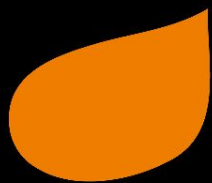




Introduction:

bathroom architecture and
culture since 1973.



years of activity
est. 1973

502

brands
Agape and Agapecasa

56

employees

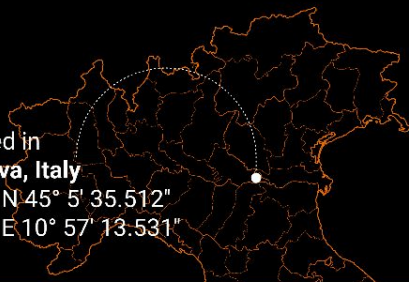
10

monobrand
showrooms

Located in
Mantova, Italy

Lat: N 45° 5' 35.512"

Long: E 10° 57' 13.531"



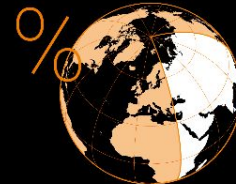
over
dealers

300
/60

in
nations

75

more than
for export



550

more than
products in the catalogue



13

product
categories

41

by
designers

31

in
different materials

There is more to the numbers:

Agape is about the project,

Agape is about timelessness,

Agape is about Mantova.

Agape is about the project.

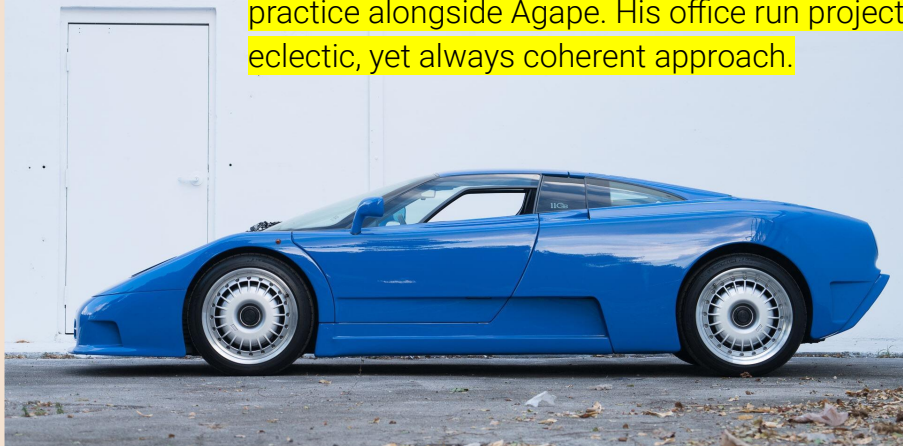
Above all.

We are architects at heart. We work with architects and designers to design objects to be part of an architecture. Often born from specific architectural needs, the products in our catalogue are capable of establishing intense relationships with the spaces that embrace them to become elements of a carefully curated vocabulary of architecture for the senses.

A photograph of two men in an outdoor setting. One man is seated at a long wooden table, smiling and looking towards the camera. He is wearing a light-colored, striped shirt and light-colored trousers. The other man stands behind him, also smiling, wearing a pink button-down shirt and grey trousers. On the table are several water bottles, a laptop, and some papers. In the background, a red vintage-style car is parked, with the word "agape" written on its side. The scene is set under a large, leafy tree, with a gravel path and more trees visible in the distance.

We, at Agape, are architects at heart:
Agape has been founded and managed by two brothers, both architects:
Giampaolo and Emanuele Benedini.

Giampaolo Benedini founded the company in 1973 and has always kept his professional practice alongside Agape. His office run projects on the most diverse scale with a pragmatically eclectic, yet always coherent approach.





[dal] cucchiaio / spoon



[alla] città / city



Agape designs objects to be part of an architecture:

Given Giampaolo Benedini's background, it comes as no surprise that, on the scale " from the spoon to the city"*, Agape's products position themselves closer to the architectural scale.

* Ernesto Nathan Rogers – Athens, 1952



Agape designs objects to be part of an architecture:

Sharing architecture's scale, our products have the innate ability of establishing an intense relationship with the spaces that embrace them.

* the Erion System in a Mantova apartment, 1975



Agape designs objects to be part of an architecture:

Sharing architecture's scale, the products have the innate ability of establishing an intense relationship with the spaces that embrace them.

