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I AM



Contemporary design is undergoing a profound transformation. In response to visual saturation and formal excess, a new pursuit of essentiality is emerging—prompting us to ask where the true value of design lies today, and how it will evolve in the future. We’ve long witnessed a “circular” system of trends: first the revival of the 1940s, then the ’50s, and so on, leading in recent years to the rediscovery, reuse, and re-edition of pieces and inspirations from the ’60s, ’70s, and ’80s. These trends, however, quickly lose relevance. Instead, I envision essential and functional products, where light, color, and the use of noble, natural materials express a direction that is unlikely to fade. From my perspective, the value of contemporary design—and its future—lies in the ability to subtract, to bring the project back to its essence. I’ve always been drawn to the concept of “design without ornament,” a theme rooted in a historical and critical reflection that spans from Modernism to today. Adolf Loos, in his famous 1908 essay *Ornament and Crime*, condemned ornament as a superfluous expression—one that ages quickly and leads to waste. With the Modern Movement, this stance became a core principle: eliminate decoration in favor of function, clarity of proportion, and material honesty. Today, a century later, this issue is renewed through ethical and ecological lenses. Subtraction does not mean impoverishment, but concentration: a language reduced to its bare essentials can convey profound meaning. In an age of visual excess, sober design restores clarity, strengthens the relationship with the user, and affirms longevity as an aesthetic and cultural value.

