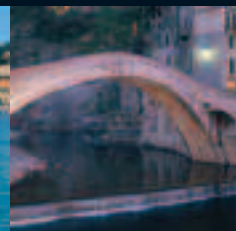
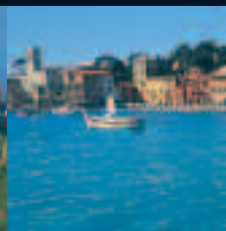
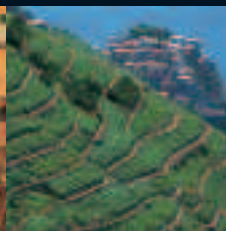
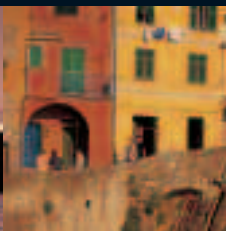


# Arts and Crafts of Liguria

*Simply Excellent*



**SAGEP**  
EDITORI



Palazzo Reale (Genova)

## AND TO THINK THAT SOME ONLY COME FOR THE SEA.

Of course, in Liguria the sea is capable of arousing strong emotions. But just try and turn round and amazing land will swing its doors open.

All year round, cities, towns and villages offer an array of initiatives thought to enhance and complete an already impressive cultural and an artistic heritage.

In Genoa, like everywhere in Liguria, festivals, exhibitions, as well as cultural, theatrical and music events are very frequent occurrences indeed.

And the many museums provide yet another opportunity to discover the local traditions and history, as well as international painting and art.



**LIGURIA**  
*terradamare*



ad/001 00

  
**Confartigianato**

**LIGURIA**

**LIVE YOUR BUSINESS. MARE LIG.**



A publication of Confartigianato Liguria (the Ligurian Association of Small Businesses and Craftsmen), this book is an additional tool for the promotion of the 'Made in Liguria' concept, its first edition focusing in particular on those craftsmen and small businesses which are not only capable of making products of great quality, but can also represent a cultural and tourist attraction.

The Liguria Regional Council has been championing the recognition of excellence in Liguria for many years, especially with regard to traditional quality arts and crafts, and that is why we felt it would be appropriate for us to support the idea of a Guide designed not only to promote the individual businesses and their products, in the context of their territories of origin, but also to point readers towards those workshops that open their doors to visitors, leading them through a journey of rediscovery of working methods that often originate from age-old traditions.

The Ligurian territory, from its coastal towns to its small inland villages, is dotted with thousands of craftsman's and small business workshops, and the "route of discovery" presented in this Guide can be yet another valuable instrument for the promotion of the Ligurian entrepreneurial fabric, as it continues growing in strength.

*Renzo Guccinelli*

*Executive Member for Economic Development at the Liguria Regional Council*



For many years now, Confartigianato Liguria has been striving to promote those businesses which still represent a reference point for our traditional arts and crafts.

Our region is dotted with a multitude of small, and sometimes very small, concerns, whose production methods are still very closely linked to tradition and whose products are very much unique in terms of their characteristics and quality.

The first edition of this Guide is intended as a sort of itinerary through those workshops, in the Ligurian provinces, that open their doors to visitors, giving us all, tourists included, the opportunity to 'live' through the origin and making of a high-craftsmanship product.

As a part of a series of activities designed to promote the 'Stile Artigiano' (Craftsman's Style) as well as the 'Made in Liguria' concepts - not only through the organisation of regional, national or international events - this publication is an effort to more effectively link our territory to its local products. The strengths offered by the Ligurian craftsmen and small businesses are perceived also by foreign markets, and that is why we felt it appropriate to translate this Guide, in an attempt to create a promotional tool that can be employed also outside the Italian territory.

*Giancarlo Grasso*  
President of Confartigianato Liguria

# Arts and Crafts of Liguria

*Style*  
PERSONAL PRODUCTS

*Style*  
HOME PRODUCTS

*Style*  
FOOD AND AGRICULTURAL  
PRODUCTS

*Style*  
SERVICES AND PUBLISHING

*Style*  
GIFTS AND FANCY GOODS

Today, more than ever, Ligurian arts and crafts are the expression of a unique 'Made in Liguria' style, whose main ingredients are, and have always been, a high product quality and a production system capable of combining traditional techniques with modern technology and contemporary taste. Craftsmen and small businesses are alive and active throughout the region, representing a weighty economic force and, most of all – as shown in this guide – an important means of tourist attraction in the effort of promoting the knowledge, love and appreciation of Liguria's highly-diverse artistic, cultural, and food and wine heritage.