* the Ufo Bathtub at the Waldorf Astoria Hotel in New York and the Drop Bathtub at Palazzo Ducale in Mantova



Benedini Associati



Patricia Urquiola



RD Agape



Angelo Mangiarotti



Giulio Gianturco



Diego Vencato



Marco Merendi



Neri&Hu



Studiopepe



Andrea Morgante (Shiro
Studio)



Andrés Jost



Daniele Borin



Daniele Dalla Pellegrina



Diego Cisi



Ermanno Righi



Fabio Bortolani



García Cumini



Gergely Ágoston



Giuseppe Pasquali



Gwenaél Nicolas,
Curiosity



Javier López



Konstantin Grcic



LucidiPevere



Luigi Lanzi



Marcio Kogan



Mariana Ruzante



Mario Tassarollo



Mattia Vittori



Nicola Gibertini



Sebastian Herkner



Studio MK27



Alessandro Farnetti



Carlo Tinti



Claudio La Viola



Enzo Mari



Marco Ferreri



Marco Zito



Maurizio Negri

Today we have products in our running catalogue from 38 different designers, many of them architects with unique, lateral approach to product design.



The products they design, are often the result of very specific architectural needs.
Like the Sen collection, designed by Gwenaél Nicolas for its of house in Tokyo.



The Lariana bathtub by Patricia Urquiola for the Il Sereno hotel on Lake Como.



Or the Vieques family, designed for W Vieques resort on Vieques Island.

