



We are proud to present ArtOn Café, namely the other dimension to the bar. Tradition and modernism are blended harmoniously in ArtOn Café, connected by a common thread and by a coherent artistic purpose. All this by adopting the franchise formula, with the advantages this already well-established mode of commercial affiliation has proved it can offer.

THE STYLE

The premises must be located in the historic centre and occupy a surface area of at least 60 square metres.

What arrests one's attention is the perfect combination of quality and art – as the name itself suggests, ArtOn Café. A philosophy is reflected in the originality of the setting, a brand-new context in which the sculptor, Cosimo Fusco, can rework and expand his favourite motifs and styles. Large windows will distinguish the cafés, ideally opening onto the outside world, almost like an invitation to all passers-by to stop and enter, treat themselves to a pleasant, restorative break, abandon for a brief moment the hectic pace of modern life.

Two different types of display are envisaged and, depending on the case, grey or ochre yellow will be the dominating colour. Great importance has been assigned to the counters, with special attention to ergonomics. A series of playful-artistic scenarios, linked as much to traditional as to more innovative forms of expression, serve as the ideal frame for the

premises. Amongst these, we cannot forget to mention the original electronic kaleidoscopes, in which abstract shapes and exotic natural landscapes, inspired by the countries of origin of the black and aromatic bean, materialise and dissolve continuously upon liquid crystal displays – an incessant game of composition and decomposition.

Art to see and to touch: the lines and motifs which characterise the surroundings will be taken up again in the drawings and friezes of the décor and of the accessories (cups, jugs, saucers, and so on), designed by the same Fusco.

MERCHANDISING

Furthermore, thanks to the abundant merchandise the client will be able to purchase a wide range of articles created in the likeness of those attractively displayed inside the cafés.

MENU'

Let us not, however, lose sight of the essential raw material: coffee. Extremely refined gourmet blends will, in fact, be served and also sold to the public in special gift boxes with the ArtOn Café private label. Furthermore, the pastries, the unique cocktails, and the other coffee-based specialities, will satisfy even the most fastidious palate. And for those who wish to enjoy a quick meal without renouncing the pleasures of good food, a fast dining service will be available, which will offer a daily menu rich in creative and exclusive gastronomic specialities.

MISSION

The common denominator of the ArtOn *coffee-bar*, therefore, is high quality, a result of careful selection of products, training of staff (via relevant courses) and respect for high standards, for both the service and the products on sale; all this under the direct supervision of the franchisor. The best guarantee, however, is the long-standing experience and prestige of the company which is presenting such a format. Many potential franchisees have already shown concrete interest in this new project!

