

CERAMICHE PIEMME

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Ceramiche Piemme at Cersaie 2018

Ceramiche Piemme presents no less than **four** collections at **Cersaie in Bologna** from Monday 24 to Friday 28 September (Fiera Bologna, Pavilion 20, Stand C32-D31). The first two, **Stone Concept** and **Freedom**, recreate the natural effects of stone for use in residential and contract environments. Then, the tiles and slabs in the **Shades** collection, created by designer Gordon Guillaumier, reproduce brush strokes and veiled finishes, breathing life into floorings and surfaces inspired by the beauty of art. And last but not least is **Majestic**, the new entry in the 2018 Valentino by Ceramiche Piemme collection, which draws its inspiration from some of the most refined marble.

The effect sported by **Stone Concept** is that of the characteristic white Burgundy stone of the medieval courtyards along the Loire in France: a chalky sedimentary rock with diverse, soft veined effects.

It comes in shades ranging from white to beige to grey. The Stone Concept tiles are ideal for creating matching indoor and outdoor environments but also enhancing walls with three-dimensional surfaces in residential, public and commercial areas. There are four sizes and 2 decorations, perfect for recreating ancient surfaces and layouts.

Using innovative digital decoration technology, the tiles of the **Freedom** collection recreate the natural effect of Hauteville stone, a material used worldwide due to its extraordinary compactness. Some examples of its use include the façade of the Empire State Building and even the plinth of the Statue of Liberty (which inspired the name of the collection). The impressive range of shades offered by this rock have inspired the researchers at Ceramiche Piemme, who will present it in 3 sizes and both lighter colours (from white to beige) and darker variations (from hazel to grey). The Freedom tiles can also be used both indoors and outdoors as wall and floor coverings.

For the **Shades** collection, the designer Gordon Guillaumier drew his inspiration from the classic hand-decorated majolica. The tiles realistically replicate the delicate and imperfect mark left by the designer's brush stroke; colours overlap to create unique shades that mix and match with the 5 basic cement effect tones.

There are 4 types of decorations, each one available in five different nuances varying from dark to light blue, from white to gold to aviation blue: a true shifting of colours typical of the watercolour technique.

Modernity and tradition also meet in the choice of sizes available: Ceramiche Piemme combines the modern 60X60cm or 60X120 cm slabs with decorated hexagonal tiles reminiscent of traditional ceiling tiles, and others in smaller sizes (20X20 cm) commonly used in the traditional majolica.

Majestic was created by the Valentino by Ceramiche Piemme research lab; it is inspired by some of the most refined varieties of marble, such as Carrara, Grigio Verona, Nero Levanto, Onyx, Nero Marquinia and Bianco Arabescato. There are 6 tones with more than 150 different graphics designed to simulate the diverse aspects of natural materials and create replicas of marble surfaces. The collection is completed by a selection of decorations and mosaics, which make it possible to coordinate the decors in all environments.

Stone Concept: new residential and contract collection for Ceramiche Piemme

Stone Concept takes its inspiration from the trend of recycled stone; in this case a white Burgundy stone typical of the medieval French courts along the Loire. A sedimentary calcareous rock with various faint veins.

This new collection is designed to create internally and externally coordinated environments, but also to enhance the walls with three-dimensional surfaces.

The Stone Concept tiles are designed for residential, public and commercial environments.

5 shades, ranging from white to beige to grey, 4 sizes with natural, smooth or bush-hammered surfaces and 2 decorations in line with the recovery of poses and ancient surfaces.

Technical features

Fine coloured-body porcelain stoneware

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

3D surfaces: Weave, Slant

Shades: Luce, Bianco, Sabbia, Argento, Grigio

Surfaces: Natural, Levigato, Bocciardato

From the stone of Hauteville ... Freedom

The tiles in the **Freedom** collection recreate the natural effects of the stone from Hautville, used all over the world for its extraordinary compactness. Indeed, it can be found in the covering of the façade of the Empire State Building and even in the base of the Statue of Liberty.

Freedom collection is the result of continuous research on materials and digital technologies.

The wide range of different colours presented by this rock provided the Ceramiche Piemme researchers' inspiration for this collection, who decided to pay tribute to a collection in which the focus is on the aesthetic potential of Hautville stone, by naming it Freedom.

The colour palette contains 5 shades, which range from white (white) to beige (sand), and from hazelnut (nut) to grey (grey and the darker antracite).

Freedom tiles can be used as a wall covering and for indoor and outdoor flooring. 3 different sizes and 3 dimensional surfaces for wall covering.

Technical features

Fine coloured-body porcelain stoneware

Sizes: 30x60cm, 60x60cm, 60x120cm, Mosaico 30X30cm

3D surfaces: Polygons, Shape, Blocks

Moduli Mix: Batik Mix 30X60cm

Shades: White, Sand, Nut, Grey, Antracite

Surfaces: Natural, Antislip

Ceramics...artfully: Shades by Gordon Guillaumier

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. 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

Timeless elegance for Majestic Valentino

Designed by the Valentino by Ceramiche Piemme researchers, the Majestic collection of tiles and slabs is inspired by the arabesque textures of marbles like Carrara, Grigio Verona, Nero Levanto, Onice, Nero Marquinia and Bianco Arabescato.

The collection deliberately breaks out of the classic mould of marble effect surface installation and interprets interior decorating with haute couture taste in unmistakable Valentino brand style.

"I'm really excited about Majestic's design: it's a collection in the true sense of the word. To be worn by the environments in which we live or work!" explains Carla Vacchi, President of Ceramiche Piemme, *"For us, Cersaie represents a major showcase at international level and it goes without saying that the Valentino brand is in this sense a flagship of our company! We called it Majestic to recall the allure of the oldest and most prestigious hotels in the world. A collection to see and touch. Absolutely."*

Tiles and large slabs interpret the veins of precious marbles in six colour shades with over 150 different graphics to simulate the great diversity of natural materials. Numerous sizes and finishes are combined with decorations, mosaics and coverings in extra-fine white body.

Technical specification

Fine porcelain stoneware

Sizes: 120X120cm, 60X120cm, 60x60 cm, 30x60 cm, 10x53 cm

3D surfaces: Stripes, Velvet

Decorations: Majestic Jungle Cold, Majestic Mix Art

Colour shades: Apuanian White, Imperial Pearl, Majestic Onyx, Supreme Grey, Glam Black, Royal Nero

Surfaces: Natural, polished

Ground white body

Size: 40X120cm

3D surfaces: Hive

Colour shades: Apuanian White, Imperial Pearl, Majestic Onyx, Supreme Grey

Decorations: Majestic Jewel Flowers, Majestic Flowers

Surfaces: Natural