

The logo consists of a black teardrop shape to the left of the word "agape" in a bold, lowercase sans-serif font.

ACADEMY

Day one

9.15

Welcome coffee

09.30

Introduction(s) – G. Agoston, C. Guizzardi, F. Righi

11.30

Break

12.00

Products overview – F. Righi

13.00

Lunch

14.00

Bosco Showroom Tour – F. Righi

15.30

Communication – G. Agoston

16.30

Services – N. Bignardi

17:30

End of day one

Day two

9.15

Welcome coffee

09.30

Systems, showers, taps, materials – F. Righi

11.30

Break

12.00

Quotations, examples and overview – C. Guizzardi

13.00

Lunch

14.00

Quotations, exercises – C. Guizzardi

17:30

End of day two / End of session

Introductions:

- . about you
- . your career path
- . expectations about the day
- . expectations from Agape



Agape.

In three words.



Word Cloud



Il percepito Agape dei partecipanti dell'Academy prima del corso / Agape as seen by the participants before taking part in their Academy session

Word Cloud

Elegance
Inspiration
Luxury
Beauty
Minimalism
Simple
Exclusivity
Emotional
Research
Philosophy
Design
Bathroom
Complete
Environment
Innovation
Timeless
Project
Iconic
Italian
Story
Quality
Specialized
Territory
Materials

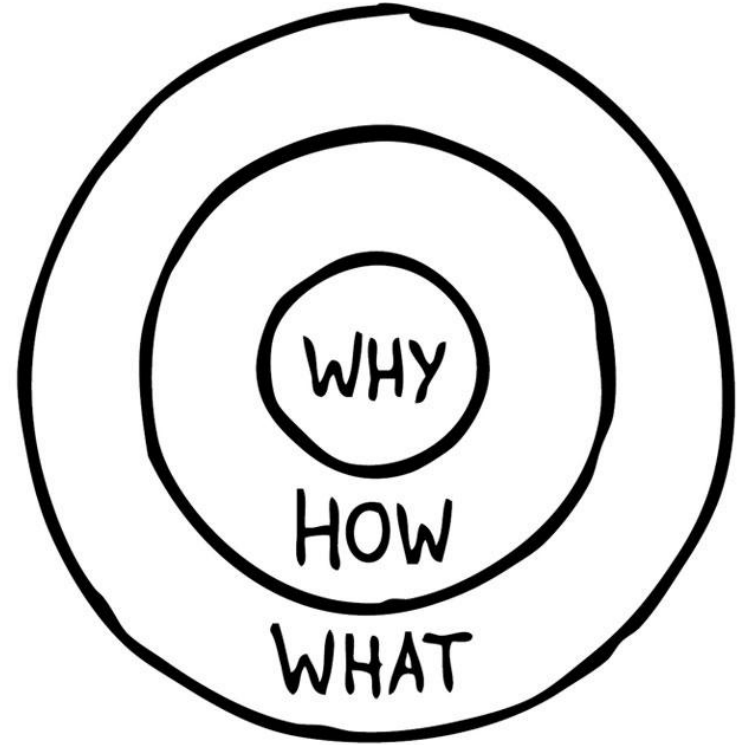
Word Cloud

A word cloud visualization with the word "Project" as the largest and most prominent element. Other significant words include "Elegance", "Innovation", "Quality", "Iconic", and "Timeless". Smaller words scattered around include "Bathroom", "Materials", "Inspiration", "Research", "Territory", "Specialized", and "Story". All words are rendered in a uniform orange color.

Elegance
Bathroom Materials Innovation
Inspiration
Project Quality
Iconic Research Territory Specialized
Timeless Story

The golden circle.

Simon Sinek



The golden circle.

Simon Sinek

Every single organization on the planet, even our own careers, function on three levels:

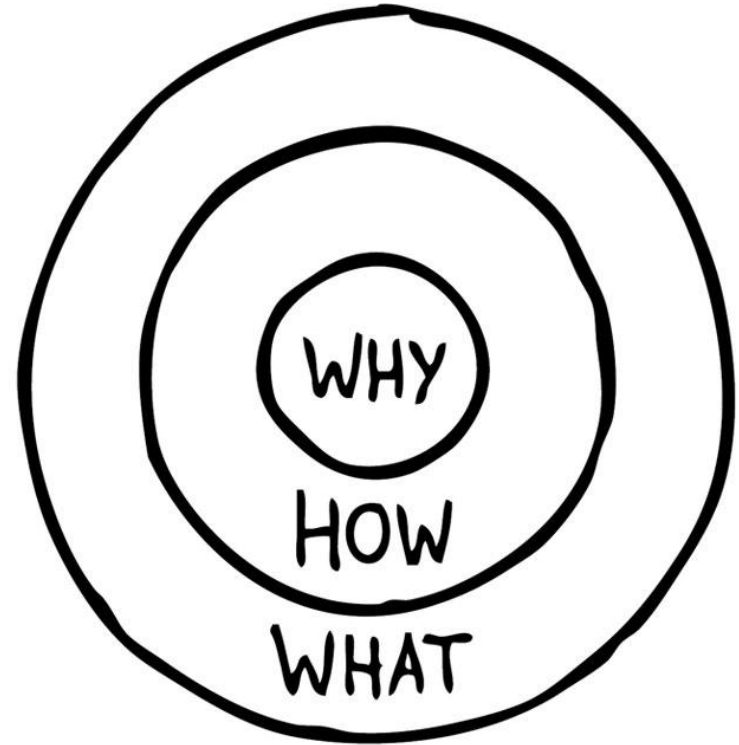
1. What we do

Every organization and individual knows What they do. For an organization, these are the products they sell or the services they offer. For an individual, it is their job title or roles.

