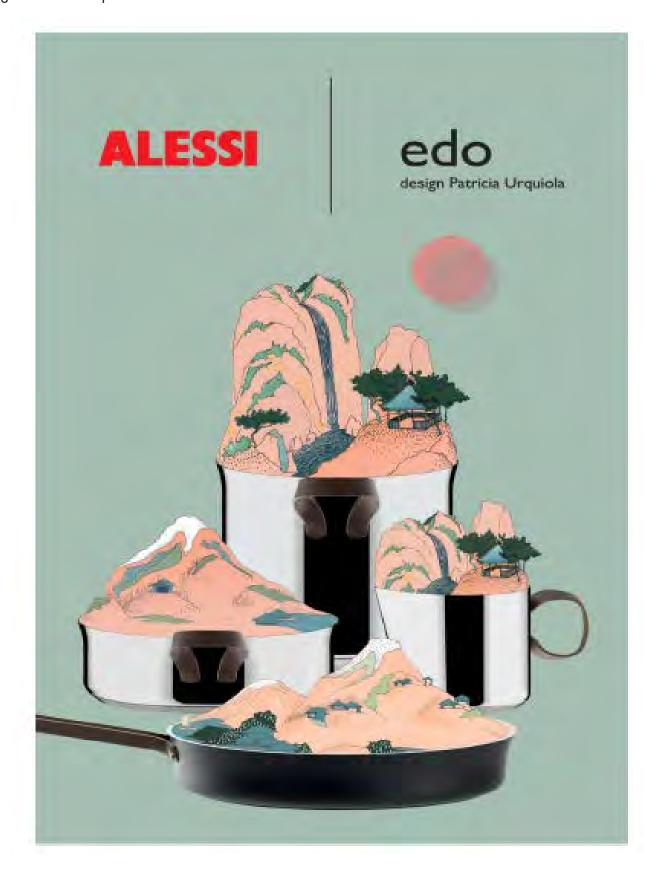
Edo - Pots and pans FALL/WINTER 2018

Design: Patricia Urquiola





Project text

Basque roots, trained both in Spain and Italy — where she was a pupil of Achille Castiglioni — studied in Milan: apart from these highlights of her biography, it is difficult to fit in just a few brief lines the overflowing creative work of Patricia Urquiola. "We talk about inspiration as if it were something that is in the air and the designer were a being with a special sensitivity capable of perceiving it," says the designer, "but for me it's something within us all, it's about emotional memory, emotional and cultural, which makes you perceive the elements that become driving forces in the project. It is a short circuit that is created between personal memory and reality". These "short circuits" have also guided the design of the Edo pans: " a whole range of references that play off each other", she explains, "associations between things that are distant, but that in my head, are close. The name derives from the Latin edere, 'I eat', but it is also the ancient name of Tokyo, city of reference for me". Japan is the origin of many of the pots that the designer uses in her kitchen, where uses a variety of utensils and ingredients from different origins. "This project", she adds, "is my response to the changes I observe in society, to the multiplication of fantastic exchanges between different cultures". Leading the designer is also the desire to create an object that does not seem mass-produced: the cylindrical shape of the containers is softened by a flaring, an invitation to the gesture of pouring; the burnished handles, which look like ribbons pinned to the body of the pots, add a sense of lightness to the overall design. The designer's Spanish roots lie in the shape of the lids: "I wanted it to be different from the others, concave rather than convex: a sort of Basque chapela. Once the Basque theme entered my head, I couldn't get it it out anymore".

"There is a pot that I particularly love, it's the one that's a little tall, even a little bit stupid, with the handle on the side, like an ear ... I don't want to call it 'milk warmer' because it's such a nice object that it makes me want to give it its own name, a funny name. It represents the secret soul of the collection, this project's kind side, it is the real Edo... it's name is: Edoardo!"

Patricia Urquiola

Product description

Designed by Patricia Urquiola, Edo saucepans constitute a blend of different cultural references and formal suggestions. A wealth and variety that the designer addresses with a fun and playful approach, a combination of references that brings to mind the very essence of cooking: the mixing of different ingredients to create dishes. Edo is the former name of Tokyo and the reference to Japan for this project originates from a crockery set that Patricia Urquiola uses in her own kitchen. She purchased these saucepans in Japan, and their simple, graceful design was the source of inspiration for the Edo series. The designer's idea was to soften an industrial production project with certain features which would defuse the strict rules set by mass production: in particular, the slight flaring of the pots and the design of the handles recalling ribbons pinned to the body of the pans. The shape of the handles does not at all look as though it has been produced industrially, but instead crafted by hand. The name Edo also brings to mind the Latin term "edere", in other words "to eat", and it further expresses that encounter between different cultures that has inspired the entire project. The concave shape of the lids and the knob they are fitted with somewhat reminds the observer of a beret sitting on a work surface: a reminder of Patricia Urquiola's Basque origins.

