

AFFRESCO BY GIOTONDA' GELATO SHOP WAS INAUGURATED AT GABICCE MARE (PU, ITALY)

IN LINE FOR THE GELATO ART GALLERY



PHOTO: ORIGINAL CONFIGURATION OF AFFRESCO BY GIOTONDA, BEFORE INSERTION OF THE THIRD TONDA DISPLAY CASE.

THE INAUGURATION OF **AFFRESCO BY GIOTONDA**, ON THE CENTRAL VIA VITTORIO VENETO AT GABICCE MARE HAS CREATED A SMALL BLOCK THAT SEEMS COMING OUT OF A **GELATO FAIRY TALE**.

Everything started on June 5th: a crowd of people rushed into the vernissage of this attractive palette-shaped gelato shop, an event that has given the little town in Marche region a new attraction: a real **gelato art gallery**. That crowd kept on growing up in the following days, due to the word-of-mouth effect and to the magnetic power of a place where gelato reaches its maximum height in terms of exhibition, emotion and quality: the home-made gelato is really of uncommon quality, and the format is filled by contents that make people

dream – a mix of design, technology and vision of the future. **More than words, the facts matter.** First of all, according to the original project, the “gelateria” was opened with 2 TONDA gelato display cases and a Pozzetti counter with eight buckets for granitas and whipped cream. A few days after the opening, in order to face a customers’ flow that keeps on exceeding the most optimistic expectations, **it was necessary to add a third Tonda display case.** Now you can see two traditional gelato display cases and one totally dedicated to gelato-on-a-stick (bars and icicles), very visible to the people walking by. **In the first month of activity, the shop is producing an average of 140 kg of gelato and 60 kg of granita.** Moreover, with *Affresco by Giotonda* something completely unusual is happening: if you

pass by in the morning hours, when the line is shorter, you might find customers who ask their receipt in advance in order to avoid queues at the cashier in the evening. In order to experience *Affresco by Giotonda's* success you only have to stop a few minutes in front of the shop, mostly after the sunset, and see what happens. The crowd, inside and outside, takes pictures with cameras and cell phones, and openly compliments for the shop and the gelato.

Among the most photographed details, IFI's TONDA display cases are a work of art in a work of art – with their carousels of gelato colors, sticks and icicles. Maybe a few fans know that this new round and rotating display case has obtained the *ADI Compasso d'Oro* special mention and is now part of Collezione Farnesina Design: but it does not matter, since its main goal is to let people daydream. **In front of the display cases, the Platinum IFI Concept back shelves show up, exalting day by day gelato cakes, desserts, single-portions and cookies. Transparency, ergonomics, design and energy savings make the Platinum line a standard reference for the sector, once again set by IFI.**

Anyone can talk about quality, but not everybody can see it with his/her own eyes. The fairy tale of the gelato block, born with *Affresco by Giotonda* includes also a totally visible laboratory, in front of which not only kids stop and see how gelato is made. The owners decided to put shop and visible laboratory together in order to show to the public all the gelato process phases without hiding anything and to give maximum value to the artisan work. By opening to the public this traditionally closed room, it is possible to see that gelato, granita and icicles are made with genuine ingredients and fresh seasonal fruit, delivered every day by the trustworthy grocer. You can almost say that it is the grocer who decide the daily flavors, based on the season: if it is not strawberry season, no strawberry gelato!

The choice of using strictly selected ingredients to make a superior quality gelato, stored and exhibited in top-level technology and performance display cases is the recipe that explains the enthusiasm around *Affresco by Giotonda*, the gelateria that – as a true art gallery – every day opens to a crowd of people waiting to live a multi-sense experience **in a mix of design art and gelato art.**



PHOTOS: INAUGURATION OF AFFRESCO BY GIOTONDA, WITH RIBBON CUT BY MAYOR CURTI; TEAM OF AFFRESCO BY GIOTONDA; CUSTOMERS WAITING FOR GELATO.



PHOTO: AFFRESCO TODAY WITH THE THIRD TONDA DISPLAY CASE.

Affresco by Giotonda is a perfect example of different expressions of Affresco, the new concept of design gelato shop which transforms with a stroke the typical image of gelato shop, in a palette-shaped refined space. Masterpiece of a great public and entertainment spaces designer, **Beppe Riboli**, in collaboration with **NABA** (*New Academy of Arts in Milan*), Affresco is a complete furnishing system, flexible and customizable, designed in any single detail thanks to a mix of skills going from furnishings to technology to complements. All made by **IFI**, the company leader in public premises furnishing and in design culture applied to refrigeration. Affresco is the perfect location where to embed and underline the prestige of an Italian symbol loved and appreciated all around the world: the home-made gelato, interpreted by every single gelato maker, with his/her big and small secrets, unique as well as his/her passion.

The visible laboratory has been designed upon owners' request by the art director of Affresco project, designer Marco Morosini.

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PHOTOS:
AFTERNOON CROWD IN FRONT OF THE SHOP;
THE POZZETTI COUNTER FOR GRANITA;
CONTINUOUS WORK AT THE LABORATORY;
CUSTOMERS IN LINE FOR GELATO;
MESMERIZED KIDS OBSERVE HOW GELATO IS MADE;
A DETAIL OF TONDA DISPLAY CASE FOR GELATO ON A STICK.