

Experience Lladró Design at Salvioni Milano Durini

On occasion of the Milan Design Week, the concept store in the heart of Milan unveils a fully immersive atmosphere to showcase the most innovative collections by Lladró, as the porcelain designs brand celebrates its 70th anniversary

April 14, 2023 – During the Milano Design Week 2023, Lladró will make its way to Milan to showcase its contemporary handcrafted porcelain and impress the design community with its artistic flair. The Lladró Design line, featuring the brand's most innovative designs and partnerships, will be showcased at the Salvioni Milano Durini concept store. The showroom, situated in the heart of Milan on Via Durini 3, will exhibit a distinctive range of products from April 17, highlighting the brand's groundbreaking ideas and providing visitors with a glimpse into Lladró's creative and artisanal processes.

The unveiling of Lladró's latest collections Salvioni Milano Durini also aligns with the celebration of the brand's 70th anniversary of revolutionizing the porcelain industry, demonstrating that the Valencia-based company is still committed to breaking conventions and exploring new creative avenues. Lladró's history is characterized by an array of exceptional pieces crafted from a natural material with immense expressive potential, a result of their constant experimentation in pursuit of fresh forms, colors, textures, and sources of inspiration.

The list of cutting-edge pieces by Lladró Design showcased at Salvioni's showroom is a result of an ongoing dialogue between porcelain and design. The selection boasts a range of nature-inspired and animal-themed series, as well as a globally acclaimed collaboration with the Spanish artist Jaime Hayon.

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LLADRÓ DESIGN & ANIMAL KINGDOM INSPIRATION



Origami Collection

The Origami Collection is a striking combination of Japanese paper-folding art and Lladró's porcelain expertise. The collection highlights the intricate folds and delicate lines of origami in three-dimensional form. The collection features the Origami Dragon, a stunning piece created to celebrate Lladró's 70th anniversary and limited to only 777 units. Along with the Origami Dragon, the collection features the Origami Panther and Elephant, both available in eight different colors, including gold, silver, black matte, black glossy, white, red, blue, and coral. These pieces are crafted to the highest standards, ensuring a truly unique and breathtaking display of artistry.



Fierce Portraits Collection

The Fierce Portraits Collection showcases the powerful and majestic spirit of the animal kingdom. The collection includes a range of animal masks, each featuring intricate detailing and lifelike expressions that capture the essence of the animal portrayed. The limited edition Lion Mask is a standout piece, with only 400 units produced, and features the unmistakable mane and piercing eyes of this incredible Wild Nature creature. The collection also includes Monkey, Owl, Antelope, Tiger, Lion, and Buffalo masks mixing white, black and gold luster.



Boldblack Collection

The Boldblack Collection pays tribute to the beauty and majesty of some of the world's most incredible animals. The collection features a range of animal sculptures, each crafted in black porcelain to highlight the intricate details of the animals depicted. The Owl, Elephant, Rhino, and Macaw sculptures are breathtaking pieces that capture the grace and power of these magnificent creatures.



Boldblue Collection

The Boldblue Collection is a limited edition collection that showcases Lladro's porcelain artistry in exquisite detail. The collection includes Mummy Bear and Babies, Koi, and Penguin Family sculptures, each crafted in blue-gold porcelain to highlight the stunning beauty of these animals. The Mummy Bear and Babies sculpture is a heartwarming depiction of a mother bear and her cubs, while the Koi and Penguin Family sculptures capture the playful and whimsical nature of the scenes.



Awesome Insects Collection

The Awesome Insects Collection is a colorful tribute to the diverse world of insects. The collection includes Bee, Dragonfly, Hercules Beetle, Rhinoceros Beetle, and Grasshopper figurines, each crafted with meticulous attention to detail. The figurines are available in both white matte and colored versions, and feature lifelike details that bring these incredible creatures to life.



