



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.

2022

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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 note-books 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

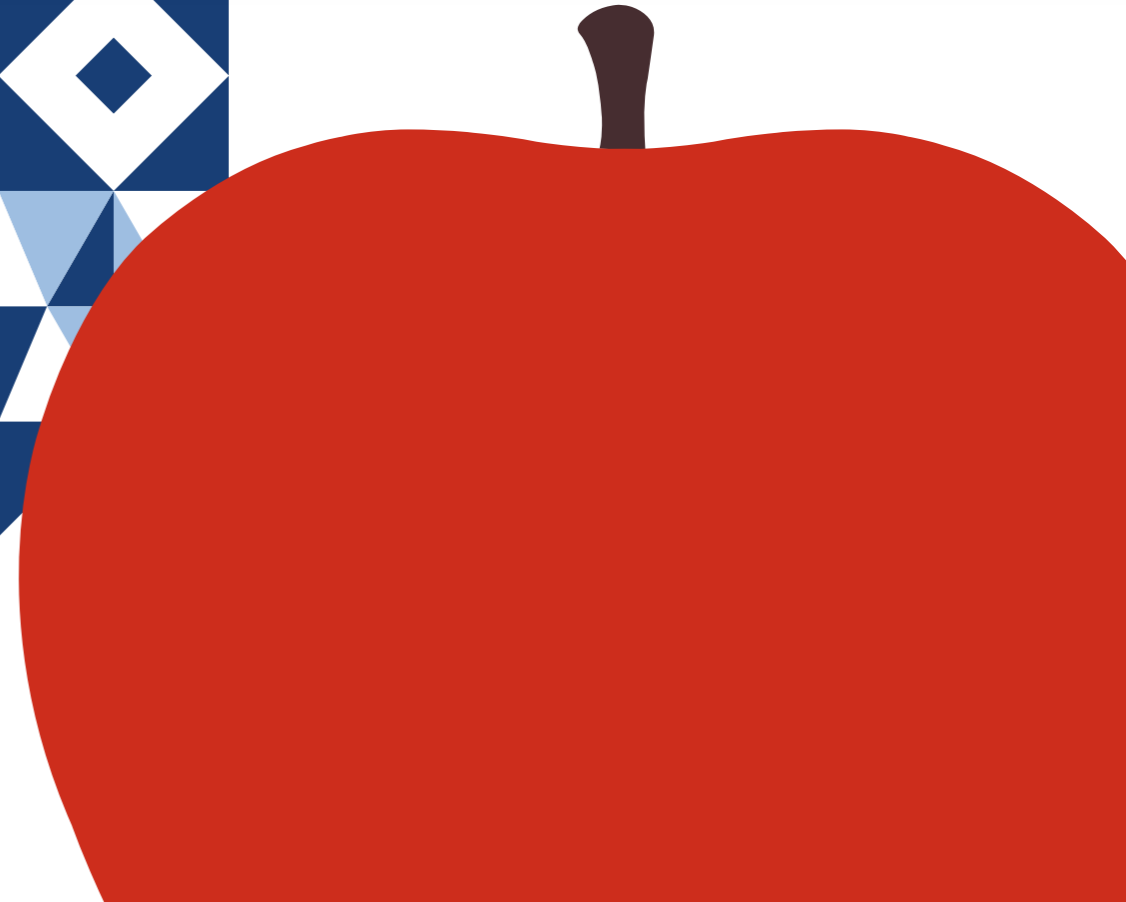
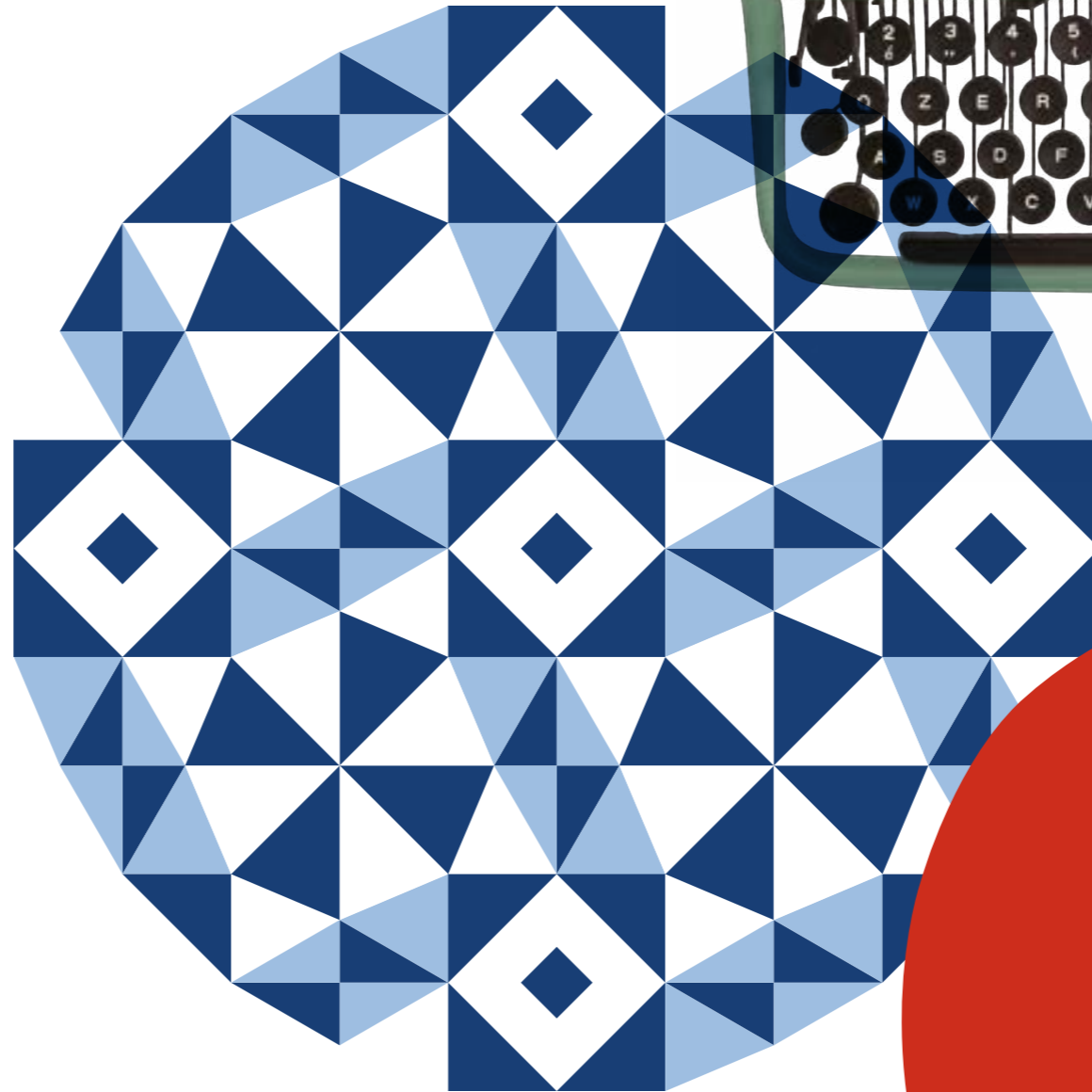
to untangle life's contradictions and face its challenges. We all need a moment of peace in this frantic life: let's use beauty as a breathing, me-time...



