



# **ALESSI** WATCHES

CATALOGUE  
2013



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## MARCEL WANDERS

Much like time itself can be shared or private, this watch has two sides; it's simple, outward face is shared with the world, yet conceals a secret underside of decorative beauty, known only to the wearer.

Within all, the watch is more than just a mechanism to track time, it is the final touch in being dressed for the occasion. M.W.

**NEW**

## Dressed



### AL27000

case finishing shiny  
dial silver tone  
strap genuine black leather  
case material stainless steel  
case diameter 41.1 mm  
water resistance 5 atm  
glass curved mineral glass



### AL27001

case finishing matt  
dial silver tone  
bracelet matt  
case material stainless steel  
case diameter 41.1 mm  
water resistance 5 atm  
glass curved mineral glass



### AL27002

case finishing black matt  
dial black matt  
bracelet black mesh band  
case material stainless steel  
case diameter 41.1 mm  
water resistance 5 atm  
glass curved mineral glass



### AL27003

case finishing gold shiny  
(gold plating)  
dial silver tone  
bracelet gold shiny  
(gold plating)  
case material stainless steel  
case diameter 41.1 mm  
water resistance 5 atm  
glass curved mineral glass

New



**AL27020**

case finishing shiny  
dial silver tone  
strap genuine orange leather  
case material stainless steel  
case diameter 35.7 mm  
water resistance 5 atm  
glass curved mineral glass



**AL27021**

case finishing shiny  
dial silver tone  
strap genuine white leather  
case material stainless steel  
case diameter 35.7 mm  
water resistance 5 atm  
glass curved mineral glass



**AL27022**

case finishing shiny  
dial silver tone  
bracelet silver mesh band  
case material stainless steel  
case diameter 35.7 mm  
water resistance 5 atm  
glass curved mineral glass



**AL27023**

case finishing gold shiny  
(gold plating)  
dial silver tone  
bracelet gold shiny  
(gold plating)  
case material stainless steel  
case diameter 35.7 mm  
water resistance 5 atm  
glass curved mineral glass



## ANDREA MORGANTE SHIRO STUDIO

The act of growing often produces forms and patterns that we can all instinctively relate to.

The watch relates more to the muscles fibres lying underneath our wrist skin than standard watch components. Every element has been designed to grow harmonically into each other, so the watch is perceived as a single, organic entity rather than an assembly of mechanical parts.

The grooves permeate the entire watch: generated from the bracelet's ends they gradually grow in volume, defining the watch's case and glass.

Grow watch is an external manifestation of the intimate qualities of our body.

### Grow Watch



#### AL26000

case matt black  
dial black  
strap polyurethane black  
case material polyurethane  
case diameter 43.4 mm  
water resistance 3 atm  
acrylic glass



#### AL26001

case matt blue  
dial blue  
strap polyurethane blue  
case material polyurethane  
case diameter 43.4 mm  
water resistance 3 atm  
acrylic glass



#### AL26002

case matt yellow  
dial yellow  
strap polyurethane yellow  
case material polyurethane  
case diameter 43.4 mm  
water resistance 3 atm  
acrylic glass



#### AL26003

case matt orange  
dial orange  
strap polyurethane orange  
case material polyurethane  
case diameter 43.4 mm  
water resistance 3 atm  
acrylic glass



#### AL26004

case matt white  
dial white  
strap polyurethane white  
case material polyurethane  
case diameter 43.4 mm  
water resistance 3 atm  
acrylic glass



## SANAA

SANAA is the collaborative office of Kazuyo Sejima and Ryue Nishizawa established in 1995.

The firm, based in Tokyo, Japan, is operating internationally with an aim toward a broad range of architectural projects, landscaping, planning, interiors, exhibitions, furniture, and product design.

