

# CLASSIC DRIVER

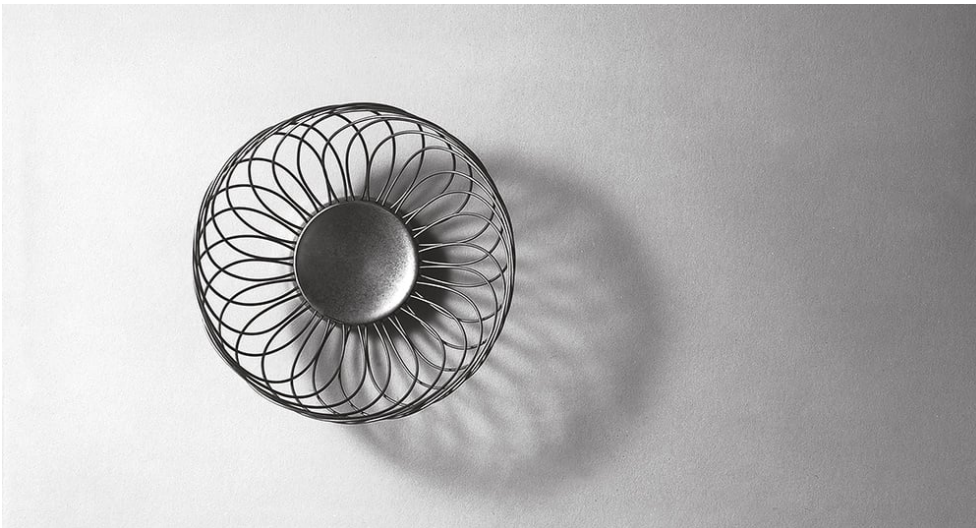
## A glimpse into Alessi's dream factory

### Lead

When one thinks of Italian design, the products from Alessi are usually the first to come to mind. From Richard Sapper's water kettle to the citrus-squeezer by Philippe Starck, countless traditional design icons have been created within their Piedmont factory...



An interesting book has been published by New York publishing house Rizzoli, which traces the history of the family business of Alessi from 1921 to the present. The author of the book is Alberto Alessi, president of the design house and the oldest son of Carlo Alessi, who brought the company to international fame. With his focus on “original design” — a network of international designers and architects has worked for the Alessi family since the post-war period — and playful styling products, Alessi produced some of the most famous design objects of the 20th century. In the book *The Dream Factory*, besides the classics of such great designers as Ettore Sottsass, Robert Venturi, Jasper Morrison, Marc Newson, Ron Arad, and Frank Gehry, you will also find some lesser-known and more experimental works.



“There are objects that are part of our everyday existence”, explains Alberto Alessi. “Things we use without actually looking at them — those that create a neutral, functional home. And then there are those objects that make our lives easier, more comfortable, and more distinctive.” What designs and products Alessi count as their own will no longer be a debate after reading this book.













































