

# F O O D E S I G N

IL FASCINO DELLA TAVOLA. UN GESTO ELEGANTE. UNA SITUAZIONE DI PIACERE

LOVED IN ITALY



LOVED IN ITALY



# F O O D E S I G N

IL FASCINO DELLA TAVOLA. UN GESTO ELEGANTE. UNA SITUAZIONE DI PIACERE

A Studio of Ideas and Passions. This is briefly what we are and this is the way we design, conceive and live our products; everything in our Italian home base.

First of all we feel the need to support an Idea or a shape and then we have to fall in love first with the project.

Then we must imagine owning that specific object especially for ourselves.

What about the success? Thanks to this premise, we are always able to get it and when it happens in markets this enhances our satisfaction.

Our products are not only designed in Italy or realised in Italy, but they are first and foremost LOVED IN ITALY. This concept synthesizes the way we conceive our work and represents the truest and most important aspect of our items.



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Foodesign expresses a true way to reinterpret the everyday table through daily use of refined objects that we would generally use only on special occasions. Our design comes from the food and from the desire to see it used in a certain way. As poets need to have a source of inspiration, in the same way the design needs to have an intuition. Our Muse is food as our desire is to eat it with one of our objects.



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# F O O D E S I G N

IL FASCINO DELLA TAVOLA. UN GESTO ELEGANTE. UNA SITUAZIONE DI PIACERE



COLORS OF ITALY

LOVED IN ITALY



# Colors of Italy

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We conceived this collection thanks to our wish to spread the beauty of our Italian regions, their architectures, colors and landscapes imagined as they are in contact with amazing traditional cuisine.

It was difficult concentrating all these aspects into one concept as well as their technical production.

Each color summarizes a region or a city, each piece represents a low relief, a typical architectural element as well as the old-style effect is a symbol of tradition and history.

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## Colors of Italy/Rosso Pompei/Pompeian red

This color is a special red, typical of the domus in Pompeii that in Italy is usually called Pompeian red. At that time it was obtained from colors coming from Sinope, an ancient city overlooking the Black Sea. The embossed Greek element, as well as the lira, remind a lost splendor and a good lifestyle. A white sea bass filet with extra virgin olive oil and a quarter of lemon from Sorrento is the right dish for this plate.



## Colors of Italy/Blu Venezia/Venice blue

San Marco and its lodge are embossed in low relief and represent the element featuring Venice, standing out from a special architectural blend between Western and Eastern styles. Its Lagoon, the blue of its clear daytimes, its omnipresent water that portrays everything about Venice: its origin, its richness and its immortal decadence. Blanched Squilla mantis from the Lagoon and home-made mayo, the best possible scenario we see for this plate.



## Colors of Italy/Verde Toscana/Tuscany green

The Tuscan landscape is unique in the world but also among the other Italian regions: the green of its hills makes it unique. History and Renaissance, the period of De' Medici family represented by the Lilium are put symbolically by a tangled blossoming...of ideas, hints and thoughts that influenced and involved the whole world in its smallest aspects. Fresh bread and Pienza pecorino with acacia honey; our wish is having them on this green, possibly in a Tuscan place.



## Colors of Italy/Arancio Sicilia/Sicily orange

Among all the existing colors orange personifies at best a land really being multicolor by history and traditions. The orange groves are still there since many years, color the valleys and convey their thousand-year old strength. Then the sun...a big orange before the sunset. Not to mention the Arabian, Norman and Greek cultures with their lasting and pronounced presence that we tried to sum up with our low reliefs as they sometimes blend all together on buildings, mosaics, houses and churches. Sicilian cassata dessert with candied oranges and cedars is the dish visualized on this item.











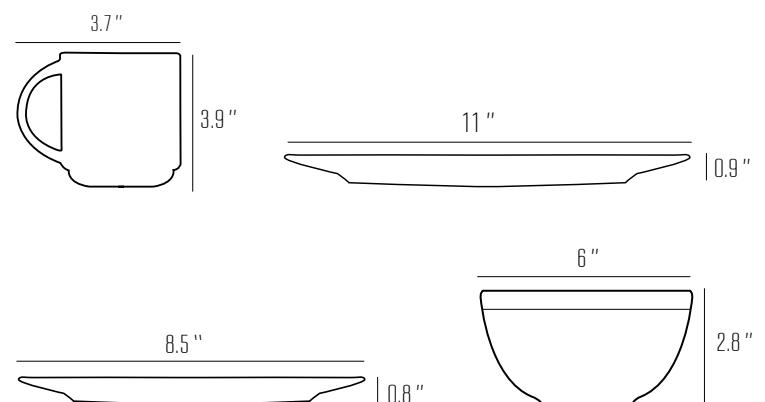


## 16pc Dinnerware Set - Mixed Colors

Colors of Italy represents the rich history and lively culture that we all love about Italy. This collection brings the essence of Italy into your home. Reactive glaze, low relief, embossed pattern and finished with antiqued edge. Dishwasher and Microwave Safe



Inner carton: 1pc  
Master carton: 1pc









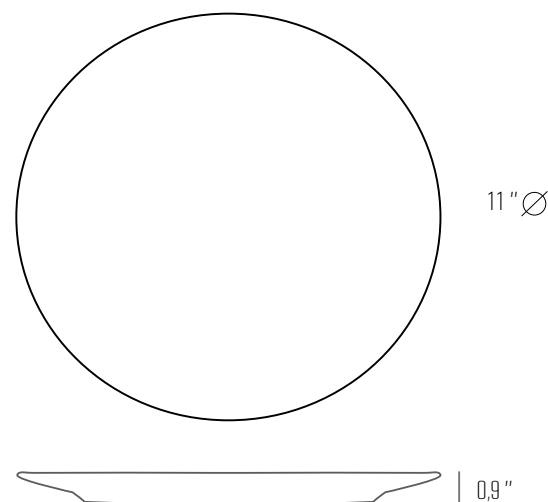


## 4pc Dinner Plates- Mixed Colors

Colors of Italy represents the rich history and lively culture that we all love about Italy. This collection brings the essence of Italy into your home. Reactive glaze, low relief, embossed pattern and finished with antiqued edge. Dishwasher and Microwave Safe

Inner carton: 4pcs  
Master carton: 12pcs

CI2001-MC27CP4





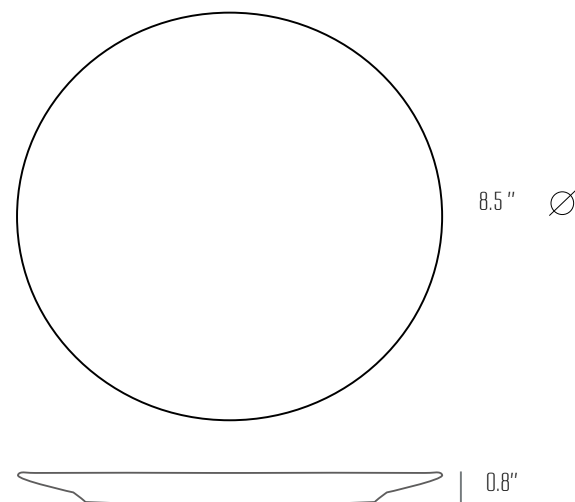


## 4pc Dessert Plates - Mixed Colors

Colors of Italy represents the rich history and lively culture that we all love about Italy. This collection brings the essence of Italy into your home. Reactive glaze, low relief, embossed pattern and finished with antiqued edge. Dishwasher and Microwave Safe

Inner carton: 4pcs  
Master carton: 16pcs

CI2002-MC20CP4









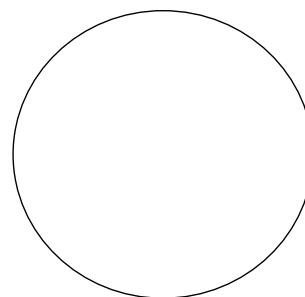


## 4pc Cereal Bowls - Mixed Colors

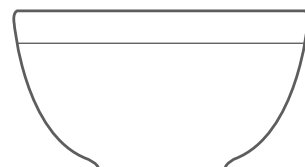
Colors of Italy represents the rich history and lively culture that we all love about Italy. This collection brings the essence of Italy into your home. Reactive glaze, low relief, embossed pattern and finished with antiqued edge. Dishwasher and Microwave Safe

Inner carton: 4pcs  
Master carton: 24pcs

CI2003-MC20CP4



6" Ø



2.8"



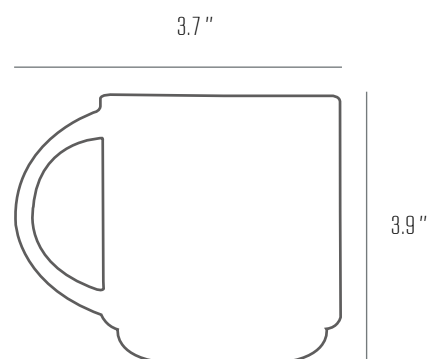


## 4pc Mugs - Mixed Colors 14.7 OZ

Colors of Italy represents the rich history and lively culture that we all love about Italy. This collection brings the essence of Italy into your home. Reactive glaze, low relief, embossed pattern and finished with antiqued edge. Dishwasher and Microwave Safe

