



OTTOLENGHI

FOR

SERAX

A TIME FOR CELEBRATION  
A TIME FOR CONVERSATION  
A TIME FOR HAPPINESS  
THIS IS

**F E A S T**

With an abundance of colours, vegetable prints and positive vibes the brand new FEAST collection reflects everything his creator stands for. The British-Israeli chef Yotam Ottolenghi created this range of expressive tableware with the most joyful of gatherings in mind: coming together with friends and family, sharing food and exchanging stories. On this project the chef joined hands with Italian artist Ivo Bisignano. "Ivo is a good friend as well as a soul-mate for the creative process in all Ottolenghi graphics", Yotam Ottolenghi states. "His art, in whatever medium, is honest, expressive, bold, joyful and colourful. Attributes we strive to achieve in our food."

The FEAST collection is characterized by an impulsive gesture of an 'O' shaped brush stroke. "I have an obsession for the O", Ivo Bisignano explains. "The O shape of a face, the O of a circle, a dot, a double dot and of course: the O of Ottolenghi. The continuum of the O shape is something I find very intriguing." Apart from the graphic language of the O the artist also incorporates abstract images of vegetables, an essential ingredient in Ottolenghi's signature cuisine. "I have drawn thousands of vegetables in this process trying to achieve the effect of stamping actual vegetables on a plate", he says. The result is a colourful esthetic that gives every user the personal freedom to create a celebration, a true feast, every single day. "The plates are like different spices", Bisignano explains. "It is the combination and proportion of the different components that will define the flavour."

The various sizes in plates, the vibrant colours and different patterns all evoke the typical Ottolenghi feeling of 'outrageous casualness'. Of creating tables that are informal but very abundant, eccentric even, at the same time. "We have tried to tell the Ottolenghi story in objects. It is a story of the tension between the earthy and the sophisticated, between passion and refinement, tradition and novelty. Ostensible opposites, existing together in dynamic harmony", Ottolenghi says. "This collection is a collaboration nourished by camaraderie and by the sharing of lovingly-made food around a beautifully-laid table. We hope you enjoy it as much as we do."



**FEAST**  
OTTOLENGHI

**MATERIALS** Stoneware  
Main composition: Kaoline, Aluminium, Feldspar, Quartz, Magnesium, mineral material  
Finishing: semi glazed  
Firing temperature: 780°C, 750°C (for color firing) & 1220°C  
Production: traditional molding

**OPERATIONAL USAGE** Food safe  
Table ware  
Microwave proof: yes, except for items with gold decal  
Dishwasher proof: yes, except for items with gold decal  
Oven proof: no  
Salamander proof: no

**SPECIAL CARE INSTRUCTIONS** We advise to use soft detergents for commercial dishwashers.  
To keep the items with gold decal in the best condition, we recommend to clean the items by handwash only.

**PACKAGING** Giftbox  
Volume & dimensions of the complete range available upon request.



**FEAST**  
OTTOLENGHI

**MATERIALS** Potassium glass  
Finishing: transparent glass with colored decal  
Furnace temperature: 580°C  
Production: handmade mouthblown

**OPERATIONAL USAGE** Food safe  
Table ware  
Microwave proof: no  
Dishwasher proof: no  
Oven proof: no  
Salamander proof: no

**SPECIAL CARE INSTRUCTIONS** To keep your glasses in the best condition, we recommend hand washing.  
When using a dishwasher be aware that detergents can harm the print.  
The print is not microwave proof.

**PACKAGING** Giftbox  
Volume & dimensions of the complete range available upon request.



**FEAST**  
OTTOLENGHI

**MATERIALS** Acacia wood  
Finishing: Matt varnish, laser pattern  
Production: Handmade

**OPERATIONAL USAGE** Food safe  
Table ware  
Microwave proof: no  
Dishwasher proof: no  
Oven proof: no  
Salamander proof: no

**SPECIAL CARE INSTRUCTIONS** Acacia wood protected with a food safe coating.  
To keep the acacia wooden items in the best condition, we recommend to clean the trays and dish by handwash only.  
Avoid immersing in water.  
To maintain the wood color and shape, do not leave these items in direct sunlight.

**PACKAGING** Gift box  
Volume & dimensions of the complete range available upon request.



**FEAST**  
OTTOLENGHI

**MATERIALS** Stainless steel 18/10, except for table knife (420 blade)  
Walnut wooden handle

**OPERATIONAL USAGE** Table ware  
Food safe  
Dishwasher proof: no

**SPECIAL CARE INSTRUCTIONS** Clean with soapy water and a soft brush right after usage.  
Avoid immersing the cutlery in water and do not expose the cutlery too long to direct sunlight, as UV light changes the colour of the wood.  
Be aware that the product is not dishwasher safe.

**PACKAGING** Available in a 24-pcs gift box.  
Volume & dimensions of the complete range available upon request.



## YOTAM OTTOLENGHI



Yotam Ottolenghi is the restaurateur and chef-patron of six London-based delis and restaurants. He is the author of eight best-selling cookery books, including renowned titles as Plenty, Jerusalem and Simple. Amongst several prizes, Yotam won two James Beard awards in the US and the UK National Book Award. Yotam has been a weekly columnist for the Saturday Guardian for over thirteen years and is a regular contributor to The New York Times. His commitment to the championing of vegetables, as well as ingredients once seen as 'exotic' has led to what some call "The Ottolenghi effect". This is shorthand for the creation of a meal which is full of colour, flavour, bounty and sunshine'. Together with the Belgian design label Serax he is now launching his very first range of tableware: FEAST.

*"Ivo Bisignano is a good friend as well as a soul-mate for the creative process in Ottolenghi. His art, in whatever medium, is honest, expressive, bold, joyful and colourful, attributes we strive to achieve in our food."*

*"Alongside our newly-found co-creators in Serax, we have tried to tell the Ottolenghi story in objects. It is a story of the tension between the earthy and the sophisticated, between passion and refinement, tradition and novelty. Ostensible opposites, existing together in dynamic harmony."*

Yotam Ottolenghi

## IVO BISIGNANO



Originally from Sicily, and trained as an architect, Ivo Bisignano is an artist with many different souls. Beginning with fashion illustration for brands like Prada, Missoni and Fratelli Rossetti early in his career, he has gone on to make significant contributions in media ranging from sculpture to painting to video and animation. A distinctive and consistent note throughout his work is a poignant sense of nostalgia, applied to characters both real and imaginary, and often linked to references from world literature and cinema. With an often surrealistic atmosphere, Bisignano's art is also imbued with a strong sense of play and irony, evoking an aesthetic of past and highly detailed worlds. In 2020 Bisignano exhibited sculptural works in the Human Forms exhibition located at the Bet Guvrin caves in Israel. Bisignano's meeting and subsequent work with renowned chef Yotam Ottolenghi has led to the realization of numerous collaborative projects, including sculptures for Ottolenghi's London restaurants.

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Ivo Bisignano