100 ALESSI
VALUES COLLECTION

VALUES THAT DESIGN US SINCE 1921

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My factory is one hundred years old. A remarkable milestone certainly, but one that touches me only to a certain extent. What interests me more than its age is its freshness, its ability always to apply new ideas, to contribute new forms to the evolution of the domestic landscape. When grandfather Giovanni founded Alessi in 1921, after leaving the Cardini company in Omegna on the shores of Lake Orta, where he had been working as a spin former and turner, he probably did not have these immediate objectives in mind: his concern was to give his new company a sufficiently solid foundation. But my grandfather had his own precise idea of quality which foresaw a well-conceived and well-made product, and this idea has remained impressed on all of us, his descendants. So we might say that the recipe my factory will continue to apply for the next hundred years is exactly this: a well-conceived and well-made product that is well-designed by an excellent designer.

Alberto Alessi

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The journey of the Alessi Values Collection begins with **Industrial Craftsmanship**: a value that is reflected with perfect precision in the soul of **Twergi**.



1/12

Alessi Values Collection is the special initiative that, in the occasion of Alessi's centennial, celebrates the values that define the identity and the practice of the "Dream Factory". A collection of surprising objects, coming from the Alessi Museum's archives: objects never produced until now, unpublished versions, icons caught in their becoming.
Twelve projects, each referring to a different value, will be presented over the course of twelve months, between May 2021 and April 2022. To celebrate 100 years of research in the field of applied arts and the beginning of a new century of experimentation.

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TWERGI
DESIGN CARVED IN WOOD

Designer:
Ettore Sottsass ◆ Andrea Branzi ◆ Kuno Prey ◆ Paolo Pagani ◆ Bortolani Becchelli Associati



industrial craftsmanship: the Alessi factory is something between a mass-production industry and a craftsman's workshop, in the sense that almost all the operations are done with machines but these machines are used with the spirit of the craftsman, not conditioned by the logic of the assembly line; they are readily used to bend to the expressive needs of the designer.
Twergi: the adventure with Twergi, which began in 1989, is a fine example of recovery of the centuries-old tradition passed on by craftsman turners of the Strona valley on Lake Orta. The lathe is a very ancient machine: fascinated by the simplicity of this working tool, together with Ettore Sottsass and Andrea Branzi, they influenced many young designers of the time, some of whose projects we are taking up today.
◆ Alberto Alessi

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DEDICATED TO

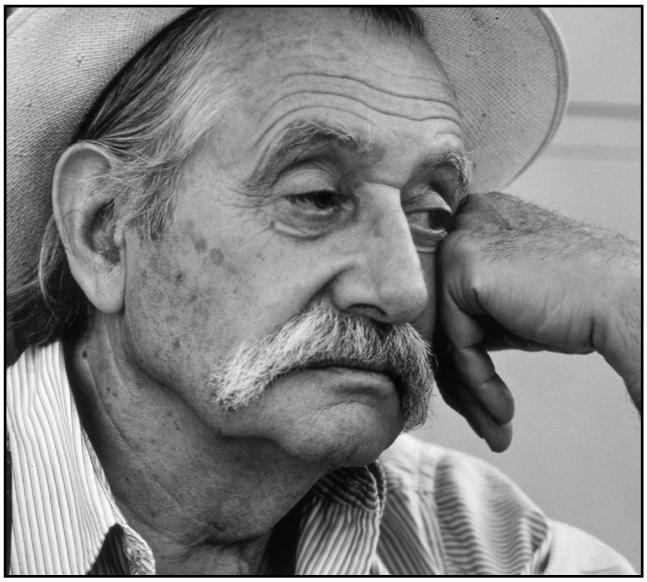
Those who are setting up their first home and want to furnish it surrounded by exciting objects, and to anyone who wants to rediscover iconic forms of Italian design.

SOTTSASS COLLECTION | New release
THE VOLUME OF COLOURS

Sottsass editions re-proposes some of Ettore Sottsass's most interesting designs for the collection of wooden objects that has enriched the Alessi catalogue since 1989. The colours of that first edition are now joined by new and surprising combinations that give us a fresh immersion into the chromatic language of one of Italy's greatest designers.



DESIGNER



Ettore Sottsass, was born in Innsbruck in 1917 and is internationally renowned as one of the innovators of design and architecture of the second half of the twentieth century. An influential master whose works are exhibited in the world's most important museums of design and contemporary art, he has received numerous awards and acknowledgements throughout his long career. For Alessi he has designed timeless icons such as the "Boston" shaker and the Nuovo Milano cutlery, winners of the XV Compasso d'Oro in 1989.

