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Lenci

Ceramics from the Giuseppe and Gabriella Ferrero Collection

Silvana Editoriale

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- The Ferrero Collection is the most important collection in the world dedicated to the Lenci Manufacturing company

The glorious Manifattura Lenci of Turin is the protagonist of this volume, which presents one hundred and fifty works belonging to the Ferrero Collection. Small plastics and decorative sculptures have made the fortune of this historical manufacture, first active in the field of cloths and dolls, for 'toys in general, furniture, furnishings and children's clothing', and subsequently, since 1927, in the ceramic sector. The Lenci production was inspired by the fashion magazines of its time, between customs and bon ton, reflecting the taste of an era and a society, which had identified in its products the bourgeois status symbol. Lenci was characterised over the years by the creative contribution of important artists such as Sandro Vacchetti, Elena Konig Scavini, Marcello Dudovich, Gigi Chessa, Mario Sturani, and Abele Jacopi, who made the ceramic production unique and inimitable. In 1934 Sandro Vacchetti, former artistic director of Lenci manufactory, founded the successful Essevi ceramics, which follows in the footsteps of Lenci and constitutes a continuation of their style.

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