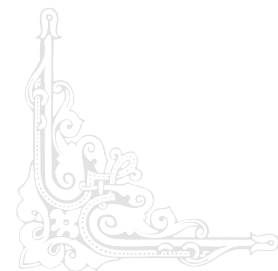
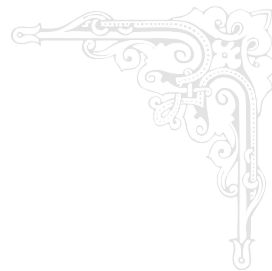


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## RICHARD GINORI

### FIRENZE 1735

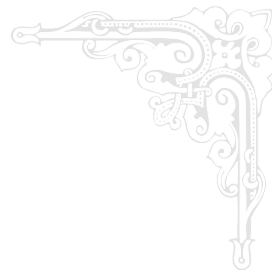
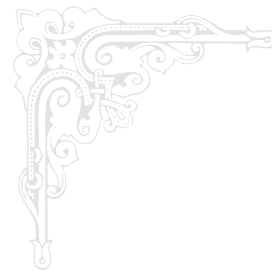
There is a place where knowledge, work, people, creativity and beauty converge. A place where the imagination finds form, a place protected by time, a repository of craftsmanship and know-how, where study and research, workshop and laboratory, industry and factory, are the free expression of a production, unique the world over.

The Richard Ginori manufactory was born through the creative courage of Marquis Carlo Andrea Ginori, who in 1735 decided to believe in the Doccia area and its potential.

The experimental character that distinguished the start of production and the marquis' unflagging commitment made it possible to achieve "the highest level of perfection in ceramics": pure porcelain.

Ginori's production has thus come down through the centuries and today, 270 years later, it still symbolises the very finest quality.





## PORCELLANA PURA

Pure porcelain is the outcome of the original combination of quartz, feldspar and kaolin, with the addition of a fundamental element: water. The union of these four elements yields barbotine, our liquid know-how. The porcelain is then shaped in moulds designed and made by the Ginori modelling department.

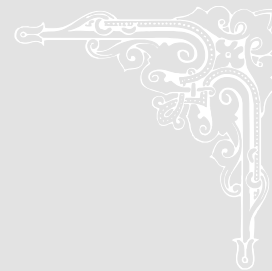
After long and careful drying, the item is fired at 1000 °C and becomes “biscuit”.

The second kiln fires the item at 1400 °C, because porcelain is the only ceramic that can withstand high temperatures, giving it its distinctive characteristics of absolute whiteness, translucency and transparency.

Sketching is the first part of the hand-painting process. Following the outline of the sketch, using a special brush, with suitable colours that are prepared and, if necessary, blended to obtain a wider range of shades, the artist will trace the outlines, fill in the surfaces and mark out the planes, in most cases faithfully copying a model from the factory's archives.







# COLLEZIONI PITTORIA





PITTORIA  
**CARTIGLIO**  
FORMA IMPERO



Vision is rediscovered in the pictorial art and illusion of the naturalistic trompe-l'œil technique for the Cartiglio Collection. The hand-painted works in the collection re-create images so faithfully that they look real.

The landscape, depicted using Richard Ginori's authentic painting processes, such as pounce and the use of edging, becomes the finest expression of craftsmanship. In the Cartiglio Collection, the memory of a landscape, the poetry of pink and true artistry create a subtle interplay between past and future, in which the decorative element — the landscape — is revived in the bold combination of black, yellow and turquoise.

The shape chosen for the Cartiglio Collection is Impero, the emblem of austere, refined simplicity. Created in 1790, with its cylindrical outlines the Impero shape evokes similar eighteenth-century models, distinguished by the lines of Neoclassical elegance.

Painted entirely by hand, the collection offers a complete array of tableware as well as tea and coffee sets.



PITTORIA  
**PAESAGGIO**  
FORMA IMPERO



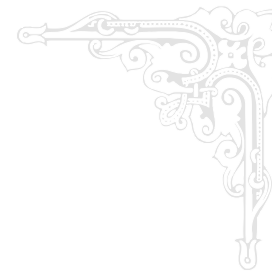
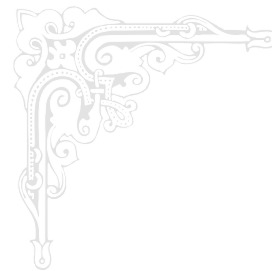


From left  
 Paesaggio Quarzo, Paesaggio Citrino,  
 Paesaggio Rame, Paesaggio Magenta,  
 Paesaggio Ottanio, Paesaggio Moro and Paesaggio Oro.

