



pamarporcelain

handles with care

indice / index

introduzione	2
Björn Dahlstrom	4
Nathalie du Pasquier	8
Gordon Guillaumier	12
James Irvine	16
Jasper Morrison	22
Pierre Charpin	24
Rodolfo Dordoni	28
George J.Sowden	36

When plastic toys were an exception, kids were more imaginative and used to conjure up playing opportunities out of nothing: the whole of the home would turn into a never ending stream of suggestions, where everything could be used in a fancy way. Take the white handles of a wardrobe, for instance. It would soon be obvious that they could be taken off by simply holding the inner screw and turning: they could instantly become pawns and be used in a war against the black handles issued from the chest of drawers! Later on, design requirements, the purity of geometric shapes and the presence of sophisticated materials, coupled also with the fact that kids have other things to play with, have caused these tiny decorated handles to disappear: they turned either into precious style accessories or into banal hardware. Ever since its industrial beginnings, Pamar has continuously invested in research and design: it did so by involving the maestros of both design and architecture and by causing a continuous evolving discussion around the issue of handles for interiors. The last of which is the rediscovery of tradition, meaning of past history, culture, aesthetics and industry: an approach that is now translated in a porcelain collection, hence made in a very ancient, hard, pure, bright and naturally decorative material. With this collection, form and function follow new aesthetic ideals that are disconnected from the usual requirements of serial production while industrial production finds its natural habitat in far away China: a country that is the traditional refugium peccatorum for low cost production thus turns into the spontaneous humus where it is possible to tap into a millenary knowledge as far as production and handling of this precious material goes. The temporary gap and the meeting between design and tradition is also made tangible through the discussions with 8 international designers who were able to translate in a contemporary language archetypes and very distant histories, collected in 16 families of projects. Porcelain hence turns into an exploration opportunity where to attempt unusual (or never attempted) colors and forms: the torsions of Bjorn Dahlstrom, the gems of Natalie du Pasquier, the pulsing shapes of Gordon Guillaumier, the precious pills of James Irvine, the scribbles of George Sowden, the drawn valley by Pierre Charpin, the poetic shapes of Rodolfo Dordoni, the monolithic stones of Jasper Morrison: these are only some of the instant elements that come from this journey. Precious objects and projects that can interact with any door of drawer in whatever place in the home while today's inhabitants, hence the kids of the past, can once again give into the temptation of unscrewing them: and start playing again.

Quando i giocattoli di plastica erano un'eccezione, i bambini avevano più immaginazione e inventavano giochi dal nulla: la casa ne diventava spunto e miniera, con oggetti domestici asserviti alla fantasia. Anche i pomoli bianchi di un armadio, si scopriva che era un attimo svitarli tenendo ferma la vite dall'interno, e diventavano pedine con cui dichiarare guerra ai pomoli neri della cassetiera. Poi le esigenze del design, e la purezza delle forme geometriche e dei materiali ricercati, e forse anche il fatto che i bambini hanno altro con cui giocare, hanno contribuito a fare scomparire questi piccoli pomoli decorati: trasformandoli in preziosi accessori di stile, o banali articoli da ferramenta. Pamar ha perseguito la strada della ricerca, ponendo sempre il progetto come punto di partenza della produzione: coinvolgendo maestri del design e dell'architettura, provocando sempre una costante evoluzione sul tema della maniglia di arredo. E l'ultimo progresso è nel recupero di una tradizione, storica, culturale, estetica e industriale: raccontando una nuova collezione in porcellana, materiale antichissimo, duro, puro, lucente, e naturalmente decorativo. Così forma e funzione seguono nuovi canoni estetici, slegati dagli abituali vincoli della logica seriale, mentre la produzione industriale trova il suo habitat naturale nella lontana Cina: normalmente refugium peccatorum di una produzione a basso costo, in questo caso humus spontaneo per capitalizzare la sapienza millenaria nella produzione e manipolazione del prezioso materiale. Lo scarto temporale, e l'incontro tra progetto e tradizione, è nella scelta di dialogare con 8 designer internazionali: capaci di tradurre in un linguaggio contemporaneo archetipi e storie distantissime, raccolte in 16 famiglie di progetti. La porcellana diventa luogo di esplorazione, dove esitare forme e colorazioni inusuali o mai intraprese: le torsioni di Bjorn Dahlstrom, le gemme di Natalie du Pasquier, le forme pulsanti di Gordon Guillaumier, le preziose pastiglie di James Irvine, gli scarabocchi di George Sowden, la valle stilizzata di Pierre Charpin, le forme oblunghe di Rodolfo Dordoni, i monolitici sassi di Jasper Morrison, sono alcune delle istantanee che giungono da questo viaggio. Progetti e oggetti preziosi, capaci di interagire con qualsiasi anta o cassetto, in qualunque luogo della casa, mentre gli abitanti di oggi, bambini di un tempo, potranno avere ancora la tentazione di smontarli: e tornare a giocare.

