

## IFI, FORMULA 1 BAR FITTINGS. THE ITALIAN COMPANY OUTFITS THE VIP AREAS OF THE NEW ABU DHABI RACETRACK

WHEN THE **ARAB EMIRATES** ARE MENTIONED, IMAGES FROM THE THOUSAND AND ONE NIGHTS IMMEDIATELY COME TO MIND. THIS IS EVEN MORE TRUE WHEN TALKING ABOUT ABU DHABI, A CITY WHICH GOES AT FULL SPEED IN THE PASSING LANE WITH RESPECT TO NEARBY DUBAI, TO THE POINT OF HAVING CREATED A **SUPER-LUXURIOUS FORMULA 1 RACETRACK** IN LESS THAN TWO YEARS.

Built on Yas Island to be used for the entire year, the track will produce business even without the sporting event, thanks to the presence of a school for drivers, a karting center, and a very exclusive business park. Lawns and fountains in the desert, breathtaking ultra-modern architectural structures (*like the Ferrari museum and a five-star hotel which the drivers streak under at over 300 Km/h*) and cutting edge technologies are the setting for an event where last November 1, the cars raced at night for the first time, on a brightly lit track, due in part to television needs and in part to the climate. "They did an incredible job, it was almost magical," was the comment of **Bernie Ecclestone**, the ruler of the F1 circus, about the new track.

The racetrack which the specialized press has called "the best racetrack in the world in terms of facilities, comfort, and luxury," bears the stamp of the Italian company **IFI**, a leader in design and innovative fitting solutions for public premises, which was called on to shape the **VIP-bar areas used for welcoming heads of state, famous figures, media, and international celebrities** including, during the inauguration for example, the Emir Khaldoon Al Mubarak, King Juan Carlos, Hilary Clinton, Naomi Campbell, Richard Branson, Beyoncé, Jamiroquai, Aerosmith and US basketball legend Kareem Abdul-Jabbar.

In this context, the company from Pesaro constructed **9 installations**, distributed in 4 locations in the 1,620,000 square meters of the track's surface area: the Media Center, the nerve center for information, the Administration Building, the track headquarters, the Dragster Building, the hospitality area located along the amazing straightaway dedicated to the performance of race cars with 8000 horsepower and speeds of over 500 km/h, and the Crash Club, with the fascinating covered terrace, used to host parties and the most exclusive VIP events. But how did IFI come to add this important project to its portfolio?

### DATA SUMMARY: The numbers

#### Number of IFI installations

9

#### Locations along the circuit

4 (Crash Club, Media Center, Administration Building, Dragster Building)

