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PRESS RELEASE

SHADES BY GORDON GUILLAUMIER AT THE FUORISALONE 2018

Yesteryear inspirations, colour and movement for the new Ceramiche Piemme collection

Water colours on ceramics recreated using the most advanced digital technologies: with the Shades tile collection for Ceramiche Piemme, designer Gordon Guillaumier paints delicate motifs of artistic inspiration.

Presented in preview at Fuorisalone 2018 (17-22 April, Falegnameria Cavalleroni, Via Palermo 8, Milan) the collection of porcelain stoneware tiles and slabs by the Fiorano Modenese company reproduces the brushstroke effect by proposing the stroke and manual skills of the designer.

"For this collection I have drawn inspiration from hand-decorated ceramics - like the historic Ceramics of Caltagirone to name but one," explains Gordon Guillaumier "Starting from my watercolours, I wanted to go against linearity and geometry to give the idea of a hand-decorated surface".

The 5 basic concrete-effect shades are combined with 4 types of decorations, each expressed in five hues ranging from blue to light blue, white, golden and mid blue: real brushstrokes that recreate the colour movement typical of the watercolour technique.

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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.