



ist

ist innovative solutions technology

Just as salt goes back to the dawning of civilization, so leather and textiles manufacturing has its roots in a far-away past and has come to the present days as a fascinating and complex age-old art.

Over the years technology has supported artisanal expertise, but passion and creativity have been preserved: even in an ever-changing context, the manufactured articles become unique pieces, available and producible all around the world.

Constant evolution of technological processes and marked ecological consciousness are the pillars of “ist-innovative solutions technology” project.

ist



Some seek no gold,
but there lives not a man who does not need salt.

(Cassiodoro, 523 AD)

SALT

SALT.

WHITE GOLD AND
THE FIFTH ELEMENT

The history of civilization coincides with the history of salt, which is less popular but not less important, as salt is as indispensable as water for the life of mankind.

For a number of reasons salt, or the White Gold, played a central role in the ancient civilizations: it was a precious commodity and currency of exchange, it was an integral part of populations' life and concerned traditions, literature, mythology and religions.

This centrality has survived over the



SALT

centuries up to the present days, supported by the fundamental capacities of salt that protects, purifies and heals.

The origins of the Fifth Element, as alchemists used to name it, together with water, earth, air and fire, are very old. 10,000 years ago, in the Neolithic, salt was used mainly to keep food intact and to preserve hides. The use of salt as food 'flavour' came in a later time.

So salt became essential and salt production was a primary goal for

enrichment among the ancient communities.

There are references about a primitive salt extraction plant in prehistoric China.

The Aztecs controlled the salt routes militarily, and sometimes they refused permission to use them to their enemies.

The Mayas became rich and mighty through the production of salt and the trade of salted products, such as fish and hides.

But the ones who turned salt pro-



SALT

duction into an industry were the Romans, who monopolized it. They even named a street after salt: through the Via Salaria the product reached Rome, the peninsula and the whole Empire.

The medieval Venetians were important producers and above all traders of salt, who controlled markets and production.

The Spanish got part of their power in Mexico by conquering the saltworks of the populations they subjugated.

In 1568 the Dutch headed by William d'Orange declared war on Spain because it didn't give them permission to use salt.

The Americans specialised in salt production in order not to submit to the economic whims of the English anymore.

And nowadays salt, produced and marketed, continues to be a fundamental resource world-wide.



CYPRUS BLACK SALT

Harvested from the waters of Cyprus island, this salt is combined with charcoal and gets its colour from carbon obtained from softwood bark combustion, such as linden, birch and willow. It is ideal to use on white-fleshed fish, sweet potato fries, eggs and soups. It is also used to decorate.







MALDON SALT

Named "flake salt", Maldon Salt comes from the English little town with the same name. It appears as thin scales formed from the breaking of very brittle hollow pyramid-shaped crystals. This rare product is used after cooking to intensify the taste of food, especially meats and soft food. It's a crystal, so it does not dissolve immediately and interacts for long with food.

SALT

SALT.
BETWEEN TRUTH
AND MYTH

Spilling salt may be a sign of bad omen...but above all it's a waste of an important resource!

The salt of life. Salt in one's head we say in Italy, meaning wit. Salt as symbol of prosperity, purity and friendship.

Traditions, myths and superstitions cover salt with a special allure.

- "Salt agreements" sealed faithfulness and stability, making wedding and economic alliances.



SALT

- Winners used to spread salt on the losers' ground to stress their victory.
- Salt was considered as a rare and luxury commodity, and was used to pay Roman soldiers (and this is the origin of the Italian word 'salario', meaning wage).
- In ancient Egypt only the Pharaohs were allowed to use salt.
- Pliny said salt was a medicine; Horace said it was nourishment for the brain.
- Up to the XVIII century it had been one of the few food preservation

- methods, and it is still used to preserve meat, fish and hides.
- As a medicine, salt prevented sodium and potassium deficiency.
 - It kept evil eye back, thanks to cicatrizant and disinfectant properties.
 - In the sacred symbology salt was used to exorcise evils.
 - Salt was often scattered and spread on important occasions like baptisms, blessings or exorcisms of humans and animals as a purification from devil.
 - In many ceremonies it was present



SALT

- as a sacrifice in honour of the gods to purify altars and animals.
- Guests were often offered salt as a token of friendship, usually in a goblet placed in the centre of the table.
 - In some Countries people offer their guests bread and salt to welcome them.
 - In the biblical exegesis salt represents the Spirit's and the Apostels' enlightened wit: in the Sermon of the Mount Jesus refers to his disciples as 'the salt of the earth'.



"Cum grano salis", word for word
"with a grain of salt", in a figurative sense
"with an ounce of common sense".

(Plinio il Vecchio, Naturalis historia)

ist innovative solutions technology

The Research Unit aims to gather multiple skills and professionalisms in order to deal with different subjects, such as chemistry, mechanics, application, energy and informatics at the same time.

“ist-innovative solutions technology” works to find innovative technological solutions and to concretize ideas, initiate processes, and manufacture products.

With creativity, passion and competence.

Cum grano salis

ist



ist

Innovative Solutions Technology
info@istitaly.com - www.istitaly.com

