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magazine

INTERNATIONAL

47

## EVENTS

Open Cersaie

## MARKETS

Moderate growth in  
global GDP and trade

## TRENDS

Wellness  
and colours

## PROJECTS

In perfect harmony  
with nature

## INTERVIEW

Staying ahead in a  
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ANDREA SERRI  
EDITOR OF CER MAGAZINE  
ITALIA AND INTERNATIONAL

# Archincont(r)act, a new space at Cersaie

Cersaie has evolved steadily over the years and has introduced a number of different theme areas, culminating at this 37th edition with the launch of a new space called Archincont(r)act which offers at least three potential areas of growth. The first concerns the evolution of ceramic surfaces, which with the advent of large-size slabs and panels have become a high-performance material ideal for use in major architecture projects. The second is the rapid growth of the contract design sector at a world level linked to large-scale, high-quality construction projects in the non-residential building segment. The third concerns Cersaie's role as the world's leading product exhibition in its sector, which is now launching Archincont(r)act as a key meeting point between the world of production and industry professionals, in other words the large Italian and European real estate developers and the architecture firms with whom they collaborate.

In a 700 square metre space in Hall 29, Archincont(r)act will accommodate the stands of 10 leading Italian and European architecture firms, each of which specialises in at least one of the key contract design segments – factories, offices, spas and wellness centres and hotels, to mention just a few. The champagne bar located at the centre of the space will host meetings and events, starting out with the inaugural conference where Federico Rampini and Philippe Daverio will discuss the theme of 'The cities of the future'.

Archincont(r)act is the sixth theme area of Cersaie, the international exhibition of ceramic tile and bathroom furnishings which was first held in 1983 as a place for meeting and exchanging views with the international distribution system. More than ten years ago Cersaie launched the Architecture Gallery, a place devoted to conferences given by leading international figures in the field, including 10 Pritzker prize laureates; Tiling Town, a demonstration and educational space devoted to all aspects of this vital step in the sales process; and the Media Village located in the Services Centre, a kind of global communications hub hosting the Press Cafes, conversations on design themes led by the editors of top Italian magazines, and Cersaie Designs your Home, a place where members of the public can seek advice on home renovation projects.

Cersaie 2019 confirms its position as the world's leading event in the sector with 869 exhibitors, including 332 non-Italian companies from 39 countries, a 161,000 square metre exhibition floor that has been entirely booked for months, and a level of attendance that is expected to exceed last year's record figure of 112,000 visitors. It's simply an unmissable opportunity, so mark your calendar and save the date!

