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**ALESSI – DÉDÉ RETURNS TO THE LIMELIGHT:
REINTERPRETING AN ICON BY PHILIPPE STARCK**

Designed by Philippe Starck in 1994 and originally produced in die-cast aluminum, the Dédé doorstop is a sculptural figure that gives life to one of the many anthropomorphic characters typical of the French creator's poetic imagery. An unconscious world transformed into an expressive and functional object.

"Philippe Starck is a living example of my dream: design, real design, is always highly charged with innovation toward the world of manufacturing and trade bringing results that no longer need to be justified solely on a technological or market level."

Alberto Alessi



The re-edition of Dédé is composed of thermoplastic resin and is available in three versions: black, pink and with a brown metal PVD finish. A perfect example of Starck's creative universe, Dédé is an object capable of surprising, conveying emotions and recalling memories. An evocative form becomes a familiar everyday companion, a powerful presence in the domestic environment.

"Dédé is waiting.

For life? For love?

Whilst he is waiting, he considers opening or closing the door.

Like me."

Philippe Starck

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".

www.starck.com / Facebook [@StarckOfficial](https://www.facebook.com/StarckOfficial) / Instagram [@Starck](https://www.instagram.com/Starck)

ABOUT ALESSI

Founded in 1921 at Omegna, today Alessi is one of the most prominent and internationally renowned Italian Design Factories. Over the years, the company has produced thousands of objects, many of which have become design icons. Alessi has collaborated with over two hundred world-famous designers and architects.

One of Alessi special features is the ability to reconcile its typically industrial needs with its tendency to consider itself as a 'research laboratory in the field of the applied arts', also in manufacturing contexts very different from the original one dedicated to small objects for the kitchen, table and home.

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