

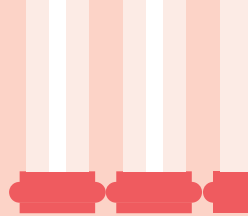
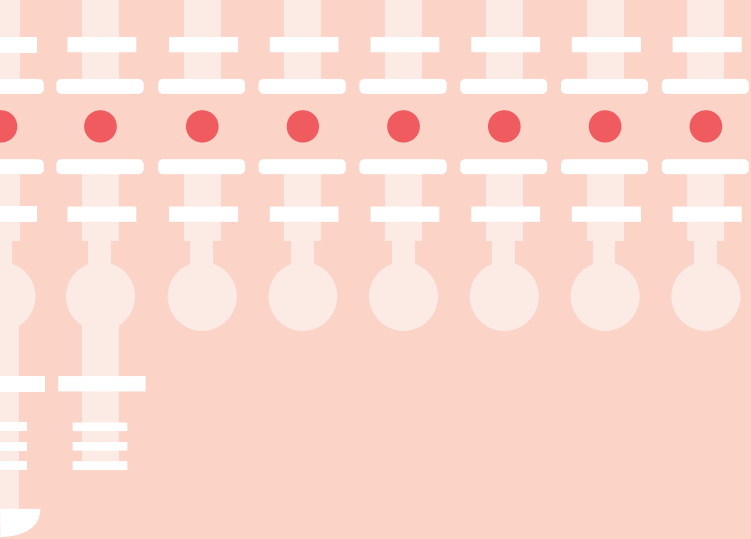
Land

COLLECTION

dal 1919

Poggi Ugo

Impruneta



WWW.POGGIUGO.IT



Land

dal 1919
Poggi Ugo
Impruneta

Designed by
MASQUESPACIO

Curated by
VALENTINA
GUIDI OTTOBRI





Land is a site-specific installation on occasion of the 100 year anniversary of one of the most renowned Terracotta companies of Italy: Poggi Ugo

When **design and material** meet, we are invited to reflect on the space around us; in particular how it animates and invigorates our daily lives, taking the time to reflect on the possibilities to live out and interpret the interior space.

The past and the present exchange inspiration: the mission trusted to the Spanish studio **Masquespacio** is rediscover 'Land' in its natural essence as a lush and peaceful oasis.

The same 'Land' (in Italian "Terra") is worked by knowing hands to give it new life in the form of the collection.

Following this logic the project, curated by **Valentina Guidi Ottobri**, offers a key to understanding the transformations of landscapes, territories and physical and cultural geographies of the contemporary world.

A landscape of interiors lives like a book of countless metamorphoses; a dream in search of exotic countries, in a continuous rebirth of warm human colors. A theater of bodies and postmodern elements, fragrant elixirs and cement urban design.

Land è un'installazione site specific realizzata in occasione dell'anniversario dei 100 anni di una delle fornaci più importanti e antiche d'Italia: Poggi Ugo.

L'incontro tra **design e materia**, propone di stimolare una riflessione sugli spazi che caratterizzano la sfera privata; in particolare gli interni che animano il nostro quotidiano e le molteplici possibilità di viverli ed interpretarli.

In un dialogo di reciproca ispirazione tra passato e presente, la "Mission" affidata allo studio spagnolo **Masquespacio** è lavorare sull'idea del viaggio come rivelazione alla riscoperta della terra nella sua naturale essenza, come oasi rigogliosa e pacifica.

La stessa «Terra» (in inglese "Land") che viene sapientemente lavorata a mano per dar vita alla collezione. In questa logica il progetto, a cura di **Valentina Guidi Ottobri**, offre una chiave di lettura sulle trasformazioni dei paesaggi, dei territori e delle geografie fisiche e culturali del mondo contemporaneo.

Un paesaggio di interni vivi come un libro di innumerevoli metamorfosi; un sogno alla ricerca di paesi esotici, in una continua rinascita dai caldi colori umani. Un teatro di corpi ed elementi post-moderni, profumati elisir e lamiere cittadine.



