

UASHMAG

ISSUE #1 | UASHMAMA.COM

What is
AGGU?

AUTUMN
MOOD

A family
Christmas in
Tuscany

A minimalist
DESIGN
approach

Elephant
material is
Beautiful



ciao

Why this Mag 4



26



29



6

4 Why this Mag
Letter From the Editors

6 We think about the future
What is AGGO?

8 A family Christmas in Tuscany
Our processes

22 People
We are a big Family

26 How we work
Some of our precious secrets

29 Autum mood
The Future Kept

36 Pop Ups in Australia
Stylist Mr Jason Grant

38 Men view in US
Cuffington

40 Welcome to the Merchant
UASHMAMA in California

43 A minimalist design approach
By Marina Denisova

We are a
big family

22



43

38



50

Why plants

How to use our paper bag

52

Italian recipe

Spaghetti aglio, olio
e peperoncino

56

Community

Make us notice you!



Why this Mag

Letter From the Editors

In the past, there was one thing our company lacked and that was communication.

Due to the fast progress of the product the communication side of our company suffered neglect.

It's never been revealed how much effort we put into our research of new innovative and organic materials to add to our collections (including not just washable paper).

The care and attention we put into our products and what we do has not always been projected to the public. Starting from the material to the final product.

Additionally, the size and dimension of the UASHMAMA family has never been advertised.

Our roots are in Italy, specifically in Tuscany, but we have grown and have spread out to Australia, Holland, Spain, Poland, America, Slovakia, Asia, South Africa and beyond.

With this magazine, we will tell you what's happening around the world and in the UASHMAMA family (events, fairs and parties).

With two annual releases we will try to transmit our passion, because we want you to love UASHMAMA as much as we do.

WE THINK about the future!



A

L
L
E
G
R
A

G

U
G
L
I
E
L
M
O

G

I R
O E
V G
A O
N R
I I
O O

O

T L
T I
A V
V I
I A
A

What is AGGO?

AGGO is the name that identifies our material.

AGGO is a philosophy of life and it is something that can be summarized in a few words:

- Experience
- Handicrafts
- Study and innovative development of materials

But above all PASSION for what we do.

This word has a deep meaning as it is the acronym of the names of the many grandchildren of Marco and Emanuela and in which they see the future.

A future focused on respect for the environment and the use of environmentally friendly and alternative materials.

This is **AGGO**



A family Christmas in Tuscany

Photography

Marina Denisova

Location

Tenuta l'Uccellare



Mum is wearing a New Otti Bag,
now lined.
Dad is carrying a Carry Two Bag and
the son is ready for a pic-nic with his
Lunch Bag.





Lunch Bag





Teo Bag, Black



Roma Bag Small, Black



Carry Two Bag, Cognac



Greg Backpack, Black-Camel
Chiara Bag, Camel



1. Apron Dark Grey; Mini Apron, Cachemire, both made from organic cotton and with useful wide pockets on the front.

2. Ring, Grey.
Panino washable paper bag Large, Grey.





Milano Bag, Dark Grey with black leather details.
A spacious bag with handy pockets for small items.





Roma Bag Large, Dark Green



1. Various shapes and sizes of our New UASHMAMA Christmas decorations.
Amalfi Small paper bag, Cachemire.
2. New Elephant Notebooks, in different sizes and colors. Hand painted large Lampshades, Grey. Perforated Small Lampshade, White.





In July, we were welcomed to the estate of the Marquis Francois Family. This family are producers of Biologic Olive Oil and they kindly allowed us to do our Fall/Winter shooting in their lovely home.

The amazing Estate is located in a town called Bagno a Ripoli, Antella in Tuscany and is about 10 km from Florence.

It consists of a beautiful main villa surrounded by three smaller houses and includes 50 acres of land.

The history of the estate is astonishing and it is a meeting point to taste, buy and discover the true Tuscan Organic Olive Oil.