Washbasins



Countertops



Sanitary ware



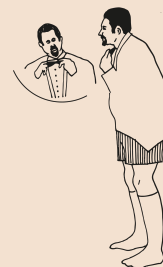
Bathtubs



Storage units



Mirrors



Accessories



Lights



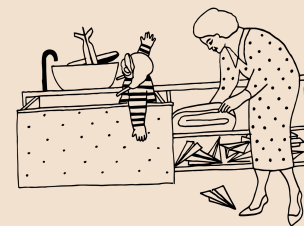
Taps



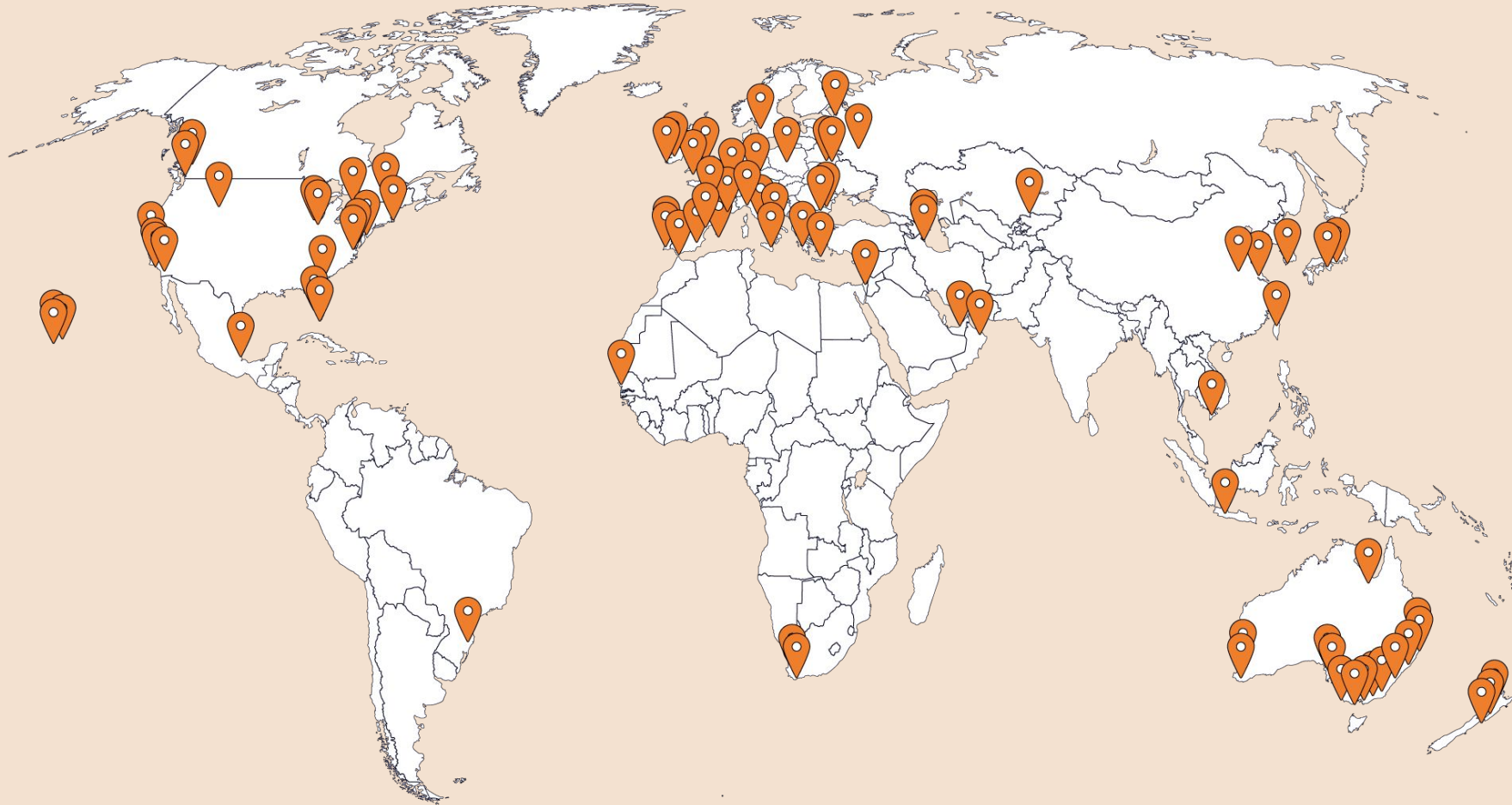
Showers



Systems



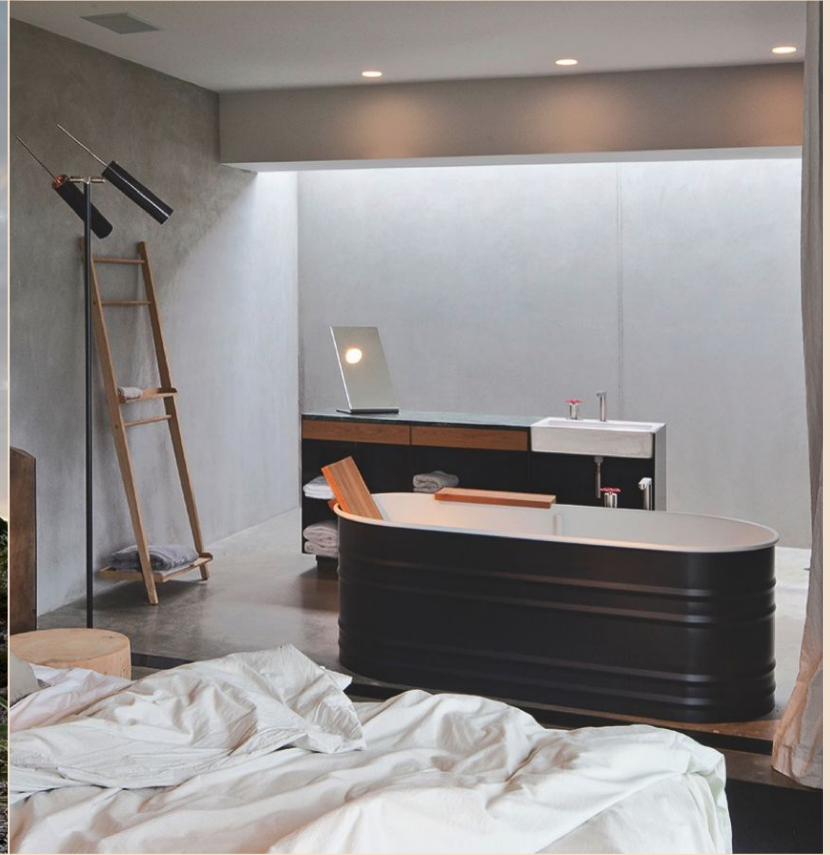
Today, Agape has more than 550 products in its catalogue, encompassing every functional need of the bathroom, each of them becoming an element of a carefully curated project vocabulary for the senses.



This vocabulary has been used by the best architects around the world to design the most diverse, yet unmistakably Agape, bathroom environments in the world.



From Casa No Geres by Correia & Ragazzi Architects in Portugal...



... to Fearon Hay Architects in New Zealand.



From Private residences...

* Soft Loft by Line Architects



...to the most exclusive hotellerie...

