



THE BIRTH OF TONDA From the world of ideas to reality

The endless battle between ideas and reality, which has existed for centuries in art and science, has often led to the birth of masterpieces that have invented something new. Everything starts from ideas and it was an idea that inspired an



entrepreneur who is passionate about his profession, **Gianfranco Tonti**, Chairman of Tavullia-based company IFI: to make display cases for artisan gelato, tools in which gelato-makers across the whole world can cherish and promote their art. It was 2005 and his idea was for a display case quite different from any other,

which in the end opened a new chapter in the great book of gelato. It should be a display case capable of exhibiting gelato in a magical way; a display case with the same joyful heart as the product it is intended to safeguard, which will bring a breath of fresh air to a situation which, despite continuous technological developments, has not offered revolutionary innovations for more than sixty years. The entrepreneur dreamed of a display case capable of arousing feelings that, like gelato and the world of childhood that it represents, turn everyone into children but which also, at the same time, mark a leap



forward technologically. To give shape to his idea, he decided to share his desire with an internationally renowned designer, famous for his love of experimentation and refined design qualities: **Makio Hasuike**, Japanese by birth but who has chosen Italy as his work place for more than 35 years. Feeling in harmony with the inspiring principle, the designer took up the challenge and, shortly afterwards, enthusiastically proposed something never before seen, which left everyone open-mouthed: no

longer a linear, static object, however beautiful and sophisticated, but a round and rotating display case of extremely simple and elegant appearance. The entrepreneur immediately recognized his dream in that display case where gelato rotated in a multi-coloured merry-go-round to be enjoyed with the eyes, before yielding to the pleasure of taste "with eyes closed". In his heart, he

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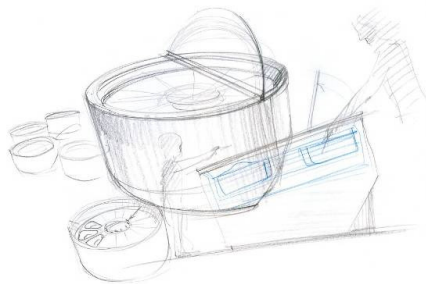
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decided that this was the route to take. This was not the first time that he was right: it had already happened several years earlier when IFI, despite many people's predictions, initially started to produce the first industrial bar counter, on which the company built its success. At that moment, regardless of figures and reason, in Tonti's mind this was a display case never before seen; an inspirational and original idea, not based in any way on rationality but which - and probably specifically for this reason - moved the soul of the man before the soul of the entrepreneur, and to turn his back on it would be, if not impossible, then very disappointing.

To assess the feasibility of the project, Tonti called in the heads of **IFI's Research and Development Department**, whose contribution over the years has been



fundamental to creating and strengthening the Pesaro company's image as a leader and synonymous with innovation in the food & beverage venue furnishings sector for nearly half a century. Meetings, get-togethers and briefings followed where rational thinking and imagination, perplexity

and enthusiasm met and clashed, until finally everyone agreed and the "white smoke" emerged: the project to create this unprecedented display case, familiarly called **TONDA**, continued. Tonda would not "only" be a design revolution but also an example of technological perfection in performance terms. Three hundred and sixty degree innovative excellence. From that point on, twenty-four experts in IFI's R&D department, including engineers specializing in refrigeration, chemists, electricians and prototype makers worked feverishly on the design to give physical shape to the original idea,



using materials that were not to be understood merely as steel, glass and mechanical parts, but carried within them the laws of physics, thermodynamics and cutting-edge information technology. It was they, the *crème de la crème* of a company capable of combining experience and the dynamism of youth, who day by day, design by design, prototype by prototype,

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brought to completion this contemporary work of art designed, created and produced entirely in Italy and today a cult object in over forty countries across the world. Thus, we celebrate the birth of Tonda, the display case that, as well as dictating new design standards, preserves gelato as perfectly as pozzetti counters and exhibits it like a thrilling work of art; a work tool that, thanks to the optimal angle and rotation of the flavours towards the operator, offers new levels of ergonomics for the sector as well as preventing occupational illnesses like arthritis caused by repeated exposure of the forearm to freezing temperatures; a product that, thanks to the materials used and the energy savings, helps to protect the environment.



At this point, Tonda just needed to do its own publicity. So last, but not least, the only connotative element missing was a visual mark that represents its essence, communicating the profound sense of the dream come true. As in the story of Cinderella, the magic shoe fits only one person, and that person was one of the historical fathers of Italian graphic design. It was actually the poet of pictures, Michele Provinciali (1921-2009) with his exceptional ability to “feel” and the capacity to convey it with infinite grace onto the blank page, who caught the deepest soul of Tonda and expressed it in an indelible Mark, presented at the Milan Triennale in May 2008. Provinciali's cloud took the idea of Tonda upwards to where it came from, the boundless sky, thus completing the perfect circle. This circle was “redrawn” by special compasses, the 21st ADI Compasso d'Oro, which in 2008 honoured Tonda with a *Mention* and **Michele Provinciali** with the



Career *Compasso d'Oro*.

Again Provinciali's masterly elegance provided the words that completed the colouring of the Tonda Mark:

“Thus, if this round steel tank is able to contain the joyful tenderness of childhood and recall the tasty and sensual lightness of a multi-coloured cloud, this innovative industrial product will not only be a novel way of exhibiting gelato but will become the place for a festive and colourful encounter with an experience that we have all already known and which lies deep within us.”

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