



BORA BORA: DREAMS DON'T JUST FALL FROM THE SKY

An imaginary ship has already set sail from Scalea, headed for the Pacific Ocean. At the helm is Sorin Tarducci, 24 years old, barman and owner of Bora Bora: breakfast, appetizers, an American-style bar and soon also a spaghetti restaurant. "It's my dream to go there and, sooner or later, I'll make it," says the confident young man. A project to be borne to fruition as soon as possible, with an aim as clear as the waters of the island a few kilometres from Haiti. Let's get to know more about Sorin.

start up*



How did the idea of opening your own place come about?

"Like many others my age, I've worked in bars and restaurants before and it's a profession I enjoy. I'm 24 years old, I want to work and build a future for myself, but I have no intention of waiting for a job to fall into my lap, much less live off those who have already done so much for me and continue to do so.

My father helped me, economically, to open the bar and now we run it in shifts. He opens

from 6.30 in the morning and I close the place at around 2 at night."

Why are you fixated on Bora Bora?

"Just one look at a photograph is enough to understand why and I dare anyone to disagree with me! Sure, it won't be an instant success, but it's my project and I want to see it come good as soon as possible. So that I don't lose sight of my goal, I even had a graphic design with an image of the island put on the front

panel of the deck, which allows for any kind of customization - a great idea to include this possibility. In any case, evoking Bora Bora creates a relaxed atmosphere for the customers as well."

You opened on the first of June. Who are your customers?

"For the moment, mostly friends: in that sense, Facebook and social networks are working. We have free Wi-Fi so anyone who uses the



network for fun or for work has a comfortable place where they can connect to the internet quickly while having a coffee or a drink. Even though we didn't make much publicity for the opening, it seems that word of mouth still works because we're getting more and more customers. This gives us hope, especially as we get ready to start up the spaghetti service, which we're going to focus on quite heavily. Inside and outside we have almost ninety seats; our location is good, in front of the stadium, and there is ample parking for everyone."

Why did you choose start up?

"My father and I decided to open a bar, but we didn't have any direct experience in running a bar. So we approached a company that specializes in designing and fitting bars, cafés and restaurants: Donato Grandi Impianti di Cosenza. With start up, it was love at first sight because it feels as though it's tailor-made for me. The front-and-rear unit looks amazing and is functional; it has everything I need. Easy, quick, complete. Objectively, the cost is very low in relation to the high quality of the finish and sturdiness, and the delivery times have been extremely fast, almost instant. Another thing that has impressed me, and is also appreciated by my customers, is the broad and deep - I would say friendly - service counter that gives a feeling of trust. As I said, a lot of friends come to my bar and it feels like serving them "at home". Anyone who comes in for the first time feels as ease right away."



As Sorin explained, his father Maurizio, 63 years old, has made himself available also in the everyday running of the bar. We find out more by chatting with him.



Maurizio, please tell us how it is possible to become a barman over the age of sixty.

"Retirement isn't for me; up until a few years ago, I was a merchant and, in reality, I've never stopped working. Sorin's bar gives me an



opportunity to keep myself active, having fun with one of my passions: cooking. My roots in Umbria and Abruzzo, my experience in Calabria and having a wife from Emilia all make for a small culinary treasure trove that is ready to be put to use. We hope to impress our customers as soon as we can offer this service."

How do you find working with start up?

"Good. In fact, very good. I'm a motorcycling enthusiast and I compare start up with a starter bike: it's ideal for getting started and may serve you well for the rest of your life. It's stupid for a kid who's just got his license to drive a Ducati Desmosedici, but that's not to say that he'll never get to ride one. Today there are starter bikes that have everything necessary to have fun, even once you've become an experienced rider, and that's how I see start up."

Have you received any special funding for starting the business?

"It seemed that we were going to get some concessions from the European Community but we haven't received anything yet. In that sense, the low cost of start up has been the best financial help that we've had. However, if you want something doing properly, you're best off doing it yourself."



Bora Bora was fitted by specialists from Donato Grandi Impianti di Cosenza. We spoke with the owner, Giancarlo Donato



How have you worked with the Tarduccis in the opening of their bar?

We've been in this industry since 1988 and are able to help our clients at all stages of the opening of an establishment. In the case of Sorin and Maurizio Tarducci, we listened to their needs and worked with them, step-by-step, in every decision, in every moment and in every solution: from the establishment itself to the laboratory, from interior decoration to technology. Passing on our experience to those that don't have any part of our profession and it allows us to form an on-going relationship with the people that we meet.

How did Bora Bora come about?

We designed the bar starting from the heart: the double deck start up. We didn't need to give this a second thought because it's a product from IFI, a company that has defined the field of establishment furnishing for fifty years. Start up is the latest solution, designed with foresight to respond to the demands of a market and a society that are changing. It's no coincidence that we've already supplied seven since start up was launched in January. The accessible cost (less than six thousand euros for the basic model, as chosen by Sorin) in relation to the top quality and design, the three-year guarantee and immediate delivery are factors that rarely meet any objections from those that are looking to open their first bar.