Many are the initiatives and activities aimed at facilitating and supporting the consolidation of the craftsmen and small businesses sector, examples including the creation of the collective geographical brand 'Artigiani in Liguria' (Arts and Crafts in Liguria), protecting and promoting traditional quality arts and crafts through the regulation of production methods, the opening of LiguriaStyle.it, the new centre of excellence for Ligurian arts and crafts based at Palazzo Imperiale, in the heart of Genoa, and, last but not least, the inception of consortia designed to aggregate same-sector companies and strengthen their image.

This guide is a faithful representation of Liguria's lively arts and crafts sector and intends to offer a new and unusual way for visitors to get to know the Ligurian territory not only through its natural beauties, its many sites of cultural interest and its history, but also through the women and men whose passions and creativity have taken the traditions of this region to a very high level. This guide to the craftsman's and small business workshops open to the public is divided by province, with itineraries organised by geographical area and product type.



# Arte Rame

of Alessio Faccio

Via Celesia, 55, 119 r-117 r - 16161 Genoa - Tel./Fax 010 7457216

🕒 Monday to Friday, 8.30am - 12.00pm/3.30pm - 7.00pm

In Giancarlo Faccio's craft workshop, copper is still worked by following the traditional techniques applied by Giancarlo's grandfather, Alessio, as early as in 1860 and then handed down to Giancarlo through his father Giovanni. Tradition now goes hand in hand with new technologies, which allow to produce first-class and highly hygienic copper items for the restoration sector. The workshop is particularly appreciated for the polishing of marine equipment and objects, even those heavily damaged by corrosion, and for the satin-finishing of chandeliers and bed frames. Arte Rame has been entrusted with highly prestigious work orders even from overseas, thanks to its outstanding ability in the chasing and embossing techniques. Its most impressive works include the ship ventilators supplied to the US fleet and the internal fittings of a prestigious cruising ship. Several certificates bear witness to Arte Rame's participation in many professional trade fairs held in Milan, Florence, Verona, and Naples.



# Arteterra

of Ida Daniela Bennati

Piazza Pinelli, 27 r · 16124 Genoa · Tel/Fax 010 2518526

[www.arteterra.it](http://www.arteterra.it) · [info@arteterra.it](mailto:info@arteterra.it)

☎ Tue, Thu, Fri, 3.30pm-7.30pm; Wed, 10.00am-1.30pm; Sat 10.00am-1.30pm/3.30pm-7.30pm. Closed on Sun and Mon 🌐 English

“Arteterra” is the result of the passion Daniela and Massimo have in common, a passion that turns into shapes, colours, and matter. Their entirely hand-made products include, among other things: artistic, scented candles made using essential oils; traditional ceramic objects featuring bright colour contrasts; unique Raku ceramic objects; and jewels combining Raku ceramic, silver, semi-precious stones, and Murano glass, creating unexpected, highly charming effects. “Arteterra” also makes wedding favours: small objects that reflect the same care devoted to their “bigger brothers” and capable of enshrining the emotion of the very special day they have been created for.





# Il Gioiello

of Giulia Piana

Via G. Saracco, 27-33 · 16013 Campo Ligure · Tel./Fax 010 921176

dittapiomboilgioiello1@virgilio.it

🕒 From Monday to Saturday, 8.30am-12.30pm/3.00pm-7.00pm 🇫🇷 French

“Il Gioiello” can boast a thirty-year experience in the goldsmith’s craft and silverware sector. Giulia Piana’s jeweller’s workshop, located in the very heart of Campo Ligure, still preserves the art of gold and silver filigree crafting. The workshop is adjacent to the shop, and all jewels are entirely hand-made by applying traditional techniques. Jewels can also be created to the customer’s requirements and design.



