

*****Media Alert*****

Allied Works Offers Limited Edition of Eleven Madison Park Dinnerware for Sale

Inspired by Traditional Ceramic Designs, Allied Works' Dinnerware Celebrates the Ritual of Dining and Refined Culinary Vision of Chef Daniel Humm



Photo credit Johnny Fagg

Eleven Madison Park, recently named the world's best restaurant, re-opened its doors on October 8, 2017, to reveal a comprehensive redesign by Allied Works. The project, developed in close collaboration with restaurateur Will Guidara and Chef Daniel Humm, encompasses the room's interior space as well its furnishings, textiles, and dinnerware, creating an entire, new sensory experience.

Integral to the new design is a full suite of dinnerware, designed especially for the restaurant by Brad Cloepfil of Allied Works, which is now available for purchase in a limited run through the firm's website. The dinnerware designs of raw porcelain and crisp white glaze were created specifically to present the culinary art of Chef Humm. The variety and range of plates, bowls and cups reflect an attention to proportion and materiality that is finely tuned to the needs of his menu and its expressive possibilities. In its detail and form, the dinnerware is elemental, elegant and timeless. This marks the firm's first venture into dinnerware design, though Allied Works' practice has been defined by its use of ceramics and innovative new glazes in building exteriors, including the Museum of Arts and Design in New York, NY, and Studio Bell, home of National Music Centre in Calgary, AB.

"As part of the renovation it was so important that our dinnerware match the new aesthetic of the restaurant," said Chef Daniel Humm. "The plate is a canvas for the dish, but for me it needs to still be beautiful to the eye and to the touch, it needs to elevate the food on the plate. Working with Brad to realize that vision was a wonderful experience and I could not be happier with the results."

“I was thrilled when Daniel and Will asked me to design the dinnerware for Eleven Madison Park,” said Brad Cloepfil. “The ritual of dining and the ceremony of the meal is something I’ve long considered. Through designing the Museum of Arts and Design, and my subsequent visits to the sixth-floor ceramics galleries at the Victoria and Albert Museum, I’ve become more immersed in the decorative arts and drew inspiration from these experiences.”

DETAILS:

6-Piece Suite - \$380

- 1 Salad Plate
- 1 Dinner Plate
- 1 Large Coupe Bowl
- 1 Bread Plate
- 1 Tea/Coffee Cup w/ Saucer

Add-on Pieces (Sold in Packs of 8)

- Set of 8 Small Coupes - \$360
- Set of 8 Broth Cups - \$240
- Set of 8 Flat Bowls - \$520

About Allied Works

Allied Works is a 40-person practice led by Brad Cloepfil from offices in Portland, Oregon and New York City. Founded in 1994, Allied Works is widely recognized for its cultural projects, among them the Museum of Arts and Design in New York; the Clyfford Still Museum in Denver, Colorado; the Contemporary Art Museum St. Louis; Seattle Art Museum; the University of Michigan Museum of Art; Booker T. Washington High School for the Performing and Visual Arts in the Dallas Arts District; and the Schnitzer Center for Art and Design at the Pacific Northwest College of Art in Portland, Oregon. Allied Works has also designed and completed private residences, offices, commercial projects and creative workspaces, such as: the design of Wieden + Kennedy Agency, which radically transformed a historic warehouse in Portland’s Pearl District into a world headquarters that has become a benchmark for adaptive reuse and workplace architecture; the Dutchess County Estate in Stanfordville, New York; and Pixar Animation Studios in Emeryville, California.

The firm recently marked the completion of the Uniqlo City, the international headquarters and flagship creative studios of Fast Retailing in Tokyo, Japan, and Studio Bell, home of the National Music Centre of Canada, in Calgary, Alberta. Major current projects include the National Veterans’ Memorial Museum in Columbus, Ohio, and the U.S. Embassy compound in Maputo, Mozambique.

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