The Parrot Party Collection

The Parrot Party Collection is a playful and vibrant series that celebrates the beauty and vibrancy of parrots. The collection includes a range of pieces, including the Parrot's Scented Treasure, Parrot Parade Vase, Parrot Romance Plate, and Parrot Vanity Mirror, each available in blue and coral. The Parrot's Scented Treasure is a stunning display of craftsmanship, featuring a handcrafted parrot atop a porcelain box that emits a delicate fragrance. The Parrot Parade Vase, Parrot Romance Plate, and Parrot Vanity Mirror are equally stunning pieces that capture the playful and vibrant spirit of these birds.



Face to Face Collection

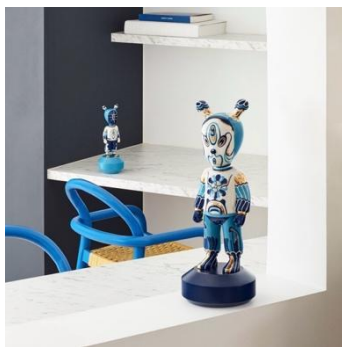
The Face to Face Collection captures the beauty and majesty of birds. The collection features Toucan, Sparrow, and Hummingbird figurines, each crafted with delicate attention to detail. The Toucan figurine is a standout piece, capturing the distinctive beak and colorful feathers of this incredible bird. The Sparrow and Hummingbird figurines are equally stunning, showcasing the grace and beauty of these creatures in exquisite detail.

JAIME HAYON COLLABORATIONS WITH LLADRÓ



Embraced

Embraced is the name given to a collection portraying a charming character hugging himself. In the words of the artist, *"it represents to perfection the idea of looking after yourself."* In this handcrafted creation Hayon was looking for the beauty of the form and, more particularly, meaning and symbolism. Jaime Hayon's new collection for Lladro represents hope and optimism, and reminds us of the importance of loving ourselves, our dreams and challenges. Embraced is available in three versions, one limited-edition decorated with Hayon's signature motifs and the others in soft monochrome pink and yellow.



The Guest

Unexpected, captivating, unique...The Guest is a project that opens the doors to the collaborations with external artists. Using The Guest platform, Lladro invites renowned artists to give a distinctive personality to this original porcelain creation. Through it, the mastery of Lladro's artisans has joined Supakitch, Henn Kim, Ricardo Cavolo, Paul Smith, Tim Biskup, Devilrobots, Gary Baseman, Rolito... This initiative responds to Lladro's vocation to make room for the creativity of the brand's internal designers and external artists who bring new ideas to the world of porcelain. Thus, The Guest becomes a blank canvas to tell stories from the hand of a world leading brand in the creation and marketing of artistic porcelain.



The Fantasy

Launched in 2008, The Fantasy was the first collection that the designer conceived for the brand. The studied combination of Lladro's usual themes and the magic of the unexpected that characterizes Hayon materialized in original objects that, beyond their decorative power, awaken the viewer's fantasy. The Fantasy series includes pieces —some of them in limited series— such as: The Lover, The Love Explosion, The Masquerade, Conversation vase, The Family Portrait, The Rocking Chicken Ride, Cactus or Clown Lamp.



All the pieces presented at Salvioni Milano Durini are designed and painstakingly handcrafted by Lladró artists in Valencia and can be purchased in Lladró boutiques, in authorized points of sale and in the online store www.lladro.com.

LLADRÓ DESIGN at SALVIONI MILANO DURINI

Via Durini, 3

Lladró, 21st-century porcelain

For seventy years, Lladró has deployed its unparalleled know-how in the field of porcelain in its only factory in the world, in Valencia. Each piece is delicately made by sculptors and artisans in an entirely handcrafted process that combines age-old techniques with its own unmistakable palette of colors. Lladró also explores the vast creative potential of porcelain in collaborative projects with renowned contemporary artists and designers. The brand's universe embraces sculptures, lighting, objects for the home and interior design as well as fashion accessories. Famous all over the world, Lladró is an ambassador for Spain in the over 120 countries to which it exports its creations through a select network of its own boutiques and distributors.

For more information:

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