REVISION CARDS - ALESSI

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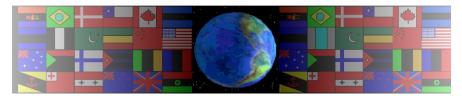
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ALESSI

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.



ALESSI - 1950s ONWARDS

1950s: The company broadened it's 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.



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	