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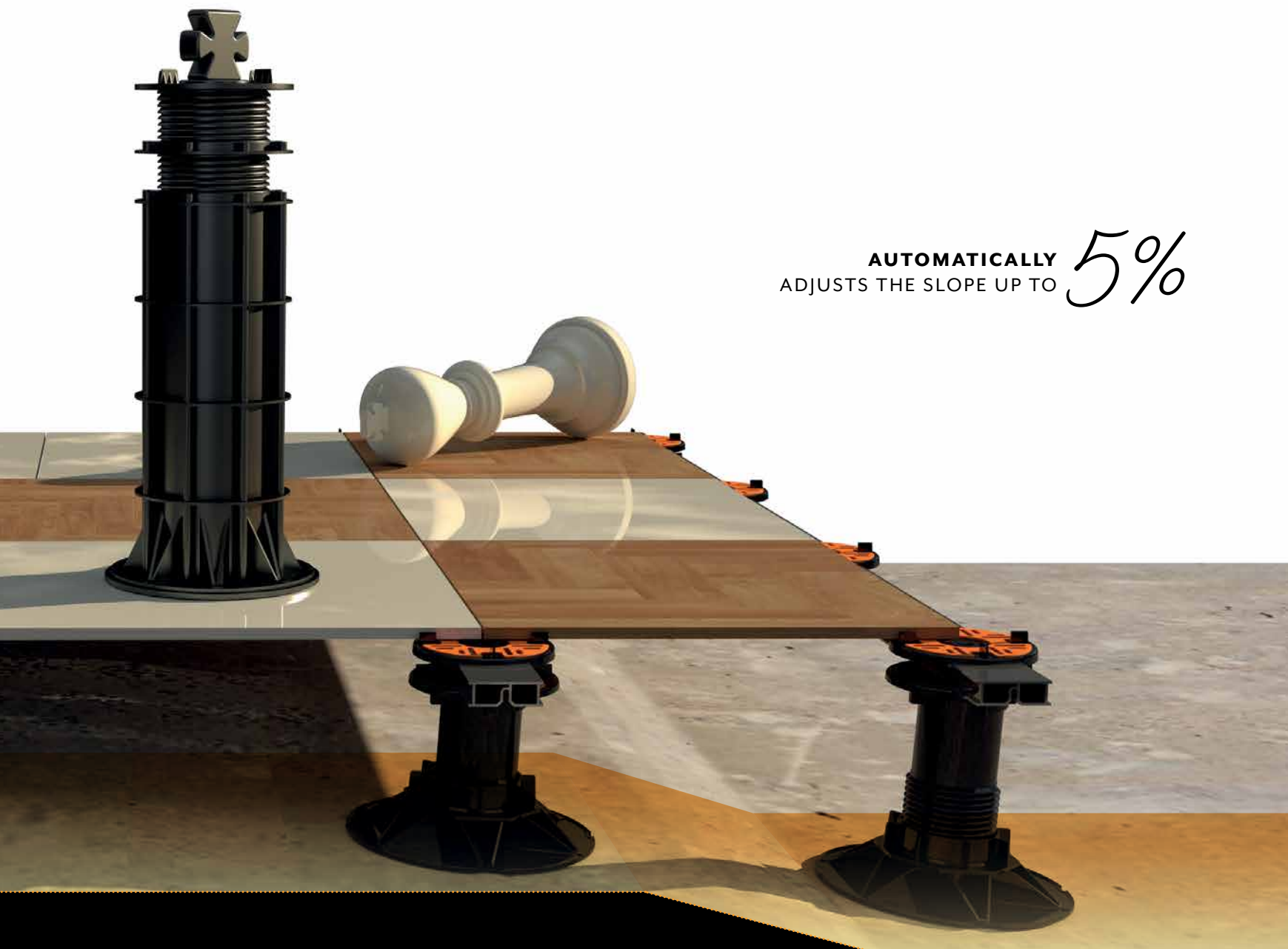
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Ceramics of Italy

## EDITORIAL

- 1** Archincont(r)act, a new space at Cersaie  
by Andrea Serri

## EVENTS

- 5** Open Cersaie by Simona Malagoli

## MARKETS

- 8** Staying ahead in a rapidly  
changing industry  
by Caroline Busch
- 17** Moderate growth in  
global GDP and trade  
by Andrea Cusi

## TRENDS

- 20** Ceramic: a trend-setting product  
by Kristin Coleman
- 24** Wellness and colours  
by Luisa Pianzola