Inner carton: 4pcs  
Master carton: 32pcs

CI2004-MC20CP4









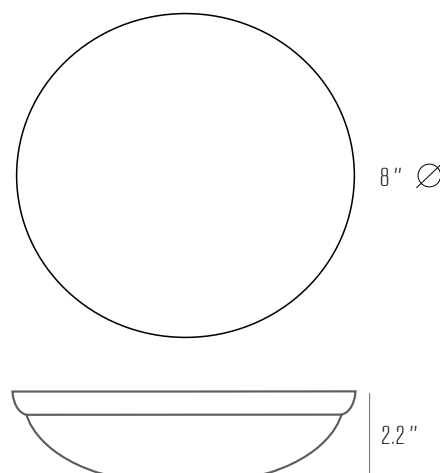


## 4pc Salad Bowls - Mixed Colors

Colors of Italy represents the rich history and lively culture that we all love about Italy. This collection brings the essence of Italy into your home. Reactive glaze, low relief, embossed pattern and finished with antiqued edge. Dishwasher and Microwave Safe

Inner carton: 4pcs  
Master carton: 24pcs

CI2005-MC27CP4





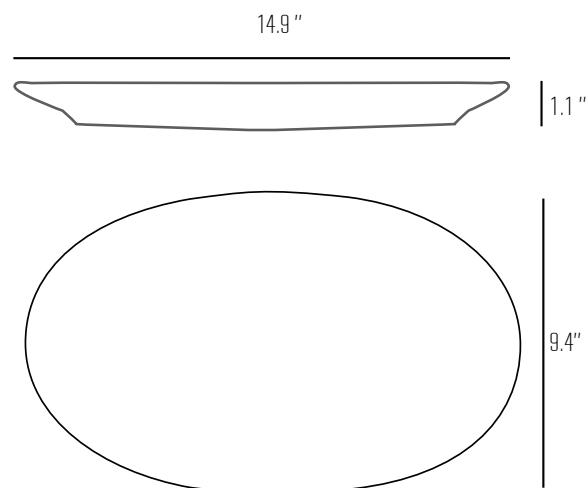


## Oval Serving Platter

Colors of Italy represents the rich history and lively culture that we all love about Italy. This collection brings the essence of Italy into your home. Reactive glaze, low relief, embossed pattern and finished with antiqued edge. Dishwasher and Microwave Safe

Inner carton: 1pc  
Master carton: 8pcs

CI2007-B225CP1







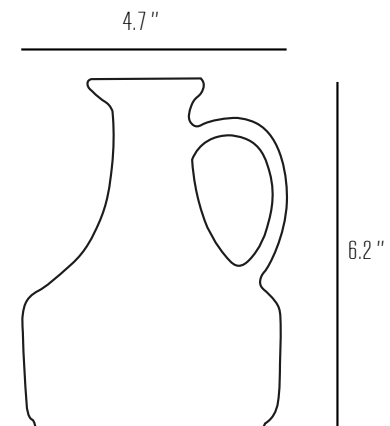


# Cruet

Colors of Italy represents the rich history and lively culture that we all love about Italy. This collection brings the essence of Italy into your home. Reactive glaze, low relief, embossed pattern and finished with antiqued edge. Dishwasher and Microwave Safe

Inner carton: 4pcs  
Master carton: 32pcs

CI2010-G13CP4







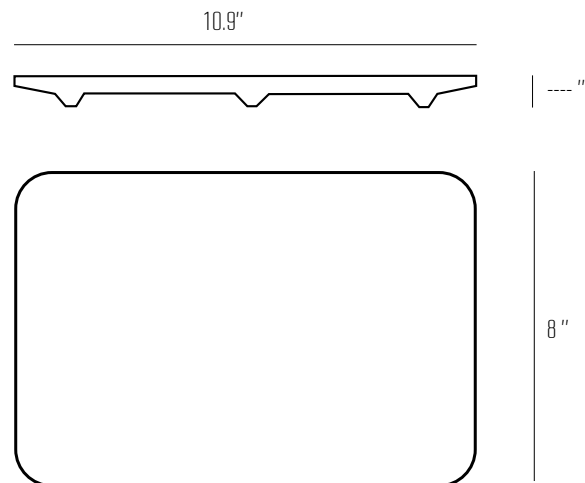


## Cutting / Serving Board

Colors of Italy represents the rich history and lively culture that we all love about Italy. This collection brings the essence of Italy into your home. Reactive glaze, low relief, embossed pattern and finished with antiqued edge. Dishwasher and Microwave Safe

Inner carton: 1pc  
Master carton: 8pcs

CI2009-O18CP1





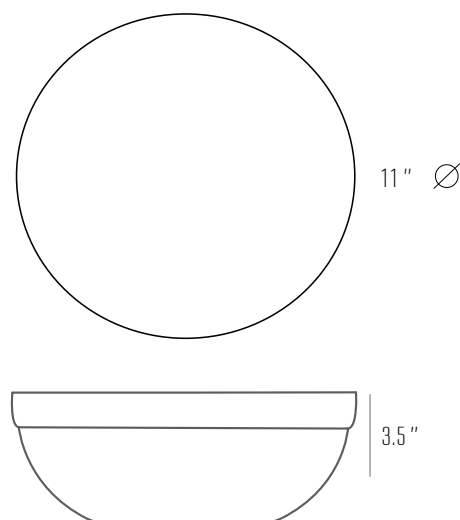


## Salad Serving Bowl - Red

Colors of Italy represents the rich history and lively culture that we all love about Italy. This collection brings the essence of Italy into your home. Reactive glaze, low relief, embossed pattern and finished with antiqued edge. Dishwasher and Microwave Safe

Inner carton: 1pc  
Master carton: 4pcs

CI2008-R225CP1









# LOVED IN ITALY

## Behind the scenes

The development of this collection needed two years or so. During this process we faced two main difficulties: reproducing an Italian region or a city, but how to do it on a plate? We decided that we had to use two elements: color and an engraving to represent respectively the landscape and the synthesis between architecture and history. Besides this first step, maybe the hardest thing was agreeing the colour and symbols we should have used, because the Italian cities and regions are a tangle of several aspects and everybody had his own idea... Even before a debate about which regions had to be depicted at the very beginning! It was a sort of politic rather than design debate in a country with a concentration of a huge historical, artistic and cultural heritage.


Once we agreed on the project, we moved to the production step. It would maybe have been hard conceiving a more complex plate: an old-style effect on the edge, no graphics but only engravings, not non-homogenous but shading color, bright effect given by a light hammering...and then color, or better, those specific colors.

If the Ancient Romans have reached Black Sea to take the iron oxides to create the Pompeian Red, there was for sure a good reason, isn't it? ... A continuous flow of going and coming prototypes as well as the production in the factory but we got it!

We know and love the Italian places and regions, but we also feel proud when we see them represented on a plate as a sculpture or painting. We think that spreading specific qualities through a common-use element can also be a way to popularize our regions or – however – arouse the curiosity or the wish to deepen the knowledge on most people. Many people who can anyway live an experience and feel in a certain way to be in Italy, in a specific place and region.

## Ispirazioni-Inspiration





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O R I G I N E

LOVED IN ITALY

# Origine

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When accessing a workshop, one can be astonished by seeing the final, perfect product before it is fired and finished. The raw material, whether stoneware, porcelain or clay, is beautiful in its natural appearance and you would like to use object in that rough, unfired state, without any treatment. This is not possible though. It has to be fired and finished with varnishes, even if they are transparent, for a food purpose with no porosity or substance releases.

But how was it in its origin (Italian name for "origine")? Originally, no protection element was used; the product was fired as it was and, if ever, simply varnished just for an aesthetic effect.

Our Origine collection this is: a jump into the dawning but using very advanced technologies.

The product is fired at very high temperatures for long time. If the standard temperature for finest porcelain is about 1.200/1.300 °C (2,192/2,372 °F) for 10/12 hours and then just an easy drying at 60/70 °C, Origine is fired one time at 800°C (1,472 °F), remaining inside the kiln from 15 to 18 hours. A second passage in the kiln happens reaching 1330°C (2,426 °F), for other 15/18 hours. Thanks to this process and using a special material porcelain loses its whole damp, its porosity, and direct contact with food is allowed by fulfilment of the strictest tests.

The special material and technology - combined with primitive colors and shapes - give life to Origine, so to experience every day the sensation to go back to the past, back to the dawn, but in front of a fireplace, Brunello di Montalcino wine and exquisite food.

