

ALESSI



ITSUMO

NAOTO FUKASAWA

ITSUMO - YUNOKI WARE

NAOTO FUKASAWA AND SAMIRO YUNOKI

INDEX

Itsumo - Design and form	01
Dedicated to	01
Designer	02
Components	03
Design notes	03
Sustainability and safety	03
Use and maintenance	03
Codes and variants	04
Related products	08

DESIGN AND FORM

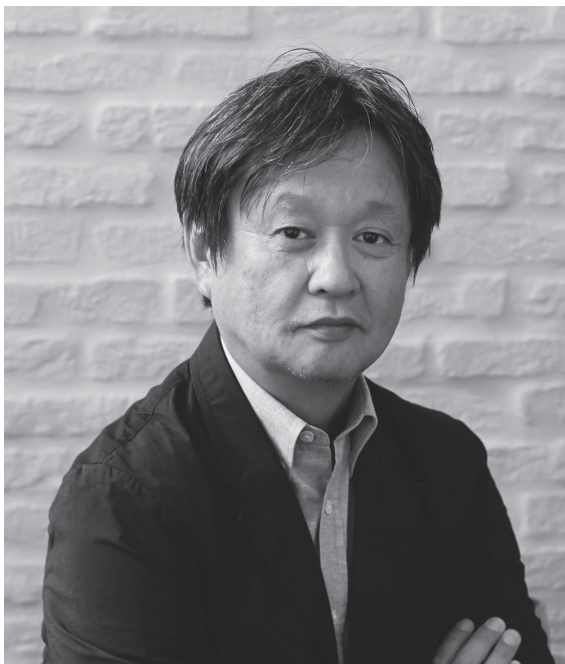
Itsumo, which in Japanese means "everyday and forever", is the new porcelain tableware set designed by Naoto Fukasawa. A curved line with an obtuse angle, "Donkaku" in Japanese, becomes the distinguishing feature of the various elements of the set, created by the designer with particular attention to tactile quality, so that the objects are pleasing and interesting to touch, feel and caress with even the lightest touch. Itsumo's minimalist design is elevated with the addition of a decorated version, the result of the designer's collaboration with the ultra-centenarian artist Samiro Yunoki. A project that embodies all the attention to detail and the poetry of Japanese culture. The set, available with or without decoration, allows you to mix and match elements to create your own personal service.



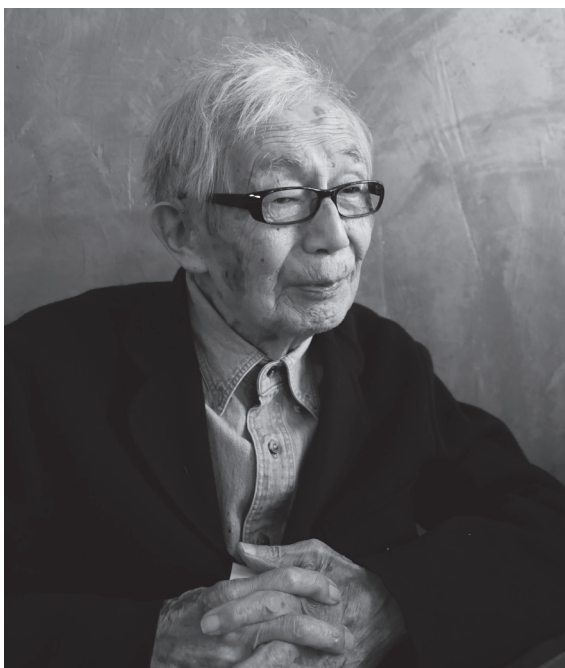
DEDICATED TO

To all design aficionados who seek elegance even in small everyday gestures, for those eager to absorb different cultures, rediscovering aesthetic and poetic power.

DESIGNERS



Born in Yamanashi Prefecture, Japan in 1956, Naoto Fukasawa studied product design in Tokyo, starting his career there. From 1989 to 1996, he worked in Silicon Valley, then headed the Tokyo office of IDEO until establishing his own studio there in 2003. His approach to design is based on absolute simplicity aimed at reaching three-way harmony between people, objects and space. Fukasawa works for numerous companies around the world – electronic equipment, furniture, interiors and architecture. He teaches at the design department of Tama Art University, his alma mater. Fukasawa is the recipient of the 2018 Isamu Noguchi Award and many other accolades.



