

LA SCALA.

La Scala presents its new professional machine **Madame** at Host 2019.

- Milano Rho fiera | Pav. 18 stand B 89 -

La Scala renews its presence at Host 2019, from 18th to 22nd October 2019.

This is the right occasion to launch the new professional machine **Madame**, designed for the national and international Horeca market and coffee lovers.

On this occasion the company is going to present to the customers and public its **new visual identity**, its new **SWING**, now oriented towards the contemporary language of communication and design and applied in terms of simplicity, quality and recognisability.

OUR QUALITY, YOUR COFFEE, the new payoff of the company, is both a declaration of intent and a cooperation proposal which La Scala is addressing to its target.

Nowadays, the "pleasure of a good coffee" is an ever more identifying, cross-cutting and international act, reaching a varied and attentive public who pays attention also to functional, visual and qualitative details.

And quality is precisely the strength on which the company is focused, resulting in values such as **reliability, durability, ease of use and maintenance and artisanship**.

In short: La Scala manufactures artfully-designed professional coffee machines, the consumer can do nothing but enjoying their perfect coffee.

The new 1-group professional coffee machine **Madame**, designed by designer Alessandro Masturzo, is a proposal that cross-cuts the worlds of Horeca and Home-living. **Madame is a functional solution conceived for a varied selection of venues but it meets also the increasing demand for this type of machines from coffee lovers.**

Madame, marked by small size and refined technology, expands the bounds of the traditional machine thanks to the wide range of customisation options which is offering: accessories for all needs, ranging from the knock-box drawer to the wide tray – with a metal or Canaletto-walnut shelf board – equipped with a glove box and a functional tubular element as well as a matching grinder and an accessory kit for the cleaning and coffee making.

Made in steel and aluminium, **Madame** impresses for its simple construction. Its essential and technical lines are the expression of La Scala know-how, appreciated all over the world.

The company decided to assign the creative direction of the Brand to **Designer Alessandro Masturzo**: "We have been sharing from the very beginning a common vision about the cross-cutting actions that had to be taken coordinately on the product and on its image. We found the design approach of Alessandro – methodological and voted to the union of technique, function and appearance – to be very similar to the meticulous and thorough methods that we apply in the manufacturing of our professional coffee machines" said **Igor Rizzardi**, Product Manager of La Scala.

Host is the major event where the company sets up a direct line with professional B2B customers, Horeca distributors and coffee roasters.

At La Scala stand, renewed and designed according to the new corporate image, the historic machines from the collection will be displayed together with the **final version of Mimì**, a top seller among La Scala international customers.