

## Collezione Farnesina Design chooses TONDA by IFI.

**Tonda by IFI S.p.A., history's first - and only - round and rotating gelato display case**, was chosen from amongst Italian design symbols worldwide to be displayed in the Collezione Farnesina Design, in Palazzo della Farnesina. This Collection, set up through a Minister Franco Frattini decree to go one step further in the Ministry for Foreign Affairs commitment to adding value to our Country's artistic production in the design sector, is going to travel round all over, becoming the core of events organised through the Embassy, Consulate and Cultural Institute network the world over.

The presentation conference was held at the Farnesina Palace in Rome yesterday, at the presence of the Minister for Foreign Affairs Franco Frattini. The conference was also attended by the president of Confindustria Pesaro-Urbino Gian Andrea Ugolini, committed to enhance the activity of the companies belonging to the local territory.

Created, designed and manufactured by IFI S.p.A. in its Tavullia (PU) plant and a cult item in about 50 Countries, Tonda is the revolutionary display case for gelato in which gelato makers keep and add value to their art. Perfect synthesis between tubs counters, exalting preservation and traditional cases displaying tastes available in a catchy manner, Tonda gives gelato that joyful dimension of the childhood universe it belongs to. The gelato turns on a multi-coloured carousel, giving your eyes a taste, before putting anything in your mouth.

Tonda preserves gelato perfectly and displays it like an emotion, offering ergonomics and comfort with its excellent inclination and flavours rotating towards the operator; it defends the environment thanks to materials chosen and energy savings. To give this project shape and technology, the **IFI Research & Development Department** was flanked by an industrial



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1. The Minister for Foreign Affairs Franco Frattini (center), and the President of Confindustria Pesaro-Urbino Gian Andrea Ugolini (left) before the TONDA gelato display case by IFI, exhibited in the Sala dei Mappamondi inside the Farnesina Palace.

2. From left: Makio Hasuike, designer of Tonda, Italian showman Renzo Arbore, and Gianfranco Tonti (IFI President).



2. From left: Andrea Giacon (IFI dealer for the Rome area), Gianfranco Tonti (IFI President), actress Barbara Bouchet and her son, well-known chef Alessandro Borghese.

4. A RAI TV coverage of Tonda, the first and only round and rotating gelato display case all over the world.

designer with refined experimental qualities, Makio Hasuike. Together they moulded the laws of physics, thermo-dynamics, advanced information technology and applied the tastes of the deepest Italian culture giving life to the first real revolution of the last sixty years on the gelato display cabinet panorama. Representing its essence, one of the fathers of Italian graphics, Michele Provinciali (1921-2009), with his extraordinary sense of finesse and the ability to transmit it to a blank page, caught the deepest spirit with an indelible 'Sign' presented by Luca Barbareschi at the Milan Triennale in May 2008.

Declared a 'highly innovative product' by the Ministry for Productive Activities, Tonda received a "Mention" from the International Jury of the XXI Compasso D'Oro Award, thus becoming part of the historical Collection of that famous Design award, as an Item of national interest.





“We're really proud” the President of IFI S.p.A., **Gianfranco Tonti**, declared “that Tonda has been chosen to represent Italy in a Collection that will be promoting the most important ideas and products of Italian culture applied to industrial production abroad. This acknowledgement rewards our philosophy and our ability to innovate through a symbiosis between ideas, design and technology, contributing to keeping what's made in Italy as a reference the world over.”