

**“Noi fabbrichiamo orologi.
Diversi dagli altri.”**



1. Introduction

- 1.1. Solari di Udine: our history
- 1.2. The Design: revolution of the past, icon of the present
- 1.3. The Brand: solari lineadesign

2. Time Keeper

- 2.1. Cifra 3 “Del tempo e dell’uomo”
- 2.2. Dator 60 “Ora, minuti, giorno e data!”
- 2.3. Latest news and references

3. Split-flap display / Solari boards

- 3.1. Examples and references

4. Mini-split-flap Display

- 4.1. Dimensions
- 4.2. Images & Videos

“Introduction”

- The Company of The Time -

SOLARI DI UDINE: our history .



**Since 1725 the time company,
the international brand of design,
ingenuity and innovation of the
Made in Italy label**

That of **Solari** is a story of generations, **300 years long: born in 1725 in Pesariis**, a small town in the mountains of Carnia Friuli, the company was then known as the **“Antica e premiata fabbrica di orologi da torre” (Old and Awarded Tower Clock Factory).**”

Solari di Udine is **the company company of Time**: the time of a person, the time of a traveler and of large-scale transport, the time of intelligent cities, the time to serve the community and improve the quality of life.

With the design and production entirely **Made in Italy**, Solari continues to mark the history of time, industrial clock-making, information display systems for the public, the management of stay areas at the major international hubs.

THE DESIGN: revolution of the past, icon of the present .



The 1960s were a decade of great vitality and experimentation in all fields, from art to fashion, from architecture to design: they were years of great historical change, the years of the Beatles, Andy Warhol and Pop Art, while the Industrial production of plastic was also booming.

In Italy a new design idea was being developed, inspired by the protests and movements of avant-garde art that aimed to bring new blood and beauty to everyday objects: thus we saw the birth of the **Arco floor lamp by Achille Castiglioni** (1962), the **Brionvega radio TS 502** (1965), the **inflatable Blow armchair by Zanotta** (1968), which are to this day icons of Italian design throughout the world.

Icons just like the table clock **Cifra 3** and the wall clock **Dator 5** which were made in Solari during this unique period of Italian design.



Cifra 5, winner of the **Golden Compass** in **1956**, designed by **Valle** with the collaboration of illustrator and graphic designer **Michele Provinciali**.

THE DESIGN: revolution of the past, icon of the present .



“The product was synonymous with Italian style, originality and inventive elegance. It was a surprise. And the style is primarily a distinctive notion, the capacity of relationship, and the communicative attitude of the product and the object. The products of Italian design were the first protagonists of this communicative function.”

The graphics of the Made in Italy label. Communication and design companies from 1950 to 1980. (2012)
by Mario Piazza



THE BRAND: solari lineadesign .

