

February 2015: Press release

Design Museum Holon, Israel

Press conference: 24th March 2015

Public opening: 25th March - June 2015

IN-POSSIBLE BY ALESSI & STOOLS BY YAACOV KAUFMAN

Design Museum Holon explores the process
of design with two unique exhibitions



Image credit: Itay Benit

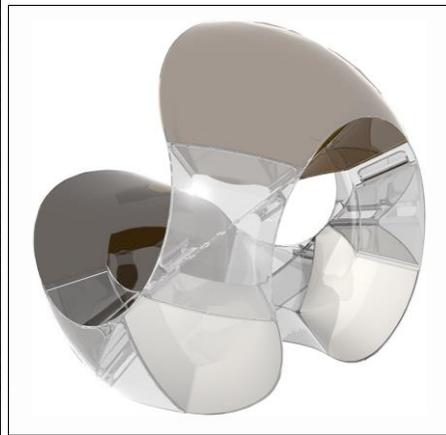


Image credit: Acconci Studio

As Design Museum Holon enters its 5th year, the Museum presents two innovative and thought-provoking exhibitions highlighting and analysing the multi-dimensional process of design. Alongside the exhibitions, **Italy-Israel Design Forum** will take place 25th March and includes a panel of international key speakers including Editor-in-Chief of *Designboom*, **Birgit Lohmann**, and world-renowned architect, **Ron Arad**.

The exhibition **IN-Possible**, a collaboration with the Alessi Museum in Omegna, invites viewers for a unique behind-the-scenes glimpse into one of the world's most important and influential design companies. Curated by Francesca Appiani, the exhibition shows over 50 designs that did not go into production. These designs were proposed to Alessi by well-known personalities from the design/architecture world, past and present, among them **Philippe Starck, Zaha Hadid, Patricia Urquiola, Ronan and Erwan Bouroullec**, and **Ettore Sottsass**.

The "IN-Possible" exhibition displays designs developed by Alessi...They were selected from a much bigger group of equally unborn designs – collected in our Museum – with the purpose of emphasizing both the eclecticism and the cultural liberality of our activity as manufacturers. An attitude that, while objectively unable to formulate a univocal behavior of design, I think is our typical trait. Alberto Alessi, President of Alessi



The objects and their design stories are presented on customised surfaces made by the leading quartz manufacturer **Caesarstone**, alongside sketches and descriptions of the work process, from initiation to the decision to halting the project. The exhibition also features 12 conceptual objects that are a window into the way Alessi thinks about the process and production of an object.

Yaacov Kaufman's exhibition, **Stools**, is curated by Galit Gaon and presents over 300 stools created in Kaufman's studio over the past eight years. The **Stools** are shown in a manner that resembles their own development process.

"The observation of this tribe of stools is akin to the observation of groups of human beings - each of us unique and special in our own way." **Galit Gaon, Chief Curator at Design Museum Holon**

Kaufman offers viewers unedited access to the design process, a kind of automatic writing of three-dimensional objects, and conscious avoidance of choice, selection or reduction. This close look reveals a detailed and fascinating weave of design values and principles.

Both exhibitions are intended to travel.

For more information, interview requests with the curators/designers, and high-resolution imagery of the exhibition and Design Museum Holon, please contact Jacob Peres Office:

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EDITORS' NOTES

IN-Possible by Alessi and *Stools* by Yaacov Kaufman will be on show at Design Museum Holon, Israel from 25 March - June 2015.

A video about the Alessi factory and the design process will be shown in the exhibition.

Both shows will be accompanied by comprehensive exhibition catalogues.
Available at www.dmh.org.il

Design Museum Holon

Designed by world-renowned architect Ron Arad, Design Museum Holon was inaugurated in March 2010 and has quickly established itself. The Museum is part of an urban regeneration initiative, which aims to transform the City of Holon into a centre for design. Central to Design Museum Holon's mission is to supply an enriching and thought-provoking environment for visitors to explore exciting and engaging design ideas, principles, processes and objects in a tactile and practical fashion.
www.dmh.org.il

The Museum's Fifth Anniversary

As a young medium, design has been undergoing substantial expansion, diversification, and change throughout the past two decades. The twenty-two exhibitions mounted at the



Museum, since its opening, have shown objects from the Museum Collection, as well as historical and contemporary objects, which have always been presented from at least two perspectives: that of the creators and that of the curators. Highlights include...