Organic farming is a production method that uses techniques which respects the inherent fertility of the soil, the nature of the plants and the environmental balance. It is 100% Made in Italy and it's called L'Uccellare.

We love this place and we love their philosophy. If you are travelling around Tuscany visit them and taste this amazing healthy olive oil.

For more info or to book visit www.uccellare.com.



People

We are a big Family



MUST HAVE

#camel



Roma Bag

The Roma Bag is part of our technical paper range, which is both water resistant and extremely light weight. A minimalist design approach with a go anywhere functionality. Our technical paper is super low maintenance a simple wipe now and again is all it needs. Do not wash the leather handles.

Elephant material is Beautiful





Curiosity

Born in 2012 for a shoe related project the elephant paper now reappears for a new line of home products and fashion accessories. It is an innovative edition of our AGGO washable paper and in comparison, stronger and more resistant. The characteristic of the paper is natural and no prints are added to change its aspect. You'll love it!





1. Our production starts with the raw material made from cellulose fiber. This material is purchased in Northern Europe. Where deforestation is controlled and constant checks are carried out.

OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100



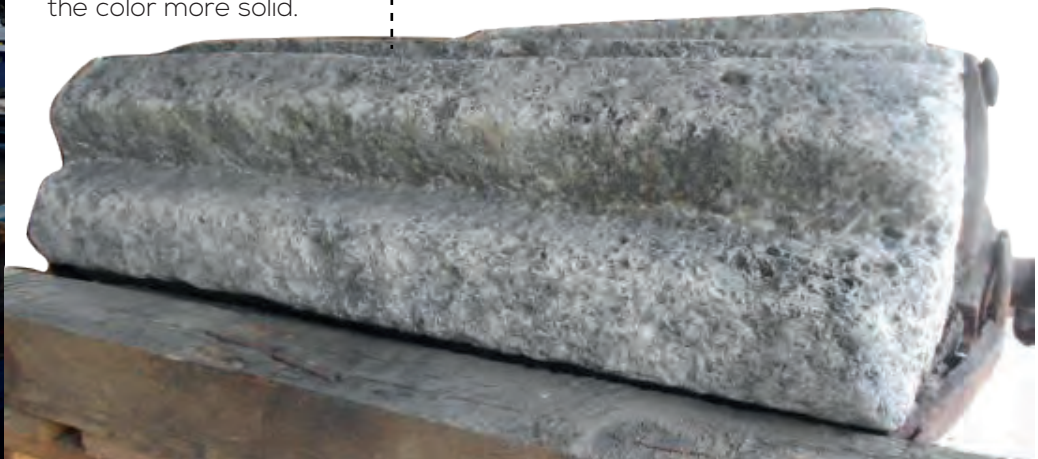
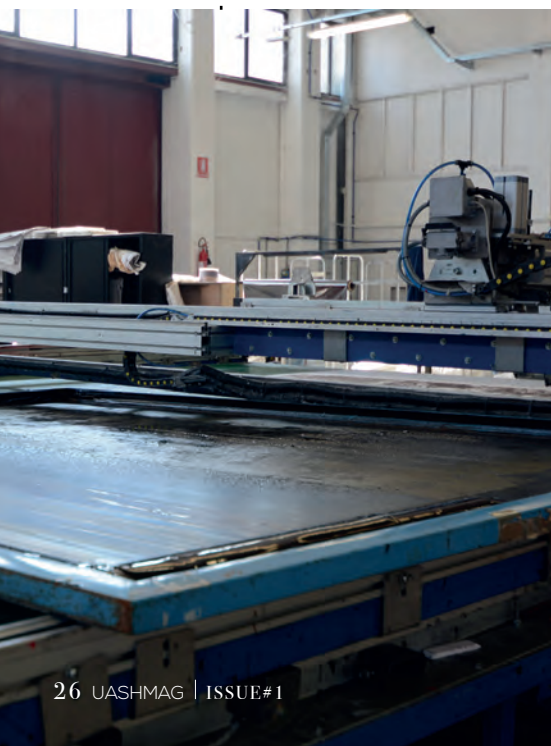
HOW WE

Let us share with you

2. All our materials are made and produced in Italy, specifically in Tuscany. Here in Tuscany we turn the raw material into all the different types of materials recognized from our collections.