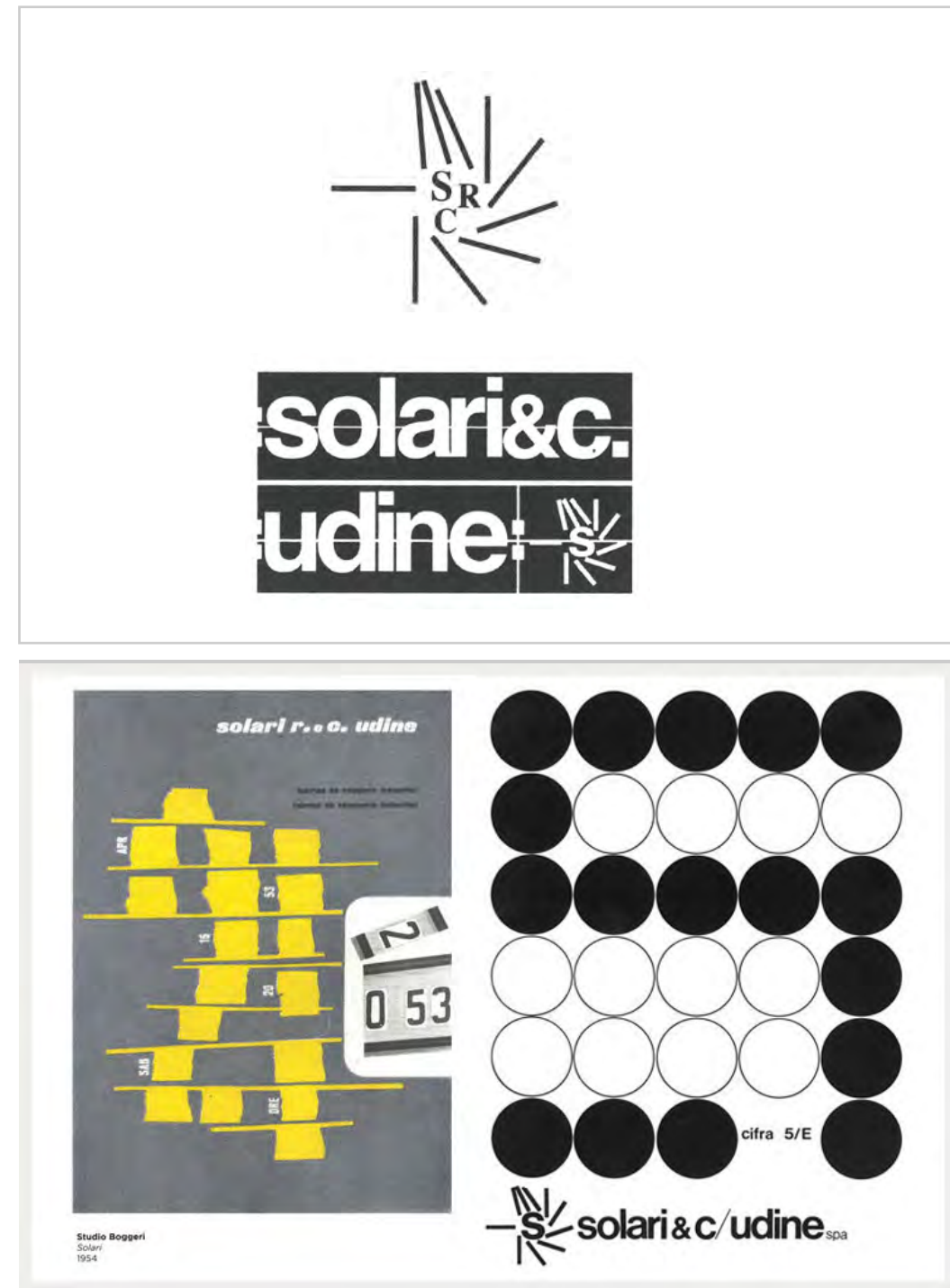
The brand that tells a story

A story of beauty, talent and creativity: it was 1956 when Remigio Solari invented the mechanical flip display system... and 10 years later Gino Valle created the new roller with horizontal leaves.

Since then that roller is the stylistic characteristic of the company. In 1963 Solari filed a patent for the new trademark, which depicted an “s” at the centre of the graphic stylization of the flaps and for years accompanied the company name “solari&c. udine” ...until the creation of the current trademark of the S.p.A.

Solar Lineadesign wanted to **recover precisely that distinctive sign of the Solari trademark** in the graphic element of its brand in an ideal continuation of yesterday and today, between history and innovation: the **Solari timeline flows towards the future without losing sight of its past.**

“With Solari Lineadesign, the pride in our past becomes a vision for the future, a legacy to the new generations, and an ethical duty of companies like ours.”



“Time Keeper”



TIME KEEPER .



Flip clocks by Solari have revolutionized the way we view time

Flip clocks by Solari have revolutionized the way we view time and marked the history of industrial design from the 1960s onwards.

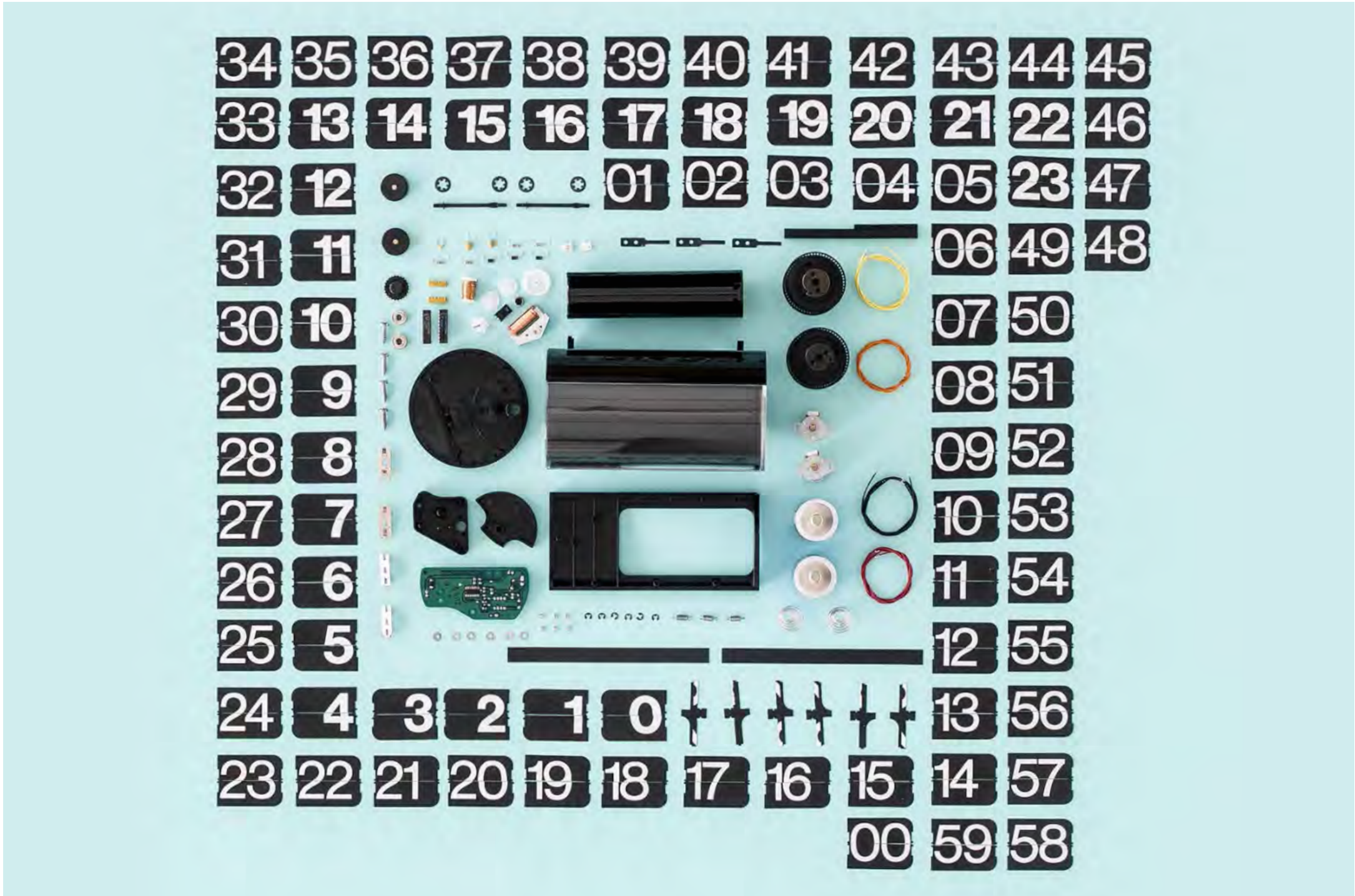
In a global market where everything changes quickly, Solari looks to its past, to its core business, the roller flip technology perfect and unchanged for 50 years. Solari Lineadesign was born of that vision.

