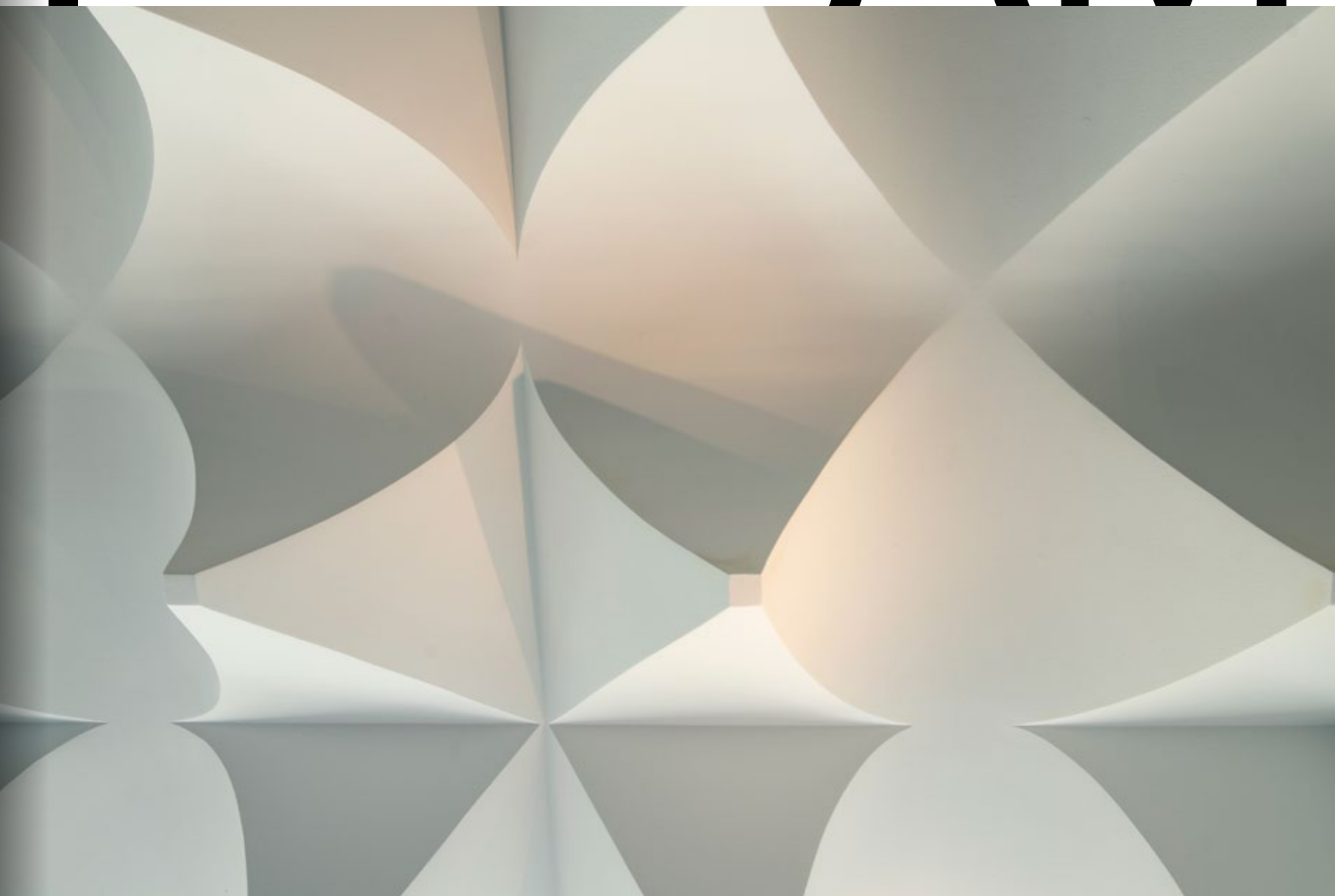


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I AM



In an era of market globalization, marked by the consequent ease with which large financial groups move their boundless masses of investments from one part of the planet to the other, the established ways of doing profession in the world of architecture are changing radically. If the logic of the financial world that drives the dynamics of these economic flows is, of course, that of optimization of results and thus the legitimate maximization of profits, the world of design has also adapted to this new dimension, with the emergence of true multinational design enterprises. Realities capable of deploying thousands of professionals to deal, both organizationally and financially, with global professional challenges by intercepting the demand for performance that guarantees the result in terms of product saleability, cost reduction and certainty in the timing of return on investment.

