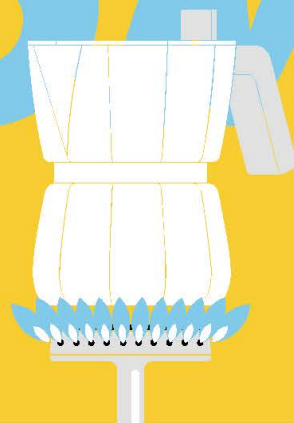


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# ALESSI

SPRING / SUMMER 2019

**A  
NEW  
MOKA  
IS  
BLOOM  
ING**



MOKA

Espresso coffee maker

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Name:Moka

Code:DC06

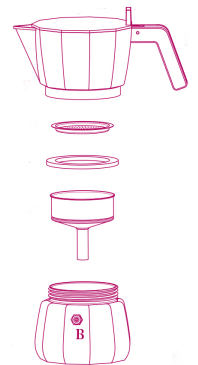
Designer:David Chipperfield

## Product description

Designed by the architect David Chipperfield, "Moka" is a tribute to Italy's favourite espresso coffee maker and its inventor, Alfonso Bialetti, Alberto Alessi's maternal grandfather. Invented in the early 1900s, the first espresso coffee maker revolutionised the way coffee was made. With "Moka", Alessi offers an original interpretation of a timeless icon, created by Chipperfield with the aim of it becoming a popular, simple, familiar object just like the first espresso coffee maker invented at the beginning of the last century. An eleven-sided volume for a familiar and at the same time innovative form: Chipperfield works on a series of details that make the design of "Moka" something unprecedented and, at the same time, introduce improvements in functionality. The flat lid, for example, serves as a surface for resting and warming cups during coffee preparation - for enhanced appreciation of the aroma and flavour of the drink - while the knob position allows for easy, one-handed lid lifting. To give visual continuity to the shape of the coffee maker, the designer has chosen grey for the handle, with a shade that is the transposition of the metallic colour of the aluminium. The brass valve is a tribute to tradition, equally as reliable and high-performing as the most modern stainless steel components. A reference to tradition also appears in the packaging, whose '30s style graphics are translated into a completely contemporary colour palette.

### Bullet Points

- For when you don't want to compromise on the intense flavour of a coffee made in an espresso coffee maker
- For a small, yet intense, daily ritual
- Delight and relax the senses, treat yourself or enjoy in company
- Available in three sizes/versions: 1, 3 and 6 cups
- Made in aluminium / Made in die-cast aluminium
- Grey thermoplastic resin handle
- Brass valve
- Base suitable for gas hobs, electric plates and glass ceramic hobs [but not for electromagnetic induction hobs] / Base not suitable for electromagnetic induction hobs
- Spout designed for precision pouring, cuts cleanly through the drop
- Comfortable handle
- Practical knob
- Base optimises heat transmission and stabilises the coffee maker on the worktop
- Wash under running water and dry carefully. Do not use detergents. Do not wash in the dishwasher
- A tribute to the espresso coffee maker that revolutionised how we prepare coffee
- A tribute to Italy's favourite coffee maker and its inventor
- Designed by David Chipperfield
- A popular, simple, familiar object
- A familiar yet simultaneously innovative object
- An eleven-sided coffee maker
- Flat lid serves as a surface to rest and warm cups before use
- Side knob for easy, one-handed lid lifting
- Standard spare parts: funnel, seal and microfilter



### Technical notes

- DC06/1 - Moka - Espresso coffee maker in aluminium casting. Handle and knob in PA, grey. 1 cup. cm 13,5 x cm 7,0 - h cm 11,0 cl 7 - 5 1/4"x 2 3/4" h 4 1/4" 2 1/2 oz
- DC06/3 - Moka - Espresso coffee maker in aluminium casting. Handle and knob in PA, grey. 3 cups. cm 16,0 x cm 9,0 - h cm 13,5 cl 15 - 6 1/4"x 3 1/2" h 5 1/4" 5 1/4 oz
- DC06/6 - Moka - Espresso coffee maker in aluminium casting. Handle and knob in PA, grey. 6 cups. cm 18,0 x cm 10,5 - h cm 18,0 cl 30 - 7"x 4 1/4" h 7" 10 1/2 oz

### Metaproject notes

The moka coffee pot has established itself as a generic object, like a bottle opener, a pair of spectacles, scissors, an item of the everyday, its identity both familiar and generic. It has assumed its rightful place not only in the kitchen but in the ritual of daily life.

