

Innovative design for the new Carle e Montanar's cooler

The design of the external casing of the new Carle & Montanari cooler is characterised by its immediacy and a small number of features which have great visual impact.

The concept is born of the desire to convey the equipment's great technological innovativeness through formal and graphic elements.

The design concept consists of fluid, continuous surfaces: large convex volumes, within which cooling takes place, contrast with the flat surfaces used for inspection.

The convex casings are circular, reflecting the circulation of air. There is visual continuity between the cooler and the supply lines, produced by vertical and horizontal flat surfaces, emphasising the progress of the product during manufacture.

From a visual perspective, the cooler has been treated like a work of architecture: within its large volume (about 4 by 6 metres) the different functions are identified by careful selection of colours and finishes.

White, which is in harmony with silver and steel, is the dominant hue, and appears in various degrees of glossiness and translucence: glossy white for large volumes outside the cooler, opaque white for flat surfaces, and translucent white for the graphics that give depth and dynamism to the cooler and to the supply lines.

The graphic theme of the surfaces enhances perception of colours and volumes and conveys, with a sort of changeability, the movement of the trays within the cooler and along the production lines.

The cooler thus becomes a sort of three-dimensional sensory statement that communicates with and stimulates the senses, involving us in a new, dynamic relationship between man, machine, and space.