

## ALIAS April 2011

Alias: a laboratory for ideas. A group of people who thrive on experimenting with forms, materials and function.

Continuing a journey of constant research, Alias is back at the “Salone del Mobile di Milano”, proudly presenting a wealth of new projects and creations, available for delivery immediately following the Salone.

Designers include: Alfredo Häberli, Pio Manzù, Alberto and Francesco Meda, Jasper Morrison, PearsonLloyd, Jakob Timpe, and Philippe Starck with Eugeni Quitllet.

Whether strengthened over many years or inspired by a new collaboration, Alias’ relationship with its designers is unique, seeing them work closely alongside the company’s own experts for a seamless partnership between design and manufacture.

Different creative approaches. Mannerisms, notions, intuitions.

The clashing and mingling of different experiences and viewpoints.

Alias: a daily commitment to achieving success on an international scale.

### The Alias installation at the Salone del Mobile 2011

Alias exhibits at the 2011 Salone del Mobile in Milan, with an installation that epitomises the dynamic personality of the brand. The space is creatively inspired by the *spaghetti chair*. The iconic Alias product celebrated its thirtieth anniversary in 2009 and has long been included in the MoMa permanent collection in New York.

The famous chair has been used as a building-block, with the stand’s walls composed of interconnected *spaghetti chairs*. A striking structure in chrome steel and light grey PVC; the walls form an interlocking system made up of 700 chairs.

Within the installation, the Alias 2011 collection is displayed on a 15 metre-long table. All products stand on a luminous surface alongside glass display cases, which examine both the initial inspiration and the various development phases of each project. All stages of design and development are narrated by means of technical components, sketches, prototypes and materials. A “behind-the-scenes” view; revealing the process of research and experimentation during the development of the collection.

The story unfolds in a dynamic display, as the various components which characterise each collection float suspended above the final product. Hydro-formed seat-frames, casts, original structural elements: all describe the key features of each individual project.

Alias logos are projected in light beams throughout the entire space.

The story culminates at the back of the installation, in an area specially reserved for customers, and where the new 2011 products are shown in their various colour ranges and materials.

Behind the back wall, a mirror captures infinite reflections of the spaghetti installation.

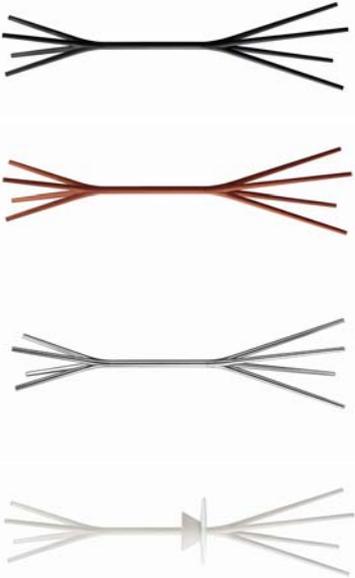
### Feeling at home amidst design excellence.

To mark the Salone del Mobile 2011, Alias Shop welcomes the public to its showroom in corso Monforte 19 in Milan. A cosy, liveable space which has been conceived and furnished as a real home. The atmosphere is warm and inviting, beginning from the window displays which show Pio Manzù's armchair design newly released by Alias, with its dynamic lines, soft leather and contrasts of black and white. Alongside the chair are a series of products designed by Pio Manzù in the sixties, together with sketches and 1:1 scale drawings which include an automobile among other objects.

Once inside Alias Shop, the space extends to a large loft, punctuated by various domestic roomsets, showcasing the new furniture collections presented for 2011.

The showroom's central display is dedicated to the SEC shelf system, presented as a giant deconstructed diagram, allowing visitors to appreciate the infinite combinations offered by the collection, now even more flexible with newly added corner configurations and a series of wood panels.

## ALIAS NEWS 2011

	<p><b><i>to'taime</i>, design Philippe Starck–Eugeni Quitllet</b></p> <p>The coat-stand: an object of everyday use. As Philippe Starck sees it: a totem sculpture. Elegant, primitive, yet extremely modern. To be fitted with a free and flexible system of shelves and storage elements, creating compositions that are functional and aesthetically attractive.</p> <p><i>To'taime</i> is comprised of three elements: a central structure in extruded aluminium, a base and an upper element, both in cast aluminium.</p> <p>It can be coordinated with two different accessories: a pocket emptier in turned aluminium, a tray available or in painted glass or in stove enamelled aluminium. All accessories can be coordinated with the coat-stand, which comes in an elegant chromed version or in a range of contemporary and impactful enamelled finishes.</p>
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