



Manufacture  
DE DIGOIN  
1875 / Bourgogne

P R E S S R E L E A S E



## **MANUFACTURE DE DIGOIN – STONEWARE & POTTERY / 1875**

The Manufacture de Digoin, originally a small-scale family business, was founded in 1875 along the central canal in Burgundy. By 1900, the region of Digoin and Paray-le-Monial - known as the «Ceramic Valley» - was home to about forty factories, each with a specific expertise (making roof tiles, bricks, decorative tiles).

Since 1875, the Manufacture de Digoin has been making everyday objects in stoneware : vinegar pots, fountains, urns, fat tureens, salt pigs, mustard pots, terrines, pitchers, jugs, cheese strainers, yoghurt pots and more. Distilleries as well as producers of mustard and preserved products have long chosen these objects for their unique preservation qualities.

### **A singular trademark**

The stoneware clay, prepared entirely inside the manufacture's workshops, comes from natural mineral materials originating in France (Burgundy, Auvergne, Charente, Ile-de-France).

The high temperature the pieces are fired at - 1250 ° C - contributes to their non porous and durable qualities, but to the stability of the glaze. Their impermeability means odours cannot be transmitted, making the pieces ideal for storing food.

### **The story of a renaissance**

Previously communication advisory director with the Publicis Group, Corinne Jourdain Gros earned an Executive MBA from the Institut Français de la Mode's Global Fashion Management programme in 2010-2012.

In 2014 September, she took over the Manufacture de Digoin accompanied by a group of ten investors from diverse fields including homeware/lifestyle, distribution, architecture and consulting (Martine Leherpeur founder of MLC style office; Bernard Reybier Fermob CEO; Alexis Roux Bézieux founder of Causses gourmet general store; Hélène Roux founder of Café Balme concept store showroom ; Julia Capp architect and director of the design department at RDAI).

### **MD1875 : traditional quality objects, redesigned for today and tomorrow**

The Manufacture de Digoin continues its expertise in manufacturing stoneware pièces exclusively for storing, preparing, cooking and simmering.

It's (re) birth was sealed with a collection celebrating its 140 years.

This collection translates today's way of life into traditional cooking utensils, evidence of an age-old expertise.

The iconic products the collection is structured around have their genesis in the Manufacture's archive: the Paris bowl, the cylindrical box, the conical bowl, oval terrine and the vinegar pot ... each a pleasure to use every day, to look at and to pass on.

These objets traverse through time, becoming once again, indispensable utensils, giving life once more, to new uses.

Reinterpreted with a new look, the MD1875 collection combines textures, glaze colors and materials to create the unexpected.

Our philosophy is to offer a culinary journey and play with the senses and with meaning: intuitive, pleasurable objects born from permanent renewal, for cuisine that is simple, uncomplicated, healthy and natural.

### **Le jardin Digoin : a collection inspired by the kitchen garden and composed in harmony with the vegetable and minéral**

Jars, pots and vases, ancient forms from manufacture's archive to beautify the vegetable crops.

Six shades of green to combine to offer a vegetable bracket to balconies, terraces and gardens.

Our sandstone is frost resistant and pottery pots can spend the winter outside.

Le jardin Digoin has been enriched by a collection of scented candles. Born from a collaboration with one of the last wax factory, Bougies La Française, this collection is inspired by the scents of the kitchen garden. Four shades of green for vegetables fragrances: tomato, green pea, mint parsley and thyme flower.

The men and women who make these objects in the Manufacture's Burgundy workshops have true expertise and a love of their craft. Because all the pieces are shaped and glazed by hand, each is unique.

**Photos credits:** Jean-Marc Palisse, Pierrick Verny, Studio Midisix

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Infos and HD images HD on request