Cat hugging

## Neko



### AL24000

case black  
dial black  
strap polyurethane black  
case material polyurethane  
case diameter 34.5 mm  
water resistance 3 atm  
acrylic glass



### AL24001

case brown  
dial brown  
strap polyurethane brown  
case material polyurethane  
case diameter 34.5 mm  
water resistance 3 atm  
acrylic glass



### AL24002

case green  
dial green  
strap polyurethane green  
case material polyurethane  
case diameter 34.5 mm  
water resistance 3 atm  
acrylic glass



### AL24003

case yellow  
dial yellow  
strap polyurethane yellow  
case material polyurethane  
case diameter 34.5 mm  
water resistance 3 atm  
acrylic glass



### AL24004

case pink  
dial pink  
strap polyurethane pink  
case material polyurethane  
case diameter 34.5 mm  
water resistance 3 atm  
acrylic glass



## Daytimer



## WILL ALSOP & FEDERICO GRAZZINI

Daytimer is formed of Alsop's vision of objects in the world. We see it present in the landscape; it has landed in the universe of objects, naturally, effortlessly. It has a smart, adaptable, docile form, which encases its technological core while at the same time it is ironic and natural. Although apparently clumsy, Daytimer wraps complacently round the wearer's wrist, presenting the owner with its 3D display; the OLED screen conveniently turning towards its owner and wanting to play. Daytimer wants to be owned by its wearer, although inevitably it will attract the attention of others. Daytimer polygonises a human wrist. It loves humans and it wants to be close to them. Or part of them.

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### AL22000

case finishing matt black  
dial black  
digital display blue  
strap polyurethane black  
case material polyurethane  
case size width 46.7 mm  
water resistance 3 atm  
acrylic glass



### AL22001

case finishing matt red  
dial black  
digital display blue  
strap polyurethane red  
case material polyurethane  
case size width 46.7 mm  
water resistance 3 atm  
acrylic glass



### AL22002

case finishing matt green  
dial black  
digital display blue  
strap polyurethane green  
case material polyurethane  
case size width 46.7 mm  
water resistance 3 atm  
acrylic glass



### AL22003

case finishing matt violet  
dial black  
digital display blue  
strap polyurethane violet  
case material polyurethane  
case size width 46.7 mm  
water resistance 3 atm  
acrylic glass



### AL22004

case finishing matt white  
dial black  
digital display blue  
strap polyurethane white  
case material polyurethane  
case size width 46.7 mm  
water resistance 3 atm  
acrylic glass





## STEFANO GIOVANNONI

RAY is a simple and uncomplicated watch that exudes its own distinctive appeal. The basic automatic version, with its natural or black polished steel case, is the height of elegance, whilst the "crono" version is sportier, its colour details giving it a rather more aggressive feel. S.G.

## Ray



### AL21000

AUTOMATIC

case finishing satin  
dial white mat  
strap polyurethane black  
case material stainless steel  
case diameter 40 mm x 46.4 mm  
water resistance 10 atm  
mineral glass



### AL21001

AUTOMATIC

case finishing matt  
dial black mat  
strap polyurethane black  
case material stainless steel  
case diameter 40 mm x 46.4 mm  
water resistance 10 atm  
mineral glass



### AL21010

case finishing satin  
dial black/gray mat  
strap polyurethane black  
case material stainless steel  
case diameter 40 mm x 46.4 mm  
water resistance 10 atm  
mineral glass



### AL21011

case finishing matt  
dial black/gray/yellow mat  
strap polyurethane black  
case material stainless steel  
case diameter 40 mm x 46.4 mm  
water resistance 10 atm  
mineral glass



## FRANCO SARGIANI CON STEFANO ROVERSI

Notes for a time clock  
Time as movement, representation  
as play: a dynamic set.  
Roman numbers - Meridians -  
Regulateur - Dots - Lines - Surfaces -  
Colors - Classic quotations and  
graphic codes.  
All marks of time... JUST FOR A  
CHANGE (TANTO PER CAMBIARE). FS.

### Tanto x cambiare



#### AL18000

case finishing satin  
dial white  
strap genuine leather black  
case material stainless steel  
case diameter 40 mm  
water resistance 3 atm  
mineral glass



#### AL18001

case finishing satin  
dial black  
strap genuine leather brown  
case material stainless steel  
case diameter 40 mm  
water resistance 3 atm  
mineral glass



#### AL18010

case finishing satin  
dial black/blue  
strap genuine leather black  
case material stainless steel  
case diameter 40 mm  
water resistance 3 atm  
mineral glass



#### AL18011

case finishing satin  
dial black  
strap genuine leather black  
case material stainless steel  
case diameter 40 mm  
water resistance 3 atm  
mineral glass



## HANI RASHID

Time moves in an infinite and continuous arc in space, our bodies are delineated by sublime arcs in time, as are our glances. Our wrists are the curvature on which this micro architecture is placed for stolen glances at time. H.R.

