

The tradition looking to the future



A potter's wheel turning, a man's hand manipulating the mass of clay to give an elegant and useful shape.

All this is not happening in an artist workshop, but inside Piral factory in Albisola, one of the eldest Italian manufacturing factories producing pottery. Piral still only uses age-old selected shapes and totally Italian and eco-friendly colors, creativity and raw materials.

Albisola, village of pictorial beauty, is a sea town surrounded by protective mountains which mitigate its climate. That is the way visitors appreciate this precious jewel made up of colors, flavors and acts of an age long culture.

Albisola began to develop the manufacture of ceramics by the end of the fifteenth century. Alluviums of red clay and quarries of white earth can be found in many parts of the territory.



During the passing centuries, the handicraftsmen of Albisola set the fashion and made the town an important center of artistic workshops, now known across the world. Her little streets are

dotted by shops keeping artistic treasures, like the traditional yellow terracotta and the white majolica.



Suspended between tradition and innovation, Piral looks ahead well aware that only a rich-in-tradition past can be a strong basement for present challenges.

A secular story of pottery making is at the present day the most precious asset that Piral can offer to the market and the customer. That is why today they can proudly say that Piral does not only offer goods to the market: Piral can be defined as the goods themselves, in an utter empathy between company and production.

Not many companies in history can be said to have had the real privilege of seeing their own mark used for describing an entire production. Piral can be numbered among them. Saying Piral Pottery you refer to the pottery itself, a valuable product of ancient everlasting quality.

Choose Piral and find tradition again.

