

## ALESSI @ Milano Design Week 2019

### A NEW MOKA IS BLOOMING

On the occasion of the launch of the new Moka designed by David Chipperfield, Alessi presents the project **A new moka is blooming**.

At Mudec – Museo delle Culture, the ritual of coffee becomes the protagonist with a fantastic installation by Virgilio Villoresi and the MOKERIA, a space with a pop spirit, designed for having the original coffee experience.

**Mudec – Museo delle Culture**

**MOKERIA** | Mudec Bistrot

**Zoetrope Moka Alessi** | Mudec yard

via Tortona 56, Milan

from Tuesday the 9th to Sunday the 14th of April, 2019

On the occasion of Milan Design Week, **Alessi**, the Italian design company which is the epitome of continual experimentation and quality, will present the project **A new moka is blooming, centered on the Moka designed by architect David Chipperfield**. The concept around the whole project is to highlight the democratic soul of this icon of industrial design as the protagonist, a symbol of a shared memory celebrated worldwide.

From the 9th to the 14th of April 2019, the spaces of the **Mudec – Museo delle Culture**, will host an **imaginative installation**, a 'fairytale in motion' designed by **Virgilio Villoresi** which evokes the pre-cinema experiments, and the **MOKERIA**, an immersive space with a pop soul, designed to celebrate the daily ritual tied to the preparation of coffee.

**A new moka is blooming** is designed under the **creative direction of Federico Pepe**, of Le Dictateur Studio, and originates from the desire of Alessi to renew an archetype of the day-to-day experience: the moka is a symbol of an idea that, though already perfect, can evolve over time to become a **dynamic icon**. In this sense, the new Chipperfield-designed Moka praises **the capacity for renewal**, for adapting to new challenges and trials, consolidating its role in the world.

Alessi pays homage both to one of the emblems of Italy, and to a project which is **deeply rooted in the history of the Alessi family and of the brand**: the first moka was actually designed in 1933 by Alfonso Bialetti, founder of the homonymous company and grandfather of Alberto Alessi, the brand's current president. Over 80 years later, the classic coffee maker is transformed, without losing its beloved and renowned characteristics, now becoming a new symbol of innovation.

**A new moka is blooming** is, on one hand, a reflection strongly linked to design and the theme of evolution of industrial archetypes, and on the other hand it is a story, told through a contemporary view, of the roots which identify the shared Italian experience linked to the ritual of coffee, culturally transversal, with the ability to transcend social origins and specific geographic places.

It's a story of evolution, read through a new creative lens of the day-to-day: a reawakening of the senses and of the imagination of the taste of coffee.

*"My story and the story of my family are intrinsically linked to the moka", recalls **Alberto Alessi**. "The reassuring rumbling of the coffee has become a part of the collective imagination as everyday images which plays out every morning: for many it's a ritual, for many a habit, for almost everyone it is, above all, an undeniable pleasure. And that has been the greatest challenge: innovating an iconic object which represents a way of life. The new Moka, designed by David Chipperfield, encapsulates all the emotional characteristics of the object, and the innovative spirit which has characterized its design for 30 years now. It is from this new way of understanding the tradition that we began conceiving A new Moka is Blooming which tells the tale of the new Moka by means of a film and an installation, designed by Federico Pepe and carried out by Virgilio."*

## ZOETROPE MOKA ALESSI AND FILM by VIRGILIO VILLORESI

Conceived by Federico Pepe, the narration of **A new moka is blooming** has been entrusted to the talent of **Virgilio Villoresi**, a filmmaker of cultured and quality style, who created **a film and an installation** for Alessi in which dreams, fantasy, and imagination - interpreted through his poetic, magnetic, and analogical codes - blend together, resulting in an unexpected and magical fairytale dimension.

In the **film, from an expanse of 'dancing sunflowers set aflame', the new Moka blossoms**: it is a display of the preparation of coffee through the imagination of a girl immersed in the intangible limbo of morning awakenings. In this dream-like dimension, the traditional gas stoves, with their flames set alight, transform into a field of flowers lit up by the warm lights of an abstract dawn; it is a tribute to that magical, enigmatic moment found nestled, indecipherable, between dreams and the reality of awakening.

Villoresi's eclectic and experimental research plays out, moreover, in an installation that reveals the artist's profound knowledge of the analogue techniques of the **pre-cinema tradition**: projection of a **zoetrope**, designed specifically for Alessi, transports the spectator into a **magical experience**, through an optical apparatus inspired by children's games from the Victorian era which produces images in motion through mechanical devices and optical illusions.

The new Moka thereby becomes the protagonist of a **dancing carousel**, in which a small figure, characterized by a flamed head, leaps and interacts with the coffee pot: it is an **animated fairy-tale** in which - thanks to the play of light and movement - elements come to life in a powerful way, bringing to the surface renewed fascination with surprise and discovery.

## THE MOKERIA

The Bistrot spaces of the Mudec transform into the **MOKERIA**, a place with a **lively pop spirit**, designed to give life, in an unprecedented way, to the experience of coffee prepared with the Moka: it's the celebration of a ritual which brings with it unique gestures and sounds linked to this object, still capable of surprising with its current contemporaneity. The new Moka thus returns to the tradition of the classic method of the typical Italian coffee: sustainable from an ecological point of view and inextricably linked to the search for a more gentle pace.

Through **an explosion of yellow and cyan** - one colour, the evocation of the sun beneath which the coffee matures, and the other, a homage to the water with which it's prepared - the space of the Bistrot takes on a new dimension and transports the audience to a world of lightness and fantasy, where you can take time for yourself and carve out a moment of relaxation. In a world in which the pace of life is ever intensifying, coffee prepared with the Moka encourages us to find time to listen to the rumble of water boiling, enjoy the aroma of the first drops of coffee as it fills the room, and stop for just one moment to find yourself again.

## PUBLIC INFORMATION

**Mudec – Museum of Cultures**

**MOKERIA** | Mudec Bistrot

**Zoetrope Moka Alessi** | Mudec yard

via Tortona 56, Milan

From Tuesday the 9th to Sunday the 14th of April, 2019

Museum Hours: Mon/Tues/Wed and Fri 9.30 am to 7.30 pm; Thurs, Sat and Sun 9.30 am to 10.30 pm

Bistrot Hours: Mon/Tues/Wed and Fri 7.30 am to 7.30 pm; Thurs, Sat and Sun 7.30 am to 10.30 pm

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