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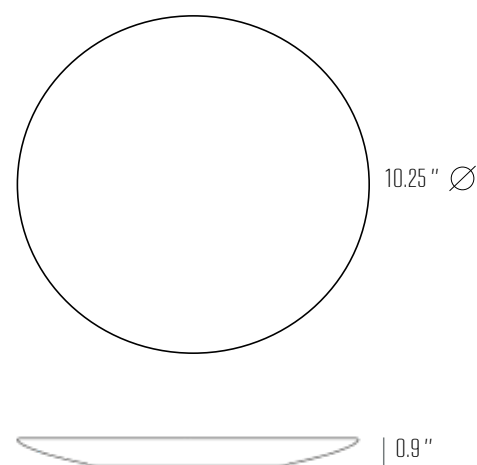


## 4pc Dinner Plate

The Origine Collection brings us back to the essence of pottery, where the original clay can be experienced and enjoyed without being masked by glaze. Healthy food can finally be truly represented well with our modern take on the origin of pottery. Microwave and Dishwasher Safe.

Inner carton: 4pcs  
Master carton: 24pcs

OR2002-315CP4





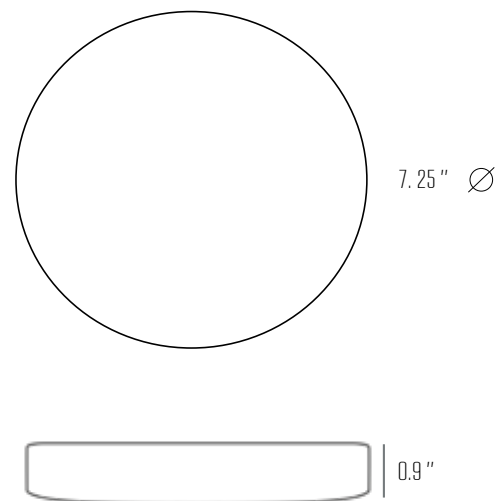


## 4pc Salad Plate

The Origine Collection brings us back to the essence of pottery, where the original clay can be experienced and enjoyed without being masked by glaze. Healthy food can finally be truly represented well with our modern take on the origin of pottery. Microwave and Dishwasher Safe.

Inner carton: 4pcs  
Master carton: 24pcs

OR2003-225CP4







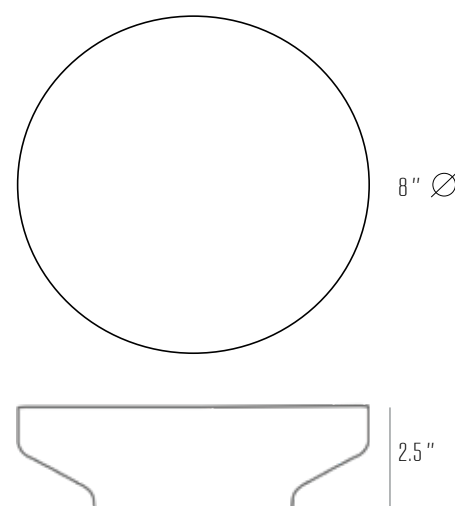


## 4pc Soup Bowl

The Origine Collection brings us back to the essence of pottery, where the original clay can be experienced and enjoyed without being masked by glaze. Healthy food can finally be truly represented well with our modern take on the origin of pottery. Microwave and Dishwasher Safe.

Inner carton: 4pcs  
Master carton: 24pcs

OR2001-315CP4







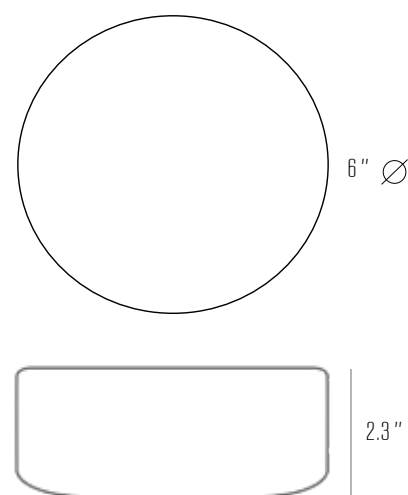


## 4pc Cereal Bowl

The Origine Collection brings us back to the essence of pottery, where the original clay can be experienced and enjoyed without being masked by glaze. Healthy food can finally be truly represented well with our modern take on the origin of pottery. Microwave and Dishwasher Safe.

Inner carton: 4pcs  
Master carton: 24pcs

OR2004-225CP4





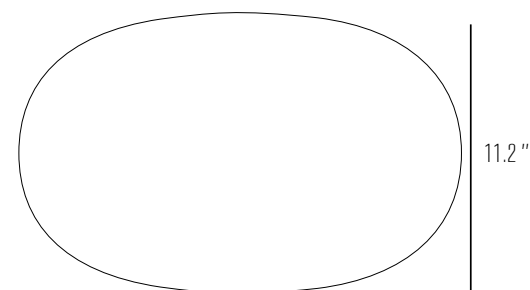
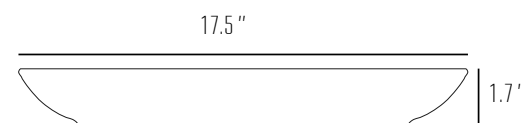


## Oval Serving plate

The Origine Collection brings us back to the essence of pottery, where the original clay can be experienced and enjoyed without being masked by glaze. Healthy food can finally be truly represented well with our modern take on the origin of pottery. Microwave and Dishwasher Safe.

Inner carton: 1pc  
Master carton: 8pcs

OR2008-27CP1







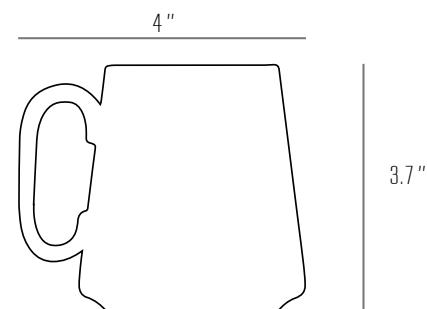


## 4pc Tapered Mug 10 Oz

The Origine Collection brings us back to the essence of pottery, where the original clay can be experienced and enjoyed without being masked by glaze. Healthy food can finally be truly represented well with our modern take on the origin of pottery. Microwave and Dishwasher Safe.

Inner carton: 4pcs  
Master carton: 24pcs

OR2005-18CP4







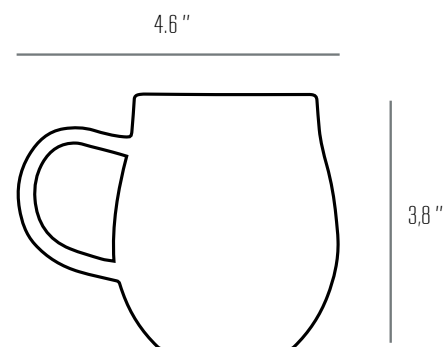


## 4pc Bulbed Mug 12.5 Oz

The Origine Collection brings us back to the essence of pottery, where the original clay can be experienced and enjoyed without being masked by glaze. Healthy food can finally be truly represented well with our modern take on the origin of pottery. Microwave and Dishwasher Safe.

Inner carton: 4pcs  
Master carton: 24pcs

OR2006-18CP4





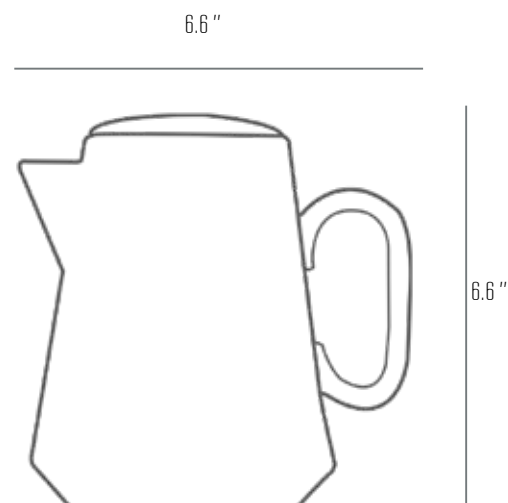


## 1pc Carafe

The Origine Collection brings us back to the essence of pottery, where the original clay can be experienced and enjoyed without being masked by glaze. Healthy food can finally be truly represented well with our modern take on the origin of pottery. Microwave and Dishwasher Safe.

Inner carton: 1pc  
Master carton: 12pcs

OR2007-18CP1







# LOVED IN ITALY

## Behind the scenes

We normally do not love trends at a first glance; the early barrier is always wanting to give things our own interpretation and being original in our way.

We were talking about the "hand-made" tendency to be combined with shapes dating back to essential design. When we realised that we could add our personal contribution, it was love at first sight: not hand-made, design product, but primordial!

In this case the main element was the material. After the various production steps we were not able to detect differences between raw material and finished product. Going back to origins and here also the collection name.


Then color touches given simply creating an aesthetic play with tones and primordial effects.

The final result, when we saw the early prototypes, was a real surprise. This collection can be associated only to refined people. Strange, isn't it? This aspect arose almost by itself and in contrast with our usual attitude to want multi-purpose objects suitable for various locations. This collection is out of this mind.

It is like an UFO, something with an alien, independent genetics, was born during its particular firing steps.

## Ispirazioni-Inspiration





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VINILE

LOVED IN ITALY



# Vinile

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A unique plate, a cult product.

Vinile (Italian term for vinyl) is a heap of meanings and production techniques, the vinyl record becomes a product to be used with an amazingly functionality when transformed into a plate.

