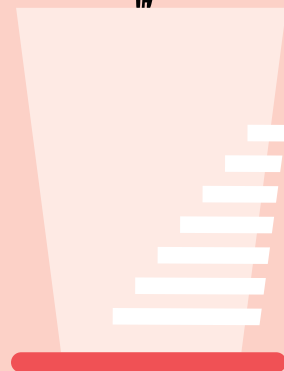
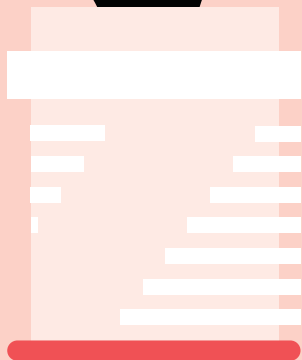
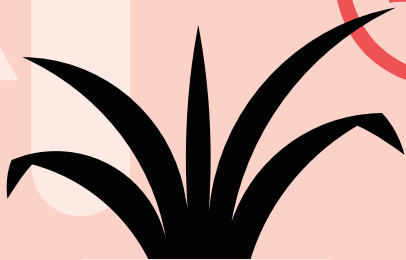
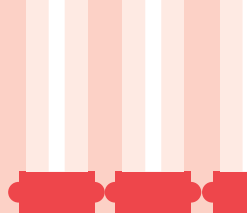
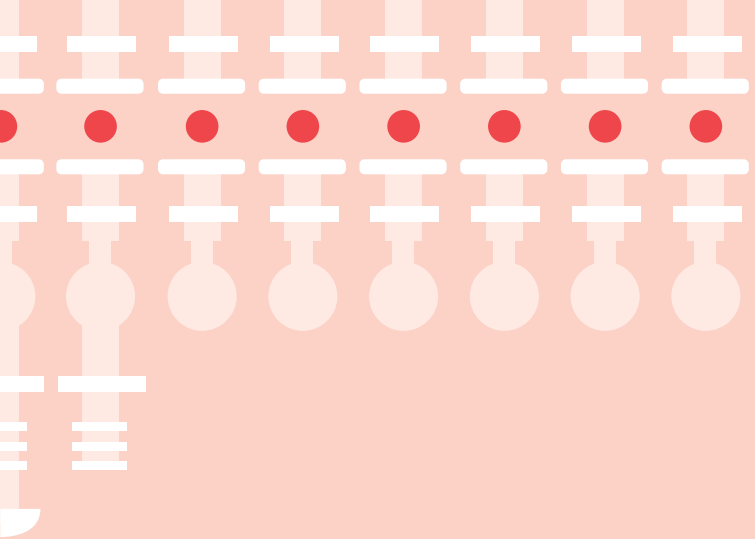


# Land

COLLECTION

dal 1919 <sup>100°</sup>  
**Poggi Ugo**  
Impruneta





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# Land

CELEBRATING 100 YEARS

dal 1919 <sup>100°</sup>  
**Poggi Ugo**  
Impruneta

Designed by  
**MASQUESPACIO**

Curated by  
**VALENTINA  
GUIDI OTTOBRI**

## Special thanks

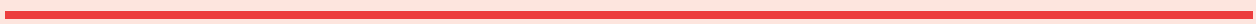
Messa in opera  
dell'installazione in  
collaborazione con /

Exhibition set-design in  
collaboration with:

**MOSAE**  
Milano Open Studio  
Architecture Engineering

Sponsor tecnici/  
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**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

