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## Press release

january — 2015

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# Wormwood

Imagine a crowded, smoky atmosphere bathed in a sophisticated dim light, interrupted only by incessant background shouting and the rhythmic notes of swing music. The backdrop is Prohibitionism of 1920s New York, or - as they were called - the *Roaring Twenties*.

The new **Wormwood** collection by Italesse is inspired by this intriguing, mysterious Belle Epoque atmosphere. In the lines, the decoration and the quasi-trailblazing taste **Wormwood** puts the spotlight back on the world of cocktail bars and their protagonists.

Overtly retro in its aesthetics, the new collection is decidedly cutting edge, technically and functionally speaking. A qualitative goal that Italesse has set itself and intends to keep at the highest level, evermore frequently entrusting design teams of professionals from different fields with the task of developing new products.

**Wormwood** is no exception. In fact, even in this case Italesse united names of the calibre of **Giancarlo Mancino**, internationally famous bartender as well as one of the most qualified opinion leaders in the cocktail sector, and high-end designer **Luca Trazzi** to develop a daring, unmistakable, technically infallible collection able to surpass the minimalism of the early 2000s with grace and a touch of inspiration.



Giancarlo Mancino

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The result? You find yourself amidst vintage style wine glasses and glasses in high quality crystalline glass, in technical tasting shapes, that are perfect for professional use and are of an absolute elegance.

Decorated with hypnotic branches, flowers and provocative absinthe fairies, the **Wormwood** collection glasses echo some names and terms deriving from the cocktail world like **Astoria**, **Presidente**, **Rock-Gobbler**, **Alto-Ball**, **Galante** and **Fizz**.

A versatile collection whose individual elements lend themselves to different uses, like the **Alto-Ball**: the height and capacity of the glass are designed to serve great classics like Gin and Tonic that thanks to its short stem however, it lends itself flawlessly to serving craft beers or water.

**Galante** and **Fizz**, wine glasses for red and white wines and Champagne flutes respectively, complete the new collection of cocktail glasses. For a decidedly reloaded vintage mood.



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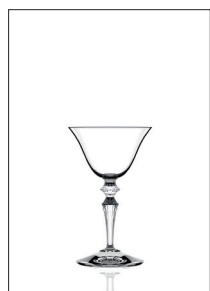
## Press contact

*Samantha Punis*

s.punis@atemporarystudio.com – T +39 339 5323693

# Images

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Astoria



Astoria + decoro



Presidente



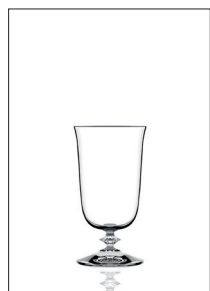
Presidente + decoro



Rock-Gobbler



Rock-Gobbler + decoro



Alto-Ball



Alto-Ball + decoro



Galante



Galante + decoro



Fizz



Fizz + decoro