“I had a childhood conditioned by the presence of Nature... the massive Dolomites, trees with splendid trunks topped by high canopies, the deep valley and the mountains above; in short, the sense of the weight of nature and the landscape. I also had a sense of superimposition, because light things are always in the air, heavy things are at the bottom. I have grown accustomed often to play a child's game and came to realise it late: I always put one thing on top of another even when drawing. Almost all the objects I design have a base; they don’t touch the ground directly. As soon as you put a shape on a base, the shape immediately becomes important, firmer: it becomes a small monument. Your relationship is with a small monument. So you pay more attention.” ◆ Ettore Sottsass

GRINDERS

DOMESTIC TOTEMS

Interpreted by Ettore Sottsass with his trademark use of overlapping coloured volumes typical of his style. Indispensable objects in the kitchen and on the everyday table, these mills are dedicated to fans of the designer’s iconic “totems”.

COMPONENTS



Consisting of a cylindrical body and a sphere on a rounded base, and a rotor of the same shape as the base, which is inserted by pressure on the body by means of a pin connected to the grinder.



Consisting of a spherical body on a rounded base, and a rotor of the same shape as the base, which is inserted by pressure on the body by means of a pin connected to the grinder.



Consisting of a cylindrical body on a rounded base, and a rotor of the same shape as the base, which is inserted by pressure on the body by means of a pin connected to the grinder.

DESIGN NOTES

Objects to admire
Small, colourful sculptures that can be used at the table and left in sight on kitchen counters.



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Taste friends
A few flicks of the wrist are enough to transform the simplest dishes into tasty meals, thanks to the intensity of freshly ground aromas.

Unique details
The grains, knots and differences in the wood make each piece unique and distinct from the others.



SUSTAINABILITY AND SAFETY

- Made in Italy, near where Alessi is based, using a partly hand-crafted turning process.

- Produced using FSC-certified wood guaranteeing an eco-sustainable origin.

- Coloured with water-based and totally solvent-free paints that are sustainable for the environment and not harmful to human health.

USE AND MAINTENANCE

[Easy to fill] Simply remove the push-on rotor from the body and pour the desired salt, pepper or spice into the small slot. Then close by repositioning the rotor back in place.

[Easy to use] The shape of the body allows for a comfortable and secure grip.
The ceramic grinder provides full versatility, making these tools suitable for grinding even hard ingredients such as salt crystals.
Two fins at the base of the grinder allow the coarseness of grinding to be graduated.

[Easy to clean] Use a damp cloth or wood cleaner and dry immediately. Do not wash by immersion, underwater or in a dishwasher, and avoid the use of abrasive detergents, which could damage the surface finish of the product.

[Easy to store over time] Do not expose to prolonged exposure to sunlight or heat sources and store in a dry and ventilated area.

CODES AND VARIANTS

MP0210
MP0210 Design - Ettore Sottsass 2021 (1989)
MP0210 Salt, pepper and spice grinder in beech-wood, black, yellow and red
MP0210 1 Salt, pepper and spice grinder in beech-wood, yellow, black and white
MP0210 2 Salt, pepper and spice grinder in beech-wood, red, pink and yellow
Ø cm 7 – h cm 23

ES18
Design - Ettore Sottsass 2021 (1994)
ES18 Salt, pepper and spice grinder in beech-wood, black, yellow and red
ES18 1 Salt, pepper and spice grinder in beech-wood, yellow, black and white
ES18 2 Salt, pepper and spice grinder in beech-wood, pink, red and yellow
Ø cm 7 – h cm 11

ES19
Design - Ettore Sottsass 2021 (1994)
ES19 Salt, pepper and spice grinder in beech-wood, red
ES19 1 Salt, pepper and spice grinder in beech-wood, yellow
ES19 2 Salt, pepper and spice grinder in beech-wood, pink
Ø cm 7 – h cm 15

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JARS
MR. SOTTSASS I SUPPOSE

A simple **kitchen jar** marked by a small touch of contemporary design: Ettore Sottsass reinterprets a kitchen classic with his hallmark style of overlapping coloured volumes.

COMPONENTS



Comprising a cylindrical glass container and a beechwood lid to ensure an airtight seal.

DESIGN NOTES

Created by a great designer
Colourful and evocative of Sottsass's style, they are expressive presences that transform the kitchen.