Infinite geometry

CIRCLE WALL SCULPTURE

LAND COLLECTION



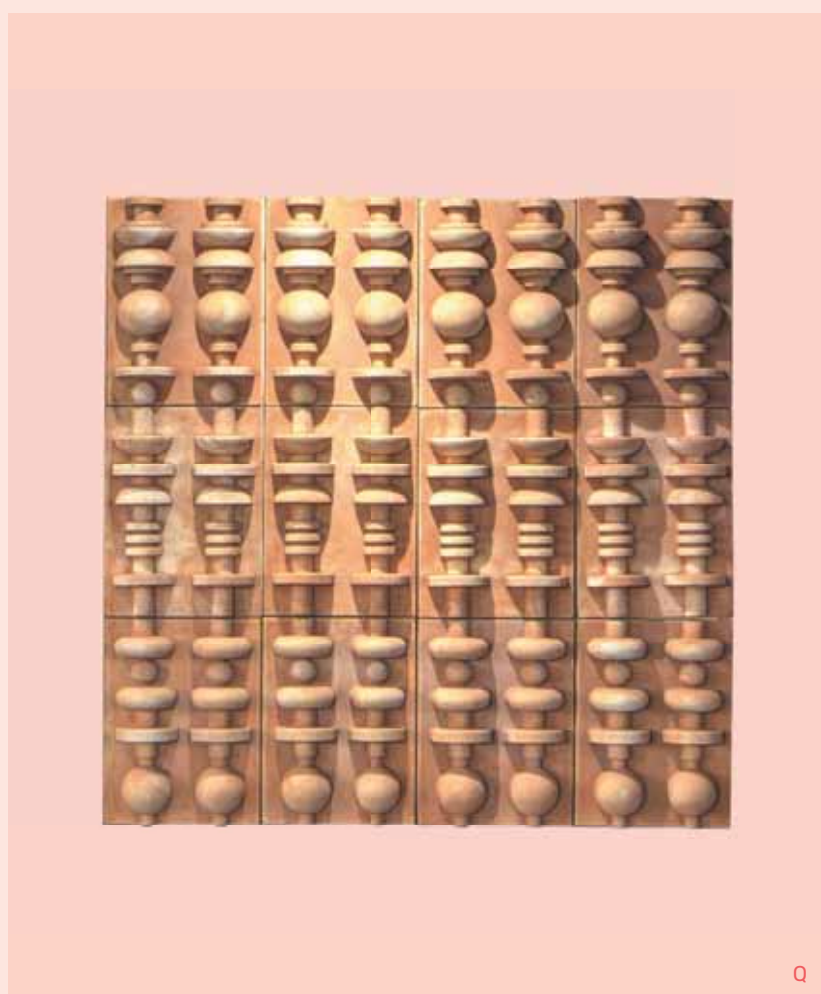
A



B



C



Q

Infinite geometry  3940Q  104 cm  102 cm  7 cm  41 kg 12 separate pcs

Infinite geometry A  3940A  26 cm  34 cm  7 cm  3,4 kg

Infinite geometry B  3940B

Infinite geometry C  3940C

Palm canvas

PALM WALL SCULPTURE



Q

Palm canvas		3950Q		102 cm		102 cm		3,2 cm		54 kg	6 separate pcs
Palm canvas A		3950A		34 cm		51 cm		3,2 cm		9 kg	
Palm canvas B		3950B									
Palm canvas C		3950C									
Palm canvas D		3950D									
Palm canvas E		3950E									
Palm canvas F		3950F									