## PROJECTS

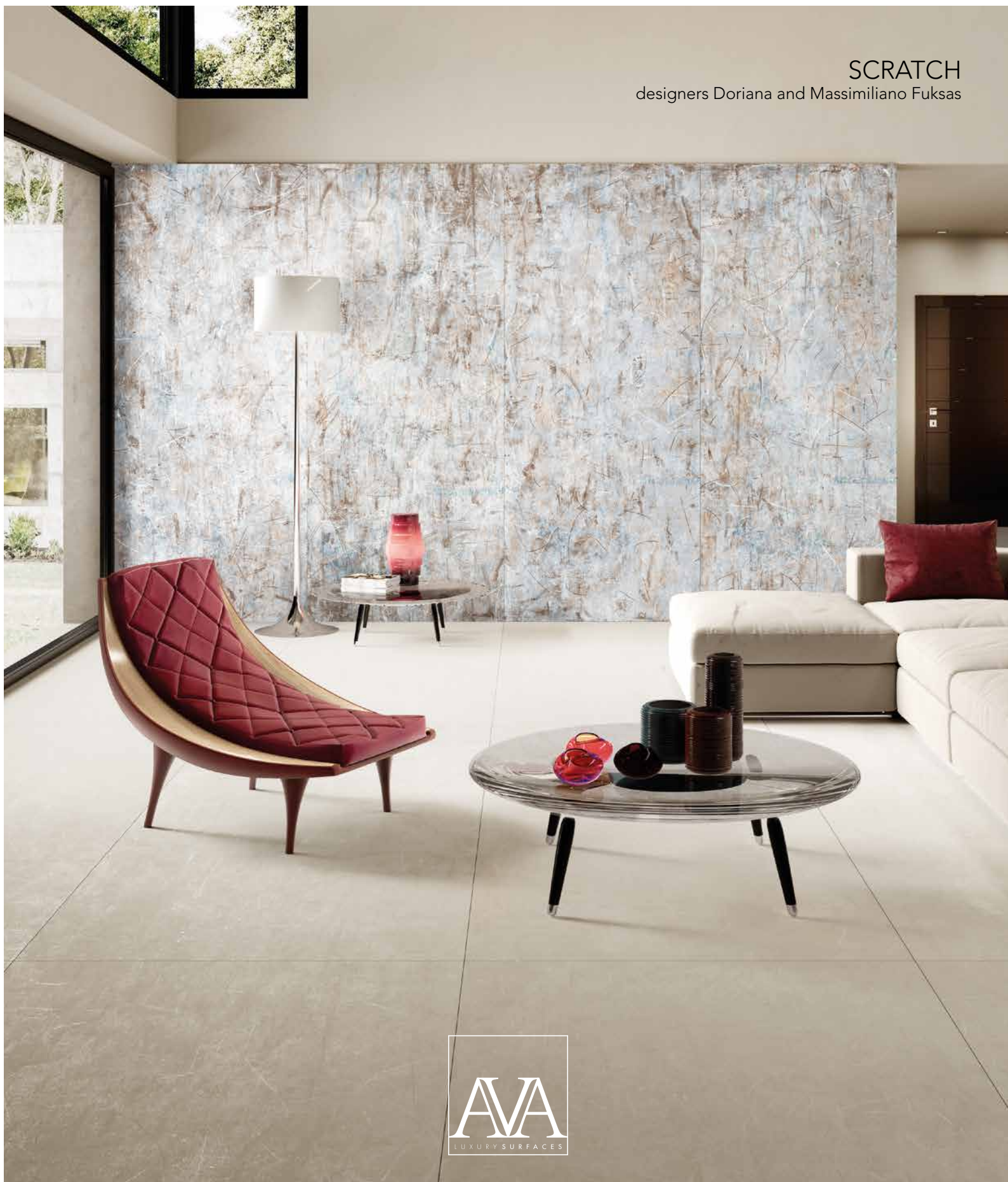
- Home**
- 28** Australian tropical style  
by Katrin Cosseta
- 32** In perfect harmony with nature  
by Laura Maggi
- 36** Under a Californian sun  
by Laura Maggi
- Architecture**
- 40** A romantic blend of tradition,  
flowers, food and design by Roberta Valli
- 44** Contemporary elegance in  
the heart of Dublin by Roberta Valli





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Bologna - Italy

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Brendan MacFarlane and Dominique Jakob

Foto © A. Tabacchi



Felipe Assadi

# Open Cersaie

by Simona Malagoli

This year's Cersaie, the **37th International Exhibition of Ceramic Tile and Bathroom Furnishings**, is taking on a completely redesigned image as part of the new "Open Cersaie" vision and from Monday 23 to Friday 27 September is welcoming the world's professionals to the Bologna exhibition centre. The 161,000 square metre exhibition space is fully occupied by 869 companies from 40 different countries, more than half of whom operate in the ceramic tile sector (454). The presence of 338 non-Italian companies demonstrates the show's unique international reach. There are also 205 companies representing the bathroom furnishings sector.

Following the traditional ribbon-cutting ceremony in Piazza della Costituzione, the show's first appointment is the **Economic Conference** to be held in the Europauditorium of Palazzo dei Congressi on Monday 23 September at 11:00 am. This year's theme is "Ceramics: from healthy environments to sustainable growth and trade wars".

