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ERAMICHE**PIEMM**E

AN UNPRECEDENTED BLEND FOR CERAMICHE PIEMME

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.

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

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FRAGMENTS BY PIERRE CHARPIN

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.

"I was charmed by the idea of never having worked on a tile design. I had a rather romantic, decorative idea of this type of production and I knew nothing about it or indeed about the market. So I plunged into a world that was completely unknown to me. After all, this is one of the most interesting aspects of our trade: the opportunity to try out our skills in new sectors, to attempt to understand what makes them tick, the reasoning behind them, their history, and use this to present them with a new, if possible innovative outlook".

After all, it was precisely for his "poetic form" that the company from Modena chose Pierre Charpin.

"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

CERAMICHEPIEMME

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.

Technical characteristics

Fine porcelain stoneware with coloured body

RESIN – resin effect surface

Sizes -120x120cm, 60X120cm, 80x80cm, 60X60cm, 60X60cm bocciardato, 30X60cm

3D wall coverings: Dune 60x120cm, Hatch 30X60cm, Paint 15X90cm

Colours: Milk, Cloud, Tan, Charcoal

Decorations by Pierre Charpin: Form, Oblong

WOOD - Surface decoration with digital wood effect technology

Sizes -20x120cm, 20X120cm outdoor, 10X60cm

Colours: Milk, Cloud, Tan, Charcoal

MAIOLICA

Sizes - 7,5X30cm

Colours: Milk, Cloud, Tan, Charcoal, Ocean, Fern



Pierre Charpin text - Salone del Mobile 2017

Even though Ceramiche Piemme and I have different cultural horizons, one undoubtedly industrial and the other artistic, we certainly have one thing in common: our age. Ceramiche Piemme was founded in 1962 in Maranello, not far from Sassuolo, near Modena, and in June of the same year I was born in a city in the south-eastern suburbs of Paris.

We also share the sentiment of feeling neither young nor old: each of us seems to bear our history and age with calmness and absolute tranquility.

Obviously, these were not the reasons why we chose to work together; to build a common fragment of history together, but this kind of coincidence continues to strengthen our bond.

In 2016, Gordon Guillaumier, artistic director of the company since 2015, asked me to take part in this new project designed to reposition Ceramiche Piemme in the cutthroat world of ceramic covering manufacturing on an industrial scale. The first phase of the project had been launched the previous year with the presentation of the Bits&Pieces collection designed by Gordon himself and I was offered the opportunity to work on the second phase of this repositioning scheme.

Although he repeatedly told me just how unique this extremely quick project would be, he never denied that it would be difficult. The limits imposed by the technical and industrial aspects, the market, were important to determine the factors of our success.

Visiting the headquarters, I got an idea of the challenge i was about to face; the factory spans a length of 700 meters, open 24/7 and produces approximately 7 million square meters of tiles per year; it is a completely automated space, where robots and technicians in white coats work together. This immersion gave me a glimpse of a world that was practically unknown to me; a world that is very different from the rather naive vision I had of the ceramic industry up until that moment, imagining it as a sort of mechanised craftsmanship. I must also point out that up until that day I had never been asked to design decorations for a ceramic company.

The impact of this visit was the key element that significantly boosted my interest in this project. Soon, I realised that I would have to erase all prejudice and



preconceptions from my mind and throw myself into logics I still knew nothing about; I had to face them and understand them if I wanted to complete this project successfully.

The request was clear. My job was to design decorations to apply on what are known as base tiles in technical terms; that is, tiles created using a mixture of clay dough, feldspar and sand, with surfaces, colours, size and texture that have already been partially defined by the company's technical office.

Therefore, I had to produce decorations for this pre-existent material using a digital printing technique. The introduction of digital printing to the industrial production process has literally "revolutionised" the production of decorations for ceramic tiles. The ability to reproduce the same image in digital printing is so big and unlimited that it has unquestionably orientated and almost stereotyped the decoration design as the super-realistic reproduction of the materials, generating a mass of ceramic tiles: artificial marble, stone, cement, resin... and this goes for the majority of industrial ceramic coverings.

Although Ceramiche Piemme has achieved a high level of know-how as far as reproduction is concerned, thanks to its history, it realises that this reproduction exercise has a limit. It has understood the need to reopen the design process, to look towards new horizons. Through its recent cooperation with various designers, it has sought new opportunities in which it is not always just about the virtuosity of knowhow, of imitations that are truer than the truth they imitate.

I have been told that the company yearned to research areas that we could define as more "artistic", venturing to seek more refined, complex styles.

Styles that play on the attention to detail, to the clever combination of decoration and material, working with techniques that have already been developed and mastered. I recall that during my visits to the company, I would repeatedly encounter the old logos, which would remind me that Ceramiche Piemme was once called Ceramiche artistiche Piemme.

A positive signal from the past, which came to me just as i had been asked to gear myself towards the future i had just started to design.



INCIPIT: VALENTINO BY CERAMICHE PIEMME TAKES IT FROM HERE

To re-create the elegance of textiles with original patterns and texture mixes: this is the wager of the new Incipit collection for Valentino by Ceramiche Piemme.

Thanks to special glazes and the precision of the latest-generation digital decoration, the ceramic surfaces re-create the delicate effect of linen, arabesque silks, and even the metal meshes of contemporary fabrics. A true fashion collection designed to relaunch the Valentino brand by Ceramiche Piemme for furnishing all surfaces: from living areas to bedrooms, bathrooms and kitchens, but also spas and hotel lobbies. Made of porcelain stoneware and fine white body, the series wishes to be a true *incipit* for the brand which, since 1977, has been exporting Made in Italy excellence in the

ceramic industry worldwide.

"For us, Incipit represents an opportunity to re-launch the Valentino by Ceramiche Piemme brand; a collection designed to meet the tastes of different markets from west to east ", explains Massimo Barbari, Managing Director of Ceramiche Piemme, "Fabric is a trend in the inspiration of ceramic design and after extensive studies and collaboration with the Valentino fashion house we have decided to launch this new line to mark the forty years of the Valentino by Ceramiche Piemme brand".

The sizes of the new series are also designed to make it a decor complement conceived not only for the bathroom, but also for all other private and public living spaces.

The four available shades (white, silver, bone and taupe) come in sizes ranging from classic 60x60cm and 30x60cm to large 80x80cm and 60x120cm. Incipit also introduces an exclusive size for monoporous wall coverings: 40x120cm. The collection is completed by decorations by the square metre, in third firing or three-dimensional.



Technical features

Material: fine porcelain stoneware and fine white body monoporous

Decoration: multi-face digital technology, fabric effect

Surface: ground

Colours: white, silver, bone, taupe

<u>Porcelain stoneware sizes</u>: 30X60cm, 60X60cm, 80x80cm, 60X120cm Porcelain stoneware 3d structures: Tartan in line per sq m 30X60cm

Porcelain stoneware decors per sq m: Frame 60x60cm, Ramage 60X120cm

Porcelain stoneware decorations per piece: Fiber and Sparkle in third firing 30X60cm, Mosaic on

mesh 30X30cm, Hexa on mesh 30X30cm

Monoporous size: 40X120cm

Décor per sq m monoporous: Textured 40X120cm, Patchwork 40X120cm

3D Monoporous Design: Design 40X120cm

Monoporous third-firing decors: Watercolor 40x120cm, Geo 40x120cm geometric



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.