2. How we do it

Some organizations and individuals know How they do what they do. These are the things they feel set them apart from their competition; the things they think make them special or different from everyone else.

3. Why we do it.



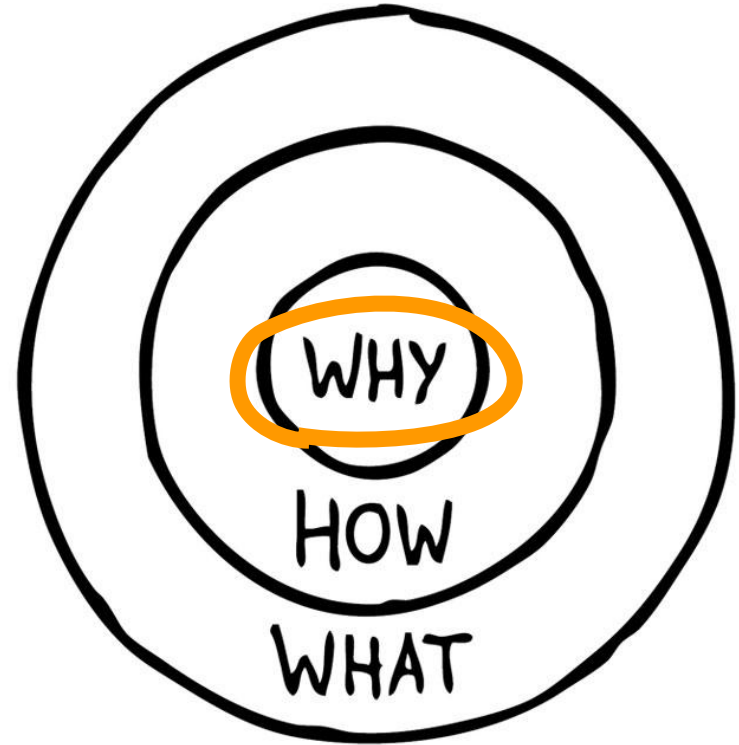
The golden circle.

Why?

Very few people and very few organizations can clearly articulate Why they do what they do. Why is a purpose, a cause or a belief. It provides a clear answer to the questions, “Why do you get out of bed every morning?” “Why does your organization exist?” and “Why should that matter to anyone else?”

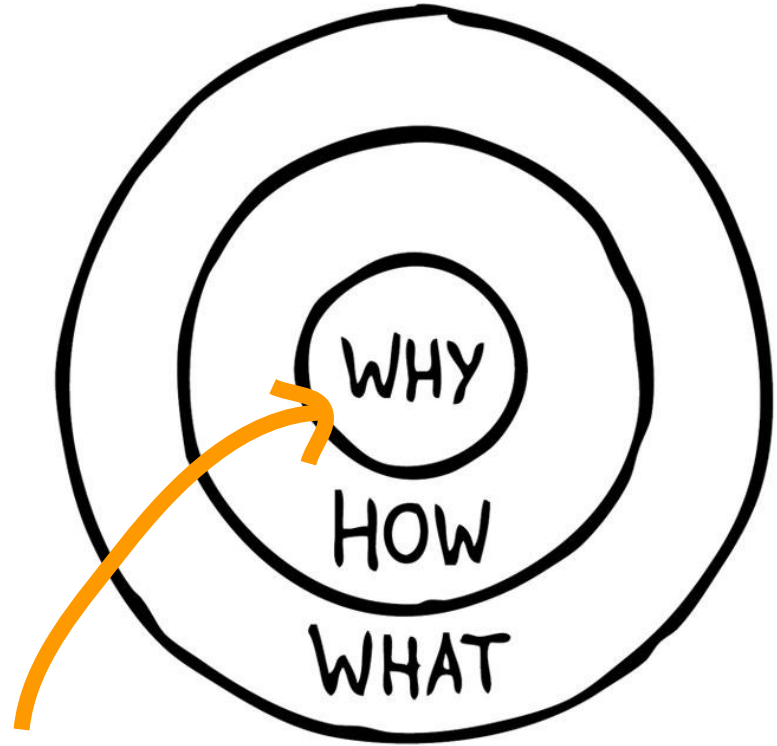
Making money is NOT a Why. Revenues, profits, salaries and other monetary measurements are simply results of what we do.

The Why is about our contribution to impact and serve others. The Why inspires us.



The golden circle.

Outside-in.



