

ALESSI WATCHES

“ALESSI Watch” to Introduce New AL24000 Series Designed by SANAA (Collaborative Architectural Office of Kazuyo Sejima and Ryue Nishizawa)

Seiko Instruments Inc. (SII), based in Chiba, Japan, announces that it will release in early October a new AL24000 Series designed by SANAA (collaborative architectural office of Kazuyo Sejima and Ryue Nishizawa) from its Italian watch brand “ALESSI”.

Seiko Instruments Inc. (SII)
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The ALESSI watch collection springs from the creativity and imagination of the designers at ALESSI, and SII embodies them into unique watches. Each series reflects the style and method of the individual designers and the originality that only ALESSI can provide.

The new models of AL24000 Series will be exhibited at “BASEL WORLD 2010 The Watch and Jewelry Show”, the world’s biggest watch and jewelry show, to be held from March 18 through 25 in Basel, Switzerland.

[AL24000]
“cat hugging” - a cat hugging around the wrist



AL24000 AL24001 AL24002 AL24003 AL24004

[Specification]

model	function	color
AL24000	2 hands (hour / minite)	black
AL24001	2 hands (hour / minite)	brown
AL24002	2 hands (hour / minite)	green
AL24003	2 hands (hour / minite)	yellow
AL24004	2 hands (hour / minite)	pink



• Water-resistant : 3 atm • Case & Band : Polyurethane • Acrylic glass • Case size : 34.5 mm (W) x 82 mm (D) • Weight : Approx. 30 grams • Date of release: October 2010



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.

In recent years, SANAA has enjoyed growing foreign attention, resulting in several international projects in Asia, Europe and the U.S. Examples include the De Kunstliniei Theatre and Cultural Centre, Almere, Netherlands, the Glass Pavilion at the Toledo Museum of Art in Toledo, Ohio; the addition and renovation to the Valencia institute of Modern Art (IVAM) in Valencia, Spain; the Zollverein School of Management and Design, Essen, Germany; the Novartis Office Building, Basel, Switzerland; Rolex Learning Center, Lausanne, Switzerland, the new New Museum of Contemporary Art, New York, NY and the Louvre Annex, Lens, France.

Photograph TAKASHI OKAMOTMO



Rabbit chair
(c)maruni



Rabbit chair in Serpentine Gallery Pavilion 2009
Iwan Baan



New Museum, New York
Photograph Dean Kaufman

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