

Antica Fornace Deruta of the Baiano Family

A bit of history of the Baiano-Margaritelli family and how it is an integral part of the production of artistic ceramics in Deruta, yesterday and today.



Image of the factory in Deruta



Main entrance to the factory

The foundation of the factory and the role of Giovanni Baiano's family

In 1904 a great uncle of the family, Benedetto Angelucetti, was one of the founders of the Società Anonima Maioliche located in via El Frate, in the historic center of Deruta. In the following years, grandfather Ugo Baiano, uncles Cesare Margaritelli, Eugenio Margaritelli, Andrea Margaritelli and other relatives worked in the large factory as painters and managers. His father, Francesco Baiano, joined it in the 1940s and in the 1950s he became production manager.



Francesco Baiano in the Sample Showroom

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The relocation of the factory and its closure

In 1955 the factory moved to the new headquarters in via Tiberina, in a modern and innovative structure, continuing the production between tradition and innovation. It worked at this pace until the late 1970s when trade union, financial and political problems forced it to close.



The construction of the new factory at the new location.



Francesco Baiano in the Offices of the factory.

The family starts their own shop

We set up the museum and started the business following the closure of the factory. Father Francesco took his share of the Società Anonima Maioliche and a large part of the factory's sample room, which included in addition to majolica, drawings, watercolors and projects of great artistic value and continued the production of ceramics that still carry on the tradition and innovation of the Società Anonima Maioliche.



Giovanni and Francesco Baiano, father and son, in their family museum displaying the samples and prototypes from the factory.



The ancient kilns from the 15th century.

The discovery of the ancient kilns

Francesco Baiano lived with his aunt Guendalina as a child in his great uncle's house, a few steps from the Società Anonima Maioliche. In this house in 1600 there was a tower. Within this, during the restoration work in the 80s, we made an exceptional discovery. In fact, two majolica kilns dating back to 1400-1500 have been found, mysteriously hidden by arches and plasters. After months of restoration they can now be visited by scholars, tourists and interested people. The discovery allowed us to be included in the museum circuit of our city.

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Giovanni Baiano at the inauguration of his ancient kilns as part of a system of the Regional Museum of Ceramics.



Inside the shop you can see the merchandise, the ancient kilns and the antique collection of prototypes.



Outside the shop you can see the famous mosaic fragments of traditional patterns.

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The fragments discovered in the kilns

We recovered several fragments of pottery during the excavation of our kilns located under our house which has been owned by the Baiano family since the Middle Ages. Pieces of majolica ranging from the fourteenth to the seventeenth century and represent the original designs of Deruta and the evolution of the forms, models and techniques of Deruta ceramics over time. Initially there were only a few colors, such as green and manganese. With the discovery of new pigments, during the Renaissance, ceramic designs acquired colors such as cobalt blue, orange and yellow, which were created using mineral oxides. These new colors gave life to the beauty of Deruta's motifs, not only gothic, geometric and calligraphic, but also to designs such as "Deruta classico" inspired by the artist Pietro Vannucci known as "Perugino" and his student, Raffaello Sanzio da Urbino for the "Raffaellesco" decoration, both at the height of the Italian Renaissance.

1. Archaic (1300's)



Fragment of the Archaic style using copper green and manganese colors from the 1300s.

2. Gothic (penna di pavona 1400's)



Fragment of the Gothic style also known as peacock feather from the 1400s.

3. Geometric Renaissance (1500's)



Fragment of the Geometric style of the Renaissance period in the 1500s.

4. Calligraphic (1600's)



Fragment of the Calligraphic style with flora and fauna in the 1600s.

5. Floral Renaissance (Deruta 1500's)



Fragment of the Floral style of the Renaissance in the 1500s.

6. Grotesque or Raphaellesque (1500's)



Fragment of the Grotesque style of the Renaissance in the 1500s.



An honorary plate with an historical synthesis of the designs of Deruta.

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The Renaissance painters created artistic designs on maiolica and have become the traditional patterns

In 1500 during the Renaissance, which meant a new birth especially in reference to the arts and civilization, many artists drew inspiration from the history and culture of ancient Greece and Rome. Both Pietro Vannucci, known as "Perugino", and Raphael Sanzio, his pupil, visited the small hill village of Deruta since it is located not far from Perugia and was already famous at the time as the seat of majolica production. A fresco by Perugino depicting San Rocco and San Romano, now visible in the Municipal Art Gallery of Deruta, has a view of the town painted under the two characters.



Fresco of San Rocco and San Romano painted by Perugino with a detail representing the town of Deruta.

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Inspiration for Classic Deruta

Among the figurative representations of ancient heroes and philosophers the frescoes of the Nobile Collegio del Cambio in Perugia there is also an elaborate fantastic floral decoration of the helmets and headpieces painted by Perugino. His majolica designs are said to have been inspired by his own painting and are known as Classic Deruta or Ricco Deruta.



Frescoes by Perugino (including a self-portrait of the artist in lower left) located in the Nobile Collegio del Cambio in Perugia.



Design of inspiration from Perugino.

Inspiration for Raphaelesque or Grottesque

It is said that Raphael visited the ruins of many ancient Roman palaces and villas, the most famous of which is the "Domus Aurea," the "Golden House" that the emperor Nero had built in Rome. The study of the wall paintings, sculptures and floor mosaics found in his underground caves was a powerful source of inspiration for Raphael and his artistic design on majolica, which in fact reproduces an unusual monster, half human or dragon, called Grottesque or Raphaelesque.



Frescoes in the Domus Aurea in Rome that inspired artists of the Renaissance.



Design of inspiration of Raphael.

Deruta yesterday and today continues the tradition



Deruta - one of the most beautiful hill towns in Umbria, Italy - a town where the artisans create objects of beauty for your home.