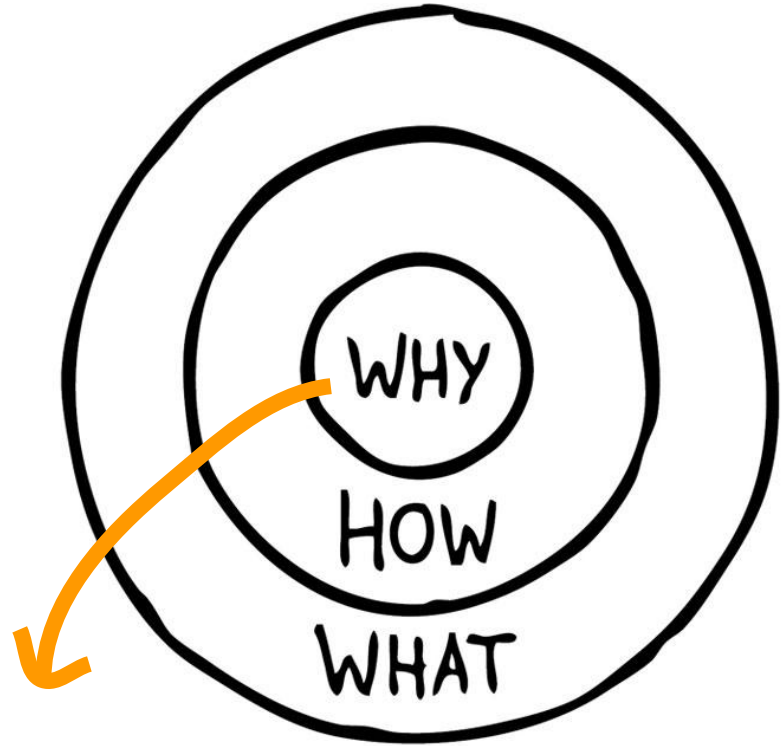
People naturally communicate from the outside-in; they typically go from what is easiest to understand to what is hardest to understand and explain. They tell people What they do, tell them How they are different or better, and then they expect a behavior like a purchase, a vote or support.

The golden circle.

Inside-out.

Leaders and organizations with the capacity to inspire all think, act and communicate from the inside-out. They start with their Why. When they communicate their purpose or cause first, they communicate in a way that drives decision-making and behavior.

It literally taps the part of the brain that influences behavior.



The golden circle.

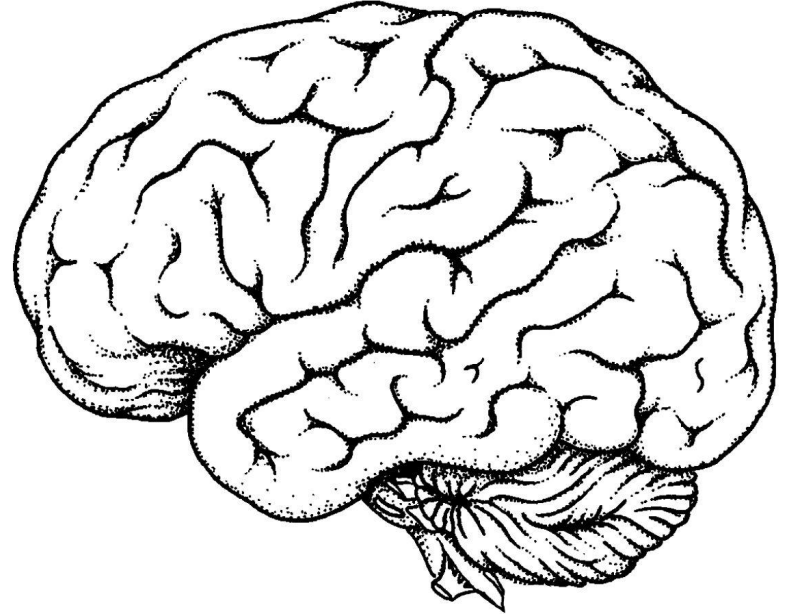
Biology.

None of this is opinion. It is all grounded in the tenets of biology. A cross-section of the human brain shows that its layout perfectly correlates with the three major components of The Golden Circle.

The outside of the brain is the Neocortex, which corresponds with the What level of The Golden Circle.

The Neocortex is the newest brain or Homo Sapien brain. It is responsible for all rational and analytical thought and language.

The middle two sections, the How and Why, of The Golden Circle make up the Limbic Brain. The Limbic Brain is responsible for all feelings, like trust and loyalty. It is also responsible for all human behavior and decision-making, yet it has no capacity for language.



This is the reason we can say that

**“People don’t buy What you do, they
buy Why you do it”**

What you do simply serves as the tangible proof of what you believe.

The golden circle.

Examples.

Apple Brand Blueprint

Tagline: "Think Different."

Why (Purpose)

*We think differently
thereby challenging
the status quo.*

How (Mission)

*We simplify, we perfect, we
start over, until every product
we make meets our standard
for excellence and enhances
each life it touches.*

What (Positioning)

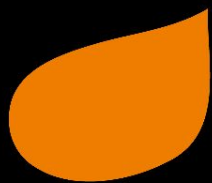
*We give power to the people
by making technology great
yet simple that everyone can
make a difference in the world
one touches.*

think**bastien**



Introduction:

bathroom architecture and
culture since 1973.



years of activity
est. 1973

50

brands
Agape and Agapecasa

2

employees

56

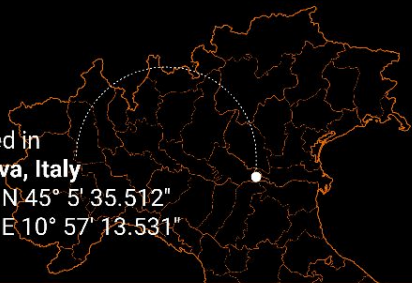
monobrand
showrooms

10

Located in
Mantova, Italy

Lat: N 45° 5' 35.512"

Long: E 10° 57' 13.531"



over
dealers

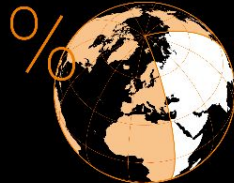
300

in
nations

/60

more than
for export

75



more than
products in the catalogue

550



product
categories

13

by
designers

41

in
different materials

31

There is more to the numbers:

Agape is about the project,

Agape is about timelessness,

Agape is about Mantova.