* Hotel Mandarin Oriental Barcelona by Patricia Urquiola



...both indoor and outdoor.



AGAPECASA

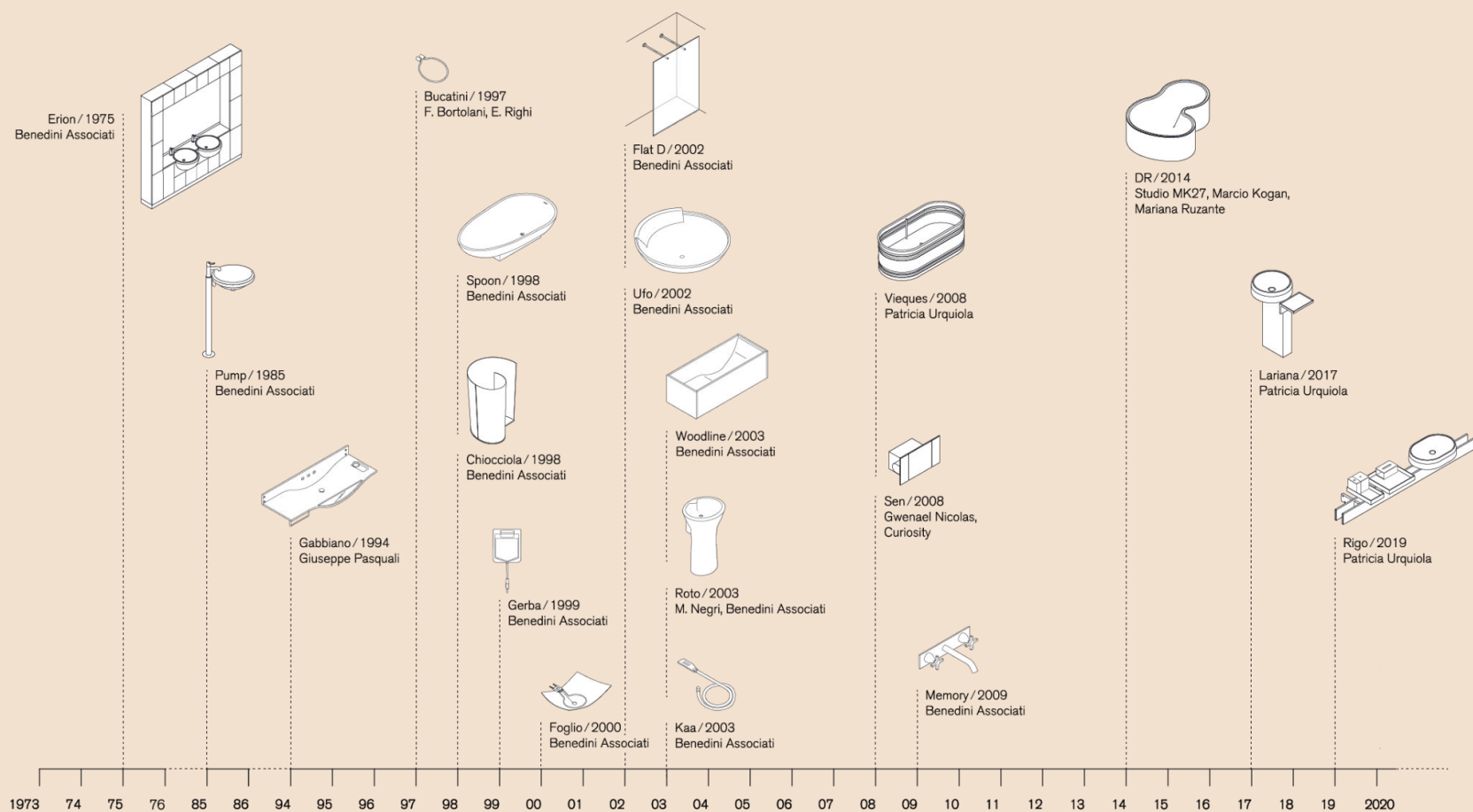
Agape and Agapecasa

In 2009 this devotion to the project itself, culminated in the acquisition of the **production rights to the archives of Angelo Mangiarotti and the establishment of a new brand, Agapecasa, dedicated to the re-edition of the original and timeless pieces** of one of the greatest masters of post-war Italian design and architecture.



Agape is about timelessness. Always.

