

GINORI 1735

ITALIA





DOMUS

A PERSPECTIVE ON CONTEMPORARY LIVING.

Designed by Luca Nichetto for Ginori 1735

Rooted in Ginori1735's heritage and reinterpreted through Luca Nichetto's refined vision, Domus emerges as a coherent universe of forms, functions and gestures.

A collection that expands the language of contemporary living, where indoor and outdoor coexist seamlessly, transforming space into a fluid, sensitive narrative. Conceived to extend the Ginori universe beyond porcelain, Domus encompasses furniture, lighting and objects unified by a shared formal and material code. This continuity shapes a harmonious and instantly recognizable identity, where tradition and innovation intertwine to reinterpret material culture through a contemporary and poetic lens.

At the centre of the exhibition stands the iconic **LaVenus Chair**, presented alongside a curated selection of pieces displayed within a sequence of immersive rooms. Each environment expresses a different way of living the Ginori universe — from lounge to outdoor, dining to office — revealing how the collection naturally adapts to diverse rituals and atmospheres while maintaining a distinctive expressive language.

Throughout this journey, gestures, materials and proportions shift, interact and recombine, unveiling the versatility of Domus and its ability to define a new idea of everyday living: continuous, elegant and guided by a coherent, contemporary design language.



// index

DOMUS

COLLECTION

Click to discover more

CHAIRS

- > LaVenus Wireframe Lounge Chair
- > LaVenus Wireframe Dining Chair
- > LaVenus Wireframe Bar Stool
- > LaVenus Upholstered Swivel Chair
- > Volina Armchair
- > Volina Chair

ARMCHAIRS & POUFS

- > LaVenus Lounge Chair
- > Dulcis Pouf Small
- > Dulcis Pouf Medium
- > Dulcis Pouf Large
- > Dulcis Swivel Chair

TABLES

- > Arcis Side Table
- > Arcis Dining Table
- > Arcis Bistrot Table
- > Optique Coffe Table

LAMPS

- > Liora Portable Lamp
- > Trinitas Portable Lamp
- > Sideris Table Lamp
- > Conterie Floor Lamp

BOOKCASE

- > LaTour Shelving System

CARPETS

- > Tressia Carpet
- > Cromalia Carpet

COMPLEMENTS

- > Pillows

> LUCA NICHETTO

> GINORI 1735

> FIND US





// back to index

LaVenus

SEATING FAMILY

LaVenus translates the fluid softness of a shell into a contemporary, sculptural seat. Its enveloping silhouette becomes a gentle focal point within interiors, balancing lightness and presence with a refined, tactile character.

Alongside the upholstered lounge version and the upholstered swivel chair, LaVenus also appears in a metal wireframe interpretation, offered in different colors that highlight its graphic purity.

A soft cushion completes the piece, enhancing comfort without altering its essential geometry.

The family will further expand with a Dining Chair and a Stool, extending the same fluid, iconic language across multiple moments of living.





> **LaVenus** Wireframe Lounge Chair



> **LaVenus Wireframe Dining Chair**



> **LaVenus Wireframe Dining Chairs**



> **LaVenus Wireframe Bar Stool**



> **LaVenus Upholstered Swivel Chair**



// back to index

Volina

CHAIR & ARMCHAIR

Volina revisits the Thonet typology through a sculptural metal structure with a galvanic finish.

The detail nods to Ginori's rim-painting craft, adding a subtle signature to a chair designed for comfort, durability and visual impact.



> **Volina Armchair**



> **Volina Chair**

// back to index

LaVenus

LOUNGE CHAIR

LaVenus translates the fluid softness of a shell into a contemporary, sculptural seat. A piece that blends softness, elegance and a distinct sense of material continuity across the Domus collection.

Its enveloping silhouette offers a refined, tactile presence, creating a gentle focal point within interiors.



> LaVenus Lounge Chair





// back to index

Dulcis

POUF FAMILY

The **Dulcis** poufs reinterpret the rounded shapes of Ginori's historic favors through a soft, sculptural language.

Handcrafted with gentle, enveloping lines, they transform an intimate gesture from the manufactory's tradition into contemporary objects designed to bring warmth and tactility into living spaces.

Available in three harmonious volumes, they introduce rhythm, softness and quiet continuity within the Domus universe.