Concentric rings hold possible liquids contained on the plate and without hindering ability to cut. Pizza, hamburger, cheeses, rolls etc have finally found their ideal plate. Labels are collectible to enjoy yourself or have fun with friends; music and food in one tool only and which better combination ever is more pleasant and spontaneous? A world of colors, memories and meanings on a daily-use item that the more it multiplies on your table, the more it means happiness and cheerfulness.

Collected in various colors and decors, they will be the best musical instrument for a "concert" with friends!

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This multi-purpose plate can be used to eat a sandwich, pizza or even spaghetti! The patented rings will keep liquids from dripping out. This can also be a colorful and fun charger or decoration piece for you and your guests to enjoy. Eco-Friendly bamboo fiber. Dishwasher safe.

## 6pc set 12.2"

VI2014-MC49S6



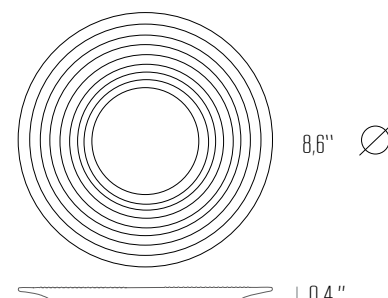
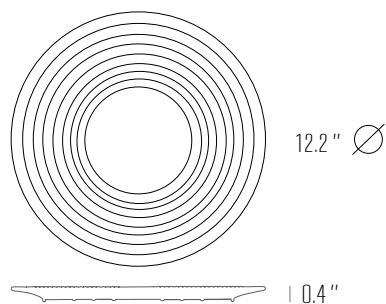
Inner carton: 6pcs  
Master carton: 12pcs

## 6pc set 8.6"

VI2013-MC31S6



Inner carton: 6pcs  
Master carton: 24pcs





## Nero - Black - Pasta

The style of this plate recalls the Italian of 70's, the Bella Italia and the period of miniskirts. The decal also reproduces the font of vintage groups and, especially, the Italy influenced by Rock 'n Roll trend. The dark color creates a strong contrast with the other colors in the middle of the plate: white of cheese or pasta, red of tomatoes and green of basi: the typical dressing for a delicious pasta dish, that is so appreciated and loved by Italians!

This multi-purpose plate can be used to eat a sandwich, pizza or even spaghetti! The patented rings will keep liquids from dripping out. This can also be a colorful and fun charger or decoration piece for you and your guests to enjoy. Eco-Friendly bamboo fiber. Dishwasher safe.

6pc set 12.2"

VI2007-B18S2



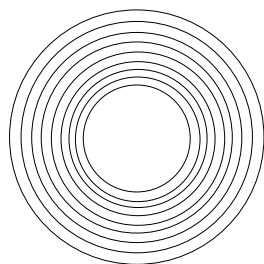
Inner carton: 2pcs  
Master carton: 12pcs

6pc set 8.6"

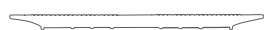
VI2001-B11S2



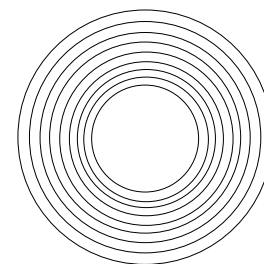
Inner carton: 2pcs  
Master carton: 24pcs



12.2" ∅



1 0.4"



8.6" ∅



1 0.4"



## Verde - Green - Tomatoes

The design of this plate comes to give tribute to Southern Italy, rich of flavours and plantations of basic products for our cuisine. Its style reminds the Italian summer where tomatoes, combined with other fresh ingredients, are the base of the Italian light but healthy cuisine.

This multi-purpose plate can be used to eat a sandwich, pizza or even spaghetti! The patented rings will keep liquids from dripping out. This can also be a colorful and fun charger or decoration piece for you and your guests to enjoy. Eco-Friendly bamboo fiber. Dishwasher safe.

6pc set 12.2"

VI2011-G18S2



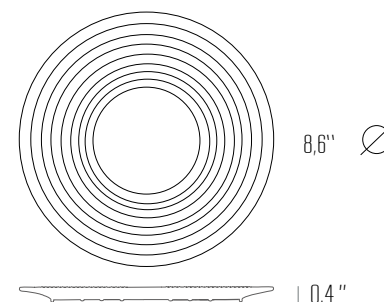
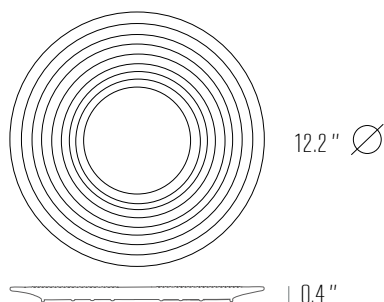
Inner carton: 2pcs  
Master carton: 12pcs

6pc set 8.6"

VI2005-G11S2



Inner carton: 2pcs  
Master carton: 24pcs







## Azzurro-Light blue Venezia

This disk with a delicate and light tone has a tribute to one of most beautiful cities all over the world: Venice. Its lagoon, that is crossed by various gondoliers and whose silhouette is represented here, raises strong feelings and emotions which are typical of Italian poetry and Romanticism.

This multi-purpose plate can be used to eat a sandwich, pizza or even spaghetti! The patented rings will keep liquids from dripping out. This can also be a colorful and fun charger or decoration piece for you and your guests to enjoy. Eco-Friendly bamboo fiber. Dishwasher safe.

6pc set 12.2"

VI2012-NB18S2



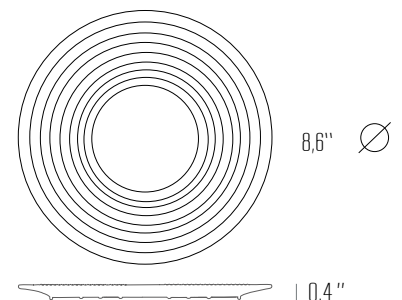
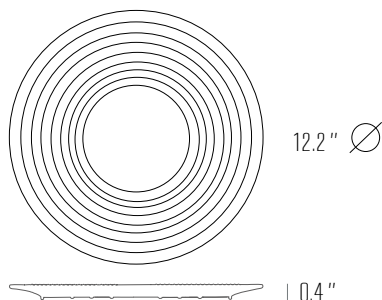
Inner carton: 2pcs  
Master carton: 12pcs

6pc set 8.6"

VI2006-NB11S2



Inner carton: 2pcs  
Master carton: 24pcs





## Rosso-Red La cinquecento

The design of this plate comes to give tribute to Southern Italy, rich of flavours and plantations of basic products for our cuisine. Its style reminds the Italian summer where tomatoes, combined with other fresh ingredients, are the base of the Italian light but healthy cuisine.

This multi-purpose plate can be used to eat a sandwich, pizza or even spaghetti! The patented rings will keep liquids from dripping out. This can also be a colorful and fun charger or decoration piece for you and your guests to enjoy. Eco-Friendly bamboo fiber. Dishwasher safe.

6pc set 12.2"

VI2009-R18S2



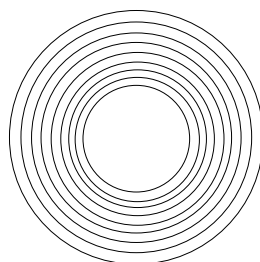
Inner carton: 2pcs  
Master carton: 12pcs

6pc set 8.6"

VI2003-R11S2

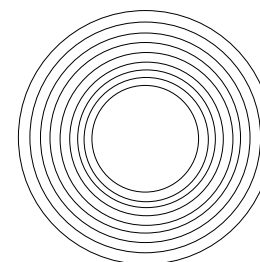


Inner carton: 2pcs  
Master carton: 24pcs



12.2" ∅

0.4"



8.6" ∅

0.4"



## Bianco-White-Leonardo

This disk with a delicate and light tone has a tribute to one of most beautiful cities all over the world: Venice. Its lagoon, that is crossed by various gondoliers and whose silhouette is represented here, raises strong feelings and emotions which are typical of Italian poetry and Romanticism.

This multi-purpose plate can be used to eat a sandwich, pizza or even spaghetti! The patented rings will keep liquids from dripping out. This can also be a colorful and fun charger or decoration piece for you and your guests to enjoy. Eco-Friendly bamboo fiber. Dishwasher safe.

6pc set 12.2"

VI2008-W18S2



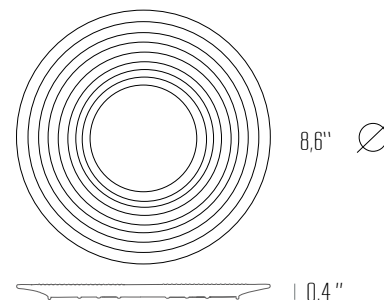
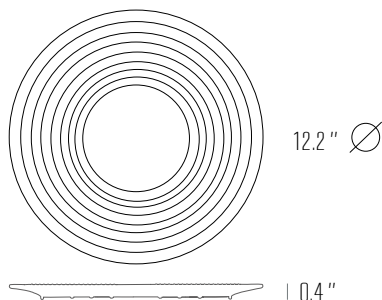
Inner carton: 2pcs  
Master carton: 12pcs

6pc set 8.6"

VI2002-W11S2



Inner carton: 2pcs  
Master carton: 24pcs







## Giallo - Yellow Hot & fresh pizza

This plate has a vintage font with a psychedelic base reminding the typical cheerfulness of Italian people. It is a very ironic plate, as ironic is the way to use the font that was used in iconography of 70's.

