



PRESS KIT

Ifi at Sigep 2020: Design first.

At Sigep 2020 Ifi reaffirms its corporate philosophy: **to bring wellness to people through food preservation and its display, through hygiene, ergonomics and creation of *people-centric* places.**

In an author's space signed by Alessandro Scandurra's architectural studio SSA, Ifi presents the new solution for gelato, pastry shops and bar furniture, developed in the sign of Design to improve people's quality of life.

At the center of the stand, **new solutions** for displaying and preserving artisan **gelato** and **pastry**. **AL VOLO**, the mini professional counter display designed to expand gelato, pastry and praline sales opportunities, is the result of a collaboration with MM Design; **PIVOT** - designed by Giulio Iacchetti - represents the vertical refrigerated display according to Ifi's vision; **MILIA**, the showcase in which gelato is the undisputed protagonist of the scene, bears the signature of Makio Hasuike & Co. And more "**Gelato Everywhere**" solutions and proposals for **bar furnishings**: **Layers**, Design Massimo Curzi and **Style up**, Delineodesign

NEWS AT SIGEP:

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



Al volo is Ifi's latest innovation to offer artisanal gelato, pastry and pralines **beyond the boundaries of traditional shops**. Al volo is a mini refrigerated professional display case, which in a small space contains all the technological knowledge of Ifi. The ventilated refrigeration guarantees an always spreadable gelato, and the heated double glasses avoid the formation of condensation even in extreme climatic conditions, to always offer the maximum visibility of the food, even from a distance. As in any Ifi project, attention to ergonomics is central: the ambidextrous opening handle allows even more practical and comfortable use, while the servo-assisted rear door facilitates service operations and limits cold air dispersion to the outside.

Set for Ifi IoT Remote Manager: <https://bit.ly/2nMjVID>





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

Pivot is Ifi's vertical refrigerated display: a geometric transparency with unprecedented thermodynamic performance, dedicated to the most demanding gelato, pastry and praline professionals. Pivot combines **hygiene** and **maximum functionality** with product display and preservation. An element of innovation, the introduction of **heated tempered glass panes on all four sides**: a fundamental implementation in favor of the organoleptic qualities and presentation of foods. In Ifi's vertical project, everything was designed for the professional: the bottom-up ventilation mode gives a greater display volume; the door with foldaway handle and the self-closing system offer maximum ergonomics and the least dispersion of cold air towards the outside. The adjustable internal shelves go from five to six and allow uniform ventilation inside what we can define as the "highest" expression of the vertical refrigerated display. **Set for Ifi IoT Remote Manager:** <https://bit.ly/2nMjVID>



- **MILIA** Design Makio Hasuike & Co.
Gelato, as you have never seen it before.



In **Milia**, Ifi's new gelato display case, gelato is the protagonist, the focal point even for those who observe it from a distance (*milia passuum*). To the viewer, **gelato seems suspended**, enhanced by a wise use of lighting, by the large front glass and by the black color of the screen prints of the glass and the internal elements. The refrigeration technology applied to Milia is integrated by the **rear closure system HCS (Hi-performance Closure System)**, Ifi's exclusive technology to improve gelato preservation, hygiene, and energy saving. In fact, the system allows, with the help of an integrated sensor, to reduce the number of defrosts based on the actual opening time of the display case and to limit the access of external air to serving time only. Milia's essential shapes are completed thanks to technological materials such as Fenix®, chosen for the base coating, which gives a matt finish, soft touch, anti-fingerprint and resistant to surface micro scratches. **Set for Ifi IoT Remote Manager:** <https://bit.ly/2nMjVID>





People-centric innovation

- **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.**

- **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.

Ifi FUORISTAND:

- Gelato World Cup
Hall Sud – Gelato Arena



With its technologies, **Milia display cases** and **Gelato CoolBox**, Ifi is a partner of the Gelato World cup that will take place during Sigep.

Ifi Technology, furnishing, and projects for food & beverage venues

Since 1962, Ifi is an international reference brand in Design, technology and in the creation of **places dedicated to food & beverage.** Innovation and multidisciplinary research are the foundations of a single guideline: to continuously **improve people's well-being** through food preservation, its display, hygiene, ergonomics and functionality.

Interpreting the unexpressed needs of man, Ifi has brought artisan gelato and pastry to the **Design elite**: it is in fact the only company in the sector to have received the **ADI Compasso d'Oro** (in 2014 and 2018) for technologies and furnishing concepts. Ambassador of Made in Italy in the world with the Collezione Farnesina Design, Ifi is based in Tavullia (Pesaro), in the Marche-Romagna area. The Ifi Group is composed of 3 divisions: **Ifi**; **Ifi Contract** (custom-made furniture); and **Et al.** (seats and tables for collectivity).

