



Gaia's sleek, square design brings effortless elegance to any space, making it the perfect addition to both the indoor and outdoor garden. Crafted from high-quality, breathable terracotta clay, Gaia pots ensure healthy root development for your plants. Photos: Bergs Potter

#### S Q U A R E   B E A U T Y

## MEET GAIA, THE MODERN MELON POT REIMAGINED

Bergs Pottery goes square with the introduction of Gaia, our new product range that will grace gardens throughout the autumn season.

Inspired by Bergs Potter's rich design heritage and passion for modern elegance, the Gaia range brings a fresh, architectural aesthetic to any space.

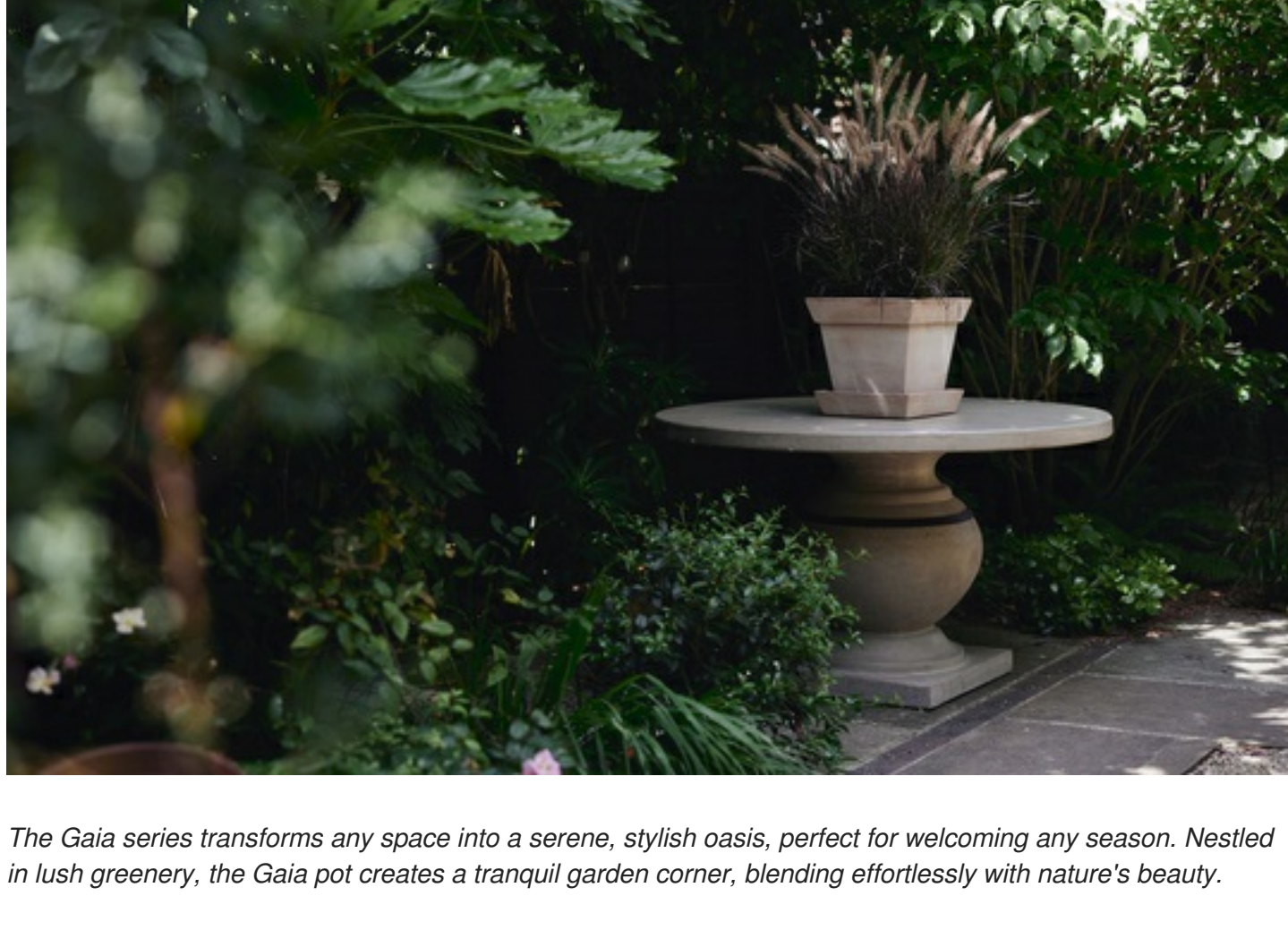
#### Gaia - The Earthy

The Gaia pot is a contemporary reinterpretation of Bergs Potter's iconic 'Melon Pot', a design that has been in the company's archives for years. With its sleek, square shape, Gaia exudes a modern, architectural vibe that complements any space.

Discreet feet in each corner gently lift the saucer, allowing the pot to float gracefully, creating a delicate illusion of effortless weightlessness. Gaia has a razor-sharp form that brings stylish elegance to its surroundings. The square shape is unique to Bergs Potter's current collections and is perfect for those looking to maximise space in the greenhouse or on a small balcony.

Available in two colours of raw terracotta, Rosa and Nordic Grey, the Gaia collection is a testament to both beauty and functionality.

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The Gaia series transforms any space into a serene, stylish oasis, perfect for welcoming any season. Nestled in lush greenery, the Gaia pot creates a tranquil garden corner, blending effortlessly with nature's beauty.

