

## Officina Alessi Spring/Summer new products, 2009

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### Alberto's vineyard – universal tasting glass

#### Design: EOOS 2009

Today's post-modern design panorama has allowed Alessi to express its human dimension at its best. "Alberto's vineyard", a universal tasting glass created by the Austrian design group EOOS, is a perfect example of this trend. It is a glass with an unusual shape, enclosing a number of characteristic Alessi features: poetry, fun and irony, which are combined with elegant design forms.

The trend towards an analytical approach in tasting glasses has reached the point at which, today, there is a different shape of glass for almost every type of wine. Virtually a must-have for the table of true connoisseurs.

This universal tasting glass, the first design by the Austrian design studio EOOS for Alessi, represents a complete contrast to this approach. therefore suitable for tasting a notable number of different wines. "It is essentially a synthetic glass with a double interface. Half the rim slopes inwards (trapping and concentrating the aroma), while the other half opens outwards (liberating fragrance and facilitating oxygenation). The glass is therefore ideal for tasting all sorts of different wines. It just has to be rotated through 180 degrees".

The designers say, "The thing that we find interesting is the fact that in this glass, the process of 'creating the wine' is, in poetic terms, still under way. Using the different tasting zones offered by the glass, one has the impression that one can influence the result of the tasting process, just as the winemaker's work affects the wine during its production.

"We feel that in this way, the public is more closely involved in the tasting process. We want people to experience joy with the glass, instead of wishing to teach them something."

The very serious approach expressed by this design, in combination with the humour and eccentricity that inspired it, propelled it directly into the sophisticated world of Officina Alessi. It is in total harmony with the wine-production project launched by budding vine-grower Alberto Alessi.

The name that has been given to this design, "Alberto's vineyard", is intended as being a portent of success for both products.

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"Alberto's vineyard" designed by EOOS, 2009

Set of two universal tasting glasses in crystalline glass.

cl 35 - h cm 20 / h 12 1/4" oz – h 8"