The Design Museum Holon Collection

The Design Museum Holon Collection is a young, evolving, and dynamic collection that extends over four main continuums:

Historical Design: Design works created in Israel from the 1930s to 2000

Contemporary Design: Design works created in Israel & internationally from 2000 onwards

Commissioned Works: Pieces specially commissioned for the Museum's exhibitions

Academic Projects: A selection of graduate works from Israeli design academies

Italy-Israel Design Forum 25th March

Holon Design Week will be celebrated with general public design events and exhibitions around the museum and the City galleries on 5-9th April.

For the full schedule, please contact Jacob Peres Office (details above)

Alessi

Founded in 1921, Alessi has gradually become one of the leading "Factories of Italian design". Standing out for the high quality of its products, Alessi combines international development with Italian tradition and culture. The company continues to be synonymous with handcrafted objects produced with advanced machinery. In every design, Alessi finds a balance between creativity and the needs of the market. Its mission is to bring cultural, aesthetic and functional design into mass production. The Alessi Museum Collection, housed in the company's factory, comprises 25,000 objects and 19,000 designs.

www.alessi.com

Alberto Alessi

Born in Arona (Novara) in 1946, Alberto Alessi is President of Alessi Spa and head of Marketing Strategy, Communication and Design Management.

The eldest son of Carlo Alessi, he belongs to the third generation of the Alessi family, and officially joined the company in 1970, the day after he graduated in Law. He initially was in charge of the commercial area, the development of new products and the communication.

Since 1970 Alberto has started collaborating with architects and designers from all over the world further enhancing the company's reputation of working with key names in the field of international design.

Alberto Alessi has written several books, including "La Cintura di Orione" (Longanesi, Milano 1987) "Not in Production next to Production", (Alessi Spa, Crusinallo 1988) and "The Dream Factory", (Electa, Milano 1998).

2011 he curated the fourth edition at the Triennale Design Museum in Milan, entitled "The Dream Factories: people, ideas and paradoxes of Italian design factories".

During his career he has contributed articles for many international magazines and publications and he is visiting professor at several design colleges.

Alongside his role as head of design management, Alberto Alessi is involved in the production of his own high-quality organic wines "La Signora Eugenia e il passero solitario"

Alberto Alessi on the "IN-Possible" exhibition



The “IN-Possible” exhibition displays designs developed by Alessi between 1921 and 2012. Their common trait is the fact that they have never been produced. The reasons why they have been gradually set aside can be more or less summed up as follows: oftentimes their execution presented insurmountable difficulties, less frequently their cost production was too high, sometimes our company was too timid to introduce them on the market, but – I am glad to report – almost no design was intrinsically too weak. They were selected from a much bigger group of equally unborn designs – collected in our Museum – with the purpose of emphasizing both the eclecticism and the cultural liberality of our activity as manufacturers. An attitude that, while objectively unable to formulate a univocal behavior of design, I think is our typical trait. **Alberto Alessi, President of Alessi**

Yaacov Kaufman

Yaacov Kaufman is a world-renowned product designer working in Israel and Europe. Kaufman was born in the Soviet Union in 1945 and immigrated to Israel with his family when he was twelve. He studied sculpture at the Bat Yam Institute of Art, and only later went on to study industrial design at the Technion Department of External Studies. Kaufman works between highly technical product design projects and design art. From the outset he began showing his work in solo and group exhibitions around the world, winning numerous prizes and grants, and registering a considerable number of patents over the course of his career. Kaufman established Gaga and Design brand (together with Avi Burla) and has collaborated with companies such as Lumina Italia, Tecno, Arflex, Luxo-Luxit, Porro, Serien, Monkey Business and others. www.yaacovkaufman.com