Made-to-measure selection
Can be purchased individually or, according to personal needs and tastes, creating combinations between the different sizes and colours proposed in the collection.

Unique details
The lids are made of wood, with the grain, knots and differences that make each jar unique and distinct from the others.



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SUSTAINABILITY AND SAFETY

◆ The lids are made in Italy, near where Alessi is based, using a partly hand-crafted turning process.
◆ Produced using FSC-certified wood guaranteeing an eco-sustainable origin.
◆ Coloured with water-based and totally solvent-free paints that are sustainable for the environment and not harmful to human health.
◆ The containers are made of glass, a 100% reusable material that reduces the consumption of resources and energy and cuts CO2 emissions.
◆ HACCP certified, a control system that guarantees the correct hygiene and health parameters for food products.

USE AND MAINTENANCE

[Easy to fill] Remove the wooden lid and pour the desired contents into the glass jar. Then place the lid back on the container, applying gentle pressure to close it securely.

[Easy to use] Ideal for storing dry foods such as rice, pasta, biscuits, or powders such as sugar, salt and cof-fee. The natural, pure glass body keeps the flavour and aroma of the products intact.

[Easy to clean] For the lids, use a damp cloth or wood cleaner and dry immediately. Do not wash by immer-sion, underwater or in a dishwasher, and avoid the use of abrasive detergents. The glass containers are dishwasher-safe. If they break, they can be purchased separately.

[Easy to store over time] Avoid prolonged exposure to sunlight or heat sources and store in a dry and venti-lated place.

CODES AND VARIANTS

ES16
Design Ettore Sottsass 2021 (1994)
ES16/100 Glass jar with hermetic lid beech-wood, red, black and yellow
ES16/100 1 Glass jar with hermetic lid beech-wood, yellow, black and white
ES16/100 2 Glass jar with hermetic lid beech-wood, pink, red and yellow
cl 100 - ø cm 12 - h cm 20,5

ES16/75 Glass jar with hermetic lid beech-wood, red, black and yellow
ES16/75 1 Glass jar with hermetic lid beech-wood, yellow, black and white
ES16/75 2 2 Glass jar with hermetic lid beech-wood, pink, red and yellow
cl 75 - ø cm 12 - h cm 17

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CORCKSCREWS
THE FINE ART OF CORK-PULLING

A virtuoso interplay of coloured volumes gives rise to a tool that performs its function well. The **corkscrew** according to Ettore Sottsass is, like all the designs he has created for Alessi, both effective and exciting.

COMPONENTS



It consists of a beechwood body made up of several juxtaposed volumes and a steel worm.

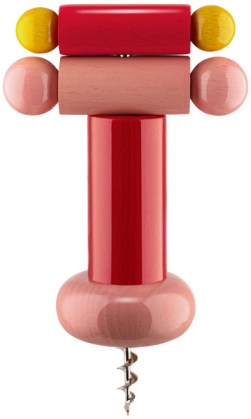
DESIGN NOTES

It enhances the moment
A quality wine is enjoyed all the more when accompanied by a graceful gesture and the beauty of a well-designed object.





It facilitates opening
The volumes designed by Sottsass reveal an ergonomic shape that is comfortable to hold.



It adorns the table
After use it continues to be a perfect guest, like a small and colourful totem that stands out among the diners.

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SUSTAINABILITY AND SAFETY

◆ Made in Italy, near where Alessi is based, using a partly hand-crafted turning process.

◆ Produced using FSC-certified wood guaranteeing an eco-sustainable origin.

◆ Coloured with water-based and totally solvent-free paints that are sustainable for the environment and not harmful to human health.

◆ HACCP certified, a control system that guarantees the correct hygiene and health parameters for food products.

USE AND MAINTENANCE

[Easy to use] Place the spiral or worm in the centre of the cork, positioning the corkscrew over the neck of the bottle with the top handle at the top and the bottom handle at the bottom, close to the body of the corkscrew. Then, with one hand hold the bottle together with the body and with the other turn the top handle clockwise until the worm is completely screwed into the cork. The top handle will now be next to the bottom knob. Remove the cork from the neck of the bottle by turning the bottom handle clockwise and so uncork the bottle. Remove the cork from the worm by holding it firmly with one hand and turning the lower handle anticlockwise with the other.

[Easy to clean] Use a damp cloth or wood cleaner and dry immediately. Do not wash by immersion, underwater or in a dishwasher, and avoid the use of abrasive detergents.

