

More than bread

THIS SLOGAN APTLY DESCRIBES THE CALLEGARO BAKERY, A FAMOUS SHOP IN MILAN, SITUATED RIGHT IN THE CENTRAL ZONE OF BRERA



Photos: Matteo Boggi@costagroup.net

+ Bread, the Callegaro family's strong point, is the chief character in a complex choreography which transforms the quick stop at the bakery into a pleasant pause; a new way to spend spare time.

In the same shop there are different zones to satisfy the most varied of requirements: the bread zone where one can buy not only bread but focaccia, pastries and also appetizers; the bar counter for breakfast, aperitifs and cocktails; a tobacco corner and a relaxing room to read and meet people.

The owners Roberta and Rossella Callegaro, together with their cousin, have transformed their father's shop into a modern store covering two floors, where red tiles and wooden walls link with pipes, mirrors, poufs, sofas and designer lamps. The restyling has been made by the Costa Group, who listened to the owners requests that their shop be full of atmosphere throughout the whole daytime.

When walking along Via Solferino, it is impossible to remain indifferent: a part of the bread counter reaches out from the shop window; moreover the counter has a magnificent glass chandelier in a classical hanging style above it; not the usual type of lighting seen in a bakery! Eclectic, non conventional, but really classy! The bread counter is of simple lines with a wide window that displays a large selection of oven products: bread, focaccia and pizza, brioche, cookies and cakes to 'eat in' or 'to go'.

An elegant white counter characterizes the café zone: here the service changes according to the time of the day: in the morning you can find quick and indulgent breakfasts; at noon, the counter is full of color due to the fruit and the vegetables on

display; in the afternoon the barman pampers the clientele with high quality coffee specialties (e.g. Puerto Rico or Jamaica Blue Mountain) and prepares cocktails into the evening.

The stairs, set against a shiny gold painted wall, descend to the lower room: the atmosphere is sophisticated; the grey walls and the dark seats produce a distinctive contrast with the light created by the original designer lamps.

The Callegaro Bakery is a place where one can sit with friends, it is ideal for work meetings or just as a time to relax and perhaps to read a newspaper comfortably seated on the chaise longue. +++

PANIFICIO CALLEGARO

Via Solferino 18, Milano, Italy

Project and furniture: Costa Group,

arch. Luigi Benvenuti +++

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