## Arc



### AL17000

AUTOMATIC  
case finishing matte  
dial white  
bracelet matte  
case material stainless steel and aluminum  
case diameter 41,2 mm  
bracelet material stainless steel  
water resistance 10 atm  
mineral glass



### AL17001

AUTOMATIC  
case finishing matte  
dial white  
bracelet black  
case material stainless steel and aluminum  
case diameter 41,2 mm  
bracelet material polyurethane  
water resistance 10 atm  
mineral glass



### AL17010

case finishing matte  
dial white  
bracelet matte  
case material stainless steel  
and aluminium  
case diameter 41,2 mm  
bracelet material stainless steel  
water resistance 10 atm  
mineral glass



### AL17011

case finishing matte  
dial white  
bracelet black  
case material stainless steel  
and aluminium  
case diameter 41,2 mm  
bracelet material polyurethane  
water resistance 10 atm  
mineral glass



## MIRIAM MIRRI

I'm in love with the material feeling of objects, their physical essence. I design a watch as if it were a jewel, thinking of its structure, dynamic and continuous. I think that this watch reflects real shapes, far from the ideal symmetry and preciseness of time, somewhere between the romantic ideal of never-ending time and the mechanics of a robot. M.M.

## Mariposa



### AL15001

case finishing shiny  
dial blue radiation  
bracelet shiny  
case material stainless steel  
case diameter 20 mm (3-9h)  
bracelet material stainless steel  
water resistance 3 atm  
mineral glass



## ANDREA BRANZI

Time distorts the dial, as if reaching beyond the physical constraints of the watch.

### Out\_Time



#### AL13001

case finishing matte  
case periphery black numbers  
dial white  
strap genuine leather brown  
case material stainless steel  
case diameter 41 mm  
water resistance 3 atm  
mineral glass



#### AL13002

case finishing matte  
case periphery red dots  
dial white  
strap genuine leather red  
case material stainless steel  
case diameter 41 mm  
water resistance 3 atm  
mineral glass



#### AL13003

case finishing black  
case periphery white dots  
dial black  
strap genuine leather black  
case material stainless steel  
case diameter 41 mm  
water resistance 3 atm  
mineral glass



## KARIM RASHID

I believe that it is important to not necessarily over-embellish objects to keep a certain truth to a product, but I also believe that objects need to touch our sensual side, to elevate certain experience. I also believe that objects should be casual, simple, soft, but precise. I placed an analog mechanism in a perfect ovaloid that is symbolic of technology, the cosmos, passage and cyclic nature of Time. I think of my proposal as an extension of essensualism (reductive sensualism). K.R.

Kaj

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### AL10010

case black  
dial black  
strap polyurethane black  
case material polyurethane  
case diameter 38 mm  
water resistance 3 atm  
crystal acrylic



### AL10011

case green  
dial green  
strap polyurethane green  
case material polyurethane  
case diameter 38 mm  
water resistance 3 atm  
crystal acrylic



### AL10012

case light blue  
dial light blue  
strap polyurethane light blue  
case material polyurethane  
case diameter 38 mm  
water resistance 3 atm  
crystal acrylic



### AL10013

case brown  
dial brown  
strap polyurethane brown  
case material polyurethane  
case diameter 38 mm  
water resistance 3 atm  
crystal acrylic



### AL10014

case pink  
dial pink  
strap polyurethane pink  
case material polyurethane  
case diameter 38 mm  
water resistance 3 atm  
crystal acrylic



### AL10015

case violet  
dial violet  
strap polyurethane violet  
case material polyurethane  
case diameter 38 mm  
water resistance 3 atm  
crystal acrylic



#### **AL10016**

case red  
dial red  
strap polyurethane red  
case material polyurethane  
case diameter 38 mm  
water resistance 3 atm  
crystal acrylic



#### **AL10020**

case black  
dial black with  
decoration green  
strap polyurethane black  
case material polyurethane  
case diameter 38 mm  
water resistance 3 atm  
crystal acrylic



#### **AL10021**

case white  
dial white with  
decoration orange  
strap polyurethane white  
case material polyurethane  
case diameter 38 mm  
water resistance 3 atm  
crystal acrylic



#### **AL10022**

case grey  
dial white and pink  
strap polyurethane grey  
case material polyurethane  
case diameter 38 mm  
water resistance 3 atm  
crystal acrylic



#### **AL10023**

case pink  
dial white and blue  
strap polyurethane pink  
case material polyurethane  
case diameter 38 mm  
water resistance 3 atm  
crystal acrylic



#### **AL10024**

case green mint  
dial green mint  
strap polyurethane green mint  
case material polyurethane  
case diameter 38 mm  
water resistance 3 atm  
crystal acrylic



Time is the motivator for change in our world. We create in order to defy time.