Today, with Solari Lineadesign, those same clocks are being brought back into production to be used in homes, offices and public areas of the world as emblems of Italian “know-how”.

Solari Lineadesign **celebrates its iconic products of the past as it also projects itself into the future:** the technological expertise, creative spirit and perfection of the **Made in Italy label** are the fundamental values for developing new projects dedicated to viewing and sharing time.



**Del tempo
e dell'uomo**



CIFRA 3 .



CIFRA 3 .



Del tempo e dell'uomo

It is considered the perfect marriage between technology and creative design, between engineering and communicative force.

Designed by Gino Valle in the late 60's, with **lettering developed by Massimo Vignelli**, it is recognized worldwide as an **icon of 20th century design**, to the extent that it became part of the **permanent collection of the MoMA (Museum of Modern Art)** in New York and the London Science Museum.

Today Cifra 3 is the smallest direct-reading clock with the system of a roller with horizontal leaves.

The stylistic Solari characteristic for more than 50 years.

[Cifra 3 web link >](#)



DATOR 60 .

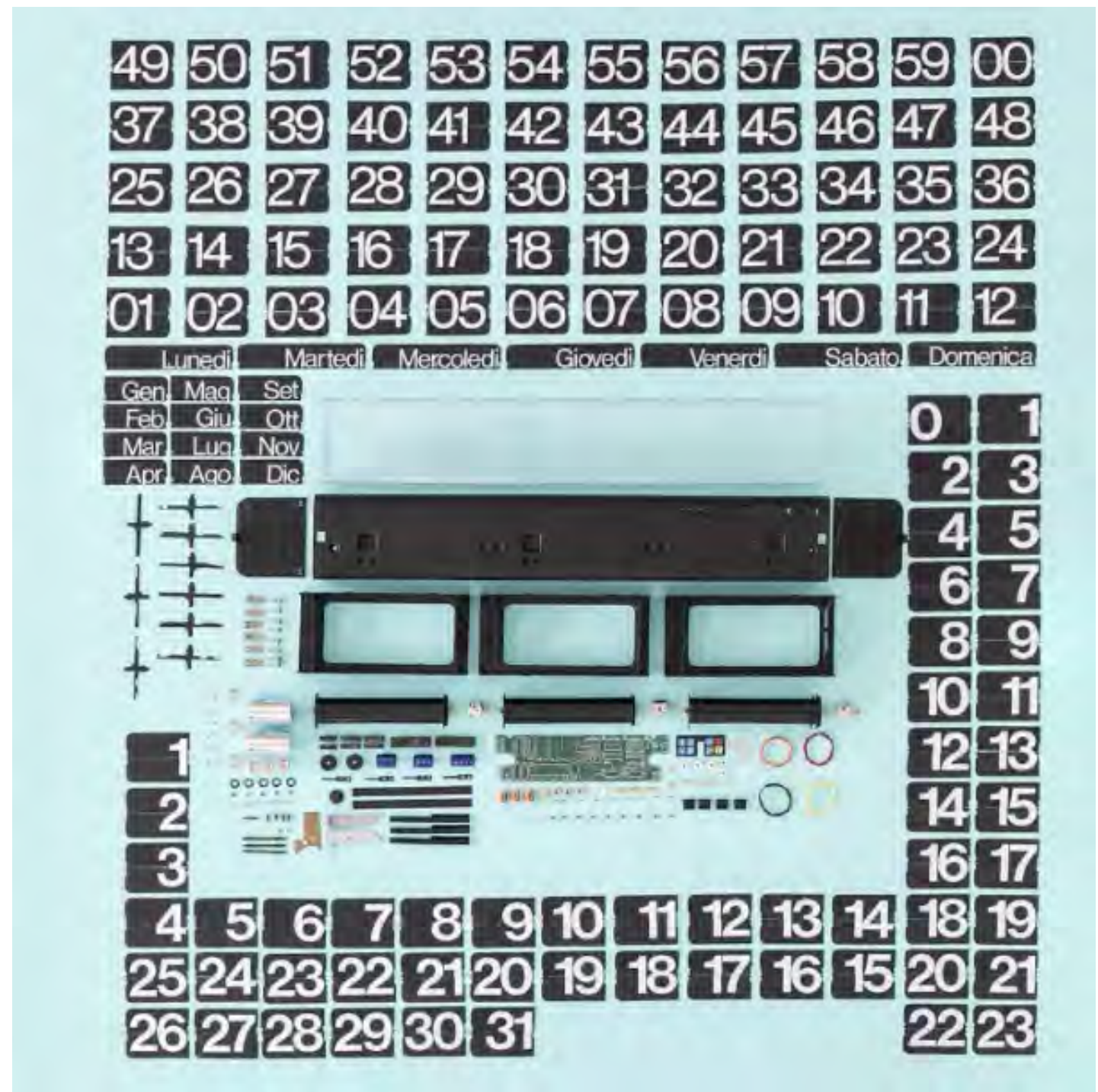
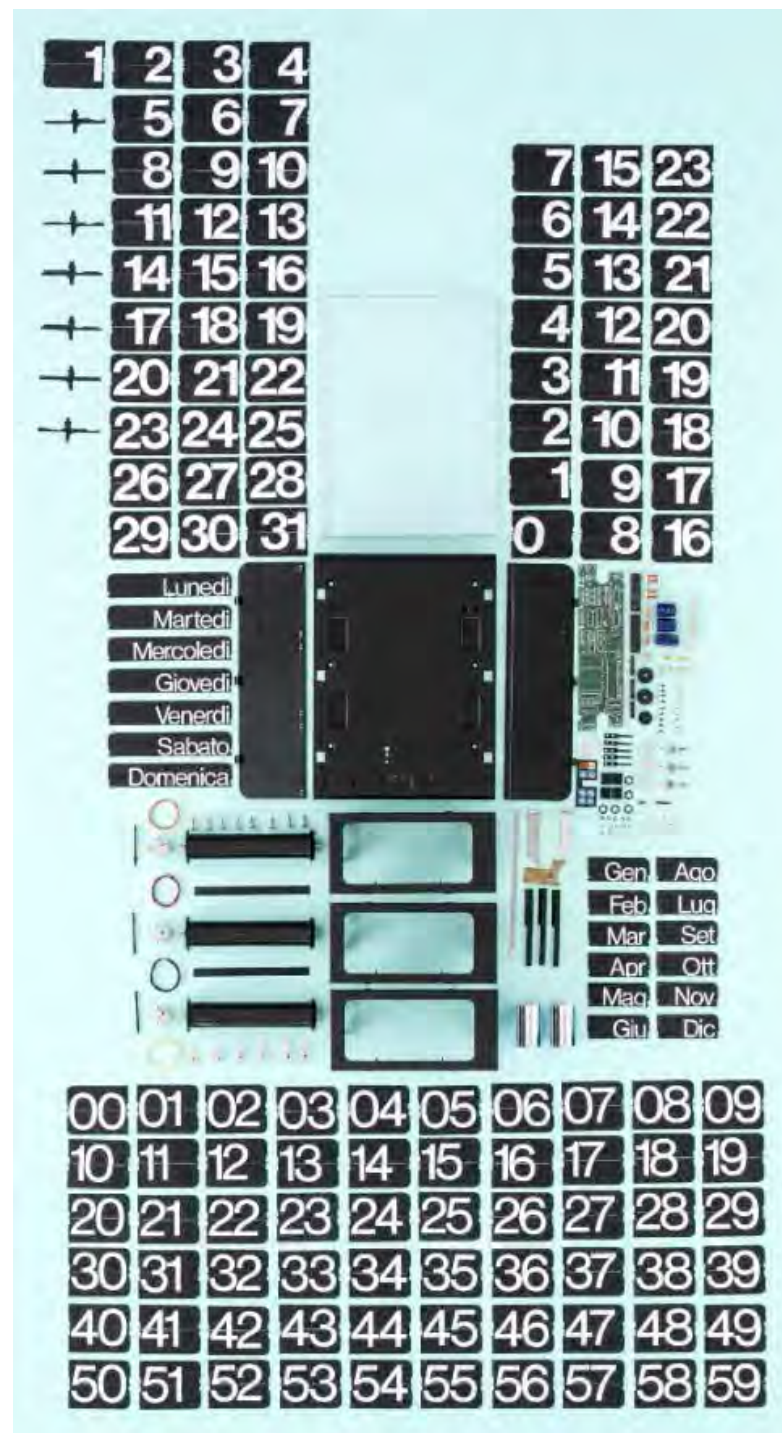


DATOR
60

**Ora, minuti,
giorno e data!**



DATOR 60 .



DATOR 60 .



DATOR 60 .

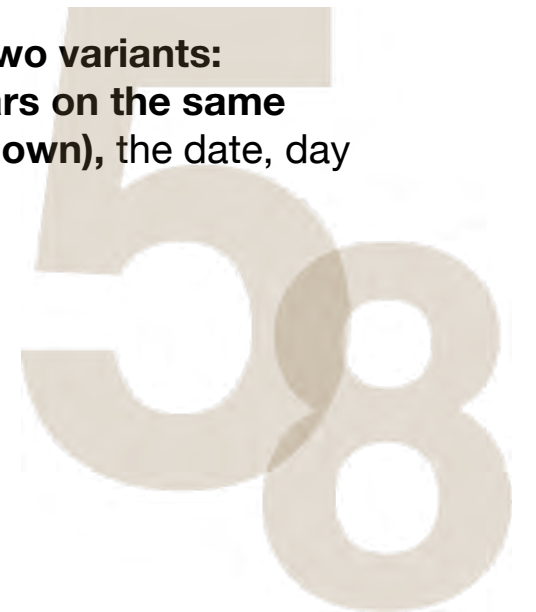


Ora, minuti, giorno e data!

