

Fiorano Modenese, 24 March 2020

PRESS RELEASE

**SYDNEY OPTS FOR ELEGANT CERAMICHE PIEMME COVERINGS**

Collection by Gordon Guillaumier chosen for the Hotel at Sydney's Manly Beach

The Sebel, on Sydney's famous Manly Beach, has been a byword for elegance and luxury for years. For the refurbishment of this Accor group 4-star hotel, the architects of In Design International chose the Italian style and quality of Ceramiche Piemme tiles.

The collection selected was Bits&Pieces, designed by Gordon Guillaumier for the company from Fiorano, in the Modena ceramics district. The hotel's "business card", the wall behind the reception desk, is also covered with wall tiles (30x60 cm) with a 3D pattern of horizontal furrows (Groove) that create subtle interplays of light and shade and a general effect of depth. To help to bring the sunlight into the foyer, the palest finish, almost ivory in colour (Powder Bone) was chosen.

"This is a wonderful accolade for us," Ceramiche Piemme COO Davide Colli explains, "and the signs are that the Australian market will reward the great effort we are making in terms of technological research, and our relationships with top international design firms."

"Ceramiche Piemme epitomises Italian style," Penny del Castillo, Director of In Design tells us. "The Bits&Pieces collection is perfectly in line with the hotel's superior quality standard and the client's specific brief that we should create interiors with high design and experiential value for guests."

The decorations, furnishings, colours and textures evoke the Manly urban beach, and the modern, spacious studio apartments, the luxurious bathrooms, the rooms and the communal spaces are all conceived for the high-end hotel industry. The mix of light colours provided by the floors and tiles also brings added luminosity into the rooms directly overlooking the sea.

**Information** [www.ceramichepiemme.it](http://www.ceramichepiemme.it) Tel. +39 0536 849111

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.

IDI In Design International

Founded in 2003, IDI is an interior design firm based in Melbourne. IDI works with top consultants in the industry, including architects, landscape designers, engineers, contractors and retailers, to realise major property development projects.