

PRESS KIT COVERINGS 2017

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**COVERINGS 2017: 3 NEW PRODUCTS BY THE COMPANY FROM MODENA FOR
THE US MARKET**

Ceramiche Piemme will be previewing no less than three new ceramic collections in the United States from Tuesday 4 to Friday 7 April 2017 during **Coverings 2017** (Orlando, Stand no. 1207, Orange County Convention Center): **Fragments** by Pierre Charpin; **Uniquestone** and **Nordic**, developed for residential and contract environments by the company's R&D Department.

The company has joined forces with "designer of the year" Pierre Charpin to create the Fragments collection: a line of floor and wall tiles that plays around with a palette of greys and a combination of various textural effects.

The wide range of sizes opens up a world of freedom for planning any kind of space, also using resin effect "Fragments" with tiles designed to highlight the wooden finish, or even majolica tiles.

The two decorations (Oblong and Form) are fruit of the creative French designer's characteristic 'pictorial' style.

Thanks to the innovative technology of digital decoration, the elements in the Uniquestone collection recreate natural effects, matching stones, granites and marble that enhance the spaces, simultaneously ensuring products that are extremely easy to install and maintain.

And the same goes for Nordic, the new contract collection inspired by the aesthetics of the stone of Burlington in Vermont (USA), which Ceramiche Piemme has introduced to extend its indoor and outdoor stone effect range.

"The American market is one of the most important outlets for Italian ceramic export sales" explains Massimo Barbari, CEO of Ceramiche Piemme "For us, this edition of Coverings is particularly significant and will be the litmus test for measuring the results achieved by the hefty investment we have made in terms of strategy and planning".

Ceramiche Piemme will participate in Coverings within the Italian Pavilion organised by Ceramics of Italy: the institutional brand of the Italian ceramics industry of the companies which belong to Confindustria Ceramica, with the sponsorship of the Italian Ministry for Economic Development.

FOLLOWING IN THE FOOTSTEPS OF...PIERRE CHARPIN!

A timeless collection for Ceramiche Piemme

Pierre Charpin has chosen the name "Fragments" for the Ceramiche Piemme collection, paying tribute to the painstaking task of gathering and composing references to his artistic work, elements of the history of the company from Fiorano Modenese, inspirations and trends linked to his vision of space and surfaces. A world of signs and hints summarised in two extremely iconic decorations - Form and Oblong.

"I wanted something that was not static, that could represent movement" explains Pierre Charpin "The decorations are abstract in the sense that the forms evoke themselves. It is the combination of these that creates a pictorial effect, even if the colours have been chosen from the palette of greys rather than from brighter shades, as perhaps one would have expected of me".

Fragments is also a reference to the breakdown and reconstruction of several materials in the design for the same surfaces: the shiny, continuous effect of resin, the playful effects of the forms in stone, the use of maiolica on the walls.

The basic concept is the idea of generating harmony, starting from diversity.

In this way, floors and walls can be "dressed" in an outfit combining shiny and matte surfaces; monochrome and decorated designs; a resin effect with stone, creating insertions and movements in the space.

"Our partnership with Charpin has been amazing, above all due to his ability to enter into the production processes, rather than try to bring them round to his own way of thinking, when searching for inspiration. This means that he works with us on a product that can then become a tool in the hands of the designer, and the tile layer" explains Massimo Barbari, CEO of Ceramiche Piemme who worked on this project under the Art Direction of Gordon Guillaumier.

The result is a particularly elegant and eclectic collection, just like its designer, capable of passing from art to design, from the partnership with Hermès to that with Alessi and from the porcelain of Sèvres to the tiles of Ceramiche Piemme.

Fragments by Pierre Charpin is available in 4 natural shades: from the lightest colour Milk to the darkest one Charcoal (dark grey), and with the grey Cloud shade and the warmer Tan tone in between, in both the Form and Oblong decorations and also in the mono-chrome resin effect (Resin) and wood effect (Wood) surfaces.

For wall coverings with tiles that recreate the Maiolica effect, another two shades are available: Fern and Ocean.

There are three 3-dimensional finishes - Dune, Paint and Hatch- which add bold textures to the collection.

NORDIC: CONTEMPORARY STYLE STONE EFFECT

Ceramiche Piemme contract collection

The new contract collection by Ceramiche Piemme is inspired by the "Nordic" look of the stone from Burlington in Vermont (USA). Previewed in the United States at the Coverings event in Orlando, Nordic completes the range of stone effect tiles for indoor and outdoor environments of the legendary brand from Modena.