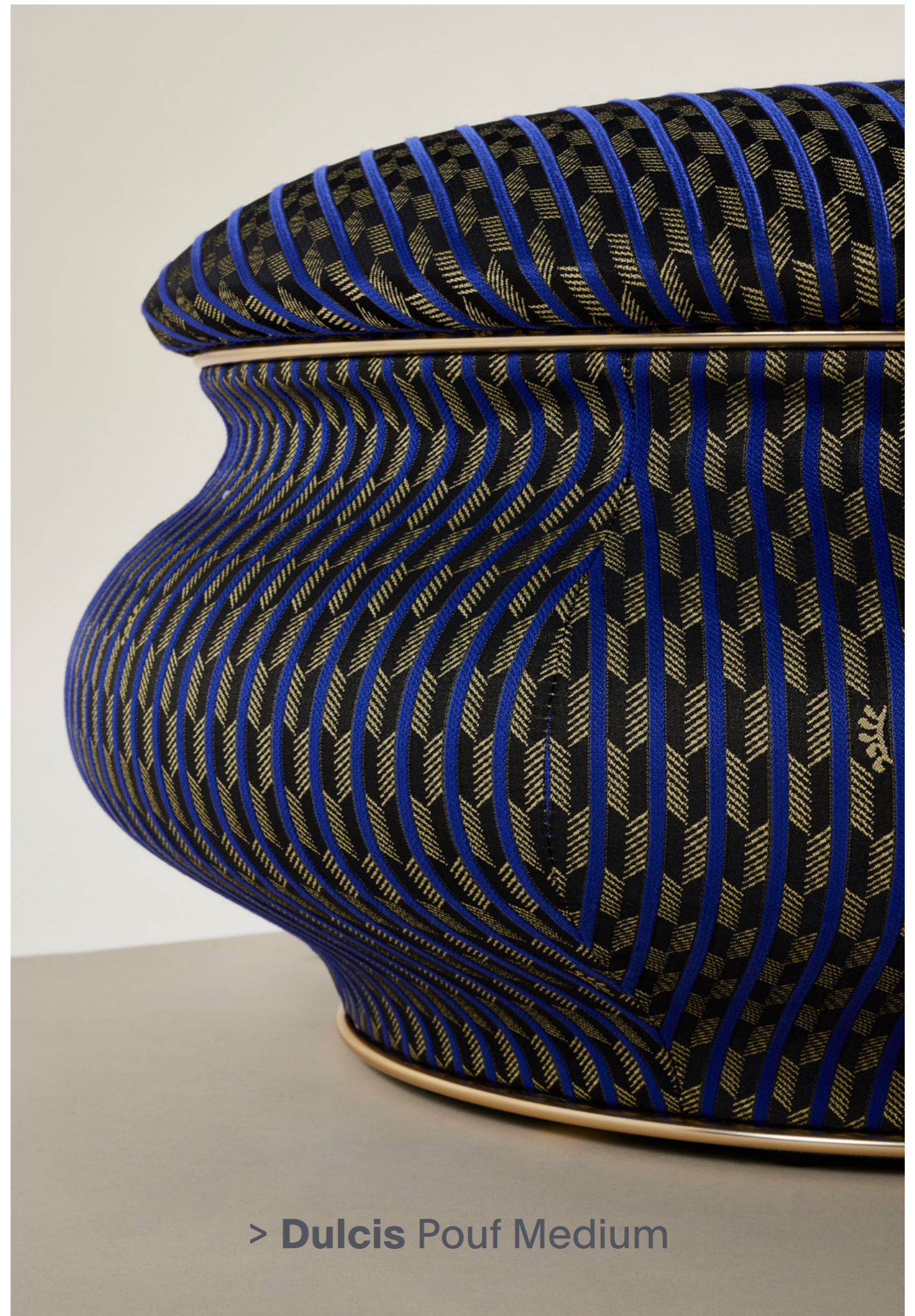






> **Dulcis Pouf Small**





> **Dulcis Pouf Medium**



> **Dulcis Pouf Large**



> **Dulcis Pouf Swivel Chair**



// back to index

Arcis

TABLES

A family of tables that amplifies one of Ginori's signature forms - the cap of the coffee cup - transforming it into a sculptural, architectural element.

The Bistrot Table is designed with a metal base, offering a more agile and durable option for hospitality settings.





> **Arcis Side Tables**



> **Arcis Dining Table**



> **Arcis Dinig Table**





> **Arcis Bistrot Tables**



// back to index

Optique

COFFEE TABLE

Side table with removable top crafted from prime grain black leather.
Available in two different heights.