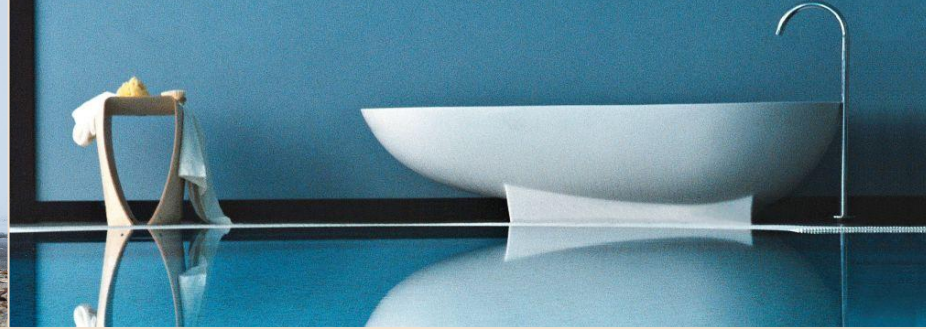
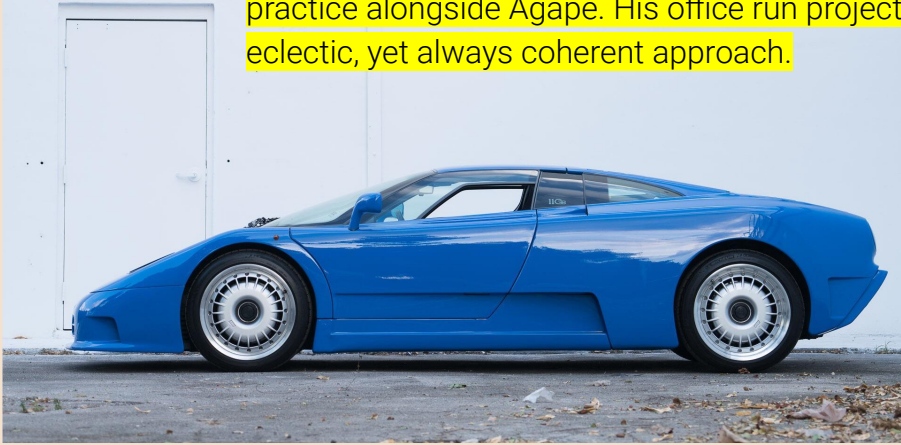
Agape is about the project. Above all.

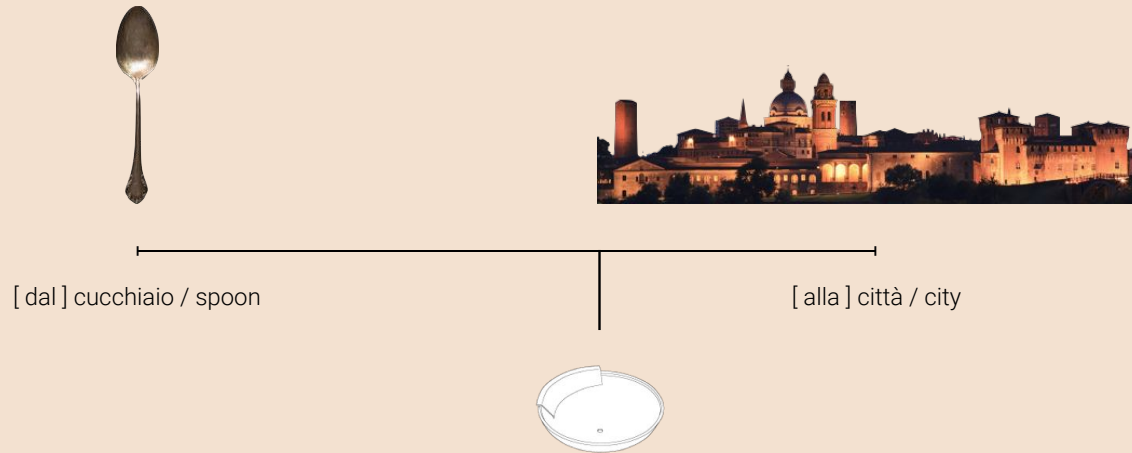
We are architects at heart. We work with architects and designers to design objects to be part of an architecture. Often born from specific architectural needs, the products in our catalogue are capable of establishing intense relationships with the spaces that embrace them to become elements of a carefully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

**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.





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

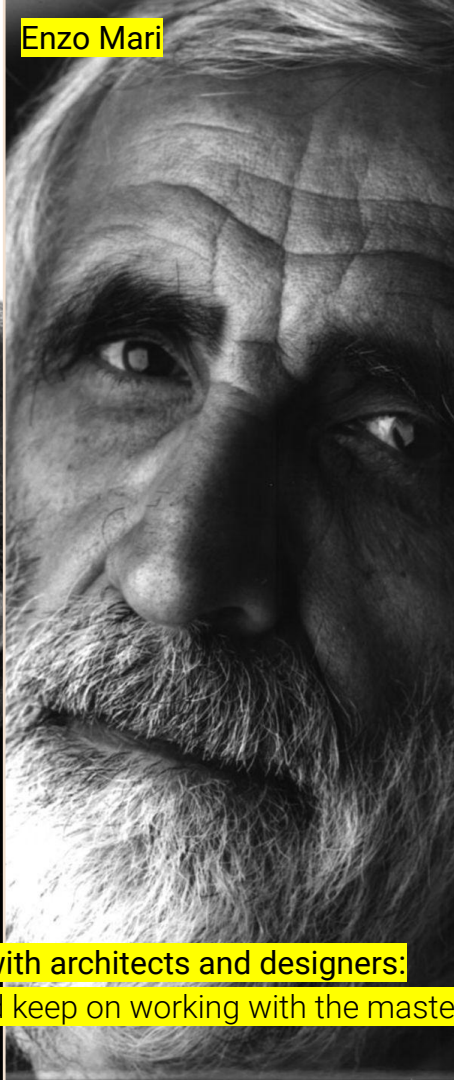


Agape is about the project.