[Easy to store over time] Do not expose to prolonged exposure to sunlight or heat sources and store in a dry and ventilated area.

CODES AND VARIANTS

ES17
Design Ettore Sottsass 2021 (1993)
ES17 Corkscrew in beech-wood, yellow, red and black
ES17 1 Corkscrew in beech-wood, black, yellow and white
ES17 2 Corkscrew in beech-wood, red, yellow and pink
Ø cm 6 – h cm 18

Strictly confidential © Alessi

CENTREPIECE
SMALL MONUMENTS FOR GREAT DOMESTIC SETTINGS

With its majestic design, this **centerpiece** resembling a small monument destined to compose an unexpected domestic landscape, is one of the most significant pieces designed by Ettore Sottsass for Alessi. The function is simple, the effect extremely powerful: it is a fascinating object made to be admired but also practical to use.

COMPONENTS



It consists of a pedestal with a round base and a large bowl.

DESIGN NOTES

Evocative
The centrepiece proposes a structure dear to Sottsass, namely the overlapping of volumes and shapes of different sizes which thrust upwards, like “a tree with generous branches and roots firmly planted in the ground”.



Practical
It is perfect on the table thanks to its sculptural design and carefully calculated height, designed not to obstruct the view between diners.

Fascinating
with its incisive and powerful design, it is a small work of art capable of standing out in any domestic space.



Textural
The grains, knots and subtle differences that aree typical of wood make each piece unique and distinct, satisfying all the senses in its use.

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SUSTAINABILITY AND SAFETY

◆ Made in Italy, near where Alessi is based, using a partly hand-crafted turning process.

◆ Produced using FSC-certified wood guaranteeing an eco-sustainable origin.

◆ Coloured with water-based and totally solvent-free paints that are sustainable for the environment and not harmful to human health.

◆ HACCP certified, a control system that guarantees the correct hygiene and health parameters for food products.

USE AND MAINTENANCE

[Easy to use] The large bowl can hold fruit, chocolates and sweets, dried flowers and other decorative items, according to personal taste and needs.

[Easy to clean] Use a damp cloth or wood cleaner and dry immediately. Do not wash by immersion, underwater or in a dishwasher, and avoid the use of abrasive detergents, which could damage the surface finish of the product.

[Easy to store over time] Do not expose to prolonged exposure to sunlight or heat sources and store in a dry and ventilated area.

CODES AND VARIANTS

ES15
Design Ettore Sottsass 2021 (1990)
ES15 Centrepiece in limewood. Coloured foot, yellow
ES15 1 Centrepiece in limewood. Coloured foot, orange
ø cm 30 - h cm 14

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ALL TIME FAVOURITES
THE MEMORY OF WOOD

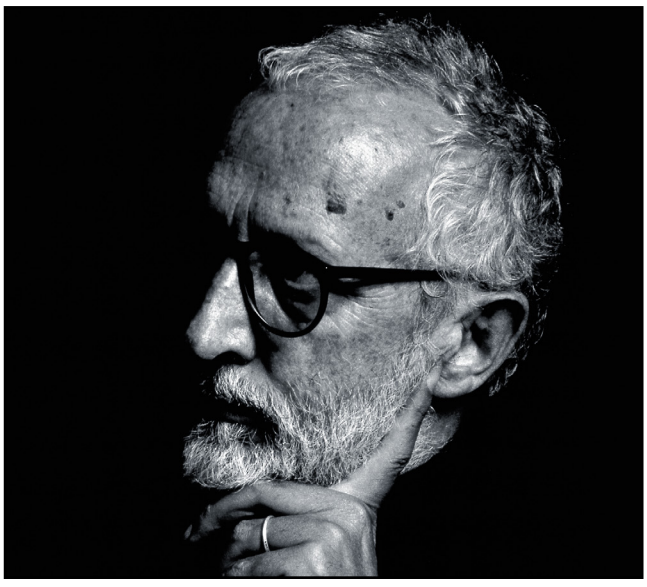
Designer:
Andrea Branzi ◆ Kuno Prey ◆ Bortolani Becchelli Associati

All Time Favourites presents a series of small but representative objects from the "Twergi" collection, created in 1989 from a desire to revitalise the ancient tradition of woodturning, typical of the territory in which Alessi is based. The name "twergi", or "elf", derives from the dialect spoken in the nearby valleys. In their dealings with humans, the "twergi" alternated between causing mishaps and giving a helping hand, which included teaching men how to make use of wood and other forest resources.

