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PRESS RELEASE

BEAUTY AND CONVENIENCE FOR CONTEMPORARY PUBLIC SPACES

Light veining and three-dimensional effects by Ceramiche Piemme

The light veining of natural stone team up with three-dimensional surfaces producing light/shadow effects to create a contemporary style for the new collection, Stone Concept by Ceramiche Piemme, designed to decorate public spaces by combining fine aesthetics in a product that is easy to install and maintain.

The elegant yet welcoming effect of real stone is often inaccessible, not only due to its cost but most of all considering the maintenance required.

The fine porcelain stoneware tiles and slabs in the Stone Concept by Ceramiche Piemme collection admirably succeed in faithfully reproducing the mood of natural stone, without the problems related to its installation and cleaning.

The collection is inspired by the trend of recovering ancient stone, in this case a white Borgogna, typical of the medieval French courts along the Loire. A sedimentary limestone rock with various light veining effects.

The collection offers 5 shades, which vary from white to beige and grey, 4 sizes with natural, polished or hammered surfaces and 2 decorations in line with the recovery of ancient surfaces and designs.

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

Tweet/Post: The beauty of stone for public spaces with #StoneConcept #Ceramiche Piemme

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 tiles 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.

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