The Ceramics of Italy International Press Conference will begin at 6:30 pm on the same day in the splendid setting of Palazzo Re Enzo in Piazza del Nettuno in Bologna. In the second part of the **International Press Conference**, the 23rd **Ceramics of Italy Journalism Award** will be presented to the

author of the best article on Cersaie and the Italian ceramic industry published in a foreign magazine, while a further three honourable mentions will be awarded to international magazines. This will be followed by the invitation-only Cersaie Evening, during which the **Confindustria Ceramica Distributor Awards** will be presented to four distributors (this year from France, Germany, Sweden and Italy) who have excelled in their dealings with the Italian ceramic industry. Cersaie 2019 will be hosting numerous big names as part of the "**building, dwelling, thinking**" cultural programme. The various events held in the **Architecture Gallery** will begin on Wednesday 25 September at 10:30 am with a conference given by Chilean architect **Felipe Assadi**, whose works stand out for the use of low-cost materials that are easy to find and transport and which can be assembled and disassembled rapidly. Then at 4:00 pm, Indian architect **Anupama Kundoo** will discuss her vision of an architecture that has low environmental impact and is appropriate to the socioeconomic context. On Thursday 26 September at 10:30 am, architects **Dominique Jakob** and **Brendan MacFarlane** from the eponymous architecture firm founded in Paris in 1992 will discuss their work focusing on the use of digital technology as both a conceptual tool and





Anupama Kundoo



Francesca Molteni



See Cersaie 2019  
calendar of events

a means of fabrication, exploiting new materials to create more flexible environments. At 4:00 pm, also in the Architecture Gallery, the award-winning Argentine architect **Emilio Ambasz**, precursor of the green architecture movement, will give a conference on the use of plants and greenery in architecture together with emerging architect **Attilio Stocchi**. In the **Lesson in Reverse**, led this year by **Francesca Molteni** and held on Friday 27 September at 10:00 am in the Europauditorium in Palazzo dei Congressi, a group of students from secondary

schools across the Emilia Romagna region and beyond will talk to her and ask questions in front of an audience of their peers.

The series of conferences in the “**building, dwelling, thinking**” conference programme will be brought to a close at 2:30 pm in the Architecture Gallery with a discussion between **Alberto Ferlenga** and **Giovanni Chiaramonte** about the San Cataldo Cemetery in Modena built by Aldo Rossi.

The **Press Cafés**, to be held again this year in a conference room in the Services Centre, involves the participation of 12 prominent architectural and design magazines. The magazine editors and leading figures from the world of architecture and design will discuss topical issues relating to ceramic tiles and bathroom furnishings.

**Famous Bathrooms**, the sixth Cersaie theme exhibition staged in Hall 30, will have cross-cutting appeal in terms of product types and exhibition experience and will be a valuable addition to Cersaie’s cultural offerings. The official opening will take place on Monday 23 September at 2:30 pm in the presence of **Philippe Daverio**.

On each of the five days of Cersaie, visitors to the eighth edition of **Tiling Town** will have the chance to attend tile laying demonstrations given by master tile layers in Hall 31A, with a special focus on the installation of large-size slabs and panels. There will also be a packed programme of credit-earning technical seminars for architects and designers. The eighth edition of **Cersaie Designs your Home** will be held in the Media Village in the Services Centre on Thursday 26 September (from 9:00 am to 7:00 pm) and on Friday 27 September (from 9:00 am to 6:00 pm). Maintaining the same format as in previous years, designers from major Italian interior design magazines will offer free advice to visitors intending to renovate their homes or purchase a new property.

## ARCHINCONT(R)ACT, LAUNCHED AS THE NEW CERSAIE THEME AREA



In the light of recent developments in the world of ceramic products and bathroom furnishings and the growing importance of the various forms of non-residential building, Cersaie has decided to organise a new theme section called **Archincont(r)act**. This new exhibition space will join the other now well-

established sections of the International Exhibition of Ceramic Tile and Bathroom Furnishings.