3. Our AGGO paper is calendared to adjust the thickness, then soften through traditional processes using only vegan fats and at the same time we make AGGO more resistant. Finally, through a mechanical system we color AGGO and make the color more solid.

4. Our priority is to keep as much traditional processes as possible in all the work we do. We searched for machinery used in the past and found stone rolls which are at least 100 years old. These stone rolls we use to make the material more homogeneous and give it a unique consistency. All this is done in combination with machinery from the most advanced technologies. Innovation and Tradition go hand in hand.





8. We are very proud of the fact that, all our production takes place entirely in Tuscany. "UASHMAMA designed and made in Italy, but travels everywhere".

7. After returning from the sewing department a quality control is carried out where our products are checked thoroughly. Then they go on the labeling and finally to the packaging and distribution.



PRODUCE

some of our precious SECRETS

5. After all the treatments and finishing touches, the paper goes into the central storage area where experts control and select the materials to be passed on to the next level; the cutting stage.



6. From traditional presses, up to the latest cutting systems, our craftsmen carry on the production process to then continue with the assembly of materials and proceed to the manufacturing. At this stage the materials are sown together.





Alle Bag,
Olive

AUTUMN MOOD

Photography

Dean Hearne

Location

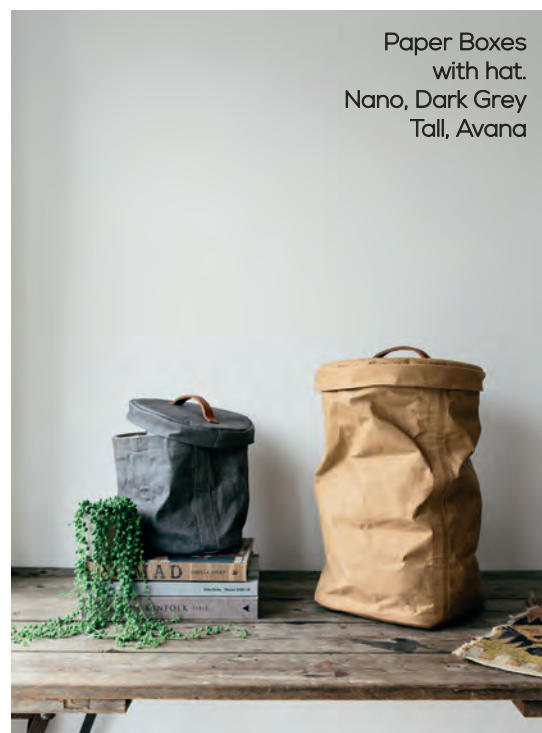
The Future Kept



Giulia Bag Small, Platino



La Busta, Platino



Paper Boxes
with hat.
Nano, Dark Grey
Tall, Avana



Iki Bag, Grey



Paper Bag XXL, Avana



Carry Two Bag, Camel



Various washable UASHMAMA Paper Bags, from Xsmall to Large Plus

The Future Kept

UASHMAMA friends

We are Jeska & Dean Hearne, Husband & Wife, adventure seekers, owners of two mischievous cats, and creators of The Future Kept.

Nestled on the south coast of England, we design and carefully source items from designers, makers, artisans and entrepreneurs who are creating products that are better for our world, becoming part of your life story, forming an intimacy between people and their belongings, encouraging them to Buy Less, but Buy Better'. Buy UASHMAMA.



If you are Traveling around the South Coast.

SEE

Our whole area is surrounded by the sea and countryside so there are no shortage of places to visit, some of our favourites are the Seven Sisters/ Beachy Head in nearby Eastbourne for dramatic cliff top views, or Dungeness to see the stunning shingle habitat and for a peek at the old boats and the Derek Jarman garden. Great Dixter and Sissinghurst are two beautiful gardens that never fail to take our breath away.



