

Fiorano Modenese, Italy, 29 May 2019

PRESS RELEASE

CERAMICHE PIEMME WON BEST HARD FLOORING PRODUCT - NYCxDISIGN 2019

The Shades collection by Gordon Guillaumier honoured in New York City

Major recognition for Ceramiche Piemme from New York City, where the Shades tile collection by Gordon Guillaumier won **"Best Hard Flooring Product"** at the awards evening of [NYCxDISIGN](#), the New York design week. NYCxDISIGN Awards indeed celebrates the best talent and products in the architecture, interiors, furnishings, lighting and technology categories.

"We are very proud of this international award, recognition of our research and stimulating partnership with Gordon Guillaumier," said Davide Colli, Chief Operating Officer of Ceramiche Piemme. "Recently, during a meeting in London for the launch of our Piemme 40 branch, design historian Alice Rawsthorn highlighted the importance of a production technology which lets users experience the 'artisanal' sensation of uniqueness. The Shades collection has met with great praise for its ability to interpret the sensual, tactile and visual dimension of an artistic intervention on the surface. This was also the aspect grasped by the jury of the New York awards, vindicating our choices and the major investments the company is making in its ability to be a trendsetter and create culture in the sector."

Davide Colli went on to give a special thank you to the company's US distributor, Stone Source, which has enthusiastically promoted the Shades collection in New York, as well as its other sales territories in the US.

NYCxDISIGN, the prestigious annual design event held in New York City, attracts hundreds of thousands of visitors and designers from all over the world. The event is held each May, and celebrates design through events held across the city's five boroughs.

For more information: www.ceramichepiemme.it

Ceramiche Piemme

Established in Maranello (Modena) in 1962, Ceramiche Piemme, which has been a member of Confindustria Ceramica since 1968, is a company specialised in the production of ceramic floor and wall coverings. The modern production plant in Solignano, in the province of Modena, is equipped with heat-recovery kilns that produce over 7 million square metres of porcelain stoneware every year. The wide offering of ceramic floor and wall coverings also includes a product range under the Valentino brand, a high-end fashion label for which Ceramiche Piemme has been the exclusive licensee for the ceramic sector since 1977.

Ecological Ceramic

Ceramic is made from natural clay and is a completely recyclable material; once installed, it is hygienic, does not absorb dirt or bacteria and is odourless. Ceramic does not burn and it does not

emit any harmful substances, even in the event of a fire; ceramic is non-absorbent, it does not discolour when exposed to sunlight, it is frost-resistant and hard-wearing in residential and public spaces. #betterCeramic #betterPiemme.