A



B



C



D



E



F

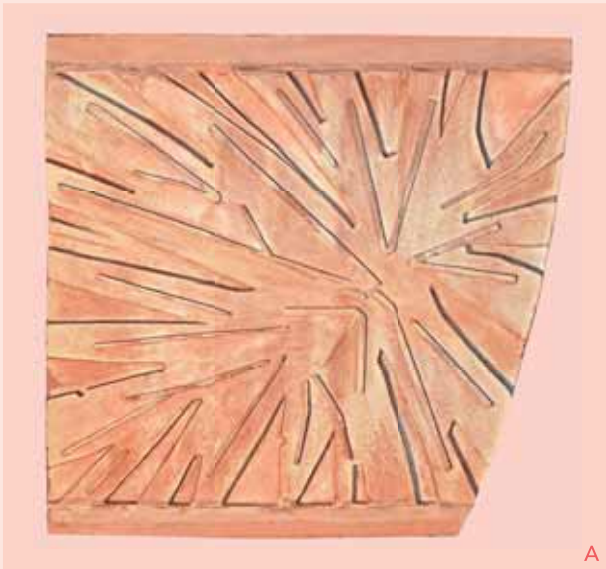






Tropical canvas

TROPICAL WALL SCULPTURE



A



B

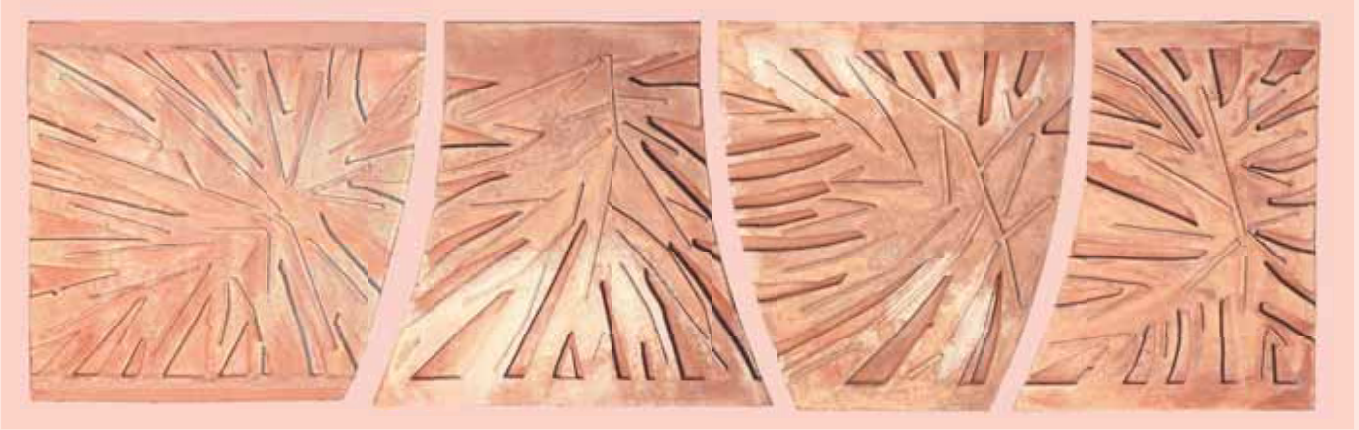


C



D

Tropical Canvas A	 3960A	 53,5 cm	 43 cm	 51 cm	 2,8 cm	 14 kg
Tropical Canvas B	 3960B	 33,5 cm	 53 cm	 51 cm	 2,8 cm	 11 kg
Tropical Canvas C	 3960C	 46 cm	 25 cm	 51 cm	 2,8 cm	 10,5 kg
Tropical Canvas D	 3960D	 29,5 cm	 40 cm	 51 cm	 2,8 cm	 7,5 kg



