



AGAPE LOOKS BACK TO GO FORWARD FOR ITS NEW COMMUNICATION CAMPAIGN

Agape introduces a new aesthetic approach for its communication campaigns, marking a decisive return to the product. Drawing on the hey-day visual codes of emblematic titles like *Abitare* and *Ottagono*, the new campaign reclaims the centrality of form, function, and identity—this time with a sharper, more immediate tone.

The campaign, shot by photographer Andrea Ferrari with Multi Form as the creative agency, adopts a striking, almost pop sensibility: clean, saturated backdrops, graphic contrasts, and unexpected compositions put Agape's iconic designs front and centre. The product is no longer contextualised within an architectural story—it *is* the story. Volumes are isolated, elevated, and emphasised, allowing their character and material presence to take over the frame. The result is a more recognisable and self-contained image—one that stands out from the crowd.

Crucially, this is an advertisement that looks like one—not a magazine spread, not a catalogue page. The intent is emphasized with use of an oversized logo, a bolder claim—*Crafted Bath Architecture*—and the return of Agape's signature orange, a color long associated with the brand's early identity. "Crafted Bath Architecture" expresses Agape's identity in three words: designing bathrooms as true architectural spaces, shaped through a cultural design vision and an artisanal approach. Typography plays a central role in this renewed visual language, with the use of the Basel Grotesk typeface bringing graphic sharpness to the composition.

With this new direction, Agape speaks in a clearer voice—confident in its past yet never nostalgic in defining a timeless yet contemporary visual language for the years ahead.



ABOUT AGAPE

Agape has been synonymous with design culture for 50 years. The brand, founded by the Benedini family, offers hundreds of products that meet every functional need in the bathroom. Washbasins, faucets, furniture, bathtubs, lights, and accessories designed by masters of contemporary design and architecture. Timeless objects that naturally develop an intense dialogue with any space, becoming elements of Agape's architectural vocabulary. International by nature, Agape also has deep ties to Mantua, the Renaissance city and extraordinary architectural workshop where its headquarters are located.

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