

Major international names for Alessi 2012 Spring/Summer collection.

The Spring/Summer 2012 collection will see the return of several designers who have worked with Alessi for many years as well as younger ones who have been acquired more recently. The new collection will also usher in a significant number of entirely new names, mostly from far off China, engaged in the interesting and certainly unusual '(Un)Forbidden City' metaproject on the theme of the tray. Given their complex cultural background, these items are a natural fit for the **Officina Alessi** catalogue and for this reason we have decided to outline them in a special press release.

The new items in the **Alessi** catalogue are interesting and very diverse. They range from a blender with the unmistakably rounded shape by **Stefano Giovannoni**, rounding out the little but very interesting family of Alessi domestic appliances, to the odour remover 'Savon du Chef', a small steel soap shaped like a bulb of garlic, designed by the young **Frederic Gooris** with the advice of Fabrice Leclerc. When rubbed on your hands, it removes any bad smells lingering on the skin after cooking.

The second new entry into the *Objet bijou* family is a 'Cork presenter' designed by **Milton Glaser**. 25 years after his major graphical work for the book 'La Cintura di Orione' he has come up with a refined small container to present diners with the corks from their wine bottles. 'Cork Presenter' has been developed with the advice of the famous New York restaurant Eleven Madison Park. The third object within the *Objet bijou* family, is a serving spoon for risotto designed by the French **Inga Sempé**. The spoon won the design competition launched by 'Domus' magazine to celebrate the anniversary of the recipe book 'Il Cucchiaino d'Argento' (in English 'The Silver Spoon'), a cookbook that has been a staple of most Italian kitchens for the last 50 years.

Richard Sapper is another designer who has left his mark on the history of Alessi for many years, in this case over thirty. He now returns with 'Tonga', a simple and discreet battery operated pepper, salt and spice mill. The object is the result of a meticulous research. Sapper, who is loyal to the functional aspect of his design, wanted to use slow grinding to produce the right grain so not to waste the aroma of spices.

Anna and Gian Franco Gasparini continue their successful exploration of the world of knives, helping people successfully and swiftly find the right tool for every need. The 2012 'Tatau' set of knives, consisting of five high quality pieces housed in a wooden book-closed bamboo block comes with instructions directly engraved on the blade, using graphic symbols commonly employed to identify stove burners. The thermoplastic handles are designed to be gripped according to the type of cut required. They are neutral in colour, except for the most popular kitchen knife, which is red for immediate recognition within the knife block and visibility on the work surface. The husband-wife team from Reggio Emilia also designed another knife-related object: a bamboo bread board with resin drawer provided with two compartments to collect crumbs and house the bread knife. Having noticed a lack of well-designed items specifically for nibbles accompanying aperitifs, a feature of daily life so popular in Italy and many other countries, the creative sensibility of **Giulio Iacchetti** came up with the 'Ape' aperitif system. Conceived for use at home or on the table or bar counter, it comprises three containers of various sizes, a toothpick holder, a wooden chopping board and a new item, a 'wasteholder', a discreet accessory that leaves no stones, used bags or other small items of waste in sight.

The 'ALDO' flower vase is derived from the previous porcelain items designed for Alessi by **Doriana and Massimiliano Fuksas**. This too uses the complex double-casting technology

that enables the outer surface to be in a different colour to the inside one. Manufactured in black or white, it has an irregular, asymmetrical shape and the whole surface is perforated so that little glimpses of its orange interior create a lovely visual effect.

The year 2012 will see an important new entry in the Alessi catalogue: four projects that in the words of Alberto Alessi represent, "a totally new direction, exploring an area bordering our usual household one, that is lights! I am convinced that this new territory is appropriate for us and so I decided to explore it thoroughly ... for the moment we have chosen four approaches that are very different to each other and for this very reason fit perfectly into the Alessi universe." The Lamps collection opens with the designs of **Andrea Morgante**, **Mario Trimarchi**, **Pier Paolo Pitacco** (new to Alessi) and the **Campana Brothers**, and is outlined in a separate press release.

Finally, two lucky families of objects present new finishes and colours developed with the advice of colour researcher Claudia Raimondo. These are the 'CACTUS!' family designed by **CSA - Marta Sansoni** and a selection of designs by the Catalan architect **Lluís Clotet**. Of the latter 'Foix' Tray, the 'Sarrià' and the 'Port' round baskets come with a special epoxy coating: the Super Black variant, a velvety jet black, with a hydrophobic surface due to the water lily effect and the Milky White version, translucent and revealing the underlying metal surface. Both sizes of the 'CACTUS!' Fruit Holder will be available in opaque black with a matte finish.

Last but not least, the new entries in the **AdiAlessi** catalogue.

Guido Venturini has designed the 'All-Time' tableware set, complete with bone china plates, whose fluid and capacious shapes softly reflect light. The glasses come in two basic types, to save shelf space, and cutlery with handles in various colours to meet every need in terms of combination and taste.

The 'Moka Alessi' espresso coffee pot designed by **Alessandro Mendini** was presented last year as a tribute to Alberto Alessi's maternal grandfather Alfonso Bialetti, the inventor and first manufacturer in the 1930s of the popular Italian espresso coffee pot. It is now offered in the unmissable one-cup size, a small, cute object ready and willing to wish you good morning every morning.