In this globalized framework, the architectural product becomes a commodity and the entire system adopts logics belonging to the world of industrial production (on the Anglo-Saxon model): sectorized design contributions with high levels of professional specialization, product control based on measurable international standards, production procedures that follow protocols that allow the entire design process to be verified throughout the production process. If everything is turned into a commodity and its logics become those that drive the world of Industrial Design, what residual space remains, then, for architecture? The result is right in front of us all: the devastating and muscular panoramas of large megacities dense and bristling with self-referential and decontextualized objects in which more or less similar works stand out, competing with each other in their exhibitionistic parade. Is this the inevitable future of our cities? What have we done with the men and women who are supposed to live in them, with the sense of community, with the cultural histories and traditions (so different from each other) that have made humanity the creator of paths of land transformation, which have conferred a rich and precious meaning to living on Planet Earth? How do we recognize Shanghai, and how does it differ from Buenos Aires? Is our inevitable fate, then, to be forced to live in the same kind of city, regardless of the continent we find ourselves in, relegating the historical memory of cities to the role of mere scenography for the use and consumption of the mass tourism industry?

Personally, I firmly believe in the social mediating role of architecture and its ethical value. Therefore, it is the values we intend to pursue (to protect the interests of the community) that should help us make design choices. European designers, through training and cultural traditions with humanistic roots, could play a key role in correcting the course of what is happening in the world in this sense. It is necessary to have a strong sense of responsibility for the upcoming generations that will live on Earth. Technicality and efficiency make sense only when placed in the service of the foundational role of values. Our priority is therefore respecting the balance between a man-made world and nature to avoid entering a tunnel of no return, but environmental protection is not enough. A devastating cancellation of local cultures is currently taking place on our planet, without anyone making their voices heard, systematically ignoring the values of the necessary human dimension of living and its social and spiritual implications. We are living beings with emotions, memory, intellect, hopes, a sense of belonging to the community and its traditions: we are not just ephemeral and inert consumers of goods. We must look for ways that may blend our contemporary needs to our belonging to the many cultures that, by different rivulets, have given full effect to our inescapable need to build well-being and harmonious balances on Earth. I believe that in the current historical moment marked by the globalization of markets and projects, the starting point of any reasoning about contemporary architecture must stem from a deep respect for the cultural roots of the area in which it operates, in search of a future that represents its natural evolution.

Amedeo Schiattarella

Architect and Founder Schiattarella Associates





CIAM AROUND THE WORLD

6

PAVLOVA

18



WAQAR ALI KHAN. BATEEL PROJECTS

24

VANZAN ACADEMY

26

CIAM AROUND



Beyond borders

THE WORLD

The secret of CIAM's exponential growth lies in its ability to listen and create answers, even when the languages with which it communicates are metaphorically and literally different.



CIAM's history is deeply linked to its home territory, where it has contributed, over the course of more than 40 years, to creating culture, innovation, technological, social and economic development. To achieve this, CIAM has never looked only within itself: always pointing at the moon, not concentrating on the finger. The secret of CIAM's exponential growth lies in its ability to listen and create answers, even when the languages with which it communicates are metaphorically and literally different.



Today, dealing with certain projects or certain clients requires a level of expertise that is by no means taken for granted. Continuing education has become a necessity.

