



2020

collezione
PRIMA



NUOVEFORME
FIRENZE

History of **Alvino Bagni** pottery

He was born in a hamlet of Lastra a Signa in 1919 and since his childhood he was interested in the pottery world. Thanks to the teachings of the artist Torello Santini, he began to work in Arnaldo Pugi's pottery workshop in Ponte a Signa. After the end of World War II, Pugi himself would eventually finance Alvino Bagni, so that he could open his first workshop.

Ceramiche Bagni's story begins with the production of 3.500 small plates with the slogan "I like Ike" for the election campaign of Dwight D. Eisenhower, who would eventually become the 34th president of the U.S.A. in 1953.

Alvino firm heavily relied on the work of family members. The first and most important one was his wife Gina that would accompany him for his entire working life.

The 50's and 60's were crucial years for Bagni's company. During those years Bagni increasingly collaborated with some of the most important personalities of the American design and business community like Raymor (N.Y.) and Rosenthal. For them, Bagni created extremely modern pieces for its time.

The firm eventually moved into a bigger and more modern factory and by 1980 the firm had more than 100 employees and it had become synonymous for high-quality production. At that time, it was very well known for high-end pieces produced with new, experimental techniques. Unfortunately, problems came with rise of globalization. The company was still using craft production systems and it couldn't face excessive cost reductions needed to compete in the new global scenarios.

Despite Alvino Bagni's efforts to save his employees the company had to close definitively in 1990. In 1993 he returned to ceramics with the new company, Nuoveforme. He retreated after 8 years of work for health reasons. Alvino died in 2009, at the age of 90.

His entire working life was devoted to humbleness, technique, passion and creativity.

From Alvino Bagni to **Nuoveforme**

The company Nuoveforme, was created in 1993 as a pursuance of the original Alvino Bagni pottery.

Currently, Nuoveforme is managed by Gianfranco Ghiretti and Alvino Bagni's granddaughter; Maria Chiara Ghiretti along with some other well-known collaborators.

Main features of Nuoveforme products are variety and uniqueness, deriving from Alvino Bagni's cultural and artistic knowledge that he passed over to Gianfranco Ghiretti and his grand-daughter Maria Chiara.

The technical skills of Nuoveforme in some way inherit the experiences of collaborations with artists such as: Enzo Bordini, Remo Buti and Michele Santonocito, who worked with Alvino Bagni.

All of this turns into unique pieces, combining unconventional modern design and the re-issuing of historical pieces from Alvino Bagni archive.

Nuove Forme develops its products with the cooperation of local craftsmen who create models and plaster moulds for Nuove Forme, as well as the semi-finished products.

The stages of glazing, decoration, firing and packaging are then totally performed by Nuove Forme in its factory.

Over the years Nuove Forme found its space in the high-end global marketplace, aiming to a fringe clientele in search of unique and handmade products. Nuove Forme also provides the possibility of making bespoke, custom-tailored objects, made according to specific customers' requests.



Prima

02

The name of the collection, Prima, goes back to family heritage and link. This is what this collection wants to represent. A collection that is a statement of the Nuoveforme origins and features the DNA of the original Alvino Bagni pottery.

In this collection we have selected some of the most popular themes of the original Alvino Bagni pottery with the aim of representing its richness and variety of textures and patterns.

Our manufacturing process is totally hand-made in full respect of the recipes of the origins that we have kept and maintained in our archives.

In this collection that summarizes the potentiality of Nuoveforme, we have combined craft and tradition with research and design, in terms of glazing techniques and shapes.

It is a way to maintain alive a rich and brilliant history with a new approach that we have also applied to our packaging that is made with totally natural and recyclable materials.

Our aim is that of showing the possibility of doing business with an ancient approach, a philosophy that rejects the rules of global mass production.

art. ABA - I

Vase cm 22 H x 20 D

Relief old pink dotted pattern on black matt background

This pattern is part of our and Ceramiche Bagni history. It is an extremely complex work that features the manual application of each single "dot" that is achieved with the use of a special tool, after having drawn the design directly on the surface of the piece.

Its spherical shape entirely thrown by hand on the wheel matches perfectly with the geometrical decoration. The complexity of execution in some way creates a contrast with its understated linearity and it creates a unique and elegant piece.

Clean only with water by using a soft cloth.



art. ABA - 3

Vase with embossed bands cm 21 x 36 H

Embossed vase with raw surfaced glazes of green and black color tones, semi-matt

Vase with horizontal embossed stripes, entirely made by hand and featuring a decoration with a series of textured enamels put one on another in order to achieve a specific raw and natural effect.

The content of marble powder in the enamels contributes to create this unique texture.

Its chromatic palette was inspired by old works from Ceramiche Bagni.

Clean only with water by using a soft cloth.



art. ABA - 4

Vase Navajo Feathers cm 22 H x 25 D

Black matt with red and black glossy decorations

This vase is one of the most stunning evidences of our know-how and it is the result of a years long experience and technical skills.

Its making features 3 different firings and passages with latex resists in order to create the design and the different shades of light between glossy and matt enamels.

The pattern is a re-interpretation of some drawings from the Natives American culture featuring a stylized feather.

Clean only with water by using a soft cloth.



art. ABA - 5

Vase Optical cm 43 H x 19 D

Glossy enamels on a matt raw background.

This piece is a re-interpretation of some works from the Bagni Archive, inspired by the taste of the American Pop culture from the 60/70's. Its making features 2 different firings, the first one to create the raw background and the other for the colored enamels that are applied by using the wax resist technique.

The sand grains mixed in the background glaze contribute to make a unique and unordinary piece.

An application of black acrylic patina is the final working stage.

