Land

COLLECTION

dal 1919 100°
Poggi Ugo
Impruneta



Land

CELEBRATING 100 YEARS

dal 1919 100°
Poggi Ugo
Impruneta

Designed by
MASQUESPACIO

Curated by
VALENTINA
GUIDI OTTOBRI

Special thanks

Messa in opera
dell'installazione in
collaborazione con /

Exhibition set-design in
collaboration with:

MOSAE
Milano Open Studio
Architecture Engineering

Sponsor tecnici/
Technical sponsors:

BALDI
BESANA MOQUETTE
MARIOTTI FULGET

ENG

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 a collection consisting of **19 new creations**.

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.

ITA

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 ad una collezione di **19 nuove creazioni**. 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

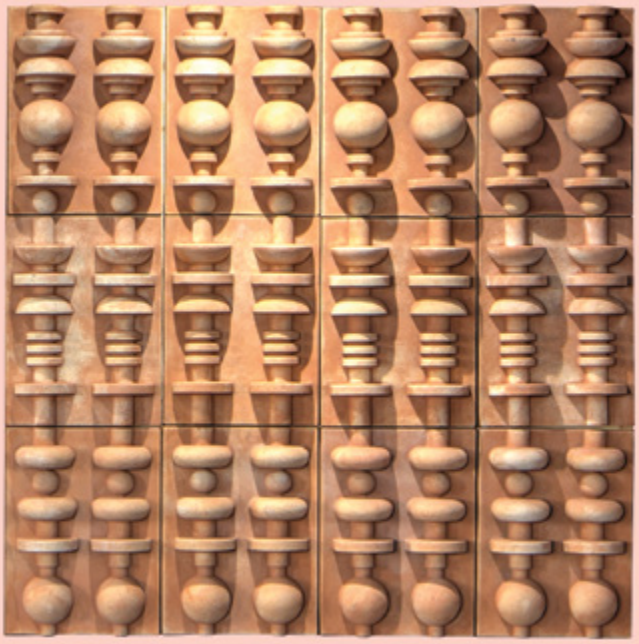
CIRCLE WALL SCULPTURE

€ 82



A

€ 975



Q

€ 82



B

€ 82



C

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

€ 1.044



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					

€ 174



A

€ 174



B

€ 174



C

€ 174



D

€ 174



E

€ 174



F





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 Ana Stairs				
Penrose stairs	2310G	32 cm	25 cm	47 cm	16 kg	25 L
Circle rings	2311G	40 cm	25 cm	47 cm	21 kg	30 L
Smooth flower pot saucer	2978M	(**) suitable for Penrose stairs, Circle rings				



Skyscrapers

TABLE VASES



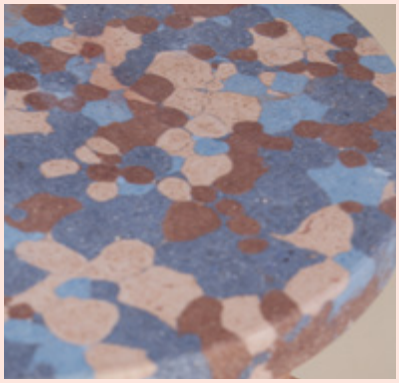




Round skyscraper	2458A	16 cm	14 cm	35 cm	5 kg
Skyscraper	2458B	16 cm	16 cm	37 cm	5 kg
Circle skyscraper	2458C	21 cm	14 cm	34 cm	6 kg

Totem seats

SITTINGS





€ 1.185



€ 1.185

MATERIALS: TERRACOTTA, SILIPOL

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

Leaf chair

WRAPPED SEAT

€ 1.345



MATERIALS: TERRACOTTA, SILIPOL

Leaf chair	3655	50 cm	60 cm	49 kg	2 separate pcs



Wall mask











MATERIALS: TERRACOTTA, CRYSTAL

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





Table mask

€ 1.100



A

MATERIALS: TERRACOTTA, CRYSTAL, POLISHED BRASS

Table mask | Amber	3900TA	24 cm	13 cm	60 cm	8 kg
Table mask | Lilac	3900TL				
Table mask | Pink	3900TP				
Table mask | Aquamarine	3900TQ				





