

Antonio Gardoni

MA!

MA!/Chain of icecream shops/Shanghai/2006

MA! a new ice-cream shop concept for a new market.

The 31st August 2006 was launched in the new Clouds Nice department store, Shanghai, the first MA! ice-cream shop created by the Antonio Gardoni srl.

The concept for the ice-cream shop aimed to go beyond the product toward a consumer's global experience, trying to interpret a typical product not through the obvious and predictable references but through a space dedicated to "experience" the product.

Dedicated mainly to young families and teenagers (the upcoming new consumers in the Chinese market) MA! turns to be a 100% innovative ice-cream shop due to:

-the choice of a strong and clear brand with an oblique reference to Ital, yet strong to remember and pronounce even in the faraway China.

-the choice to realize a 100% made to measure project, from the tables to the stools, from the packaging to the merchandising, everything is designed to reinforce its identity perception.

-the design language, a fusion of retro-vintage elements (50's Riviera style) and the pop world of the product itself, communicates optimism in Technicolor to create a relaxed and comfortable mood.