#### Total Surface of installation areas

2540 sqm

#### Total linear meters of counters

101,5 mt

#### Number of pallets shipped from Italy

114

#### Total weight of pallets

27 tons

#### Total volume of pallets

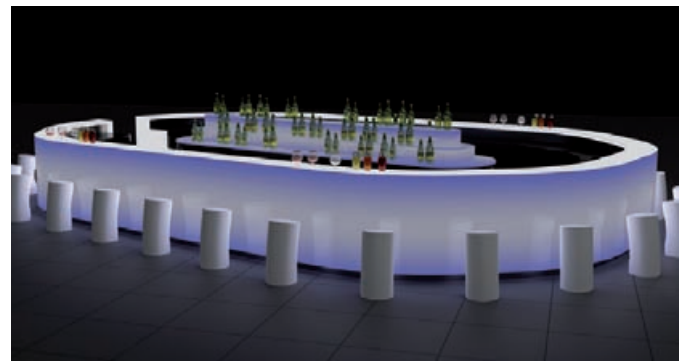
300 mt<sup>3</sup>



“The construction of the racetrack,” the President of IFI S.p.A. **Gianfranco Tonti** explains, “was commissioned by an Abu Dhabi financial company to a main contractor, who then selected a series of sub-contractors for different areas, including interior design for all of the buildings at the track. That is when we came into the picture. With **over 3,000 fittings installed** ever year we are the leader in Europe in fittings for food & beverage venues, where the IFI brand, with its more than 50 years of experience, is known for high design standards, a technological capacity which for half a century has created solutions that are a point of reference for the entire sector, reliability and competitiveness on the market; characteristics which played an important role in the final decision.” **Among the numerous candidates, IFI was judged to be the best solution** in terms of quality and technology, providing the best guarantees regarding ability, experience and flexibility. In this type of situation, making a false move means compromising one’s image internationally and having to deal with harsh repercussions from a financial standpoint. The timeframe was very narrow and the project required partners able to implement it, with suitable structures. A specific date for the Gran Prix was announced to the world, and words such as “delay” or “setback” were eliminated from the dictionary.

“It was easy to sense that it was a colossal undertaking,” continued the President of IFI. “The idea was to ‘Amaze the world’: Abu Dhabi had to stand out from among the Formula 1 circus with a permanent facility, always at the center of events linked to engines, to catalyse the attention of the media, sponsors and investors throughout the year. The numbers speak clearly: the VIP-bar areas make up a total of **2,540 sqm**, divided among three buildings and four macro-areas. **A colossal enterprise**, to be concluded in a very short time. It was very satisfying for IFI to be recognized as a partner in the perfect success of the project, after providing a **staff that was impeccable, efficient and collaborative in every phase of the project**, able to both listen and propose effective solutions.”

Of the bar areas located along the track, the most impressive is undoubtedly the **Crash Club: a 1,500 sqm terrace** on top of the Media Center Building, with a view of the exclusive internal port and its fabulous boats. Here, using a design developed by a team of German architects, IFI built four installations in the form of an elongated island: **Champagne Bar (22 linear meters)**, **Juice Bar (16 m.)**, **Ice Tea (16 m.)** and **Light & Sound (9 m.)**. They are all distinguished by the aesthetic dominance of the white Corian® which, in addition to the front panelling, creates a continuity of enveloping lines and soft spaces around the countertops and even the work tops. The four installations, which are enhanced by lines of transparent soft LED lights, seem like elegant spaceships



PHOTOS: PROJECT FOR THE PANORAMIC TERRACE AT CRASH CLUB; THE CRASH CLUB TERRACE DURING ASSEMBLY; FITTING TESTS FOR THE CRASH CLUB INSTALLATIONS, AT THE IFI PRODUCTION FACILITIES.



from the future, that have landed on the main terrace of the Abu Dhabi racetrack to watch the Gran Prix from a privileged position. The setting is further enhanced by the LED lights which change colour based on the chromatic changes of the gigantic covering of the hotel.

On the first floor of the same building is the **loungebar** area used for hosting the **international media**. It's essential to transmit an image of perfection to the media, because the track's image in the eyes of the world depends on their first impression. A continuous line of bar/self counters was constructed on a surface of 450 sqm, along the side wall, for a total of 11.5 m., where the entire length of the red Corian® front panelling is topped by a white countertop, of the same material. In this case as well, IFI translated into reality the plan of the German architects, supplementing it with innovative design and technological elements such as the refrigerated bcu with glass doors from the **Platinum IFI Concept** line, conceived based on a new concept of public venue based on transparency, ergonomics, and protection of the environment. The three snack display cases in which culinary delicacies made by international chefs are offered are a typical of the IFI Snack & Food line, in the dry hot and cold versions here.

The second building which houses exclusive areas for refreshment is the **Administration Building**, the nerve center for the managerial and financial governance of the racetrack. There are two installations here, each 6.5 linear meters long, in an area of 350 sqm. Both are on the third floor, but have different purposes: the first is a **coffee bar** and the second a **buffet bar**. In both cases, the fitting system is one of IFI's "**top of the line:**" the **Metropolis** model, whose elegant, minimal lines perfectly fit the interior design plan in which it was included. In the buffet area, the front panelling, sides and countertop are all completely white lacquer, while in the coffee area the panelling is a mix of ebony veneer and glossy lacquer,

PHOTOS: PROJECT AND FITTING FOR THE MEDIA CENTER AT FIRST FLOOR; PROJECT OF 2 INSTALLATIONS INSIDE ADMINISTRATION BUILDING; ONE OF THE 2 INSTALLATIONS COMPLETED.



