



ALESSI

:one size fits all

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OBJECTIVE / GOAL

"A true work of design must be able to move people, to convey feelings, to trigger memories, to surprise, to go against the grain...it has to make us feel more strongly that we're living the only lives we have to live."

– Alberto Alessi

Our objective in this project is to dive ourselves deep to understand the brand and design strategies of Alessi. To discover their functionality, their inspirations, and their dreams. By submerging into this, we look to produce an interactive brandscape and product. Alessi will act as our model – our inspiration, alongside other precedents of interactive environments. From this we will laterally develop ideas and issue reiterations to these processes to stand consistent with Alessi's qualities and success, designing beyond the function and form.

ALESSI BRAND

"Our role is to act as a mediator between the designer and the needs and dreams of the market."

– Alberto Alessi

Alessi's tradition is characterized by constant innovation, open to experimentation and to the paradoxical results of casting from a poetic mould.

Actively researching the field of applied arts, Alessi rigorously interplays, in a highly personal way, a game of opposites: eccentricity and style, playfulness and culture, irony and elegance. This is the mark of Alessi's products, approaching to bring freedom, pleasure, and simplicity to home communication.

Alessi pursues art mediation between the most interesting expressions of creativity and the needs and dreams of the public. They seek to bring out extraordinary practical and sensorial qualities of objects through re-inventions. They see design as an overall creative discipline, considering four headings: senso-reality (the WOW factor); functionality (does it work?); language and communication (if you had it, what would it say about you?); and lastly, price.

ALESSI INSPIRATION



Clip Tree Presentable:

- Designed by Khodi Feiz
- Paper clip holding tray. Magnetic center rod holds basis for paper clips to branch out like a tree
- Supports Alessi's brand of encouraging interplay of opposites
- Contrasting work related product, and playful image
- Contrasts technological and metallic device with organic image
- Considers senso-reality (creative idea), functionality (does it's job right and well), and language communication (presented image as a tree).



Marli Bottle Opener:

- Designed by Steven Blaess
- Simple, elegant design that has a functional aspect. The shape is similar to a pop can cap, it's an example of irony and functionality of the product. You are using a pop can cap to open a bottle.
- Traditional bottle openers serve as a functional piece, but Alessi successfully brings out the sensorial aspect for the Marli.
- Also doubles as a feminine belt buckle.
- The shape affords the user to hold it a certain way to open a bottle. This product has the WOW, functionality, and communication factor.



Mr. Cold:

- A plastic soap dispenser.
- The appearance is fun and appealing. It plays with opposites like many Alessi products do. The soap dispenser looks like a sick person with a stuffed nose, but instead of spreading germs through the nose, soap comes out of it.
- Timeless and ageless appeal.
- "[Alberto Alessi] not only wants to deliver functionality but also inspire, making every day life just that little bit more interesting."



So & Zo Seesaw Chopping Knife:

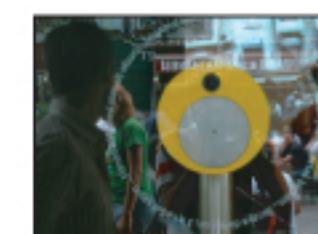
- Designed by Stefano Pirovano, 1998
- Handles of chopping knife shaped like two children.
- Rocking motion applied to knife when used, mimicks movement of seesaw
- The act of chopping up something with a knife is replaced by the contrasting imagery of two kids playing in a playground.
- Semiotics presented by two figures balancing on seesaw is "the wow factor."
- Curved blade directs rocking motion needed to chop food.
- Position of characters conveys affordance that they are handles.
- A message of playfulness is communicated by the owner of this product.

INTERACTIVE PRECEDENTS



Saporiti:

- Saporiti manufactures and sells furniture. They pride themselves in combining style and functionality.
- The collection of upholstered products by Saporiti Italia combines elegance and comfort. Every product is studied with particular attention to design and ergonomics.
- The space in their showroom is organized in a way in which people could interact with all the products. These spaces are made to look similar to home or office spaces.
- By having potential customers interact with the furniture, Saporiti can help their customers imagine how their products can fit into their lifestyle.



Fabrica Features: Istanbul Street Portrait:

- Fabrica is a community with no specific category, that produces everything from books, music, and exhibitions.
- Their aim is to uncover the future through forms such as photography, design, and interactive communication.
- The Istanbul Street Portrait is an interactive store front, part of their Fabrica Features store in Istanbul.
- Tapping the window would start the capturing, which records footage of the pedestrian on the outside. It is displayed in a live view throughout the store. Also the system repeats previously recorded footage later on.
- This encourages people to be more playful and be more creative in an atmosphere where they can be seen. It also encourages participants to enter the store.



Couch for Connected home:

- Creates large 140cmx140cm couch that provides an interactive space for the user.
- Enclosed with arm rests and back rests
- Completely designed for connected home (physically and electronically)
- Portrays Alessi brand in conveying opposites
- Allows a poly-functional zone for relaxation and socialization in self-contained 'work and play' area



Interactive Breakfast Tray:

- "So my vision is that perhaps a vase of flowers, to take a simple example, could also contain family holiday photos. The key is mixing emotions with objects"
- Breakfast tray provides soft base form for stable and comfortable interface with the body.
- Points of contact provide power to crockery, keeping coffee and croissants warm, while orange juices and cereal cold.
- Display monitor on breakfast tray allows interaction while by reading news and checking email.
- Mixes emotions with device through interactions of user and purpose of product.