

Fiorano (MO), 11 January 2017

Press Release

**CERAMICS HEAD BACK TO THE TOP WITH DESIGN: IN 2017 WITH
PIERRE CHARPIN**

Pierre Charpin was recently named Designer of the Year 2017 by the prestigious Parisian jury of Maison&Object all due to his "poetic form." And it is for the very same reason that Ceramiche Piemme has chosen to involve him in its repositioning plan, by having him design a new ceramics collection.

To restore the brand to its position at top of the rankings for Italian quality ceramic floorings and coverings, Massimo Barbari – CEO of the company since 2015 - has invested in upgrading its technologies but also and above all in a cultural upgrade based on the introduction of new management, and the establishment of partnerships with some of the leading figures in the contemporary design scene.

These decisions reaped their first benefits when the ADI Ceramics Design Award was assigned to the Bits and Pieces collection designed by Gordon Guillaumier and they are also an indication that there are many important new elements planned for the Fuorisalone 2017 event in Milan, where Ceramiche Piemme will again be stepping into the limelight from Via Palermo.

Designer, artist and set designer Pierre Charpin has developed a style characterised by bold colour choices and an in-depth research of materials, leading him to work with companies such as Alessi, Ligne Roset, Venini, Zanotta, Hermes Maison and Wrong.London.

Having grown up in an artistic environment, Charpin designs freehand, with work ranging from industrial products to exhibition layouts and artistic creations presented in limited editions. "Whether I work for a gallery, a collector or a company is all the same to me" explains the designer from his studio in Ivry-sur-Seine. The important experiences gained by the designer with La Manufacture Nationale de Sèvres and CIRVA (Centre International du Verre et Arts Plastiques) make him an ideal spokesperson for Ceramiche Piemme.

For information: www.ceramichepiemme.it

Tweet: Pierre Charpin #designer2017 for #CERAMICHEPIEMME!

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CERAMICHE PIEMME

FLOOR AND MORE

Ceramiche Piemme

Incorporated in Maranello (MO) in 1962, Ceramiche Piemme is a company specialised in the production of ceramic floors and coverings. The modern production plant of Solignano in Modena uses heat recycling kilns to produce 7 million square metres of porcelain stoneware each year. The wide range of ceramic floors and coverings also includes a line of products designed by Valentino, haute couture brand for which Ceramiche Piemme has been the exclusive licensee since 1977 for the ceramic sector.