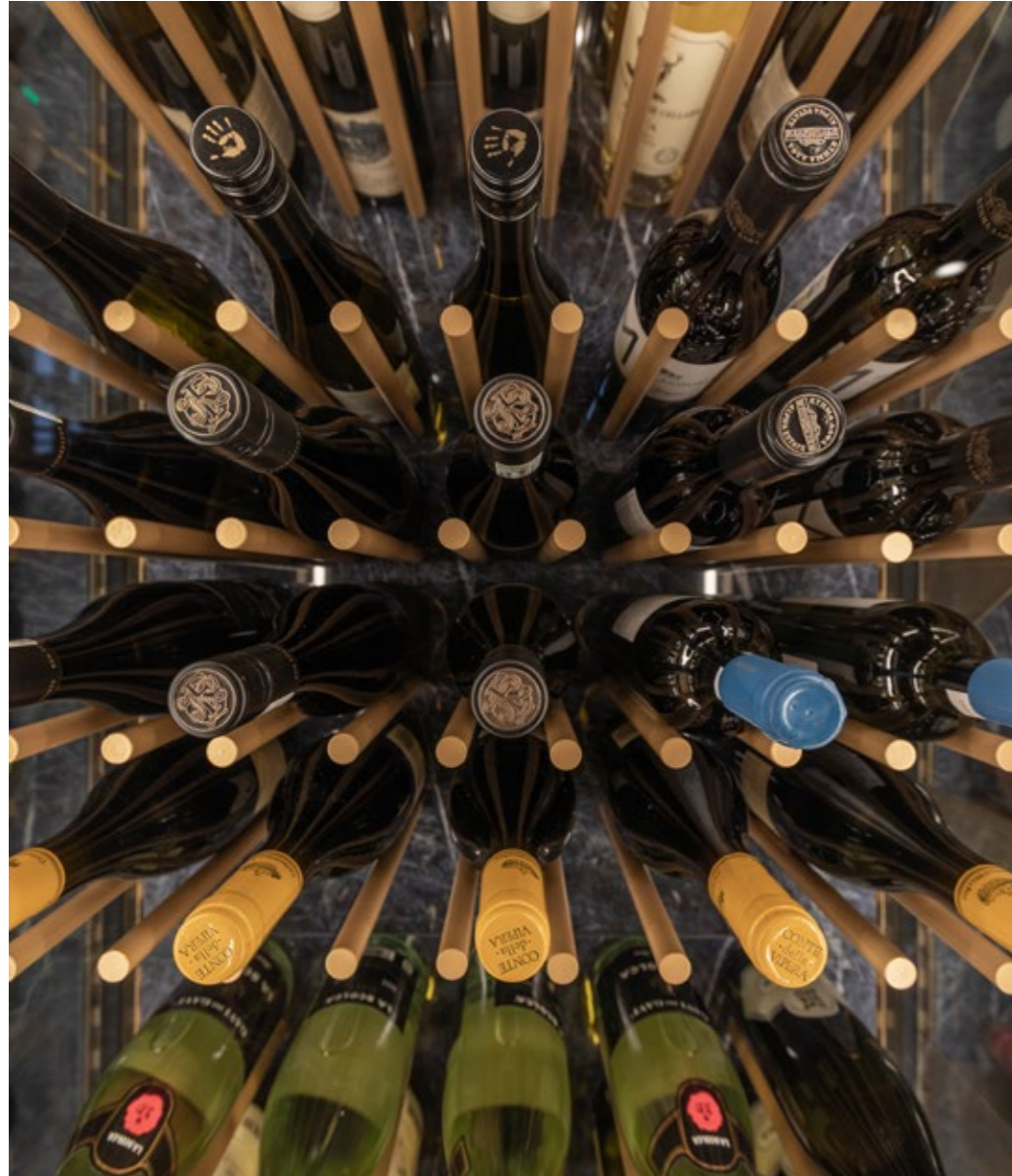
CIAM's push for international leadership begins in the U.S., as in the most traditional tales of the American dream: in just a few days of presence on the unexplored business territory, as many as six contracts were signed in very different realities, from the small neighborhood bakery to the prestigious tea and chocolate shop frequented by the White House Gotha in Washington, D.C.

How is this possible? By overcoming barriers. Not only the obvious ones, but the more rooted ones, such as different expectations and cultural characteristics that define the enjoyment of a space, and thus of the very technology that populates it, by both customers and operators. CIAM has always spoken one language, that of innovation and evolution, dynamism and versatility. When it encounters, therefore, for the first time needs that are far from those of Italian realities, it gives answers that preserve its DNA, but adapt perfectly to the new identities discovered. Customized solutions that totally balance functionality and aesthetics, extreme attention to research and development, to the point of establishing itself as the tailor-made refrigeration brand par excellence.





However, international leadership status is not only awarded by means of high-quality products and designs. The key to the world's doors is one: reliability. For CIAM, being a technology partner to entities of any size and from any country means guaranteeing precise planning, year-round business continuity, clear, comprehensive and concise user documentation, and security in shipment management, both in terms of timing and protection of the goods. The serenity of relying on CIAM to bring to light magnificent projects and spaces, sons of the highest innovation and the most emotional aesthetic research, has led the Assisi-based company to be chosen by star chefs such as Joël Robuchon, exclusive resorts, luxury hotels such as Waldorf Astoria, FourSeason, Hyatt, chains with thousands of stores such as Starbucks, Bateel and Whole foods, and world-recognized architectural firms such as Citterio, Starck, Cini little or RiccaDesign, not to mention incredible achievements with major fashion groups such as LVMH, Prada or Armani.



