

**FOR IMMEDIATE RELEASE**

**Alessi Introduces Fall/Winter 2017 Collection**

*Inventive and surprising details elevate classic objects in Alessi's portfolio*

**Crusinallo, Italy** – Alessi's **2017 Fall/Winter** Collection introduces new designs from trusted collaborators William Alsop, Federico Grazzini and Valerio Sommella. In keeping with Alessi's tradition of innovation and forward-thinking design, each object employs small, surprising details to elevate and rethink a classic product's functionality.

Inspired by the dining table and tools that enhance the pleasure of sharing and enjoying good food, **Grind** is a salt, pepper and spice mill designed by William Alsop and Federico Grazzini. The design is not simply a gadget for the table, but a part of an essential experience. While typical pepper mills rest with the mechanism pointed down and often leave residue on the table, Grind is designed to sit with the key mechanism facing upward in an elegant position. The grinder is clearly on display and stylishly framed by its distinctive design.



Photo credit: Leonardo Scotti

The body of the pepper mill is made of die-cast aluminum with an interior in nylon, and available in both black and silver. According to the designers, it was important that the object "gives a sense of solidity and weight when held in your hand," and does not "give the impression of being a gadget or ephemeral object, but rather something substantial and important." Adjusting for personal preference and spice type is easy with Grind, as the grinding wheel can be twisted clockwise for a finer grind or counter-clockwise for a coarser result.

Designed by Valerio Sommella, **Bibo** comprises two tea and coffee accessories sets, one designed for professional use and the other for the home. Small formal variations denote the different uses for containers of the two sets. The set designed for bars and hotels features a napkin holder and sugar sachet holder, while the household version has a biscuit tin and sugar bowl with a lid. A central stem with a ring at the top makes for easy lifting of the tray. The set is easy and lightweight to move around, and the ring can even be used to pick up the object with just one finger in a simple gesture.



Photo credit: Luca DeSantis

Both versions feature minimalist, stylish objects with subtly soft shapes that are the result of precision-controlled curved lines, a hallmark of Sommella's designs. "I love working with steel to enhance its dimensionality. Like the sea, it lives on light. It lives on reflections," says Sommella of the designs.

**Brigata** is a set of six utensils characterized by soft, stylish lines, also designed by Valerio Sommella. Combining practicality with original, sophisticated design, the set comprises a skimmer, a kitchen fork, a spatula, a ladle, a sauce spoon, and a kitchen spoon. Made in 18/10 stainless steel, the utensils feature a hollow, slightly rounded handle that makes them lightweight, manageable, and pleasing to hold. The end of each handle is hooked, allowing each utensil to be hung on a bar for convenience in the kitchen. While the accessories are indispensable, they are also an attractive addition to the kitchen and can be left proudly on display.



With the introduction of its 2017 Fall/Winter Collection, Alessi demonstrates its reputation as a leader in exploring inspired design for the table, kitchen and home.

#### About Alessi

With a vast product line that includes everything from an iconic, whistling teakettle to a designer fly swatter, the Alessi company, founded in 1921 by Giovanni Alessi, has long been at the forefront of innovative and inspired product design. The company has created a dynasty out of not only offering products geared towards the mainstream –serving trays and everyday cutlery among them – but by also creating some of the most celebrated cult objects of our time. Alessi has been able to develop a policy of design excellence which has made it one of the leading internationally renowned Italian Design Factories. It has reconciled its typically industrial needs with its tendency to consider itself as a 'research laboratory in the field of the applied arts'. For more information, please visit [www.alessi.com](http://www.alessi.com). Follow Alessi: [Facebook](#) | [Instagram](#) | [YouTube](#)

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