Angelo Mangiarotti



Enzo Mari



Marcio Kogan



Neri & Hu

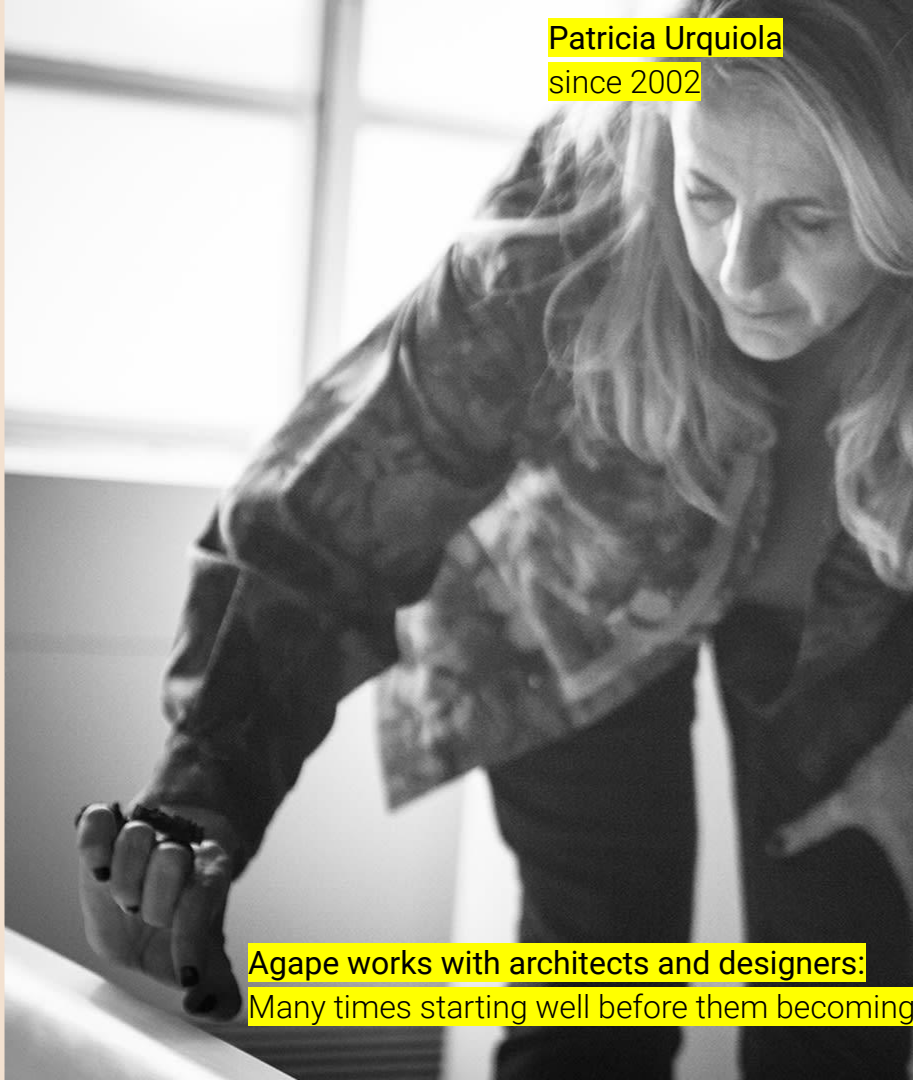


Agape works with architects and designers:

We worked and keep on working with the masters of contemporary design and architecture.



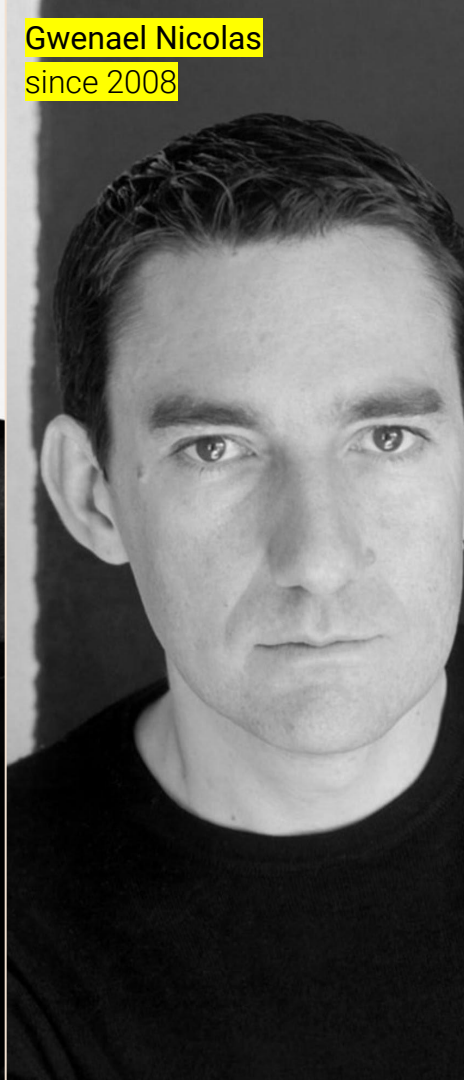
Agape is about the project.