However, international leadership status is not only won through high quality products and designs. The key to the world's doors is one: reliability.





CIAM is excited about the work done so far, and thrilled about its future, which it envisions as even bigger and even more capable of exporting its dual craft and industrial souls.

- Today, dealing with certain projects or certain clients requires a level of expertise that is by no means taken for granted, - says Riccardo Turchetti, CIAM's export manager for the Europe, Africa and America markets. - An example of this is the Apple campus project in Cupertino, developed with Foster and Partners. In that context, the language used was highly technical. One had to be up to date on materials, construction and assembly techniques, facing significant challenges. It was rewarding to know that CIAM is one of the few companies globally that can take on these challenges, understand the requirements, study their feasibility and translate them into a fully functioning product. Today, I cannot imagine a sales profile in CIAM that does not know how to talk about technical aspects with an architect. Continuous staff training has become a necessity.



A journey across the borders that never ends. In fact, in the recent years, CIAM has even more consolidated its presence in the foreign markets with the opening of the CIAM Middle East office in Dubai in 2019 and of the Milan showroom in 2024, a strategic hub and meeting place for clients, architects and studios from all over Europe. CIAM is enthusiastic about the work done so far, and thrilled about its future, which it envisions as even larger and even more capable of exporting its dual soul of craftsmanship and industry.





Timeless Design

Design : Casa&Casa Interiors + Matteo Gentili

A 20th-century pastry tradition lives again and is renewed in the elegant atmosphere of a space inspired by the past but nourished by technological innovation and timeless design. An experience of unique elegance and goodness: the Pavlova café, located on the second floor of the Dubai Mall-United Arab Emirates-is an airy, light-filled space with neutral tones that engages with refined materials and impeccable neoclassical-inspired design.

First invented and made in honor of the famous Russian ballerina Anna Pavlova (1881-1931), this dessert prepared from meringue, filled and decorated with whipped cream, strawberries and fresh fruit, is typical of Australia and New Zealand. In fact, the tradition that tells of its origins is that it was the chef of a famous hotel in Wellington who first created it in honor of the ballet dancer, Anna Pavlova precisely, after whom it is named. A story of art, beauty, elegance and universal goodness that goes well with the atmosphere of the latest outlet of the prestigious Pavlova chain, which sees in the space located inside the Dubai Mall the ideal setting to make a timeless unique pastry tradition.



The project, curated by the Dubai-based architecture firm Casa&Casa and supervised by Italian architect Matteo Gentili, was designed reflecting the inspirations and forms of a neoclassical style: boiserie, essential and minimal lines are accompanied by materials such as Gres and brass for a result that enhances the product display. "In Italian neoclassical architecture there are details, decorations and architectural elements which never die and that can be reinterpreted in a contemporary and modern key, also thanks to the contribution of new materials, the result of the continuous research and technological innovation that mark the current and future scenario," says Gentili.

The excellent pastry shop of the prestigious Pavlova chain is thus enveloped in an almost museum-like aura, thanks in part to the high technology and design of products such as Murozero-the two vertical display cabinets that are part of the "tailor-made" furniture created for the project by CIAM-that can transform each product displayed into a piece of art.



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“When I first proposed CIAM technology to Pavlova, I knew that I was including in the project a company that had evolved in skills and innovation, which in terms of product quality, technology, after-sales and ability to grasp and perfectly implement the customer’s ideas and needs has no equal: this is demonstrated by the fact that it is now working on important international scenarios, achieving excellent results,” Matteo Gentili concludes.



This is a prestigious and significant project for CIAM, drawing yet another mark in the Dubai business scenario.



In addition to the two Murozero cabinets mentioned above, which feature satin-finished brass electroplated sheet metal (LGOS) doors and polished Emperor stoneware interior cladding, CIAM's supply for Pavlova Café in Dubai also features two Flat display cabinets with UV glued glass gantry model TS12, equipped with worktop and perimeter top in polished Emperor stoneware, paneling made of MDF painted RAL 9010, pantograph logo and skirting in satin brass electroplated sheet metal (LGOS), to conclude with the Standard ventilated and ambient back counters, with RAL 9010 powder-coated doors and polished Emperor Gres top. A prestigious and significant project for CIAM, which traces a further mark in the Dubai market, where the Umbrian brand has now been present for years with an office and an important network of collaborators.