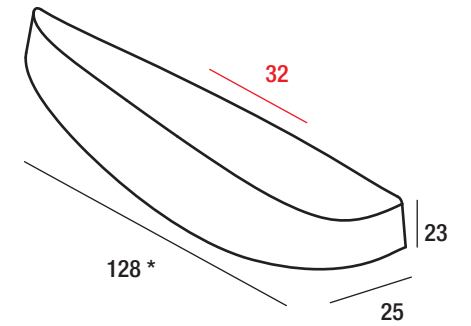
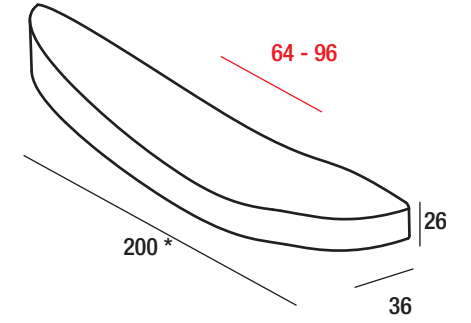
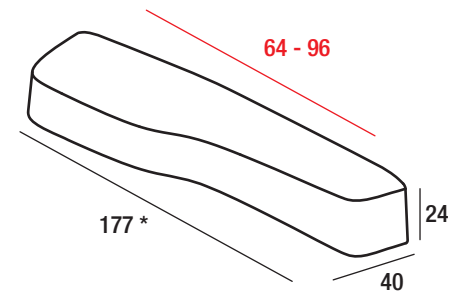
Massimiliano Di Bartolomeo



WARP



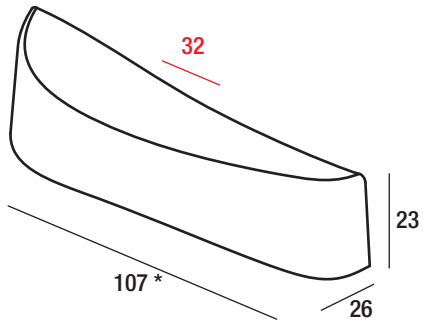
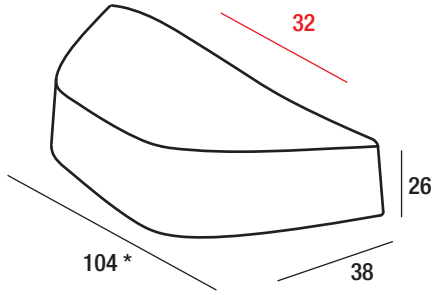
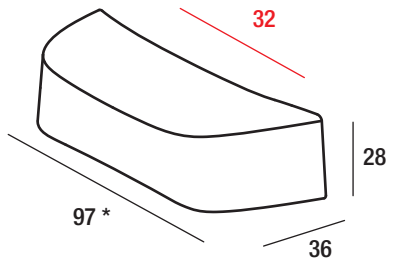




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 MN 2174AA97AA101 (dx) / MN 2175AA97AA101 (sx)
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Finitura / finishing
 porcellana bianco lucido / gloss white porcelain