Paolo Volpato

Architect



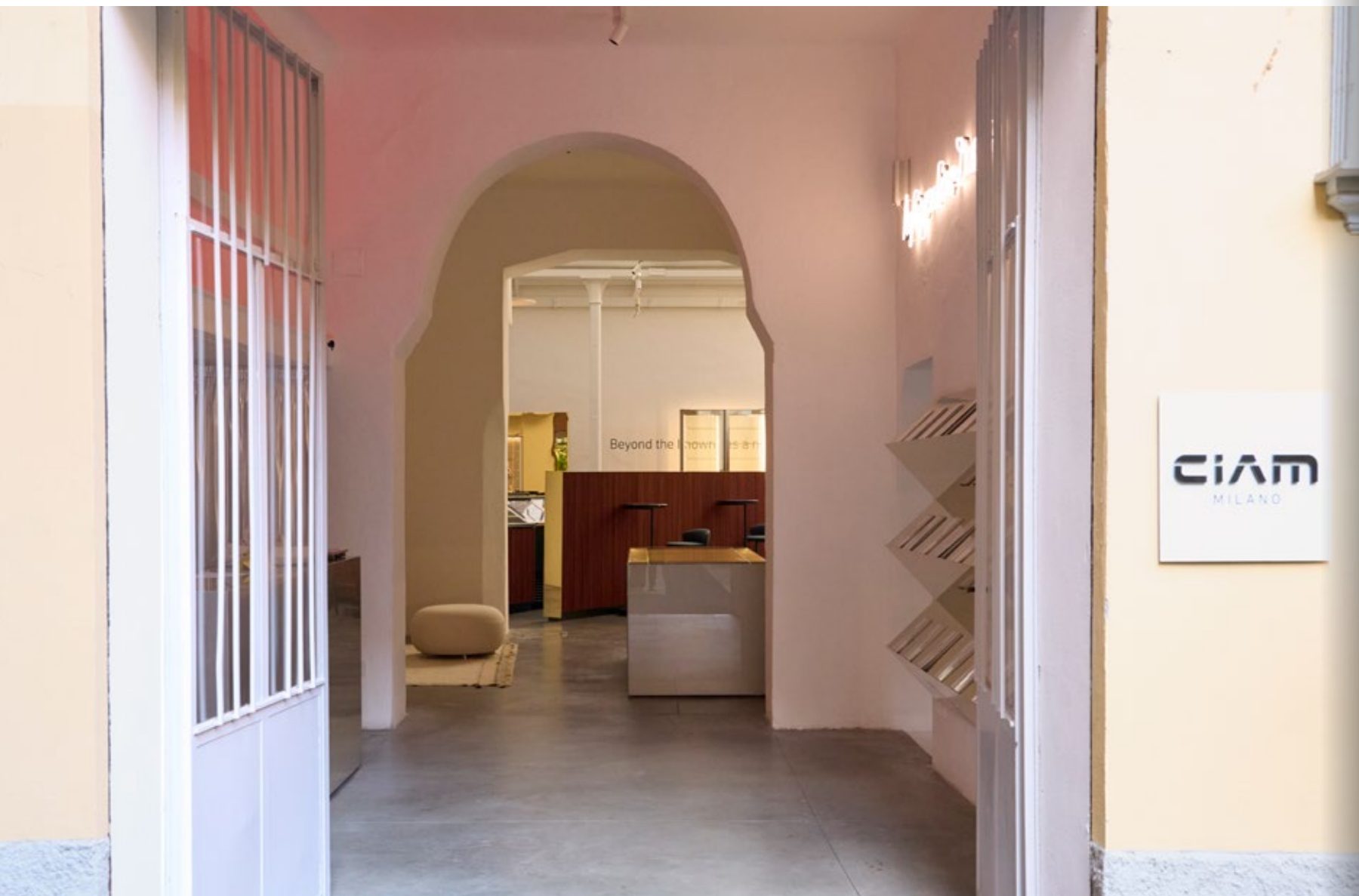


A Design Story

CIAM's Tailor-Made approach:
where design meets technological innovation

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MILANO



Alchemical visions

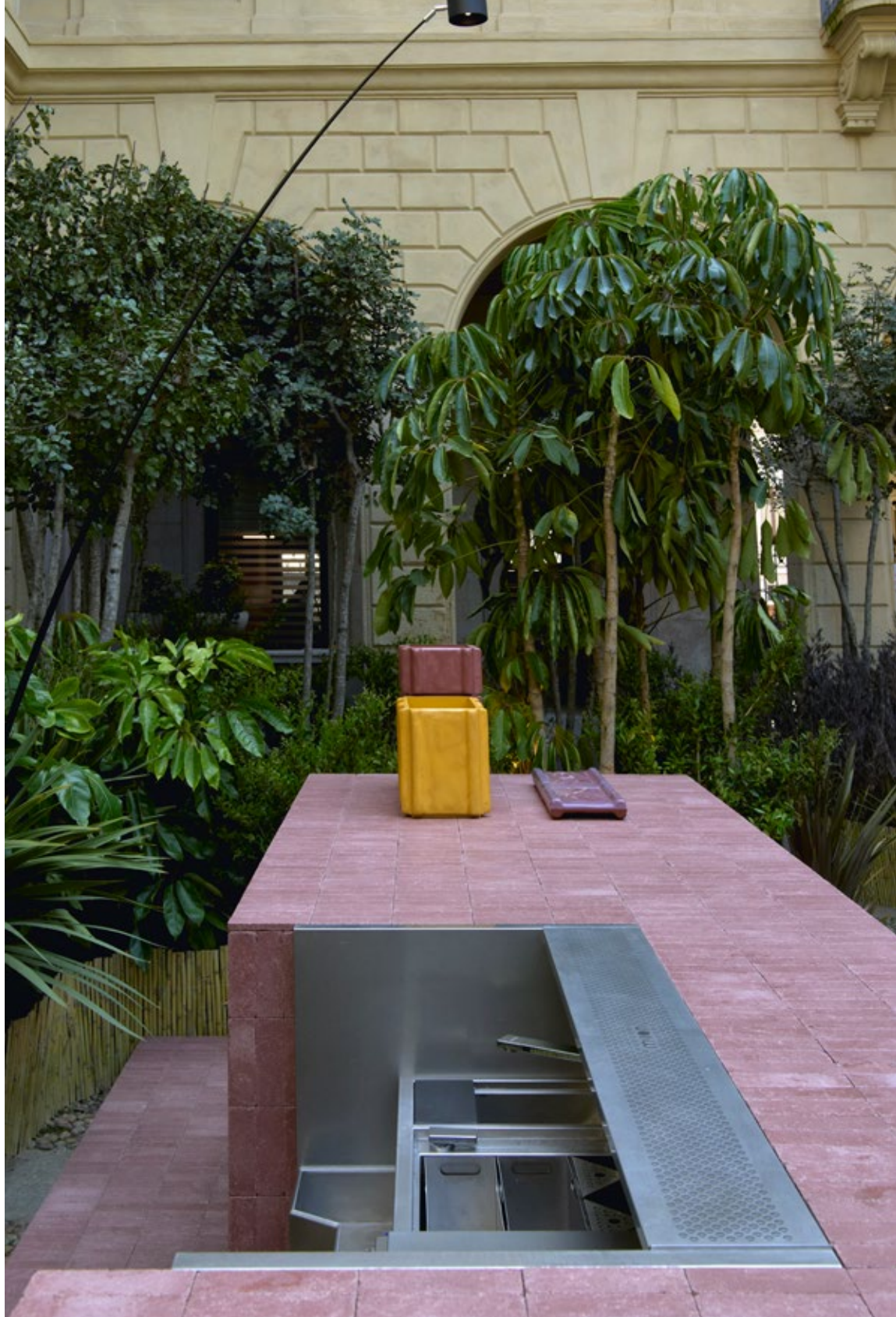


Ciam's tailor-made and know-how meet global design icons:
a journey through the 2025 edition of Milano Design Week.

DESIGN WEEK

Two locations, one shared vision: to narrate and experience design as an immersive journey through material, space, and innovation. This was the essence of CIAM's presence at the latest Milano Design Week, with a dual showcase at the Fuorisalone: at Palazzo Bovara, as part of Elle Decor Alchemica, conceived by Patricia Urquiola, and at CIAM's showroom in Via Pastrengo 12, featuring a new installation by designer Fabrizio Milesi. Two settings, two moments, one powerful narrative—amplifying the brand's vision and its deep-rooted connection with design and innovation.





At Palazzo Bovara, Elle Decor Alchemica unfolded as a story of encounters and creative synergies—where contemporary design voices converged within one of Milan’s most iconic historic palaces. The exhibition, curated by Elle Decor Italia and conceived by Patricia Urquiola (concept and exhibition design), in collaboration with Valerio Tiberi of k5600design (lighting design), Antonio Perazzi (landscape design), and netsuke studio (exhibition coordination), was structured around the three key phases of the alchemical process—Nigredo, Albedo, and Rubedo—each interpreted through immersive domestic environments.

A story of synergies and collaborations coming to life among the protagonists of contemporary design, within one of Milan’s most prestigious historic residences.



