

PRESS RELEASE  
Immediate release

## ALESSI UNWRAPS REMASTERED CLASSICS AND NEW DESIGN COLLABORATIONS IN THIS FESTIVE SEASON

(Hong Kong – October 2017) Get ready for the most magical time of the year with Alessi's new collection. From reissuing design classics to introducing festive accessories, Alessi pays homage to eminent designers while illustrating its advancing metal processing techniques.



To mark the 100-year anniversary of the birth of **Ettore Sottsass**, Alessi pays homage to one of the maestros of Italian design, who is renowned as a “radical design guru” and started working with Alessi since 1972, with a special edition of the lime wood centrepiece designed in 1990 (HK\$2,195).

Reissued for the Officina Alessi catalogue in 999 numbered pieces, the centrepiece speaks a universal language and is still as contemporary as ever. Produced today as it was back then in the Valle Strona using the turning technique, it pays homage to a great artist and to artisan manufacturing traditions where the quality of the wood used and its processing is still very important.

The “Grind” salt, pepper and spice mill project, designed by **William Alsop** and **Federico Grazzini**, offers a new aesthetic and a new way of using this product. Made from cast aluminium, the mechanism remains visible, making it possible to put the spice mill down on the table without ground spice residues scattering everywhere.



Salt, pepper and spice grinder Grind  
HK\$875  
HK\$1,040 (Black)



Alba Truffle Slicer  
HK\$875

Developed over a two-year period, which involved the participation of 15 designers, the National Centre for Truffle Studies and the International White Truffle Fair of Alba combined their expertise to bring together the uniqueness of a local product with the most advanced design technology. **“Alba”** was inspired by intertwining tree roots and the knottiness of tubers. Extensive consideration was given to finding the best ergonomic position and balance of weight when the slicer is held in the hand. To enable better ergonomic slicing and reduce pressure on the wrist, there is an 18-degree angle between the handle and the blade. This combination of parameters enabled a sculptural form with a practical use.

The **“Objets-Bijoux”** collection is a rich array of steel items, applying stand out metal processing techniques. A selection of these products is now presented in a new shade: the refined **“Golden Pink”** tone, which makes these functional little inventions even more precious and brilliant as the perfect gift for X’mas.

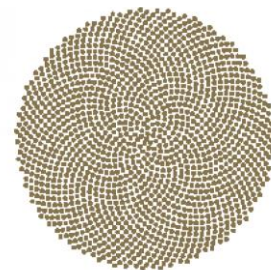


Eight items have been chosen: the **“Chestnut”** pill box (HK\$295), the **“Minou”** handbag table hook (HK\$265), the **“tripod”** trivet (HK\$439), the **“Pes”** paper knife (HK\$275), the **“Nut Splitter”** nutcracker (HK\$185), the **“Bulla”** bottle opener (HK\$320), the **“Pip”** key-ring (HK\$265) and the brand new **“Shot”** hip flask (HK\$525).

The **“Extra Ordinary Metal”** project represents a new interpretation of the metal surface through the use of brass, a material already used by Alessi in the 1930s. Elements of the manufacturing tradition of the Alessi workshops are given a modern twist with an old goldsmith’s technique: Etruscan Granulation. Granulation is a sophisticated technique that involves welding tiny gold or silver spheres onto a metal foil. Its history has spanned a wide variety of times, places and cultures, becoming a highly expressive means for producing beautiful jewellery.



The collection includes different types of table accessories: the “Port” basket (HK\$1,495), the “Foix” round tray (HK\$1,495), the “Sitges” bottle coaster (HK\$439) and mat (HK\$765), the “LA ROSA” fruit bowl (HK\$1,095), the “Ellipse” container (HK\$769), the “Amfitheatrof” bowl (HK\$2,195), the rectangular “Recinto” tray (HK\$1,645), the “UTA17” basket (HK\$1,040 – 21cm / HK\$1,369 – 29cm), the “Alice” tray (HK\$2,025), and the “JM17” series of baskets (HK\$875 – 21cm, HK\$985 – 24cm, HK\$1,199 – 29cm).



The “Bark” series designed by **Michael Boucquillon** and **Donia Maaoui** is another tangible example of Alessi’s production expertise. Expertise that begins with the careful choice of raw materials and continues with the painstaking perforation of the objects. “Bark for Christmas” and “Barksled”, the two Christmas decorations that join the collection. Respectively, the little fir tree and candle light holder with Father Christmas on his sled being pulled by his reindeers bring a charming scene that will brighten up the festive season.



**Barksled**  
Christmas Ornament  
HK\$350



**Bark for Christmas**  
Christmas Ornament  
HK\$1,590  
HK\$1,149 (Red, White)



The vast “Girotondo” family of objects created by **King-Kong (Stefano Giovannoni - Guido Venturini)** is expanded with the addition of an LED table lamp (HK\$745). Unveiled for the first time in 1989 and included in the AdiAlessi catalogue, the “Girotondo” series became one of the icons of Italian design right away. The new lamp is a source of soft and diffused light that can be used as a table lamp or a portable light.

Please follow Alessi Hong Kong’s social media channels for further information:

<https://www.facebook.com/Alessi.hk/>

<https://www.instagram.com/Alessi.hk/>

High-resolution images can be downloaded here:

<https://www.dropbox.com/sh/i0tntonhpzjloty/AABdABNdYHDAIHIfLZMv8yoTa?dl=0>

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**NOTES TO EDITOR**

**About Alessi**

Founded in 1921 as a “Workshop for the processing of brass and nickel silver sheet metal, with foundry”, Alessi has always stood out for the high quality of its products. In almost a century of history, the company has gradually evolved to become one of the leading “Factories of Italian design”, capable of applying its expertise and excellence in design management to many different product types. Alessi is committed to a design approach in which the most advanced expression of international creativity is always balanced against the desires of the general public.

**About Town House**

Town House is a Hong Kong retailer and distributor of branded tableware and home accessories, representing numerous leading brands in Hong Kong including Riedel Crystal, Nachtmann Crystal, Alessi, Nude, Maxwell & Williams, Zanetto Argenti, Carrs Silver and many others. The company's origins are in retail and date back over 50 years. Town House is the perfect place to stock up on gifts, on items for the home and for corporate events.