Minimal design, clean lines, and rigorous black and white: in Dator 60 everything is designed to ensure **better visibility, even from a distance**. Even with low light or without direct illumination, the silk-screened white letters on black and their particular size provide a high level of readability in every space.

This is why Dator 60 is **perfect for the home, office and contract spaces**... and all those places to which you want to give something unique and personal. It is the distinctive **object, iconic** –instantly recognizable as a design element that enriches and beautifies the places where people live, work, share experiences and emotions.

In white or black, it is available in two variants: horizontal, in which the data appears on the same line, or vertical with (from the top down), the date, day of week and time.



LATEST NEWS AND REFERENCES

The Clock That Time Cannot Improve

By TOM DELAVAN - SEPT. 6, 2016



The Cifra 3 clock, designed in the mid-'60s by the Italian architect Gino Valle, with numbers designed by Massimo Vignelli. Credit Joshua Scott

Anyone who travels is familiar with the large flip-board displays indicating the gate of your plane, train or bus. Their distinctive shuffling sound, which sends travelers scurrying like a well-orchestrated flash mob, is so synonymous with departure that when Boston's North Station upgraded its boards to LED displays, they were programmed to emit the familiar clicketyclack, as much for nostalgia as for necessity: How else to get passengers to look up from their phones?

Less familiar — unknown, more likely — is the man responsible for effectively conducting this movement of millions of people for the past 60 years, Remigio Solari. His family's business had been making clocks for towers in the Dolomites of Northern Italy since 1725. You could say the movement of time was in his blood, or perhaps he had too much of it on his hands, but in the late 1940s, the self-taught engineer had a breakthrough: Rather than hands that move around fixed numbers on a dial, he inscribed the numbers on metal flaps that rotated around a wheel. It was a revelation in terms of clarity, particularly when standing at a distance. In 1956, the first "Solari board" was installed in a train station in Belgium, becoming the worldwide standard for rail and airway travel soon after.

Remigio died in 1957, but his brother Fermo continued his work. With the architect Gino Valle, the Solari company introduced a small electromechanical flip clock, the Cifra 5. While this model won the Compasso d'Oro award at Milan's International Furniture Fair, it was the Cifra 3, designed in the mid-'60s, which had families everywhere replacing analog clocks with the new technology. The minimalist packaging — a glossy thermoplastic cylinder to accommodate the flaps' rotation — and the crisp sans serif digits designed by Massimo Vignelli, were soon copied by everyone from General Electric to Hitachi.

- Sept, 2016 - New York Times / Style Magazine
Article by Tom Delavan
- C/o Molteni & C, Milano Design Week 2016



LATEST NEWS AND REFERENCES

TENDENZE



06 OYSTER PERPETUAL 31
Rolex
Un classico capace di rinnovarsi a ogni collezione. Qui in acciaio, con lunetta bombata e quadrante Red Grape
➤ ROLEX.COM

07 NON LA
Diamantini & Domeniconi
Orologio da tavolo a forma di cono in ceramica rosso lacca. Design Studio Klass
➤ DIAMANTINI.DOMENICONI.IT

08 CIFRA 3
Solari Lineadesign
Disegnato da Gino Valle nel 1966 ed esposto dal MoMA alla Triennale. Oggi in un inedito colore nero
➤ SOLARI.LINEADISEGN.COM

09 TIC15
Alessi
Dopo 10 anni Piero Lissoni torna a firmare un cronografo. La forma? «Un quadrato imperfetto o un rotondo sbagliato»
➤ ALESSI.COM

10 APPLE WATCH
Apple
Orologio, agenda, telefono: sempre connessi, grazie allo smartwatch progettato da Jony Ive con lo zampino di Marc Newson
➤ APPLE.COM

I NUMERI ROMANI SI TINGONO DI ROSSO, SULLA SCRIVANIA UNA SCULTURA SEGNATEMPO E LO SMARTWATCH CI TIENE CONNESSI. SEMPRE

72

- Sept, 2016 - Living Corriere
- Oct, 2016 - Il Giornale

ABITARE AL MASCHILE

Grigio, pelle e high tech La casa vestita da uomo Minimal ma molto pratica

*...li però sceglie con cura i dettagli degli
...asi una spa, tra getti d'acqua, sauna
...non mancano impianti tecnologici
...per godersi la partita con gli amici*