# Romeo Viganotti

of Alessandro Boccardo  
 Vico dei Castagna, 14 r · 16123 Genoa · Tel./Fax 010 2514061  
 romeoviganotti@alice.it  
 ☎ 9.00am-12.30pm/3.00pm-7.00pm. Closed on Sunday 🇬🇧 English

Romeo Viganotti's Chocolate Factory was founded in Vico Castagna in 1866. In 1999 the last heir of the Viganotti family decided to retire and to leave the family's historical workshop to Alessandro Boccardo, who now keeps making chocolate and sweets by following the by-now hundred-year-old recipes and tradition of the chocolate factory. Even the decision to preserve the shop's appearance exactly as it looked a century ago bears witness to the new owner's will to preserve its uniqueness; the workshop, which is adjacent to the shop, still features late 19<sup>th</sup>-century/early 20<sup>th</sup>-century equipment that has remained fully operational to date. Besides traditional chocolates, the chocolate factory also proposes spicy, flavoured chocolates as well as a delicious chocolate spread.



## Arts and Crafts Tour *Province of Imperia*

The Imperia region is rightly renowned for its olive oil production and its full-bodied red called Rossese di Dolceacqua. This is the land of olive trees and vineyards, of story-tellers such as Italo Calvino, and of singer-songwriters and singers of *bel canto*, who meet every year in San Remo for the not-to-be-missed music festival. This is also the land of bizarre and ingenious artists, who have made of the old village of Bussana their ideal residence. The local craft work in the province of Imperia is, therefore, a seamless continuum between wisely grown and processed produce and artistic products.

The tour we suggest here follows the coastline of Imperia in search of the workshops and small businesses open to the curiosity of visitors. Starting from the east, you come across San Bartolomeo al Mare, where those with a passion for art combined with luxury will fall in love with the local goldsmith's art. In Imperia, you will be able to enjoy many local food specialties and buy quality shoes. Further inland, not far from the sea and amidst rows of vines and olive trees, you'll reach Dolceacqua and Badalucco, renowned for their high-quality PDO olive oil producers and for handcrafted pipes. Heading back towards the coast, you'll come across Taggia, Bussana, Sanremo and, finally, Bordighera. In each of these beautiful sea resorts you'll be able to find a perfect combination between art and the healthy pleasures of the table.



## *Domenico Romeo*

of Domenico Romeo

Via del Piano, 151 · 18018 Taggia · Tel./Fax 0184 476385  
[www.romeopipe.it](http://www.romeopipe.it) · [www.romeobriar.com](http://www.romeobriar.com) · [romeobriar@libero.it](mailto:romeobriar@libero.it)  
 ☎ 9.30am-12.00pm/2.30pm-7.00pm 🌐 English · French · German

The Romeo family has been involved in the production of briarwood pipes for 60 years, since the business foundation, in the 1950s, by Filippo. Today, his son Domenico cuts the precious briar blocks, which are then boiled and seasoned to make top-quality pipes. The craft of briar cutting, which has almost disappeared, is preserved and promoted with passion and love by Domenico, who attends many specialised trade-shows.

Today, thanks to its complete pipe-making business and contacts with the most famous national and international brands in the industry, the Romeo company gives some hope for the future of this unique craft with ancient roots and unknown to many.



# Laboratorio Bonifacio

of Riccardo Bonifacio

Via Brigata Liguria, 16 · 18038 Bussana di Sanremo · Tel./Fax 0184 514573

[www.laboratoriobonifacio.it](http://www.laboratoriobonifacio.it) · [info@laboratoriobonifacio.it](mailto:info@laboratoriobonifacio.it)

☎ Monday to Friday 9am-1.00pm/2.00pm-6.00pm 🌐 English

The “Laboratorio Bonifacio” opened after gathering a ten-year-long experience in restoration. Since 1995 it has been operating in the various fields of restoration and preservation of works of art, working for monuments and fine arts offices, state and church bodies, museums and private collections. The company does conservative and aesthetic restoration of paintings and canvases, both old and modern, frescos, polychrome wood sculptures, wooden artefacts and much more. The workshop’s professionalism – marked by the ongoing development and retraining of staff – experience and dedication have favoured the company’s growth, with state-of-the-art technology used side-by-side with the most traditional methods, which are still applied with excellent results.



