



PRESS KIT

Ifi at Host: Design first.

At Host, in an author's space signed by Alessandro Scandurra's architectural studio SSA, Ifi presents a world preview of the new solutions, as always in the sign of Design.

Host is the stage where Ifi presents two proposals for **bar furnishings**. The first is **LAYERS**, a perfect example of style and innovative impact that has always been an integral part of the company: a real aesthetic technology, designed by Massimo Curzi, a leading interpreter on the international contemporary architecture scene. Next to **LAYERS**, **STYLE UP** (Delineodesign), an original interpretation of hospitality, born from the visionary eye of the designer.

At the center of the stand, **new solutions** for displaying and preserving artisan **gelato** and **pastry**. **PIVOT** - designed by Giulio Iacchetti - represents the vertical refrigerated display according to Ifi's vision; **AL VOLO**, the mini professional counter display designed to expand gelato and pastry sales opportunities, is the result of a collaboration with MM Design; **MILIA**, the showcase in which gelato, flush presented, becomes the undisputed protagonist of the scene, bears the signature of Makio Hasuike & Co. And more technologies to expand the integrated system of *People-centric* solutions, such as the introduction of the heated glass frame in the **DROP-IN DELICE** range to guarantee the organoleptic qualities of food and consumer health.

NEWS:

- **LAYERS** Design Massimo Curzi
Beyond bar furnishings, an aesthetic technology for personalization.



More than a furnishing system, it is a real aesthetic technology: **Layers** is Ifi's innovative proposal that enhances the material qualities, designed for personalization and individual expression. Compared to traditional solutions, Layers allows you to dress the bar counter through a combination game of three types of overlapping materials that give depth and three-dimensionality to the cladding, which becomes interchangeable in order to **transform the mood of the counter and the environment with simple steps**. The transformation and customization





core is a structural technological aluminium bar, designed by Ifi, which runs horizontally along the entire counter length and contains the hooking system for the aesthetic panels and the whole lighting system. Applied through high-power directional magnetic contact points, the panels are extremely light and easy to handle.

- **STYLE UP** Design Delineodesign
The essence of the furnishing system.



Style up is a modular, dynamic and functional furnishing system with exclusive Ifi finishes, **consisting of a range of modules created to optimize design requirements**. Style up brings technological solutions realized to improve work spaces in the name of hospitality.

- **PIVOT** Design Giulio Iacchetti
The “tallest” expression of the vertical refrigerated display.

Free from any superstructures, **Pivot** is a clean object, where lines meet to draw a solid geometrical shape with unprecedented thermodynamic performances. It is Ifi's answer for a refrigerated vertical cabinet, dedicated to the most demanding gelato and pastry chefs. Pivot combines product display and preservation with **hygiene** and the **utmost functionality**. The cornerstone of the project was the introduction of **heated glasses on all four display sides**, on top of the existing double-glazing: a crucial implementation to further support the organoleptic quality and the presentation of the product inside. In Ifi's vertical project everything was conceived to meet the requirements of professionals and their products: the bottom-upwards ventilation to offer a larger display volume; the door with a hidden handle and the self-closing system to improve ergonomics and limit dispersion of cold air to the outside. Even the number of internal surfaces has been increased from 5 to 6 to allow more product differentiation inside the display. Thanks to visual continuity between the outside and the inside of the cabinet, product appeal increases; at the same time, the newly designed shelves allow a uniform ventilation. Pivot is set for **Ifi IoT Remote Manager**: <https://bit.ly/2nMiVID>





People-centric innovation

- **MILIA** Design Makio Hasuike & Co.
Gelato as it's never been seen before.