A play on the words “architecture” and “contract”, the name of the new space reflects its goal of establishing Cersaie as an important meeting point between the world of architecture and the Italian and international contract design sector, a show hosting companies capable of supplying the materials, solutions and high levels of design required for these architectural projects. Last but not least, the reference to the word “act” underscores the vitality and dynamism for which Cersaie is renowned.

Archincont(r)act is represented by a new pictogram and is hosted in the Mall of Hall 29, a 700 square metre space consisting of two exhibition wings and a central conference area and champagne bar.



**Archincont(r)act**





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# Staying ahead in a rapidly changing industry

CIOT HAS LONG BEEN A LEADING NORTH AMERICAN DISTRIBUTOR OF ITALIAN CERAMIC PRODUCTS – AND NOW IN THEIR 69TH YEAR, THEY HAVE THE CONFINDUSTRIA CERAMICA NORTH AMERICAN DISTRIBUTOR AWARD TO PROVE IT

by Caroline Busch

A growing family business, Ciot currently employs more than 150 people. Here, the sales team is pictured in front of the entrance to the headquarters.







**B**ased in Montréal, Ciot is a third-generation, family-run business, and we spoke with VP of Marketing and Buying **Kristina Panzera** about how they continue to stay relevant and ahead of the curve in this ever-changing industry.

*Congratulations on receiving the 2019 North American Distributor Award! Tell us about your staff, and how their training and technical knowledge has helped contribute to Ciot's reputation as a high-caliber distributor of Italian ceramic products.*

Thank you very much, we are very honoured for the recognition. We are very lucky because our staff is truly committed to their jobs and the company. They take what they do to heart and want to make sure they always have the right fit between customer needs and the products they

recommend. We do internal training and present all incoming lines to our sales reps, and technical information for these products is always available to them. We also work closely with many great factories who are always ready and willing to have training sessions for our staff, and even visit customers with them.

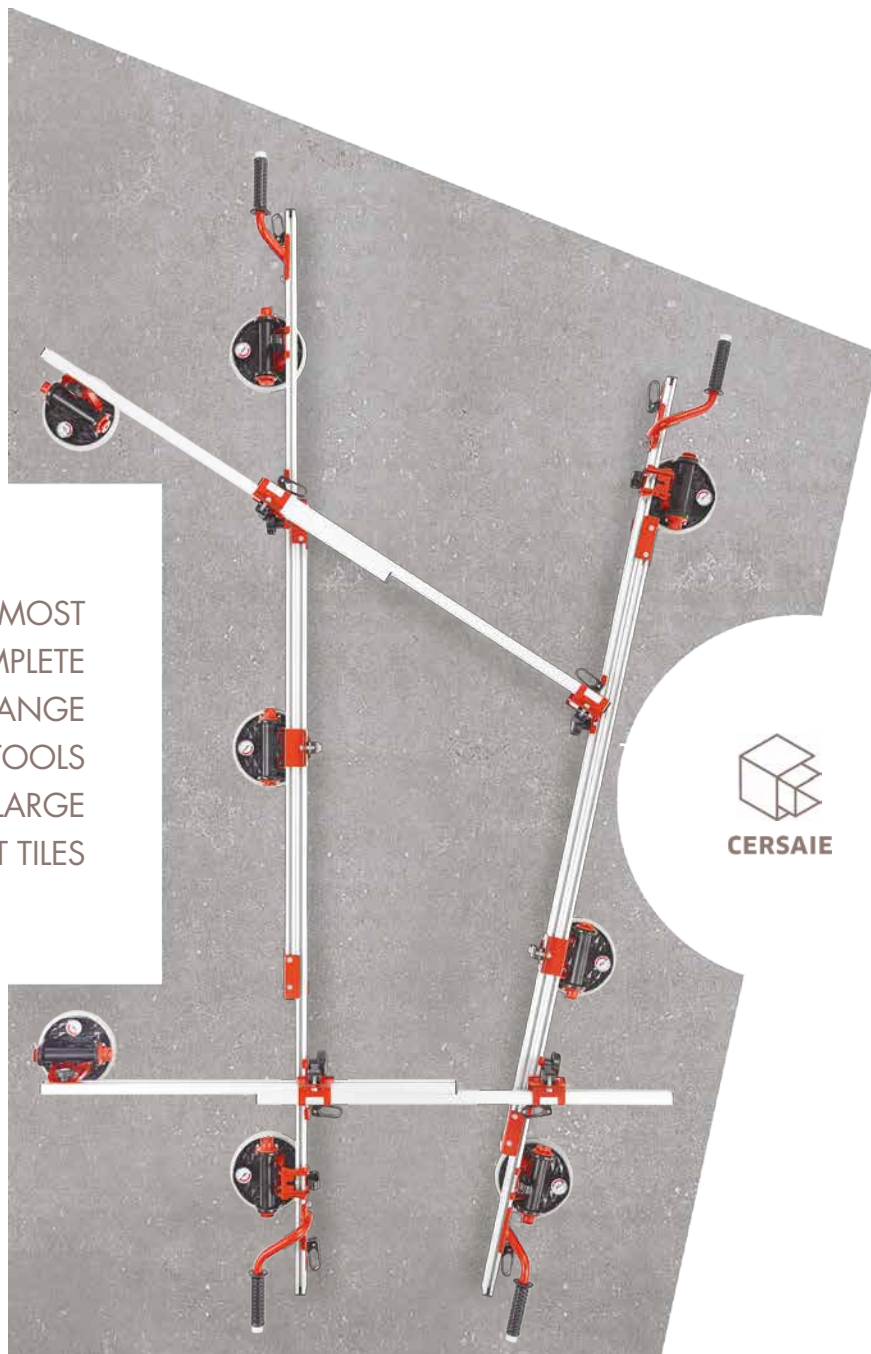
*How have you seen the Italian ceramic industry grow and change over the years? How have people's tastes changed?*