Patricia Urquiola
since 2002



Konstantin Grcic
since 2000



Gwenael Nicolas
since 2008

Agape works with architects and designers:
Many times starting well before them becoming the masters they are today.

Agape is about the project.



Benedini Associati



Patricia Urquiola



RD Agape



Angelo Mangiarotti



Giulio Gianturno



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 Lanzì



Marcio Kogan



Mariana Ruzante



Mario Tessarollo



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 Gwenael Nicolas for its of house in Tokyo.



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



Agape is about the project.



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

Washbasins



Countertops



Sanitary ware



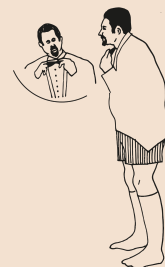
Bathtubs



Storage units



Mirrors



Accessories



Lights



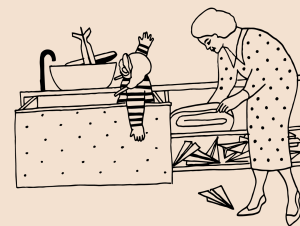
Taps



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.



Agape is about the project.



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.



Agape is about the project.



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



Agape is about the project.



... 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



Agape is about the project.



...both indoor and outdoor.

 agape

AGAPECASA

Agape and Agapecasa

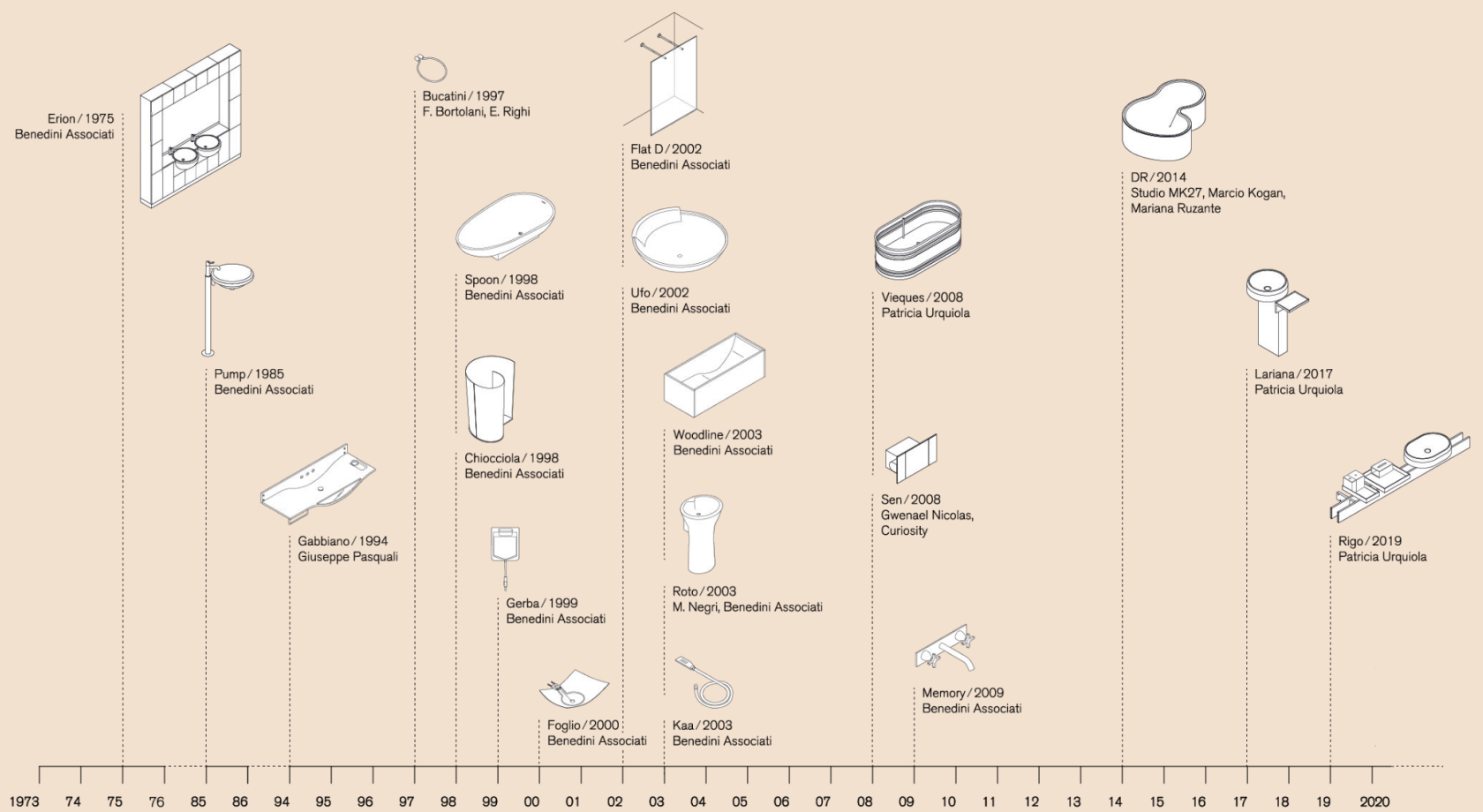
In 2009 this devotion to the project itself, culminated in the acquisition of the **production rights to the archives of Angelo Mangiarotti and the establishment of a new brand, Agapecasa, dedicated to the re-edition of the original and timeless pieces** of one of the greatest masters of post-war Italian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

Agape is about timelessness.