EAT

The Crown, Hastings. A modern pub with a fresh seasonal menu, beautiful interior, local craft beers, an amazing gin selection and always full of good people!

It is our go to for midweek afternoons when we want to sneak off and have a little break.



We are lucky to be right in between Hastings and Rye which have a huge mix of historical buildings, interesting vintage shops and places to eat and drink, so we are spoilt for choice!

Pop ups in Australia

find UASHMAMA at Precinct 75



In April 'Objet trouve' our distributor in Australia hosted a premium Pop Up event in a creative industrial hub located in Sydney's West, Precinct 75. The feeling of family is strong as our friends in Australia open their hearts and showrooms to local guest designers and brands to share and shop their Precinct.

Amongst the line up was author and stylist Jason Grant and his label MJG (Mr Jason Grant), the creative duo behind Mr & Mrs White who actually helped design and build our UASHMAMA store in The Rocks and many more Australian labels and friends Kate & Kate, Bailey Nelson, Bondi Wash, The Horse, Marina Antoniou Jewellery, Blule, Byron Bay Hanging Chairs AND of course UASHMAMA. This is part of a collective movement happening in Australia right now to work together with other like minded small businesses, because we are all part of a design community greater than ourselves.



What is Precinct 75?

Precinct 75 is a vibrant creative precinct comprising 12 character buildings set over nearly 1.5 hectares at St Peters, Sydney.

Precinct 75 has a rich heritage dating back to the early 1900's. The character of the original site has been maintained, offering the period charm of high ceilings, exposed timber, raw finishes and bold creative spaces.



Mr Jason Grant

The Business...

Over 70 businesses currently operate at Precinct 75, each with their own identity which is uniquely adapted in the spaces they occupy. For visitors, Precinct 75 offers a wide range of 'things to do' in a truly unique and relaxed environment.



Men view in US

Cuffington



Roma Bag Large, Camel

When it comes to fashion, @cuffington nails it every time. Providing inspiration for all men, he shares his daily looks on Instagram. His style is the perfect combination of rustic and polished, with a laid back vibe. In the same outfit, he can be seen grabbing a cold brew from the the hippest coffee shop in town or strolling into a Friday morning meeting. Lately, he has been carrying Uashmama bags, and they fit effortlessly into his everyday wardrobe.

"I love Uashmama's classic, clean, and minimal aesthetics. Not only do these bags look good, they are extremely light-weight and highly durable. Their quality and craftsmanship are top-notch allowing these bags to be used for many years to come." - @cuffington



Roma Bag Large, Camel



Giova Backpack, Caffè



Roma Bag Large, Camel



Roy Case, Cognac

Our men's collection is timeless in form, function and durability. Our washable paper material combined with a slightly rustic design approach creates effortless style for any man's wardrobe.

Welcome to The Merchant...

UASHMAMA in California



OUR MODERN TWIST ON A COUNTRY GENERAL STORE

Nestled within the charming neighborhood of Bixby Knolls, The Merchant is a bakery and kitchen oasis. They offer sophisticated & crafted baked goods, drawing inspirations from New Orleans, New York, Paris, and (of course) their local California farms. Their baked goods menu

changes seasonally to reflect their commitment to providing the freshest and most wholesome recipes for their customers.

They use 100% organic and non-gmo artisanal flour, eggs, sugar, and locally-sourced produce in all of their bakery items. They care about their ingredients and they care about what they serve their community. Visit Them. We promise you'll love it.



Paper Bag Small
Avana-Gold



Cushions Small, Medium, Large,
Camel

A minimalist DESIGN approach

Photography

Marina Denisova

Location

**NUMEROVENTI
APARTMENTS**

'Manly by name and manly by nature this design is for the UASH boys.