Moon Line - Patricia Urquiola concept

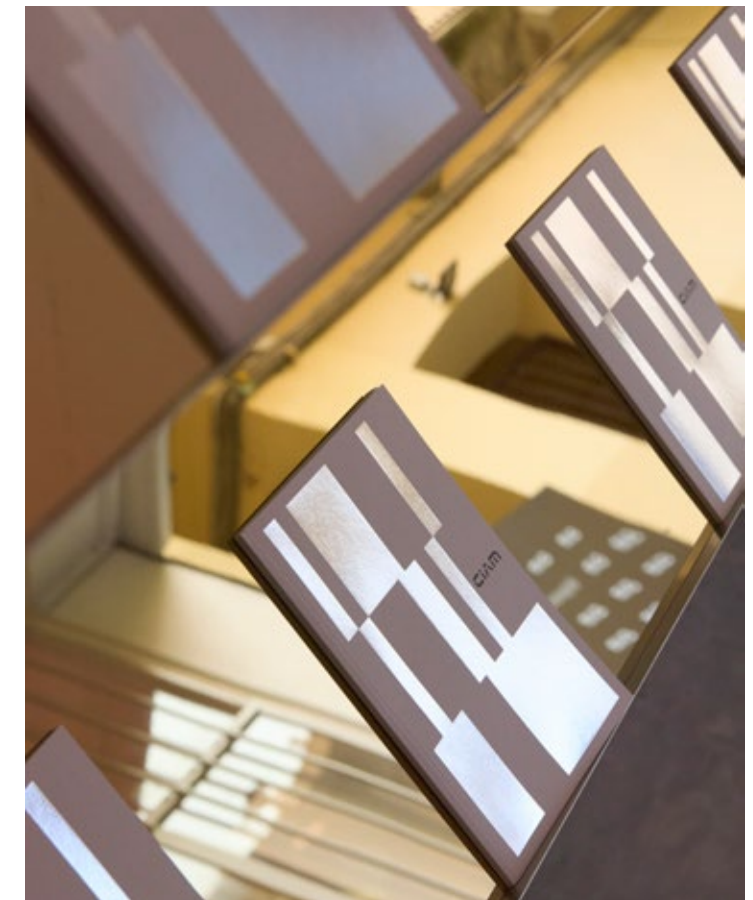


In this prestigious context, CIAM took part in the installation with its groundbreaking Moon Line cocktail station, part of the 4Mixology series, seamlessly integrated into Patricia Urquiola’s exhibition concept. A sculptural island in compacted red stone, the Moon Line stood as a bold yet harmonious presence—embodying the core themes of Elle Decor Alchemica and inviting new interpretations. Positioned in the Cosmopolitan Garden within the palace cloister, the custom Moon Line became the centerpiece of a striking bar counter clad in red compacted stone, with CIAM’s brushed stainless steel station at its heart. The natural materiality and refined design created a dialogue with the lush greenery curated by landscape designer Antonio Perazzi.

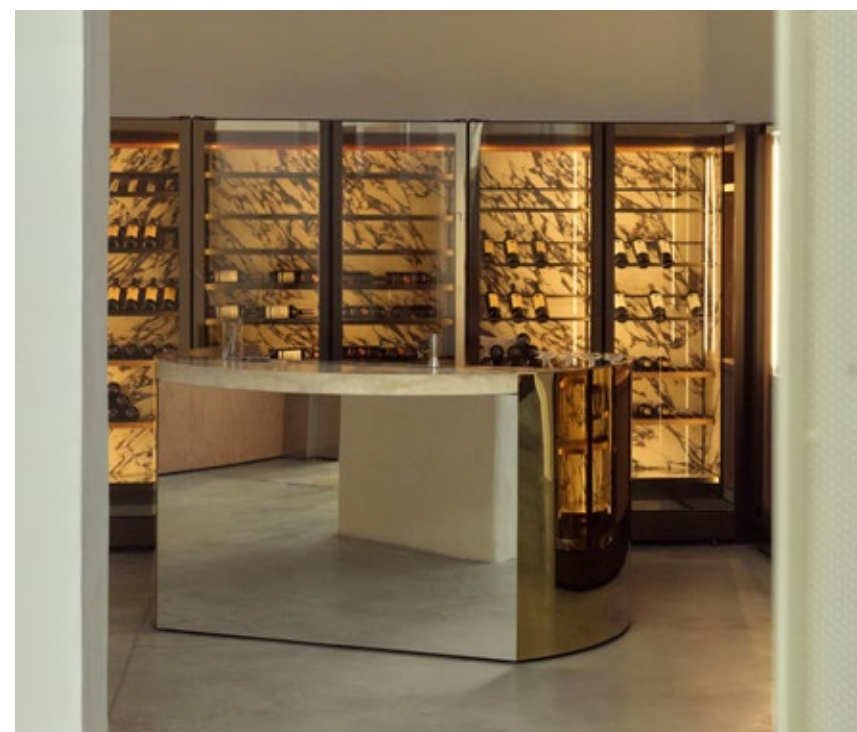




Leaving Palazzo Bovara, the story continues at CIAM's Milan showroom in Via Pastrengo 12—a space envisioned by Fabrizio Milesi as a fluid, ever-evolving environment for visual experimentation and contemporary design narratives. For Milano Design Week 2025, the space was transformed with a new installation of reflective totems—sculptural forms that played with light and color to reinterpret the surrounding space and guide visitors through CIAM's latest innovations. Once again, the Moon Line took center stage, this time in a refined sage green compacted stone finish.



