

AMOR  
THE NEW FAST CASUAL RESTAURANT  
from the Alajmo Group designed by Philippe Starck  
located on the H-FARM Campus



Roncade (TV), September, 2021 - AMOR in Farm, the new fast casual concept from the Alajmo Group has opened on the H-FARM Campus, the largest and most important innovation and training center in Europe. The restaurant, design by Philippe Starck, is housed within 324 square meter building divided between two floors with views of the new H-FARM library designed by the Rogers Stirk Harbor + Partners (RSHP) studio, the new Freestyle Skate Park and BMX Pump Track.

Located on the outskirts of Venice, H-FARM is the innovation platform capable of supporting the creation of new business models and the transformation and education of young people and Italian companies from a digital perspective. On the grounds of the Campus, business consultancy and training activities are intertwined in a continuous exchange of ideas. The Campus covers over 50 hectares, 27 of which are dedicated to a public park, and is designed to accommodate more than 3.000 people, of which 2.000 are students, ranging from elementary school to university and master courses.

"AMOR is a place conceived to meet the needs of young people with an easy, recognizable, dynamic and accessible offering while remaining rigorously faithful to our principles and ethics," says Raffaele (Raf) Alajmo, CEO of the Alajmo Group. "It's a meeting place for students, parents, athletes and visitors. A place to be enjoyed any time of the day. We are in the heart of the Campus, we are the heart of the Campus."

"This café/restaurant is the synthesis of the meeting of brilliant and creative souls, those of the Alajmo brothers and Philippe Starck, who continue to look at the world with the genuineness and freshness of a child's eyes. It's a great honor to be able to host them on our Campus with a place that celebrates their friendship, a place where people come together to enjoy themselves while eating great food. I believe very much in the importance of role models and I am convinced that growing up surrounded by beauty and great expressions of creativity can be an excellent lesson and stimulus for the many young minds who will have the good fortune to grow up here on the Campus," adds Riccardo Donadon, founder of H-FARM.

## DESIGN

The interiors of AMOR in Farm were designed by Philippe Starck who brought back his iconic masks from AMOR Milan as an homage to the Venetian tradition. In addition, he covered the large glass walls with a vertical vegetable garden of hydroponic crops in honor of the emphasis Max Alajmo places on all-natural ingredients. According to Starck, "the Alajmo brothers are alchemists of haute cuisine, chemists of the natural and this is why we wanted to see our salads and magical herbs growing directly inside AMOR."

"Youth," adds Starck, "is also the time of learning. H-Farm school will be its temple. But often intelligence is left at the door when one enters a restaurant. It's a shame because food is primarily fuel for the brain. The stakes are high. From the food of the Alajmo brothers, one can expect from them a continuity of intelligence, integrity, creativity and ultimately health. The place, AMOR in Farm, is an image of this: modern, exploratory, free, intelligent, in constant evolution, like us. Long live love on the farm, long live AMOR in Farm."

## MENU

The AMOR menu is based on ingredients and dishes that are easily recognizable and simple. The focus remains on the authenticity of the ingredients, on lightness and the importance of taste. "We hope to share with younger generations the differences between eating something that leaves you with an artificial memory and something that instead has very specific aromas and textures, something digestible and light. We hope the food at AMOR creates new taste memories," explains Max Alajmo.

The menu is based on Max's patented steamed pizza, which appears as Veneziane, or mini, round pizzas, Mask.Calzini, small, steamed pockets; Mask.Calzoni, crispy pizza pockets finished in the oven for extra crunch; and Focaccias, three flavors of dough filled with seasonal ingredients. In addition, guests can choose from all-natural hot dogs made with additive-free frankfurters from sustainable Trentino farms, homemade bread, Max's ketchup and Dijon mustard or a Vegan dog made with a tofu frankfurter. There are also two burger options, one made with beef and pork patty, the other with a fish burger, as well as salads, some of which are vegetarian and dairy-free. The desserts range from soft-serve ice cream with a wide range of toppings to the sweet versions of Mask.Calzoni and Focaccias.

With regards to the beverage options, the focus remains on naturalness and freshness. Guests can choose between all-natural soda, colas and cocktails made based on Max's recipes, in addition to a selection of beers made by Raf and Teo Musso, from the Baladin craft brewery. All of the coffee options are prepared with Laboratorio di Giamaica Caffè espresso beans, blended specifically for the Alajmo Group.

AMOR

Via Adriano Olivetti, 1

31056 Roncade TV

[www.alajmo.it/amor](http://www.alajmo.it/amor)

Da lunedì a venerdì: 8 - 21

Sabato e domenica: 9 - 21

FACEBOOK: [AMOR H-Farm](#)

INSTAGRAM: [@amor.hfarm](#)



## ALAJMO

The world's youngest three-star Michelin chef, Massimiliano (Max) Alajmo is esteemed by both his clients and peers for his clever interpretation of traditional Italian flavors. Together with his brother Raffaele (Raf), C.E.O. and maître des lieux of the Alajmo restaurant group, Max oversees the kitchens of fourteen restaurants located in Padua, Venice, H-FARM, Paris and Marrakech, a line of food products and a special events business, all from Le Calandre restaurant, his vibrant culinary research center. [www.alajmo.it](http://www.alajmo.it)

Marisa Huff  
Director of Communications  
Mobile: +39 333 9166663  
[marisa.huff@alajmo.it](mailto:marisa.huff@alajmo.it)

Giulia Giraldo  
Mobile: +39 349 9729046  
[giulia.giraldo@alajmo.it](mailto:giulia.giraldo@alajmo.it)

FACEBOOK: [alajmo](https://www.facebook.com/alajmo)  
INSTAGRAM: [@alajmo](https://www.instagram.com/alajmo)

## H-FARM

H-FARM is the innovation platform that is able to support the creation of new business models and the transformation and education of young people and Italian companies from a digital point of view. Founded in January 2005 as the first start-up incubator in the world, it has successfully kept up to date and adapted to market needs without ever losing sight of the core values involved in seizing opportunities offered by digital innovation and maintaining a human-centric approach. Today, it is the only organization in the world that combines investments, corporate services and education in one place. Structured as a campus just outside Venice, H-FARM covers 51 hectares, 20 of which are wooded areas, and is the most important innovation cluster in Europe. It has over 600 people.

[www.h-farm.com](http://www.h-farm.com)

Ufficio stampa: Serena Gasparoni [serena.gasparoni@h-farm.com](mailto:serena.gasparoni@h-farm.com)

FACEBOOK: [hfarmspa](https://www.facebook.com/hfarmspa)  
INSTAGRAM: [@hfarm](https://www.instagram.com/hfarm)

## STARCK

Philippe Starck, world famous creator with multifaceted inventiveness, is always focused on the essential, his vision: that creation, whatever form it takes, must improve the lives of as many people as possible. This philosophy has made him one of the pioneers and central figures of the concept of "democratic design."

By employing his prolific work across all domains, from everyday products (furniture, a citrus-squeezer, electric bikes, an individual wind turbine), to architecture (hotels, restaurants that aspire to be stimulating places) and naval and spatial engineering (mega yachts, habitation module for private space tourism), he continually pushes the boundaries and requirements of design, becoming one of the most visionary and renowned creators of the international contemporary scene. Philippe Starck and his wife, Jasmine, spend most of their time on airplanes or in "middles of nowhere."

[www.starck.com](http://www.starck.com)

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