Gaia with the razor-sharp shape, brings a modern edge to  
any green space



Transform the terrace or front porch with Gaia pots, perfect for framing doorways and creating a welcoming, stylish entrance to your home.

- ABOUT  
THE GAIA COLLECTION
- Available sizes (width): 21cm, 25cm, 30cm.
  - Colours: Rosa, Nordic Grey.
  - Material: Terracotta.
  - Discreet feet for the illusion of effortless weightlessness.
  - Ideal for optimising space in greenhouses and small balconies.
  - Made from high quality terracotta for exceptional durability.
  - The porous clay encourages healthy root growth through its ability to breathe and improves moisture and temperature regulation.
  - Recommended Retail Prices per set: W21cm \$ 70,00. / W25cm \$ 98,00. / W30cm \$ 125,00.

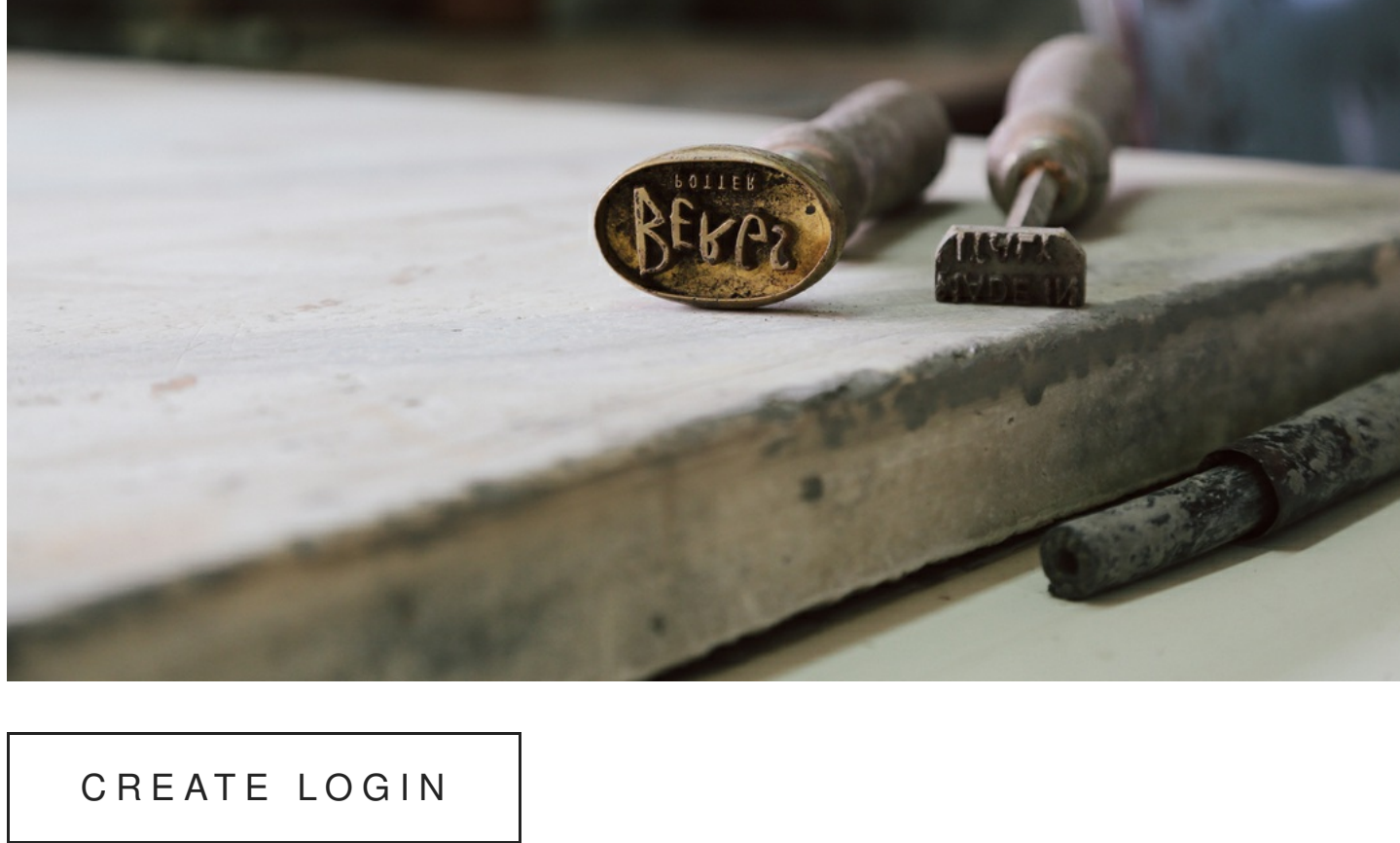


## ABOUT BERGS POTTER

Since 1942, Bergs Potter has crafted premium products for plants and people to thrive in harmony. Timeless designs crafted with love the traditional way. All made to last for generations. Bergs Potter makes plant pots and vases designed in Denmark and lovingly crafted at small potteries in Tuscany and Porto. Premium clay and a high-firing process make the terracotta pots strong and durable, yet porous, giving plants optimal growing conditions. Bergs Potter offers a wide range of pots, from the cute little bookshelf pot to the substantial floor pot, all with a watertight saucer, so they can be used both indoors and outdoors. The glazed range includes a vibrant selection of indoor pots and vases in timeless colours.

Bergs Potter, where life grows!

For more information, recommended retail prices or press loans, please contact [press@bergpspotter.com](mailto:press@bergpspotter.com)



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