

Spring/Summer 2013

Press filter coffee maker or infuser

Product description

Simplicity that surprises.

A new project that is highly representative of the "Super Normal" character of Jasper Morrison's work: objects that, in the words of the designer, «aren't meant to be noticed and don't want to disturb the end-user». "Mame" is testimony to Morrison's attention to the small and incremental improvements in the evolution of everyday objects: classic and minimal shapes that are characterised by simple details, making them unique and refined. A peculiarity of this project is the introduction of decoration, a somewhat unusual element in Morrison's work. The decoration interrupts the essential forms, contributing to turn what, at first glance, might seem to be a simple object into something more refined. Available in 8-cups, the press-filter coffee maker consists of a cylindrical body in borosilicate glass, resistant to thermal shock. The handle, also in glass, is produced separately and was designed to line up perfectly to the body of the infuser, making it functional and practical to use. The filter, complete with a steel mesh, has a spring that helps the screen adhere better and prevents any coffee grinds from leaking into the infuser. The simple and refined shapes of the cover and the knob, both in stainless steel, complete and define the object. The design of the knob meets both aesthetic and functional needs: the attention to detail is combined with the need for an element that is adapted to its use and practical to grip. A small disc of silicon at the base of the knob protects the cover (1) and reduces noise produced during use. The design chosen to decorate this item is a simple coffee bean, repeated throughout the body of the infuser. It is made by decal, a process through which it is possible to obtain a metallic and iridescent effect, ensuring that the decoration is visibility, even against the dark background of coffee (2). In terms of cleaning, the materials and type of decoration employed are dishwasher-safe. The packaging was designed by the designer himself (3).



Technical notes

AJM30/8 Press filter coffee maker or infuser in 18/10 stainless steel and heat resistant glass, silk-screened.
Dimensions: cl 90 - cm 15x10 - h cm 17 / 31¾ oz - 6"x4" - h 6¾"

Additional project notes

«I've always liked the imagery surrounding the coffee business, sugar packs in cafés, sacks of coffee beans from South America with exotic images & graphics on them, mysterious messages from far away places which grew the beans that made the coffee you're drinking! While designing the Cafetiere and having the idea to remove the metal structure around the glass jug, I found the result too dry & minimal and started thinking about applying something to the jug with a coffee theme which would both decorate it and recall some of this imagery from the world of coffee. The result was the pictogram of a coffee bean with a mirror finish which provides the necessary atmosphere for drinking a good cup of coffee and a more friendly Cafetiere!»

Jasper Morrison

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Nome / Name: **Mame**

Codice / Code: **AJM30/8**

Designer: **Jasper Morrison**

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