Moon Line Custom



Moon, Exclusive Premium

Milano Design Week 2025 marked yet another milestone in CIAM's ongoing journey—affirming its ability to transform technology and design into unique, tailor-made experiences. A holistic approach rooted in deep expertise and a passion for customization, capable of responding to the most sophisticated demands of contemporary design. A system that thrives on vision, experience, meaning, and aesthetics—shaped by the context of each project and brought to life by CIAM's in-house team of specialists, who turn ideas into impactful realities.



An immersive experience where light and color reveal space, guiding visitors through CIAM's latest design expressions.



Murozero, Flat, 6040



P L E I N C Œ U R

At the heart of authentic design

A unique place inspired by the beloved region of Normandy and its romantic atmosphere. Renowned pastry chef Maxime Frédéric—already acclaimed for his work at Cheval Blanc and Café Vuitton in Paris—has chosen the Ville Lumière and the charming Batignolles district in the 17th arrondissement to open Pleincœur, a new boulangerie and pâtisserie. Together with his wife Claire, co-founder and pastry chef Gaëtan Lucas, and baker Antonin Racinet, he brings to life a space that blends tradition, emotion, and innovation.



Discover more
about the project



Despite his young age, Maxime Frédéric's name carries weight in the world of haute pâtisserie. Named Most Creative Pastry Chef by La Liste and recently crowned World's Best Pastry Chef by the World's 50 Best 2025, Frédéric now expresses his vision in this new Parisian atelier—a place where recipes are born from memory and crafted with care. Alongside his young team, he creates desserts inspired by childhood recollections and the timeless wisdom of grandmothers, honoring tradition with every detail. Each ingredient tells a story: hazelnuts grown in Lot-et-Garonne by close friends become exquisite chocolate creations; milk from Normandy cows is turned into delicate yogurt. The name Pleincœur embodies a narrative of passion, heritage, and poetry—real stories expressed through the authenticity and excellence of its products, and through the intimate, refined atmosphere where every guest is welcomed like family.



Maxime Frédéric named World's Best Pastry Chef by the World's 50 Best 2025.



Flat with curved glass



With interior design by Paris-based architecture studio AUAV and Caméléon Concept, CIAM technology, and the expertise of leading partner Costa Group, Pleincœur marks another milestone in CIAM's journey across France. A fully tailor-made space, this project stands out for its uniqueness and personality—where technique, Innovation and craftsmanship come together in a tailor-made space that celebrates true excellence. From furnishings to product displays, every element was conceived and crafted to meet the client's specific technical and aesthetic requirements. Refrigerated counters and showcases were custom-built, featuring several CIAM products.



Flat canalized with curved glass

Innovation and craftsmanship come together in a tailor-made space that celebrates true excellence.



6040 custom

The project begins with the Flat pastry showcase, distinguished by its curved glass and Corian cladding in soft Bone tones. It is accompanied by two canalized Flat showcases, each with a fully curved display case. The layout continues with a horizontal 6040 showcase, also featuring curved glass and matching finishes, and concludes with a refrigerated pastry counter, equipped with dedicated trays.



CAMÉLÉON

The Interview:
Hervé Delahaye, Founder of Caméléon Concept

Caméléon Concept and CIAM: A story of tailor-made synergy.

A special partnership brings together CIAM and Caméléon Concept, a Paris-based contractor specializing in custom refrigerated furnishings. This collaboration has given life to some of the most prestigious and meaningful projects across France—from Pleincœur to Maison Morin, Kaviari to La Glacerie, Bo&Mie to Chez Meunier, to name just a few. It's a relationship built on mutual respect and a shared vision, as told by Hervé Delahaye, founder of Caméléon. Over the years, this alliance has grown through shared beginnings, pivotal changes, and a common pursuit of excellence—where quality, creativity, and teamwork have proven to be the winning formula.



Kaviari

CONCEPT



Maison Morin

Shared vision, collective success.

