

ALESSI AND EXPO

ALESSI at the EXPO fairground

THE ITALY PAVILLION

Sold at the Italy Pavilion and in the www.padiglioneitaliashop.com website is a selection of ALESSI products, among which the 9090 espresso coffee maker by Richard Sapper, the Anna G Corkscrew by Alessandro Mendini and the "Souvenir d'Italie" figurines, by LPWK - Antonio Ricò and Massimo Giacón. The products will display the official logo or rosette of the Pavilion and the phrase "Orgoglio Italia!" ("Italy pride"), whose graphic provides visibility to the values and positive energies of the Country hosting EXPO.

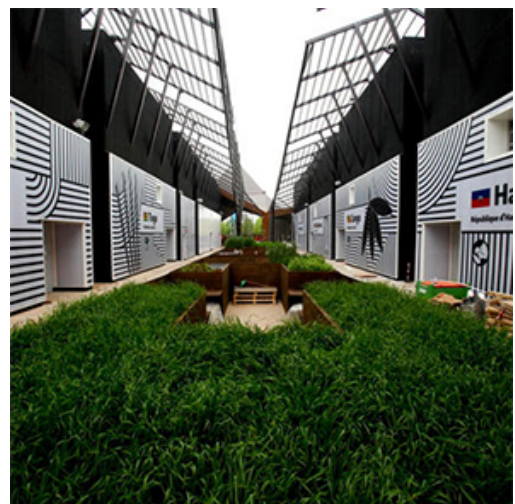


THE CLUSTER OF COFFEE

The MUSEO ALESSI museum is one of the hosts of the Coffee Cluster: among other public events, it will tell stories about coffee, architecture and poetry, showing prototypes coming directly from its collection. Admittance into the events, in collaboration with Illy coffee brand, is free and they take place once a month: June 3rd, 3.30 to 4.30 p.m. / July 6th, 12:00 a.m. to 1.00 p.m. / August 3rd, 3.30 to 4.30 p.m. / September 3rd, 12.00 a.m. to 1.00 p.m. / October 5th 3.30 to 4.30 p.m.

THE CLUSTER OF CEREALS AND TUBERS

ALESSI will be present at the Cluster of Cereals and Tubers, the area dedicated to a journey among the cereals and tubers of the world. The Cluster consists of seven buildings, one for each country of reference, and a hallway leading to a large square, characterised by a big fireplace, which overlooks a building intended for cooking. In this area many show-cooking sessions, for which ALESSI will supply the equipment, will be taking place.



The EXPO appointments in the city centre

ALTAGAMMA – PANORAMA

ALESSI is part of the ALTAGAMMA association, that groups several Italian excellencies.

During Expo, Italy will be on stage with Panorama, in a unique video installation that will show the beauty of the nature, culture and manufacturing of the *Bel Paese*.

Panorama will be free to the public from until 31st October 2015 in Piazza Gae Aulenti in Milan (Garibaldi area).



ARTS & FOOD

An exhibition about food from 1851 up to current times, held at LA TRIENNALE in Milan, the only EXPO Milano 2015 pavilion in the city. In "Arts & Foods", curated by Germano Celant, ALESSI is on show in different areas of the exhibition with prototypes, unpublished projects and historic objects.

FOOD FOR DESIGN, DESIGN FOR FOOD

COIN department store has presented a limited edition collection of eight different kits, each one made of an ALESSI object combined with a fine food selected from EAT'S the food market of COIN Group.

The kits, packaged in a design specifically conceived for COINCASADESIGN by the renowned illustrator and graphic designer Lorenzo Petrantoni, are sold during the Expo.



EXPO IN CITTA' – ENJOY THE TABLE

ALESSI participates in ENJOY THE TABLE, a format of events that includes four thematic days dedicated to feasts, traditions, wellness and street food, whose common denominator consists of shared values: social, culture, sustainability and innovation. It is an articulated path fully inserted into the calendar of events of EXPO IN CITTA'. The chef who will liven up the ALESSI show-cooking is Claudio Sadler.

After Tutto Food fair, ENJOY THE TABLE events will be at Castello Sforzesco in Milan from 25 to 28 June, at HOMI (Rho - Milan Fair from 12 to 15 September) and at HOST (Rho - Milan Fair from 23 to 27 September).



REFETTORIO AMBROSIANO

The project "Refettorio Ambrosiano" ("Refectory of St. Ambrogio" / "Milanese Refectory"), is born from an idea by Massimo Bottura and Davide Rampello that involves the excellence of international cuisine, art and design, ALESSI tableware included, into an initiative that aims to solidarity, kick off from June. "Refettorio Ambrosiano", promoted by Arcidiocesi of Milan (Milan Archbishopric) and Caritas Ambrosiana, will be held in the ex Greco Theater, Milan, and will exploit food surpluses of the EXPO Pavillions according to the recipes of 40 internationally renowned chefs: the first will be Alain Ducasse, followed by the other twenty foreign and twenty Italian chefs who will take turns in cooking. An educational gesture on food and human experience in feeding.

ALESSANDRO M. ... IN MILAN!

Every year, "Alessandro M.", the corkscrew designed by Alessandro Mendini, gets a limited-edition new look. "Alessandro M. - Duomo di Milano" pays homage to Italy and to Milan in particular, the host city of the Universal Exposition in 2015. With him, starting from 20th May, we virtually visit the places in Milan where ALESSI is present with special exhibitions, shows and shops.

DI PALMA ASSOCIATI Press agency

Milan, Italy – ph. +39 02 7602 1515 – info@dipalmassociati.com

