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PRESS RELEASE

CERSAIE 2019 PREVIEW - CERAMICHE PIEMME INVENTS A NEW ..."MATERIA"

Bologna, Italy, 23-27 September 2019 - Hall 20, Stand C32/D31

Materia is the name of the new collection that Ceramiche Piemme will be presenting at the Bologna Cersaie exhibition, which runs from Monday 23 to Friday 27 September 2019 (Bologna Fiere exhibition centre, Hall 20, Stand C32-D31).

An unusual effect, creating surfaces that merge metal, Corten steel, stone and ceramic in a refined, contemporary look.

Starting out from very different metals, oxidised or glossy, from the natural feel of stone and the versatility of ceramic, Ceramiche Piemme's R&D team have created a new material with "Materia". Thanks to sophisticated production technologies, this collection combines the ground look typical of hand-polished metal with the small flaws that denote genuine craftsmanship.

It is available in six tones, ranging from the lightest OPAL (white) to DEEP (anthracite), taking in the light grey NACRE, the dove grey SHIMMER, the dark grey REFLEX and the Corten steel-coloured RUST.

Five sizes are available, with two three-dimensional structures and two third-firing decorations.

For further information: www.ceramichepiemme.it Tel. +39 0536 849111

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Ceramiche Piemme

Established in Maranello (Modena, Italy) in 1962, Ceramiche Piemme is a company specialised in the production of ceramic floor and wall tiles. 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.