

# THE PLACE OF WONDERS

## Experience available

Monday - Friday

On request

Experience duration

1.5 hour

*One week's notice of booking required*

## THE ART OF PORCELAIN WITH GINORI 1735

Porcelain and ceramics are Tuscan traditions gifted to us by the Etruscans. That many of the exquisite, patterned porcelain pieces we eat and drink from signed by the artisan who made them indicates how skill-intensive this work is. The name Ginori has been associated with premium Florentine porcelain production since 1735. To walk through this heritage brand's several enormous, airy workshops, filled with the hum of local artisans hard at work painting, firing, and casting precious porcelain pieces, fills you with wonder.

Ginori 1735 is deeply embedded in the Tuscan craft world and has always managed to keep its classic tradition alive while embracing innovation and collaboration. Gio Ponti himself became the manifattura's creative director in 1923. Future collaborations and artistic direction came from Italian visionaries like Aldo Rossi, Achille Castiglione, and Gucci's Alessandro Michele. A dedication to preserving craft, talent, and hard-honed skills is still evident today, with a robust internship program and two-hundred-and-fifty local artisans on staff, teaching the techniques and traditions of times past to the next generation of makers.



There's something emotional about seeing such a delicate craft in action on this scale. Each item, from espresso cups to large vases, is painstakingly labored over with skilled human hands. You really feel the weight of Ginori's history in their meticulous archive—a sprawling space filled with sculptures, molds, and individual works of art dating back centuries. As you walk through the series of workshops, winding up in the showroom surrounded by the fruit of so much careful labor, the feeling of pride and deep appreciation for the beauty and intricacy of the artisan's work is palpable.