This multi-purpose plate can be used to eat a sandwich, pizza or even spaghetti! The patented rings will keep liquids from dripping out. This can also be a colorful and fun charger or decoration piece for you and your guests to enjoy. Eco-Friendly bamboo fiber. Dishwasher safe.

6pc set 12.2"

VI2010-Y18S2



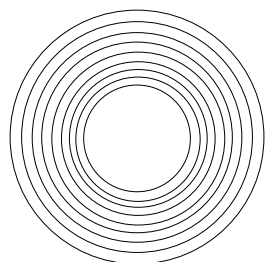
Inner carton: 2pcs  
Master carton: 12pcs

6pc set 8.6"

VI2004-Y11S2



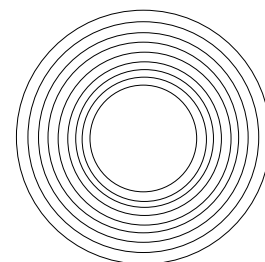
Inner carton: 2pcs  
Master carton: 24pcs



12.2" ∅



0.4"



8.6" ∅



0.4"













# LOVED IN ITALY

## Behind the scenes

The theme "creating a unique plate to become a cult" was more related to a hope facing one of the most difficult objects to be innovated, the plate. If a cup, a glass or other has many elements to be worked, plate is always a brain-teaser. So time passed but this plate to be innovative that much to become a "cult" kept remaining a white paper. If ever sometimes filled with the usual little squares or asterisks with many lines typical of...I am thinking about but with little ambition.


Talking about this and thinking about the word "cult" a sentence came out: "the vinyl record, that's a real cult!". From that starting point our plate, graphics and colors came to life and -above all - our will to transform it into a real plate, a true daily-use instrument.

From there a research on depth and quantity of ridges to hold liquids and huge difficulties faced by production in making a flat plate. Then a lot of satisfaction in realizing that we had invented a true brand new plate, really flat, functional and with a good industrial patent

## Ispirazioni-Inspiration







# F O O D E S I G N

IL FASCINO DELLA TAVOLA. UN GESTO ELEGANTE. UNA SITUAZIONE DI PIACERE



# F O O D E S I G N

IL FASCINO DELLA TAVOLA. UN GESTO ELEGANTE. UNA SITUAZIONE DI PIACERE



**ACQUERELLO**

LOVED IN ITALY



# Acquerello

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Dyes are applied manually according to a scheme but every article shows some variations. The matte finishing and simple shapes highlight the décor element with a right balance between color and effect.

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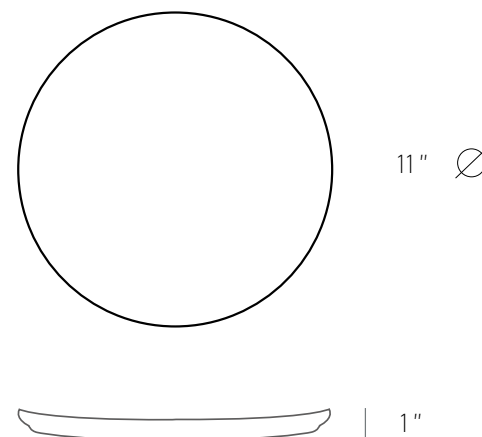


## 4pc Dinner Plate

Inspired to create natural elegance our designers created Acquarello which literally translates into watercolor. This hand-painted watercolor effect on a modern matte white finish and soft organic shapes brightens up any meal. Dishwasher and Microwave Safe

Inner carton: 4pcs  
Master carton: 12pcs

AC2001-B24CP4







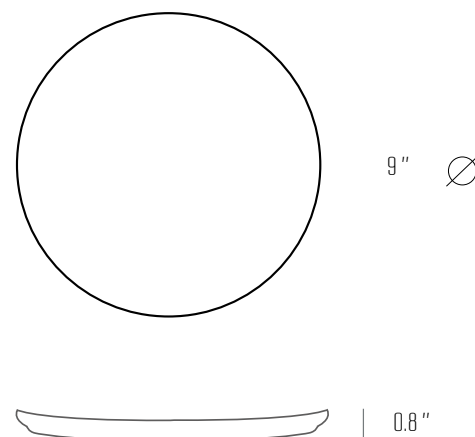


## 4pc Dessert Plate

Inspired to create natural elegance our designers created Acquarello which literally translates into watercolor. This hand-painted watercolor effect on a modern matte white finish and soft organic shapes brightens up any meal. Dishwasher and Microwave Safe

Inner carton: 4pcs  
Master carton: 16pcs

AC2002-B19CP4





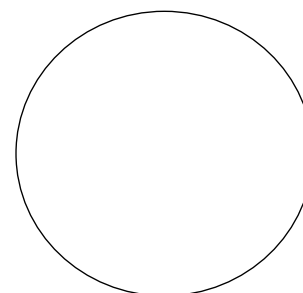


## 4pc Cereal Bowl set

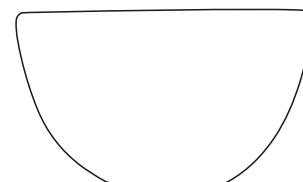
Inspired to create natural elegance our designers created Acquarello which literally translates into watercolor. This hand-painted watercolor effect on a modern matte white finish and soft organic shapes brightens up any meal. Dishwasher and Microwave Safe

Inner carton: 4pcs  
Master carton: 24pcs

AC2003-B19CP4



6" Ø



3.2"





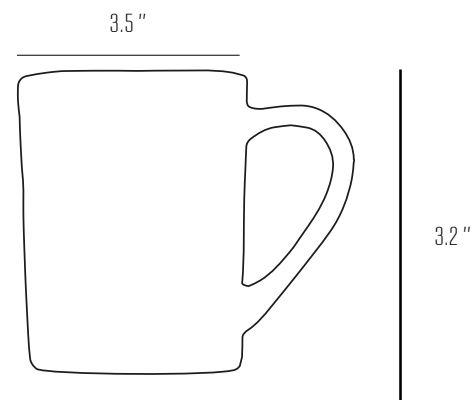


## 4pc Mugs 15.5 Oz

Inspired to create natural elegance our designers created Acquarello which literally translates into watercolor. This hand-painted watercolor effect on a modern matte white finish and soft organic shapes brightens up any meal. Dishwasher and Microwave Safe

Inner carton: 4pcs  
Master carton: 32pcs

AC2004-B18CP4







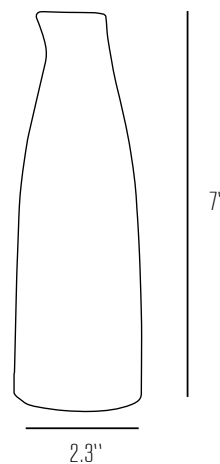


# Cruet

Inspired to create natural elegance our designers created Acquarello which literally translates into watercolor. This hand-painted watercolor effect on a modern matte white finish and soft organic shapes brightens up any meal. Dishwasher and Microwave Safe

Inner carton: 4pcs  
Master carton: 24pcs

AC2005-B11CP4





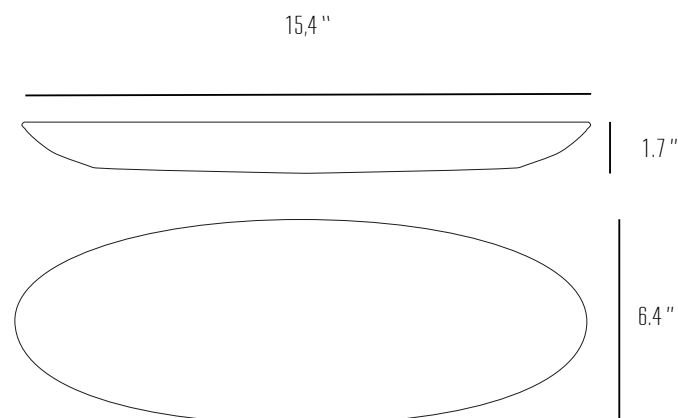


## Oval Serving Platter

Inspired to create natural elegance our designers created Acquarello which literally translates into watercolor. This hand-painted watercolor effect on a modern matte white finish and soft organic shapes brightens up any meal. Dishwasher and Microwave Safe