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.



“The Task of the designer is to create a relation between objects and who uses them.

Weave a thin thread of mutual respect between people and things. Teach us to place in them emotions, thoughts and rituals capable of withstanding the challenge of time. Designing tools for

writing and self-expression is, in this sense, a perfect exercise to challenge a designer. For *PdiPigna* I gave shape to universal and at the same time intimate values, such as the desire to tell and tell about

oneself: beauty, dexterity, pleasure of writing, attention to detail. In fact, giving shape to an Italian spirit that is at the same ancestral and contemporary time”.

Matteo Ragni





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.



Just like when we spot a person who charms us and it is impossible not to turn around for a last curious sight...

From the international magazines to limited collection fashionable is a short step - or rather stretch. Unique. The illustrator Olimpia Zagnoli interprets the Italian style with soft shapes and

chameleon-like colors, drawing two fancy, curious and irresistible characters, that we could meet at the tram stop, seated in the front row at a fashion show or behind the counter of a bar.

Olimpia Zagnoli



Available notebook:

14,8 x 21 cm
Hardcover
Softcover

14,8 x 21 cm
Singer sewn

9 x 14 cm
Hardcover
Singer sewn

Available diary:

14,8 x 21 cm
Hardcover

9 x 14 cm
Hardcover



front

back



front

back





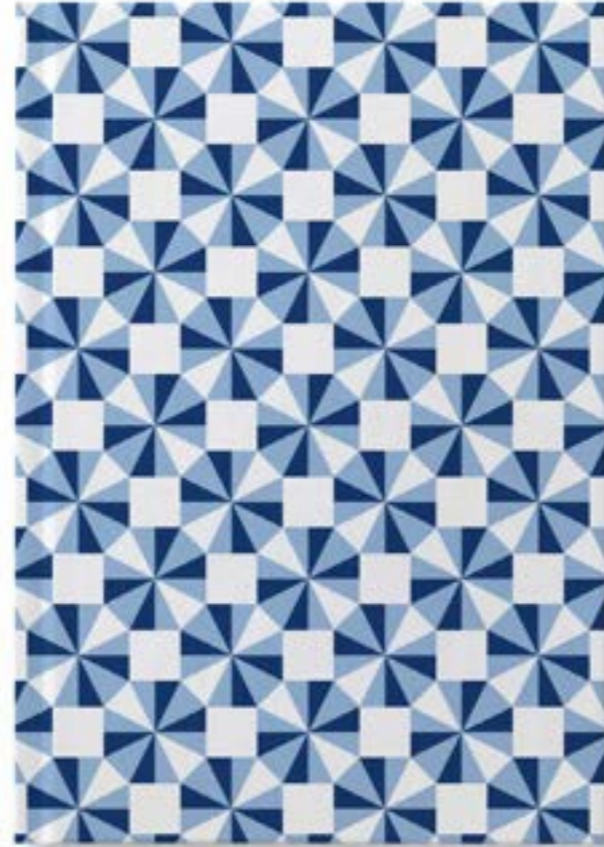
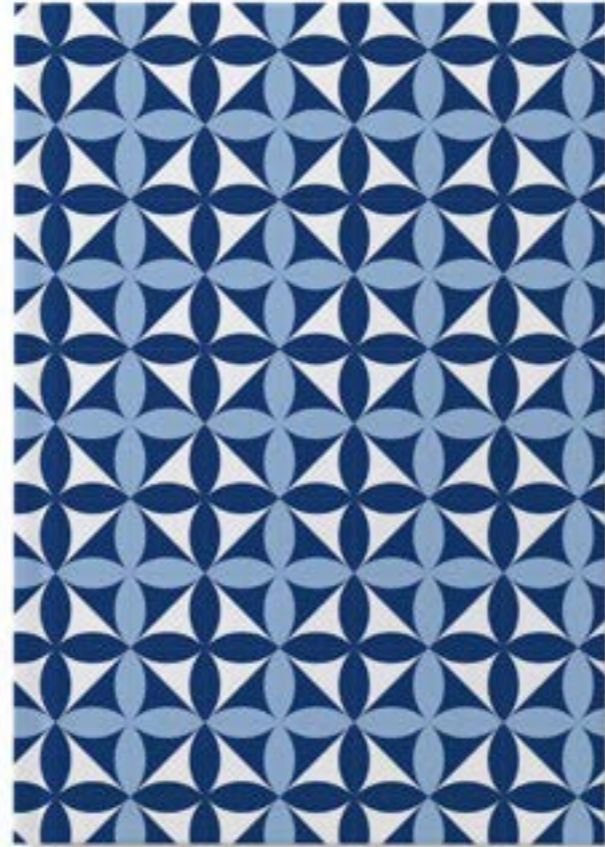
“The secret of timeless elegance in the hypnotic, fantastic and rigorous patterns of one of the greatest Italian architects”