It seems that with rapid growth in technology, the industry is changing every six months! There used to be only a small number of factories that could produce high quality materials in the past, but now with new machinery, factories that are willing to invest are in a position to produce





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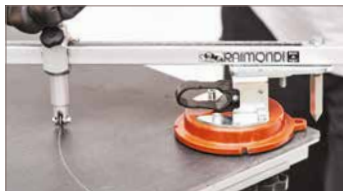
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high-performance products. In a way, I think it was easier in the past when factories introduced only one or two good lines a year; the product life cycle was much longer, making it more profitable for both manufacturers and distributors. Now, the market changes more rapidly and many new lines are introduced to the market every year. The investment to put a line out in the market is the same, but the shelf life of the different lines is much shorter.

With technological advances and the sophisticated details and nuances that can be achieved on tiles' surfaces, I think customers have higher expectations and they have become more scrutinizing of products. Larger tiles are, of course, in high demand, and we have seen a large

## ITALIAN BRANDS DISTRIBUTED BY CIOT:

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Vogue



increase in use of polished materials. As a matter of fact, our sales of wall tiles have sharply decreased because customers use polished porcelain on their walls instead.

***What are some new and innovative tile applications that you have noticed increasing in popularity with your clients?***

We see customers mixing finishings and formats more than in the past. Outdoor use has also increased dramatically. Customers also love to create their own original space by having us make custom water jet patterns with their tiles.

***Today, Italian products make up 95% of your ceramic sales. What draws you to the Italian tile sector?***


Innovation, design and quality. We stand behind the products we sell and need to be confident that we are giving our customers the best that the industry has to offer. We know that Italian factories also stand behind their products and will be quick to react should a problem occur on a job of any size. We have a very large selection of ceramic tile, so if we want to complete our offering with new and interesting

lines, we need to look at Italian producers since they are definitely the ones launching the trends in our industry. Not only is their product superior, but they are also leaders in marketing these products with the right images and support to help our customers understand the product better. Technical data is also very important when we are dealing with commercial projects; Italian products exceed industry standards, and the factories have all the certificates ready to prove it.

