



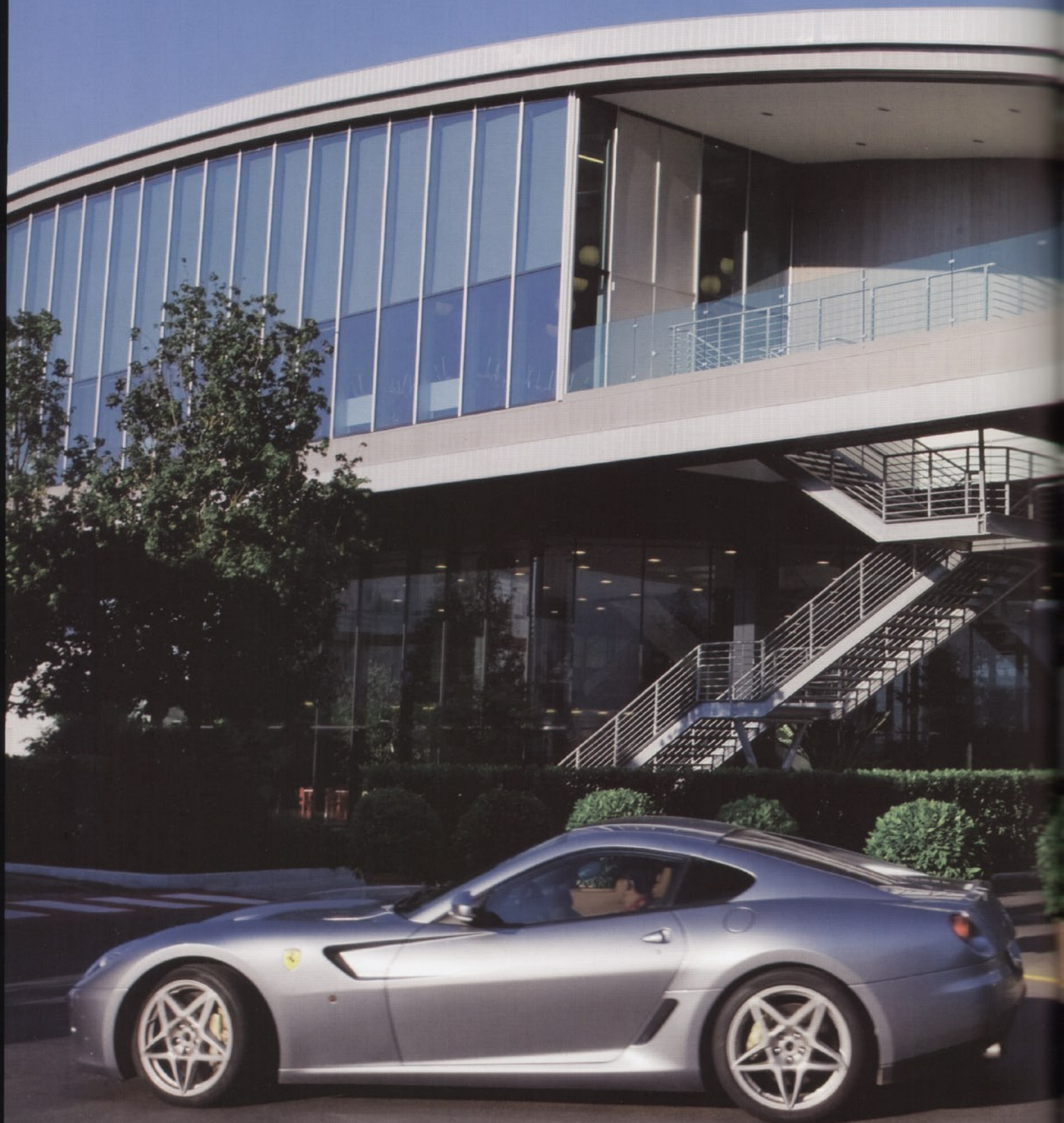
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THE OFFICIAL FERRARI MAGAZINE





Sky high: The elevated dining room of the new restaurant designed by Marco Visconti







# formula GUSTO

**PRESENTING THE LATEST PHASE IN FERRARI'S 'FORMULA UOMO' PROJECT: THE NEW RESTAURANT FOR STAFF AND GUESTS, SERVING UP DISHES CREATED BY THREE LEADING ITALIAN CHEFS**

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IF PROOF were needed that Ferrari takes the welfare of its staff as seriously as it takes its role as creator of the world's finest cars, one needs look no further than its new Maranello restaurant. The sculptural form of the structure that houses the restaurant contrasts with the geometrical rigour of its surrounding industrial buildings. This symbolic edifice is a defining feature of the facility designed specially for the enjoyment of guests and staff. It is inspired by the juxtaposition of two aerodynamic expanses, represented by the large wing-shaped suspended pavilion – seemingly poised for flight – supported by an off-centre wing rising from the ground.