WARP



GEM

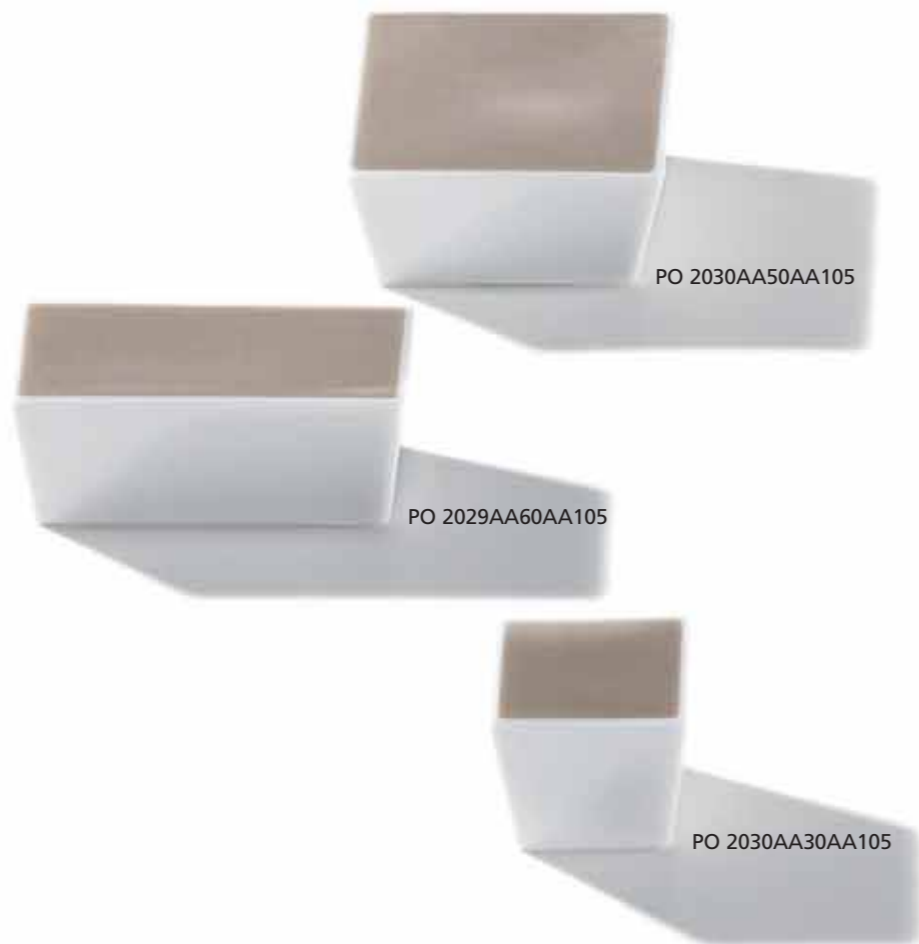




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PO 2029AA60AA101

PO 2030AA30AA101



PO 2030AA50AA105

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PO 2030AA30AA104



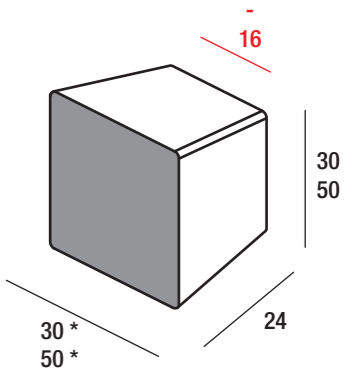
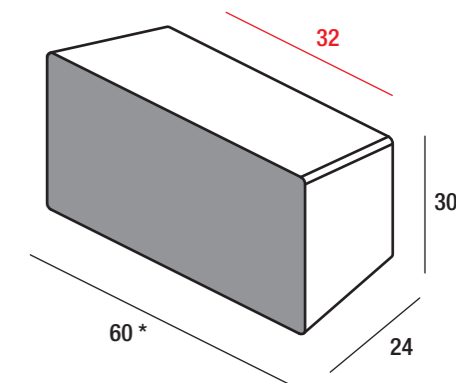
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PO 2029AA60AA106



PO 2030AA30AA106



PO 2029AA60AA101 / PO 2030AA30AA101
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Finitura / finishing
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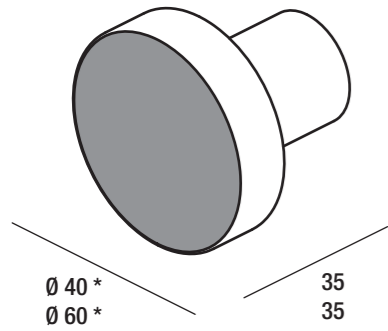
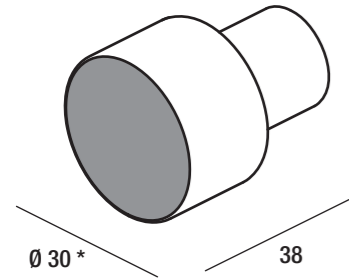
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gloss white porcelain with black decoration

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Finitura / finishing
porcellana bianco lucido con decoro grigio /
gloss white porcelain with grey decoration

PO 2029AA60AA106 / PO 2030AA30AA106
PO 2030AA50AA106

Finitura / finishing
porcellana bianco lucido con decoro celeste /
gloss white porcelain with light blue decoration



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PO 2032AA60AA101
Finitura / finishing
porcellana bianco lucido / gloss white porcelain

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PO 2032AA60AA104
Finitura / finishing
porcellana bianco lucido con decoro nero /
gloss white porcelain with black decoration

PO 2031AA30AA105 / PO 2032AA40AA105
PO 2032AA60AA105
Finitura / finishing
porcellana bianco lucido con decoro grigio /
gloss white porcelain with grey decoration

PO 2031AA30AA107 / PO 2032AA40AA107
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Finitura / finishing
porcellana bianco lucido con decoro celeste /
gloss white porcelain with light blue decoration



RIVET



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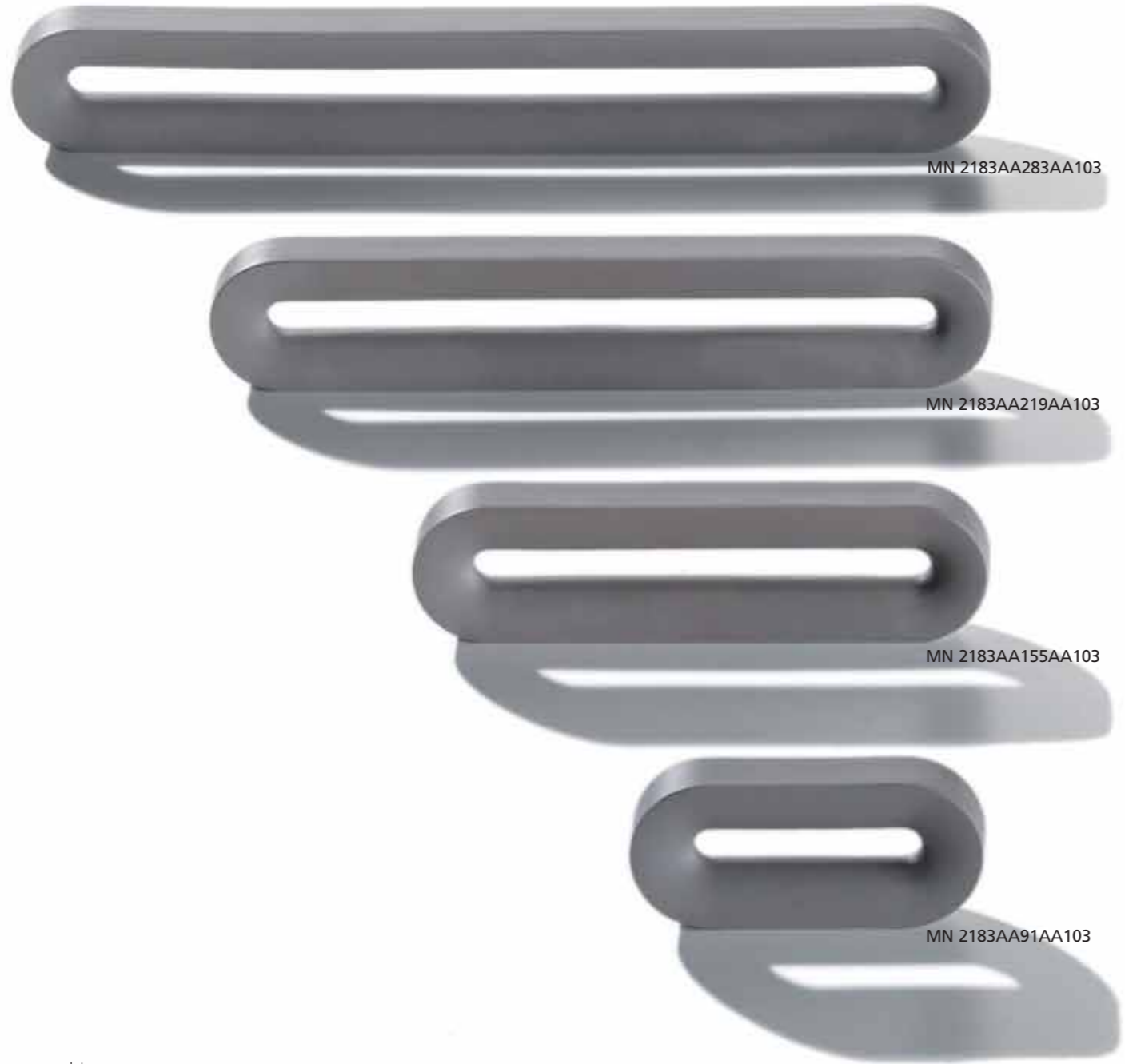
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LOOP







