



Since 1839, Pigna has been the brand of notebooks made in Italy.

The *PdiPigna* collections are a mosaic of suggestions of Italian excellence, an invitation to observe the world with different eyes and to tell about oneself.

An island of analog beauty in a digital existence.

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Pigna: Italian notebooks since 1839

A notebook has a special place in our soul: it is where we put our thoughts in *bella copia*. A notebook is a trusted companion: as kids at school, and as adults when we wish to express feelings and emotions.

A notebook helps us perform, and keep our existence in order. Since 1839, Pigna is the brand of notebooks, made in Italy.



Crafts and industry: how fine paper is born

In Alzano Lombardo, near Milan, Italy, a highly prized paper was produced by hand as early as the 17th century. Starting from this tradition, in 1839 Paolo Pigna founded the company which brought together the historic

paper mills of that industrious territory. Cartiere Paolo Pigna was the first mechanized factory to merge craftsmanship and industry, and its notebooks entered millions of homes and united the newly-born Italian state.



From heritage to the present

A Pigna notebook is the creative mirror of its time, which it interprets and narrates on top quality paper. Starting from the logo, registered as a national asset and a historical trademark, Pigna has put the history of art and graphics on its covers. From this cultural heritage, that has renewed

itself for two hundred years, Pigna has expressed a new brand, PdiPigna.

PdiPigna comes to light today as the stationery brand that brings all over the world Italian beauty and quality. To help those who care for their precious thoughts and for the environment keep things in *bella copia*.



We are committed to *fatto bene*

In Italy we say that something is *fatto bene* when it is made with care, patience and passion. Like PdiPigna notebooks, that are designed and manufactured in Italy using only first quality Italian materials.

Fatto bene is our way of making things, our idea of quality. The quality of *what* we do and the quality of *how* we do it: caring for the environment, our people, collaborators, suppliers and customers.



We are committed to sharing Italian culture

With a firm, curator-like eye on art, design, architecture, fashion, Pigna has always played an active player within Italian culture and those who contributed to make it matter. Drawing on this standing within the creative world, *PdiPigna*

was able to develop exclusive partnerships with prestigious foundations, institutions, and companies and develop collections that, like a mosaic of suggestions, bring to you the beauty of Italian creativity.



We are committed to beauty

PdiPigna believes in beauty as tool to live a better life.

Because real beauty is not just a timely frill but a savvy way of interpreting the chaos around us, a human algorithm

to untangle life's contradictions and face its challenges. We all need a moment of peace in this frantic life: let's use beauty as a breathing, me-time...



We are committed to design

The art director of PdiPigna is Matteo Ragni. Twice awarded the prestigious Compasso d'Oro, Ragni is the representative of the

new generation of Italian maestros and brings to our brand the capacity to merge contemporary flavors with Italian heritage and quality.





We have done
our bit.

Now it's your
turn to curate your
thinking and select
what is worth putting
down on a *PdiPigna*
notebook, a piece of
Italian beauty in your
everyday life.





Notebook
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14,8 x 21 cm
Hardcover
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10,5 x 14,8 cm
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“Bringing
the Italian stylish
lightheartedness
– la Dolce Vita – into
our life, every day”

The Made in Italy concept was born in the 1950s, following the post war period and the economic boom. General taste was fed with fashion, design and creations of all sorts that popularized the idea of Italian

fatto bene and mixed it with a Dolce Vita feeling. Like the colored stripes of Pigna's *Bella Copia* collections, a hymn to an effortlessly stylish and carefree lifestyle dated from 1952.

Bella Copia







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thanks to Eihimo

“The secret of timeless elegance in the hypnotic, fantastic and rigorous patterns of one of the greatest Italian architects”

Gio Ponti

A great architect of Italian beauty, designer of skyscrapers as well as iconic and timeless furnishings, Gio Ponti has brought the decor of the ideal Italian home all over the world.

In his patterns imprint on ceramics there is the hypnotic fantasy that joins the mathematical rigor and embellish a hotel overlooking the Mediterranean Sea.