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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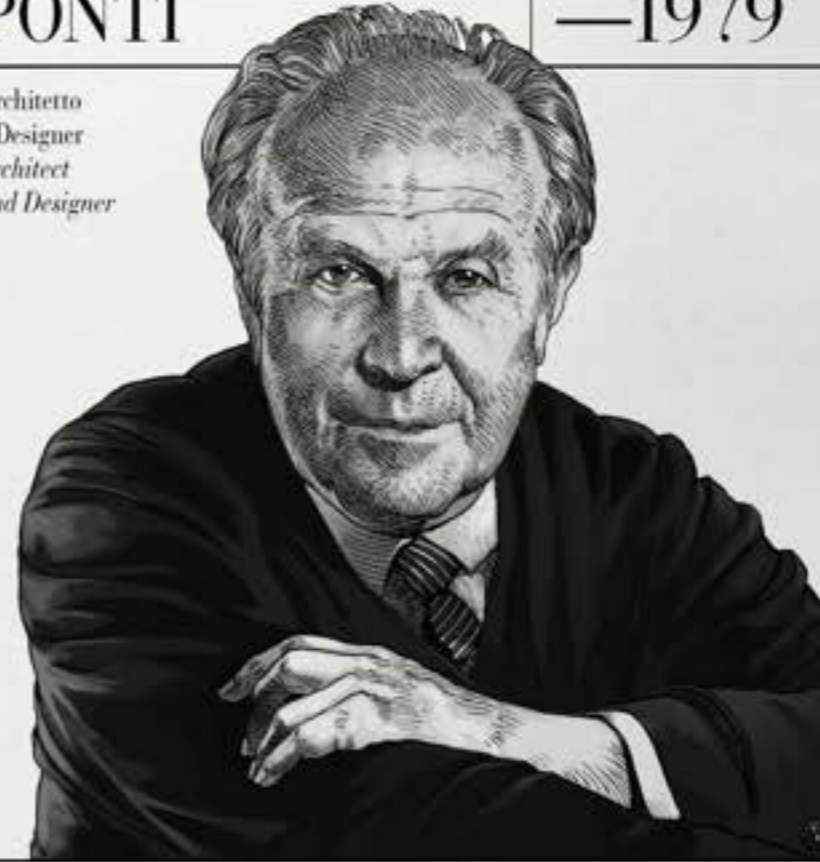
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diary:

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Hardcover

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 imagining 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”

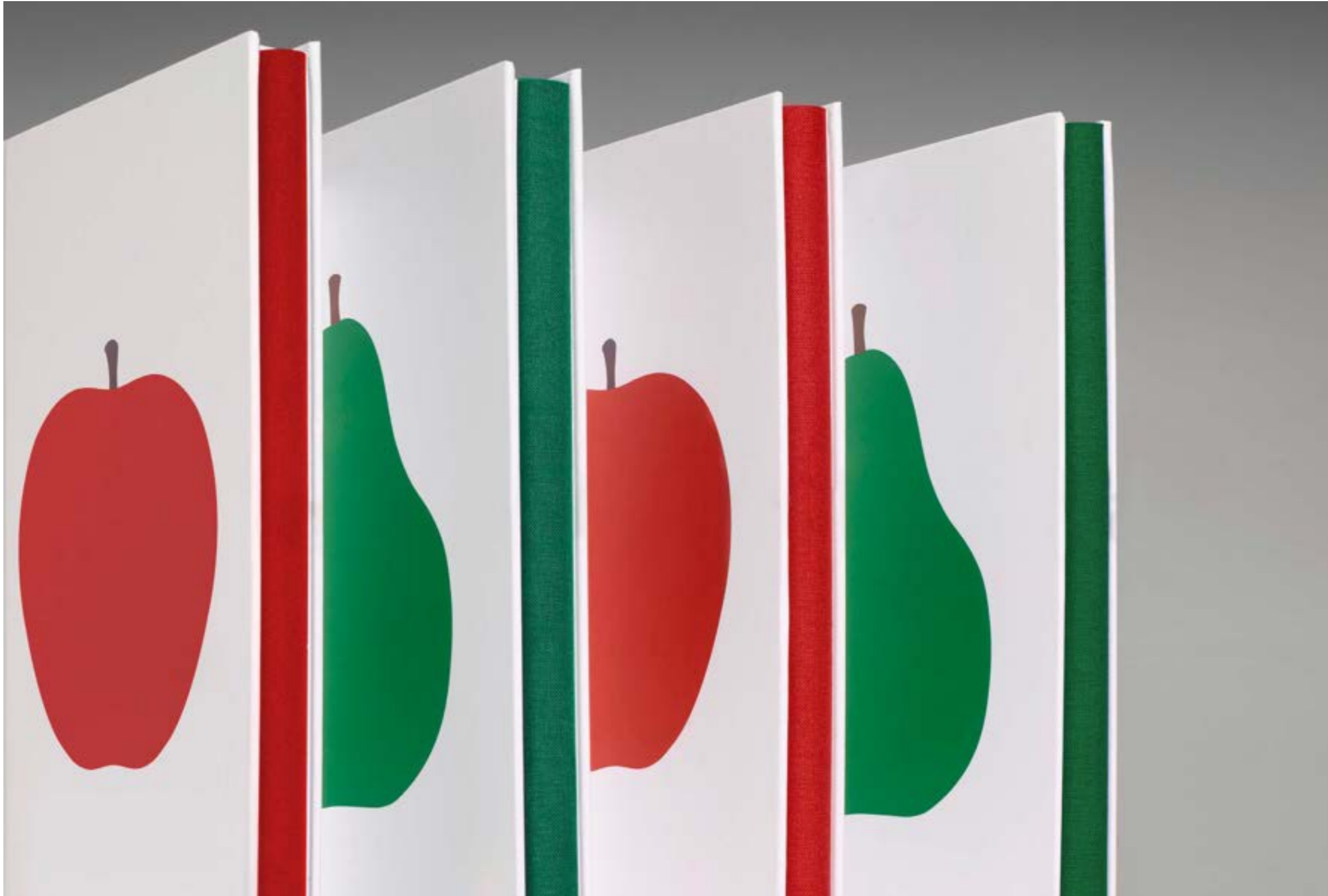
Enzo Mari was one of the greatest Italian artists and designers. He searched for what is essential and for a truly democratic approach to design.

