

Alessi continues to explore the potential of creativity and celebrates three great *maestros* of design

Alessi's Spring/Summer 2018 collection explores cultural and design development for the home environment and pays homage to three creative minds that have designed unforgettable objects for Alessi: Achille Castiglioni, Alessandro Mendini, and Richard Sapper.

From **Marcel Wanders'** creativity comes a typically out-of-the-ordinary parallel dimension, this time taking the form of one of the most elaborate studies launched in the past few years. The sense of sight and smell – with a hint of Wanders' characteristic irony – are reimagined in a series of exclusive home fragrances. **"The Five Seasons"** will be the central theme at the **FuoriSalone 2018**.

Table. Alessi's tableware production started as early as the 1920s with sophisticated and curious utensils, like egg and truffle slicers, spoons for fruit preserved in spirits, mini-cutlery for a shin of veal, and for candy-coated almonds. Since then the offering has expanded to become one of the vastest collections of designer cutlery. Joining the first model - "Dry" designed by Achille Castiglioni in 1982 - and later contributions by big designers and international architects, comes the new **"Amici"** cutlery set by the Swiss studio **BIG GAME**. Following the launch of the multipurpose "CARGO box" container in 2014, Elric Petit, with Augustine Scott de Martinville and Grégoire Jeanmonod, create another comfortable design that encourages conviviality.



Kitchen. The **"Mami"** kitchen knives, originally designed by **Stefano Giovannoni** in 2002, return to the Alessi catalogue in a forged steel with matte finish and with the addition of a new item. The new line, which includes utility knife, cook's knife, bread knife, and two Santoku knives - a Japanese instrument used in the kitchen for cutting, filleting, and deboning - is paired with the knife block **"K-Block"** by **Anna and Gianfranco Gasparini**.



Technique. Alessi's consummate skill in working with metal's is perfectly exemplified in the "Barknest" – a basket by **Michel Boucquillon and Donia Maaoui**. The container draws its name and inspiration from nature, mimicking the trees and their bark. It is an object designed to embellish the table, with a shape reminiscent of the poetic charm of a cosy nest.

The "Bark" series that began with a centrepiece in 2015, captures the skill of Alessi's production, which starts with a careful choice of raw materials and continues with the meticulous cutting of the objects.

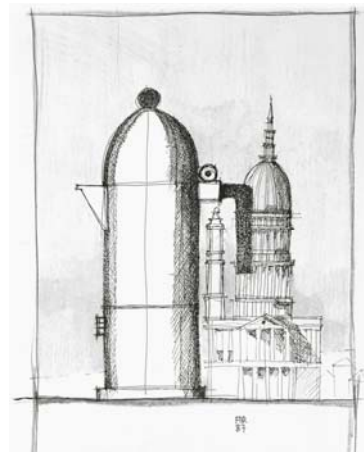


Kids. Ironically the creation of a table set for children was entrusted to **Alessandro Mendini**. Alberto Alessi recounts: *"The idea of entrusting Alessandro Mendini with the theme of the table set for kids was based on a sort of reverse psychology: besides being my beloved and unbeatable maestro, Sandro is indeed the oldest of the living Alessi creators. So it occurred to me that it would be great to see him take up this - shall we say – "childish" theme, entirely out of the ordinary for him."*



"Alessini" makes meal and snack time an even more fun and cheerful with vivid concentric stripes and a fun "Proust" decoration reimagined as colourful confetti. The set, which was made in association with Alex Mocika and Giovanna Molteni, includes plate, bowl, glass, and table cutlery, and is completed with a round tray.

Coffee. Alessi has created the largest number of specially crafted coffee makers of any manufacturer, revamping the design thanks to collaborations with some of the greatest designers and architects from the past forty years: Richard Sapper (1979), Aldo Rossi (1984), Riccardo Dalisi (1987), Michael Graves (1995), Piero Lissoni (2006), Wiel Arets (2008), Alessandro Mendini (2011), Mario Trimarchi (2014) and Michele De Lucchi (2015). Designed in 1988 by Aldo Rossi, "**La cupola**" turns thirty in 2018. To architect Rossi, the coffee maker was the best symbol of the dialectic relationship between architecture and domestic landscape. To Alessi, "**La cupola**" is the archetypal design of all his espresso coffee makers - a bestseller with over one million items sold



For the **Officina Alessi** brand, **Alessandro Mendini**, with consultation from Alex Mocika and gastronomist Alberto Gozzi, designs the perfect little pan for making food in the kitchen and serving it at the table. It is designed to create the perfect single-portion for an egg: a simple food that is one of the building blocks of our diet.

“**Tegamino**”, with its high-performance and its silhouette sketched out by the curvy handles, is perfect for all keen chefs, culinary buffs, and those who - like Alessandro Mendini - “*don’t even know how to cook an egg*”.



2018 also marks an important anniversary for **Achille Castiglioni**, a legend of Italian design that Alessi had an extraordinary partnership since 1980.

Alberto Alessi confesses: “*I recall quite clearly the exact moment - at the door to the work room - his grinning face coming towards me, reflected in the large mirror hanging across the door; it unmistakably foretold the elements of play, self-irony and fun that can always be found in what he does.*”



For the centennial of its birth (February 16, 1918) Alessi pays homage to the maestro with the special edition of the historic “Dry” cutlery set and a limited edition of 999 numbered of the Fruit holder/colander “AC04”, for the **Officina Alessi** brand. Both will feature a new fine copper-finish. Alongside this re-editions, Alessi reintroduces also the “Bavero” tea and coffee set, with a few pieces featuring a new copper



decoration.

“**La Cintura di Orione**” entered the Alessi catalogue in 1986 as a complete line of cooking tools designed for a cultured and highly demanding audience. For the first time a company, an expert gastronomist, Alberto Gozzi, and one of the most qualified designers for creating technically



precise cooking utensils, **Richard Sapper**, worked together with an important group of international chefs. Among the numerous “chef-consultants” a special mention goes to Gualtiero Marchesi, who has contributed his genius to the development of the practically perfect stockpot, steamer basket, colander and casseroles.

The team extensively studied both the technical requirements of the items and analysed the different cooking types by consulting books and documents and the examination of a great

number of antique utensils. The choice of materials and the shape of each individual tool was developed for the specific cooking techniques each model was meant for. Alongside the original copper version, Alessi later added a—multiply version to cater to a broader audience while maintaining the collection's high level of performance.



Due to these characteristics, “La Cintura di Orione” paved the way for the launch of an important agreement with the **Accademia Bocuse d’Or Italia**. Indeed, the multiply version was used by the teams competing for the selection of the Italian candidate for the competition. The contest took place in Alba on 1st October and the winner was chef Martino Ruggieri. Alessi’s collaboration with the prestigious gastronomic French competition continues with the **Bocuse d’Or Europe 2018** which will take place in Turin in June.

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