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made
in Italy
since
1839

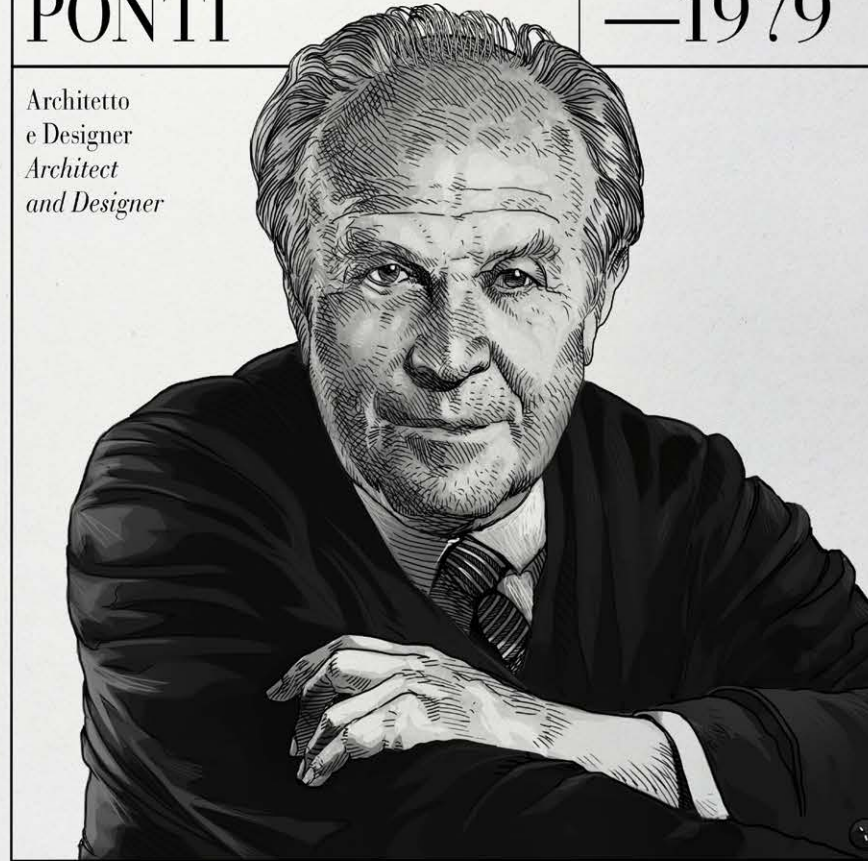
Considered the greatest architect of Italian beauty, well as iconic and timeless furnishings, Gio Ponti has brought the decor of the ideal Italian home all over the world. In his patterns imprint on ceramics there is the hypnotic fantasy that joins the mathematical rigor and embellish a hotel overlooking the Mediterranean Sea.

QUADE
DI

GIO
PONTI

1891
—1979

Architetto
e Designer
*Architect
and Designer*



Ha progettato di tutto, dai grattacieli agli arredi più iconici, e portato l'immaginario della "Casa all'italiana" nel mondo anche con la rivista *Domus*, da lui fondata: Gio Ponti è uno degli architetti più importanti del secolo scorso. Per questa copertina, *PdiPigna* ha scelto un pattern dalle fantasie ipnotiche e dal rigore matematico, usato da Ponti per decorare le pareti di un hotel affacciato sulla costiera Amalfitana.

Designer of skyscrapers and timeless, Gio Ponti is considered one of the greatest Italian architects, the creator of the global imagineering of the "Ideal Italian home" through the magazine he founded, Domus. The hypnotic fantasies merged with mathematical rigor that PdiPigna selected for this cover were used by Ponti on the ceramics decorating a hotel overlooking the Amalfi coast on the Mediterranean Sea.



“Simplicity is a
smoothened, perfectly
designed complexity”

Enzo Mari

Enzo Mari was one of the greatest Italian artists and designers. He searched for what is essential and for a truly democratic approach to

design. In 1963, his work for Danese Milano was focused on getting to the archetype of things around us and on sharing nature's purest forms.







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“Spirituality,
obsession and measure
turn a hard-drawn
pattern into a unique
art form”

The genius of Ettore Sottsass, artist and designer, founder in 1981 of the Memphis movement, has resorted to graphic patterns to create a dimension capable of overcoming the

contrast between nature and artifice. Like in *Bacterio*, the hand-drawn pattern obsessively repeating the decoration of an Indian temple, originally designed for Abet Laminati.

Ettore Sottsass





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“Technology and humanism united in a single object, the typewriter of the Italian brand that made history”

Since its foundation, at the beginning of the 20th century, Olivetti has been the Italian brand that first used design to dress technology and humanize it.

Designed in 1950, the Lettera 22 typewriter is an icon of modernity, allowing millions of people around the world to work and write with this portable office.

Olivetti



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Nero Oriente



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Bella Copia



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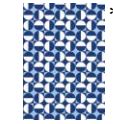
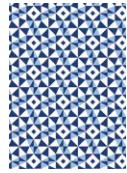
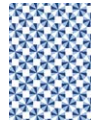
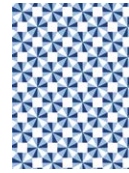
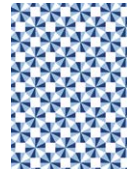
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Gio Ponti



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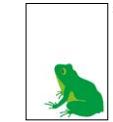
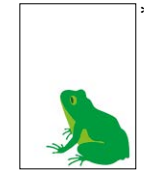
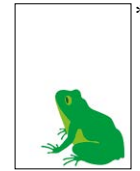
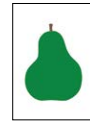
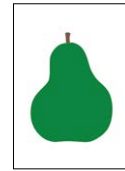
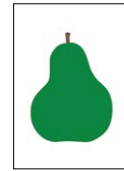
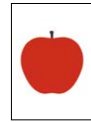
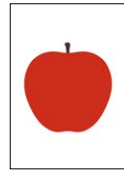
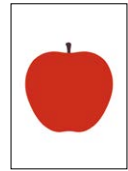
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*Coming Soon 2022

Enzo Mari



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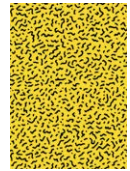
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Ettore Sottsass



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SOFTCOVER
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Olivetti



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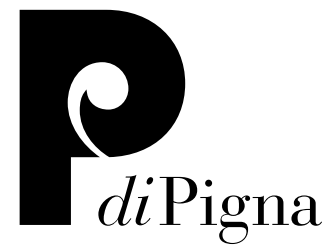
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