



GIACOMO ALESSI

Mediterranean Inventory

Tradition, Future and Design of Ceramic

Together with 5VIE Art+Design for Milan Design Week 2018

Milan, Corso Magenta 12

www.giacomoalessi.com

Through his laboratory in Caltagirone, Giacomo Alessi has returned to the art of ceramic its ancient dignity and beauty. A Mediterranean design, which is able to provide new nourishment to Tradition, transforming culture and historical memory of the same territory into a *unicum* representative and recognizable worldwide.

Giacomo Alessi is registered in the Book of the Living Human Treasures instituted by Sicily Region according to the UNESCO Convention for Safeguarding of the Intangible Cultural Heritage. Prestigious exhibitions, from Gibellina to Paris, Palermo, Agira, Amman, London, Bruxelles, Alger, have provided evidence through the years of his constant research on material and techniques.

Participating in Milan Design Week 2018, in cooperation with 5VIE Art+Design, for the first time a space in the most ancient district of Milan, in Corso Magenta 12, becomes the showcase for the Heritage Collection, Studio Collection and Home Collection handcrafted by Giacomo Alessi.

In each of the three Collections Giacomo Alessi – rigorously handmade – you will find a rich selection of products. A Mediterranean Inventory where gleaming timeless models of elegance. *Luxury home décor* that means passion for beauty and attention to detail.

In a limited edition for Milan design Week 2018, the Gold Head will represent the quintessence of the Tradition Collection, as representing a renovated flowering of the art of ceramic.

A fascinating circumnavigation of the Mediterranean, legendary and ancestral trip beyond Hercules' pillars of our human limits and fragility. An evocative road towards Ithaca, assumed as constant expressive research, praise of uncertainty and imperfection that becomes emotion as eternal tale of light, colour and material.

Dreams made of ceramic, suspended between past and future, in a universal twist witness of a present rich of old and new questions, contradictions and fears, but yearning for life and hope.