

REBUILDING THE FUTURE.

Economic crisis and earthquake, the challenges of the new Italy. 18-07-2009 - Chieti, Marrucino Theatre

TONDA by IFI:

over 60 years on, the breakthrough in the world of refrigerated display cases. In witness of the worldwide success of *Made in Italy*.

On Saturday 18 July, at the Summer Seminary "Rebuilding the Future. Economic crisis and earthquake, the challenges of the new Italy", organised by Symbola Foundation in the foyer of Chieti's Marrucino Theatre, visitors enjoyed a free tasting of a special gelato, stored and exhibited in an exceptional display case: **TONDA by IFI, the first round and rotating display case in history**. Conceived, designed and produced in the Tavullia plant, Tonda is an icon of design and technology in over 40 Countries in the world.

"We all share the challenge to *Made in Italy* of quality launched by Symbola", declared Gianfranco Tonti, President of IFI S.p.A. "Abruzzo, and Italy, have what it takes - ability, expertise, entrepreneurial capability and creativity - to overcome tough times such as these, and to grow even stronger: we are convinced that this type of opportunity for meetings and discussion are very important to foster commitment and awareness".

TONDA is a perfect example of the worldwide success of quality *Made in Italy*. Born of the "magical" mating of genius and technology, the product represents a veritable revolution in a sector that, for over sixty years, had offered no new breakthrough. Created by the pencil of industrial designer Makio Hasuike, and by the technical expertise of IFI's R&D Department, Tonda is the perfect synthesis between Pozzetto, which focus on gelato storage, and traditional display cases, which exhibit flavours ever more enticingly. In addition to technological features of excellence - such as uniformity of temperature, total visibility, and perfect storage of the product - Tonda is designed to improve the comfort of those who serve gelato throughout the day, reaching ergonomic standards hitherto unheard of in the sector. Furthermore, the choice of materials and energy saving that characterise IFI's innovative display case help to protect the environment.

Declared a Highly Innovative Product by the Ministry of Productive Activities, along with the Platinum IFI Concept line to which it belongs, Tonda was celebrated by one of the traditional fathers of Italian graphic design, the "poet of images" Michele Provinciali (1921-2009), with a sign, a timeless tribute presented by actor Luca Barbareschi at the Triennale of Milan in May 2008.

In the same year, the International Jury of the XXI Compasso d'Oro ADI awarded Tonda a 'Segnalazione' (nomination); as a consequence, Tonda has now become part of the historic Collection of the renowned design award, as an *Item of National Interest*.



Guido Bertolaso,
head of "Protezione Civile"
[Public Safety] dept. and Under
Secretary of Prime Minister.



Ermete Realacci,
president of "Symbola" Foundation,
honorary president of "Legambiente".