The endless stairs

FLOOR POTS



Ana stairs



2305G



40 cm



35 cm



44 cm



14 kg



28 L

Smooth flower
pot saucer



2978L

Suitable for pot Ana Stairs

The endless stairs

FLOOR POTS



Penrose stairs



2310G



32 cm



25 cm



47 cm



16 kg



25 L

Smooth flower
pot saucer



2978M

Suitable for pot Penrose stairs

The endless stairs

FLOOR POTS



Circle rings



2311G



40 cm



25 cm



47 cm



21 kg



30 L

Smooth flower
pot saucer



2978M

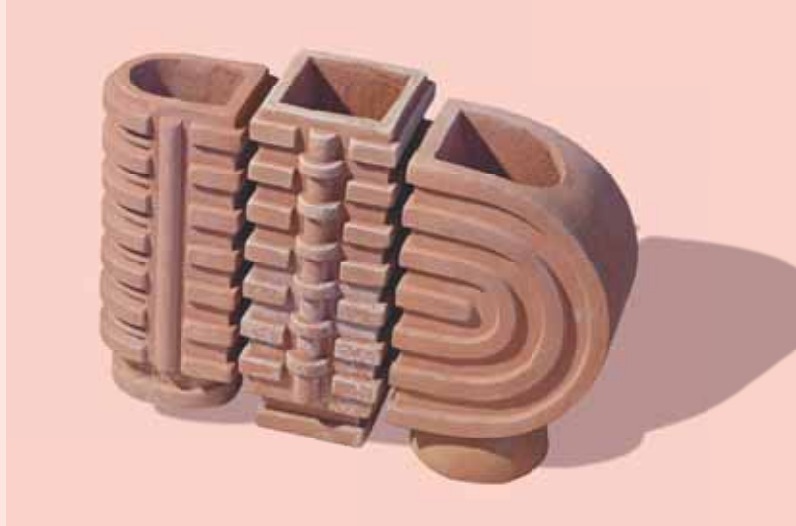
Suitable for pot, Circle rings





Skyscrapers

TABLE VASES



MATERIALS: TERRACOTTA, GLASS

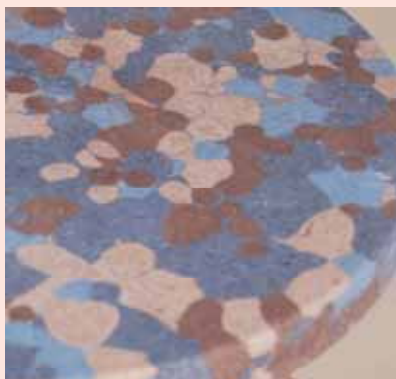
Round skyscraper		2458A	16 cm	14 cm	35 cm	5 kg
Skyscraper		2458B	16 cm	16 cm	37 cm	5 kg
Circle skyscraper		2458C	21 cm	14 cm	34 cm	6 kg





