





My factory is one hundred years old. A remarkable milestone certainly, but one that touches me only to a certain extent. What interests me more than its age is its freshness, its ability always to apply new ideas, to contribute new forms to the evolution of the domestic landscape. When grandfather Giovanni founded Alessi in 1921, after leaving the Cardini company in Omegna on the shores of Lake Orta, where he had been working as a spin former and turner, he probably did not have these immediate objectives in mind: his concern was to give his new company a sufficiently solid foundation. But my grandfather had his own precise idea of quality which foresaw a well-conceived and well-made product, and this idea has remained impressed on all of us, his descendants. So we might say that the recipe my factory will continue to apply for the next hundred years is exactly this: a well-conceived and well-made product that is well-designed by an excellent designer.

Alberto Alessi

The journey of the Alessi Values Collection reaches the eleventh value, **Transgression**: the history of art is made up of transgressions, as masterfully expressed by La cubica, the cocotte designed by Aldo Rossi, which subverts the aesthetic principles of this traditional product type.

GRESSION TRANS



11/12

Alessi Values Collection is the special initiative that, in the occasion of Alessi's centennial, celebrates the values that define the identity and the practice of the "Dream Factory". A collection of surprising objects, coming from the Alessi Museum's archives: objects never produced until now, unpublished versions, icons caught in their becoming. Twelve projects, each referring to a different value, will be presented over the course of twelve months, between May 2021 and April 2022. To celebrate 100 years of research in the field of applied arts and the beginning of a new century of experimentation.

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LA CUBICA | New Release

Designer:
Aldo Rossi



transgression: rules are needed, of course! But accepting a system of rules tamely also runs the risk of creating a static view of the world, and in the case of industry at least this can become a major brake on development. Acceptance of the risk linked to the transgression of existing rules is a constant in Italian design. I believe that a light-handed touch of transgression in the rules governing technical design, marketing or aesthetics be desirable to ensure true product innovation, as all the best examples of Italian design show.

La cubica: a textbook case of rule-breaking was Aldo Rossi's "La cubica" casserole. Over the years we have sometimes come across projects of considerable interest precisely because they make a clean sweep of conventional typological descriptions and explore new paths, at least apparently running counter to the general trend. A cubic pot, as beautiful as it is, seems irreconcilable with logic, but surprisingly enough you can cook a number of recipes in it pretty well. ♦ Alberto Alessi

ONLY FOR CUBIC TOMATOES

Aldo Rossi's fascination with the expressive power of geometric solids is well known and has been a cornerstone of his work. **La Cubica** is an extraordinary example of this: a simple volume that is dropped into a foreign sphere, that of cooking utensils. A transgression probably inspired by the square-based pots and pans of Japanese gastronomic culture, with which the author came into contact during the design of the Il Palazzo hotel complex, built in Fukuoka at the end of the 1980s. Realised in 1991, Cubica remained in the catalogue for only a few years due to the extreme complexity of its production. It was reissued in 2021, continuing to surprise us with its transgressive form, despite the passing of the years.



DEDICATED TO

For those who love Aldo Rossi's undisputed talent for translating his architectural language into small works of design and for gourmets in the private sphere looking for high-performance instruments with which to measure themselves in refined culinary preparations.

DESIGNER



Aldo Rossi is considered one of the most important Italian architects of the second half of the twentieth century. A dramatist of abstraction, reduction and brevitas, his rigorous language of primary forms, geometries and evocations through absence has created some of the most intensely poetic works of architecture and design of his era. The first Italian designer to win the prestigious Pritzker Architecture Prize, he designed iconic products for Alessi such as the La cupola coffee pot and La cubica pot.

"Perhaps observing things was the most important part of my formal education; then that observation turned into a memory of these things. Now it's as if I can see them all arranged like tools in a neat row; lined up like they're in a herbarium, in a list, in a dictionary. But this list, part imagined part remembered, is not neutral. It always comes back to certain objects and also constitutes their deformation or, somehow, their evolution". ♦ Aldo Rossi

COMPONENTS



Made of cast aluminium with non-stick coating. Consisting of a cubic body with handles and thick magnetic steel bottom, and a lid with knob.

DESIGN NOTES

Evocative in its essentials

An object with an essential and evocative design that will surprise your guests with its unique and fascinating shape.

A high performance casserole dish

A "cooking box" that responds perfectly to its function. Excellent for preparing risotto, meat and many other dishes, ideal for healthy, low-fat cooking.

SUSTAINABILITY AND SAFETY

The high-quality, PFOA-free non-stick coating makes La cubica meet all the standards required for objects that come into contact with food. The high conductivity of aluminium allows for even cooking and significant energy savings.

USE AND MAINTENANCE

[Versatile and high-performance] Thanks to the conductive properties of aluminium, the high thickness of the sides and base, and the pressure exerted by the heavy lid, once the desired temperature is reached the intensity of the heat source can be reduced, achieving a better cooking result in a shorter time and preserving the nutritional principles of the food. The magnetic steel bottom makes the casserole dish suitable for induction, gas, electric and glass ceramic cookin.

[Easy to maintain] To safeguard the protective coating, we recommend using only utensils suitable for non-stick surfaces. When using with a gas cooker, position the casserole dish ensuring that the flame does not overflow from the bottom.

[Easy to clean] Hand wash with warm water, sponges and non-abrasive detergents, dry carefully. Can also be cleaned in the dishwasher.

PACKAGING

Proposed in the special packaging created to celebrate 100 years of the Alessi company.



CODES AND VARIANTS

AR03 La cubica

Design Aldo Rossi, 2022 (1989)

Cocotte in aluminium casting with non-stick interior, black. Magnetic steel bottom suitable for induction cooking. Alessi 100 Values Collection.

cl 240 - cm 21,5x17 - h cm 19,5

RELATED PRODUCTS



A9095/6 B - La cupola

Design Aldo Rossi, 1989

Espresso coffee maker in aluminium. Handle and knob in thermoplastic resin, black.

6 tazze - cl 30 - Ø cm 10 - h cm 28,5



900017 Il conico

Design Aldo Rossi, 1986

Kettle in 18/10 stainless steel. Magnetic steel bottom suitable for induction cooking.

cl 200 - Ø cm 22 - h cm 22



90024

Design Aldo Rossi, 1989

Sugar bowl with spoon in 18/10 stainless steel mirror polished.

cl 26,5 - Ø cm 6,8 - h cm 15,3



90023

Design Aldo Rossi, 1989

Creamer in 18/10 stainless steel mirror polished.

cl 15,5 - Ø cm 5,9 - h cm 7,2