# Olio Roi

of Franco Boeri

Via Argentina, 1 · 18010 Badalucco · Tel. 0184 408004 · Fax 0184 407800

[www.oliroi.com](http://www.oliroi.com) · [info@oliroi.com](mailto:info@oliroi.com)

☎ 8.00am-12.00pm/2.00pm-7.00pm. Closed on Sunday 🗨 English · French

The Boeri family makes extra-virgin olive oil in Badalucco, in the inland of Taggia, an ideal place for Ligurian olive-growing. They started their business in 1900, when Giuseppe Boeri rented an olive oil mill belonging to the local council and began to produce extra-virgin olive oil. Today, Franco has inherited his family business, and is projecting it into the future with a right balance between modernity and tradition. The Roi mill – owing its name to the dialect nickname by which the family is known – uses Taggiasca olives gathered from the olive groves growing on the terraced land of western Liguria and produces PDO extra-virgin olive oil as well as delicious pickled olives.



## Arts and Crafts tour *Province of La Spezia*

The highly-diverse handicraft tradition of La Spezia and its surrounds is characterised, among other crafts, by the working of wrought iron and, especially, by the production of artistic pottery and porcelain. The inspiration for the choice of colours and decorations is drawn from the enchanting landscapes and luxuriant vegetation blending in harmoniously with human creations: Porto Venere, the Cinque Terre and the islands of Palmaria, Tino and Tinetto – UNESCO World Heritage sites since 1997 – are true works of art. This land, a shelter and muse of poets like Petrarch, Lord Byron and Shelley, keeps charming tourists from across the world.

A visit to the craftsman's and small business workshops in and around La Spezia is an original way to appreciate this beautiful area in the eastern part of Liguria. Starting from the pottery of Monterosso and through fragrant olive groves and lemon trees, one reaches the villages of Brugnato – where it is possible to taste local fresh cheeses and learn about the working techniques of hard stones – Follo and, finally, Vezzano Ligure, both renowned for the presence of important photographer's studios. Those who'd rather not venture further inland, but would still like to take an indelible memory with them such as an artistic photograph, should head straight to La Spezia, where fashion shops, goldsmith's and artist's workshops can be found, with the possibility of enjoying a traditionally made beer. The tour ends in Sarzana, a picturesque hamlet still preserving traces of its mediaeval past, where one can enjoy a genuine handmade ice-cream or taste PDO (Protected Designation of Origin) extra-virgin olive oil.



# Fabbrica d'arte Monterosso

of Milla Celsi

Via V. Emanuele, 27 - 19016 Monterosso al Mare - Tel. 0187 817488 - Fax 0187 888119 - Laboratorio Via Roma, 9 - 19020 Monti di Pignone  
fabbricadartem@libero.it

🕒 Every day from 10am to 8pm. Closed in November, January, February 🌐 English

Milla Celsi's passion for stoneware, porcelain and earthenware has grown since 1982. Although over the years the creations by the "Fabbrica d'Arte Monterosso" have developed into new forms and colours, its traditional techniques have never changed, and in fact, they are still today an essential source of inspiration and reason for constant further studies. The ceramics made in this workshop with different clays, colours and glazes are absolutely unique, bearing witness to the high-quality craftsmanship of Liguria and representing a souvenir from Monterosso – one of the villages of the Cinque Terre, world-renowned for their extraordinary beauty – made with love, skilful workmanship and passion.





# *Fioravanti Fotografie*

of Mauro Fioravanti

Via Aurelia, 137 · 19020 Vezzano Ligure · Tel./Fax 0187 981288 · Mobile 392 7813415

[www.fioravantimauro.com](http://www.fioravantimauro.com) · [mauro@fioravantimauro.com](mailto:mauro@fioravantimauro.com)

☎ Open from Monday to Friday, 3.30pm-7.30pm · 🇬🇧 English

Since 1995 quality, creativity and professionalism have characterised this studio's activity: photography intended as a form of art and as an absolutely unique product of craftsmanship.

To be successful in this, a strong passion for one's job is needed: a passion based on the awareness that an image needs to firstly arouse emotions and communicate directly with the person observing it.

Mauro Fioravanti was selected at the 2007 National Geographic Photography Contest and at the 2007 Rotary Prize for Artistic Crafts; he was also chosen as Art Director for the "Vezzano fotografia" festival and the "Golfo Foto Festival La Spezia".



