

REVISION CARDS - ALESSI

WORLD ASSOCIATION OF TECHNOLOGY TEACHERS <https://www.facebook.com/groups/254963448192823/> www.technologystudent.com © 2017 V.Ryan © 2017

V.Ryan © 2000 - 2017

On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

This exercise can be printed and used by teachers and students. It is recommended that you view the website (www.technologystudent.com) before attempting the design sheet .

THESE MATERIALS CAN BE PRINTED AND USED BY TEACHERS AND STUDENTS.
THEY MUST NOT BE EDITED IN ANY WAY OR PLACED ON ANY OTHER MEDIA INCLUDING WEB SITES AND INTRANETS.
NOT FOR COMMERCIAL USE.
THIS WORK IS PROTECTED BY COPYRIGHT LAW.
IT IS ILLEGAL TO DISPLAY THIS WORK ON ANY WEBSITE/MEDIA STORAGE OTHER THAN www.technologystudent.com

REVISION CARDS - ALESSI

ALESSI

Italian company founded in 1921 by Giovanni Alessi and concentrated on metal kitchenware. His products and designs of coffee pots became so popular, that by 1924 the brand name 'Alessi' was established.

In the 1930s, Giovanni's son Carlo, joined the family company, which quickly progressed to the use of stainless steel and away from utilitarian designs, to more adventurous ones, mass producing desirable, high quality, everyday household products.

OTTAGONALE COFFEE POT, 1935
BY CARLO ALESSI



COFFEE POT BOMBÉ, 1945
BY CARLO ALESSI



ALESSI - 1950s ONWARDS

1950s: The company broadened its approach, collaborating with well-known designers. The aim was to break away from modernism and even traditional designs and to try a more unconventional design ideas, including those from groups such as, Studio Alchima (Alessandro Mendini) and Memphis (Ettore Sottsass). Other designers associated with Alessi include Aldo Rossi, Philippe Starck and Michael Graves.

WHISTLING BIRD KETTLE, 1985 BY MICHAEL GRAVES. JUICY SALIF - CITRUS SQUEEZER 1990 BY PHILIPPE STARCK



CHARACTERISTICS OF ALESSI

**QUALITY PRODUCTS,
REFLECTING A VERY HIGH
STANDARD OF CRAFT WORK AND
MANUFACTURING.**

OFTEN DESIGNED BY FAMOUS,
WELL-KNOWN DESIGNERS, WHO
APPLY THEIR OWN STYLE AND
EXPERIENCE TO EACH PIECE.

**DESIGNS EVOKE EMOTIONS AND
MEMORIES AND ARE OFTEN FUN.**

UNUSUAL, STYLISH AND
FUNCTIONAL PRODUCTS.

DESIGNED TO BE DIFFERENT.

OBSESSION FOR DETAIL,
SOMETIMES OVERLOOKED BY
OTHER MANUFACTURERS.

**DESIGNS THAT STAND OUT AND
BECOME THE FOCUS OF
DISCUSSION.**

1. When was Alessi founded as a company and what type of products did they manufacture?

3 marks

2. Name two designers who have collaborated with Alessi and the products they designed for Alessi. Include dates.

4 marks

3. Write three characteristics of Alessi products

3 marks