Palm divider

SEPARÈ

€ 10.670



MATERIALS: TERRACOTTA, PAINTED METAL, SILIPOL

Area Vip | 3970 | 150cm | 192 cm | 285 kg | 6 separate pcs



Forest trunks

TABLE



BACK–PRINTED CRYSTAL 14 mm

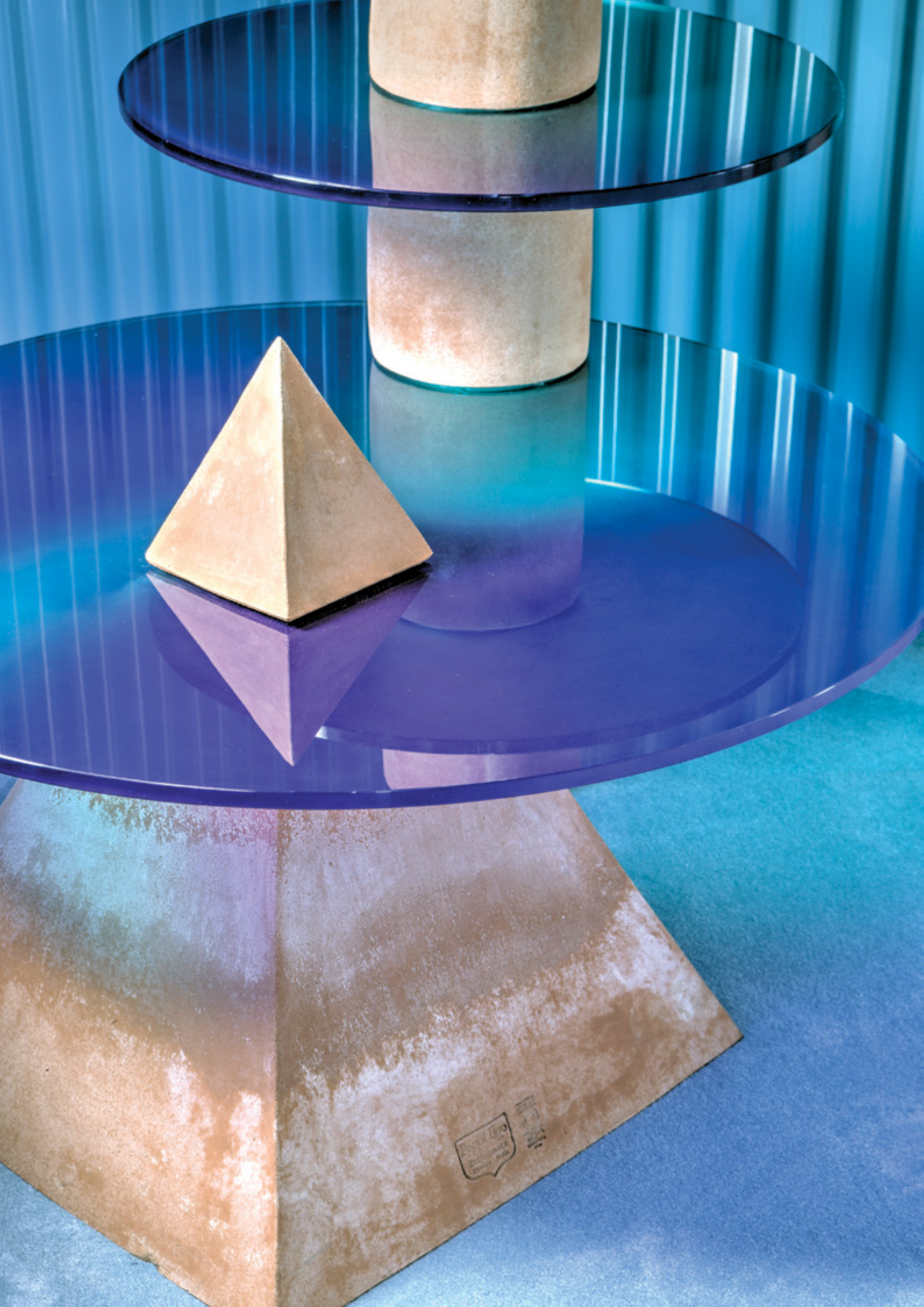
€ 9.165



MATERIALS: TERRACOTTA, CRYSTAL

Forest of trunks table	3698	180 cm	80 cm	92 cm	270	16 separate pcs





Cheope table

COFFEE TABLE

€ 6.730







BACK–PRINTED CRYSTAL 14 mm

MATERIALS: TERRACOTTA, CRYSTAL

Cheope table	3693	100 cm	117 cm	90 cm	85 Kg	7 separate pcs

Poggi Ugo



Botanic bench

FANTASIOUS SITTING



MATERIALS: TERRACOTTA, METAL, SILIPOL

Botanic bench	3688	180 cm	40 cm	60 cm	125 kg	7 separate pcs



Eternal library

SUSPENDED MOBILE

€ 3.950



Eternal library | 3980 | 112 cm | 30 cm | 187 cm | 190 kg | 9 separate pcs

Poggi Ugo



Modern column

COLUMN AND CACHE-POT

€ 673

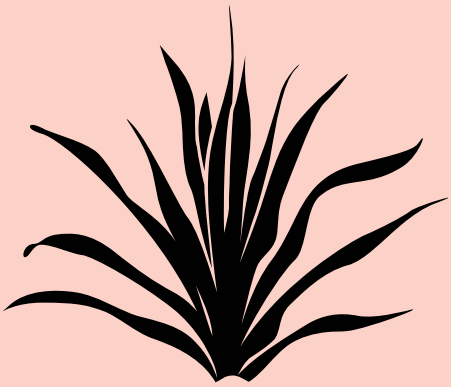


€ 111

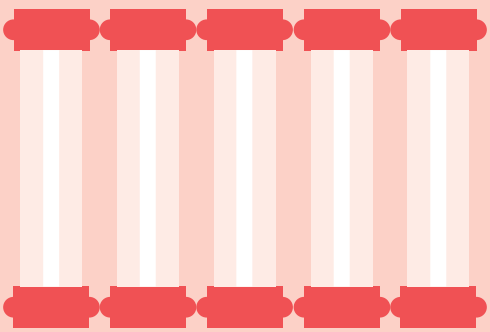


Vilungo column	2180C	41 cm		88 cm	26 kg			
Semel	166D	40 cm	29 cm	17 cm	8 kg	11 L		





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