David Chipperfield

Dédé

Doorstop

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Name:Dédé

Code:PS18

Designer:Philippe Starck



## Product description

Designed by Philippe Starck in 1996 and originally produced in die-cast aluminium, the Dédé doorstop is a sculptural figure that gives life to one of the many anthropomorphic characters typical of the French author's poetic imagery. An unconscious world transformed into an expressive and functional object. The re-edition of Dédé is made of thermoplastic resin and is available in three versions: black, pink and with a Brown Metal PVD finish.

Dédé is a perfect example of Starck's poetic: an object capable of surprising, conveying emotions and recalling memories. An evocative form becomes a familiar everyday companion.

### Bullet points

- Thermoplastic resin doorstop
- Available in three colours: black, pink and with Brown Metal PVD finish
- Non-slip rubber base protects the surface on which the doorstop is placed
- For indoor or outdoor use
- Designed by Philippe Starck
- An evocative, poetic design
- A familiar presence to make any room unique
- An object to surprise and excite

Clean the doorstop with a soft sponge and a non-abrasive detergent



## Technical notes

PS18 P - Dédé - Doorstop in thermoplastic resin, pink. cm 17,5 x cm 16,5 - h cm 17,5 - 7"x6 1/2" - h 7"

PS18 BM - Dédé - Doorstop in thermoplastic resin with PVD coating, Brown Metal. cm 17,5 x cm 16,5 - h cm 17,5 - 7"x6 1/2" - h 7"

PS18 B - Dédé - Doorstop in thermoplastic resin, black. cm 17,5 x cm 16,5 - h cm 17,5 - 7"x6 1/2" - h 7"

## Metaproject notes

Dédé returns to the limelight in a new guise: the original sculptural version in aluminium gives way to a super-coloured one in plastic. The Figure, created by Starck in the mid-90s, has thus been consecrated as an Icon, being reinterpreted in a markedly Pop fashion by the designer himself.

Alberto Alessi

Itsumo

Tableware

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Name:Itsumo

Code:ANF06

Designer:Naoto Fukasawa

## Product description

Itsumo, from the Japanese for "every day and forever", is the cutlery set designed by Naoto Fukasawa. The creator's love for the beauty of simple things, done well, universal and evolutionary within everyday life, translates into a project dedicated to all those searching for daily happiness.

Soft, meticulous lines, combined with the utmost attention to formal detail. The shaped profiles of each piece of cutlery are the characteristic of this set, an element that ensures a pleasant sensation both in gripping the objects and in contact with the lips. The Itsumo set includes 11 different types of cutlery, for both dining and serving.

### Bullet point

- Cutlery set in 18/10 stainless steel
  - Finish: polished
  - Minimalist, soft, meticulous design
  - Shaped edges for comfortable handling
  - Pleasant to grip and in contact with the lips
  - An everyday cutlery set
  - A minimalist set which includes cutlery for both dining and serving
  - 11 types of cutlery/pieces: tablespoon, table fork, table knife, fruit fork, fruit knife, dessert spoon, teaspoon, coffee spoon, salad servers, cake slice, butter knife
  - AISI 420 steel knives
  - Available as a 24-piece set: six tablespoons, six table forks, six table knives, six coffee spoons in 18/10 stainless steel
  - Available as a 5-piece set: tablespoon, table fork, table knife, fruit fork, teaspoon
- Dishwasher safe  
Dry cutlery after washing



