



2022

ICONE
collection



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 Borgini, 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.



Icone Collection

02

This project starts from an idea of the designers Simona Cardinetti and Christoph Schnug.

The base concept of this project is that of taking back and reinterpreting some iconic shapes from the Alvino Bagni/Nuoveforme archive.

The shapes of these objects, designed by Alvino Bagni and Remo Buti across the fifties' and early eighties', immediately caught the attention of the two designers for their surprising contemporaneity. Urban architecture contaminations, animal subjects, playful shapes and archetypes were the sources of inspiration for the original shapes of these objects.

Duo Cardinetti/Schnug decided to revitalize the original subjects by means of the application of a new chromatic code that brings back the freshness and modernity of the original pieces.

The new color clothing and the combinations that the two designers designed for these objects contribute to underline the original expressive force of these shapes.

YEARS: 50'S

Chess

design
Alvino Bagni

Starting from the iconic chess shapes Alvino Bagni turns these archetypes into surprising decorative elements.

From the original pieces of Nuoveforme archive, reinterpreted in collaboration with Simona Cardinetti and Christoph Schnug.





REF. IKN 1
CHESS / KING

Potiche Vase cm 36 H x 13,5 Ø
Pale green matt / Dark green matt



REF. IKN 2
CHESS / QUEEN

Potiche Vase cm 33 H x 13,5 Ø
Pink matt / Dark green matt



REF. IKN 3
CHESS / TOWER

Potiche Vase cm 42 H x 16 Ø
Pale green matt / Dark green matt / Purple glossy



REF. IKN 4
CHESS / KING

Potiche Vase cm 36 H x 13,5 Ø
Yellow matt / Gray matt



REF. IKN 5
CHESS / QUEEN

Potiche Vase cm 33 H x 13,5 Ø
Ocher matt / Gray matt



REF. IKN 6
CHESS / TOWER

Potiche Vase cm 42 H x 16 Ø
Gray matt / Ocher matt / Yellow glossy

YEARS: EARLY 70'S

Pidou

design
Alvino Bagni

Alvino Bagni conceived these vessels and lamps taking inspiration from the tubular elements of the Centre Pompidou architecture in Paris, designed by Renzo Piano.

From the original pieces of Nuoveforme archive, reinterpreted in collaboration with Simona Cardinetti and Christoph Schnug.