The Digital Age represents the limitless possibilities of progress, evolution, and the spirit of borderless creation. Since we cannot define the world in our lifetime we define time by pursuing new possibilities, new opportunities, and hopefully, original thought.

Jak is not afraid of lost Time. K.R.

Jak

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#### **AL25000**

DIGITAL  
case matt black  
dial black  
strap polyurethane black  
case material polyurethane  
case diameter 47.5 mm  
water resistance 3 atm  
acrylic glass



#### **AL25001**

DIGITAL  
case matt green  
dial green  
strap polyurethane green  
case material polyurethane  
case diameter 47.5 mm  
water resistance 3 atm  
acrylic glass



#### **AL25002**

DIGITAL  
case matt pink  
dial black  
strap polyurethane pink  
case material polyurethane  
case diameter 47.5 mm  
water resistance 3 atm  
acrylic glass



#### **AL25003**

DIGITAL  
case matt white  
dial white  
strap polyurethane white  
case material polyurethane  
case diameter 47.5 mm  
water resistance 3 atm  
acrylic glass



#### **AL25004**

DIGITAL  
case matt purple  
dial purple  
strap polyurethane purple  
case material polyurethane  
case diameter 47.5 mm  
water resistance 3 atm  
acrylic glass



#### **AL25005**

DIGITAL  
case matt gray  
dial gray  
strap polyurethane gray  
case material polyurethane  
case diameter 47.5 mm  
water resistance 3 atm  
acrylic glass





## ALESSANDRO MENDINI

I like the fact that this watch is named after the moon and expresses its calm roundness and silent mystery. Watches are generally entirely rational instruments, devised almost exclusively for giving precision to our days. But this moon-watch, with its image of calm roundness, inspires a peaceful and astral reading and a tranquil progression of time, days, nights and seasons.

As is sometimes the case with the moon, this watch also seems somewhat timeless. A.M.

## Luna



### AL8000

case finishing satin  
dial white silver  
bracelet stainless steel  
case material stainless steel  
case diameter 36 mm  
water resistance 5 atm  
mineral glass



### AL8001

case finishing shiny  
dial dark red  
strap genuine leather red  
case material stainless steel  
case diameter 36 mm  
water resistance 5 atm  
mineral glass



### AL8004

case finishing shiny  
dial black  
strap genuine leather black  
case material stainless steel  
case diameter 36 mm  
water resistance 5 atm  
mineral glass



### AL8013

case finishing shiny  
dial red & white  
strap genuine red & white leather  
case material stainless steel  
case diameter 36 mm  
water resistance 5 atm  
curved mineral glass

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## NEW



### AL8014

case finishing matte black  
dial siena  
strap genuine siena leather  
case material stainless steel  
case diameter 36 mm  
water resistance 5 atm  
curved mineral glass



### AL8016

case finishing shiny  
dial white  
strap genuine white leather  
case material stainless steel  
case diameter 36 mm  
water resistance 5 atm  
curved mineral glass

## NEW



### AL8017

case finishing shiny  
dial orange  
strap genuine orange leather  
case material stainless steel  
case diameter 36 mm  
water resistance 5 atm  
curved mineral glass

## NEW



### AL8018

case finishing shiny  
dial green  
strap genuine green leather  
case material stainless steel  
case diameter 36 mm  
water resistance 5 atm  
curved mineral glass



## ACHILLE CASTIGLIONI

Achille Castiglioni wanted to create an easy to read, yet humorous watch.

The case, made of stainless steel, can be removed entirely from the band.

The dial art work was designed by his friend, Swiss graphic designer Max Huber.