PHOTOS: THE INSTALLATIONS INSIDE THE DRAGSTER BUILDING, IN THE COMPLETION PHASE.

with a countertop made of "stardust" black agglomerate. Like in the Media Center, the fittings are accompanied by Snack & Food display cases, in this case with the addition of the "Bain-marie" version.

In the third building, called the **Dragster Building** because it looms over the long straightaway reserved for extremely high-speed races, the bar areas occupy a total surface area of 250 sqm, over two different floors (*the third and fourth*). They consist of two lines of 7-meter long counters, with adjacent Snack & Food display cases for dry hot and cold. Through the glass walls, it will be possible to experience the emotion of the cars streaking by at speeds of over 500 km/h, while enjoying cocktails and culinary specialties in a totally relaxed atmosphere. **In the Dragster Building, Corian® dominates once again, covering all of the counters, along with the colour white**, paired with the turquoise of the back counter, which enhances the minimal lines of a design with a contemporary taste, a successful example of simplicity and elegance.

In such a high-level cosmopolitan context, **the case history of IFI attests to the importance at the global level of products made in Italy** and the consideration they are given in the area of design and technology applied to sectors which are gaining increasing visibility such as the furnishing of public venues, **expanding the areas of excellence**

**which Italian industry boasts.**

"The project in Abu Dhabi," Gianfranco Tonti explains, **"makes us proud for more than one reason.** First, because we were asked to create it, and also because of the way we were able to interpret its complex nature: **due to the efficiency and quality of our work in conditions that were truly unique;** having been able to help our partners find **effective technical and functional solutions in emergency situations;** and lastly, due to the **recognition of our professional and proactive character** in every phase of the work, from business relations to the interaction of our architects with important interlocutors at the international level; from the planning of logistics, to the installations themselves and the constant customer service managed both from Italy and on site."

"**We were able to conclude the project,**" Tonti continued, **"thanks to our skills as an industrial group.**

In fact, IFI is the leader of a group, INDUSTRIEIFI, consisting of three companies (*IFI Spa and IRD Srl, in the Pesaro area, and Coletti Srl, in the Treviso area*) with a total of six brand names (*IFI, DSL, Metalmobil, Rossi Dimension, LAI and Coletti*), with specialty skills that allow us to be a leader in numerous fields: **industrial bar-fitting, custom construction, technology for refrigeration and fitting accessories. Only the combination of these skills, especially through the mix of industrialization and the**