Totem seats

SITTINGS

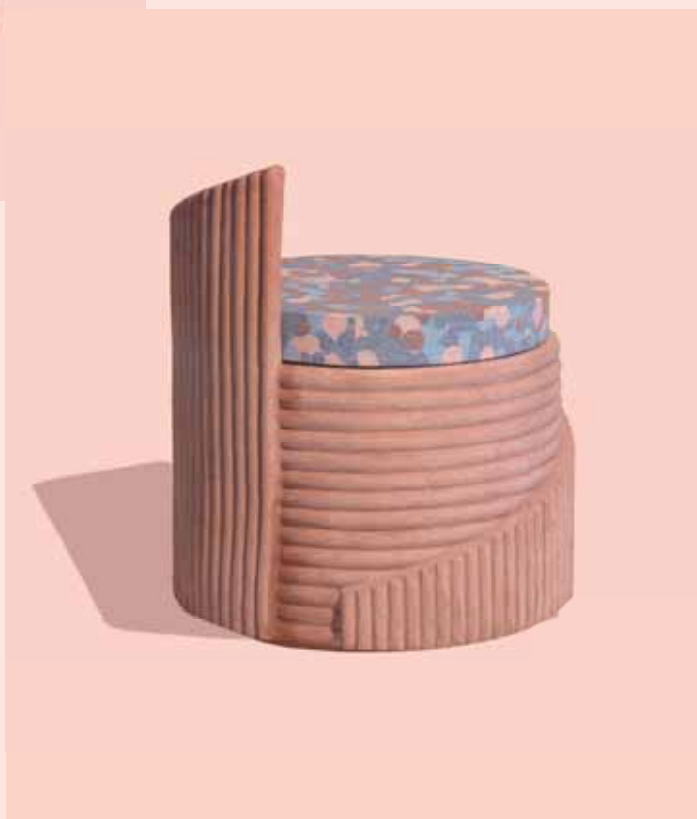


MATERIALS: TERRACOTTA, SILIPOL

Trunk		3676		48 cm		43 cm		38 kg	2 separate pcs		
Totem seat		3678		40 cm		40 cm		41 cm		32 kg	2 separate pcs

Leaf chair

WRAPPED SEAT



MATERIALS: TERRACOTTA, SILIPOL

Leaf chair



3655



50 cm



60 cm



49 kg

2 separate pcs

Poggi Ugo





Wall mask



A



L



Q



P



MATERIALS: TERRACOTTA, CRYSTAL

Wall mask Amber		3900WA	 24 cm	 32 cm	 7 cm	 6 kg	2 separate pcs
Wall mask Lilac		3900WL					
Wall mask Pink		3900WP					
Wall mask Aquamarine		3900WQ					





