

ITALIA

Wildwood Unveils Italia: A Handcrafted Artisan Collection Celebrating Italian Heritage



April 2025 - Wildwood is proud to unveil *Italia*, a capsule collection of over 30 one-of-a-kind lamps, sconces, and pendants each meticulously handmade in Italy. This exclusive collection celebrates Italy's rich artistic heritage, where time-honored craftsmanship and tradition come together to create enduring works of art. Paying homage to Italy's legacy of artisanal excellence, the Italia collection features pieces crafted using traditional ceramic and glass-blowing techniques passed down through generations. Each ceramic piece is hand-thrown on a wheel, while the glass is mouth-blown and hand-shaped, ensuring that every creation is truly unique. The collection is distinguished by its rich, sophisticated color palette characteristic of Italian design - deep Mediterranean blues, warm amber hues, luminous golds, and vibrant jewel tones.

Expanding on their artisan series - which began with the Shiga Collection, a Spring 2024 release featuring handcrafted pieces from Japan - Wildwood continues its dedication to small-batch collections sourced from regions renowned for their craftsmanship. With a deep-rooted connection to Italy, Wildwood has collaborated with Italian artisans for over 40 years, working with family-owned factories, many of which span multiple generations.

As a third-generation partnership between Wildwood and artisans in these workshops steeped with history, this collection embodies a remarkable synergy. The majority of the Italia collection originates in Northern Italy, particularly around Florence, with select pieces from regions near the Dolomites and Venice - each area contributing its own distinctive artisan expertise. Inspired by Italy's storied artistic and design traditions, the collection harmonizes the classical elegance of Tuscany and Venice with the modern sophistication of Milan's fashion scene. The result is a seamless blend of past and present, where every piece stands as a tribute to heritage, craftsmanship, and timeless artistry.

About Wildwood:

For more than 50 years, Wildwood has established a legacy of master craftsmanship and visionary inspiration with peerless commitment to quality. Crafting transitional interpretations of classic design elements, Wildwood is an American premier design brand offering distinctive lighting, furniture, and decorative accessories. Wildwood is based in Rocky Mount, North Carolina, and sells to designers and retailers throughout the world, with showrooms in High Point, North Carolina and Atlanta, Georgia.