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.

Enzo Mari







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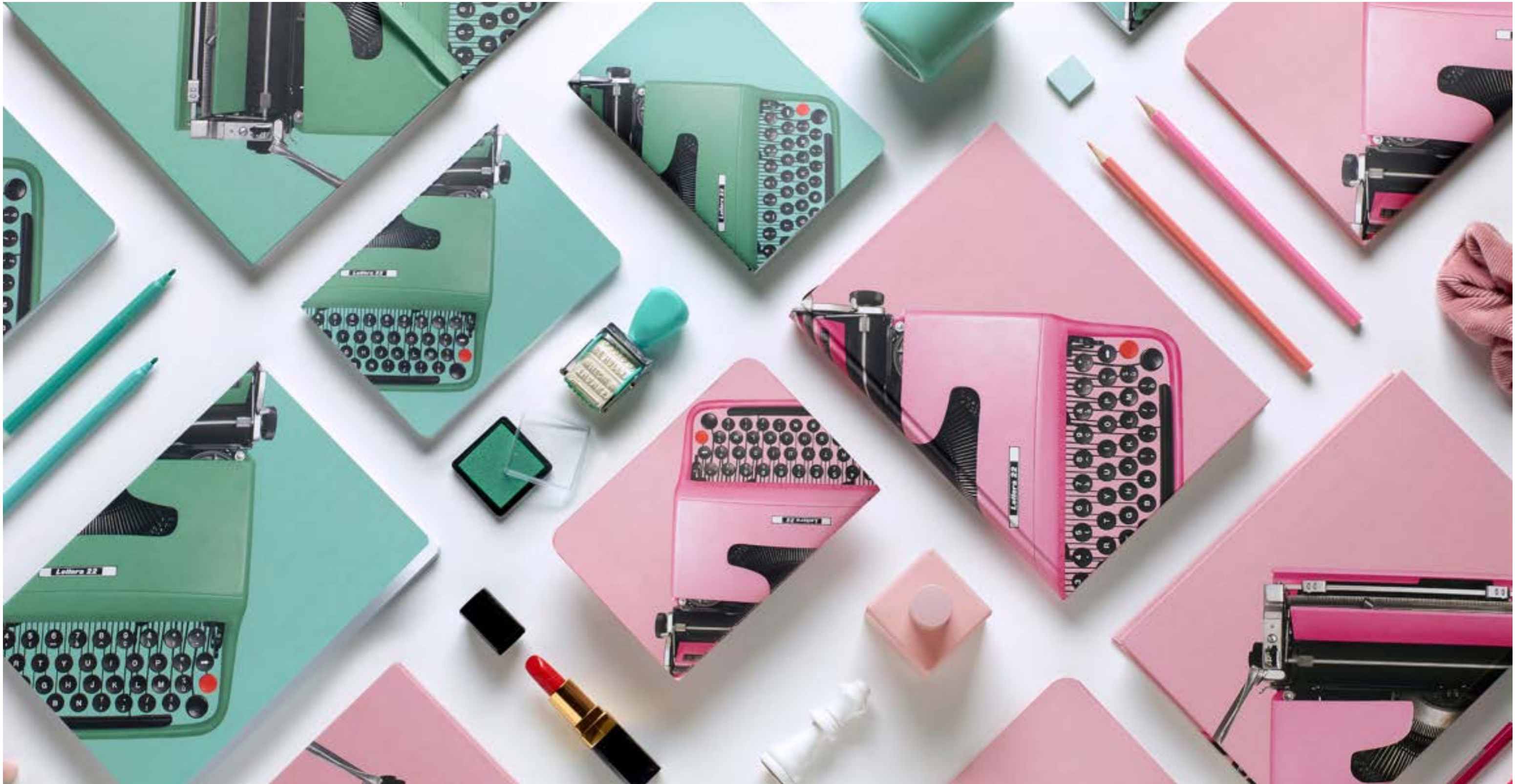


“Technology and humanism united in a single object, the typewriter of the Italian brand that made history”

Olivetti

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.