Inner carton: 1pc  
Master carton: 8pcs

AC2007-B18CP1









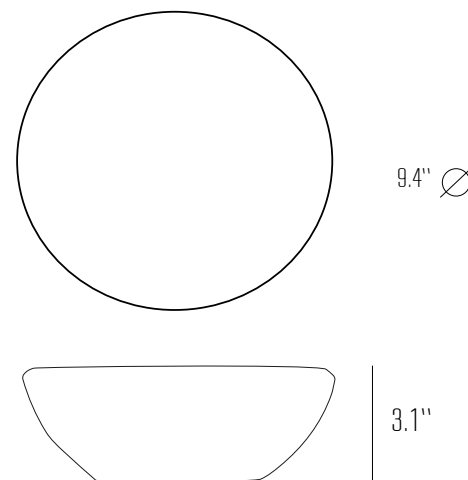
# Salad Serving Bowl

Inspired to create natural elegance our designers created Acquarello which literally translates into watercolor. This hand-painted watercolor effect on a modern matte white finish and soft organic shapes brightens up any meal. Dishwasher and Microwave Safe

Inner carton: 1pc

Master carton: 8pcs

AC2006-B18CP1



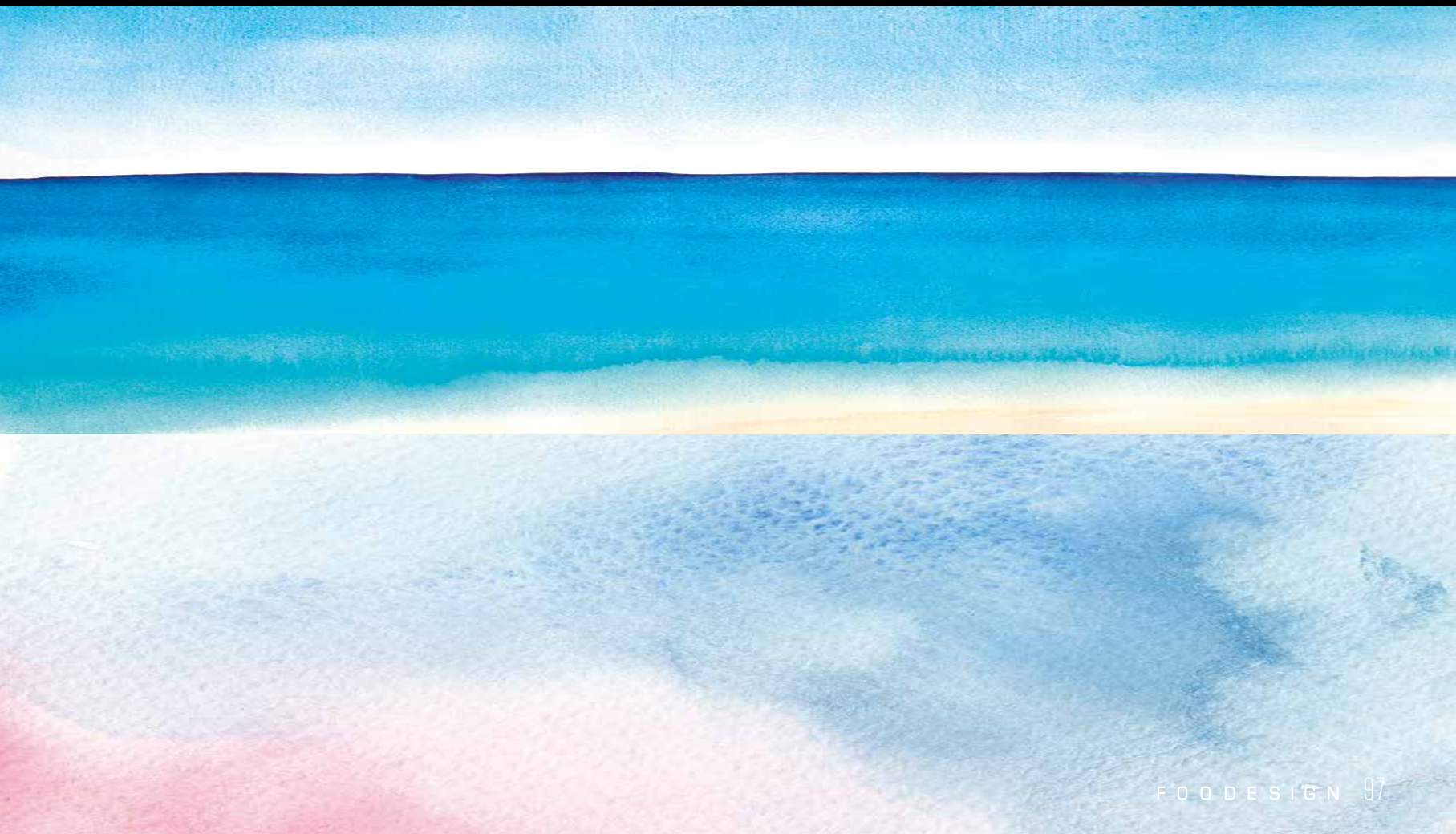




# LOVED IN ITALY

## Behind the scenes

Delicate and elegant shapes conceived to give the highest emphasis to likewise light color that are the real characters of this collection. Their lightest shades are the true characters of the various sets that give the best importance to the furniture where they are displayed and to your table that will become extremely original and innovative.





# F O O D E S I G N

IL FASCINO DELLA TAVOLA. UN GESTO ELEGANTE. UNA SITUAZIONE DI PIACERE



# F O O D E S I G N

IL FASCINO DELLA TAVOLA. UN GESTO ELEGANTE. UNA SITUAZIONE DI PIACERE



MEDITERRANEO

LOVED IN ITALY





# Mediterraneo

---

Mediaterraneo is expressly dedicated to underwater world featured by a divine evocation to sea world. It recalls sea from the very first sight, it is enough admiring its shapes: fishes, starfishes and shells will be ready to host delicious dishes based on fish, shellfish and crustaceans but not only ... ideal for summer dinners with friends to create a seaside atmosphere recalling memories of wonderful coasts and clear waters.

Mediterraneo is a summer dream: immortal preciousness of emotions tied to sea.

All in all a dish must be also nice, as well as good because we know that appearance is important too, so we do not have to undervalue serving plates having special shapes because right they make your specialties even tastier!! This fantastic collection will be your supporter to display simple dishes like salads, vegetables or sea appetizers creatively making them elegant and inviting-  
Functionality tied to stoneware blends with the aesthetics of simple, delicate shapes creating a plate having a very particular, varied design.

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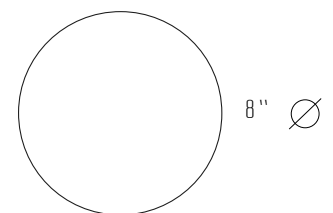
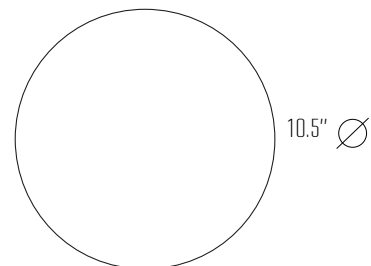
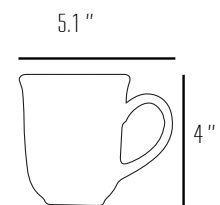
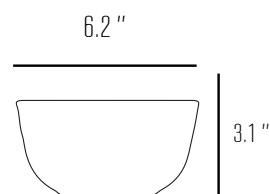


## 16pc Dinnerware Set

The Mediterraneo Collection will bring that famed Italian coastal breeze to your table like a breath of fresh Mediterranean air. Matte finish with embossed and antiqued edges. Microwave and Dishwasher Safe.

Inner carton: 1pc  
Master carton: 1pc

ME2010-MC45S16







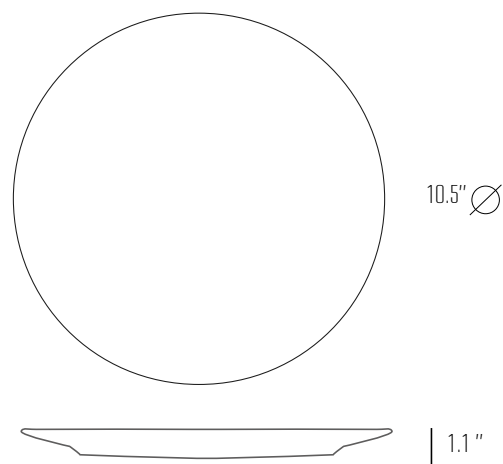


## 4pc Dinner Plate - Cream

The Mediterraneo Collection will bring that famed Italian coastal breeze to your table like a breath of fresh Mediterranean air. Matte finish with embossed and antiqued edges. Microwave and Dishwasher Safe.