The Rucksack is made using a combination of waxed cotton, TEC paper and leather. It features a drawstring body which can be securely fasten and closed with a leather strap. The Rucksack also features a separate inbuilt padded area for the 15' laptop and padded shoulder straps to travel in safety and comfort. '



Roma Bag Large, Grey



Greg Backpack, Black



Ugo Bag, Black; Grey; Camel



Gimi Large,
Cachemire, Camel, Blue



Olivia Slim Spezzato



Roy Case, Cachemire; Black



Olivia Large, Camel; Blue



Paper Bag Xlarge, Cedro



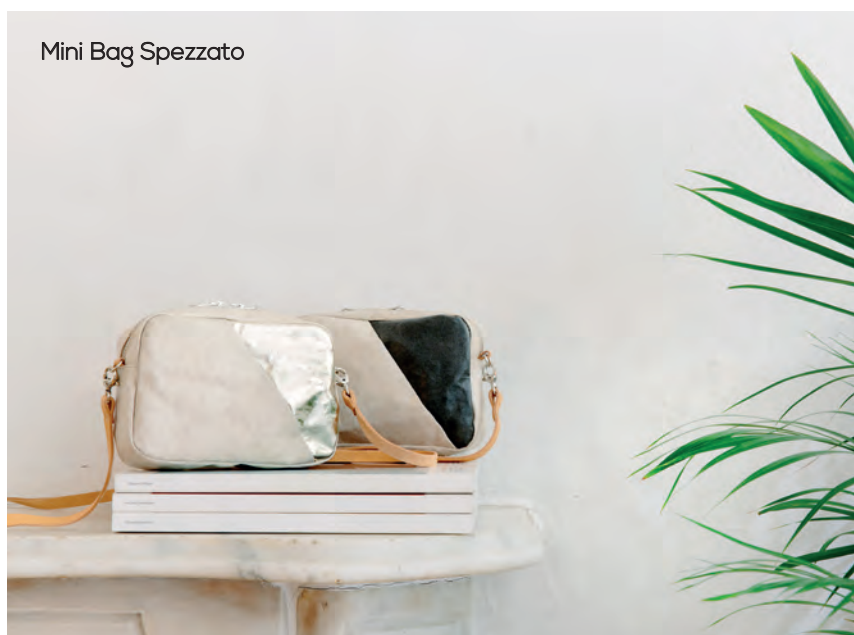
Paper Bag Small & Medium, Oceano



Chiara Bag, Black; Cachemire



Positano Laundry Bag



Mini Bag Spezzato

Our Minimalist Shooting

At the numeroventi apartments
numeroventi.it

The cult of speed can feel overwhelming. At Numeroventi they have created spaces for living that are conducive to a more reflective pace. A peaceful retreat from the velocity of modern day life, located in the heart of Florence within the historic Palazzo Galli Tassi – dated 1510.

Their three apartments offer travellers an expansive living experience, with five metre ceilings and large windows. The interiors are designed specifically for relaxation – ideal space in which to unwind.

Everything they do here is to encourage contemplation and observation, to allow guests to be idle, to dwell a moment and to enjoy.





Why plants



Photo by Moes&Griet

Plants in your home....

You know the feeling when you are walking through a garden or park and you are surrounded by blooming flowers and plants that sense of complete wellbeing. By keeping plants in your home, you can have this all the time. Plants in our homes improve the atmosphere and give us a feeling of peace. They influence us to feel positive as they are inhabitants of our homes and turn a room into a living space. They clean the air and make us connect with nature and the natural world is just plain good for the soul. Plants are good for your health as well as your home.

The Pot "Paper Bag" is as important as the plant!

In addition to influencing our mood plants also improve our interior home. Houseplants just look good and creative interior planting is becoming increasingly easy to achieve. The new wave of unusual and dramatic indoor plants is as much about décor and statement as greenery. Used aesthetically, as a focal point and sculptural element in interior design, indoor gardening is not just about possessing or growing a plant, but about using it as an accessory combined with other objects to create a particular style and mood.

Using Uashmama paper bags is the latest creative way of displaying houseplants. For nature-inspired updates our paper bags help you bring new colors and shapes into your home. Brighten up your homes and use our paper bags to enhance the plants beauty and its effect in your home.