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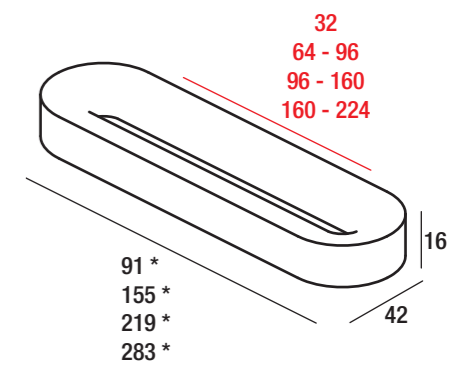


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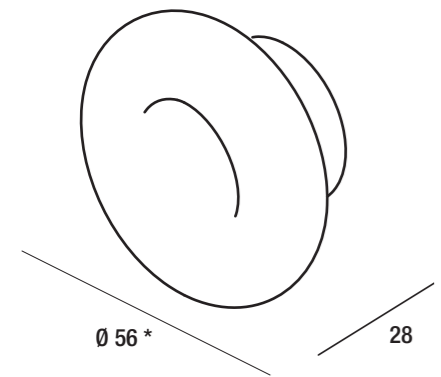
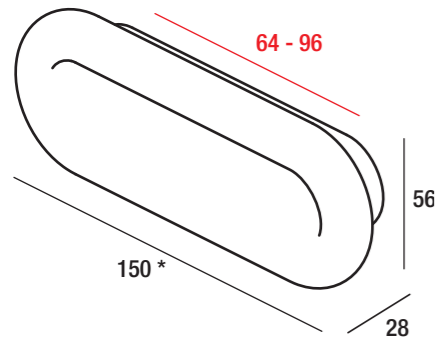
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MN 2183AA91AA101 / MN 2183AA155AA101
 MN 2183AA219AA101 / MN 2183AA283AA101
Finitura / finishing
 porcellana bianco lucido / gloss white porcelain

MN 2183AA91AA102 / MN 2183AA155AA102
 MN 2183AA219AA102 / MN 2183AA283AA102
Finitura / finishing
 porcellana nero opaco / mat black porcelain

MN 2183AA91AA103 / MN 2183AA155AA103
 MN 2183AA219AA103 / MN 2183AA283AA103
Finitura / finishing
 porcellana grigio opaco / mat grey porcelain



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MN 2182AA150AA103



PO 2046AA56AA102



PO 2046AA56AA103

MN 2182AA150AA101 / PO 2046AA56AA101
Finitura / finishing
 porcellana bianco lucido / gloss white porcelain

MN 2182AA150AA102 / PO 2046AA56AA102
Finitura / finishing
 porcellana nero opaco / mat black porcelain

MN 2182AA150AA103 / PO 2046AA56AA103
Finitura / finishing
 porcellana grigio opaco / mat grey porcelain

PULSE



MN 2182AA150AA101



PO 2046AA56AA101

LOZENGE





PO 2034AA60AA101

MN 2184AA110AA101



MN 2184AA110AA109



MN 2184AA110AA108



PO 2034AA75AA109



MN 2184AA75AA109



MN 2184AA75AA108



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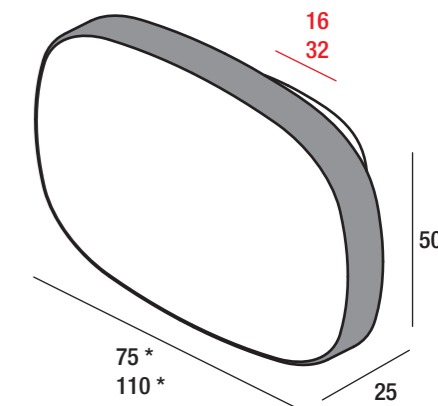
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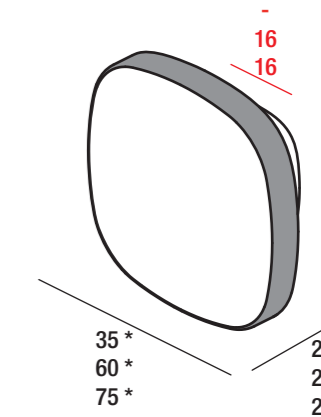