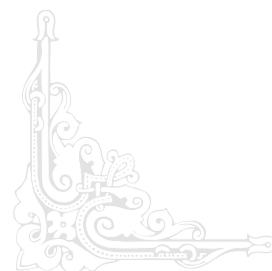
This is one of the historic motifs reflecting the excellence of Manifattura Richard Ginori 1735. The “landscape” pattern evokes country scenes and close-ups of the most luxuriant nature. The collection is created with the authentic pounce technique, in which the pattern is transferred to semi-transparent paper. Tiny holes are pricked along the pattern, the paper is set on the plate and then carbon powder is sprinkled over the holes, leaving the outline underneath.

The Paesaggi Collection in the Impero shape is hand-painted with precious and delicate colours. Each piece is unique and depicts a different landscape.

The collection comes in a complete array of tableware as well as tea and coffee sets.



PITTORIA  
TOSCANA  
FORMA ANTICO DOCCIA



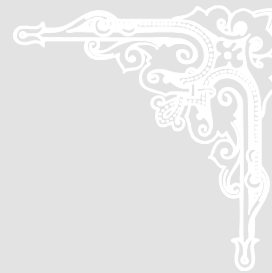
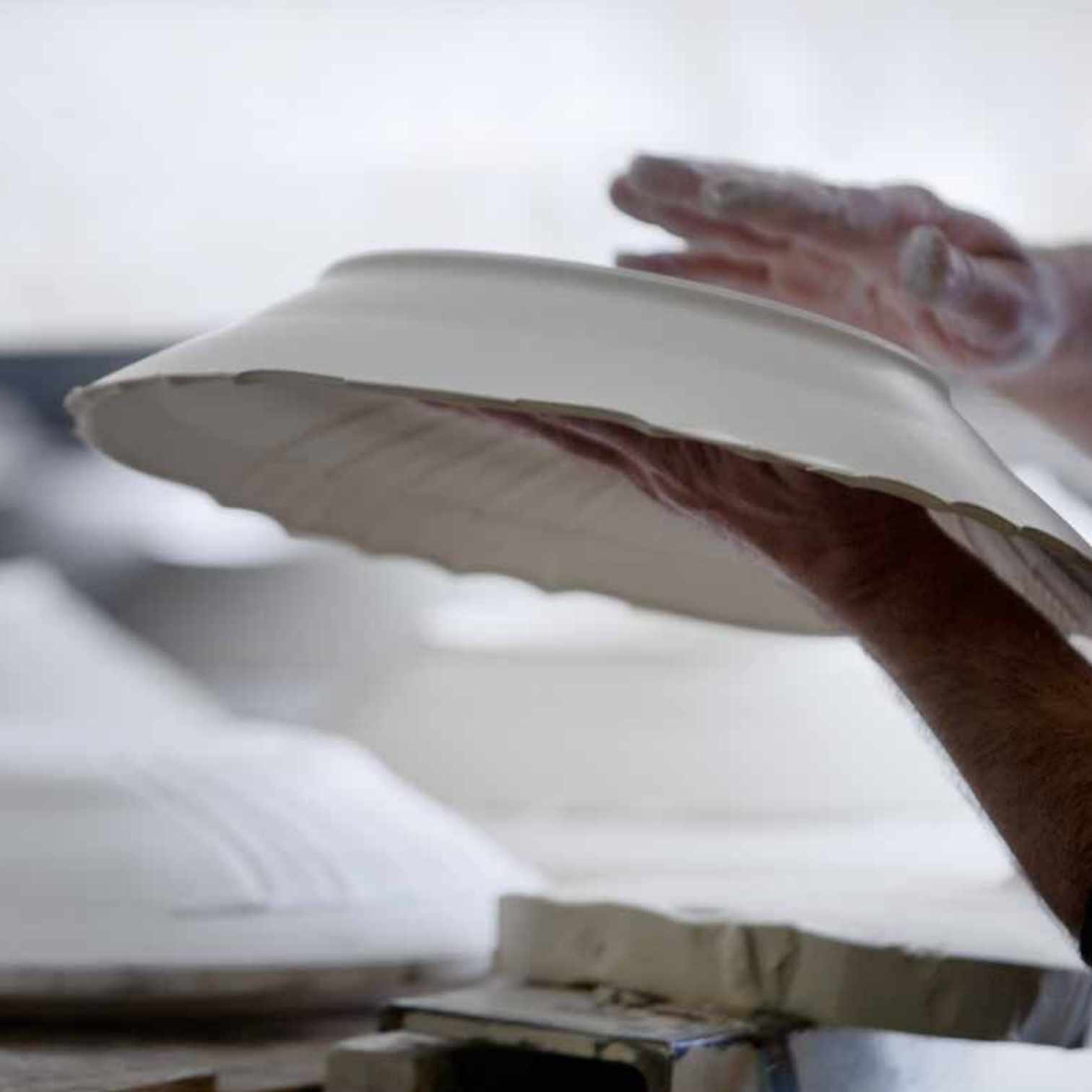


