

"I never drink coffee at lunch. I find it keeps me awake for the afternoon."

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Welcome to our March newsletter! Spring is here and everything feels brand new. But as much as we love new at Pickle Design, we are delving into the past for our Design Classic - this month it's Bialetti's Moka Pot.

DESIGN CLASSICS



BIALETTI

MOKA POT
ALFONSO BIALETTI

Alfonso Bialetti designed the famous stove pot (with a little help from a patent from Italian engineer Luigo Di Ponti) after watching women washing clothes in a sealed boiler with a small central pipe. The pipe drew the soapy water from the bottom of the boiler and spread it over the wet laundry.

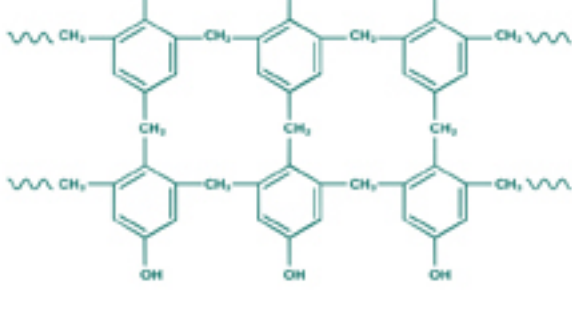


YEMEN
MOKHA

The little pot takes its name from the coffee hub that is Mokha in Yemen.



Bialetti's famous mascot, 'L'omino con i baffi' the little moustached man, was based on Alfonso's son Renato.



The handle was made from Bakerlite, one of the first plastic-like materials created. Popular for its ease of molding and used by the likes of Coco Chanel for her bracelets as well as telephones, chess pieces, circuit boards, and guitars.



A Guinness World Record-breaking coffee pot has been created. Standing 102 metres tall and weighing 125 kg, the giant pot served 100 people at Sigep 2013.



It is estimated that 9 in 10 Italians have a Moka Pot in their kitchen.



The shape is meant to be inspired by Bialetti's wife, standing with her hand on her hip!

DESIGN CLASSICS

This quirky kitchen staple was modelled on Bialetti's (possibly disapproving) wife, is favoured by 9 out of 10 Italians and holds a Guinness World Record.

MEANWHILE, IN THE STUDIO...



Logo Design

Branding

We are working on some exciting new branding that we can't wait to share with you, but in the meantime here are a selection of from our favourite logos we have designed to whet your appetite. We have [Duchy Gardens](#), [Penrose Touring](#), [Bossiney Cove](#), [The Cornish Garden Company](#), [Trenouth Construction](#) and [Quay House Creekside Apartments](#) to name a few.

If this has inspired you, and you would like help with your branding, why not [get in touch](#) and to chat about your plans with us.

ICONS AT YOUR FINGERTIPS



1933 ITALY
MOKA POT
ALFONSO BIALETTI

DESIGN CLASSICS

MARCH

M	T	W	T	F	S	S
		3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NON

BIALETTI

ICONS OF DESIGN FROM AROUND THE WORLD

Digital freebie! Head to our website to find the classic Moka Pot backgrounds for your desktop computer, tablet or mobile device.

Next month we take you back to the future...

[Download March here.](#)

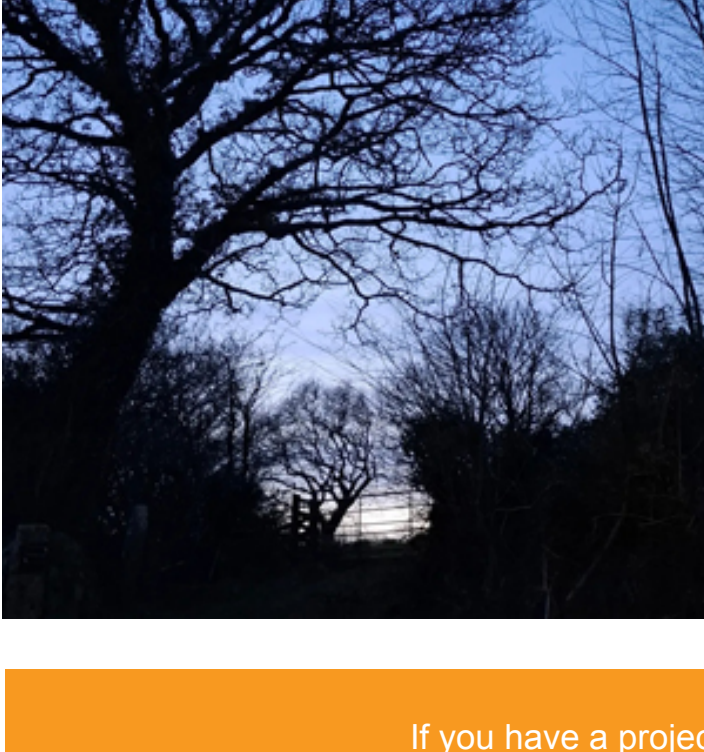
BLAST FROM THE PAST

We delve into our portfolio this week to show you the website we designed for Wild and Free Cornish Campers. They provide their gorgeous Pip, a vintage VW Campervan, for your holiday. We created their brand and applied it to their website, postcards and stationery. We also helped design the vehicle graphics for Pip herself!

Take a look at more of our work for [Wild and Free Cornish Campers](#) here.



ON THE SOCIALS



If you want to see the kind of thing that sparks our imagination, check out our socials. Here's a picture Emma snapped and shared on our Threads account. [Moody dusk light](#) that harks back to [last year's calendar](#), travelling through a single day using our lino-cut style illustrations.

[Find us on Threads.](#)

If you have a project in mind we would love to chat.

Web and print design including branding, signage, stationery and leaflets.

A 5 Huthnance Close, Wadebridge, Cornwall, PL27 6FJ
T 01208 813961
E info@pickledesign.co.uk **W** www.pickledesign.co.uk
Be our friend @pickledesign on [Twitter](#), [Facebook](#), [Instagram](#) and [Pinterest](#).



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