



Hand-Made Ceramics Workshop



YOUR PRIVATE ITALY



Today we visit the birthplace of handmade Italian ceramics, Vietri sul Mare, to experience a one-of-a-kind hands-on workshop.

Declared a UNESCO heritage in 1997, Vietri is known worldwide for its renowned handmade ceramics, produced here since the 17th century. Its tiny streets are a magnificent open-air museum, with its ancient buildings decorated in shiny tiles and its numerous family-run shops boasting hand-made ceramic objects of all kinds. The world-renowned ceramics produced in this area are referred to as "ceramica vietrese," known for their classical decor, pastel colours, and motifs of nature, animals and the beautiful landscapes of the small villages found along the coastline. During your visit, you will see how these local ceramics are produced, from the mouldings of the clay to the hand-painted decoration of the final product. All the colors of the Amalfi Coast - the deep blue of the sea, the bright green of the vegetation, the gilded oranges and yellows of the citrus - meet between the glaze and decorations of Vietri sul Mare, the quaint town that neighbours the regions capital city

Today you meet Giovanni, one of the last heirs to the family's precious handmade ceramiche Vietresi. Giovanni learned this ancient art from his grandfather Antonio, who founded what became Vietri's most important ceramic factory. Housed in an iconic building, it still produces the ceramics that made it famous generations prior. Today's experience, however, is with the new lineage of ceramic design, in Giovanni's own boutique workshop and gallery, a space where he expresses his artistic talent and honors the art he learned as a child.

Today we welcome you to this colorful world and introduce you to the history and production process of these world-famous ceramics. Giovanni is not one to leave his guests to sit idle, so be ready to embrace his quaint laboratory and learn how to mold, glaze, and decorate. Starting with a piece of clay, and under your artist's guidance, you'll create your own Italian masterpiece. Ready in the blink of an eye (it actually takes a couple days to dry), he can even ship your new prized piece right to your front door! Join us for an unforgettable experience in art, craft, and beauty and a one-of-a-kind look into the ceramics cherished the world over.

For those desirous of extending their day, ask about a visit to some of the towns most famous factories, like Solimene, considered a pioneer in hand-made ceramics and whose family has been working for more than a century in the ceramic business, and the small boutiques of Ceramiche Mosca, churning out some of Italy's most modern designs, styles, and color combinations. Certainly an extra worth pre-planning!

****Shipping costs not included**