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 Gianturno, 2003

Or for an exquisite combination of all these things.



Agape is about timelessness.



*Spoon bathtub
– design Benedini Associati, 1998



Angelo Mangiarotti



Benedini Associati



Gwenael Nicolas



UT Agape

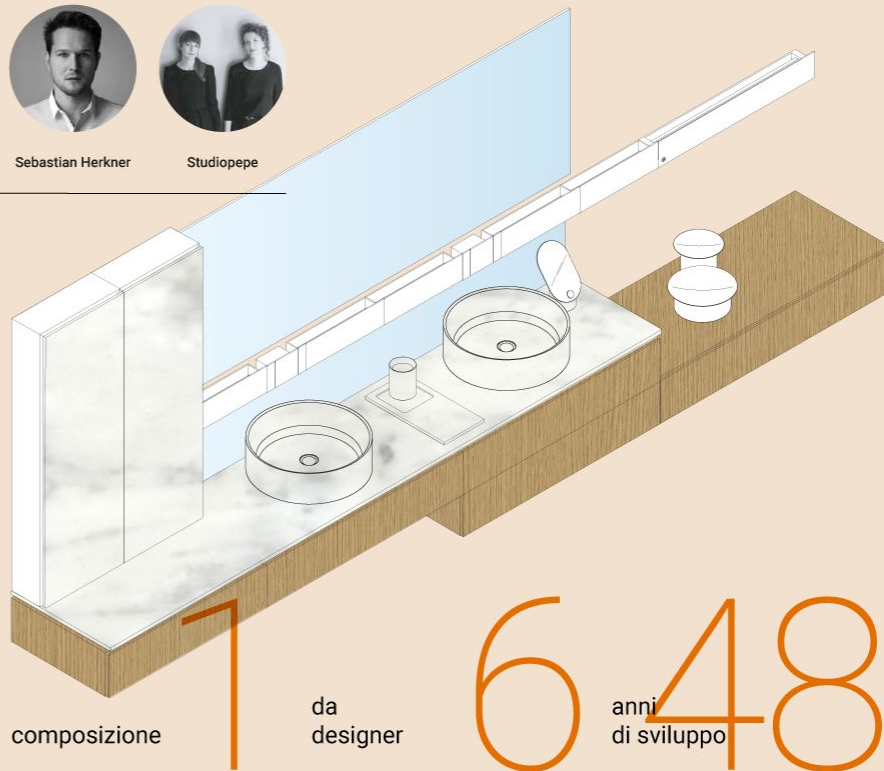


Sebastian Herkner



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.





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 timelessness.

DESIGN
DIEGO VENCATO, MARCO MERENDI
FOR AGAPE





Agape is about being exquisitely Italian.

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



Agape is about being exquisitely Italian.


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.



Agape is about being exquisitely Italian.



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 persists today thanks to the establishment of part of the Faculty of Architecture of the Milan Polytechnic.

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

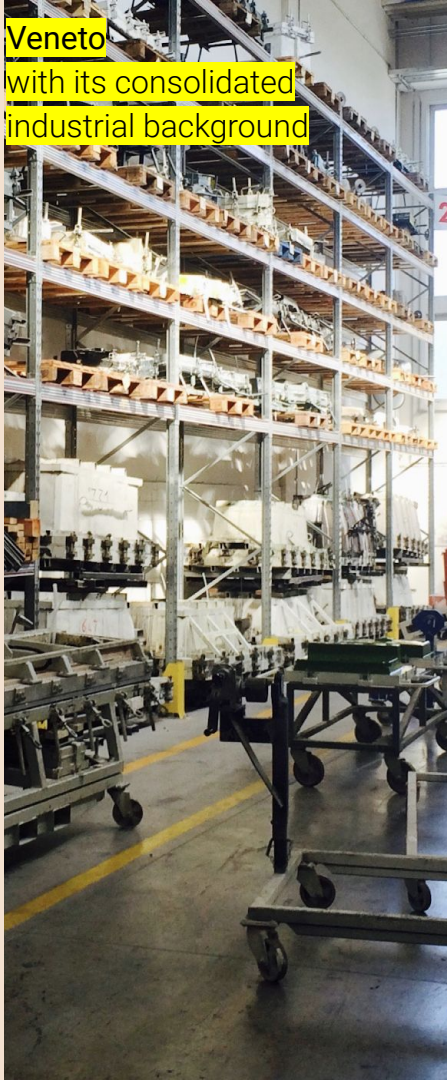


An enclave between three regions, Lombardy, Veneto and Emilia Romagna, its particular location allows Mantova and its surroundings to make the best out of the specificities of all three.



Agape is about being exquisitely Italian.