75 *
110 *

16
32

50

25



35 *
60 *
75 *

16
16

23

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25

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Finitura / finishing
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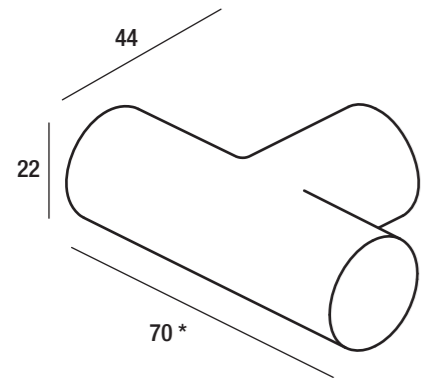
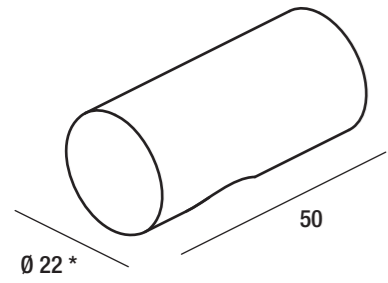
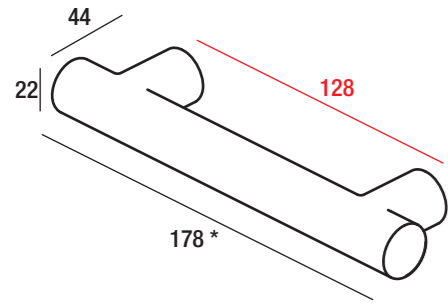
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PO 2034AA75AA108 / MN 2184AA75AA108
MN 2184AA110AA108

Finitura / finishing
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gloss white porcelain with gold decoration

PO 2034AA35AA109 / PO 2034AA60AA109
PO 2034AA75AA109 / MN 2184AA75AA109
MN 2184AA110AA109

Finitura / finishing
porcellana bianco lucido con decoro platino /
gloss white porcelain with platinum decoration

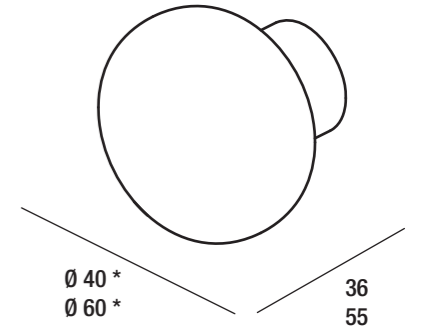
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Finitura / finishing
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BULB



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PO 2036AA60AA101

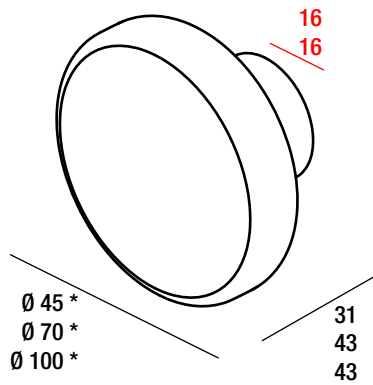
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Finitura / finishing
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BULB