Researchers at Piemme have developed 5 shades to recreate the effect of natural stone on home and contract floors, thanks to an innovative digital decoration technology.

"A collection that combines aesthetic trends and a tendency to favour sustainability" explains Massimo Barbari, CEO of Ceramiche Piemme "In this way, the natural effect on porcelain stoneware preserves the stone, avoiding costly, high-impact quarrying and making it simpler to lay and maintain."

The stone from Burlington -which is extracted from the same quarry in different locations- due to the layering process of the terrain, has an uneven graphic appearance with strong colour contrasts. The 5 shades conceived by Ceramiche Piemme recreate the natural effect of the stone, yet maintain a more balanced base colour and vary from a lighter "snow" shade to a darker "smoke" shade. The series also offers a 3D version, which reproduces the effect of the "stonewall" hand-processed stone and is ideal for covering decorative walls with a strong texturized effect. Nordic is also designed to be the perfect match for classic materials such as *seminato* floors or parquet, in addition to more contemporary varieties such as concrete or marble aggregate.

Technical characteristics

Material: Fine porcelain stoneware

Available sizes: 30X60 cm, 60X60 cm

Colours: Snow, Steel, Sage, Dove, Smoke

3D surfaces: Stonewall (30X60cm) and Mosaico (30X30cm)

AN UNPRECEDENTED BLEND FOR CERAMICHE PIEMME

Uniquestone recreates the beauty of stone

Stone, granite and marble: an unprecedented blend for the Uniquestone collection by Ceramiche Piemme, designed to furnish interiors and outdoor environments with elegance, using a product that is easy to lay and maintain. Previewed in the United States at the Coverings event in Orlando, Uniquestone is fruit of the continuous research performed by the company on materials and digital technologies.

The natural finish, for example, recreates in detail the textured effect of the various minerals that inspire it, whereas the polished version adds elegance and brilliance. The collection includes 5 colours: from the lighter "silk" shade to the darker "nite" colour.

The tiles are available in a variety of sizes (30x60, 60x60, 80x80, 60x120 cm) and include the decorative element Chevron (10X53 cm) designed for use in coverings laid in a herringbone pattern.

The series also offers three 3D wall coverings that reproduce the effect of hand-processed stone: Level, a large tile (60X120cm) featuring the 4 textured effects by which Uniquestone is inspired; Iced which recreates the veined effect of stone with a fine polished effect on the top and Maya with a geometric design, available in *ton-sur-ton* or in a range of shades that can easily be matched.

Technical characteristics

Fine porcelain stoneware with coloured body

Sizes: 30x60cm, 60x60cm, 80x80cm, 60x120cm, 60x120 Bocciardato

Wall coverings: Maya Design 30x60cm; Iced 30x60cm, Level 60X120cm

Decorations: Chevron 10X53cm; Mosaico 30x30cm.

Colours: Silk, Sand, Silver, Titanium, Nite

CERAMICHE PIEMME: MADE IN ITALY IN THE WORLD

Established in Maranello (MO) in 1962, Ceramiche Piemme specializes in the production of Made in Italy ceramic floor and wall tiles and is based in Fiorano Modenese (Mo).

In 1977 the company signed an agreement with Valentino, the fashion designer, for the design of a haute-couture line of products of which Ceramiche Piemme is the exclusive licensee for the ceramic industry.

In 2000, the company began a radical industrial transformation, investing in both the production process and in a new range of products. The production process switched from single and double-fired red body tiles to the most innovative systems dedicated to porcelain stoneware in sizes such as 60x60, 80x80, 45x90 and 60x120cm.

With the introduction of more sophisticated digital decoration technology, the need arose to also rethink the product range from a cultural and design viewpoint. With this in mind, Massimo Barbari – the company's Managing Director since 2015 - has revamped the management and started new partnerships with some of the protagonists of contemporary design.

Thanks to the strong driving force represented by the US market and to the increasing stability of that of Europe, the company is currently closely focused on the two brands which have made its history in order to improve its competitive edge as regards medium-high bracket consumers and major international projects.

The rebranding operations involve in particular Ceramiche Piemme, which has always been synonymous with medium-high quality wall and floor tiles; and the Valentino brand which - already-known in the world for the quality of its materials and the elegance of its decors - will be further enhanced thanks to major fashion-design partnerships.

Ceramiche Piemme ended 2016 with a turnover of 103 million euro (96.3 million in 2015) with double-digit growth in exports to the US, the Middle East and the Far East markets, which represent 85% of company turnover. The Italian market upped by 6% over 2015.