### Technical notes

- ANF06/1 - Itsumo - Table spoon in 18/10 stainless steel. cm 19,5 x cm 3,9 - h cm 2,3 - 7 3/4"x1 1/2" - h 1"
- ANF06/2 - Itsumo - Table fork in 18/10 stainless steel. cm 19,8 x cm 2,4 - h cm 2,3 - 7 3/4"x1" - h 1"
- ANF06/3 - Itsumo - Table knife in steel AISI 420. cm 20,6 x cm 2,3 - h cm 0,5 - 8x1" - h 1 1/4"
- ANF06/5 - Itsumo - Dessert fork in 18/10 stainless steel. cm 17,5 x cm 2,2 - h cm 2 - 7"x 3/4" - h 3/4"
- ANF06/6 - Itsumo - Dessert knife in steel AISI 420. cm 18,0 x cm 2,3 - h cm 0,5 - 7"x1" - h 1/4"
- ANF06/7 - Itsumo - Tea spoon in 18/10 stainless steel. cm 13,5 x cm 3 - h cm 1,8 - 5 1/4"x1 1/4" - h 3/4"
- ANF06/8 - Itsumo - Coffee spoon in 18/10 stainless steel. cm 12,0 x cm 1,6 - h cm 2,6 4 3/4" x 3/4" - h 1"
- ANF06/15 - Itsumo - Cake server in 18/10 stainless steel. cm 26,0 x cm 3,2 - h cm 7 - 10 1/4"x1 1/4" - h 2 3/4"
- ANF06/4 - Itsumo - Dessert spoon in 18/10 stainless steel. cm 17x cm 3,5 - h cm 2, - 6 3/4"x1 1/2" - h 3/4"
- ANF06/37 - Itsumo - Butter knife in 18/10 stainless steel. cm 16x cm 5 - h cm 2,2 - 6 1/4"x2" - h 3/4"
- ANF06/14 - Itsumo - Salad set in 18/10 stainless steel. cm 25x cm 3,4 - h cm 6 - 9 3/4"x1 1/4" - h 2 1/4"
- ANF06S24 - Itsumo - Cutlery set composed of six table spoons, six table forks, six table knives, six coffee spoons in 18/10 stainless steel.
- ANF06S5 - Itsumo - Cutlery set composed of one table spoon, one table fork, one table knife, one dessert fork, one tea spoon in 18/10 stainless steel.