# Gemmi

of Fiammetta Gemmi

Via Mazzini, 21 · 19038 Sarzana · Tel. 0187 620165 · Fax 0187 627356

gemmi2004@libero.it

☎ 7.30am-1pm/3.00pm-8.00pm. Closed on Monday 🗣 French · English

This shop was established in 1855 by some famous Swiss confectioners who ran it until 1934, when the Gemmi family took over the business and redeveloped it. The careful choice of ingredients and the processing methods have characterised its activity since its inception. This ice-cream/confectionery shop has reason to boast a continuous search for excellence: flavours change, but quality remains. Among the most popular products is the *spungata*, a traditional dessert, whose thousand-year-old recipe may date back to Roman times, and has been passed down through generations, guarded with care. This sweet is filled with jam, wrapped in a pastry enriched with dried fruit, raisins and spices and is then baked in the oven. The splendid premises of the “Pasticceria Gemmi” are part of the “Historic Cafés of Italy”.



## Arts and Crafts tour *Province of Savona*

A point of excellence of Savona and its surrounds is represented by locally produced artistic pottery and majolica ware, with that from the Albisola area especially famous across Europe. Such creations can be admired in the numerous potteries, which unveil to visitors the fascinating art of clay and earthenware work resulting in valuable glazed objects, as well as along the sea promenade, entirely tiled with colourful pieces forming picturesque patterns. The pottery tradition draws inspiration from Arabic decorative art, reinterpreting this in keeping with local taste, with exquisite and original results.

Savona is the right place for lovers of goldsmith's art and fashion, who will be able to visit renowned goldsmith's workshops and fashion houses for first-hand experience of jewellery and garment making. From Savona, travelling up and along the Bormida Valley, you arrive at Altare, the town of blown glass. The expression "A la façon d'Altare" indicates the characteristic glass working method of Altare and includes many types of transparent glass objects that, over time, have become a typical way of expression used by the master glass-makers of the western coast of Liguria. Savona and its province also boast a rich food and wine tradition: from Varazze to Savona, through Sassello, Altare and Cengio further inland, many agricultural and food companies may be visited and typical local produce tried, including wine and liquor, all rigorously made following traditional methods.



# Averla lavorazioni Orafe

of Alessandro Averla

Via Verzellino, 54 r · 17100 Savona · Tel./Fax 019 8402305

[www.averla.lavorazioniorafe.it](http://www.averla.lavorazioniorafe.it) · [info@lavorazioniorafe.it](mailto:info@lavorazioniorafe.it)

🕒 Open on Tuesday, Thursday and Saturday, 10.00am-12.30pm/4.30pm-6.30pm 🌐 English

This goldsmith's workshop was established in 1997 by Alessandro Averla following his family tradition of jewellery making. Alessandro graduated from the art school of Valenza, is an expert gemmologist, and has a declared and solid passion for the creation of exquisite one-of-a-kind objects, which combine modern design with ancient craft techniques. In his workshop all types of jewels are handmade, letting creativity flow free. All pieces are unique and copies can only be authorised by the client for whom that particular piece was made. Visiting the Averla goldsmith's workshop means not only choosing a valuable object, but also, and in particular, seeing a dream come true and be moved by it: jewels are created under the eyes of customers, in their simple beauty.



# *Due mosche bianche*

of Stefania Fatta and Anya Kònokhova

Via Matteo Repetto, 39 · 17012 Albissola Marina · Tel. 019 4002089

[www.duemoschebianche.it](http://www.duemoschebianche.it) · [duemoschebianche@gmail.com](mailto:duemoschebianche@gmail.com)

🕒 From Tuesday to Sunday, 9.30am-1.00pm/4.00pm-7.30pm. Closed on Monday 🗨 English · Russian

After meeting and appreciating each other's work at Anna Osemont's dressmaker's workroom in Albissola Marina, in early 2008 Stefania and Anya decided to open together their own atelier, where they create haute couture clothes, with an eye to continuous experimenting combined with an accurate selection of high-quality fabrics. Their collection items are designed both as ready-to-wear designer clothes and as more exclusive tailor-made garments; the dressmaking style of "Due Mosche Bianche" is rapidly evolving into a recognisable and well-defined brand.