a cura di **Anna Caldera**

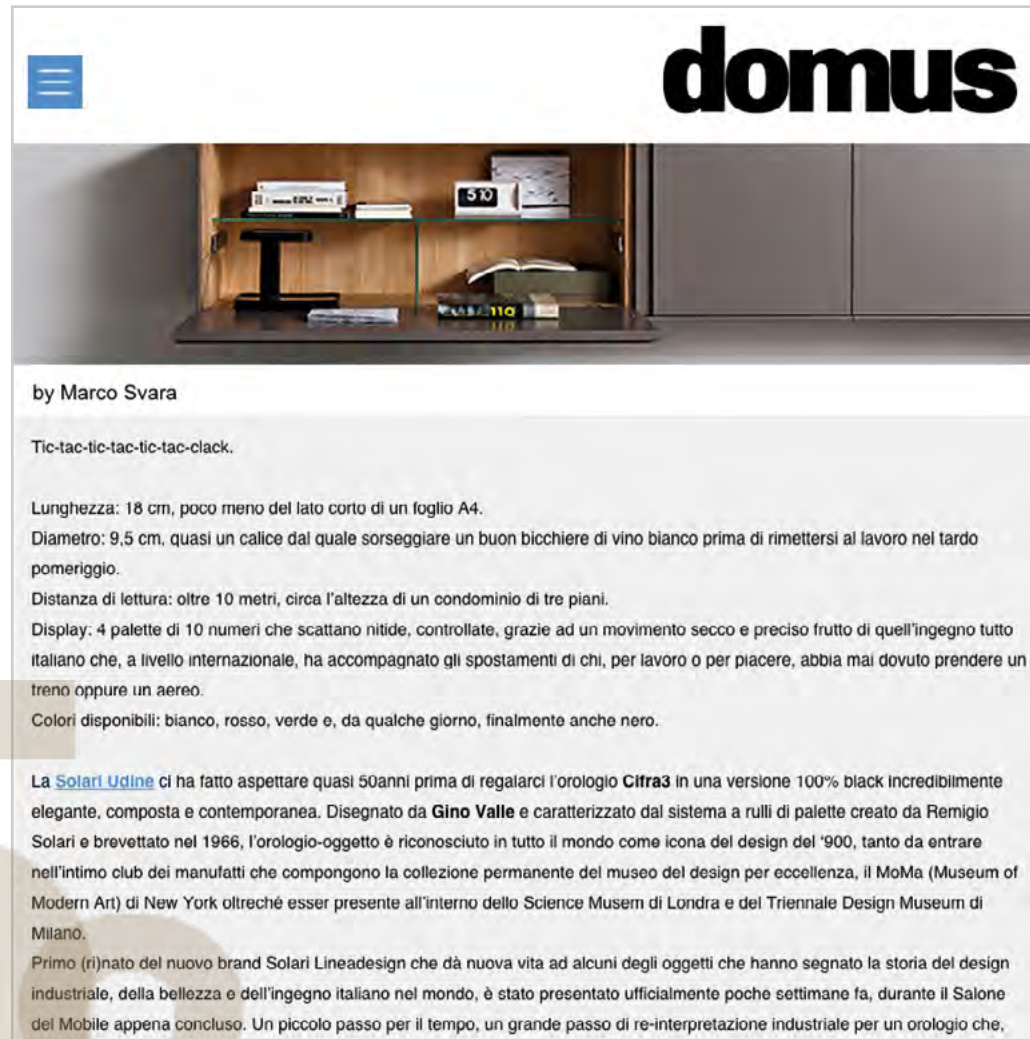
ecia con duplice funzio-
5 Infine la cucina, con
avveniristico che ar-
no esperti. Eleganza
on sedute ampie e
ppeti come quelli
(besanamoquet-
gio che arricchì-
ano con il resto
parati come

grigio antracite ma anche chiari come crema che
vita in nuance più scure come il castano fino al
mogano. Tonalità in accordo con le essenze arbo-
ree degli arredi, soprattutto nella camera da let-
to, dove le rifiniture in pelle, come dimostra Poli-
form (poliform.it), vestono e personalizzano lo
spazio. Insomma la casa al maschile, è elegante e
pratica, con pochi elementi, soprattutto di desi-
gn, scelti con cura. Nulla è lasciato al caso.
Lacasainordine.com

IL SALOTTO Sopra il sistema di sedute della
collezione Freeman by Minotti e «Cifra 3»,
l'orologio da tavolo di Solari lineadesign.
A fianco la sedia della collezione autunno 2016
Object by Fritz Hansen, sotto i cuscini
della collezione tessuti di Roberto Provasi
e il tappeto T2405NVS disegnato da Roberto
Besana

LATEST NEWS AND REFERENCES

- April 5, 2015 - Domus Web
Black is the new black
- Oct, 2016 - Living Corriere
Style and Set-up, Alessandro Pasinelli Studio



domus

by Marco Svara

Tic-tac-tic-tac-tic-tac-clack.

Lunghezza: 18 cm, poco meno del lato corto di un foglio A4.
Diametro: 9,5 cm, quasi un calice dal quale sorseggiare un buon bicchiere di vino bianco prima di rimettersi al lavoro nel tardo pomeriggio.
Distanza di lettura: oltre 10 metri, circa l'altezza di un condominio di tre piani.
Display: 4 palette di 10 numeri che scattano nitide, controllate, grazie ad un movimento secco e preciso frutto di quell'ingegno tutto italiano che, a livello internazionale, ha accompagnato gli spostamenti di chi, per lavoro o per piacere, abbia mai dovuto prendere un treno oppure un aereo.
Colori disponibili: bianco, rosso, verde e, da qualche giorno, finalmente anche nero.