The places of our imagination, hidden spaces, and intimate, secret scenarios are narrated and sketched out in the Toscana Collection, with the mastery and excellence that have always distinguished Richard Ginori. Hand painting, pounce and suffusion techniques, and brushwork create the extraordinary landscapes of a world we yearn for: the world of our dreams.

Toscana comes to life on Antico Doccia shape – Richard Ginori's signature shape created in 1740 – to encompass the key values of the manufactory and project them into modernity. Light blue, pink, green and yellow are the hues of the delicate landscapes of the Toscana Collection.

Painted entirely by hand, the Toscana Collection offers a complete array of tableware as well as tea and coffee sets.

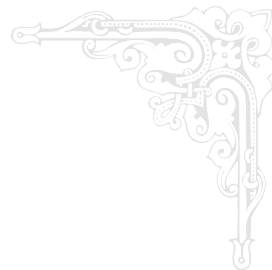
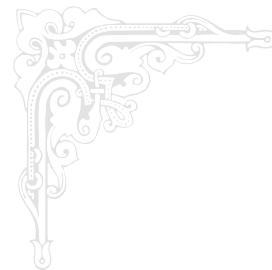




# MANIFATTURA DI DOCCIA







CATENE  
FORMA IMPERO





From left  
Catene Smeraldo, Catene Zaffiro and Catene Scarlatto.

Sleek and contemporary: this pattern, the emblem of modern geometric lines, is composed of interwoven chains that shape the graphic frame of the Catene Collection. Inspired by the creative genius of Gio Ponti and his drawings from 1926 for furnishing complements in fine china, the Catena Collection is delineated and highlighted by the purity of the Impero shape, expressing sophisticated aesthetics. The collection comes in a complete array of tableware as well as tea and coffee sets.



## CILIEGIE

### FORMA VECCHIO GINORI

Harmonious, delicate and timeless: the decoration on the Ciliegie Collection showcases the natural beauty of cherries. The meticulously detailed pattern in shades of purple conveys the ancient and skilful technique created by painters at the Doccia manufactory in 1770.

The shape selected here, Vecchio Ginori, is the hallmark of the Richard Ginori Manufactory, established in the eighteenth century, and it bears tangible witness to savoir-faire, artistry and eternal beauty.

The Ciliegie Collection features a complete array of tableware as well as tea and coffee sets.



CONTESSA  
FORMA IMPERO



From left  
Catene Smeraldo, Catene Zaffiro and Catene Scarlatto.

The Contessa Collection reflects a history of insightful craftsmanship, where the exceptional pattern is entrusted to the precision of the airbrush technique. Colour is instantly captured on the white Impero shape, imparting exceptional beauty.

The expression of this craftsmanship technique merges with the artistry of the airbrush motifs. We find the extraordinary 'delaquering' process, in which a pattern is created in negative and the excess colour is removed with the same incredible precision as hand painting, making room for trim in fine gold, platinum or the purity of Richard Ginori white.