Clean only with water by using a soft cloth.



art. ABA - 6

Vase Flowers cm 41 H x 16 D

Vase with handle, glossy colours on a raw matt black background.

This object was inspired by an old jug from the '70's that was found in the Bagni Archive.

On the other hand its complex decoration is a stylized blossomed plant. The outline of the drawing is made by hand with liquid wax resist and then the drawing is filled by brush with colored enamels. After the firing a black patina is then applied in order to underline the details and to achieve a unique final result.

Clean only with water by using a soft cloth.



art. ABA - 7

Vase Tropical Leaves cm 33 H x 18 D

Glossy colors on a raw matt black background.

The inspiration for this pattern derives from an original wallpaper from the '50's from which we have taken and interpreted the drawing and colors. Its chromatic palette does not go unnoticed with its different 5 tones of green, blue and yellow on a black acrylic background. For the outline of the leaves we used a wax resist technique and then the colors are painted by hand with a brush. After the firing in order to create a unique contrast effect we apply a hand of black patina.

Clean only with water by using a soft cloth.



art. ABA - 8

Vase Madras cm 31 H x 16 D

Vase with embossed stripes and shiny colored transparent glazes on raw matt black background.

This small vase hides a very complex production technique starting with the hand-made vertical embossing, obtained with the use of a comb-like tool then completed by the pattern and the choice of mixing these two elements in order to create something unique, resembling the texture of a fabric.

The Bagni archive has provided this stunning design that we have re-interpreted with a new chromatic palette. The design is made with a hot wax resist (an ancient technique that enables a major precision in the drawing if compared to standard wax resist) and then it is filled piece by piece with colored shiny transparent glazes according to a pre-defined sequence.

After firing a black patina is given overall to underline the beauty of the pattern.

Clean only with water by using a soft cloth.



art. ABA - 9

Vase Light Blue with reacting enamels cm 20 H x 24 D

Matt Light Blue reacting enamel with brown pittings on semi-matt white background

This pattern is the result of our research on matt reacting glazes that are quite hard to be achieved. Its making features the use of materials such as iron oxides and zinc that during the firing trigger unique and original reactions. The brown pittings give a special character to the design and perfectly match with the pale light blue background and help to create a whole with a delicate but visually strong impact.

Clean only with water by using a soft cloth.



art. ABA - II

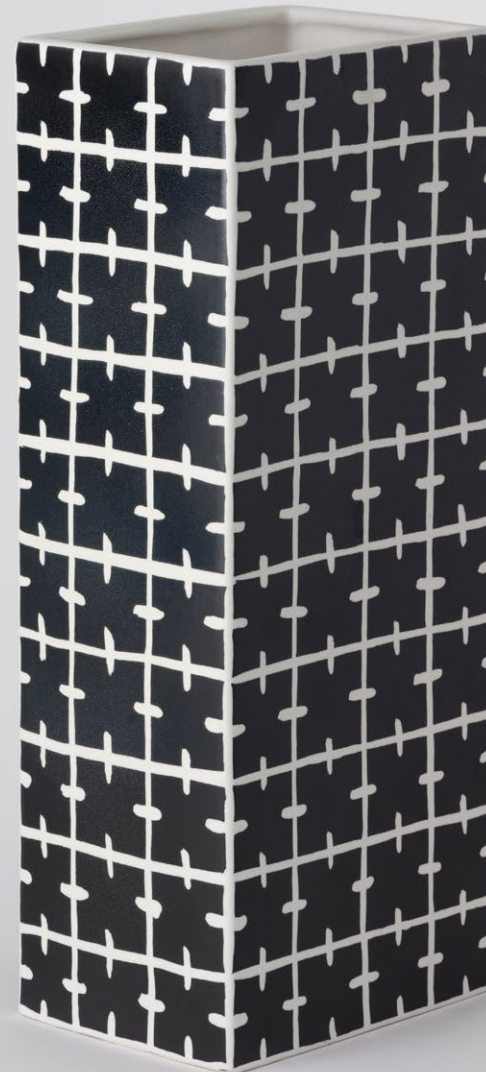
Vase Rectangular cm 38 H x 16 L x 11 L

Matt black on matt white background.

This object is our free interpretation of classic design opticals from the '60's and its shape is slip-cast in a plaster mould where we pour a liquid clay mixing that, once dried, it is then fired for the first time.

The decoration features two more firing processes, one for the white background and the second for the black. The geometrical pattern is achieved with a wax resist mask that is then removed before last firing.

Clean only with water by using a soft cloth.



art. ABA - 12

Vase cm 30 H x 12 D

Black matt background with textured matt white pattern

Vase reading back the B&W design classics by creating a sort of play between the texture of the enamels and the typical geometry of these designs that can be read both in their positive and negative angles. The white enamel is in relief on the black background and this makes this decoration as something unique. Its slightly wrinkled and "boiled" texture is obtained with a single high temperature firing on the raw piece.

Clean only with water by using a soft cloth.





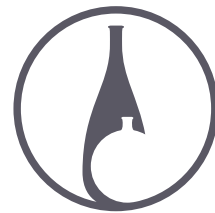
NUOVEFORME
FIRENZE

Packaging

For our collection we have chosen to employ solely natural and fully recyclable materials.

So we used stretched paper to protect our objects and as box we chose a wooden crate in recycled OSB wood. The packing can be re-used as a container in your home and we like to think at the possibility of giving a second life to our packing rather than making it to be part of the huge global waste disposal cycle.

We try to contribute with our packing to a more sustainable productive system, with the vision of circular economy.



NUOVEFORME
FIRENZE

NUOVEFORME srl

Via P. Nenni, 36 - 50019 Sesto Fiorentino Firenze (Italy)
phone: +390558721242 - email: info@nuoveformefirenze.it
www.nuoveformefirenze.it