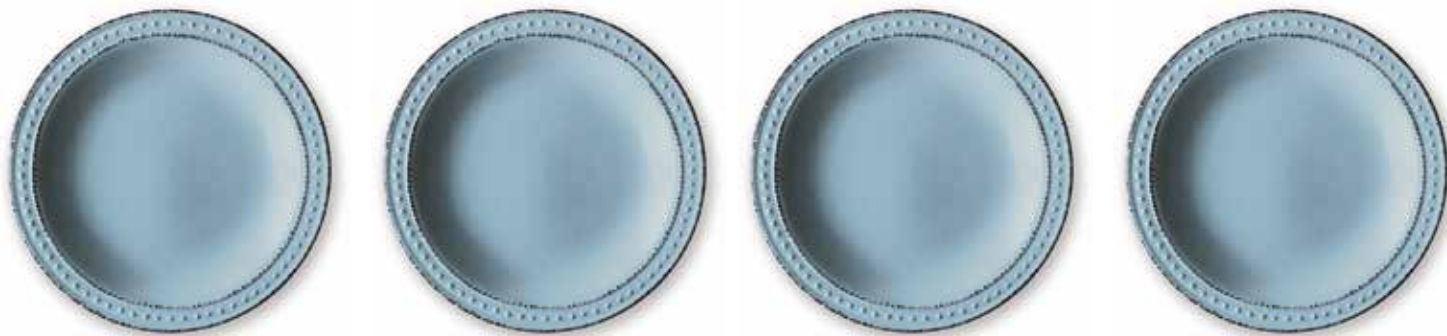
Inner carton: 4pcs  
Master carton: 24pcs

ME2008-C16CP4







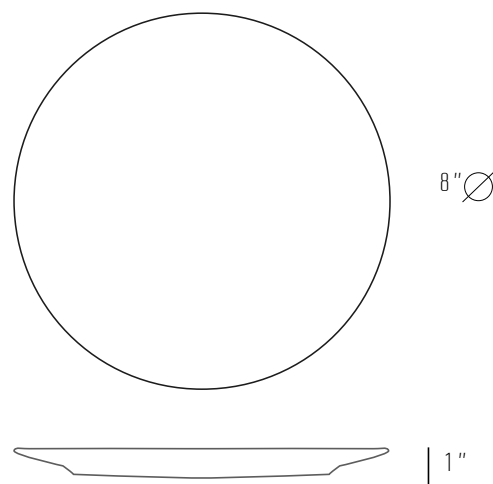


## 4pc Dessert plate - Blue

The Mediterraneo Collection will bring that famed Italian coastal breeze to your table like a breath of fresh Mediterranean air. Matte finish with embossed and antiqued edges. Microwave and Dishwasher Safe.

Inner carton: 4pcs  
Master carton: 24pcs

ME2009-B12CP4





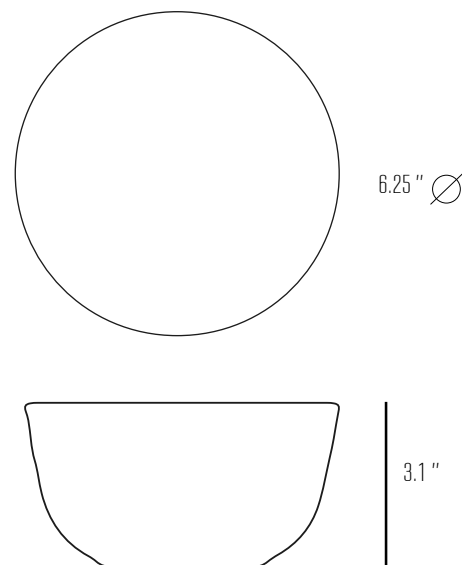


## 4pc Bowl - Green

The Mediterraneo Collection will bring that famed Italian coastal breeze to your table like a breath of fresh Mediterranean air. Matte finish with embossed and antiqued edges. Microwave and Dishwasher Safe.

Inner carton: 4pcs  
Master carton: 24pcs

ME2006-G12CP4







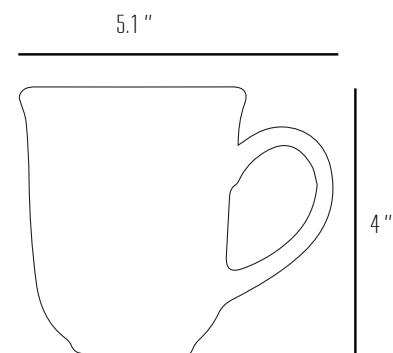


## 4pc Mug - Cream 13 Oz

The Mediterraneo Collection will bring that famed Italian coastal breeze to your table like a breath of fresh Mediterranean air. Matte finish with embossed and antiqued edges. Microwave and Dishwasher Safe.

Inner carton: 4pcs  
Master carton: 24pcs

ME2007-C12CP4







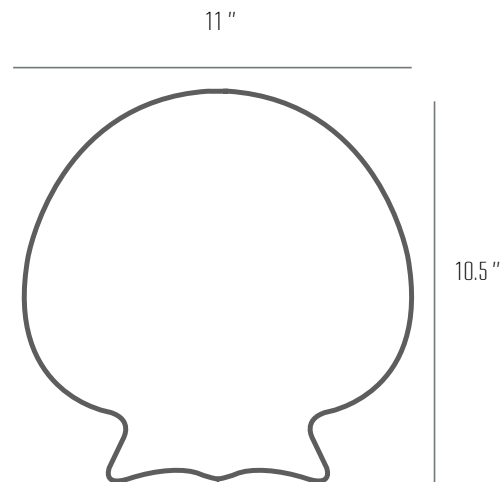


## 3pc Scallop Dishes - Mixed Colors

The Mediterraneo Collection will bring that famed Italian coastal breeze to your table like a breath of fresh Mediterranean air. Matte finish with embossed and antiqued edges. Microwave, Dishwasher and Oven Safe.

Inner carton: 3pcs  
Master carton: 12pcs

ME2001-M225S3





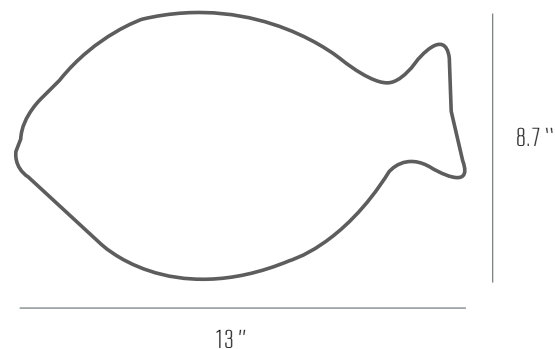


## 3 pc Fish Dishes - Mixed Colors

The Mediterraneo Collection will bring that famed Italian coastal breeze to your table like a breath of fresh Mediterranean air. Matte finish with embossed and antiqued edges. Microwave, Dishwasher and Oven Safe.

Inner carton: 3pcs  
Master carton: 18pcs

ME2004-M225S3







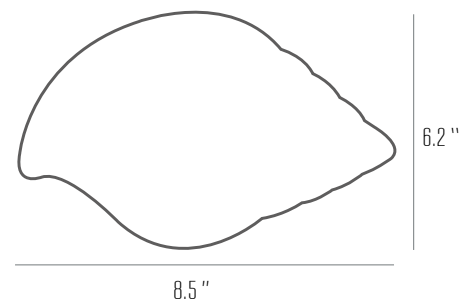


## 3 pc Conch Dishes- Mixed Colors

The Mediterraneo Collection will bring that famed Italian coastal breeze to your table like a breath of fresh Mediterranean air. Matte finish with embossed and antiqued edges. Microwave, Dishwasher and Oven Safe.

Inner carton: 3pcs  
Master carton: 36pcs

ME2003-M135S3







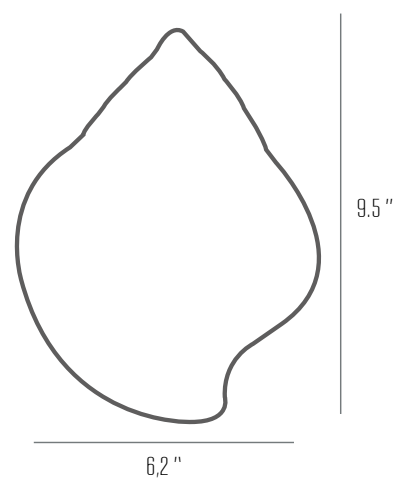


## 3pc Conch Bowl - Mixed Colors

The Mediterraneo Collection will bring that famed Italian coastal breeze to your table like a breath of fresh Mediterranean air. Matte finish with embossed and antiqued edges. Microwave, Dishwasher and Oven Safe.

Inner carton: 3pcs  
Master carton: 18pcs

ME2002-M225S3





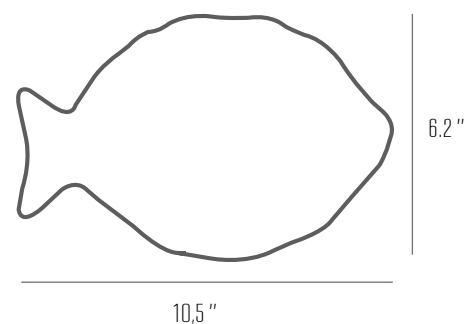


## 3pc Fish Bowl - Mixed Colors

The Mediterraneo Collection will bring that famed Italian coastal breeze to your table like a breath of fresh Mediterranean air. Matte finish with embossed and antiqued edges. Microwave, Dishwasher and Oven Safe.

Inner carton: 3pcs  
Master carton: 12pcs

ME2005-M225S3









# LOVED IN ITALY

## Behind the scenes

Offering a touch of freshness and elegance with Mediterraneo dinner set, this is what inspired us during the whole collection creation. Pastel colors and stylized although quite iconographic shapes is what we have chosen as guideline for the whole collection: not only fishes but also various shells and starfish.