La [Solari Udine](#) ci ha fatto aspettare quasi 50anni prima di regalarci l'orologio **Cifra3** in una versione 100% black incredibilmente elegante, composta e contemporanea. Disegnato da **Gino Valle** e caratterizzato dal sistema a rulli di palette creato da Remigio Solari e brevettato nel 1966, l'orologio-oggetto è riconosciuto in tutto il mondo come icona del design del '900, tanto da entrare nell'intimo club dei manufatti che compongono la collezione permanente del museo del design per eccellenza, il MoMa (Museum of Modern Art) di New York oltreché esser presente all'interno dello Science Museum di Londra e del Triennale Design Museum di Milano.

Primo (ri)nato del nuovo brand Solari Lineadesign che dà nuova vita ad alcuni degli oggetti che hanno segnato la storia del design industriale, della bellezza e dell'ingegno italiano nel mondo, è stato presentato ufficialmente poche settimane fa, durante il Salone del Mobile appena concluso. Un piccolo passo per il tempo, un grande passo di re-interpretazione industriale per un orologio che,

INTERIORS

In primo piano, **daybed** Magi con struttura in metallo finitura cromo champagne, rivestimento in velluto con particolare lavorazione capitonné che sostituisce il classico bottone con una doppia asola chiusa da un cordino in cuoio. Design Antonio Citterio per Flexform. **Cuscino** Edizione Zero in lino e cotone di Studio Testò. **Scrivania** Collector in metallo e legno di melo, design Gamfratesi per Porro. **Vaso** Luna in porcellana e oro, design Michael Sieger per Sieger by Fürstenberg. **Orologio** Cifra 3 in Abs, design Gino Valle e Massimo Vignelli per Solari. **Lampada** Serpente Oro con braccio girevole in metallo e metacrilato, design Elio Martinelli, Martinelli Luce. **Sgabello** Donut in tondino di rame e seduta impagliata, design Alessandra Baldereschi per Mogg. **Pannelli** Copycat a mosaico esagonale in ottone délabré, design Cino Zucchi per De Castelli



“Split-flap Display”

- Solari boards -

SPLIT FLAP DISPLAY .



**Solari boards,
the split-flap system developed and
patented by Remigio Solari in the 50s**

Believing in the power of an idea and transforming it into success: this is what the two brothers **Fermo** and **Remigio Solari** were able to achieve.

They established their name worldwide in the fifties, bringing to prominence a company with **great potential** and bearer of innovative inventions, such as the split-flap system, **which revolutionized standard methods of displaying time and information to the public, to the fore.**



With Gino Valle, Solari achieved the “**Compasso d'Oro**” Award in 1964 for the **Split-flap system for Airports and Stations.**

- *Trans World Flight Center, Dedicated May the Twenty-eight, 1962. Eero Saarinen, Architect.*
- *Tokyo Airport, 1964.*

SPLIT FLAP DISPLAY: news and references .



- *Restaurant Champeaux, Paris*

SPLIT FLAP DISPLAY: news and references .



- Universal Studio, Orlando. The Wizzarding World of Harry Potter
- Heineken Spot - Departure Roulette
- Otto Enoteca Pizzeria, New York



SPLIT FLAP DISPLAY: news and references .

- C/o Minotti, Milano Design Week
- Starbucks Roastery, Seattle



SPLIT FLAP DISPLAY: news and references .



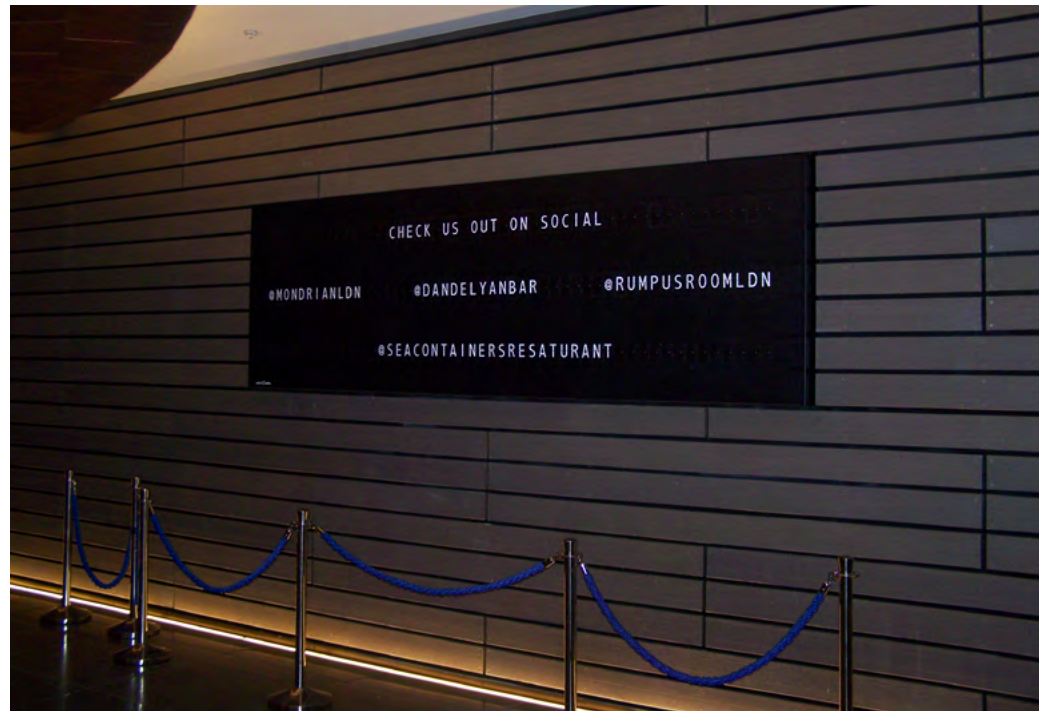
- *Louis Vuitton 2009, shop windows*

SPLIT FLAP DISPLAY: news and references .