A palette of black, yellow, green and blue underscores the pieces from the Contessa Collection. The collection features a complete array of tableware as well as tea and coffee sets





## GALLI MAGENTA

### FORMA VECCHIO GINORI

A precious motif, the symbol of the eternal attraction between East and West, distinguishes the Galli Collection, evoking one of Richard Ginori's most iconic patterns. Inspired by the celebrated brushwork of the painter Ferdinando Campostrini, an artist at the Doccia manufactory in 1740, the pattern has been revived in shades of cobalt, enriched by crimson and platinum applied over the glaze. The Ji Ondori roosters are a distinctive element in this collection, and in the Oriental culture, associated with the five virtues for a proud and combative conduct, they help keep demons away. The Galli Collection, on the elegant Vecchio Ginori shape, features a complete array of tableware, as well as tea and coffee sets.



GIGLI  
FORMA MUSEO

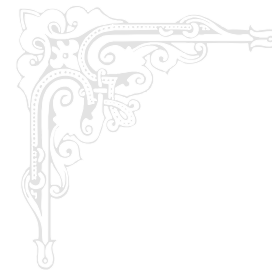


The Florentine lily has symbolized the city since the eleventh century. It has represented various concepts such as purity, and has been revived with exclusive traditional techniques on the Richard Ginori fine porcelain in the Gigli Collection. The emblem of art, tradition, the land and personality, the collection uses Museo, a harmonious shape with elegant lines created in the nineteenth century as a conscious expression of history and tradition.

The beauty of the lily in pure gold graces this china in shades of light blue, pale blue and ice.

The Gigli Collection features a complete array of tableware as well as tea and coffee sets.





## HESPERIDAE

### FORMA DUCHESSA

A noble atmosphere is recounted through the decorative motifs of butterflies, ladybugs and dragonflies in the Hesperidae. This historic eighteenth-century pattern, found on some of the china from the historic archive of the Richard Ginori Museum, has been reinterpreted in the collection and proposed in a new shape in porcelain: Duchess. Tiny insects grace the china and are embellished by a simple gold outline.

Duchessa, the new shape revisited in fine china, highlights the renowned Italian craftsmanship of Richard Ginori. Delicate symmetry with a powerful impact and Baroque inspiration distinguishes the dishes, with a wide rim and rounded corners. The collection Hesperidae features a complete array of tableware as well as tea and coffee sets.





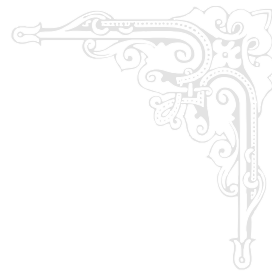
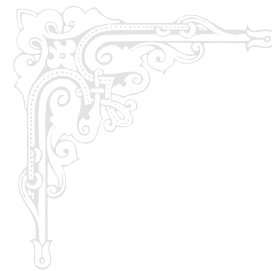
LABIRINTO  
FORMA IMPERO



From left  
Labirinto Smeraldo, Labirinto Zaffiro and Labirinto Scarlatto.

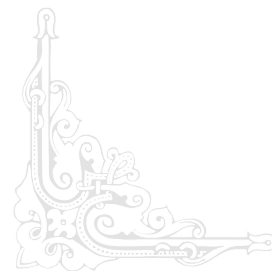
Sleek and rational: a logical path of lines evokes the image of a maze and creates a graphic frame that distinguishes the Labirinto Collection. The perfect convergence between ancient culture and the modern design of which Gio Ponti was one of the leading representatives, the collection was inspired by the pattern created by the master in 1926.

The Impero shape, with its cylindrical outlines, evokes similar models from the late eighteenth century, imprinted by the lines of Neoclassical elegance, and it enhances the style and simplicity of the Labirinto Collection. The collection features a complete array of tableware as well as tea and coffee sets.



## LUCE FORMA RILIEVO

Simple raised motifs, almost as if to create embroidery on porcelain, are the distinctive element of this shape, which is part of the immense heritage of the Florentine manufactory. To enhance the purity of a line whose simplicity evokes the nineteenth century, Luce Collection comes in white and is decorated with platinum. The Rilievo shape expresses time and history, and their styles and trends. It sums up all the artistry of Ginori porcelain. The Rilievo Collection features a complete array of tableware, as well as tea and coffee sets.