// back to index

Liora

PORTABLE LAMP

Liora reimagines the Renaissance bugia candleholder as a sculptural, contemporary light.

Compact and tactile, it features a gold-finished inspired by the rim of a Ginori coffee cup and a small handle that recalls the intimate gesture of lifting it.

A poetic, versatile object conceived for both indoor and outdoor use.





// back to index

Trinitas

PORTABLE LAMP

Trinitas is a luminous composition built from three glass elements resting on a porcelain base.

The interplay of different Murano techniques creates a subtle material rhythm, while its portable nature makes it a versatile presence that accompanies daily gestures throughout the home.





// back to index

Sideris

LAMP

Sideris presents a poetic dialogue between materials: a porcelain hand supporting a softly glowing glass sphere.

The contrast between the matte surface and the luminous globe creates an intimate, sculptural light capable of enriching interiors.





// back to index

Conterie

FLOOR LAMP

Conterie is a vertical sequence of porcelain and hand-blown glass elements, forming a slender and refined column of light.

The variations in texture and transparency generate a delicate vibration, making it a luminous marker that brings elegance and rhythm to interiors.





// back to index

LaTour

SHELVING SYSTEM

LaTour is a vertical architecture defined by the purity of its metal structure and the presence of porcelain shelves.

Light, linear and self-standing, it balances function and sculptural clarity, bringing a refined sense of order into contemporary spaces.





// back to index

Tressia

CARPET

A sculptural monochrome weave inspired by the architectural rhythm of Ponti's Stuoia.

The pattern has been enlarged and reinterpreted with a three-dimensional effect achieved through pile cutting.

The concept allows multiple carpets to be combined, creating color blocks that define larger areas with a sophisticated visual impact.



// back to index

Cromalia

CARPET

Cromalia is defined by soft, abstract shapes that translate the language of the collection into a calm, graphic surface.

Available in three tonal codes - Neutral, Warm and Cold - it brings depth and softness to interiors, enhancing the atmosphere around the Domus collection without ever overpowering it.



// back to index

Pillows

The Domus pillows transform Ginori's jacquard fabrics into soft, tactile surfaces for contemporary interiors.

Their essential forms and graphic weaves introduce warmth and material depth, completing spaces with quiet sophistication.



// back to index

LUCA NICHETTO

Born in Venice and raised on the island of Murano, Luca Nichetto grew up immersed in the gestures, tools, and materials of Venetian craft.

After graduating in Industrial Design from IUAV (Istituto Universitario di Architettura di Venezia), his path into the design world began through direct encounters: the first ones were with glassmaker Salviati, and during a formative internship at Foscarini, which soon evolved into a consultancy in research and development.

In 2000, he started working as a freelance designer, collaborating with various brands across the Venice area. In 2006, he founded Nichetto Studio to explore a more personal and intuitive approach to design, based on balancing industrial precision with emotional depth. Five years later, in 2011 he opened a second studio in Stockholm, blending Italian heritage with Nordic sensibility and expanding his perspective as an international designer.

Luca's work has been featured in leading global publications and exhibited in museums and cultural institutions around the world. Many of the pieces he designs - together with his team - are now part of permanent collections and homes worldwide.

Over the years, he has received numerous international design awards and collaborates with global brands across product, interiors, fashion, and lifestyle, often serving as art director and creative advisor.



// back to index



GINORI 1735

ITALIA

Ginori 1735 is a historic porcelain manufactory and an international reference in the luxury and lifestyle landscape. Founded in Florence, the Maison has expressed Italian excellence in pure porcelain and design for over three centuries, through a language that combines culture, craftsmanship and a contemporary vision.

Part of the Kering Group since 2013, Ginori 1735 develops collections for the table and living, art objects and gifts, as well as hospitality and dining projects under the Café Ginori concept, reinterpreting its cultural heritage in a contemporary key.

At the heart of the Florentine Manufactory, artisanal savoir-faire engages with advanced technologies, in a balance between craftsmanship and research. The Ginori 1735 crown, which marks each creation, stands as its distinctive symbol.

The brand is present with monobrand stores in Florence, Milan, Paris, London and Seoul, and is selectively distributed across major international markets. Ginori 1735 is also active online through an e-commerce platform reaching over 30 countries worldwide.



// back to index

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Ginori is present in over
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and restaurants.

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