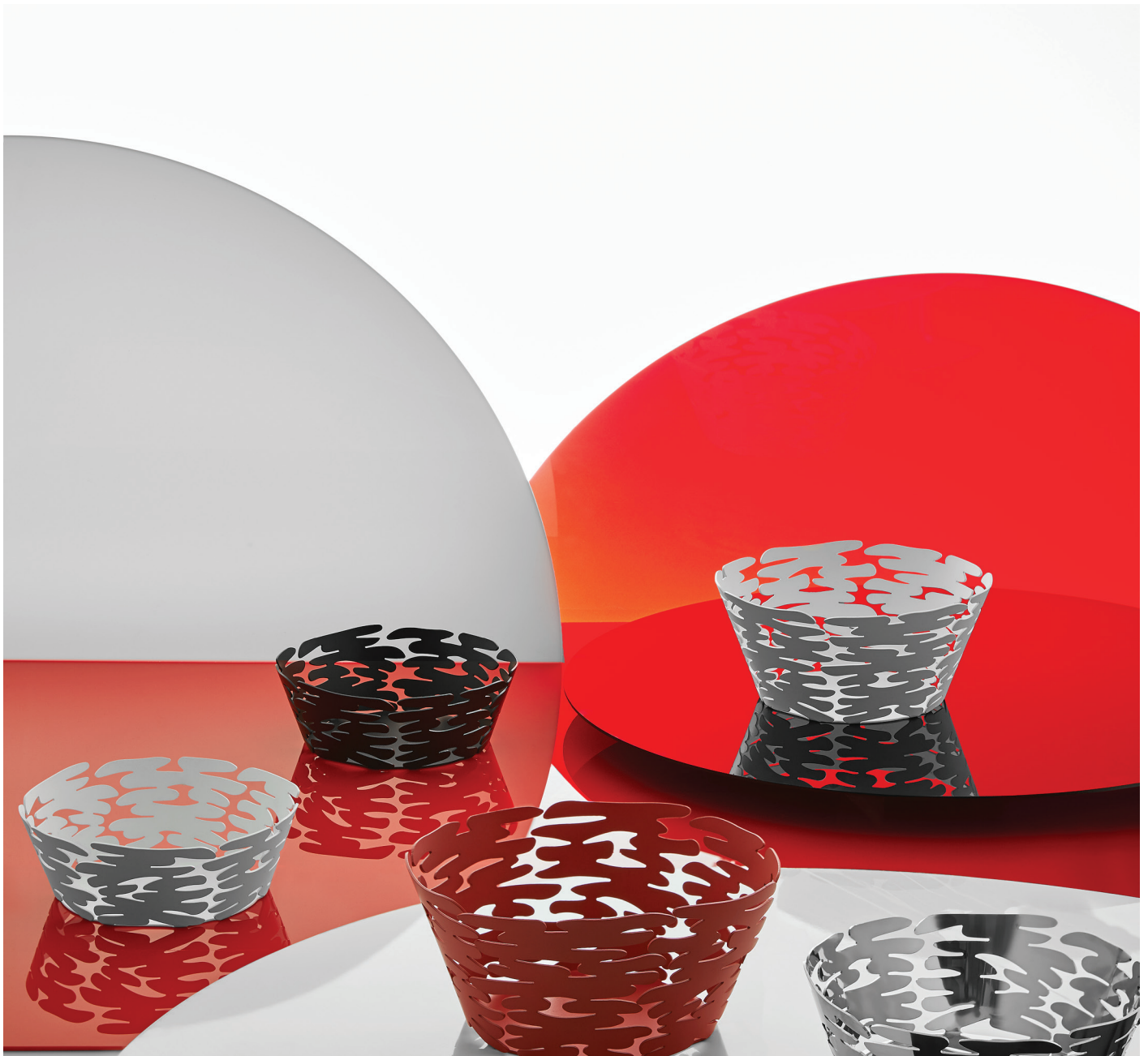
### Metaproject notes

When the outlines of pieces of cutlery are overly smooth and regular, they can actually be quite difficult to use because the shape lacks a particular point of reference. In such a situation, adding subtle obtuse angles to certain areas can help the shape be recognisable. The characteristic of this family of cutlery is its outline, which at first glance seems soft and impeccable, whereas a closer look reveals a discrete obtuse angle in the detailing. Applying such a detail to the form provokes a haptic feedback that allows us to recognise the sides of the cutlery whether held in the hand, rolled around on the tongue or simply when they touch one's lips. Its name, "ITSUMO," is a Japanese word that implies anotion for things that always stay with you.

Naoto Fukasawa

Basket

Round basket



Name:Basket

Code:BM10

Designer: Boucquillon & Maaoui



## Product description

Designed by Michel Boucquillon and Donia Maaoui, the Bark collection was inaugurated in 2015 with the namesake centrepiece. The designers drew their inspiration from their home, Casa Boucquillon: it is a place for experimentation, meditation and work where they can live in synch with nature. The perforated pattern of the Bark range recalls the bark on the trees that surround the house. The result is a strongly poetic collection where every individual object proves to be, either in shape or in function, in continuous and harmonious dialogue with nature.

The Bark collection is enriched by the Barket basket, a piece designed to contain the scents and colours of everyday food, adding a touch of elegance to your table setting.

