

Designing and making: looking at the work of designers

Alessi

Alessi is a family business first set up by Giovanni Alessi, a metalsmith, in Arona, Italy, in 1921 to produce kitchenware. His eldest son, Carlo, trained as an industrial designer and joined the business in 1932 followed in 1945 by his second son, Ettore. They became renowned for producing high quality, mass produced household products in stainless steel.

In 1955, Alessi first began collaborating with external designers, and this approach was driven forward by Carlo's son, Alberto, who joined the company in 1970. With a vision to offer artistically designed pieces, mass produced at low prices, the company began to work increasingly with plastics throughout the 1990s.

Alessi has worked with many leading designers including [Ettore Sottsass](#), [Zaha Hadid](#), [Michael Graves](#) and [Philippe Starck](#). Together they have produced products that demonstrate a sense of humour that the mouldability and colourful potential of plastics facilitate.

