



## Alberto Alessi International Design Manager



### CSA CELEBRITY SPEAKERS

Alberto Alessi has been described as the 'godfather of Italian product design'. Now Managing Director of Alessi Spa, using his entrepreneurial flair he has successfully explored the frontiers of design and technology. As a result, he has repositioned the company as a design leader partnering world class designers. Deservedly, his risk management skills are sought by prominent technology and design led organisations around the world.

**"More and more people are buying objects for intellectual and spiritual nourishment." Alberto Alessi**

#### In detail

In its third generation Alessi took the company helm in 1970 and has radically extended the product offering from the fundamental household and trade fare to include innovative yet practical products. Not surprisingly, he received the MBA Design Award for Lifetime Achievement from the Brooklyn Museum, New York. He also holds a number of honorary titles from various academic institutions.

#### What he offers you

Exploring the often fine line between opposing forces - like success and failure - he tempts you into a new world of possibilities. Based on the Alessi story he shows you how stretching your approach to embrace the borderline between traditional and avant-garde thinking you can increase your potential.

#### How he presents

Stylish by name, nature and profession this distinct personality will lift your spirit.

#### Topics

Strategy  
Innovation  
Design Management  
Branding  
Society

#### Languages

He presents in English, Italian and French.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone, fax or e-mail us.

#### Publications

##### 2003

Tea and Coffee Towers  
See the Entry: Bathroom

##### 1999

Alessi (Design Monograph)  
The Dream Factory

##### 1998

Alessi: The Design Factory  
Not in Production/Next to Production

##### 1997

The Belt of Orione



Alberto's performance was excellent and inspirational. His style was informal and relaxed and everyone was enthralled throughout - AT Kearney