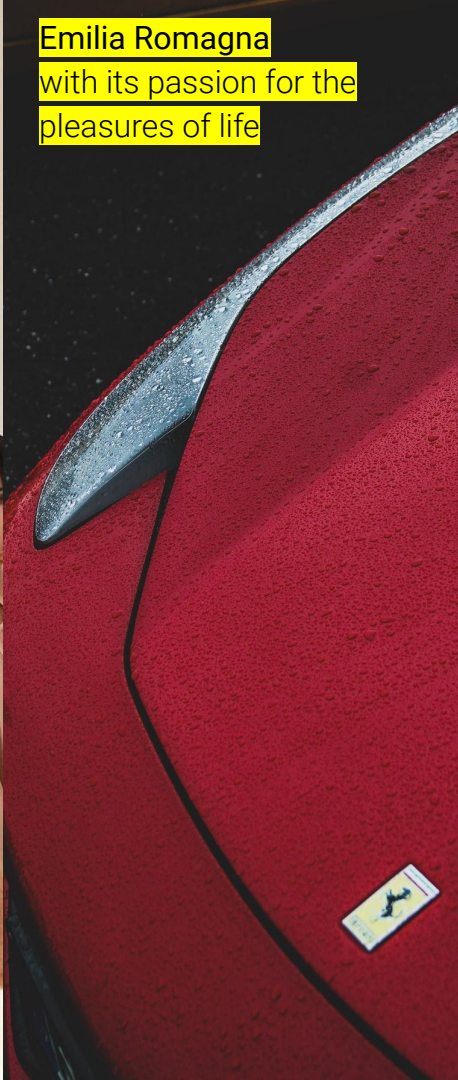
Veneto
with its consolidated
industrial background



Milano
with its tradition of high
fashion and good design



Emilia Romagna
with its passion for the
pleasures of life





Agape is about being exquisitely Italian.



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 being exquisitely Italian.

A blend that led us to believe that there has to be a certain, ineffable, savoir vivre in everything we do and the way we do it.





Agape is about being exquisitely Italian.

Because sophisticated and timeless beauty stems from the understated elegance and coherence of every element, no matter how small.

A close-up photograph of a brushed metal handle mounted on a textured, light brown wall. The handle is L-shaped, with a cylindrical grip and a flat rectangular base. The word "agape" is engraved on the base. A screw is visible in the center of the base.

agape



Agape is about being exquisitely Italian.

Because Agape is about elegant living.
In every detail.



Headquarters.

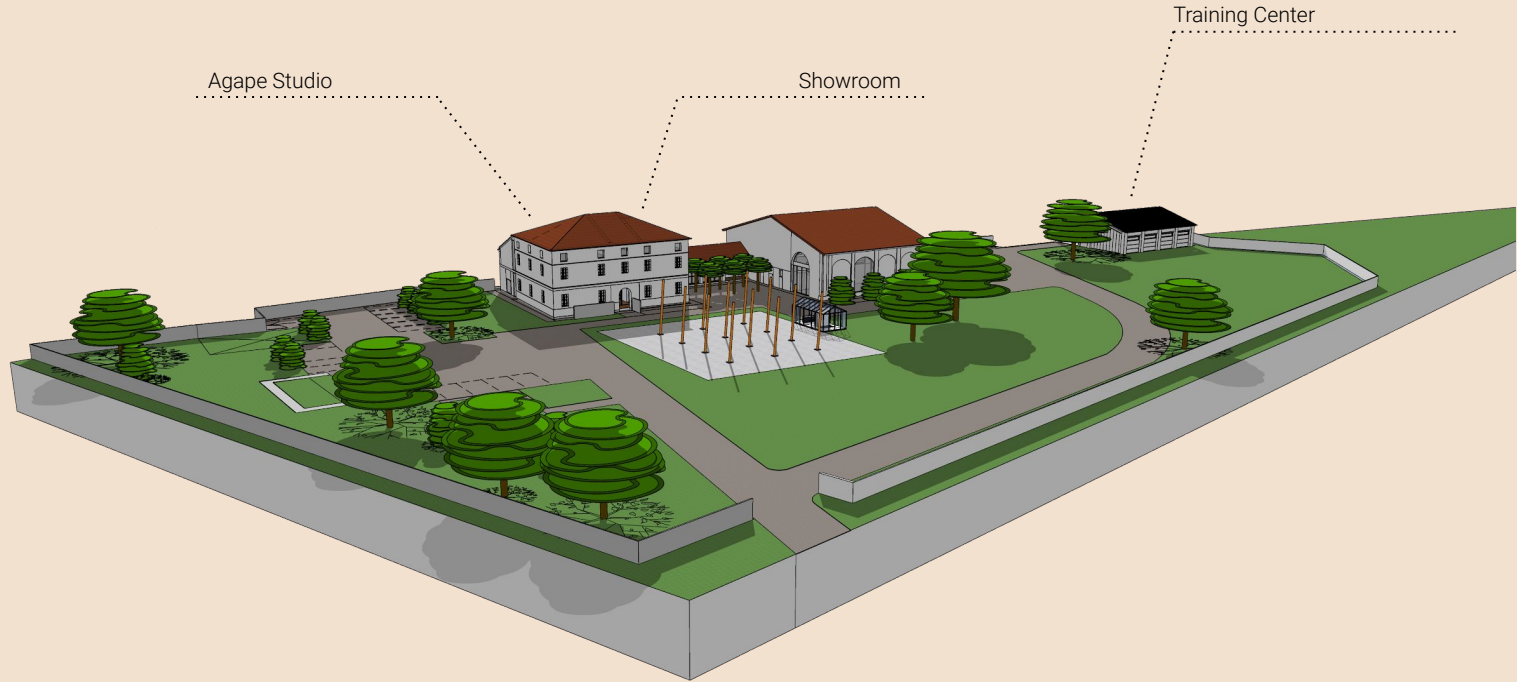


Agape Bosco



Agape Headquarters

Agape Headquarter Showroom



The showroom, renovated in the late 1990s by Benedini Associati, is a always evolving and, in addition to the product display, also houses the Agape Studio and the Agape training centre.



Agape Headquarters.

The other departments, such as management, administration, marketing, sales, logistics are just a few minutes from the showroom, in an avant-garde corporate structure designed by Giampaolo Benedini.