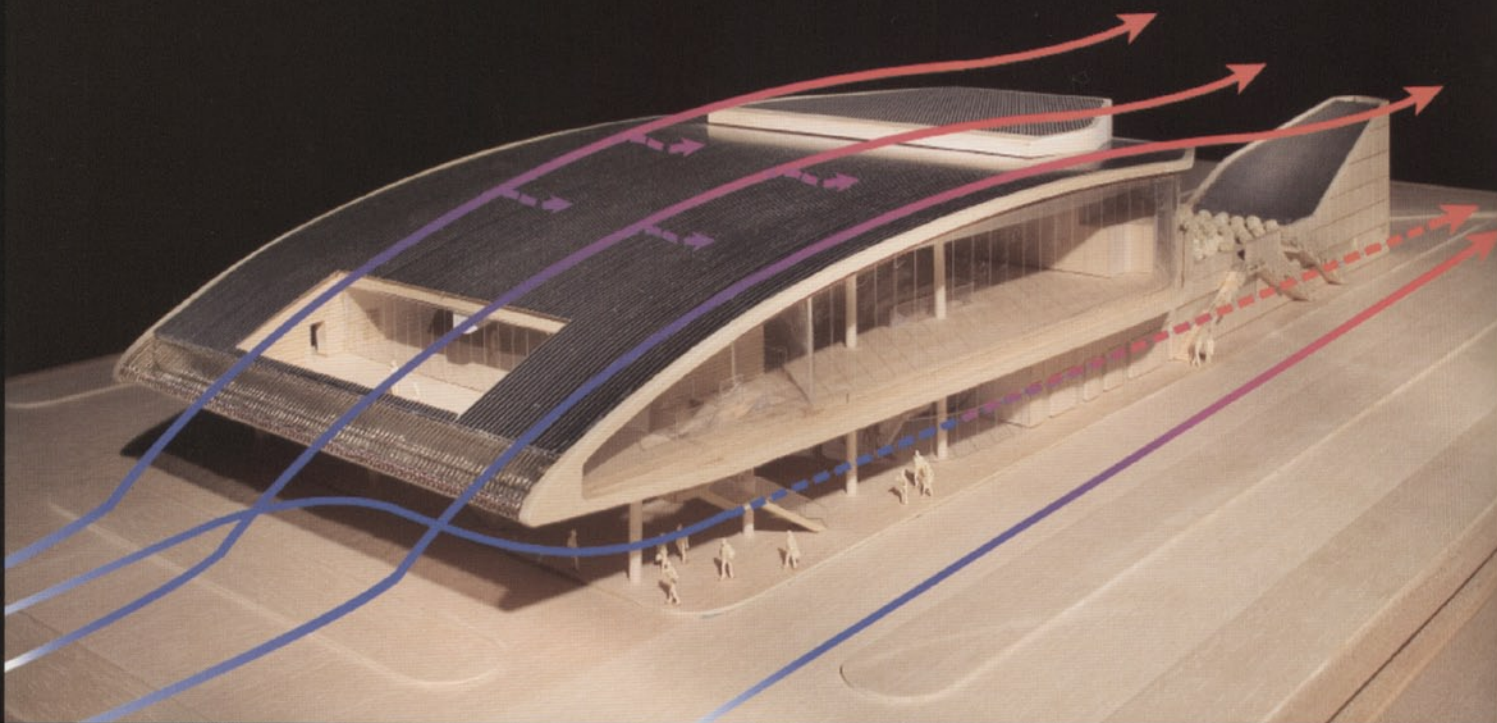
The heart of the building is the restaurant, located within the upper wing in the main suspended space. This tapered room rests on the hall, a two-storey expanse framed by floor-to-ceiling windows, designed to guide diners to the upper floors. Connected to this are the staff welfare facilities and training centre, while ancillary areas such as the kitchens, storage rooms and technical spaces, dealing with the technological and operational workings of the complex, are contained in the vertical wing.