ROCK



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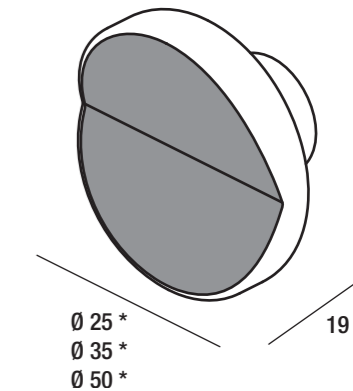
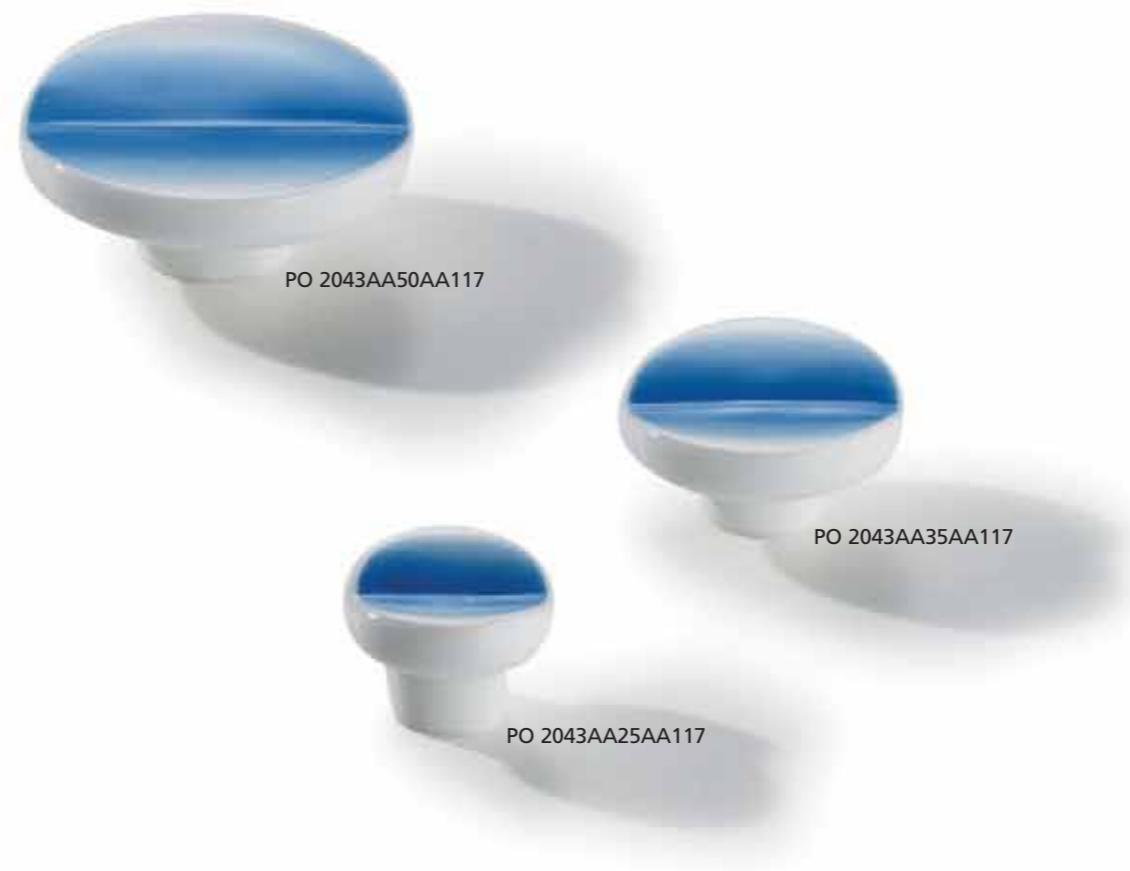
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Finitura / finishing
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RIFT



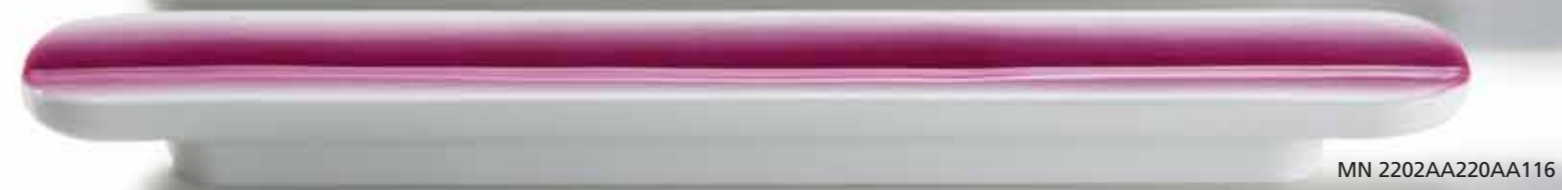
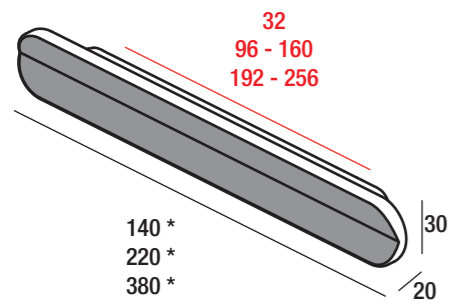




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Finitura / finishing
 porcellana bianco lucido / gloss white porcelain

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Finitura / finishing
 porcellana bianco lucido con decoro magenta /
 gloss white porcelain with magenta decoration

PO 2043AA25AA117 / PO 2043AA35AA117
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Finitura / finishing
 porcellana bianco lucido con decoro blu /
 gloss white porcelain with blue decoration



RIFT



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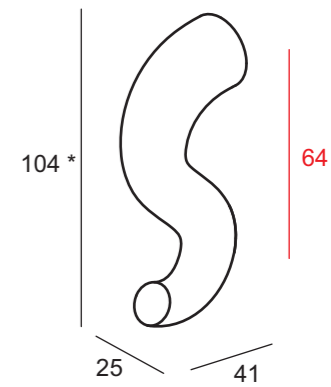
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pamar porcelain 27a



28 pamar porcelain





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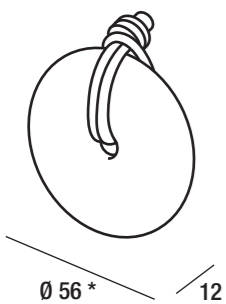
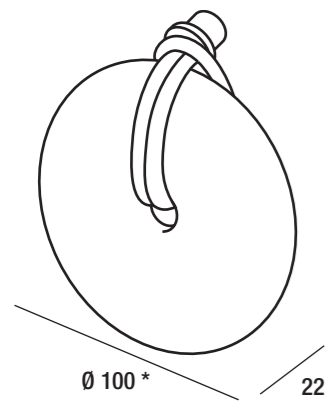


MN 2204AA104AA119

MN 2204AA104AA101
Finitura / finishing
 porcellana bianco lucido / gloss white porcelain

MN 2204AA104AA118
Finitura / finishing
 porcellana craquelé tortora lucido /
 gloss beige craquelé porcelain

MN 2204AA104AA119
Finitura / finishing
 porcellana craquelé nero lucido /
 gloss black craquelé porcelain