Table mask



A

MATERIALS: TERRACOTTA, CRYSTAL, POLISHED BRASS

Table mask | Amber ||||| 3900TA  24 cm  13 cm  60 cm  8 kg 3 separate pcs

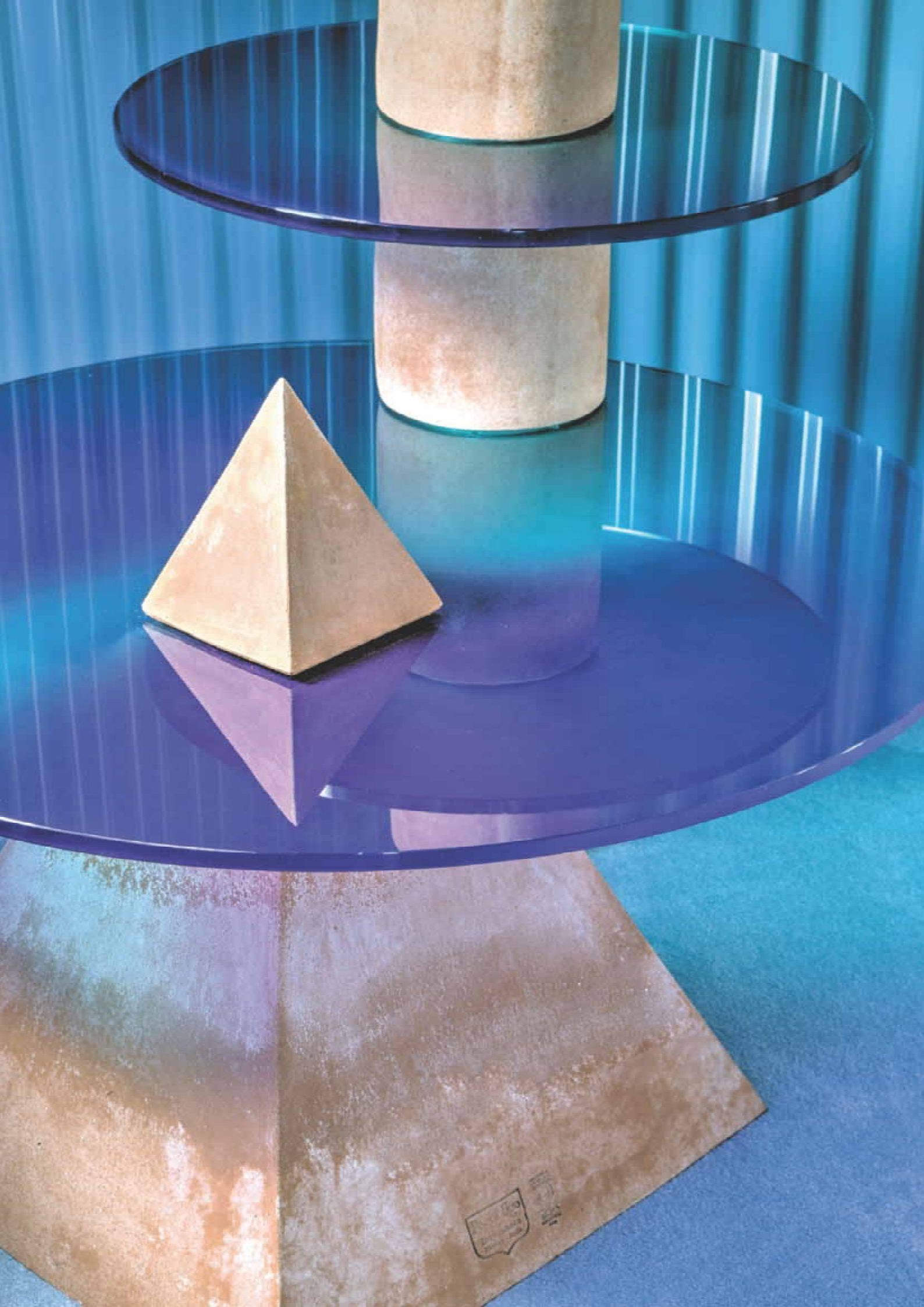
Table mask | Lilac ||||| 3900TL

Table mask | Pink ||||| 3900TP

Table mask | Aquamarine ||||| 3900TQ







Cheope table

COFFEE TABLE



100 cm



65 cm

BACK-PRINTED CRYSTAL 14 mm

Ø 12,5

H 23

MATERIALS: TERRACOTTA, CRYSTAL, METAL

Cheope table