WAQAR ALI KHAN

Senior Manager of Property & Projects
at Bateel International

Selecting the right partners is key to ensuring projects meet quality, budget and timeline expectations. At Bateel, we prioritise partners with a proven track record, excellent industry reputation, and commitment to high standards. Sustainability, innovation and fair cost structures also influence our decisions.

1. Introduction to the world of Bateel International and its space design concept

Bateel International is renowned for its luxury offerings, blending tradition with modern elegance and premium gourmet products. The essence of our boutique experience is one where guests are welcomed with the warmth of Arabian hospitality in a luxurious boutique setting, featuring exquisite interior architecture and elegant retail displays. A Bateel boutique is the ultimate indulgence and gifting destination where sophistication and heritage meet. It's space radiates timeless luxury through its meticulous design—rich wood finishes, soft lighting, and carefully crafted displays showcasing its premium organic dates, gourmet products, and fine chocolates. The design balances modern minimalism with traditional Middle Eastern influences, creating an inviting atmosphere that reflects the brand's dedication to quality, innovation and authenticity. Each detail echoes Bateel's commitment to providing an exceptional, immersive experience.

2. Introduction to CIAM and the ongoing collaboration

As the Senior Manager of Property & Projects at Bateel International, selecting the right partners is key to ensuring projects meet quality, budget, and timeline expectations. We prioritise partners with a proven track record, excellent industry reputation, and commitment to high standards. Evaluating financial stability, communication skills, and compatibility with our project goals is essential. Sustainability, innovation, and fair cost structures also influence our decisions. Ultimately, we work with collaborators who align with our performance standards, ensuring the successful delivery of each project.

3. In-depth look at CIAM: Tailormade, direct contact in the region/innovative technology

To become a leader in the Middle Eastern market, a company must demonstrate cultural adaptability, innovation, and strong local relationships. It's essential to understand and respect the region's traditions while aligning with local preferences, which fosters trust and customer loyalty. Innovation is equally important, as companies that embrace modern technology and offer cutting-edge solutions can stay competitive without sacrificing quality. Additionally, building personal connections with customers, partners, and regulators is crucial. These relationships help companies navigate the region's unique market dynamics and regulatory frameworks, ensuring long-term success.

4. Patented No-Fog system

CIAM's most innovative solution is its patented No-Fog system. This technology prevents condensation from forming on display cases, ensuring that our premium gourmet products remain clearly visible while maintaining optimal freshness. It enhances the customer experience by allowing uninterrupted visibility of the items on display, which is particularly important in the presentation of luxury fine foods. This innovation not only improves the aesthetic appeal of our gourmet range but also demonstrates CIAM's commitment to combining functionality with advanced technology, making it a standout feature in the market.

VANZAN

ACADEMY

One school,
one passion,
many futures.