REF. IKN 7

PIDOU / SHAPE b

Vase cm 30 H x 24 L

Green mustard matt / Gray matt



REF. IKN 8

PIDOU / SHAPE h

Vase cm 21 H x 20 L

Dark gray glossy



REF. IKN 9

PIDOU / SHAPE s

Vase cm 25,5 H x 30 L

Green / Blue matt / Green mustard matt



REF. IKN 10

PIDOU / SHAPE b

Vase cm 30 H x 24 L

Burgundy matt / Peach matt

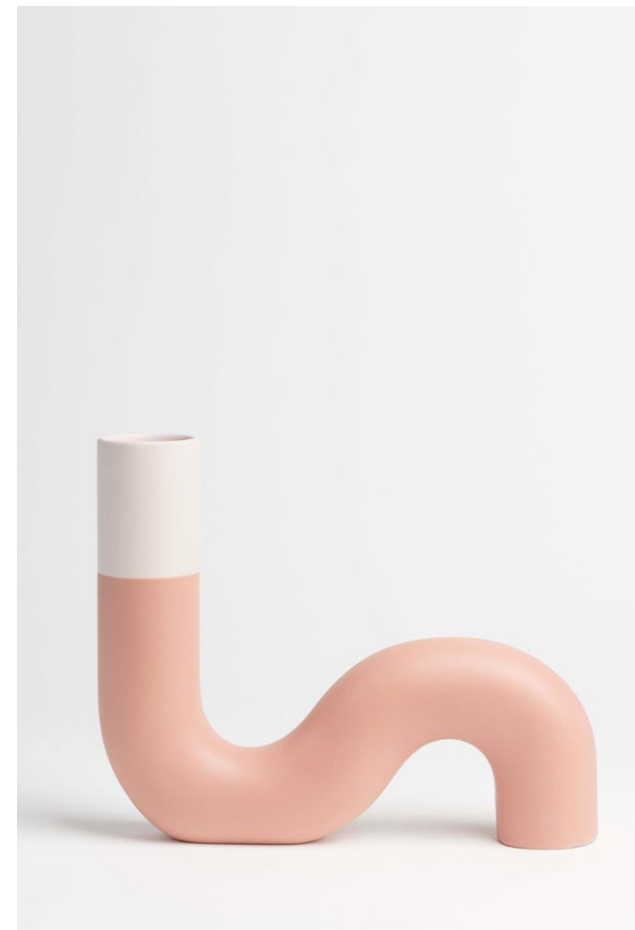


REF. IKN 11

PIDOU / SHAPE h

Vase cm 21 H x 20 L

Dark purple glossy



REF. IKN 12

PIDOU / SHAPE s

Vase cm 25,5 H x 30 L

Peach matt / Light pink matt

YEARS: 70'S / 80'S

Vase extruded

design
Alvino Bagni

This vase belongs to a period of technical and formal experimentation, when Alvino Bagni took the challenge of making new objects through the implementation of the extrusion technique.

From the original pieces of Nuoveforme archive, reinterpreted in collaboration with Simona Cardinetti and Christoph Schnug.





REF. IKN 13

EXTRUDED SHAPE VASE

cm 30 H x 15 Ø
Coral red glossy



REF. IKN 14

EXTRUDED SHAPE VASE

cm 30 H x 15 Ø
Dark purple glossy



REF. IKN 15

EXTRUDED SHAPE VASE

cm 30 H x 15 Ø
Turquoise glossy

YEARS: 80'S

Cock and Hen

design
Remo Buti

The two subjects date back to the period where Alvino Bagni collaborated with designer Remo Buti, who was one of the leading figures of the Florence "Radicals" movement.

From the original pieces of Nuoveforme archive, reinterpreted in collaboration with Simona Cardinetti and Christoph Schnug.





REF. IKN 16

COCK AND HEN / COCK FIGURE

cm 29 H x 26 L x 9 P

Teal gray matt / Light blue matt



REF. IKN 18

COCK AND HEN / HEN FIGURE

cm 18 H x 18 L x 6 P

Dark green matt



design
Remo Buti



REF. IKN 17

COCK AND HEN / COCK FIGURE

cm 29 H x 26 L x 9 P

Coral red matt / Pink matt



REF. IKN 19

COCK AND HEN / HEN FIGURE

cm 18 H x 18 L x 6 P

Brown matt



design
Remo Buti

YEARS: 70'S

Bird

design
Alvino Bagni

Subject conceived and designed by Alvino Bagni, it stands as an ideal representation of understatement and formal rigor.

From the original pieces of Nuoveforme archive, reinterpreted in collaboration with Simona Cardinetti and Christoph Schnug.





REF. IKN 20
BIRD FIGURE

cm 15 H x 20 L x 6 P
Yellow matt / Gray matt



REF. IKN 21
BIRD FIGURE

cm 15 H x 20 L x 6 P
Yellow glossy / Gray glossy



REF. IKN 25
BIRD FIGURE

cm 15 H x 20 L x 6 P
Gray glossy



REF. IKN 22

BIRD FIGURE

cm 15 H x 20 L x 6 P

Pink matt / Burgundy matt



REF. IKN 23

BIRD FIGURE

cm 15 H x 20 L x 6 P

Pink glossy / Burgundy glossy



REF. IKN 24

BIRD FIGURE

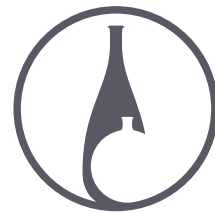
cm 15 H x 20 L x 6 P

Coral red glossy

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 simple corrugated carton box. 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 product system, with the vision of circular economy.



NUOVEFORME
FIRENZE

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