Tip:

"If you're arranging planters always follow the odd number rule, so group them in threes or fives. Go for similar material which complement each other. " Isabelle Palmer Attention!

Do not put the soil directly into the paper bags. Our bags are washable, but not waterproof.

Italian recipe

*Spaghetti
Aglio
Olio &
Peperoncino*



Spaghetti with garlic, oil and chilli pepper

Boil about 4 litres of water with coarse salt. Slice the garlic thinly and place in a skillet with oil and chopped, deseeded chilli peppers. When the water boils, add the spaghetti and cook 'al dente'. 3 or 4 minutes before the pasta is done, begin to heat the skillet with the oil so that the garlic browns gently, but do not fry.

Drain the spaghetti but leave slightly moist and keep aside a little cooking water; tip the pasta into the skillet of oil. Stir well so that the oil coats all the pasta and does not stay at the bottom of the skillet. If preferred, toss chopped parsley into the oil with the pasta or add cherry tomatoes cut in half when the oil is warm.

Buon appetito!

Serves six

- **500 g** of Spaghetti
- **6** cloves of garlic
- **4** red hot chilli peppers
- **100 g** of extra virgin olive oil
- coarse salt

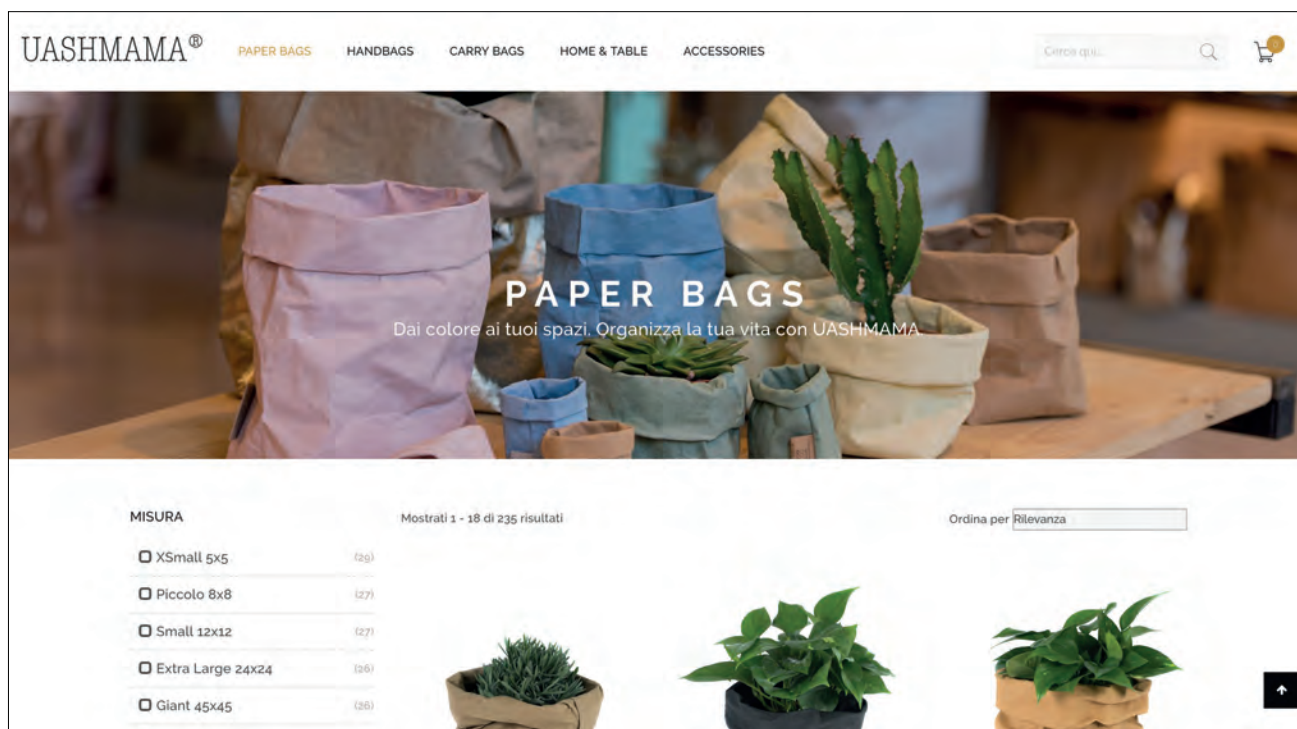


Designed and Made in Italy

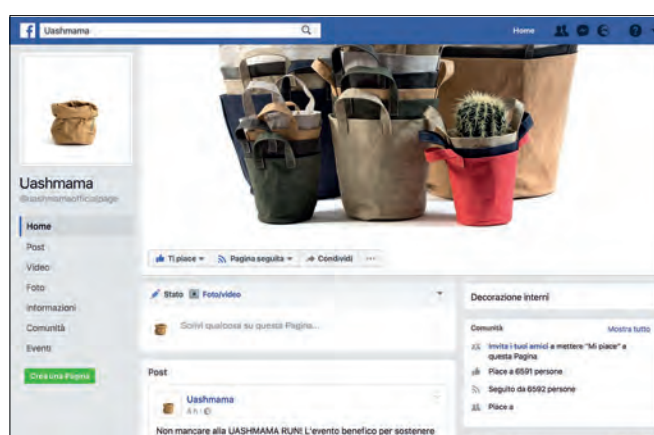
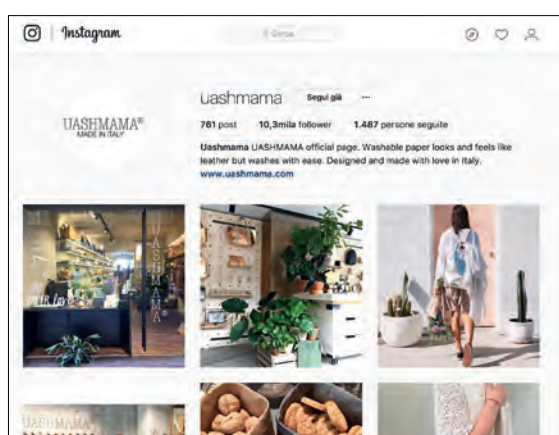
Our product is handmade, therefore from time to time there may be natural blemishes and variations. These are characteristics of the paper and are not considered to be product flaws. Such variations are inherent in the manufacturing of handmade products and natural fibres. They do not affect the strength of our paper only add to its charm. Each and every design is one of a kind.