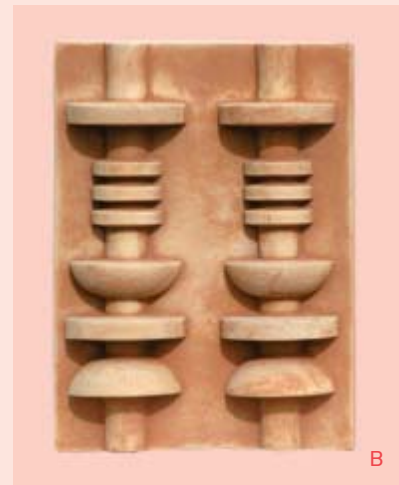
## CIRCLE WALL SCULPTURE

LAND COLLECTION

CELEBRATING 100 YEARS



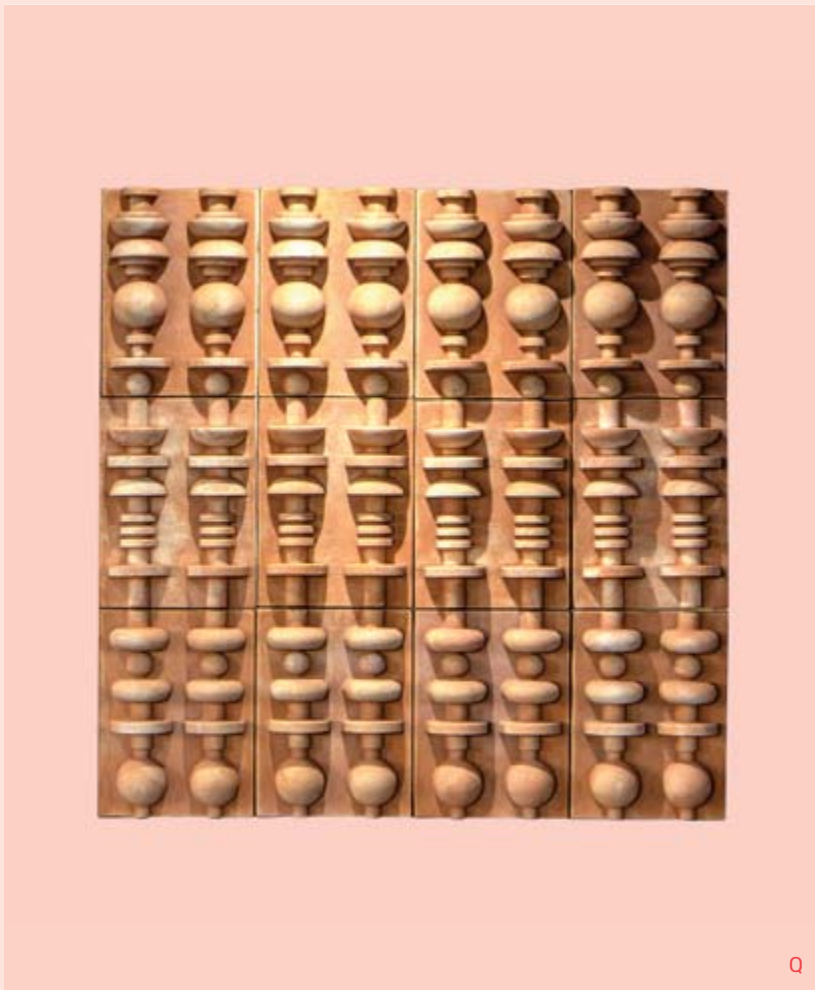
A



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







A



B



C



D



E



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

LAND COLLECTION

CELEBRATING 100 YEARS



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

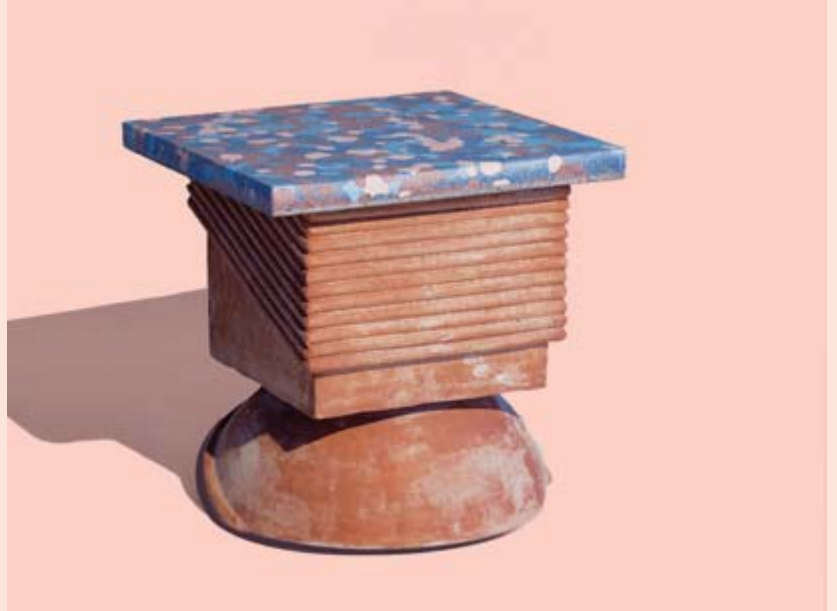
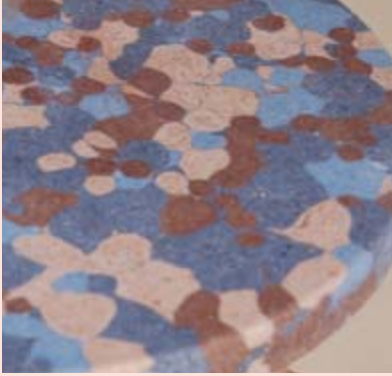