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10,5 x 14,8 cm
Singer sewn



“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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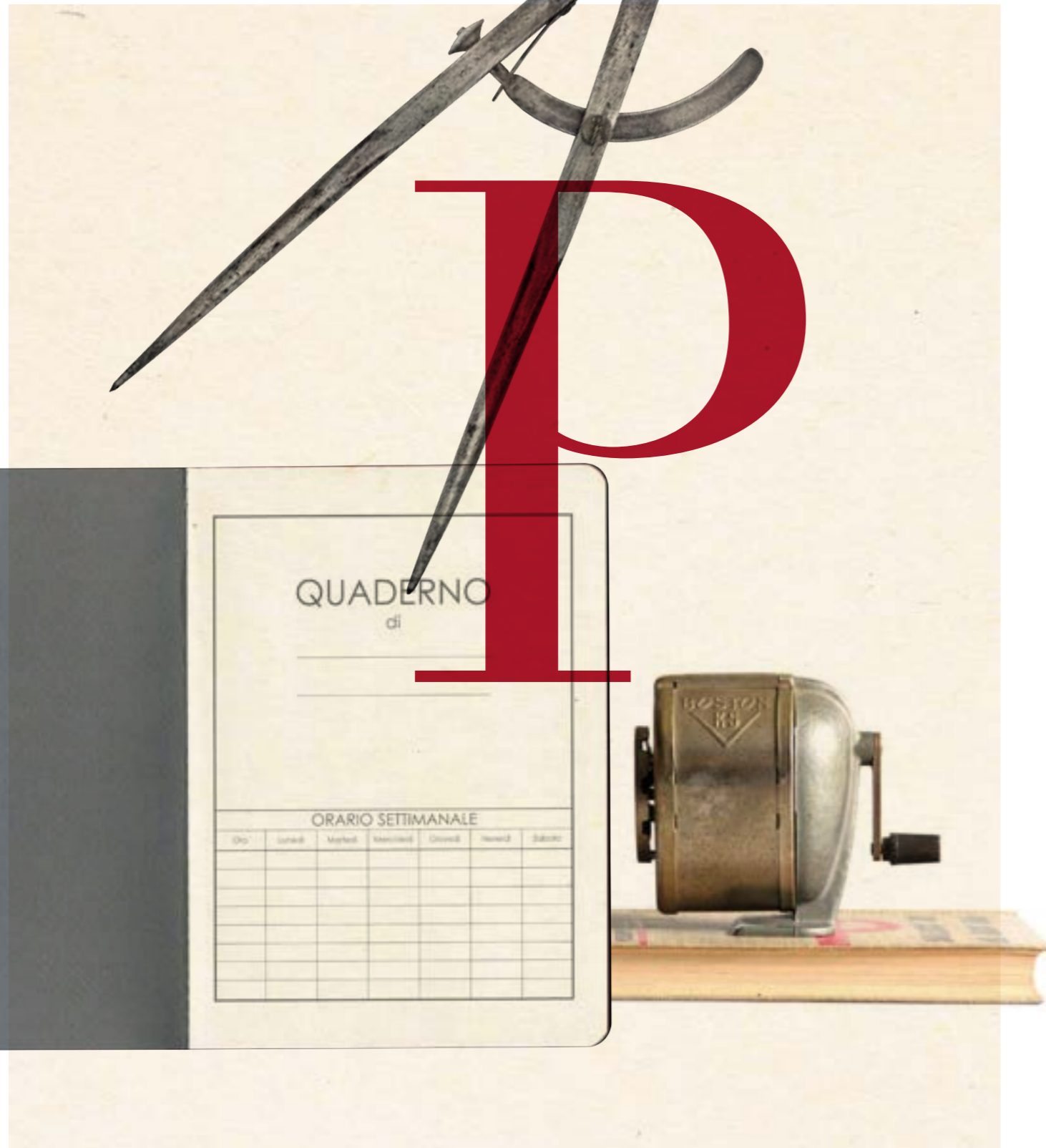
9 x 14 cm
Hardcover
Singer sewn

“A timeless piece, the trusted companion of generation of Italians, reinterpreted with contemporary details”

Nero Oriente

Nero Oriente was designed in 1948. It is the notebook that, in Italy, our grandparents and their grandparents used, a milestone in our history and culture.