What we wanted to create was a product to be suitable not only for fish dishes but also adaptable to simple, natural products like salads and side dishes or vegetables and you can have fun serving them onto sardine-shapes trays or shell-shaped pans.





# F O O D E S I G N

IL FASCINO DELLA TAVOLA. UN GESTO ELEGANTE. UNA SITUAZIONE DI PIACERE



# F O O D E S I G N

IL FASCINO DELLA TAVOLA. UN GESTO ELEGANTE. UNA SITUAZIONE DI PIACERE



## VENEZIA

LOVED IN ITALY

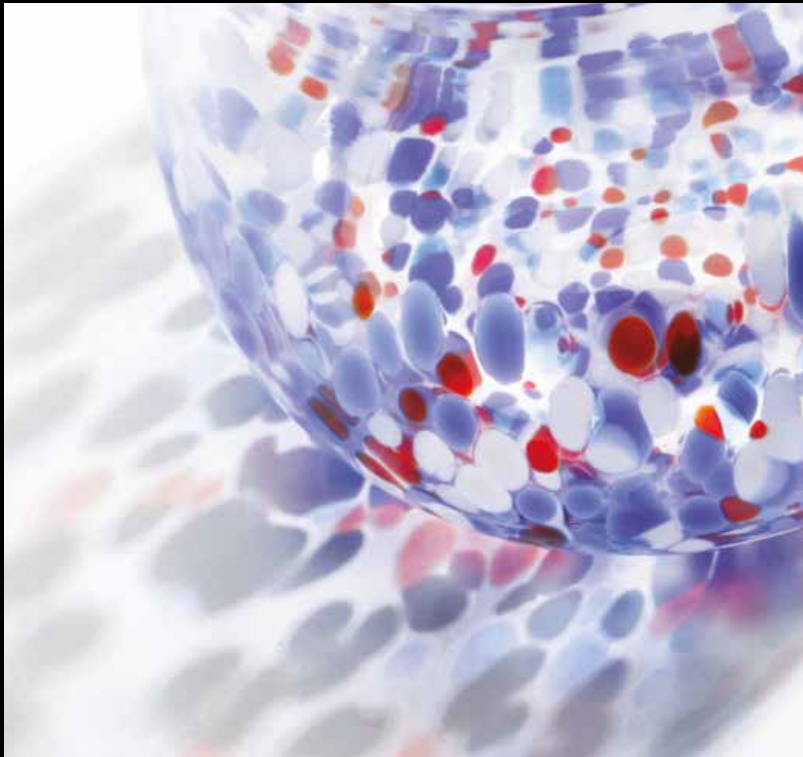
The background of the entire page is a photograph of two hand-blown glass vessels. The vessel in the foreground is a wide-mouthed jar or bowl, filled with a dense layer of small, multi-colored confetti pieces. The confetti includes shades of blue, green, red, yellow, and white. The vessel in the background is taller and narrower, also filled with similar confetti. The lighting is bright and even, highlighting the textures of the glass and the vibrant colors of the confetti.

# VENEZIA

---

Blown, hand-made glass. We suddenly thought about Venice due to its ancient glass art and in that right moment Venezia's carnival with its confetti popped out into our minds. A glass collection seeming to be dipped into a confetti flow. This effect is given thanks to a completely manual work carried out at very high temperatures very close to 1.480 °C (2,700 °F)

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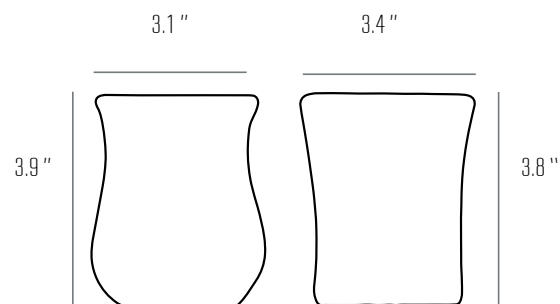


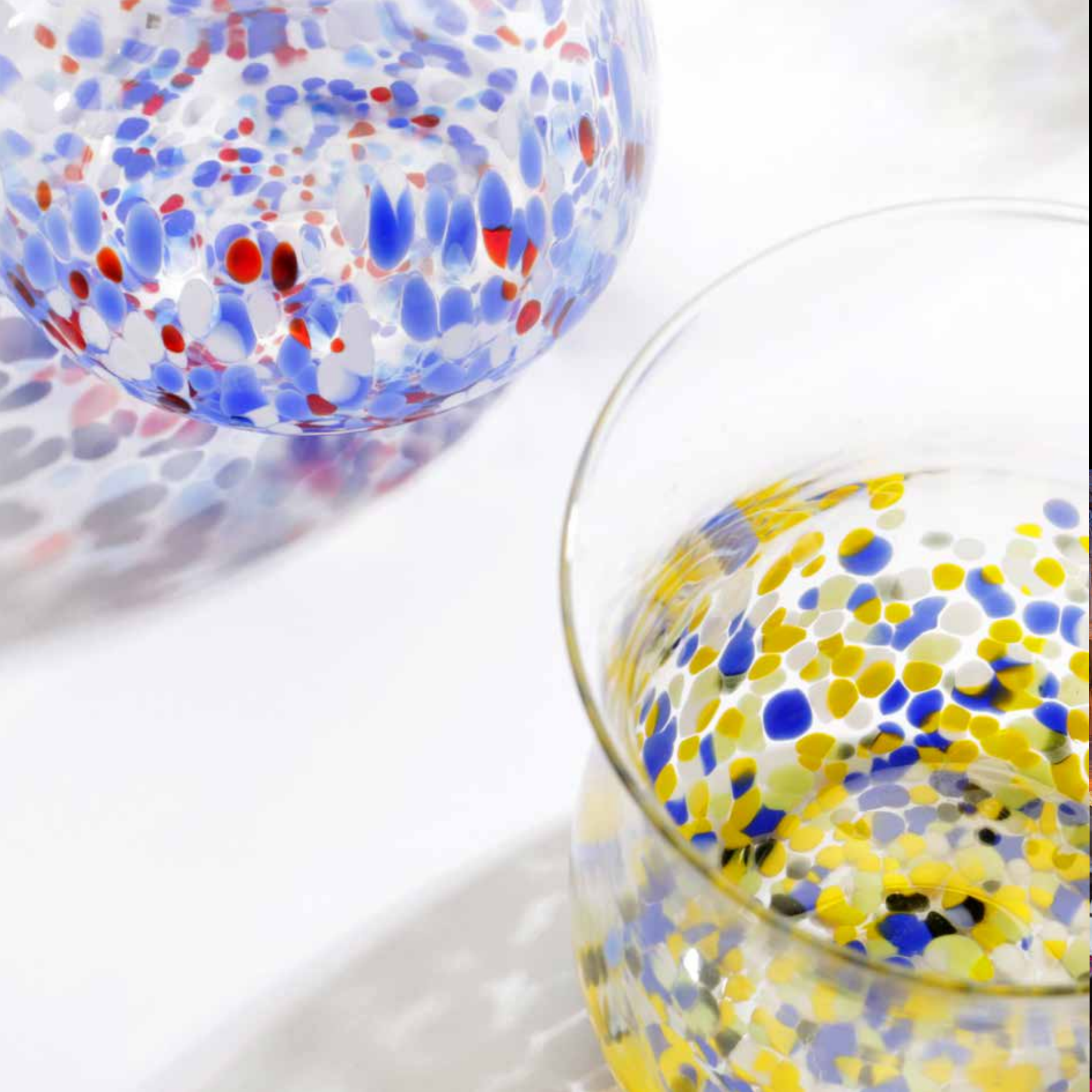
## Set of 4 Glasses

This collection of hand-made blown drinking glasses molded by artisans is our modern take on Venice's ancient art of glassmaking. This set contains two shapes with four different colorways that burst like confetti at a Venetian carnival. No single one glass will ever be the same, each unique in its own right. Dishwasher Safe.

Inner carton: 4pcs  
Master carton: 16pcs

VE2001-225S4







# LOVED IN ITALY

## Behind the scenes

The atmosphere of celebration, imagination and elegance. The crossing between the Art of glass masters, the masks and the confetti in the air. This is what is behind the scenes of the Venice glassware set.

Bright and brilliant colors remind the lights of the homonymous city reflecting on the shops windows. With this texture, so playful, we wanted to evoke confetti throwing in the air during carnival time.

Unique, with its elegant simplicity Venice is a set suitable for all the tables.





The background of the image shows two glasses filled with small, smooth, irregularly shaped stones or beads in various colors including blue, green, red, yellow, and white. The glass in the foreground is in sharp focus, while the one in the background is blurred. The text is centered over the image.

# F O O D E S I G N

IL FASCINO DELLA TAVOLA. UN GESTO ELEGANTE. UNA SITUAZIONE DI PIACERE



LOVED IN ITALY

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Kithen2Table  
235 Willams Street NW,  
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Division of  
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