



JSTHUAR

Sometimes an arrival point can coincide with a departure point, the start of a new life. Domenico Noia has always wanted to run his very own bar. Now, at the age of 29, he has been able to open his first bar.

start up*



Domenico, why open a bar?

I like the idea of a bar being a gathering place, somewhere to meet other people and share ideas and emotions. Being with people is always a great way of enriching your life, especially now that we're living in such a virtual age.

Why did you call it JSTHUAR?

A few years back when I was in Barcelona, I fell in love with an American-style bar of the same name. I loved that place so much that I promised myself: "if one day I manage to open

a bar, I'll call it that". At long last, the moment has arrived.

Do you have experience in this industry?

I'm like most people my age: bars allow you to start to earn something while working in a young and exciting atmosphere. For sure, running a bar won't be the same but I'll try to use the "business" experience that I've gained in my family's hardware store. Basically, I'm not lacking enthusiasm and desire; the fine people at Adriatica Arredamenti are exceptional

advisors and after years of saving - which seemed like they'd never end - I'm finally in a position to set up independently. I'd say this is my chance to do something.

Who will be your customers?

JSTHUAR is a place for everybody: breakfast, café, appetizers and American-style bar. It's a versatile, modern place with tables and seating inside and the service right by the entrance to make it easier for customers to enjoy their drinks outside as well, as is the tendency these



days. In the evenings, making the most of one of my passions, I've thought about putting on live music. I sometimes play guitar for a pop-rock group and this could be an opportunity for both the bar and the band. The guys are great and have made a name for themselves locally with a core of faithful fans that follow them everywhere. Starting with this group of friends and putting emphasis on live music, it could really turn into something interesting... We'll see. And then there's Facebook. In this way, I find social networks useful when they give you the opportunity to meet up not just virtually but also "physically".

However, rather than getting ahead of myself, I've decided to start this adventure in summer when most people head off to the beach at Trani. In the meantime, I'll take measures and then, once I've got a bit of experience, perhaps the next step will be to open a bar right on Trani seafont.

JSTHUAR boasts a gleaming new start up, which we traditionally called a "bar counter" but, in this case, is better described as a "double deck". Why did you choose it?

I could sum it up like this: I saw it, I picked it. It was Andrea Giusti of Adriatica Arredamenti who recommended it to me. He knew the situation well and what kind of funds a guy of my age would be likely to have available. But most of all, he knows his trade: according to the type of establishment, he can recommend what is essential and what can be left out. He explained to me that, of all the many solutions he could propose, start up was the right one for the right moment: top quality for a very affordable price (around 6,000 euro), a three-year warranty. In fact, it's beautiful, I can customize it exactly how I want and it gives the impression of a real solidity. I even find its simplicity to be an advantage because it makes everything so much easier and... clean, without lacking anything. Friends who know more than I do told



me to just go for it because IFI, the company that makes start up, is a prestigious brand in the world of bar furnishings. Well, I didn't know that, it's not like buying a car: you have to know a bit about the industry to know certain things. Now even I know.

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As Domenico Noia explained, JSTHUAR was fitted by Adriatica Arredamenti of Trani. Company director Andrea Giusti has followed the young bar manager at each stage of the construction of his bar.
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What has Adriatica Arredamenti contributed to the creation of JSTHUAR? We have a 360-degree approach. We have clients who are real experts and others who need our experience to set up, as in this case, their first establishment. It's in these situations that we feel an even greater responsibility because we know that our decisions will influence the future of a business and the people that run it. In the case of Domenico, we sat round a table and thought about the needs and expectations of the client. We didn't hesitate in proposing start up, which is the ideal launch pad for a young guy who has decided to set up a bar. Sure of the quality and reliability of IFI products, we

strongly recommended this new solution for its highly appealing design, which can be easily customized with any graphics designs, which enables the client to make big savings (for less than 6,000 euros, he can have a complete bar service). At the same time, we concentrated on the choice of location. Among the various possibilities that we identified, we suggested a place that had at least two advantages: in the town square of Andria, opposite a tobacconist's and, therefore, in a busy spot; in addition, the building in which it's located was in excellent condition and didn't need any particular renovation work on the walls or the systems, which helped us to keep costs low and keep within the budget of a guy who isn't yet thirty but wants to build himself a future. Starting with his own bar. *