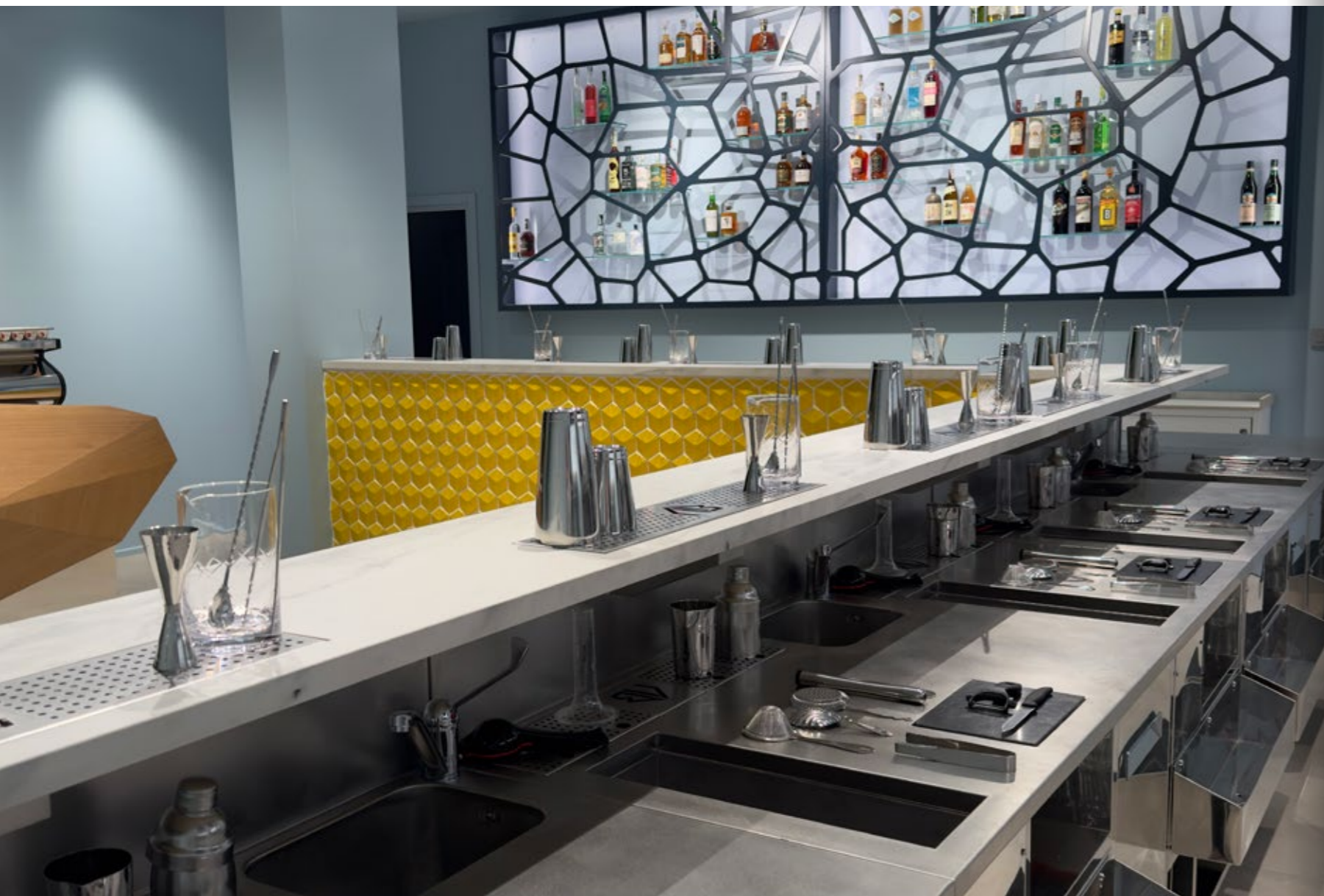
Design: Bruno Vanzan + Fabiano Zucconi
Photo: Vanzan Academy

World excellence and bartending champion Bruno Vanzan launches an innovative and fascinating project in which he shares his experience, techniques and vision: the Bruno Vanzan Academy. An evolved training school that offers high specialization in the beverage professions, making use of outstanding trainers and the contribution of advanced technologies that allow participants who choose it to find their own path and uniqueness.



To cover the broad horizons that mark and distinguish the Academy experience, Bruno Vanzan chose CIAM as his technology partner, because the possibility of relying on the high engineering of precision tools in cold storage, as well as the never predictable need for beauty and functionality in design allow for imagining, experimenting and achieving the high standards to which the Academy aims.

“The creation of the Academy was the result of a team effort that was able to shape an idea by giving it substance,” says Bruno Vanzan, “a school that currently represents an absolute novelty for the beverage world, and it is precisely because it gives a nod to excellence, and since we are talking about excellence, I find the connection with CIAM more than appropriate.”



“The creation of the Academy was the result of a team effort that was able to shape an idea by giving it substance. A school that currently represents an absolute novelty for the beverage world, and it is precisely because it gives a nod to excellence”.



The Academy space comes to life in Sesto San Giovanni, an important industrial, commercial and cultural hub, and the entire project expresses the values that Vanzan instills through its professional courses: expertise, quality, innovation and aesthetics. The positive, low and ambient temperature refrigerated counters provided by CIAM are one of the brand's highest examples of tailor-made, thanks to a unique design that, despite the high dynamism of the business, guarantees the freshness and quality of the products used during the courses. In addition to the counters, CIAM created two iconic built-in Murozero cabinets for Vanzan's Academy that add functionality and elegance to the space. All interiors were made with a special mirror finish that ties the project together with a clean, contemporary aesthetic.

For mixologists, bartenders, and beverage managers of the future, working with tools and products characterized by the highest quality, innovation, and design means being one step closer to realizing their dreams, and CIAM wishes to see them fulfilled very soon.



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.