MN 2205AA100AA122



MN 2205AA100AA121

MN 2205AA100AA120 / MN 2206AA56AA123

Finitura / finishing
porcellana bianco lucido con cordoncino cuoio naturale e attacco cromato lucido /
gloss white porcelain with natural leather cord and bright chromium plated connection

MN 2205AA100AA121 / MN 2206AA56AA124

Finitura / finishing
porcellana craquelé tortora lucido con cordoncino cuoio testa di moro e attacco cromato lucido /
gloss beige craquelé porcelain with dark brown leather cord and bright chromium plated connection

MN 2205AA100AA122 / MN 2206AA56AA125

Finitura / finishing
porcellana craquelé nero lucido con cordoncino cuoio nero e attacco cromato lucido /
gloss black craquelé porcelain with black leather cord and bright chromium plated connection



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MN 2205AA100AA120



MN 2206AA56AA123



MOON



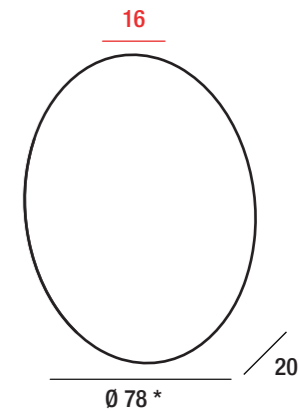
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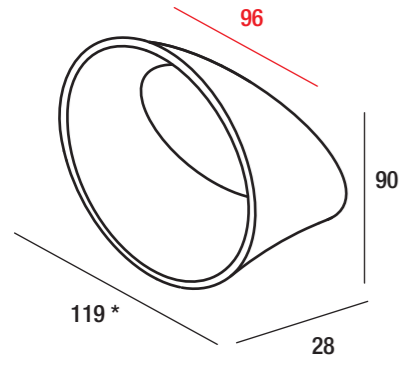
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MN 2208AA78AA101
Finitura / finishing
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Finitura / finishing
porcellana craquelé tortora lucido /
gloss beige craquelé porcelain

MN 2208AA78AA119
Finitura / finishing
porcellana craquelé nero lucido /
gloss black craquelé porcelain



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MN 2210AA119AA119

MN 2210AA119AA101
Finitura / finishing
porcellana bianco lucido / gloss white porcelain

MN 2210AA119AA118
Finitura / finishing
porcellana craquelé tortora lucido /
gloss beige craquelé porcelain

MN 2210AA119AA119
Finitura / finishing
porcellana craquelé nero lucido /
gloss black craquelé porcelain

OBLONG



MN 2210AA119AA101

pamar porcelain 35a

SCRIBBLE



36 pamar porcelain



pamar porcelain 37

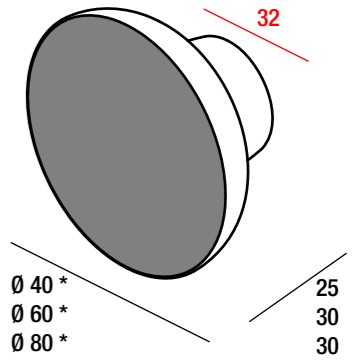


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PO 2042AA40AA113

38a pamar porcelain



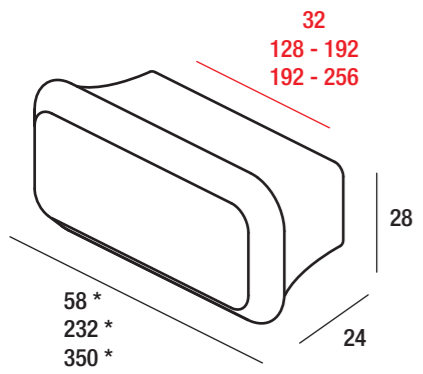
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Finitura / finishing
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PO 2042AA60AA110 / PO 2042AA60AA113
PO 2042AA80AA110 / PO 2042AA80AA113
Finitura / finishing
porcellana nero lucido con decoro bianco /
gloss black porcelain with white decoration

PO 2042AA40AA111 / PO 2042AA40AA114
PO 2042AA60AA111 / PO 2042AA60AA114
PO 2042AA80AA111 / PO 2042AA80AA114
Finitura / finishing
porcellana grigio lucido con decoro bianco /
gloss grey porcelain with white decoration

PO 2042AA40AA112 / PO 2042AA40AA115
PO 2042AA60AA112 / PO 2042AA60AA115
PO 2042AA80AA112 / PO 2042AA80AA115
Finitura / finishing
porcellana blu lucido con decoro bianco /
gloss blue porcelain with white decoration

ASHLAR



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Finitura / finishing
porcellana bianco lucido / gloss white porcelain