ERCOLINO
THE OBJECT, ITS STRENGHT, ITS POETRY

Discontinued at the beginning of the new millennium, the **Ercolino bottle opener** is back with all the elegance of its lines faithfully re-proposed. Ercolino is exemplary of Andrea Branzi's happy relationship with the expressive potential of turned wood, which, in his opinion, is one of the best materials for creating objects with which it is possible to establish not only functional but also psychological, symbolic and poetic relationships.

DESIGNER



Born in 1938, in the 1960s **Andrea Branzi** was one of the protagonists of Archizoom, the first avant-garde group in Italian design. An architect, designer and critic for the most important Italian design culture magazines, he was awarded the Compasso d'Oro prize for lifetime achievement in 1994. His degree thesis and numerous projects are preserved in the Centre Pompidou in Paris, which in 2017 dedicated a permanent room to his work. He has been working with Alessi since the late 1980s, creating mainly designs for small series.

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“Civilisations have always developed from ‘useless’ things, not from tools. ‘Useless’ things like poetry, art, music... what are they for? The answer is complex, but it is unthinkable that civilisation might develop in any kind of society without investing enormous energy in these fields... Design must have this dimension too: it must try to put a gift, something more, not something less, into every object: a poetic, sensorial value, a small emotion.” ◆ Andrea Branzi

COMPONENTS



It consists of a turned birchwood handle, in which a stainless steel bottle opener is inserted.

DESIGN NOTES

Evocative
The elegant design of Andrea Branzi’s bottle opener creates new worlds beyond the visible ones.



Sensorial
An everyday object becomes the keeper of an emotion, of a small poem.

SUSTAINABILITY AND SAFETY

◆ Made in Italy, near where Alessi is based, using a partly hand-crafted turning process.
◆ Produced using FSC-certified wood guaranteeing an eco-sustainable origin.
HACCP certified, a control system that guarantees the correct hygiene and health parameters for food products.

USE AND MAINTENANCE

[Simple to use] Easily opens bottles with metal caps and crown caps.

[Easy to clean] With a damp cloth or wood cleaner; wipe dry immediately. Avoid washing by immersion, underwater and in the dishwasher, and avoid the use of abrasive detergents.

CODES AND VARIANTS

AB07 Ercolino
Design Andrea Branzi 2021 (1999)
Bottle opener in 18/10 stainless steel and birchwood
cm 7x4 – h cm 19

Strictly confidential © Alessi

PHOTO FRAME
THE ESSENCE OF MEMORIES

Simple, functional, unusual, this **photo frame** was designed by Kuno Prey in 1997. It reflects Prey's ethical and ecological approach to design, his avoidance of what is superfluous and any facile acquiescence to market demands.

DESIGNER



Kuno Prey lives in Weimar, where he teaches Product Design at the Bauhaus Universität, and in San Candido, in the Dolomites, where he was born in 1958. After his artistic studies, he worked with the world of industry, undertaking research into the materials and new technologies that would characterise all his projects, many of which have received prizes and awards. In 2002 he founded the Faculty of Design and Art at the Free University of Bolzano and was its dean until 2010. He has designed numerous products for Alessi, all for the Twergi collection.

"As a design professor, I try to draw the students' attention to what is superfluous. The focal points of design are pleasure, comfort and safety as well as high aesthetic values, whilst ecology and social relevance form the basis of every design process."
◆ Kuno Prey

COMPONENTS



The object consists of a birchwood base into which two panes of glass are inserted, held together by a spring clip.

DESIGN NOTES

Essential
A frameless photo frame that reveals only the image it holds, to bring the emotion of that moment back to life with just a glance.



Strictly confidential © Alessi

Ideal
For a photo, a card, a snapshot of life to keep before your eyes and close to your heart.



Textural
Wood, with its grains, knots and diversity, makes each photo frame unique and distinct from any others.

SUSTAINABILITY AND SAFETY

- Made in Italy, near where Alessi is based, using a partly hand-crafted turning process.
- Produced using FSC-certified wood guaranteeing an eco-sustainable origin.

USE AND MAINTENANCE

[Simple to use] Insert the photograph between the two panes either horizontally or vertically. Secure the panes together using the clip, then reinsert them into the wooden base.

[Easy to clean] Use a damp cloth or wood cleaner to clean the base and dry immediately.
Do not wash by immersion, underwater or with abrasive detergents.

