

Solari Udine exclusively previews Solari Lineadesign



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The Art of Living
8 - 27 Aprile



“Putting Cifra 3 back into production is an act of love towards those timeless objects, that have a story to tell and that represent the beauty of Italy throughout the world”.

Massimo Paniccia, President and CEO of Solari Udine

Solari Udine presents **Solari Lineadesign**, the brand that gives new life to objects that have marked the history of industrial design, of beauty and of Italian ingenuity throughout the world, starting with **Cifra 3**, the iconic clock characterized by its unique flap system.

In the last 20 years, Solari Udine has invested in technological research, innovation and development, and has become one of the leading companies in the world with regards to industrial clocks, public information display systems used for airports, hubs, stations and urban transportation, for parking area management and for city information.

Solari has never lost the bond with its own history, company philosophy and with those products that have marked an international success that goes beyond time.

Solari Lineadesign is a tribute to this devotion. It is the brand that encompasses Solari's creativity, ingenuity and experience and that reissues **artfully constructed clocks** using technology that, in a world where everything changes quickly, is **perfect and and has been unaltered for over 50 years**.

Solari Lineadesign stems from a precise entrepreneurial vision that has the future and the continuity of the company at heart.

“The entrepreneur is temporary when compared to the company that he governs, and he has the ethical responsibility to guarantee its success and continuity – explains **Massimo Paniccia**, who has been at the helm of Solari since 1994 – *Solari Lineadesign is a project that we have had in our hearts for years, born out of our **desire to share our great corporate heritage with the world.***

Today, after years of investments and of international development, we can dedicate the time and resources that it deserves, by relaunching clocks that have marked our history, the history of design, and that are a tribute to Italian know-how.”

Solari Lineadesign is not simply a re-issuing of historical clocks, rather it is a mission for the future of the company: new products are already being developed that will use flap technology in a revolutionary way, so that it may enter homes around the world.

Solari Lineadesign clocks will only be distributed in the most beautiful stores around the world, carefully selected outlets that will be essential partners for the project.

CIFRA
3

Cifra 3. Clock, object, icon.

www.solarilineadesign.com

Previewed in an all-new colour: 100% black.

Only Cifra 3 could be the first product with which Solari Lineadesign enters the market on the occasion of the Salone del Mobile in Milano.

Designed by **Gino Valle** and characterized by a flap system created by **Remigio Solari** and patented in 1966, the Cifra 3 clock is recognized throughout the world as a design icon of the 20th century, so much that it is a part of the permanent **MoMA** (Museum of Modern Art) collection in New York and of the Science Museum collection in London as well as the permanent **Triennale Design Museum** collection in Milan.

In 2000, the **Metropolitan** in New York dedicated an exhibit as a tribute to the 20th century, divided into periods of 25 years: Cifra 3 was one of the five Italian pieces chosen to celebrate design between 1950 and 1975.

The operation of Cifra 3 is simple, perfect and unchanged since 1966: 4 flaps of 10 numbers that snap in a solid, crisp, precise manner, minute by minute, displaying every hour of the day. Nobody, in 50 years, has been able to replicate the mechanical perfection of the flaps that even today are rigorously assembled by hand in the Udine factory, by our **skilled tailors of time**.

During the Salone del Mobile, Cifra 3 is presented with an all-new colour: BLACK.



Size: 18 cm, 9,5 cm diameter
Reading distance: over 10 meters
Available colours: black (new), white, red, green



In the 1900s, brothers Fermo and Remigio Solari transformed their entrepreneurial vision into a successful company thanks to the invention of the flap system that **revolutionized the way time and information is displayed to the public** throughout the world.

With a design and production completely “Made in Italy”, Solari continues to write the history of time and of the industrial clock even today, with solutions that range from clocks for the home to public information display systems, from parking area management to the great international hubs.

www.solari.it

SOLARI Lineadesign al Salone Internazionale del Mobile

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