Its original design, now reviewed with a touch of irony, is a mirror of Italian traditional standing as a bridge between East and West that lives in the colors of the collection.







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10,5 x 14,8 cm
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Available diary:

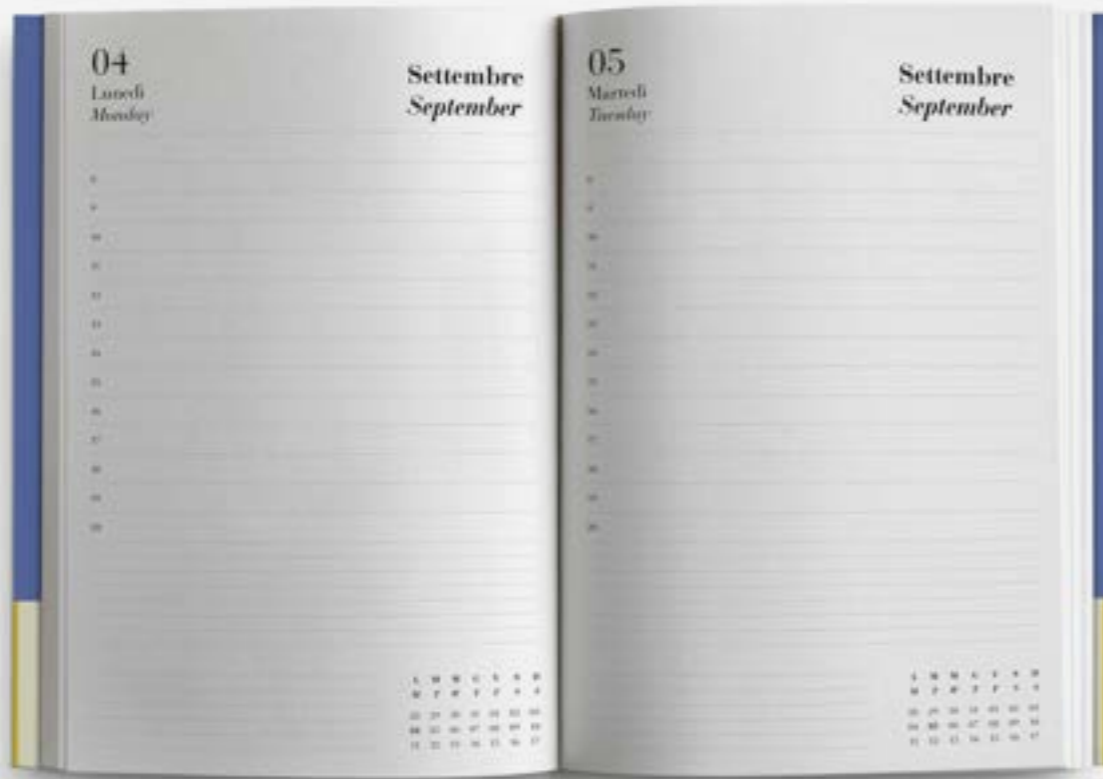
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Daily

Weekly

Diaries



Available Daily Diary:

14,8 x 21 cm Hardcover 9 x 14 cm Hardcover



Available Daily Diary:

14,8 x 21 cm Hardcover



Available Weekly Diary:

14,8 x 21 cm Hardcover 9 x 14 cm Hardcover



Available Weekly Diary:

14,8 x 21 cm Hardcover





YourSign is a collection of twelve notebooks, one for each zodiacal sign, dedicated to whom in the sky does not seek a destiny already written, but the star signals for baste and design, build and revolutionize their life.

Turn to the stars is a common practice. But there are those who listen passively to the sky and those who, on the other hand, question it to find a starting point, the key to catch in order to unfold the thread of life.

YourSign



Available notebook:

14,8 x 21 cm
Singer sewn



The Zodiac and the constellations like a quilt, a woven embroidery with needle and thread firmly in our hands.
If the heaven entrusts us with a sign, turning it into a drawing is up to us alone.



