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Goliath, Meet David

Piazza Pisano's Elegance Flourishes

Miami, FL, October 2019- Piazza Pisano has been in business nearly 30 years. It has thrived through the recession, a few hurricanes here and there, a big loss of product and revenue to cut-rate Chinese manufacturing and plenty more.

Through it all, founder and artist Al Pisano, soldiered on, defining new avenues and customer streams.

"I embraced the Internet," says Al, who fondly remembers the 25+ years he spent as an art director, doing physical paste-up layouts, designing ads, logos and packaging for major brands. "But what I did not embrace is a short-cut method and mindset when it comes to producing home décor pieces and collections. I want my stuff to last, period. And if you're not 100% happy, I want to know."

Currently, Piazza Pisano sells on Etsy (over 1,000 5-star reviews) and Amazon, along with its own Web site.

The Pisano Behind Piazza

Though Al works with wood and resins, it all started with paper. In 1967, tasked with creating a die-cut version of a new logo for American Airlines— produced by famed Italian designer Massimo Vignelli—specialty paper from Italy was needed. They were out of stock in this country, so Al and his team were sent to Italy to get it. While there, soaking in the culture and beautiful artwork, Al was transfixed by the sculptures and their ornate, intricate details. He immediately purchased chisels and woodworking tools.

From there, he shifted his creativity laterally to showcase his talents through this new medium.

Al Pisano's designs let you decorate and add true customization, at very reasonable price points. Take his best-selling [Tuscan Wall Plaque](#). A mold was produced from Al's initial carving; then, each piece is cast and hand painted to capture all the detail and depth of the original. And who doesn't smile at the mantra Buon Cibo (Good Food), Buon Vino (Good Wine) Buoni Amici (Good Friends)?

"Carving to me is a natural instinct. I love working dimensionally, and I'm also a practical realist when it comes to my art. Enjoy seeing and using what I made for you all year, not just during the holidays."

Find your own Al Pisano creation at <https://piazzapisano.com/> or at <https://www.etsy.com/shop/AlPisano>