

ALESSI

ALESSI MIRACOLO! E MIRACOLATA
DESIGN BY M. GIACON, M. JORI

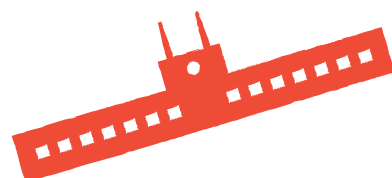
2025

EN

SLOT 3

ALESSI.COM

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CODE GJ03



CODE GJ03 1

A novel Christmas.

Massimo Giacon and Marcello Jori continue their journey of discovery to create new forms of traditional Christmas ornaments. After Happy Eternity Baby - a nativity set that celebrates the birth of eternity, a divine wish presenting Miracolo!, where the nativity figures have a square form that recalls visual gaming. The geometric figures are inserted in a hut that also has square lines, creating a composition between traditional and avant-guarde. The set is comprised of the hut and the five traditional figures: Mary, Joseph, Baby Jesus, ox and donkey.

The scene can be completed with the guiding star, Miracolata, offered separately: a detail that enriches the set and makes it more intense.

ALESSI MIRACOLO! AND MIRACOLATA
DESIGN BY MASSIMO GIACON,
MARCELLO JORI, 2025



DEDICATED TO

For those who love the special atmosphere of Christmas, but also appreciate innovation in tradition.



Massimo Giacon Marcello Jori



BIO

Massimo Giacon.

Born in Padua, Italy, in 1961, comic-strip artist and illustrator, a leading light in the renewal of Italian comic, he divides his time as a graphic artist, designer, musician and artist.

Marcello Jori.

Born in 1951, he currently lives and works in Bologna. Since 1979 painting became central to his creative evolution. These were the years of the Scritture (Inscriptions), fluctuating words which were then caged in multicoloured Teatrini (Theatres), Cristalli (Crystals) and Gioie (Jewels) series, enchanted and kaleidoscopic geometric patterns.

QUOTE

“We wanted to create a nativity set of the future, because Jesus, after thousands of years, wanted to finally be a modern child. For this reason, we made the nativity set square. Including the Madonna, the donkey and the hut. Even after so much revolution, it still seems like an antique nativity scene from the Renaissance. For this reason, we have called it: Miracolo!” Marcello Jori



Nativity Set

NATIVITY SET

Miracolo!: Hand painted porcelain nativity set with 24 carat gold details/with 24 carat gold paint comprised of: Madonna, Baby Jesus, Joseph, ox, donkey and hut.



CRIB IN PORCELAIN. HAND-DECORATED.

VARIANTS



CODE GJ03
CM 16 X 12,8
H CM 10,4



Figurine

FIGURINE

Miracolata: hand painted porcelain nativity statue with 24 carat gold details/with 24 carat gold paint.



FIGURINE IN PORCELAIN. HAND-DECORATED.

VARIANTS



CODE GJ031
CM 9,5 X 4,6
H CM 3,5



DESIGN NOTES

Original

Expressive and unusual, but at the same time traditional, the nativity set designed by Massimo Giacon and Marcello Jori, shows again the inexhaustible creativity of the two authors.

Precious

An object of exquisite artistic content, half-way between industrial manufacture and hand-crafted production, characterised by fine production quality.

An ideal gift

To be given or gifted to oneself, this nativity scene holds all the emotion of Jori and Giacon's artistic work.

USE AND MAINTENANCE

EASY TO CLEAN

Clean with a soft cloth.

EASY TO STORE OVER TIME

Due to the delicate nature of the materials used, the decorations should be handled with care. It is recommended to keep the original packaging, so that the figures can be returned to it after use to avoid scratches or damage.

PACKAGING

Like the other new features, the Miracle! Nativity set and the Miracolata star come in new packaging in recycled cardboard, the result of the recent rebranding operation. The packaging design follows an in-depth philological study of Alessi's historical packagings. The buff background color, a tribute to the wrapping paper used to sell the company's first trays and baskets, is decorated with a silver polka dot pattern that winks an eye at the graphics designed by Ettore Sottsass in the '80s for the Officina Alessi catalog product packaging. The label, with black writing on a matt silver background, recalls stainless steel, one of the key materials used in Alessi's production. The main product information is given in a title block, paying homage to Alessi's metal engineering and industrial drawing roots.



Related products



CODE AGJO1 W - Happy Eternity Baby
Design Massimo Giacon,
Marcello Jori, 2018

Group in porcelain.
Hand-decorated.

cm 27x14 - h cm 20



COD. AAMGI10 - Presepe
Design LPWK, Massimo Giacon, 2007

Group in porcelain. Hand-decorated.

cm 16x13 - h cm 13,50



COD. BM09 - Bark Crib
Design Boucquillon & Maaoui, 2018

Christmas crib in 18/10 stainless
steel and gold plated steel.

cm 23x13 - h cm 10