PALMETTE  
FORMA IMPERO



From left  
Palmette Scarlatto, Palmette Smeraldo and Palmette Indaco.

The palmette motif “anthemion” in Greek, a diminutive of flower — represents the decorative element of the Palmette Collection. With a sleek and contemporary style, the decorative fan-like motif redesigns the palm leaf, an ornamental element used widely in Greek and Roman art. The Palmette Collection is interpreted on the Impero shape, with a subtle and refined kaleidoscopic effect. The trim in pure gold lends a precious touch to the palmette decoration and enhances the simple and sophisticate lines of the Impero shape, the expression of balance and measure. The colours of the Palmette Collection — black and platinum, yellow and gold, green and gold, and light blue and gold — highlight the style and unmistakable aura of artistic techniques and craftsmanship. The Palmette Collection features a complete array of tableware, as well as tea and coffee sets.



ORIENTE ITALIANO  
ANTICO DOCCIA





From left  
*Oriente Italiano Azalea, Oriente Italiano Iris, Oriente Italiano Porpora,  
Oriente Italiano Vermiglio, Oriente Italiano Citrino and Oriente Italiano Cipria.*





Exuberant, exotic, enticing. A stylized flower, known as the “garofano” – carnation – in the tradition of Florentine ceramics and reinterpreted by Gio Ponti in 1946, evokes distant memories in the Oriente Italiano Collection. The graceful, delicate hues of dawn and dusk glisten on porcelain like a symphony. This is the scenario of the Oriente Italiano Collection on the Antico Doccia shape, where the airbrush technique and the inventiveness of colour converge to create a magnificent pattern.

A beautiful palette creates richly balanced compositions: blue on a background of light blue, yellow, green or pink; black against ice or green; burgundy on pink; white on light blue; and rose on light pink. The collection comes in a complete array of tableware as well as tea and coffee sets.



*Oro di Doccia Turchese.*

ORO DI DOCCIA  
FORMA VECCHIO GINORI



Timeless decorative symbols, figures of roosters Ji Ondori, harmonic textures evoke the texture of ornamental carpets and celebrate the Oro di Doccia Collection as the value of art and a sense of continuity between tradition and modernity. The shape is Vecchio Ginori, eternal beauty. The handmade finishing in gold, will give preciousness. Blue and gold, green and gold, purple and gold, the colors chosen for the Oro di Doccia Collection that offers a complete array of tableware as well as tea and coffee sets.



## ORO NERO

### FORMA VECCHIO GINORI

Admiration, preciousness or mere regality: in the Oro Nero Collection the preciousness of pure gold comes together with traditional patterns reflecting the excellence and mastery of Richard Ginori. Surprisingly rich and elegant, Oro Nero represents a unique china pattern, with graphic elements that evoke Oriental atmospheres, with symbols enhanced and framed by pure gold.

The Vecchio Ginori shape, created in 1740, is an icon and the collection represents the sublime and timeless statement of beauty. This is a shape that lends noble elegance, offering a tangible sign of savoir-faire and mastery.

The Oro Nero Collection features a complete array of tableware as well as tea and coffee sets.





## VAL D'ORCIA

### FORMA VECCHIO GINORI

The sunshine of summer fields and the detailing of painted masterpieces come together in a single collection: Val d'Orcia. With a pattern of fruit and flowers — a leitmotif in the Richard Ginori tradition — the Val d'Orcia Collection adorns the recognizable Vecchio Ginori shape, for a sensation akin to the joy of being at an art gallery and instantly recognizing the artist. Detailed patterns, a naïf and poetic fairy tale rewritten by Richard Ginori: this is the Val d'Orcia Collection. The Val d'Orcia Collection features a complete array of tableware as well as tea and coffee sets.



## ZUCCA

### FORMA VECCHIO GINORI

The expression of noble beauty. In its simplicity, the Zucca Collection concentrates its charm in its monochromatic choice of pure white. The Vecchio Ginori shape, a Richard Ginori classic, takes up the raised “woven basket” motif inspired by the neu-ozier rims. A thin platinum edge enhances the mastery of the Vecchio Ginori shape.

The Zucca Collection features a complete array of tableware as well as tea and coffee sets.





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