

ALESSI



9093 VA - 3909
VIRGIL ABLOH

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ICONIC MELTING POT

Selected by **Virgil Abloh** for a re-design, the kettle designed by **Michael Graves** is reborn as a new icon. The 3909 kettle mixes different cultural aspects: the phenomenon of basketball and its multicultural imagery, an integral part of Abloh's personal history, with the world of design and its codified references. This iconographic clash reveals unexpected affinities between the cultural spheres involved—from the postmodernism of Michael Graves to the eclectically inclusive approach of Virgil Abloh—addressing the audience in an expressly cross-cultural way. Much more than a simple reinterpretation, what Virgil Abloh Securities offers us is a surprising new object that absorbs and elaborates its references while multiplying them to the nth degree.



DEDICATED TO

Those who appreciate Virgil Abloh's eclectic approach and the phenomenon of basketball with its multicultural imagery.

DESIGNERS

Michael Graves

An architect and designer, born in Indianapolis in 1934, Michael Graves has a career spanning more than four decades, although his name is mostly associated with the postmodernist movement of the 1980s. Since 1962 he has taught architecture at Princeton, where he opened his own architectural practice in the same years. His works include the Portland Building, the Humana Building, the Team Disney Building, and the Newark Museum. For Alessi he created the best-selling 9093 kettle. He died in 2015.

Virgil Abloh Securities

Virgil Abloh Securities is a creative corporation founded by Virgil Abloh. Led by Shannon Abloh, the creative corporation aims to advance her husband's philosophy and teachings to create pathways for greater equity and inclusion for diverse talents across creative industries through new creative projects.

COMPONENTS

18/10 stainless steel kettle with magnetic steel bottom, polyamide handle and whistle.



DESIGN NOTES

Unmissable

Produced in a limited series of 9999.

Amazing

In an iconographic clash, somewhere between Dadaist collage and musical remix, Virgil Abloh Securities reinterprets Michael Graves' unmistakable kettle.

Pop

Born out of Michael Graves' desire to bring "design made in the USA" to life, the 9093 kettle has spanned four decades with the force of its decidedly pop language. With the 3909, Virgil Abloh Securities offers us an object in which the interplay of exquisitely American references becomes hyperbolic.

SUSTAINABILITY AND SAFETY

Made in Italy, in the Alessi factory in Crusinallo di Omegna. Steel is one of the most durable and resistant materials ever, environmentally sustainable throughout its life cycle and completely recyclable.

USE AND MAINTENANCE

[Easy to use] The polyamide knob and handle insulate the hand from heat, allowing easy handling of the kettle. The knob design allows the kettle to be conveniently opened and closed, making it easy to fill. Suitable for all cooktops.

[Easy to Clean] Clean by hand, avoiding abrasive cleaners and dishwasher washing.

[Easy to store over time] Special ribbing toughens the kettle, making it crushproof. In case of loss or damage, the whistle can be repurchased.

CODES AND VARIANTS



9093 VA - 3909

Design Michael Graves (1985) / Virgil Abloh Securities 2022

Kettle in 18/10 stainless steel with handle and whistle in PA, purple. Magnetic steel bottom suitable for induction cooking.

Limited edition of 9999 numbered copies.

cl 200 - Ø cm 22 - h cm 22,5

PACKAGING

Proposed in a special packaging, designed by Virgil Abloh Securities, with an image of a basketball court in which the kettle stands out with its whistle in the shape of a player "flying" to the basket.

