

Alberto Alessi

International Design and Style Icon

CSA CELEBRITY SPEAKERS

Alberto Alessi is Managing Director of Alessi Spa and Head of marketing strategy, communication and design management. His design and technology expertise have seen the company become globally recognised for producing products which combine functionality and aesthetic appeal.

"Described as the Godfather of Italian product design"

In detail

As the third generation of Alessi to run the business, Alberto was responsible for transforming the household-trade supplier of steel kitchen and dining ware into a brand known for style and substance. Combining quality and traditional functionality with modern materials and the latest in technology and style have seen the company grow to work with leading designers and have enabled it to become highly regarded on an international level. Products made by Alessi have a seemingly magic formula they draw consumers, enchanting them into accepting new design and to welcome technological advancement. He received the MBA Design Award for Lifetime Achievement from the Brooklyn Museum, New York and holds a number of honorary titles.

What he offers you

Experience, enthusiasm and vision help Alberto Alessi to "intellectually and spiritually nourish" his clients, helping them to examine creativity and innovation in their approach to marketing and branding. Exploring the often fine line between opposing forces, like success and failure, he tempts you into a new world of possibilities.

How he presents

Alessi combines his creative ability with a shrewd business mind. This ability has made him a sought after speaker; stylish by name, nature and professional, this distinct personality will lift your spirit.

Topics

- Innovation
- Strategic Marketing and Design
- Emotional Design
- Internet Branding

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

2017

The Dream Factory: Alessi Since 1921

2011

Singular & Plural

2007

Italy Now?: Country Positions in Architecture

2003

Tea and Coffee Towers

2003

See the Entry: Bathroom

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