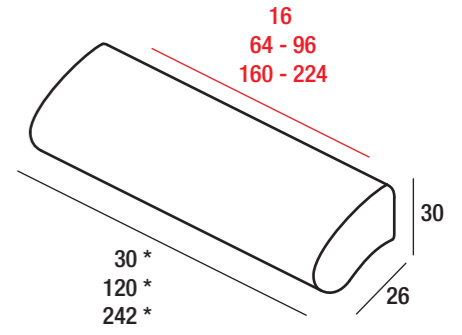


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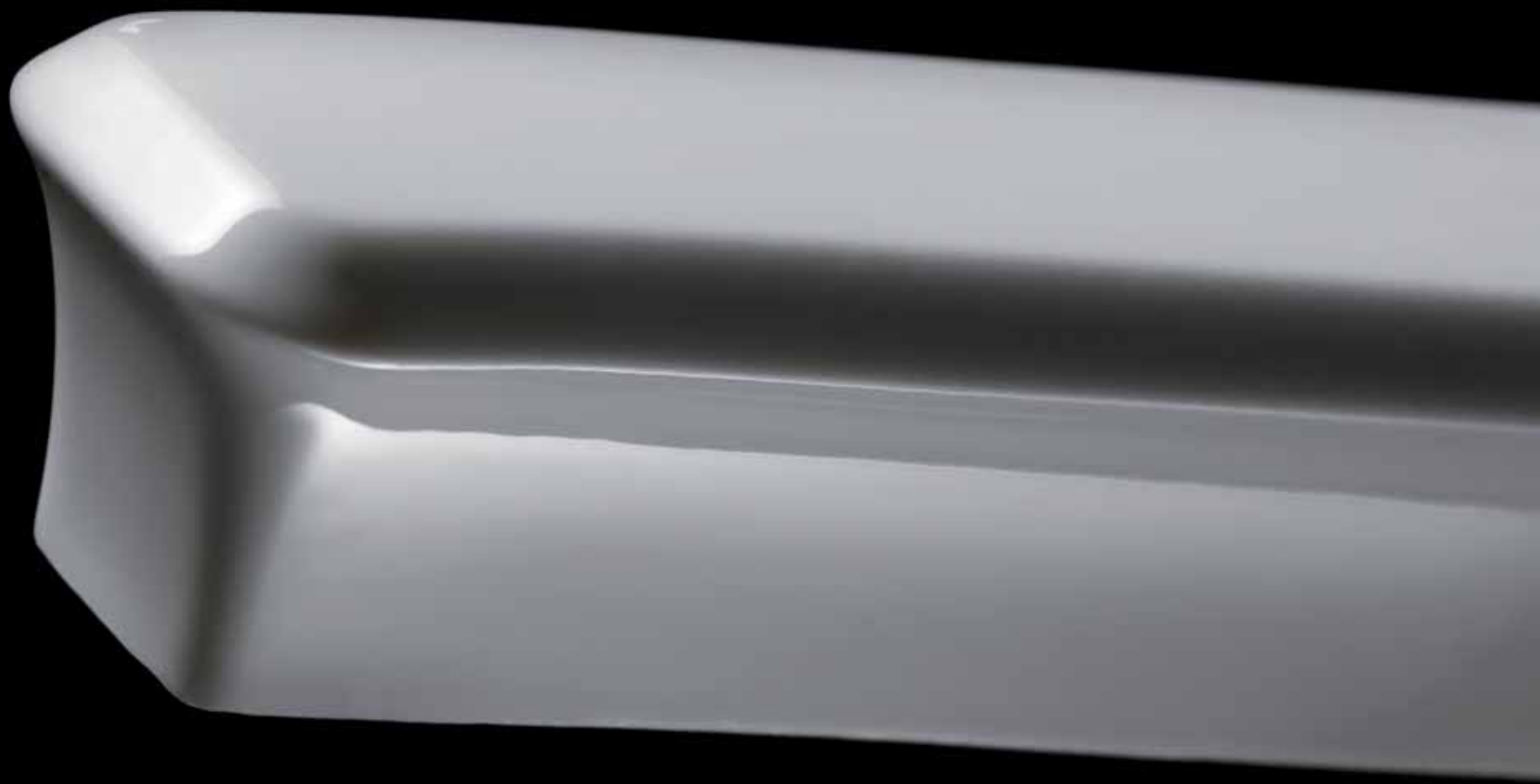
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COMMA



MN 2201AA30AA101 / MN 2201AA120AA101
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Finitura / finishing
porcellana bianco lucido / gloss white porcelain

ASHLAR



I modelli Pamar sono protetti da brevetto internazionale.
La contraffazione sarà perseguita a termine di legge.

International patents have been deposited
for the Pamar articles.
Imitations will punished by law.

INFORMAZIONI TECNICHE

Le misure in nero sono le dimensioni esterne
Le misure in rosso sono l'interasse
Le misure con asterisco * sono il codice del prodotto
Le parti in grigio scuro nei disegni indicano i decori

AVVERTENZA

Pamar S.p.A. si riserva la facoltà di modificare le
caratteristiche tecniche degli elementi illustrati nel presente
catalogo in qualunque momento che si ritiene necessario.
Per ragioni tecniche le tonalità dei colori rappresentati
a catalogo possono differire dagli originali.

TECHNICAL INFORMATION

Black measurements refer to external dimensions
Red measurements refer to inter-axial hole distance
Measurements with asterisk * refer to the article code
The dark grey shading refers to possible decoration

ATTENTION

Pamar S.p.A. reserves the right to change technical
specifications of products illustrated in this catalogue
at any time deems necessary.
Colour variations in the catalogue may differ to the
original colours due to technical reasons.

AD **Gordon Guillaumier**
grafica/graphic **Giuseppe Basile**
foto/photo **Donato di Bello**
testi/copy **Massimiliano Di Bartolomeo**
illustrazioni/illustrations **Ale+Ale**

impianti_stampa/color separation_print **Grafiche BSZ (Mazzo di Rho-Mi)**

si ringrazia / special thanks to George J.Sowden

finito di stampare nel mese di aprile 2010