The interior spans three levels. On the ground floor are the covered plaza, entrance hall and cafeteria, criss-crossed by staircases leading to the restaurant. Facing out

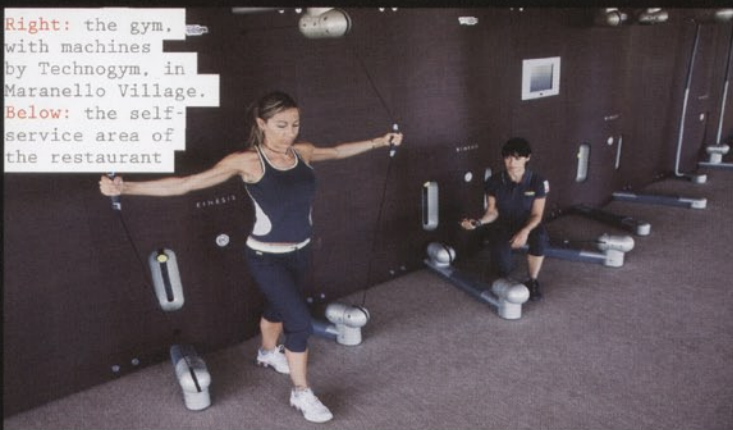




The model (below).  
The implementation  
(opposite, top).  
Aerodynamic, like  
a wing, the new  
structure marks a  
clear break with  
many of the new  
Ferrari buildings



Right: the gym,  
with machines  
by Technogym, in  
Maranello Village.  
Below: the self-  
service area of  
the restaurant



onto the fully glazed hall are facilities such as café zones, the wellness centre, sick bay and sports centre, while the kitchens are set apart from and directly connected to the exterior. The first floor houses the training centre; this facility includes classrooms and a projection room, linked to the spacious roof terrace above the kitchens, filled with lawns and gardens. The training centre also boasts a balcony overlooking the interior hall, which contains a dedicated chill-out area.

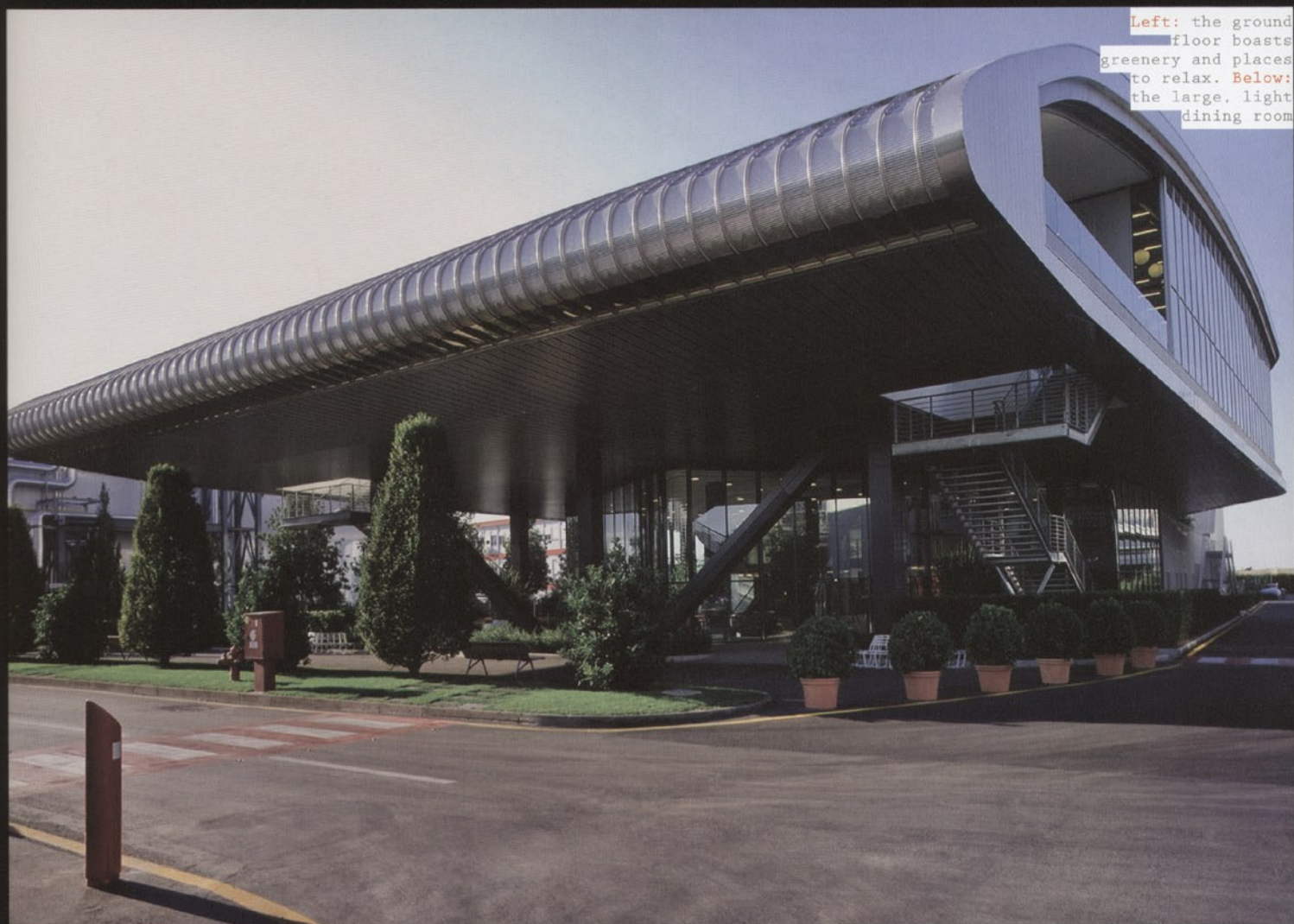
The glazed restaurant room sits on the second floor, overlooking a terrace jutting out towards Viale Enzo Ferrari. This area, which can also be used as a conference and presentation room, is furnished with polygonal-shaped tables arranged irregularly to offer the flexibility to create different layouts and seating arrangements as events demand. The room also has free-flow food distribution areas and is joined to the food preparation rooms. It is accessed by a series of stairs and escalators directing the flow of incoming diners from the hall and first floor. Also to be found on this floor is the directors' restaurant which faces northwards onto the roof garden.