Samiro Yunoki was born in Tokyo in 1922. He enrolled in the Department of Aesthetics and Art History, Faculty of Letters, Tokyo Imperial University and in 1946 began working at the Ohara Museum of Art, where he encountered "Mingei" Japanese folk crafts by Soetsu Yanagi. This inspired him to abandon his job and begin studying under Keisuke Serizawa in order to become a dyeing artist. In 1972 he became a professor at the Joshibi University of Art and Design and was subsequently appointed president in 1987. He has held shows and exhibitions in numerous national and international museums.

"Samiro Yunoki is a dyeing artist who has been 101 years old in October 2023. The Maestro has been required to paint the ITSUMO table service. The bold, smiling indigo blue hand-drawn pattern blends in with the white porcelain to create a heartwarming impression on the new Alessi character product." Naoto Fukasawa

"ITSUMO in Japanese means everyday use. It means that people at home or at any kind of restaurant use normal standard porcelain tableware in common places. Food culture changed quite a lot in recent years - there is not only one type of local food in a particular place, but it is possible to find a much wider variety of food and a mix of cultures. For that reason, the plate has to suit any kind of food, and therefore to be a simple form, without a traditional decoration.

In order to fit into an everyday use culture scene, we designed the collection to be simple and normal, and yet, we had to add a slight feature. This subtle feature is what makes it a complete and whole collection. This feature is an addition of a slight edge on the outside surface, a very simple element in each item. In Japanese, it is called 'donkaku' which means -obtuse angle. It is a very tiny edge on the surface of each item. This is not only visible detail, it is also a strong tactile feature, that you notice once you touch and feel the tableware. That is a very strong but subtle feature”.

“The obtuse angle ‘Donkaku’ in Japanese is the most important feature of both of the collections Itsumo and Eugenia. That is one of the typologies I recently used. Tactile makes the object interesting to touch and feel - a slight touch of the finger. Tactile is an important feature.” ♦ Naoto Fukasawa

COMPONENTS

Set in white porcelain or white porcelain with decoration.



DESIGN NOTES

Refined

The lines of the various elements designed by Naoto Fukasawa present a minimalist aesthetic that nonetheless reveals great attention to detail: truly timeless elegance.

Surprising

The vibrancy of the decoration, like the absoluteness of the form, will captivate diners seated around the set table.

Personal

The two versions proposed, plain white and decorated, allow you to create an entirely personal set. Everyone is free to create their own set, selecting items from both versions, for a truly personalised tableware solution.

SUSTAINABILITY AND SAFETY

Two key factors make porcelain a sustainable material with a low environmental impact: durability and composition. Porcelain is fired at a very high temperature and, as a result, is durable and non-porous; although it may seem fragile, it is actually remarkably robust. The main ingredients of porcelain are clay, common rocks and water: everyday elements that are easy to find.

USE AND MAINTENANCE

[For contemporary use] All items in the set are microwave safe, but should not be used in a conventional oven.

[Easy to clean] Dishwasher safe. Do not use abrasive cloths or detergents which might damage the surface.

CODICI E VARIANTI



NF07/1 - Itsumo
Design Naoto Fukasawa, 2024
Dinner plate in white porcelain.
Ø cm 27 - h cm 2



NF07/2 - Itsumo
Design Naoto Fukasawa, 2024
Soup bowl in white porcelain.
Ø cm 20 - h cm 4,5



NF07/5 - Itsumo
Design Naoto Fukasawa, 2024
Side plate in white porcelain.
Ø cm 21 - h cm 2



NF07/22 25 - Itsumo
Design Naoto Fukasawa, 2024
Oval serving plate in white porcelain.
cm 25 x cm 17 - h cm 2



NF07/22 36 - Itsumo
Design Naoto Fukasawa, 2024
Oval serving plate in white porcelain.
cm 36 x cm 25 - h cm 2



NF07/38 20 - Itsumo
Design Naoto Fukasawa, 2024
Salad bowl in white porcelain.
cl 195 - Ø cm 20 - h cm 10



NF07/38 25 - Itsumo
Design Naoto Fukasawa, 2024
Salad bowl in white porcelain.
cl 345 - Ø cm 25 - h cm 11



NF07/54 - Itsumo
Design Naoto Fukasawa, 2024
Small bowl in white porcelain.
cl 48,5 - Ø cm 14 - h cm 5,2



NF07/76S - Itsumo
Design Naoto Fukasawa, 2024
Set of one mocha cup with saucer in white porcelain.
cl 8,5 - Ø cm 12,5 - h cm 7,4



NF07/78S - Itsumo
Design Naoto Fukasawa, 2024
Set of one teacup with saucer in white porcelain.
cl 24 - Ø cm 16 - h cm 13



NF07/87S - Itsumo
Design Naoto Fukasawa, 2024
Set of one drip coffee cup with saucer in white porcelain.
cl 21 - Ø cm 15 - h cm 8,5



NF07/89 - Itsumo
Design Naoto Fukasawa, 2024
Mug in white porcelain.
cl 30 - cm 10 x cm 8 - h cm 9



NF07S12 - Itsumo
Design Naoto Fukasawa, 2024
Table set composed of four dinner plates, four soup bowls, four side plates in white porcelain.