This series is also rich in the assortment available: Edo features multiple types of pan, available in various sizes and materials, so you can choose the utensil that best suits your particular kind of cooking.

One of the product types in the Edo series is a stainless steel saucepan in two sizes.



Characteristics / suggested use

- Made in 18/10 stainless steel, polished on the interior and satin finish on the exterior. Fitted with an AISI430 steel base which means it can also be used on induction hobs
- The ideal utensil for any preparation requiring food to be cooked in boiling liquid: pasta, rice, vegetables, minestrone soup, boiled meat... An essential piece of crockery for any kitchen.
- The slight flaring of the top of the saucepan makes for easier pouring
- The handles, which are made of precision cast steel with a bronze PVD finish, are welded to the body of the saucepan. TIG welding is used to secure them in place while ensuring top quality jointing and hard-wearing durability.
- The handles are practical and ergonomically designed. Their shape, recalling that of a ribbon, does not have a purely aesthetic value: in addition to ensuring a good grip, it limits the heat transmission from the body of the saucepan. Nevertheless, the use of pot holders or oven gloves is recommended to guarantee total heat protection
- This is an object with a minimalist yet not an austere design: an element of lightness has been introduced by the shape of the handles, conceived like ribbons pinned to the body of the saucepan
- Dishwasher-safe

Technical notes

Edc

Pot in 18/10 stainless steel. Handles in 18/10 stainless steel with PVD coating, brown. Magnetic steel bottom suitable for induction cooking. PU100/20 cl 490 - cm 20x28.5 - h cm 19 / 5 qt 6 oz - 8" x111/4" - h 7½"

 $PU100/24 cl 850 - cm 24x33 - h cm 22 / 8 qt 32 \ 34 oz - 13'' x 9 \ \frac{1}{2}'' - h 8 \ \ 34'''$

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This series is also rich in the assortment available: Edo features multiple types of pan, available in various sizes and materials, so you can choose the utensil that best suits your particular kind of cooking.

The Edo series includes a saucepan with two handles available in three sizes





Characteristics / suggested use

- Made in 18/10 stainless steel, polished on the exterior and satin finish on the interior. Fitted with an AISI430 steel base which means it can also be used on induction hobs.
- This is a particularly versatile piece of crockery, suitable for preparing stews, braised dishes, risottos and, in general, for all cooking requiring the heat to be transmitted to the food directly from the entire body of the pan
- The slight flaring of the top of the saucepan makes for easier pouring
- The handles are practical and ergonomically designed; they are welded to the body of the saucepan, are made of precision cast 18/10 steel with a bronze PVD finish. TIG welding is used to secure the handles while ensuring top quality jointing and hard-wearing durability.
- The shape of the handles, recalling that of a ribbon, does not have a purely aesthetic value: in addition to ensuring a good grip, it limits the heat transmission from the body of the saucepan. Nevertheless, the use of pot holders or oven gloves is recommended to guarantee total heat protection
- This is an object with a minimalist yet not an austere design: an element of lightness has been introduced by the shape of the handles, conceived like ribbons pinned to the body of the saucepan. Thanks to its particular design, the saucepan with two handles from the Edo series can also be used to serve food directly at the table.
- Dishwasher-safe

Technical notes

Fda

Casserole with two handles in 18/10 stainless steel. Handles in 18/10 stainless steel with PVD coating, brown. Magnetic steel bottom suitable for induction cooking.

PU101/16 cl 130 - cm 16x25 - h cm 10 / 1 qt 12 ½" oz - 9 ¾"x6¼" - h 4"

PU101/20 cl 280 - cm 20x28.5 - h cm 12 / 2 qt 32 oz - 8" x1114" - h 4 34"

PU101/24 cl 500 - cm 24x33 - h cm 14,5 / 5 qt 9 ½ oz - 9½" x13" - h 5 ¾"

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This series is also rich in the assortment available: Edo features multiple types of pan, available in various sizes and materials, so you can choose the utensil that best suits your particular kind of cooking.

