

**FOR IMMEDIATE RELEASE**

## **ALESSI RESEARCH LAB at WantedDesign® 2014**

*A selection of recent projects from young designers*

New York, NY – Alessi will be hosting the 'ALESSI RESEARCH LAB – *A selection of recent projects from young designers*' exhibition at WantedDesign® May 16th-19<sup>th</sup> presenting curated highlights of research and workshops the company has conducted in collaboration with several young designers on an international basis. Each project on display will present a specific topic and the related research developed around it. They include:

- Innovation brought into the world of barware and aperitif rituals by **Giulio Iacchetti**
- Metal wire working by **Pauline Deltour**
- Digital design by **Tom Kovac**
- Manufacturing of the stainless steel sheet through laser cutting and folding by **Abi Alice**
- Geometry and color exploration by **matali crasset**
- Reinterpretation of the historic typology of the wire basket by **Pierre Charpin**
- Nature Observation by **Adam Cornish**
- Research on LED lighting by **Giovanni Alessi Anghini, Gabriele Chiave and Frédéric Gooris**
- Irony and metaphor shown through a series of small functional objects, *the Objets-Bijoux*

Also on display will be some of the most recent workshops: the Alessi Metal workshop with the Cranbrook Academy of Art, a workshop with the Ecole Cantonale d'Art de Lausanne (ECAL) and *#Concrete In Design*, a collaboration with the Italian company, Italcementi, which shows the continuous interest of experimenting with new materials like, in this case, concrete.

All of the projects will be presented through a series of selected materials such as prototypes, sketches, molds, videos and more in order to exhibit a behind-the-scenes look at Alessi through the research and experimentation done behind each single project: a typical practice of all Italian Design factories.

**Alberto Alessi** explains: "Alessi has a long history of collaboration with young designers. This began in the early nineties with activity by Centro Studi Alessi in Milan and continued, after its closure, with the workshops that we have organised in just about every part of the world involved in this discipline, from Europe to Japan and from the USA to the Greek Islands and Patagonia.

The idea that prompted my interest in this direction was the consideration that it was, at the very least, strange that season after season, decade after decade, the true, deep "spirit of time" was always sensed and portrayed by the same names, the same authors (my maestros: the most famous mind you, the greatest I have ever worked with) who had already sensed and so well interpreted the spirit of the fifties, sixties, seventies, eighties, nineties, etc. etc.. In other words, I wondered if a young designer was not perhaps in a better position to sense his or her own time in a fresh new way.

What do I expect from today's young designers? Despite design for me being one of the contemporary forms of art and poetry that is very typical of the times we live in, I am continually reminded of the distinction that Alberto Moravia used to make between poets and novelists. According to Moravia, poets basically write for themselves while novelists always write for an audience. Poets compose their poems by talking intimately to themselves, in other words they are their own public, while novelists are always aware that they are talking to a certain kind of audience, for whom they are writing. So, to better explain the statement that design is art and poetry, in my opinion today's young designers must strive to be more novelists than poets.

The real goal of design has always been inclusivity, not exclusivity, namely to be understood by many, but on one indispensable condition: that it must always attempt to bring the highest possible project

quality to the public (in the forties Raymond Loewy was already preaching an important tactic called “M.A.Y.A.” or *Most Advanced Yet Acceptable = looking for the most advanced quality possible, as long as it is comprehensible and acceptable by the public*). So: *bon courage!*”

The exhibition will be open to the trade only on Friday, May 16<sup>th</sup> and to the public Saturday, Sunday and Monday, May 17-19th, 2014 from 10 a.m. – 7 pm at the Terminal Stores building on 11<sup>th</sup> Avenue. The Alessi Research Lab exhibit will be in Booth #37.

### **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’.

### **About WantedDesign<sup>®</sup>**

WantedDesign is the premier creative destination for the international design community during NYCxDESIGN in May. The event will offer a 360-degree experience with innovative installations, memorable products, a pop-up store, interactive experiences, thought-provoking student workshops, engaging discourse and more. For more information visit, [www.wanteddesignnyc.com](http://www.wanteddesignnyc.com).



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