### Bullet points

- Basket in 18/10 stainless steel.
- Produced in Italy, at the Crusinallo di Omegna factory
- Created by laser cutting and bending the steel plate
- An organic, sinuous piece
- Available in four colours: polished steel, black, white or red
- A basket to use in the kitchen, on the table, or as storage on a desk
- This is an object with a highly expressive design to enhance any room
- Clean the basket with a soft sponge and a non-abrasive detergent



### Technical notes

- BM10/18 - Barket - Round basket in 18/10 stainless steel. - h cm 6,5 ø cm 18,0 - h 2 1/2" ø 7"
- BM10/21 - Barket - Round basket in 18/10 stainless steel. - h cm 10 ø cm 21 - h 4" ø 8 1/4"
- BM10/18 B - Barket - Round basket in coloured steel, black. - h cm 6,5 ø cm 18,0 - h 2 1/2" ø 7"
- BM10/21 B - Barket - Round basket in coloured steel, black. - h cm 10 ø cm 21 - h 4" ø 8 1/4"
- BM10/18 W - Barket - Round basket in coloured steel, white. - h cm 6,5 ø cm 18,0 - h 2 1/2" ø 7"
- BM10/21 W - Barket - Round basket in coloured steel, white. - h cm 10 ø cm 21 - h 4" ø 8 1/4"
- BM10/18 R - Barket - Round basket in coloured steel, red. - h cm 6,5 ø cm 18,0 - h 2 1/2" ø 7"
- BM10/21 R - Barket - Round basket in coloured steel, red. - h cm h cm 10 ø cm 21 - h 4" ø 8 1/4"

### Metaproject notes

Freshly harvested ripe fruit with an unforgettable taste, bread still warm from the oven, Sunday lunch with family around a table laden with baskets full of colours and scents... The baskets that we designed to elegantly contain and offer simple, honest, everyday foods, we have called "Barket".

Michel Boucquillon

Girotondo

Tray and baskets

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Name: Girotondo

Code: KK03 GD

Designer: King-Kong

## Product description

The Girotondo collection, with its cut-out motif resembling those little paper dolls we all made as children, is 30 years old. Designed from 1989 by the King-Kong duo (Stefano Giovannoni and Guido Venturini), over the years, the Girotondo series has become one of the Alessi catalogue's greatest icons. To celebrate the unparalleled success of these playful designer objects, a limited edition in 18/10 stainless steel with 24-carat gold-plating was created. A special finish that embellishes and celebrates this pop icon.

The Girotondo anniversary collection includes the round basket, in two sizes, the fruit bowl and the round tray. Each item is available in a numbered series of 999 pieces.

### Bullet points

- Round stainless steel basket with manual 24-carat gold plating
- Stainless steel fruit bowl with manual 24-carat gold plating
- Round stainless steel tray with manual 24-carat gold plating
- Special anniversary edition to celebrate 30 years of an icon
- A limited series of 999 units
- A pop yet simultaneously high end object
- A tray for the table or to hang like a true pop icon
- Special anniversary packaging
- Hand wash with a non-abrasive detergent
- Dishwasher safe thanks to the resistance created by the gold plating process



### Technical notes

KK03 GD - Girotondo - Open-work round basket in 18/10 stainless steel and gold. Hand gold plating in 24 carat gold. Limited edition of 999 numbered copies. - h cm 5,4 ø cm 18 - h 2 1/4" ø 7"

KK04 GD - Girotondo - Open-work round basket in 18/10 stainless steel and gold. Hand gold plating in 24 carat gold. Limited edition of 999 numbered copies. - h cm 8,8 ø cm 20,5 - h 3 1/2" ø 8"

KKGT GD - Girotondo - Round tray with open-work edge. Hand gold plating in 24 carat gold. Limited edition of 999 numbered copies. ø cm 40 - ø 15 3/4"

KK05 GD - Girotondo - Open-work fruit bowl in 18/10 stainless steel and gold. Hand gold plating in 24 carat gold. Limited edition of 999 numbered copies. - h cm 12,2 ø cm 23 - h 4 3/4" ø 9"

### Metaproject notes

30 years after its inception, the "Girotondo" collection continues to garner public acclaim like few others in our history. The objects in this collection represent Alessi's first step in opening up to the world of young designers and the embryonic moment of so-called "playful design." Now, we have decided to celebrate its anniversary with a limited edition in 24 K gold.