## Record



### AL6000

case finishing shiny  
dial silver tone  
strap genuine leather black  
case material stainless steel  
case diameter 30,2 mm  
water resistance 3 atm  
mineral glass



### AL6012

case finishing shiny  
dial silver tone  
strap genuine leather red  
case material stainless steel  
case diameter 30,2 mm  
water resistance 3 atm  
mineral glass



### AL6003

case finishing shiny  
dial silver tone  
strap genuine leather black  
case material stainless steel  
case diameter 36,14 mm  
water resistance 3 atm  
mineral glass



### AL6004

case finishing shiny  
dial silver tone  
strap genuine leather red  
case material stainless steel  
case diameter 36,14 mm  
water resistance 3 atm  
mineral glass



#### AL6021

case finishing matte  
dial black  
strap genuine leather black  
case material stainless steel  
case diameter 40,8 mm  
water resistance 5 atm  
mineral glass

NEW



#### AL6100

case finishing black shiny  
dial black  
strap yellow and purple leather  
case material stainless steel  
case diameter 30 mm  
water resistance 3 atm  
mineral glass

NEW



#### AL6200

case finishing black shiny  
dial black  
strap yellow and purple leather  
case material stainless steel  
case diameter 36 mm  
water resistance 3 atm  
mineral glass

NEW



#### AL6400

case finishing black shiny  
dial black  
strap yellow and purple leather  
case material stainless steel  
case diameter 40 mm  
water resistance 5 atm  
mineral glass



## ALDO ROSSI

"Momento" by Aldo Rossi was the first watch in the history of Alessi, and a new version is now being introduced.

The watch is composed of a simple double steel case: an inner case enclosing the movement and dial, mounted in an outer case. The inner one can be removed and reinserted easily, making it possible to use it for both the wristwatch and pocket-watch.

## Momento



### AL4000

case finishing shiny  
dial white  
strap genuine leather black  
case material stainless steel  
case diameter 32 mm  
water resistance 10 atm  
mineral glass



### AL4000SET

case finishing shiny  
pocket chain shiny  
case material stainless steel  
case diameter 32 mm  
water resistance 10 atm



## STEFANO PIROVANO

The series designed by Stefano Pirovano is the representation of his research, focused on creating small, ludic and sensorial objects.

### Calumet



#### AL1000

case and strap lime  
dial polyurethane yellow  
case material polyurethane  
case diameter 36 mm  
water resistance 3 atm  
mineral glass



#### AL1001

case and strap orange  
dial polyurethane dark red  
case material polyurethane  
case diameter 36 mm  
water resistance 3 atm  
mineral glass

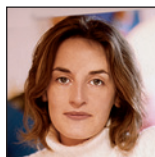


#### AL1015

case and strap blue  
dial polyurethane orange  
case material polyurethane  
case diameter 36 mm  
water resistance 3 atm  
mineral glass



Millennium jr.



## MIRIAM MIRRI

The idea of narrating time to children seemed a good starting point for a series of stories. And so I developed a delicate design, and thus I hope suitable for children, in which I tried to reproduce little worlds where nature should describe how time is never truly lost. M.M.



### AL20004

case finishing shiny  
dial white  
strap polyurethane  
leather blue  
case material  
thermoplastic resin  
case diameter  
water resistance 3 atm  
crystal acrylic



### AL20005

case finishing shiny  
dial green  
strap polyurethane  
leather gray  
case material  
thermoplastic resin  
case diameter  
water resistance 3 atm  
crystal acrylic



An apprentice explorer travels through possible and imaginative universes. M.M.

## Space bimba



### AL23000

case finishing shiny blue  
dial white/orange  
strap polyurethane blue  
case material  
thermo-plastic resin  
case diameter 38.5 x 57 mm  
water resistance 3 atm  
acrylic glass



### AL23001

case finishing shiny white  
dial white/orange  
strap polyurethane gray  
case material  
thermo-plastic resin  
case diameter 38.5 x 57 mm  
water resistance 3 atm  
acrylic glass



### AL23002

case finishing shiny black  
dial white  
strap polyurethane black  
case material  
thermo-plastic resin  
case diameter 38.5 x 57 mm  
water resistance 3 atm  
acrylic glass



### AL23003

case finishing shiny pink  
dial white/blue  
strap polyurethane pink  
case material  
thermo-plastic resin  
case diameter 38.5 x 57 mm  
water resistance 3 atm  
acrylic glass



### AL23004

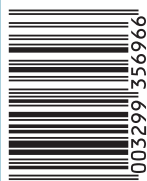
case finishing shiny green  
dial white/red  
strap polyurethane green  
case material  
thermo-plastic resin  
case diameter 38.5 x 57 mm  
water resistance 3 atm  
acrylic glass



**ALESSI** WATCHES

[www.alessi.com](http://www.alessi.com)

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