3693

100 cm



117 cm

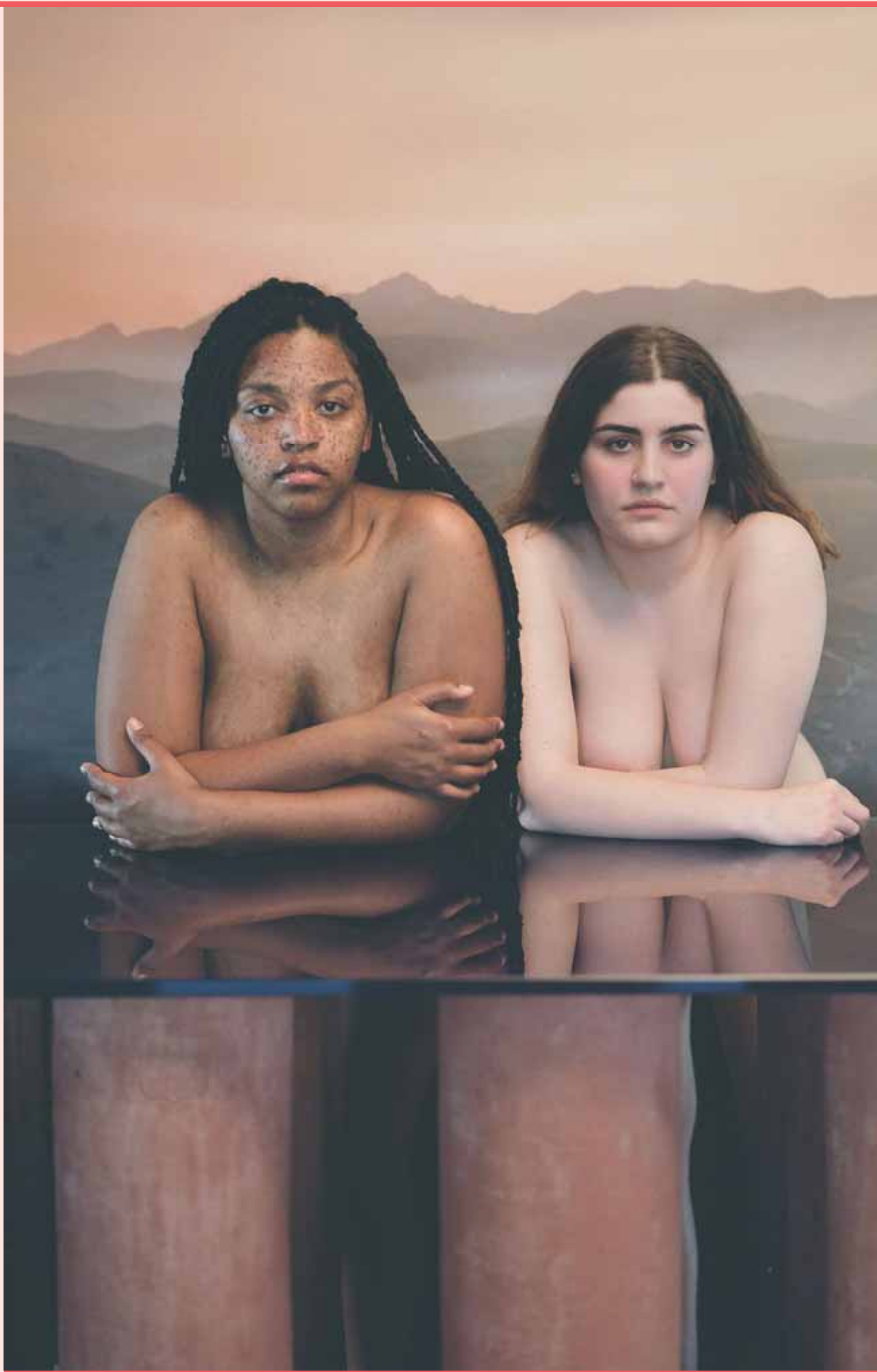


90 cm



85 Kg

8 separate pcs





Botanic bench

FANTASIOUS SITTING

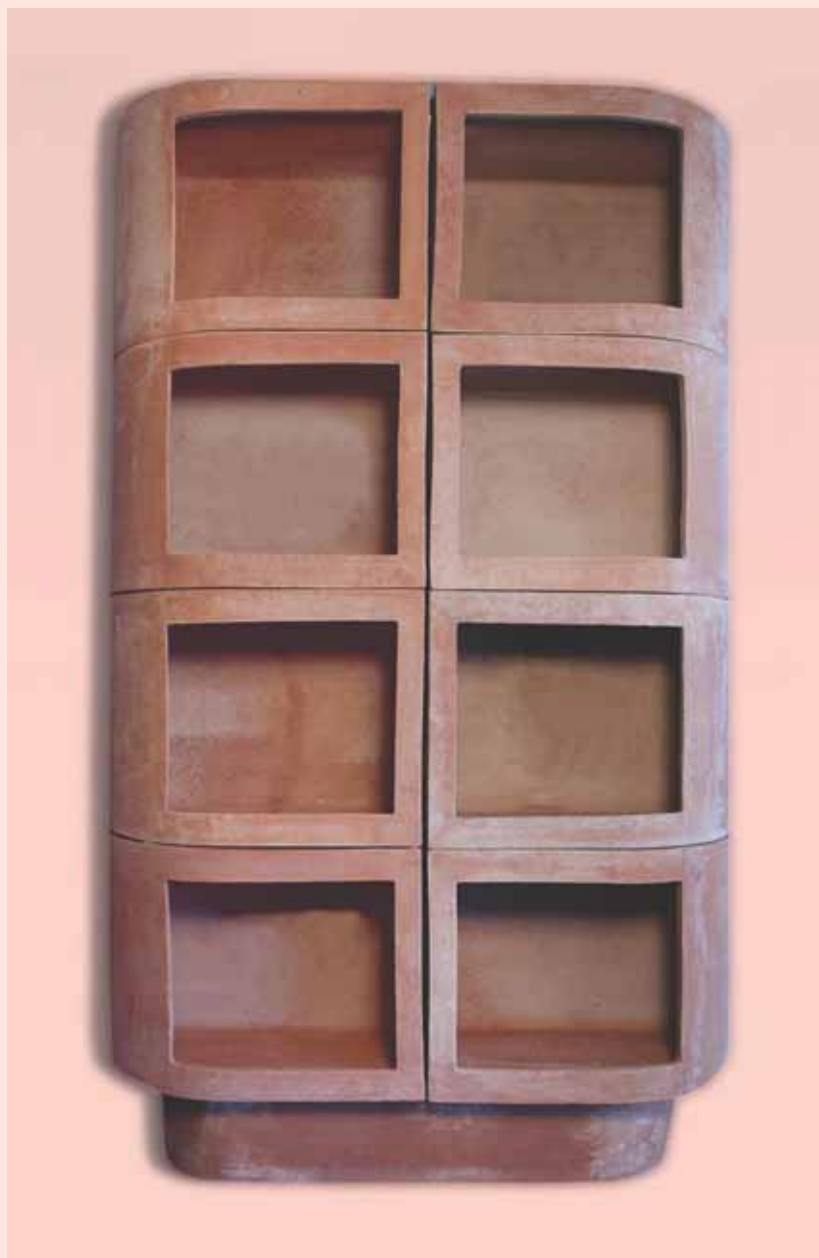


MATERIALS: TERRACOTTA, METAL, SILIPOL



Eternal library

TERRACOTTA MOBILE









Modern column

COLUMN AND CACHE-POT



Vilungo column



2180C

41 cm



88 cm



26 kg

Semel



166D

40 cm

29 cm



17 cm



8 kg



11 L



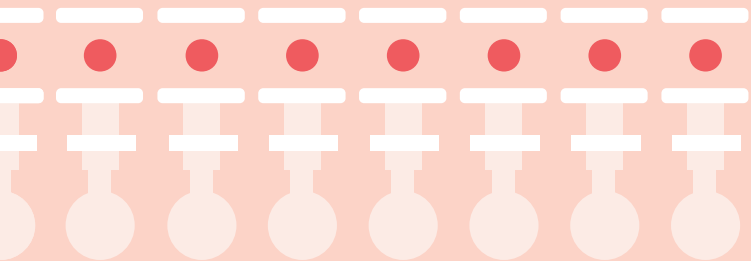


