



 **POIGNEE** *fabrique creative*

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Poignee was born in 1956 from a brilliant intuition of Ida Bazzi, mother of the current owner, Roberta Borra Cinque.

Bazzi's vision 52 years ago was deemed extravagant and risky by some, as the shop offered only the finest in cabinet and door handles for the discriminating buyer. But Bazzi recognized the demand for specialty items of esteemed craftsmanship and was committed to proving the naysayers wrong. Not only did she succeed, but her shop and workmanship became synonymous with attributes typically reserved for only the select few.

Today, Poignee's retail showroom sits on a historic street in the heart of Rome and is supported by a creative team and productive factory in Pomezia. And it has diversified its designs and production capabilities to meet the demands of the custom-made market. Indeed, Poignee's in-house team works directly with leading architects, interior designers, and engineers on large international projects.

As a result, Poignee creates and produces a wide-range of design objects, working with different materials, from assorted metals, iron, plexiglas, and stained glass. The company's design and production specialists work with both technologically-advanced and traditional techniques throughout the process to ensure each piece is uniquely and aesthetically valuable in its own right, thus earning it a "Made in Italy" stamp that connotes quality around the world.

With an eye to the future, Poignee welcomes the third generation of Bazzi family members who, while paying homage to their founder, are constantly striving for ways to anticipate market trends through research and development of new technologies and solutions for all of Poignee's business sectors (production organization, distribution and logistics), thus responding to the needs of an increasingly heterogeneous market.



## **POIGNEE** *boutique*

Beautifully nestled on a historic street in Rome, the Poignee retail showroom open to the public. Here, guests are captivated by the richness, the beauty, and the originality of the many pieces displayed here – all customizable. Whether it's a private client, architect or interior designer, each visitor is encouraged to search for the handle, knob, decorative art piece or piece of furniture that captures their heart and attention – and that will become the “statement piece” for their project.

Each piece can then be customized and made unique in the choice of material choice of the client, (aluminum, iron, brass, plexiglass, silver, gold).





## **POIGNEE** *bespoke*

Poignee rejects mass production using molds. Instead, the Poignee team focuses on production techniques that combine the latest in technological advances while incorporating the best of hand-made processes, thus ensuring each piece's beauty quality are uniquely preserved. Incorporating this business approach to our production sector allows Poignee can effectively and efficiently serve large market segments at competitive prices, thus becoming the ideal partner of architects, designers, design firms and contractors, who find the solution to their every need.

Over the past 15 years, Poignee has produced “Antologhia”, a line of high-range handles for Colombo Design, a company from Bergamo that distributes its products all over the world. The high-volume production requirements, however, did not result in any changes in the production process or compromises to the excellence for which Poignee is known.





## **POIGNEE** *art*

In the year of the Jubilee, Poignee, already known for its furnishing and interior design accessories, expanded its quality production of brass, bronze and plexiglass artifacts by purchasing DOMUS DEI, a foundry specializing in Sacred Art.

The blending of both companies' 50-year history and shared commitment to hand-crafted quality allowed the establishment of a manufacturing and artistic center where some of the best masters of the art of stained glass, mosaic, artistic foundry, casting, fiberglass, lost wax, and restoration could create works on private commission or alongside fellow artists.

Thus, Poignee Art was born.





“Air, Water, Earth and Fire.  
From the mixtures  
of natural elements is born  
all our creations.”







## Our “Manifesto”

- 1. Our mission is to produce well-made products and services.**  
“Well-made” combines skill and passion, authenticity and personalization, know-how and new technologies.
- 2. Our “motto” is to ensure our clients are not just satisfied but proud of the work we do on their behalf.**  
Because commitment, competence, dedication, are the keys to ensuring quality work.
- 3. Being in relationship with beauty and with art is natural and constitutive of our know-how.**  
Our products have taken forms from time to time suited to the spirit of the time, opening up to dialogue with art and design.
- 4. The relationship with what we create and produce continues in time.**  
Creating, regenerating, reusing, reinventing and restoring are our family lexicon.
- 5. Work has an absolute value while profit is an instrument not the end of our company.**  
Collaboration and solidarity are our core values.
- 6. For us, being artisans means being new entrepreneurs that combine tradition and innovation.**  
We love experimenting and designing new products, we look to the future guarding our knowledge, sharing it “from hand to hand”, creating bridges between generations.
- 7. Our culture is based on an idea of teamwork.**  
Those who lead others always work inevitably together with others, in through them, performing the same gestures, going through the same effort, finally enjoying the same satisfaction with the result.
- 8. Technology is an extraordinary working tool for us.**  
By our side, to strengthen and protect ourselves not to alienate us and replace us.
- 9. The workplace is our “Genius Loci”.**  
As craftsmen we have recognized the spirit of the place, from which we draw the inspiration of our know-how every day.



“Our capacity to solve creatively the problems are founded on the ability to look at the same thing as everyone else and think something different.”





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