CODES AND VARIANTS

KP01
Design Kuno Prey 2021 (1992)
Photo frame in glass and birch wood with clip
cm 21 – h cm 17

Strictly confidential © Alessi

PHOTO FRAME
MAGNETIC MEMORIES

Produced in 1999 and re-proposed here in its original version, this **photo frame** has been resolved into an object with an elegant and minimalist design: a small volume of turned wood acts as a support for the image, held in place by a simple magnet.

DESIGNERS



Fabio Bortolani trained as an architect and began working as a designer after graduating from university, collaborating with various Italian companies such as Driade and Cappellini. In 1997, one of his designs became part of the permanent collection of the Victoria & Albert Museum and in 2001, he was selected for Compasso d'Oro award. **Walter Becchelli** alternates his works in industrial and architectural design.

COMPONENTS



It consists of a birchwood body with rounded lines and two sides cut flat that serve as a base and a support for the photograph. On the side holding the photograph there is a magnet which, when coupled with a small steel ball, holds the image in the desired position.

DESIGN NOTES

Elegant and minimal
A photo frame that almost disappears, leaving space exclusively for moments worth remembering.

Surprising
Ideal for welcoming friends with an unusual table setting.



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A gift
For yourself and for others, magnetically it preserves moments worth remembering.

Textural
Wood, with its grains, knots and diversity, makes each photo frame unique and distinct from others.

SUSTAINABILITY AND SAFETY

- Made in Italy, where Alessi is based, using a partly hand-crafted turning process.
- Produced using FSC-certified wood guaranteeing an eco-sustainable origin.

USE AND MAINTENANCE

[Easy to use] Place the photograph on the wooden base, either horizontally or vertically as desired. Then place the small steel ball on top of the photograph, over the magnet inserted in the base behind it.

[Easy to clean] Use a damp cloth or wood cleaner and dry immediately.
Do not wash by immersion, underwater or in a dishwasher, and avoid the use of abrasive detergents, which could damage the surface finish of the product.

CODES AND VARIANTS

BBA01
Design Bortolani Becchelli Associati, 2021 (1992)
Photo frame in birch-wood with magnet
cm 6x3 – h cm 5

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PACKAGING

Available in the special packaging created to celebrate 100 years of Alessi.



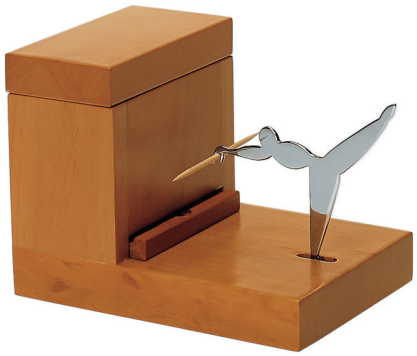


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ALSO PART OF THE COLLECTION

ACCHIAPPASTUZZICADENTI

Concerned about ecology and natural forms, Branzi is one of the designers most sensitive to the turned wood of Twergi. His family of object can be easily recognized, thanks to its extended forms, and includes, among the others, also this funny **Toothpick holder**.



CODES AND VARIANTS

CO1369
Design Andrea Branzi, 1991
Toothpick holder in steel and pear-woo
cm 12,5x9 - h cm 9,5

SCOIATTOLO

Andrea Branzi has designed the **Scoiattolo** (squirrel) Nutcracker and is very attentive to the environment and to natural forms. His family of object can be easily recognized, thanks to its extended forms, and includes, among the others, also the bottle-opener Ercolino.



CODES AND VARIANTS

AB13
Design Andrea Branzi, 2010
Nutcracker in 18/10 stainless steel and wood
cm 12x7 - h cm 24

Strictly confidential © Alessi

LEMON-SQUEEZER

This **citrus squeezer**, designed by Kuno Prey, is a designed for use directly in your hand. It is especially suitable for squeezing lemons, which often have to be squeezed for just a few drops of juice, perhaps directly over food. UT108 looks good directly at the table, on a saucer, ready for use.



CODES AND VARIANTS

UT108
Design Kuno Prey, advise Alberto Gozzi, 1991
Lemon-squeezer in cherry-wood.
ø cm 5 - h cm 14

GRINDER

Its sheer size makes it almost a tabletop totem-pole. This **salt, pepper, spice grinder** designed by Paolo Pagani that even the most common of objects can surprise us.



CODES AND VARIANTS

MP1562
Design Paolo Pagani, 1991
Salt, pepper and spice grinder in beech-wood, black
ø cm 8,5 - h cm 60

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