

Press Release

The new Consorzio Alta Langa frappeuse
designed by Italdesign



Moncalieri, October 31, 2024

The Consorzio Alta Langa and Italdesign have joined forces once more for a project that celebrates and showcases the excellences of Piedmont.

With its roots bound firmly to the local area and traditions and an open outlook on modernity and the world, the Consorzio tasked Italdesign's creative team with designing a *frappeuse* to maintain Alta Langa DOCG wines at their ideal serving temperature: an authentic homage to the unique area and its wine-growing heritage, the result of the efforts of producers who, day by day, nurture this extraordinary wine, its designation and its territory.

"We followed the same conceptual and creative thread that two years ago led us to design the 'Terra' glass for the Consorzio," Enrico Lago, Industrial Design Team Leader at Italdesign, explained. "We were inspired by the shapes for which our beloved Piedmont is renowned: the 'Tonda Gentile Trilobata' hazelnut, the three lobes of the vine leaves adorning the vineyards, and the rolling hills of Alta Langa. This inspiration helped us create a frappeuse which, like all our projects, aims to be a synthesis of aesthetics and function. Following an in-depth technical and financial feasibility study, we developed a solution that blends design, practical use and innovation."

The *frappeuse*, characterized by two shells joined by a flexible, pleated seam, stands out for its easy use: the folding structure makes it easy to stack them, optimizing space during transportation and storage. The compact size allows it to be used in a variety of contexts, making it a versatile and elegant tool.

"We paid particular attention to the position of the Alta Langa logo," Nicolas Bussetti, Senior Designer at Italdesign, underlines. "The ton-sur-ton relief logo is placed in a balance position that leaves room for any customization the producers may require. The same attention was also reserved for the details and surface treatment, as we wanted to give this object a distinctive, highly identifiable, and premium appeal."

The choice of color also expresses the profound ties with the local territory and with Alta Langa:

"We chose a color that recalls the hues of Alta Langa white wines," Enrico Lago concludes, "with a semi-polished, satin finish that adds a touch of preciousness, precisely to reflect the care and value that goes into every bottle of this wine and the Alta Langa heritage."

"We are really pleased to have consolidated our relationship with the Consorzio Alta Langa through the frappeuse project," Fiorenzo Piracci, Business Developer

Manager Industrial and Transportation Design at Italdesign, stated. *"The roots of this project lie in the success of the 'Terra' glass. This new project not only strengthens our commitment to innovation and the choice of a functional design, but also bears witness to the synergies we can develop with our clients over the years. Working together with the Consorzio Alta Langa is an opportunity for us to blend tradition and modernity, celebrating the beauty and quality that our region and its precious wines are renowned for."*

Mariacristina Castelletta, President of the Consorzio Alga Langa, commented: *"We wanted to create a tool that could showcase our wine when served at the restaurant. We wanted something that could represent our designation, a high-end designer object with a distinctive, sensational, elegant, and functional appeal. Twelve years after the launch of the Grande glass, the Consorzio's first glass designed by Giorgetto Giugiaro in 2012, and just over two years following the presentation of the Terra glass by Italdesign, we entrusted this new project to Italdesign again, a top-ranking, internationally renowned Piedmont firm working in automotive and product design; and so Italdesign designed our first frappeuse, which I feel has hit the target perfectly. It was produced by a company with extensive experience in this field, willing to accept the challenge: WAF, a family-run business near Vicenza. Our frappeuse features sophisticated lines which are the expression of style, in harmony with the Alta Langa DOCG experience. An iconic object that blends the languages of wine and design to perfection"*.

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