

**CELEBRATIONS FOR ALESSI'S CENTENARY CONTINUE
WITH THE VALUE *BORDERLINE*, REPRESENTED BY AN UNPUBLISHED RESEARCH
SAMPLE OF THE ICONIC JUICY SALIF DESIGNED BY PHILIPPE STARCK**



*“Working on the borderline is the destiny of an Italian design factory like Alessi: we explore the line of what is possible and try each time to go beyond it”. For Alberto Alessi, **Borderline** means the cryptic borderline “between a project that will be understood, loved and desired by the public and another that the public will not succeed in understanding and therefore adopt. This line is not clearly marked out; it is not visible with market research. It can only be guessed at by making careful use of our sensitivity and accepting that a few risks need to be taken.”*

It is specifically on the creative/imaginary borderline between what is possible and what isn't that we can place **Juicy Salif Study n.3**: a fascinating and unpublished research sample of the iconic juicer designed by Philippe Starck, in which the *sculpturality* of the object complete its function, expressing itself in full.

“Juicy Salif Study n.3” reproduces one of the first prototypes realised on the basis of Starck’s sketches on a paper tablemat of a pizzeria: these early designs produced on an Italian island thus gave life to what is defined as *“the most controversial juicer of the 20th century”*.

A spider, a sea monster, an alien or a space rocket, this object has captivated the public's imagination since its first appearance. As Philippe Starck himself explains *“Juicy Salif is not only about squeezing lemons, it's about what we see in it, the way this micro-sculpture lets our imagination run wild. When someone asks, ‘What is this?’ a conversation begins, and this is the scenario that drives me while designing such a bizarre object.”* The Juicy Salif is a conversation starter.

The juicer – the 9th project presented for the Alessi 100 Values Collection – will be produced in cast bronze in a numbered edition of 999, plus 3 artist's proofs.

About Alessi

Alessi, founded in Omega in 1921 by Giovanni Alessi, developed a design excellence policy that took it to the forefront of Italian Design Factories at an international level. Over the years, it has produced thousands of objects, many of which becoming icons of design. To date, it has collaborated with over three hundred world-famous designers and architects. Alessi was able to bring together industrial requirements typical of its sector with its soul as “applied arts research lab”. Since June 10, 2020, Alessi has become a Benefit Company, a legal qualification identifying companies that as well as profit, by statute seek one or more purposes for the common good, in a responsible, sustainable, and transparent manner.

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About Philippe Starck

Philippe Starck, world famous creator with multifaceted inventiveness, is always focused on the essential, his vision: that creation, whatever form it takes, must improve the lives of as many people as possible. This philosophy has made him one of the pioneers and central figures of the concept of “democratic design”.

By employing his prolific work across all domains, from everyday products (furniture, a citrus squeezer, electric bikes, an individual wind turbine), to architecture (hotels, restaurants that aspire to be stimulating places) and naval and spatial engineering (mega yachts, habitation module for private space tourism), he continually pushes the boundaries and requirements of design, becoming one of the most visionary and renowned creators of the international contemporary scene.

Philippe Starck and his wife, Jasmine, spend most of their time on airplanes or in “middles of nowhere”.

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HIGH RESOLUTION IMAGES AVAILABLE HERE:

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