The beginnings and evolution of a collaboration that drives success.

From the very beginning, it was clear that CIAM's potential and ambition aligned perfectly with my operational needs. It's no coincidence that today we form a highly skilled team, contributing to numerous impactful projects throughout France. Our first meeting dates back to 2008 and was defined by a genuine sense of familiarity. Before stepping into the company, I was invited to visit the Malizia family's country home— a moment that revealed the relational depth and human touch of Federico and his father. Their approach has never been solely business-driven, but rather focused on building a team that works, grows, and evolves. Today, that team includes Damien Nicolas, our long-time project manager and, since July 2025, the new CEO of

Caméléon Concept—a figure who will ensure a strong future for this valuable partnership. Over the years, we've cultivated a unique chemistry that allowed CIAM to enter the intricate world of French gastronomy and pastry—an ecosystem that extends far beyond Paris and is rich in nuance and originality. This collaboration has also enabled Caméléon to stand out from its French competitors, thanks to CIAM's exceptional technical and design expertise. Together, we serve a highly customized and demanding market, turning client dreams into reality. Our combined experience allows us to respond to every request, need, vision, and desire.

CIAM and Caméléon Concept: a rare “savoir-faire”.

Together, we form a strong, original team with complementary skills. We know how to identify the right clients in a territory we understand deeply, while CIAM brings added value to every project through its ability to deliver innovative, tailor-made solutions. What we share is a commitment to humanity, teamwork, a love for beauty, and a vision rooted in research and study. What struck me most about CIAM from the start was its openness to innovation—its ability to develop creative, personalized solutions, and its genuine interest in understanding the complexity of the French market. CIAM was the first company to invest in design to lighten glass structures and enhance product visibility. It pioneered the integration of interior and exterior finishes with its Flat model, setting a new standard in display design. These innovations reflect a forward-thinking approach to refrigeration—one that embraces customization of space and function as the future of the industry.



Bo&Mie



Chez Meunier

A changing market, evolving needs, and the power of tailor-made.

The market has undergone profound changes: traditional cafés have become restaurants, fast dining has grown, and gastronomic offerings have diversified. In this landscape, the refrigerated showcase has emerged as a key architectural element—part of complex, customized projects that require deep design expertise. Today, we don't just sell counters or showcases; we deliver complete projects, with the guarantee of turning vision into reality, tailored to the needs of clients and their architects. Our work spans both niche establishments and renowned names in French gastronomy and pastry. It's a diverse target that demands agility, precision, and creativity.



Chez Meunier





Maison Morin: a case study in creative autonomy and exclusive design.

While all our projects with CIAM—Pleincœur, La Glacerie, Kaviari, and others—have involved varying degrees of customization, Maison Morin stands out as a particularly special endeavor. It exemplifies the depth of research and design shared between CIAM and Caméléon, and the complete trust placed in us by the client. The project centers on a young professional, Victorien, who, together with his mother, takes over the family's boulangerie and charcuterie business in the charming village of Barbizon, just outside Paris. With no architect involved, the space is the result of pure creative collaboration between CIAM and Caméléon. From the elegant Jewellery display for pastries and pralines to the 6040 TS12 showcases, and the custom Exclusive 74S wall unit finished in Sapphire Blue, every element was designed and executed with precision—covering not only refrigeration but also architecture and interior design.

Tailor-made: a tool for today and tomorrow.

CIAM's distinctive expertise and its excellence in both creative and technological response allow us to successfully meet the demands of every project we undertake. These strengths are already guiding us toward an increasingly tailor-made approach—whether we're working with small food artisans or established industry leaders. For us, it's not about quantity, but the quality

of the work we deliver. Each project becomes part of a portfolio that speaks for itself and paves the way for future collaborations. Continuous study and research are the foundation of the future we envision. And we want that future to be shaped more and more by customization—a true added value that enriches not only our clients' experience, but our own work as well.



Chez Meunier

Kaviari



Discover more
Chez Meunier



Discover more
Kaviari

I AM

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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.