Five centuries ago a certain Giorgio Andreoli, a Lombard, arrived in Gubbio, and started to make ceramics. They were plates and vases which, by way of his secret process, he was able to give marvelous reflections of the colors of the rainbow. They were so beautiful that some of these pieces are now conserved in the most important museums of the world.

They say that master Giorgio did not reveal his secret to anybody, but the ceramic makers in Gubbio must have learned something from him, because for five centuries they have produced exquisitely made ceramics; and in particular (with a technique discovered a half century ago) the beautiful black shiny vases called búccheri, that repeat the form and designs of the ancient original Etruscan models.

The art of ceramics has also spread to other centers in Umbria: Deruta (PG), Città di Castello (PG), Umbertide (PG), Orvieto (TR), Gualdo Tadino (PG). Each of these cities produces characteristic pieces and employs particular techniques of craftsmanship.