Underpinning the sculptural structure are basic concepts such as functionality, serviceability, the presence of nature and aesthetics. The plasticity of the volumetric forms frees the building from the rigid blocks that generally characterise high-use areas; the dynamic design of the interiors facilitates socialising; and the abundant glazing augments the perception of space. These features of the restaurant produce a balanced effect, capable of delighting without losing contact with its fundamental natural surroundings. It is no accident that the great vault covering the room features no columns and instead uses laminated wooden beams measuring 25 metres each, which have the added advantage of weighing far less than concrete or iron beams.

With a view to applying the key aspects of sustainability in architecture, the latest breakthroughs in bioclimatics have been incorporated into the complex. The degree to which the roof and facade are exposed to sunlight has been carefully analysed: the wing shape is closed southwards, and the east- and west-facing glazing is shaded during much of the time that the complex is in use. Meanwhile, the vertical wing containing the service areas is clad with a ventilated facade in perforated sheet metal, which prevents the overheating of opaque parts and door and window frames during the summertime, whereas the high tail contains a vast area of photovoltaic elements on the south-facing incline.

Sources of natural shade such as deciduous plants are used along the west facade to protect the entrance hall glazing. A roof garden which provides natural protection from direct rays is located on the roof of the kitchen, while the horizontal wing is clad in horizontal corrugated sheets designed to generate a ventilating chamber. The architectural work fits perfectly into Ferrari's ever expanding citadel.





Left: the ground floor boasts greenery and places to relax. Below: the large, light dining room

## LOCAL PASSION, GLOBAL VISION

DAVIDE PAOLINI, CELEBRATED FOOD WRITER AND AUTHOR, ON THE NEW FERRARI RESTAURANT

LEGENDS are a mixture of charm, history, perfection and notoriety. Such are the ingredients shared by the Ferrari marque and Italian cuisine – two very different phenomenon but both of which have contributed to the ‘Made in Italy’ legend. There are many similarities between the two: the use of excellent raw materials, originality, creativity, professionalism and a constant striving for quality.

Perhaps these factors alone are not enough, though. They need to be assembled in the right way – the technicians on the one hand, the chefs on the other. Apart from know-how, both must also have passion.

Passion which, in the case of Ferrari, is as red as the dish offered by Fulvio Pierangelini, chef of Gambero Rosso in San Vincenzo, Tuscany.

Pierangelini surprises diners with his natural simplicity, with dishes such as the ravioli invented for the restaurant, filled with tomato – red, of course, to evoke Maranello. This is also the colour of the tomato-sprinkled risotto by Gualtiero Marchesi, the Milanese chef, known as the prophet of Italian nouvelle cuisine in the

’70s. And finally, also dedicated to the restaurant are ‘classic’ dishes created by the Santini family from the multi-Michelin-starred Dal Pescatore in Canneto sull’Olio. All three are culinary artists who combine world influences with local flavours.

And nobody does this better than Ferrari which combines the local – represented by its genial founder, its workforce and the corporate context of an unknown Modenese region – with the world – Italy’s most famous brand is now an international icon. In other words the ability, stressed by Luca di Montezemolo, to think global but stay local. This is how Made in Italy cuisine has conquered the world with its recipes, flavours and products from many different places – coasts, mountains and plains – from the north to the south of the peninsula.

When considering a Ferrari food dish one thinks of red and, more specifically, tomato – an exquisite Italian product, which all three chefs have used here. These great masters have given this prestigious marque’s new restaurant a 360-degree outlook, which is nothing short of a miracle.