Bauhaus 100 anniversary

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Ashtray



Name:

Code:90010

Designer:Marianne Brandt



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**Product description**

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**The elegant and functional ashtray**

Founded by Walter Gropius in Weimar in 1919, the Bauhaus ("Building House") was a German school of arts, architecture and applied arts, which at the time represented a gathering and decanting point for the emerging avant-gardes in these fields. First opposed by Weimar's conservative circles (resulting in a move to Dessau) and then by Nazism, the Bauhaus closed after just 14 years, but for the high quality of the masters who taught there (the painters Paul Klee and Wassili Kandinski, for example) and studied there (such as Marianne Brandt, Marcel Breuer or Johannes Itten), as well as for the radical approach to design, based on the union between Art and Technique, the Bauhaus represents the origin of the Modern Movement in Design and Architecture. Since the mid-1980s, Alessi has reproduced, licensed by the Bauhaus Archiv in Berlin, a selection of projects created by some of its main protagonists. In 2019, to mark the centenary of the foundation of the Bauhaus, some of these projects are proposed with special packaging.

The Bauhaus Anniversary collection includes the ashtrays designed by Marianne Brandt – 90010/I, 90010/B, 90046 and 90047 – and the sugar and cream set by Marianne Brandt and Helmut Schulze.

**Bullets points**

- Produced in Italy, at Alessi's Crusinallo di Omegna factory
- Made in 18/10 stainless steel
- Made in brass
- Anniversary version, to celebrate the centenary of the establishment of the Bauhaus
- Special packaging
- A small object with a big story to tell
- An icon of modernist design, in which form is totally coherent with function



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**Technical notes**

90010/I - - Two-piece ashtray in steel mirror polished. - h cm 5,5 ø cm 11,0 - h 2 1/4" - 4 1/4"  
90010/B - - Two-piece ashtray in brass mirror polished. - h cm 5,5 ø cm 11,0 - h 2 1/4" - 4 1/4"

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**Metaproject notes**

The projects designed by Marianne Brandt, Helmut Schulze, HansPrzyrembel, Otto Rittwegger e Josef Knau, are produced under licence of the Bauhaus-Archiv in Berlin.

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Bauhaus 100 anniversary

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Ashtray



Name:

Code:90046

Designer:Marianne Brandt

### Product description

Founded by Walter Gropius in Weimar in 1919, the Bauhaus ("Building House") was a German school of arts, architecture and applied arts, which at the time represented a gathering and decanting point for the emerging avant-gardes in these fields. First opposed by Weimar's conservative circles (resulting in a move to Dessau) and then by Nazism, the Bauhaus closed after just 14 years, but for the high quality of the masters who taught there (the painters Paul Klee and Wassili Kandinski, for example) and studied there (such as Marianne Brandt, Marcel Breuer or Johannes Itten), as well as for the radical approach to design, based on the union between Art and Technique, the Bauhaus represents the origin of the Modern Movement in Design and Architecture. Since the mid-1980s, Alessi has reproduced, licensed by the Bauhaus Archiv in Berlin, a selection of projects created by some of its main protagonists. In 2019, to mark the centenary of the foundation of the Bauhaus, some of these projects are proposed with special packaging.

The Bauhaus Anniversary collection includes the ashtrays designed by Marianne Brandt – 90010/I, 90010/B, 90046 and 90047 – and the sugar and cream set by Marianne Brandt and Helmut Schulze.