# *Soffieria Artistica Amanzio Bormioli*

of Raffaello Bormioli  
Via Paleologo, 16 · 17041 Altare · Tel. 019 58254  
bormioliraffaello@alice.it

🕒 9.00am-7.00pm. Closed on holidays 🌐 English · French · Spanish

Inherited in 1987 by brothers Augusto and Raffaele after the death of their father Amanzio, the Amanzio Bormioli artistic glass-blowing studio boasts years of daring, creative and playful experiments with the best glass products available today. Thanks to its peculiar properties, borosilicate glass (pyrex) allows to make one-of-a-kind objects, as it is the structure of matter itself which is modified, with no limit to fantasy and creativity.



# The Consortia



## CONSORZIO IL FONDACO DEI LIGURI (GENOA)

The "Fondaco dei Liguri" is a consortium consisting of six top-quality companies: Salumificio Parodi of Sant'Olcese, Azienda Agricola Valle Ostilla of Imperia, Pasticceria Barbieri of Montebruno, Andrea Bruzzone Vini of Genoa, Pastificio Fiore of Carasco, Rossi Selezioni

Dolciarie e Gastronomiche of Genoa.

The Consortium, which is based in Genoa, has the purpose of promoting the local products of Genoa and Liguria. It distributes to Germany, Austria, Switzerland, France, as well as, of course, across Italy. Among its specialty products are: fresh pesto, preserves and traditional sweets, which are presented in a beautiful "I Velieri" gift pack, where taste and elegance are perfectly combined.



## CONSORZIO MARITTIMO TURISTICO 5 TERRE-GOLFO DEI POETI (LA SPEZIA)

The tourist and maritime consortium of the 5 Terre-Gulf of Poets was created in 2000 by the sea transport companies operating for decades in the area of the 5 Terre and the Gulf of La Spezia, with the aim of establishing a single management facility for the local sea transporta-

tion, and, above all, for an adequate promotion of its services.

Indeed, over the last few years, the Consorzio Marittimo has distinguished itself both in Italy and abroad for its ongoing and professional promotion of the Province of La Spezia, its accommodation facilities and tourist transportation services.

The Consortium's 16 motor-ships guarantee links between La Spezia, Lerici, Portovenere, the Cinque Terre, and the villages along the coast up to Moneglia and Portofino.

In the high summer season, the Consortium employs about 80 people including onboard and shore personnel distributed in ten ticket offices and information points across the area of La Spezia.



## CONSORZIO RIVIERA SPECIALTIES (SAVONA)

Riviera Specialties is a consortium which gathers five companies of the Province of Savona operating in the food industry, with the aim of promoting their local products and territory on the international markets. The founders of this new entrepreneurial initiative are Giacomo Minuto from Minuto Caffè, Luca and Francesca Lavoratti from Lavoratti Cioc-

colato, Alessandro Pancini and Luca Graffo from Origine Liquori, Arianna Cavallaro from Le Bontà del Belvedere producing preserves, and Antonio Basso from the Azienda Agricola Durin producing wine and oil.

The Consortium has the objective of presenting its members' products together under the same umbrella of "Made in Liguria Quality Products" at major trade-shows around the world, through strong promotional and marketing policies, capable of highlighting their strengths.

The Consortium's products are all synergetic and complementary: in the selection of each company's product range, special attention has been paid to the creation of the widest possible choice, so as to meet the needs of international clients and respond to the competitive advantage of already existing and well-established companies.

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## Arts and Carfts in Liguria – Superior Class



Fontanabuona Valley slate  
Pottery  
Chocolate  
Lorsica damasks and fabrics  
Flower decoration  
Wrought iron  
Campo Ligure filigree  
Chiavari chairs  
Zoagli velvet  
Glass

In order to set apart, protect and promote Liguria's traditional quality arts and crafts, the Liguria Regional Council has created and registered the collective geographical brand 'Artigiani In Liguria' (Arts and Crafts in Liguria).

The brand allows to promote and set apart Ligurian workshops and their products, the result of unique and unmistakable mastery and creativity of a 'superior class'.

[www.artigianiliguria.it](http://www.artigianiliguria.it)



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Sale of local quality  
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Sale of Ligurian  
food and wine products

Cultural centre for the quality of life

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