Xilo



Attached to our notebooks or placed on its support, Xilo (from the Greek "wood"), is an ergonomic pencil and pen made of wood, walnut and mahogany, designed around the delicate balance that is created between the fingers

and the enchanted valley (so the graphologists call the hollow between thumb and index finger) in the act of writing. Ready to use when we feel the need to make a point with ourselves and with the world.



Xilo is a new design object, but thanks to its primordial shape, built around the hand and inspired by the paper clip, it seems to have always existed. Iconic, essential and functional, it is delivered in a cardboard packaging which may be used as a convenient pen holder as well.

Xilo was awarded the prestigious Good Design Award 2021 - The Chicago Athenaeum Museum of Architecture and Design.

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3.



4.



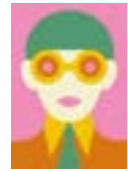


Displayers



Index

Olimpia Zagnoli



14,8 x 21 cm

176 pages
80 gsm

Notebooks

HARDCOVER
Ruled notebook
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Var. 1R

White notebook
Cod. 0232274
Var. BI

SOFTCOVER
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Cod. 0232281
Var. 1R

White notebook
Cod. 0232281
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Diary

HARDCOVER
Weekly diary
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Notebooks

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Gio Ponti



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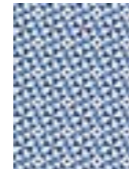
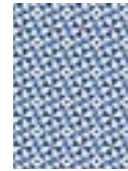
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Enzo Mari

The collection was designed in collaboration with Giulio Iacchetti, creative director of Danese Milano.



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Olivetti



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Nero Oriente



14,8 x 21 cm

176 pages
80 gsm

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SOFTCOVER

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Diaries

HARDCOVER

Weekly diary
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14,8 x 21 cm

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80 gsm

Notebooks

SINGER SEWN

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Notebooks

SINGER SEWN

Ruled notebook
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YourSign



14,8 x 21 cm

80 pages
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Notebooks

SINGER SEWN

Aries
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Var. 1R

Taurus
Cod. 0231045
Var. 1R

Gemini
Cod. 0231046
Var. 1R

Cancer
Cod. 0231047
Var. 1R

Lion
Cod. 0231048
Var. 1R

Virgo
Cod. 0231049
Var. 1R

Libra
Cod. 0231050
Var. 1R

Scorpio
Cod. 0231051
Var. 1R

Sagittarius
Cod. 0231052
Var. 1R

Capricorn
Cod. 0231053
Var. 1R

Acquarius
Cod. 0231054
Var. 1R

Pisces
Cod. 0231055
Var. 1R

Xilo



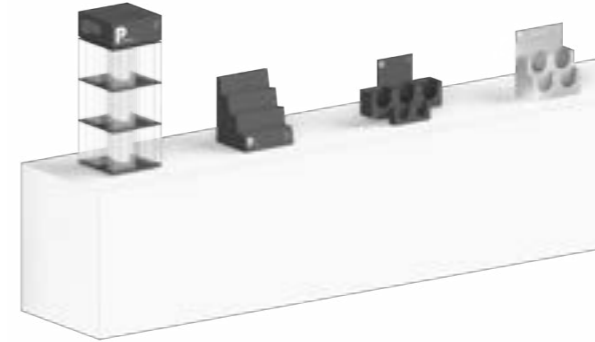
PENCIL
Walnut
Cod. 023105600
Var. 00

Mahogany
Cod. 023111700
Var. 00

PEN
Walnut
Cod. 023129700
Var. 00

Mahogany
Cod. 023129600
Var. 00

Displays



for Notebooks and Diaries

SELF-STANDING
Plexiglass
displayer
Cod. 0232165
Var. 00

Vulcanized PVC
base
Cod. 0232156
Var. 00

OVER-THE-COUNTER
Plexiglass
displayer
Cod. 0232165
Var. 00

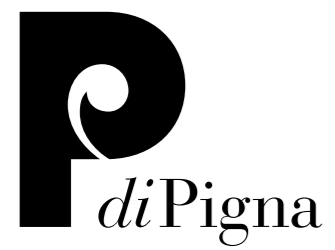
Forex
displayer
Cod. 0232304
Var. 00

Cardboard
displayer
Cod. 0232158
Var. 00

Cardboard
displayer
Cod. 0232324
Var. 00

for Xilo

OVER-THE-COUNTER
Forex
displayer
Cod. 0231379
Var. 00



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