NF08/1 - Itsumo - Yunoki ware
Design Naoto Fukasawa, 2024
Dinner plate in white porcelain.
Pattern design by Samiro Yunoki.
Ø cm 27 - h cm 2



NF08/2 - Itsumo - Yunoki ware
Design Naoto Fukasawa, 2024
Soup bowl in white porcelain.
Pattern design by Samiro Yunoki.
Ø cm 20 - h cm 4,5



NF08/5 - Itsumo - Yunoki ware
Design Naoto Fukasawa, 2024
Side plate in white porcelain.
Pattern design by Samiro Yunoki.
Ø cm 21 - h cm 2



NF08/22 25 - Itsumo - Yunoki ware
Design Naoto Fukasawa, 2024
Oval serving plate in white porcelain.
Pattern design by Samiro Yunoki.
cm 25 x cm 17 - h cm 2



NF08/22 36 - Itsumo - Yunoki ware
Design Naoto Fukasawa, 2024
Oval serving plate in white porcelain.
Pattern design by Samiro Yunoki.
cm 36 x cm 25 - h cm 2



NF08/38 20 - Itsumo - Yunoki ware
Design Naoto Fukasawa, 2024
Salad bowl in white porcelain.
Pattern design by Samiro Yunoki.
cl 195 - Ø cm 20 - h cm 10



NF08/38 25 - Itsumo - Yunoki ware
Design Naoto Fukasawa, 2024
Salad bowl in white porcelain.
Pattern design by Samiro Yunoki.
cl 345 - Ø cm 25 - h cm 11



NF08/54 - Itsumo - Yunoki ware
Design Naoto Fukasawa, 2024
Small bowl in white porcelain.
Pattern design by Samiro Yunoki.
cl 48,5 - Ø cm 14 - h cm 5,2



NF08/76S - Itsumo - Yunoki ware
Design Naoto Fukasawa, 2024
Set of mocha cup with saucer in white porcelain.
Pattern design by Samiro Yunoki.
cl 8,5 - Ø cm 12,5 - h cm 7,4



NF08/78S - Itsumo - Yunoki ware
Design Naoto Fukasawa, 2024
Set of teacup with saucer in white porcelain.
Pattern design by Samiro Yunoki.
cl 24 - Ø cm 16 - h cm 13



NF08/87S - Itsumo - Yunoki ware
Design Naoto Fukasawa, 2024
Set of drip coffee cup with saucer in white porcelain.
Pattern design by Samiro Yunoki.
cl 21 - Ø cm 15 - h cm 8,5



NF08/89 - Itsumo - Yunoki ware
Design Naoto Fukasawa, 2024
Mug in white porcelain. Pattern design by Samiro Yunoki.
cl 30 - cm 10 x cm 8 - h cm 9



NF08S12M - Itsumo - Yunoki ware
Design Naoto Fukasawa, 2024
Table set composed of four decorated dinner plates, four white soup bowls, four decorated side plates in porcelain.
Pattern design by Samiro Yunoki.

RELATED PRODUCTS



ANF06S24 - Isumo

Design Naoto Fukasawa, 2019

Cutlery set composed of six table spoons, six table forks, six table knives, six coffee spoons in 18/10 stainless steel.



NF01 - Cha

Design Naoto Fukasawa, 2014

Kettle/teapot in 18/10 stainless.

cl 90 - cm 19 x cm 14,3 - h cm 22



NF02 - Cha

Design Naoto Fukasawa, 2015

Creamer in 18/10 stainless steel.

cl 21 - cm 6 x cm 6 - h cm 9



NF03 - Cha

Design Naoto Fukasawa, 2015

Sugar bowl in 18/10 stainless steel mirror polished.

cl 21 - Ø cm 8 - h cm 7



NF05 - Nomu

Design Naoto Fukasawa, 2017

Double wall thermo insulated jug in 18/10 stainless steel and thermoplastic resin.

cl 100 - cm 17 x cm 11,7 - h cm 29