The Edo series includes a shallow saucepan with two handles available in two sizes



Characteristics / suggested use

- Made in 18/10 stainless steel, polished on the exterior and satin finish on the interior. Fitted with an AISI430 steel base which means the saucepan can also be used on induction hobs.
- Suitable for braising or stewing meat, fish, pulses or vegetables. It can also be used for oven roasting without the lid
- The slight flaring of the top of the saucepan makes for easier pouring
- The handles, which are welded to the body of the saucepan, are made of precision cast 18/10 steel with a bronze PVD finish. TIG welding is used to secure the handles to the pan while ensuring long-lasting and hard-wearing jointing.
- The handles are practical and ergonomically designed. Their shape, recalling that of a ribbon, does not have a purely aesthetic value: in addition to ensuring a good grip, it limits the heat transmission from the body of the saucepan. Nevertheless, the use of pot holders or oven gloves is recommended to guarantee total heat protection
- This is an object with a minimalist yet not an austere design: an element of lightness has been introduced by the shape of the handles, conceived like ribbons pinned to the body of the saucepan. Thanks to its particular design, the shallow saucepan with two handles from the Edo series can also be used to serve food directly at the table.
- Dishwasher-safe

Technical notes

Edc

Low casserole with two handles in 18/10 stainless steel. Handles in 18/10 stainless steel with PVD coating, brown. Magnetic steel bottom suitable for induction cooking.

PU102/24 cl 325 - cm 24x33 - h cm 10

PU102/28 cl 500 - cm 28x36 - h cm 11,5

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This series is also rich in the assortment available: Edo features multiple types of pan, available in various sizes and materials, so you can choose the utensil that best suits your particular kind of cooking.

The Edo series includes a long-handled saucepan available in two sizes



Characteristics / suggested use

- Made in 18/10 stainless steel, polished on the exterior and satin finish on the interior. Fitted with an AlSI430 steel base which means it can also be used on induction hobs.
- This piece of crockery is particularly recommended for preparing sauces and salsas
- The slight flaring of the top of the saucepan makes for easier pouring
- The long handle, which is welded to the body of the saucepan, is made of precision cast 18/10 steel with a bronze PVD finish. TIG welding is used to secure the handle to the saucepan while ensuring top quality jointing and hard-wearing durability.
- The handle recalls a ribbon that stretches from the body of the pan. This particular shape does not have a purely aesthetic value: it makes the handle practical and ergonomically designed, ensuring a good grip. What's more, it provides the ideal resting place for a wooden spoon, spatula or scoop to stir food during cooking. There is a slot at the tip to allow you to hang the saucepan and tidy it away.

Technical notes

Edc

Saucepan in 18/10 stainless steel. Handle in 18/10 stainless steel with PVD coating, brown. Magnetic steel bottom suitable for induction cooking.

PU105/14 cl 100 - cm 14x32 - h cm 11 / 1 qt 2 oz - 12 ½"x5 ½"- h 4 ¼"

PU105/16 cl 130 - cm 16x33 - h cm 10 / 1 qt 12 ½ oz - 6 ¼"x13" - h 4"

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. A series also rich in variety, with a wide range of options, available in different sizes and materials, Edo allows you to choose the most appropriate tool for the cooking you do. The Edo series also includes a milk boiler.



Characteristics / suggested use

- Made from 18/10 stainless steel, the milk boiler features a polished exterior and a satin-finish interior. With an AISI 430 steel base, it is suitable for use on induction hobs too.
- A versatile utensil, perfect for boiling milk or making tea, herbal beverages and other hot drinks, for heating creams or warming liquid foods.
- The spout extends from body of the milk boiler, carefully designed to facilitate pouring.
- The handle, welded to the body of the milk boiler, is made of 18/10 investment cast steel with a bronze PVD finish. The TIG welding used to secure the handle to the milk boiler ensures a high quality, strong joint.
- The shape of the handle, reminiscent of a ribbon pinned to the body of the milk boiler, is not merely aesthetic: it limits the passage of heat from the body of the milk boiler and allows a firm grip without contact with the pot/recipient. However, the use of pot holders is recommended to ensure total protection against heat.
- An object with a new and unusual design, Patricia Urquiola's favourite piece due to its pleasant, unique shape, also suitable for serving.
- Dishwasher-safe

Technical notes

Edo

PU302 Milk boiler n 18/10 stainless steel. Handle in 18/10 stainless steel with PVD coating, brown. Magnetic steel bottom suitable for induction cooking.

cl 130 - cm 12x20,5 - h cm 13 / 1 qt 12 $\frac{1}{2}$ oz - 4 $\frac{3}{4}$ "x8"- h 5"

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This series is also rich in the assortment available: Edo features multiple types of pan, available in various sizes and materials, so you can choose the utensil that best suits your particular kind of cooking.