When it comes to bathroom architecture, timeless needs call for timeless solutions. Our projects and products defy the zeitgeist and passing trends to offer long lasting solutions thanks to the quality of our materials and to the adherence to good design principles that will never go out of fashion.



Our approach to the project and our endless architectural and material research resulted in a number of iconic products that have changed forever the way we think about bathrooms today.

Be that for
Typological innovation



* Rigo system
– design Patricia Urquiola, 2018

Be that for
Material innovations



* Roto washbasin
– design Benedini Associati, M.Negri, 2003

Be that for
Lateral thinking



* Kaa shower-head and handheld shower
– design Giulio Gianturco, 2003

Or for an exquisite combination of all these things.



*Spoon bathtub
– design Benedini Associati, 1998



Angelo Mangiarotti



Benedini Associati



Gwenaél Nicolas



UT Agape



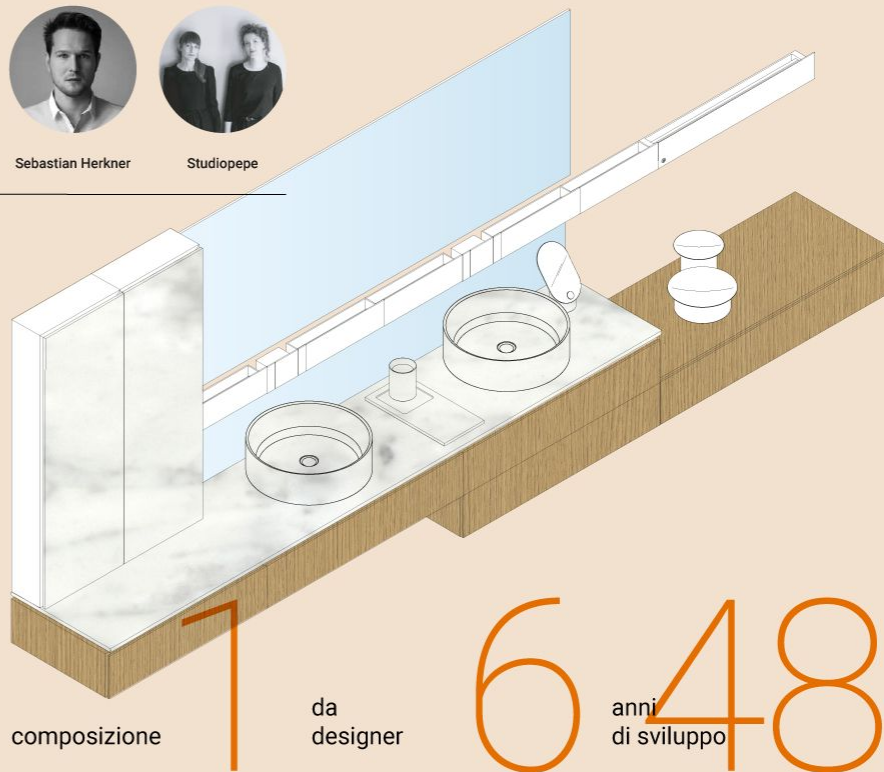
Sebastian Herkner



Studiopepe

**Our icons are made to stand out,
not to stand alone.**

Good design does not follow trends, it never goes out of fashion. Good design principles are the invisible staff on which every Agape project is composed ensuring long lasting aesthetics and functionality no matter how many designers contributed to the outcome.



composizione

da
designer

anni
di sviluppo



Timeless design would not be such without long lasting, high quality materials. Every Agape product is entirely made in Italy with the highest quality materials sourced from specialized suppliers. In the same product, like the Solid mirror, technology and industrial precision can coexist with unique and exclusive craftsmanship of small family run businesses dating back centuries.



Agape is about being exquisitely Italian.
From Mantova, to be specific.

An aerial photograph of a large estate situated on a riverbank. The estate features several buildings: a two-story white house with a tiled roof, a red brick building, and a large white barn-like structure with a brown roof. A paved courtyard with orange poles is in the center. The property is surrounded by lush green fields, trees, and a winding river. A road runs along the bottom left, and another road is visible at the top right.

We are informal and hospitable. We are quintessentially international, yet we are deeply in love with our riverside headquarters between the Po and the Mincio near Renaissance Mantova.



Because Agape wouldn't be Agape if it wasn't for Mantova. Although the company was first established in Verona, it soon moved to the city known for its exceptional renaissance architectural and artistic heritage with works, among others, by Leon Battista Alberti, Giulio Romano and Andrea Mantegna.