### Bullets points

- Produced in Italy, at Alessi's Crusinallo di Omegna factory
- Made in 18/0 stainless steel and brass
- Anniversary version, to celebrate the centenary of the establishment of the Bauhaus
- Special packaging
- A small object with a big story to tell
- An icon of modernist design, in which form is totally coherent with function



### Technical notes

90046 - - Ashtray with round opening and cigarettes-stand, in 18/10 stainless steel mirror polished. - h cm 6,8 ø cm 12 - h 2 3/4" ø 4 3/4"  
90047 - - Posacenere con apertura rotonda fuori centro e appoggia sigaretta, in acciaio inossidabile lucido e ottone. - h cm 6,8 ø cm 12  
h 2 3/4" ø 4 3/4"

Bauhaus 100 anniversary

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Sugar and cream set



Name:

Code:90042

Designer:Marianne Brandt



### Product description

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Founded by Walter Gropius in Weimar in 1919, the Bauhaus ("Building House") was a German school of arts, architecture and applied arts, which at the time represented a gathering and decanting point for the emerging avant-gardes in these fields. First opposed by Weimar's conservative circles (resulting in a move to Dessau) and then by Nazism, the Bauhaus closed after just 14 years, but for the high quality of the masters who taught there (the painters Paul Klee and Wassili Kandinski, for example) and studied there (such as Marianne Brandt, Marcel Breuer or Johannes Itten), as well as for the radical approach to design, based on the union between Art and Technique, the Bauhaus represents the origin of the Modern Movement in Design and Architecture. Since the mid-1980s, Alessi has reproduced, licensed by the Bauhaus Archiv in Berlin, a selection of projects created by some of its main protagonists. In 2019, to mark the centenary of the foundation of the Bauhaus, some of these projects are proposed with special packaging.

The Bauhaus Anniversary collection includes the ashtrays designed by Marianne Brandt – 90010/I, 90010/B, 90046 and 90047 – and the sugar and cream set by Marianne Brandt and Helmut Schulze.

### Bullets points

- Produced in Italy, at Alessi's Crusinello di Omegna factory
- Made in 18/10 stainless steel
- Anniversary version, to celebrate the centenary of the establishment of the Bauhaus
- Special packaging



### Technical notes

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90042 - - Sugar and cream set: tray, creamer, sugar bowl, sugar tongs in 18/10 stainless steel

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Product description

**The ashtray as a ritual object with an archetypal form**

Founded by Walter Gropius in Weimar in 1919, the Bauhaus ("Building House") was a German school of arts, architecture and applied arts, which at the time represented a gathering and decanting point for the emerging avant-gardes in these fields. First opposed by Weimar's conservative circles (resulting in a move to Dessau) and then by Nazism, the Bauhaus closed after just 14 years, but for the high quality of the masters who taught there (the painters Paul Klee and Wassili Kandinski, for example) and studied there (such as Marianne Brandt, Marcel Breuer or Johannes Itten), as well as for the radical approach to design, based on the union between Art and Technique, the Bauhaus represents the origin of the Modern Movement in Design and Architecture. Since the mid-1980s, Alessi has reproduced, licensed by the Bauhaus Archiv in Berlin, a selection of projects created by some of its main protagonists. In 2019, to mark the centenary of the foundation of the Bauhaus, some of these projects are proposed with special packaging.

The Bauhaus Anniversary collection includes the ashtrays designed by Marianne Brandt – 90010/I, 90010/B, 90046 and 900467 – and the sugar and cream set by Marianne Brandt and Helmut Schulze.

Bullets points

- Produced in Italy, at Alessi's Crusinello di Omegna factory
- Made in 18/10 stainless steel and brass
- Anniversary version, to celebrate the centenary of the establishment of the Bauhaus
- Special packaging
- A small object with a big story to tell
- An icon of modernist design, in which form is totally coherent with function



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Technical notes

90047 - - Ashtray with round opening and cigarettes-stand, in 18/10 stainless steel and brass. - h cm 6,8 ø cm 12 - h 2 3/4" - ø 4 3/4"

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