

CIAM PARTICIPATES IN MILAN DESIGN WEEK PRESENTING THE LATEST COCKTAIL STATIONS, EXPLORING NEW FRONTIERS IN MATERIALS, TECHNOLOGY AND DESIGN.

CIAM, a leading company in **the refrigeration and professional furniture sector** for the HO.RE.CA. world, confirms its participation in Milan Design Week 2025 with **a project that embodies the ongoing research** between design, technology and customization.

In the heart of the **Isola district** in Milan, **the CIAM showroom on Via Pastrengo** will host **an installation curated by designer Fabrizio Milesi**: a path marked by **vertical installations** where reflection and color **interpret the surrounding space**. Visitors are then invited to **explore the latest innovations presented by the company**.

A **captivating alternation of reflections and visual multiplications** will offer visitors a **dynamic and engaging experience**. Every step will reveal new perspectives and distortions, transforming the space into a sensory journey between light and reflections. This play of perceptions accompanies the presentation of the new 4MIXOLOGY line, a range of **cocktail stations designed to offer advanced ergonomics and functionality**.

“The 4Mixology project is a perfect fusion of design, ergonomics, and functionality, created to turn every station into a unique experience,” says **Federico Malizia, president of CIAM**. “Born from a passion for research and innovation, this project reflects our desire to improve not only operational efficiency but also social well-being. Every detail is designed to make the bartender’s work a fluid and dynamic art, where every movement feels natural, and every space is optimized to guarantee maximum efficiency, without barriers.”

The collection represents the **evolution of bartender stations**, with a particular focus on **material quality, service efficiency and accessibility**. Each model is designed to meet the needs of professionals in the field, offering solutions that combine refined design with practical use.

The **Milan showroom**, opened in 2024 and designed by Fabrizio Milesi, is intended to be a laboratory to host events, presentations, and workshops. CIAM Milan aims to serve as an **interaction platform for the main players in the sector and as a space for exploring innovations in design and development**, focusing on highly customized solutions.

The company reaffirms its role as a **reference point in the sector**, presenting a vision that combines **creativity, technology and stylistic research** in cutting-edge furniture solutions.

CIAM

7th - 13th April 2025

ELLE DECOR ALCHEMICA

Corso Venezia, 51
Palazzo Bovara

CIAM Milano

Via Pastrengo, 12

7th - 10th April | 10 am - 7 pm

11th - 13th April | 10 am - 7.30 pm

Cocktail | 9th April | 6.30 pm - 10 pm

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