The Gonzaga dynasty turned the city into an exciting architectural workshop and made Architecture an integral part of everyday life. A tradition that still persist today thanks to the establishment of part of the Faculty of Architecture of the Milan Polytechnic.

* Casa del Mantegna, just accross the street from the Benedini Associati offices. Photography – Giuseppe Gradella

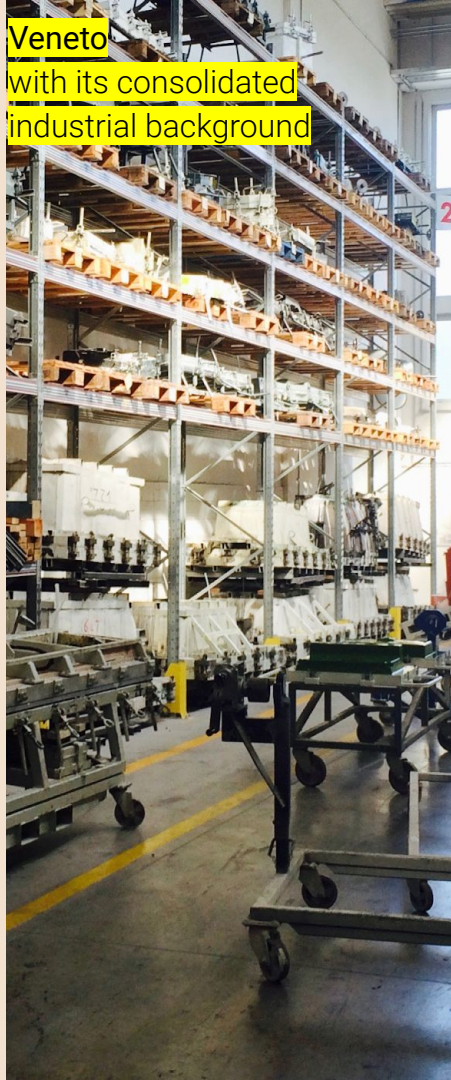


Located in
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Lat: N 45° 5' 35.512"
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An enclave between three regions, Lombardy, Veneto and Emilia Romagna, its particular location allows Mantova and its surroundings to make the best out of the specificities of all three.

Veneto

with its consolidated
industrial background



Milano

with its tradition of high
fashion and good design



Emilia Romagna

with its passion for the
pleasures of life





Our territory is, just like us, an intense blend of nature and joie de vivre, culture and tradition, high technology and skillful craftsmanship, creativity and lateral thinking.

Agape is about elegant living.

But we can't really say so.

That would be inelegant.

What do we mean by elegance?

It is not luxury for sure.

Elegance is accomplishing
difficult actions effortlessly.



The book of the courtier

– Baldassare Castiglione (1528)

"sprezzatura"

"an easy facility in accomplishing
difficult actions which
hides the conscious effort
that went into them."

"studied carelessness"

"effortlessness with effort"



Treatise on elegant living

– Honoré de Balzac (1833)

"The art of wearing clothes is to
know how to **conceal all the art**
that is in wearing them."

"Elegant living is, in the broad
acceptance of the term,
the art of animating repose."



Elegance is the art of animating repose.

According to Honoré de Balzac.

It is a way of being that emphasizes the importance of creating a comfortable and welcoming environment.

It is the ability to balance relaxation and elegance, creating a sense of ease and grace in all aspects of life.

It is the ability to make difficult actions appear effortless and without conscious effort.

It is not just about physical relaxation, but also about mental and emotional calmness.

It requires a certain level of self-awareness and mindfulness, as well as an understanding of how to create a sense of harmony and balance in one's surroundings.

Its is a sense of ease and grace in all aspects of life, from fashion and style to home decor and personal relationships.

A photograph of a white, oval-shaped outdoor bathtub with horizontal ridges, set in a lush garden. The tub has a wooden shelf across its top. To the right is a tall, white, cylindrical water heater or storage tank with a modern chrome faucet. The scene is surrounded by dense green foliage, trees, and a stone wall in the background. Sunlight filters through the leaves, creating dappled shadows on the tub and the ground. A small wooden stool with an open book is on the left, and a wicker basket sits on the ground near the tub.

Elegance is a holistic, all encompassing concept.
Where everything becomes important.

Timeless beauty stems from the understated elegance and coherence of every detail, no matter how small.