# Totem seats

## SITTINGS



MATERIALS: TERRACOTTA, SILIPOL

Trunk



3676



48 cm



43 cm



38 kg

2 separate pcs

Totem seat



3678



40 cm



40 cm



40 cm



32 kg

2 separate pcs

# Leaf chair

WRAPPED SEAT

LAND COLLECTION

CELEBRATING 100 YEARS



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



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



MATERIALS: TERRACOTTA, PAINTED METAL, SILIPOL

Area Vip



3970



150cm



192 cm



285 kg

6 separate pcs






# Forest trunks

TABLE



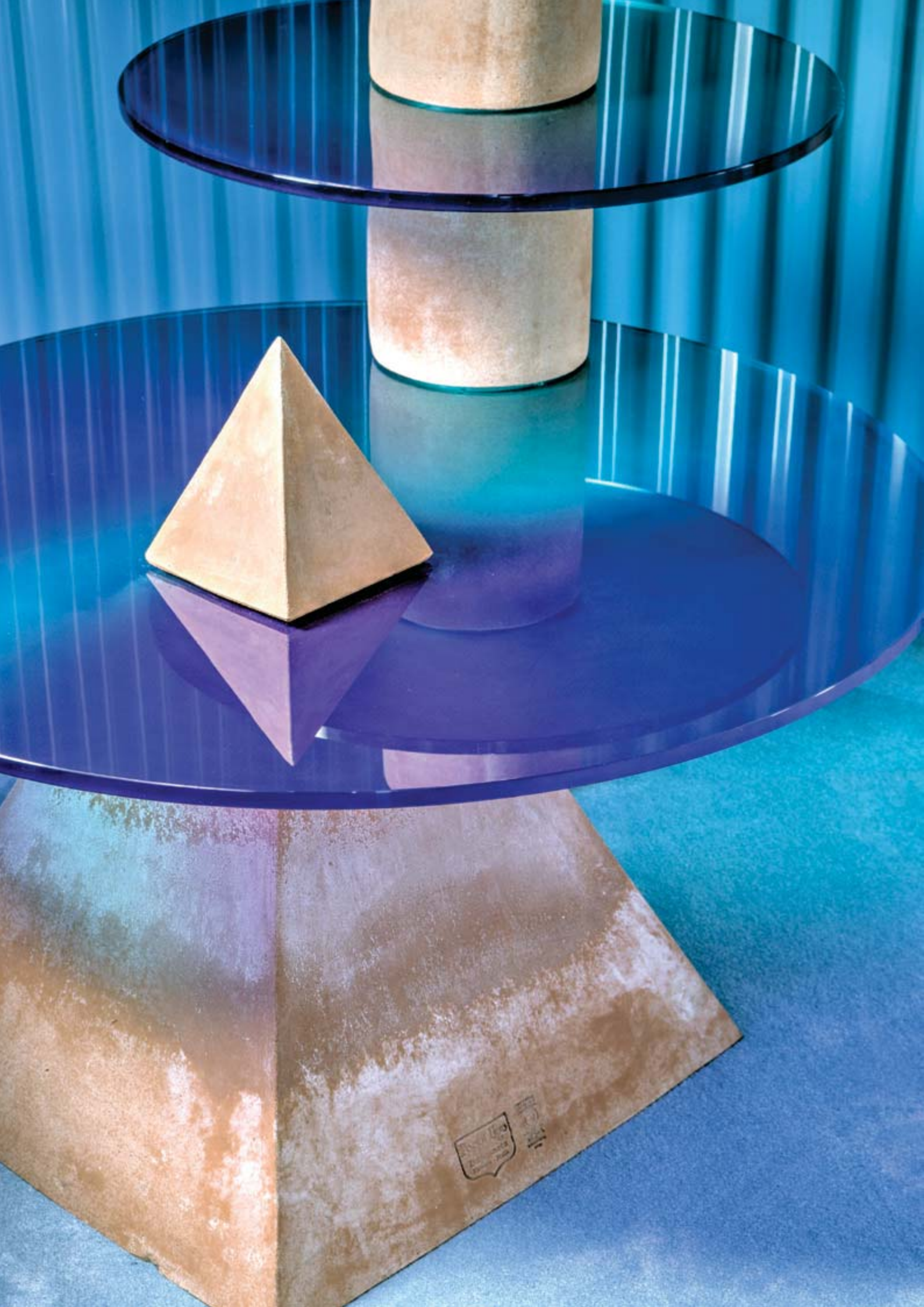
BACK-PRINTED CRYSTAL  14 mm



MATERIALS: TERRACOTTA, CRYSTAL







