

Fiorano Modenese, 17 April 2018

PRESS RELEASE

CERAMICS...ARTFULLY: SHADES BY CERAMICHE PIEMME

Modern decoration techniques encounter the tradition of classic majolica ware.

With the **Shades** collection Ceramiche Piemme provides a new answer to the dialectic between art and technology: the newest frontiers of digital printing are explored by designer Gordon Guillaumier to give life to floors and surfaces of artistic inspiration. Previewed at the **Fuorisalone 2018** the porcelain stoneware tiles and slabs of the Fiorano Modenese manufacturer reproduce the designer's strokes.

"For this collection, I have taken inspiration from the tradition of classic, hand-decorated majolica ware" explains Gordon Guillaumier "With Shades, I have attempted to capture the freedom and spontaneity of water-painting, a technique I love precisely because irregularities and imperfections are strongly tied to the manual sign and represent an added value."

The Shades tile collection replicates in a realistic way the delicate and imperfect sign of the brush stroke; the overlapping colours create unique nuances which go to combine with the 5 basic concrete-effect shades.

The four types of decoration are each expressed in five shades that vary from blue to light blue, from white to golden and mid-blue: the real colour movements so typical of water-painting.

The encounter of modernity and tradition is also expressed through the choice of sizes: with the modern 60X60cm or 60X120cm slabs, Ceramiche Piemme combines hexagon-shaped decorated tiles that recall traditional cement tiles and other small-size (20X20cm) tiles typical of classic majolica ware.

Technical features

Fine coloured-body porcelain stoneware

Sizes: 60X60cm, 30X60cm, 60X120cm, 80X80cm, 20X20cm, 17,5X20,5cm

Decorations: Wash (60X60cm and 30X60cm), Blot, Drip,

3D surfaces: Mesh, Net

Shades: Noon, Dawn, Dusk, Evening, Night

Information www.ceramichepiemme.it Tel. +39 0536 849111

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.