The Edo series includes a long-handled skillet with black non-stick coating, available in three sizes



Characteristics / suggested use

- Made of extra thick aluminium with black painted external coating, resistant to high temperatures, and Teflon Platinum Plus internal coating (the best-quality non-stick coating currently on the market). The AISI430 steel base means it can also be used on induction hobs
- This is an indispensable frying pan, to be kept within easy reach in any self-respecting kitchen, for frying, preparing sauces, cooking burgers...
- The long handle, which is made of precision cast 18/10 steel with a bronze PVD finish, is secured to the body of the frying pan with rivets to ensure sturdy and long-lasting stability.
- The shape of the handle recalls a ribbon stretching from the body of the frying pan, lending a certain lightness to the overall design of the pan. This particular shape does not have a purely aesthetic value, but it provides a practical, firm and ergonomically designed grip. What's more, it provides the ideal resting place for a wooden spoon, spatula or scoop to stir food during cooking. There is a slot at the tip to allow you to hang the frying pan and tidy it away.
- dishwasher-safe

Technical notes

Edo

Frying pan in aluminium with non-stick interior, black. Handle in 18/10 stainless steel with PVD coating, brown. Magnetic steel bottom suitable for induction cooking.

PU113/20 B cl 100 - cm 20x38 - h cm 7,5 / l qt 2 oz - 8" x15" - h 3" PU113/24 B c 125 - cm 24x47 - h cm 7,5 / l qt 10 ¾ oz - 8" x15" - h 3" PU113/28 B cl250 - cm 28x51 - h cm 8,5 / 2 qt 21 ½ oz - l1" x20" - h 3 ¼"

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This series is also rich in the assortment available: Edo features multiple types of pan, available in various sizes and materials, so you can choose the utensil that best suits your particular kind of cooking.

The Edo series includes a long-handled skillet with black non-stick coating



Characteristics / suggested use

- Made of extra thick aluminium with matt black painted external coating, resistant to high temperatures, and Teflon Platinum Plus internal coating (the best-quality non-stick coating currently on the market). The AISI430 steel base means it can also be used on induction hobs
- Recommended for frying or preparing sauces, especially suitable for sautéing
- The long handle, which is made of precision cast steel with a bronze PVD finish, is secured in place with rivets to ensure sturdy and long-lasting stability.
- The shape of the handle recalls a ribbon stretching from the body of the frying pan, lending a certain lightness to the overall design of the pan. This particular shape does not have a purely aesthetic value, but it ensures a practical and ergonomically designed grip. What's more, it provides the ideal resting place for a wooden spoon, spatula or scoop to stir food during cooking. There is a slot at the tip to allow you to hang the frying pan and tidy it away.
- Dishwasher-safe

Technical notes

Edo

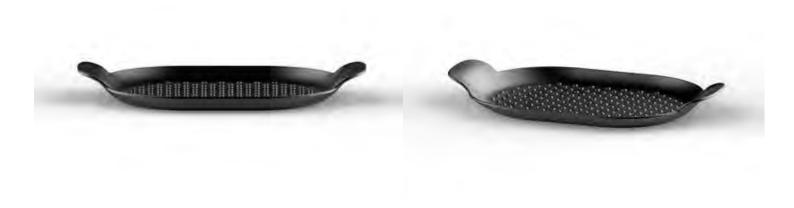
Deep frying pan in aluminium with non-stick interior, black. Handle in 18/10 stainless steel with PVD coating, brown. Magnetic steel bottom suitable for induction cooking.

PU114/28 B cl 320 - cm 28x50 - h cm 11 / 3 qt 12 % oz $- 11'' \times 19 \%$ " - h 4 %"

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This series is also rich in the assortment available: Edo features multiple types of pan, available in various sizes and materials, so you can choose the utensil that best suits your particular kind of cooking. The Edo series includes a grill pan