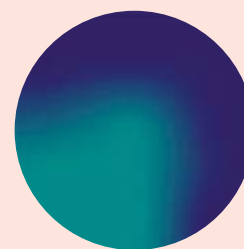
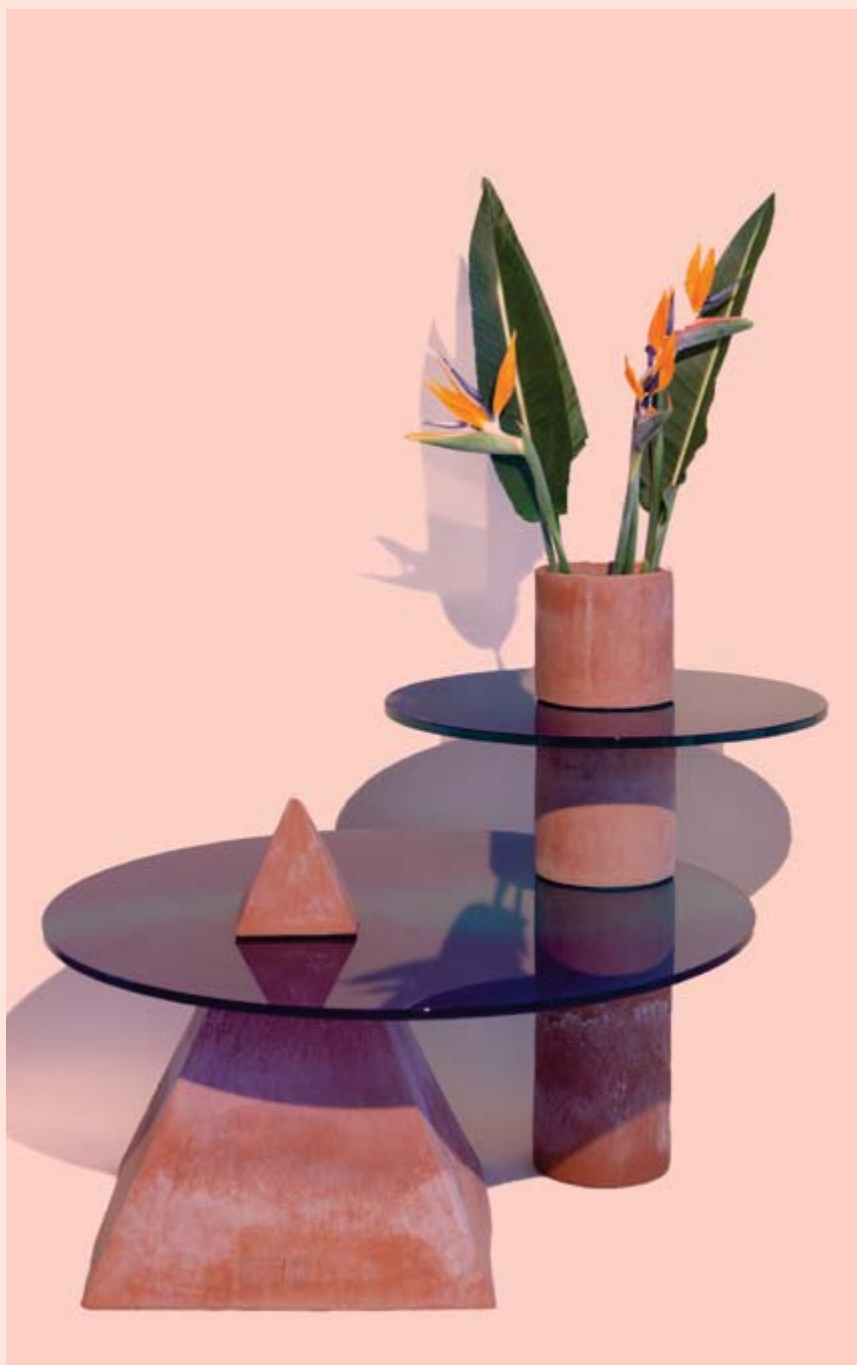



# Cheope table

COFFEE TABLE

LAND COLLECTION

CELEBRATING 100 YEARS



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

Poggi Ugo

Botanic bench



3688

180 cm

40 cm

60 cm

125 kg

7 separate pcs



# Eternal library

SUSPENDED MOBILE





LAND COLLECTION

CELEBRATING 100 YEARS







# Modern column

## COLUMN AND CACHE-POT



Vilungo column



2180C



41 cm



88 cm



26 kg

Semel



166D



40 cm



29 cm



17 cm



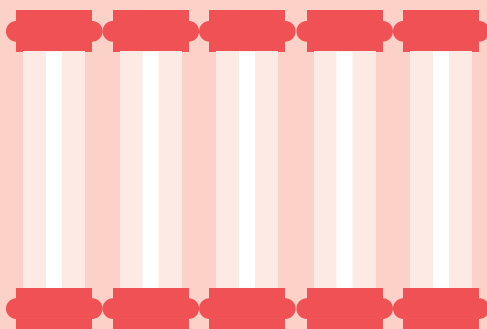
8 kg



11 L







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