- *Biffi Boutique, Milano*
- *MoMA, New York*
- *The Terminal, Steven Spielberg.*

SPLIT FLAP DISPLAY: news and references .



- *Mondrian Hotel, London - Giugno 2017*



- *Starbucks, Shanghai*

SPLIT FLAP DISPLAY: news and references .



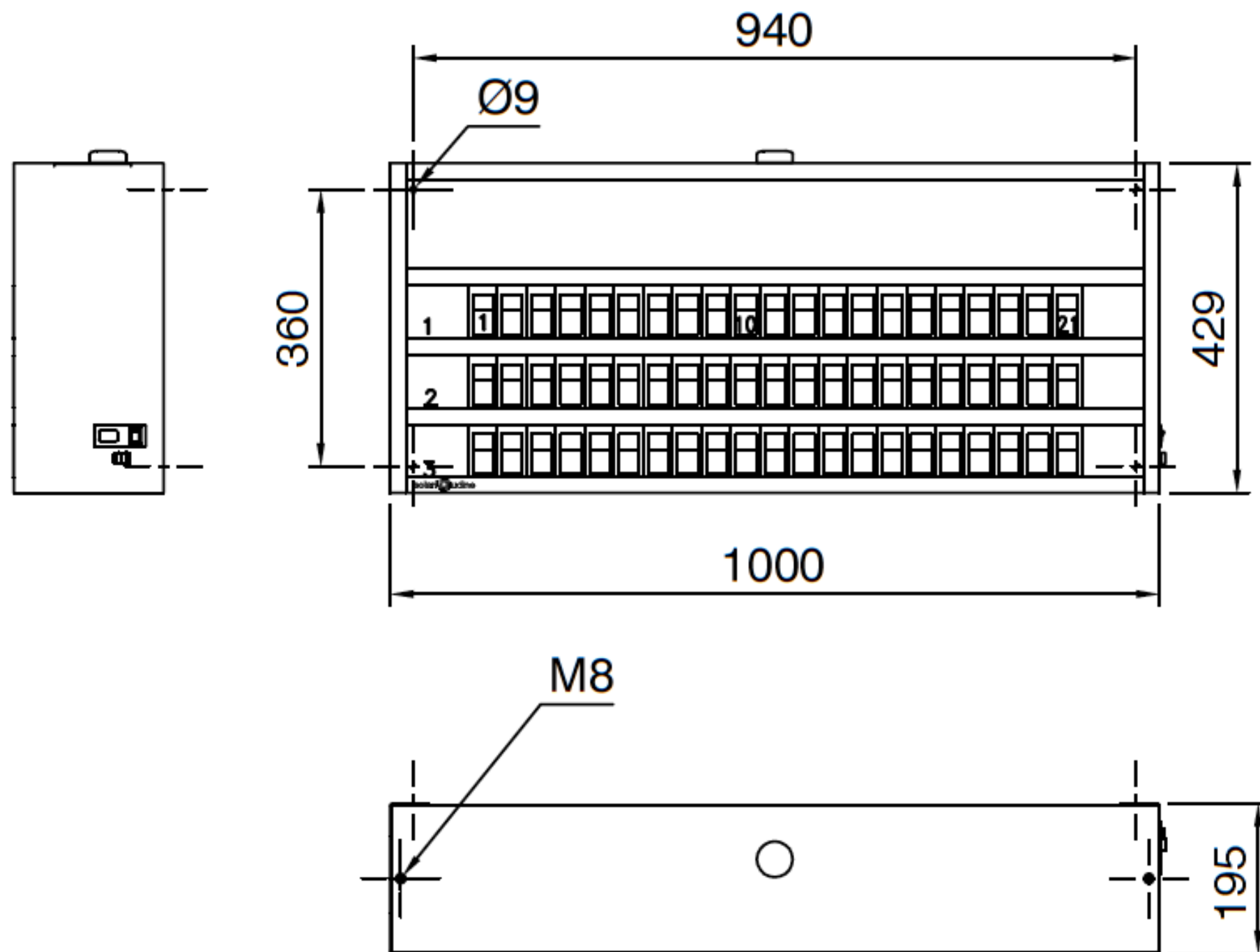
UPCOMING INSTALLATIONS

- Starbucks, Milano

“Mini-split-flap Display”

- Solari lineadesign -

MINI-SPLIT-FLAP DISPLAY: dimensions .



MINI-SPLIT-FLAP DISPLAY: images .



MINI-SPLIT-FLAP DISPLAY: images .



solari  **udine** **solari** lineadesign 



KEEPS THE WORLD MOVING

SEE ALSO THE VIDEO:
“Solari - The Company of The Time”