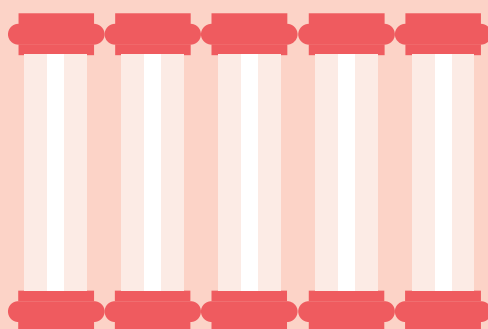
LEGEND

	Article code
	Length
	Height
	Depth
	Outer diameter
	Internal diameter
	Weight
	Volume capacity

100% Impruneta clay frost resistant up to -30 °C

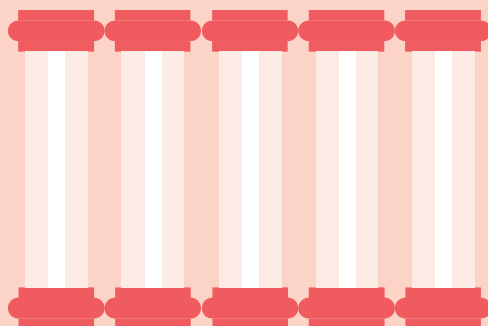
Made in Italy





WWW.POGGIUGO.IT





TERRECOTTE POGGI UGO

Via Imprunetana per Tavarnuzze, 16
50023 — Impruneta, Firenze, Italia

+39 0552011077
INFO@POGGIUGO.IT
WWW.POGGIUGO.IT