

ALESSI

THE EXTRA ORDINARY METAL ORCHESTRA

OUTPUT: Original Soundtrack - Video Performance - Audio Installation



CONTEXT

There's music in everything.
All that surrounds us produces music.

We are used to touch the design object.
But the **real soul is what we don't see.**



IDEA

I created a real Orchestra, composed by the new Alessi's "Extraordinary Metal" Collection, to express the "voice" of their products.
For each object, a sound was recorded, following the pattern of the product itself, based on **The Golden Ratio**.

To reflect the needs of Alessi's Collection to reveal the proportional elegance of Nature,
I've composed this Soundtrack through the Fibonacci Sequence.
Obtaining for each number, a musical frequency and rhythm.



Salone
del Mobile
Milano



amazon

designboom

archiproducts