



## **Alla Carta Milan Design Week 2017**

On the occasion of the Milan Design Week 2017, Alla Carta presents the Piatti collection, a new adventure in the world of product design.

Table is a crucial place for encounters in Alla Carta, a place in which people tell about their lives in a very intimate and natural way. This time we are taking a further step in the art of conviviality, creating a plates collection.

Alla Carta collaborates with one of the most important artisans in the ceramics district of Santo Stefano di Camastra (Sicily): Fratantoni Ceramiche, founded in 1935. Starting from their “brush technique”, a typical Sicilian craft, we created the Piatti collection, a celebration of one of Sicily’s most precious traditions, an ancient craftsmanship to preserve and perpetuate.

Each piece of the Alla Carta Piatti collection is unique in its shape, pattern and color, because of the handmade nature of the product. The plates are made of terracotta, decorated with a bold brush splatter effect and a glossy finishing.

The collection will be presented from the 4th till the 9th of April, along with the 10th issue of the magazine, at Alla Carta Studio, with a special installation curated by Studio Materica and a cocktail event on April 6th. The Piatti collection will be available for orders or direct purchase during the entire week.

#allacartapiatti

#splatter #allacartastudio

#fratantoniceramiche



## **Alla Carta**

Alla Carta is a bi-annual international magazine based in Milan and distributed worldwide in selected bookshops and concept stores. It was founded in 2012 by Yara De Nicola and Fabiana Fierotti, both Sicilians, to create an innovative editorial project dedicated to fashion, art and design seen through one of the most important Italian features: conviviality. In 2015 they founded Alla Carta Studio, a multi-disciplinary strategic and creative agency involving art direction, branding, digital communication, content strategy, publishing, events planning and more.