

## Celli presents *Fiamma*, a new draught tower designed by Pininfarina

Torino, November 11– On the occasion of the **BrauBeviale** in Nuremberg, an important exhibition in the beverage sector, Celli presents **Fiamma**, a new **beer draft tower designed by Pininfarina**.

The partnership between the two companies was established with the aim of creating a beer draft tower with a strong stylistic character, yet versatile and able to valorize a variety of brands by enhancing the peculiarities of each one.

Technology and dynamism, lightness and harmony are at the basis of the design of the project. *Fiamma* is characterized by a harmonious shape ascending upwards with dynamism and illustrating the passage from the solid to the liquid state through an evolution of textures, thus going through the whole beer brewing process. The sensation of lightness of the tower's body is emphasized by the combination of two shells with different colours and with thin edges highlighting its technological flavor. The asymmetrical frame was designed to see the beer flow filling the glass. This turns beer into the true protagonist of the experience.

The front of the tower hosting to the brewer's logo and the opportunity to choose the colours for both shells allow to customize the draft tower, which becomes an effective communication tool.



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