In **Milia**, Ifi's new refrigerated display case for the artisan gelato, the gelato presented flush is the undisputed protagonist, the central point even for those watching from long distance (*milia passuum*). The displayed **gelato seems suspended**, thanks to a clever use of lighting that makes case structural volumes lighter, as well as a large front glass that allows maximum visibility; while the black colour for the screen prints and the internal components of the display case emphasises the colour of the gelato. The refrigeration technology applied to Milia complies with Ifi's high qualitative standards and is integrated with the HCS (Hi-performance Closure System) rear closing system, an exclusive Ifi technology implemented to improve gelato preservation quality, hygiene and energy saving. Indeed, through a built-in sensor, the system ensures a reduction in the number of defrost cycles based on the actual time the display case is open and limits the access of external air to serving time only. The essential shapes of Milia are expressed through state-of-the-art materials such as Fenix®, chosen for the panelling of the display case base, giving it a matte, soft touch, anti-fingerprint finish resistant to superficial micro-scratches. Milia is set for **Ifi lot Remote Manager**.

- **AL VOLO** Design MM Design
The mini professional display case for gelato and pastry.



With **Al volo**, Ifi's commitment to offer **gelato and pastry beyond the boundaries of the traditional shops continues**. An elegant plug-in object that in a small space encloses the technological heart of an Ifi professional display case: the ventilated refrigeration always guarantees a spreadable gelato and the use of heated double glasses avoids the formation of condensation even in unfavourable temperature conditions. Al volo expresses another important value as well: the extreme visibility of food even from a distance, thanks to an accurate design study, a punctual lighting and display case lines that act as a frame for the displayed products. As in every Ifi project, attention to ergonomics is crucial: the servo-assisted rear closing door facilities service operations while limiting cold air dispersion to the outside; the handle is ambidextrous, for an even more practical and comfortable use. Al volo is set for **Ifi lot Remote Manager**.





Ifi FuoriStand:

- Innovation Smart Label 2019 Award

Pav. 10 Stand N 55-77 / M 56-74

The gelato display case **Jolly. Hybrid Cooling Technology** produced by Ifi, designed by Marc Sadler, will be receiving the following award at Host: **INNOVATION SMART Label 2019** "for products with a high innovative content that represent a break from or surpass consolidated trends for the sector". SMART Label is the innovation award for the hospitality sector promoted by HOST – Fiera Milano in cooperation with POLI.design. Jolly:



- Campionati del Mondo Pasticceria Gelateria Cioccolateria

Pav. 14 Stand M14 M20 N13 N19

With its **Colonna display cases** Ifi is the **technical partner** for the 2019 edition of the **Confectionery Gelato Chocolate World Championships**, organised by the International Federation for Confectionery Gelato Chocolate (FIPGC), that will be taking place during Host Milano on 21 and 22 October 2019

TECHNICAL SPONSOR



HOST FIERAMILANO - 18/22 OCTOBER 2019

Ifi FuoriHost:

- Gelatojazz

Friday 18 October, at TIDE on Via Cesare Battisti in Milan. Et al. and Ifi will be together for the event Gelatojazz: a concert with quality gelato produced by Antonio Morgese (Rigoletto gelato parlours, Milan) and preserved in the Ifi display case, Bellevue Panorama®, the winner of the Compasso d'Oro ADI award.



IFI

Technology, furnishing, and projects for food & beverage venues

Since 1962 IFI has been the international go-to brand for design, technology, and construction of food & beverage venues. Innovation and research in engineering, food, and social sciences are the key vectors in one sole guideline: **continuous improvement of people's well-being** through solutions designed around people's needs, starting with their unexpressed ones.

IFI has brought traditional Italian artisan gelato and pastry into the elite of design. In its sector, in fact, it is the only company in the world to have been decorated with the Premio Compasso d'Oro ADI (2014 and 2018), along with international recognition for its technologies and furnishing concepts. The Italian design ambassador with its Farnesina Design Collection, IFI has its headquarters in Tavullia, with six factories in the Marche-Romagna territory. Through its Et al. brand, it offers design solutions for seating and furnishings; Ifi Contract division realizes tailor-made furnishing for contract, food & beverage places and collectivity.