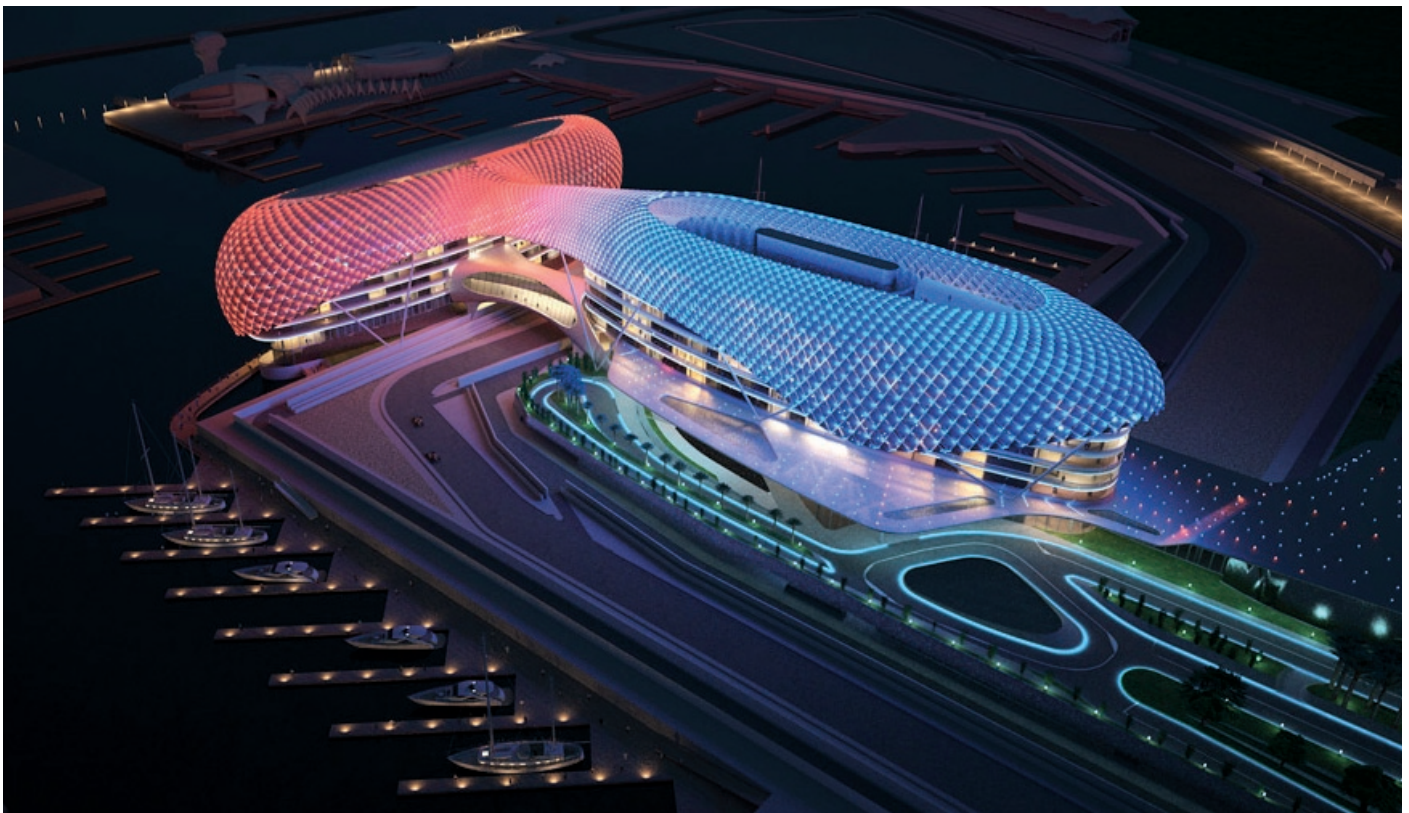


ability to carry out special projects, could simultaneously satisfy the project requirements and the required timeframe. The synergy between the group's various brands also allowed for each installation to be assembled in record time at our facilities, in order to verify the proper construction and functioning, before being disassembled, packed, and sent to Abu Dhabi."

PHOTOS: THE HANDLING OF THE PALLETS INSIDE THE MEDIA CENTER; THE PALLETS ARE MOVED TO THE CRASH CLUB TERRACE; THE PALLETS FOR THE INSTALLATIONS, WAITING TO BE TRANSPORTED TO THE SECOND FLOOR AND TERRACE.

IFI's undertaking was characterized by **made in Italy**: preparing materials, specialized techniques, and skilled labour exclusively from Italy. "To install 9 fittings with an **overall length of more than 100 linear meters**," the President of IFI stressed, "**114 pallets** were sent by ship from Italy, for a total weight of **27 tons** and a volume of **over 300 cubic meters**. To complete the job, we repeatedly sent teams of between 6 and 12 specialists who worked at full capacity in the desert summer heat."

"Abu Dhabi," Gianfranco Tonti concluded "**represents confirmation of the role which IFI is taking on as an ambassador of made in Italy's excellence in the world**, a role which was symbolically granted last November, when our **Tonda** gelato display case was selected to be included in the **Collezione Farnesina Design**, established by Italy's Foreign Minister Hon. Franco Frattini. The Collezione will be travelling the world to promote our



country's artistic production in the industrial design sector. The first stop on this tour with the Collezione was in Vancouver, during the Winter Olympics, where Tonda was exhibited at Casa Italia for the entire event, and was a protagonist during the evening dedicated to gelato."

SOME FASCINATING IMAGES OF THE ABU DHABI RACETRACK ON YAS MARINA ISLAND.