

Press Release  
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## **AGAPE BOSCO THE SHOWROOM IN THE PARK**

**A unique space, a repurposed architectural gem nestled in the Mincio Park, both surprising and welcoming—since 2001, Bosco has been the home of Agape. An unconventional showroom, open to architects, collaborators, employees, vendors, and end clients. It offers a warm, inviting atmosphere that reflects the brand's soul**

November 2024 – At the heart of the Mincio Park stands an unexpected architectural gem. Transformed from a former agricultural courtyard, this space, known as **Bosco**, is [Agape's](#) home—a place that speaks to the brand's essence, which has, for over fifty years, crafted icons for the bathroom space. Envisioned as an intimate part of the domestic landscape, it was conceived from the beginning by true innovators as a holistic architectural space for well-being, designed with an extensive range of products that cater comprehensively to both residential and contract settings.

Minutes away from Agape's modern headquarters established in 2009, Bosco is a truly unconventional showroom. Opened in 2001, it embodies a profound connection to the region for a company with an international reach. Here, brothers **Emanuele and Giampaolo Benedini**—both architects and co-founders of the brand in 1973—have created a space for conviviality, creativity, and study. It's where ideas emerge around a table while walking in the greenery or exploring the product lines housed in the main building. A hub for architects, collaborators, clients, sales forces, and employees, it is a space for learning and experimentation where Agape's essence can be felt in a refined yet informal setting.

### **An Evolving Architecture of Restoration**

Giampaolo Benedini has overseen Bosco's design from the start—a reclamation that preserves the original structure and layout of the buildings within the complex, which is continuously evolving. The work progresses step-by-step, embodying Agape's spirit of enduring refinement and evolution, leading to a catalogue of over 550 products in constant development. Bosco is a dynamic, open project—a campus immersed in greenery with increasingly multifaceted, cross-functional spaces.

### **Bosco as Agape Studio**

A visionary force in design, Agape was among the first Italian companies to establish its own in-house design studio: Agape Studio. This studio plays a pivotal role in ensuring that Bosco remains a dynamic and evolving space, meticulously curating product displays. The



team is dedicated to creating tailored solutions for Agape's products, inviting a wide range of visitors to experience Bosco. Agape Studio offers personalized support for private clients, who can arrange visits through an online form on [agapedesign.it](https://agapedesign.it), as well as for retail and distribution partners. Additionally, Agape Studio manages the brand's exhibition installations, notably for Milan Design Week, collaborates with architects seeking guidance on showcasing Agape products, and designs photographic sets for catalogs and brand communication campaigns.

### **Agapecasa and the Training Center in the former bar**

In celebration of its 50th anniversary in September 2023, Agape unveiled a new space within the former barn. This evocative setting, crafted from natural materials and designed by architect Camilla Benedini, houses the [Agapecasa](#) collections on the ground floor. Founded by Agape in 2009, Agapecasa brings new life to the iconic works of Angelo Mangiarotti, a close acquaintance of the Benedini brothers who shared their commitment to exceptional design. A sleek metal staircase, harmoniously integrated into the setting, leads to the upper level, which functions as a Training Center for sales teams and designers and hosts temporary exhibitions

### **New projects and outdoor collections on the hilltop**

Another recent restoration is the "Barchessa," originally a rural warehouse for tools and seeds, which sits atop a small hill with a spectacular view over the property and the river. Now transformed into a space for design and experimentation, the Barchessa reveals Agape's fresh interpretations of the bathroom environment, showcased alongside other product families and an elegant selection of Agapecasa items. The display, curated by Agape Studio, celebrates the permeability of spaces—blurring the boundaries between full and empty, inside and outside, architecture and nature. The narration unfolds through the entrance, two generously proportioned bathroom spaces, and a night area. Connected to the bedroom is a large terrace that wraps around the building, offering a tranquil retreat under the shade of lush greenery, inviting visitors to explore Agape's many offerings for outdoor settings.

### **Dining under the plane trees**

Bosco is also a place to enjoy meals together—a space to gather, relax, and share ideas and projects. The café, also serving as a unique company bistro for employees, opens onto a shaded outdoor area. Here, guests can dine around Angelo Mangiarotti's sculptural Incas tables, set among the plane trees, where design and nature blend seamlessly throughout the Bosco grounds.

### **The value of people**

Bosco strives to be—and truly is—a place of welcome and shared experiences for retailers, brand ambassadors, and designers, offering them an immersive journey into the Agape world through a variety of meetings and training sessions. It is a serene environment rich

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with beauty, inspiration, and opportunities for exchange, where designers and creatives who collaborate with Agape can express their unique styles and identities. From Patricia Urquiola to Gwenaél Nicolas, Neri&Hu to Jean Nouvel, Benedini Associati to Marco Carini, and including names like Enzo Mari and Angelo Mangiarotti, Agape has always embraced a variety of voices that align with its design culture. This is how product families with distinctive character come to life, communicating coherently in form and function over time. Bosco is also a special place for employees, where they feel at ease and strengthen their sense of belonging to a company they help grow each day. The achievements of Agape are deeply tied to the dedication each collaborator brings to their daily work—individuals who, in some cases, have been with Agape since its early days in 1975 and continue to make a difference.

### **Connection to the territory**

The Benedini brothers share a personal and intimate connection with the Bosco area. Choosing to be here means, above all, strengthening their bond with their family, originally from the nearby town of Roncoferraro. Today, Emanuele and Giampaolo live in Mantua, a city they feel deeply connected to. An extraordinary laboratory of Renaissance architecture, with works by Leon Battista Alberti, Giulio Romano, and Andrea Mantegna, Mantua is a hub of authentic encounters and exchanges, where the sense of hospitality—a vital part of Agape—is palpable. Ideally positioned, Mantua offers the best of three regions: Lombardy's entrepreneurial spirit with Milan, the design capital; Emilia-Romagna's passion and creativity; and Veneto's industriousness. Agape could only find its home here, in a territory that reflects its identity and approach to design—a harmonious blend of nature and joy of living, culture and tradition, skilled craftsmanship, high technology, lateral thinking, and creativity. This rich environment fuels the unmistakable Agape spirit of research, driven by continuous refinement toward a discreet beauty that endures, giving each detail the attention it deserves—a subtle, always-recognizable savoir-faire.

Bosco. A place where values and experiences blend to offer visitors an authentic and memorable experience. A rare fusion of design, nature, and the people who inhabit and engage with it

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