



## Mascagni Casa

Via Porrettana, 383  
Casalecchio di Reno BO  
Tel. +39 051 6111611  
Fax. +39 051 6111609  
mascagnicasa@mascagni.it  
[Distribuidor](#)  
[Sitio web](#)

At present Mascagni is composed of three plants: the main one is in Casalecchio di Reno and the other two branches are in Treviso and Parma. Two hundred and fifty people are employed, divided into two departments: gift items and office furniture.

Products are designed by in house designers in Italy and also by external designers, and are produced both in Casalecchio di Reno and abroad.

Customers are specialist shops or department stores. More than 2 million objects are sold every year and almost half of them are for export all around the world: from Canada to Australia, from France to Japan.

It was in 1930 that Umberto Mascagni, together with his wife Elsa, opened a small studio in the heart of Bologna.

He had experienced various jobs; he was a farm hand, an assembler of windows, a photographer and a male nurse.

He entered each one of these experiences enthusiastically. This helped him to develop knowledge of different materials and manufacturing processes.

In 1933, Umberto brought a revolution to the way a photo frame is seen. He created the fabulous 'Lumaghen' (little slug). It is an innovative frame, distinguishing itself on the market because a metal base simply holding a pair of glass sheets making it unique.

It is not just a picture closed by 4 pieces of moldings, but also a picture that is free from the rigid frame, in order to come out through the transparency of the glass.

Umberto's creativity and tenacity were rewarded in 1934 when the UPIM Company placed an order for one thousand photo frames with the Umberto Mascagni Company. UPIM has 33 stores all around Italy and this order became the stepping-stone to success for Mascagni products. Customers immediately appreciated the quality and style.

After the Second World War, once the company has been reformed, Umberto's son Mario entered the business, bringing vitality and talent. The production of frames increased, and the company researched less common materials such as plastic, alloys, and paper.

During these years, Mascagni registered several patents and increased business by developing mass consumer lines. They also enlarged production developing a new area of home and office furniture.

In 1952, Umberto created a new way of producing furniture using new materials such as PVC and anodized aluminum. This was provocative considering the market at that time.

In the sixties, the company increased and enlarged its activity and it is Mario who ran the business, together with his wife Nella, who also took care of the family as well as a job.

During this period Mascagni becomes the largest producer of photo frames in Europe.

In 1964, the first MACEF trade fair in Milan, Mascagni presented its range in an International Show for the first time and it was a great success.

Nowadays Mascagni is one of a few companies that have participated in all MACEF trade fairs.

Today, Mario's sons, Paolo and Michele, who continue to lead the company developing modern innovations, run the business.

Mascagni can rely on the cooperation of many skilled designers. Production is made both in Italy and abroad and is distributed through an extending network of outlets. Export covers all the continents thanks to its Italian Design.



O846



Zig(Q)