Characteristics / suggested use

- Made of cast iron with enamel coating
- Cast iron is one of the metals with the most suitable thermal properties for this type of crockery and for the related cooking. Cast iron does not exchange heat quickly, and therefore does not drop in temperature when you place steaks onto it. Upon contact with the piping hot pan surface, the meat is seared, sealing in all its juices. This makes for excellent rare steaks, but well done ones too without making them dry.
- In addition, cast iron cools down slowly, so the grill pan can also be used to serve your steaks directly at the table: once it has been taken off the heat, the food remains hot for an extended period of time.
- Suitable for use on all heat source
- The soft profile of the grill pan grips recalls that of the handles on the other pieces of crockery in the Edo series.
- We recommend the use of pot holders or oven gloves to use the grill pan safely
- Dishwasher safe, but we advise against regular dishwasher use because the detergents normally used in this appliance may damage the surface enamel on the grill pan over time. Any food residue can be easily removed with a soft brush, after soaking it in hot water and washing-up liquid

Technical notes

Edo

PU304/28 B Grill pan in cast-iron. Magnetic steel bottom suitable for induction cooking. cm 24,5x40 – h cm 4,5 / 9 3/4" x 15 3/4" – h 1 3/4"

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A series also rich in variety, with a wide range of options, available in different sizes and materials, Edo allows you to choose the most appropriate tool for the cooking you do. The Edo range includes a wok with lid.



Characteristics / suggested use

- Three thin metal layers, comprising an AISI 430 steel exterior, aluminium to the centre and an 18/10 stainless steel interior. Outstanding thermal performance in terms of heat conduction, also suitable for induction hobs. The wok is proposed together with a semicircular grill and a lid in 18/10 steel.
- A highly versatile piece of cookware which stems from oriental culinary tradition. Now increasingly widespread outside this culture too, the wok is especially suitable for sautéing and frying. Ideal for those following a healthy diet, sautéing is an excellent way to prepare lower fat foods, preserving the active ingredients.
- The semicircular grill is a handy accessory for use during frying, on which to place food to drain.
- The handles, made of investment cast steel with a bronze PVD finish and welded to the body of the wok, are comfortable and ergonomic. The TIG welding used to secure the handle to the wok ensures a high quality, strong joint.
- The shape of the handles, reminiscent of a ribbon, is not merely aesthetic: in addition to ensuring a good grip, it also limits the transmission of heat from the body of the wok. However, the use of pot holders is recommended to ensure total protection against heat.
- The concave shape of the lid is ideal to accommodate a spoon or a fish slice with which to mix the food during cooking. The knob, made of 18/10 investment cast steel, has a slightly flared shape that facilitates grip.
- During cooking, the knob can heat up, therefore pot holders are recommended to ensure total protection against heat.
- An object with a minimal, unassuming design, in which an element of lightness is introduced by the shape of the handles that resemble ribbons pinned to the body of the wok.
- With its unique design, the Edo wok is an original element, for an eye-catching table.
- Dishwasher-safe

Technical notes

Edo

PU308 Wok in multiply (AISI 430, aluminium, 18/10 stainless steel) with lid in 18/10 stainless steel. Handle and knob in 18/10 stainless steel with PVD coating, brown. Magnetic steel bottom suitable for induction cooking. cl 580 – cm 6x46 – h cm 13,5 / 6 qt 4 ¼ oz – 14 ¼ "x18" – h 5 ¼ "

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This series is also rich in the assortment available: Edo features multiple types of pan, available in various sizes and materials, so you can choose the utensil that best suits your particular kind of cooking. In the Edo series, the lid is available in five different diameters.



Characteristics / suggested use

- Made in 18/10 stainless steel, polished on the exterior and satin finish on the interior. The knob is produced with precision cast 18/10 stainless steel with a bronze PVD finish.
- Thanks to its concave shape, the lid can house a spoon or ladle
- The flared design of the knob makes it perfectly ergonomic, making for a solid grip
- During cooking, the knob may get hot; we recommend the use of pot holders or oven gloves to guarantee total heat protection
- The lid is available in five different diameters 14, 16, 20, 24 and 28 centimetres to match the pieces of the crockery set you purchase. The possibility of purchasing the lids separately from the saucepans allows you to optimise your purchases and avoid unnecessary doubles.
- Dishwasher-safe

Technical notes

Edo

Lid in 18/10 stainless steel. Knob in 18/10 stainless steel with PVD coating, brown.

PU200/14 \varnothing cm 14 - h cm 3,5 / 5½" - h 1 ½" PU200/16 \varnothing cm 16 - h cm 3,5 / 6 ¼" - h 1 ½" PU200/20 \varnothing cm 20 - h cm 3,5 / 8" - h 1 ½" PU200/24 \varnothing cm 24 - h cm 4 / 9 ½" - h 1 ½" PU200/28 \varnothing cm 28 - h cm 4 / 11" - h 1 ½"