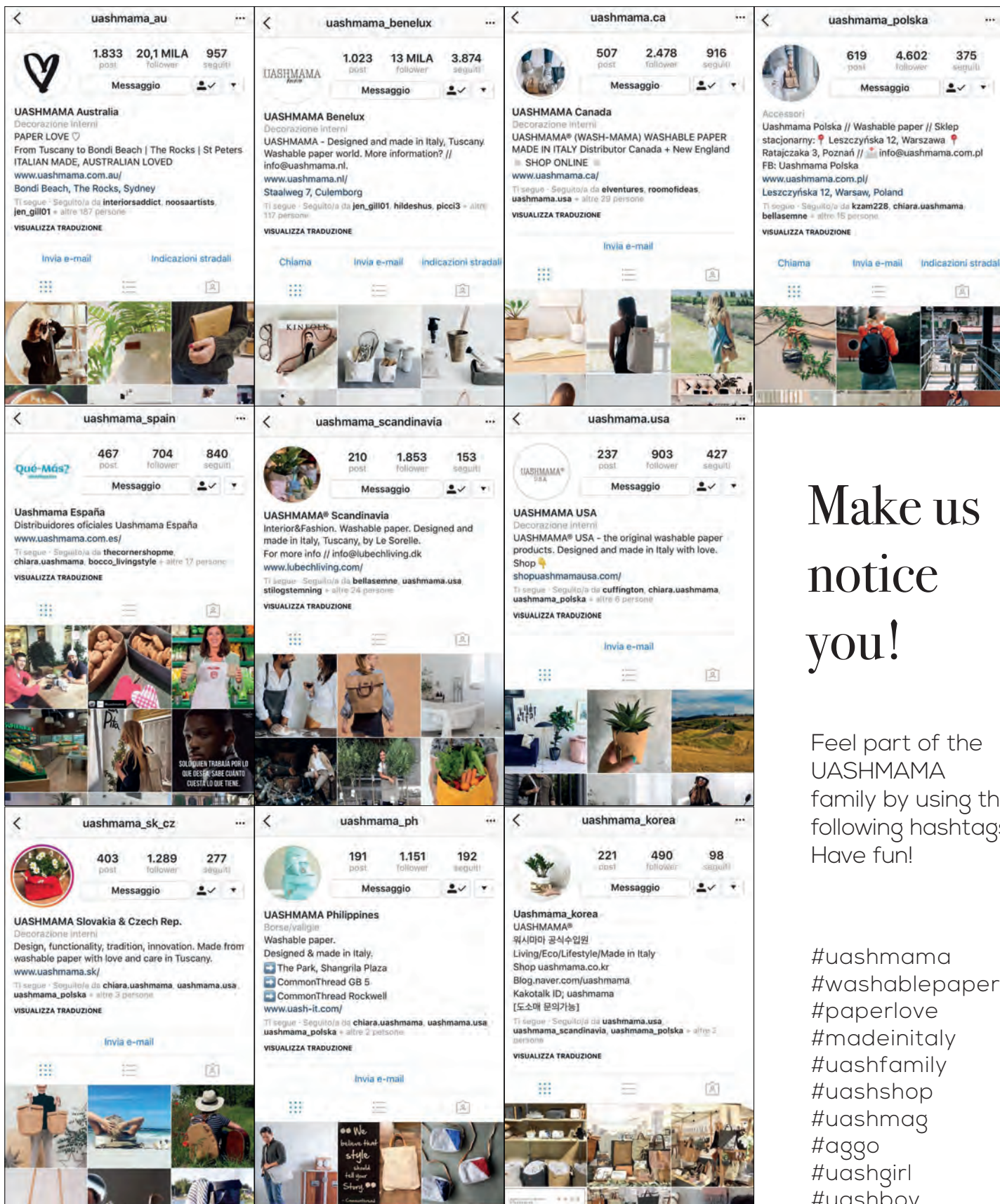
Community

Find below our official pages



uashmama.com





Make us
notice
you!

Feel part of the
UASHMAMA
family by using the
following hashtags.
Have fun!

#uashmama
#washablepaper
#paperlove
#madeinitaly
#uashfamily
#uashshop
#uashmag
#aggo
#uashgirl
#uashboy

UASHMAMA

Flagship Stores

FIRENZE

Borgo San Jacopo , 30R - Italia

LUCCA

Piazza Anfiteatro, 30/31 - Italia

MONTECATINI ALTO

Via Mordini, 12 - Italia

MONTECATINI TERME

Viale Verdi, 45 - Italia

SAN GIMIGNANO

Via San Matteo, 1 - Italia

BERGAMO

Via GOMBITO 1 - Italia

BONDI BEACH

Shop 7, 157 Curlewis Street
(entry via Gould St), Bondi Beach - Australia

THE ROCKS

140 George Street, The Rocks - Australia

THE PRECINCT

Precinct 75 | Suite 7.02
75 Mary St (entry via Edith St), St Peters - Australia

WARSAW

Leszczynska, 12 - Polska

arrivederci



BORGO SAN LUIGI

★★★★

Strada della Cerreta, 7
Loc. Strove - 53035
Monteriggioni (SI)
Tel +39 0577 301055
Fax +39 0577 301167
info@borgosanluigi.it
www.borgosanluigi.it