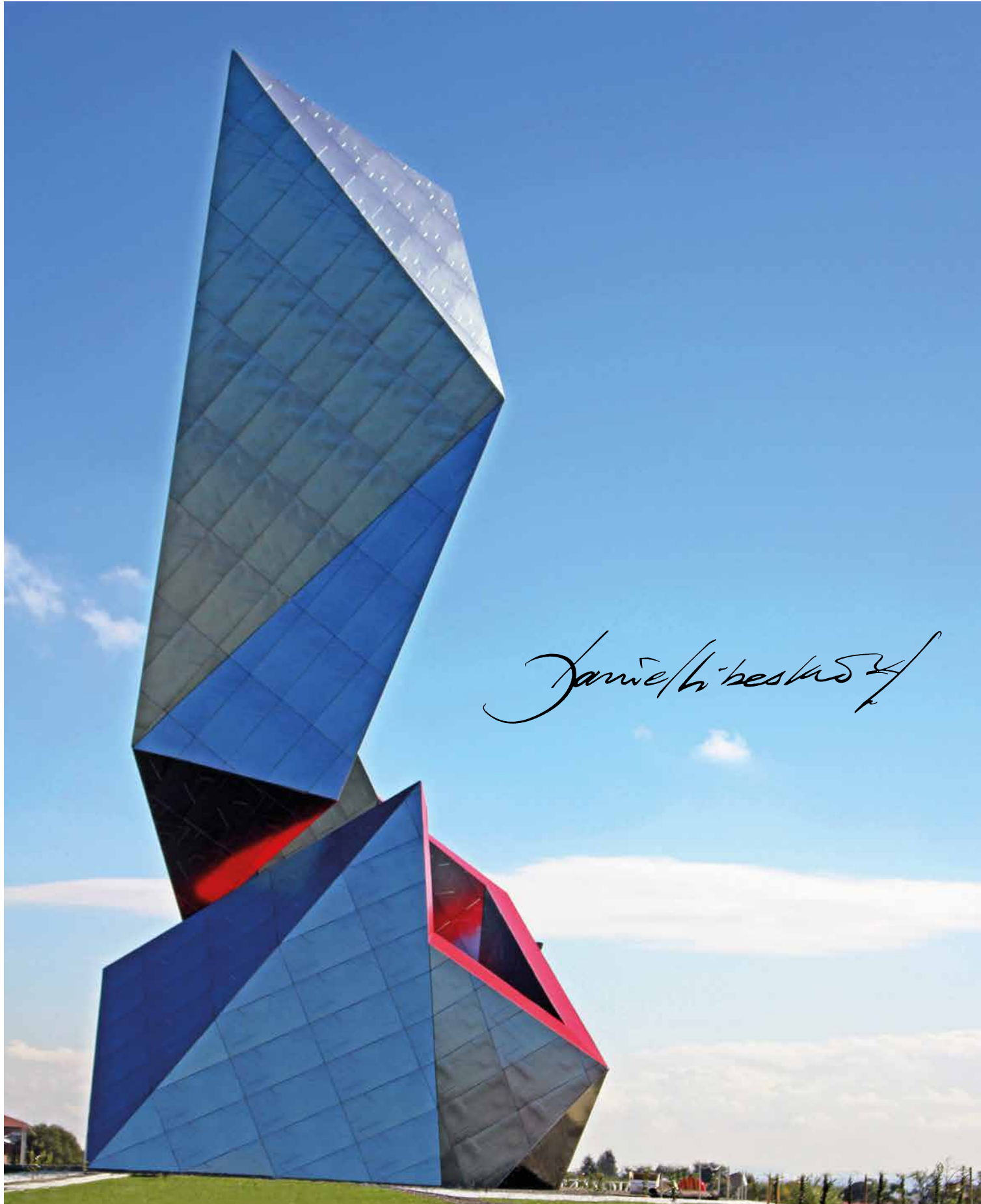
***Ciot is a long-time industry leader in sales of Italian tile in North America. What plans do you have to continue growing the company's presence in that region?***

I think first and foremost we need to continue to educate our staff and customers on the advantages of Italian products. Because of our Italian origins and the fact that we are also big stone distributors, we promote the superiority of Italian products and influence our customers by introducing them to la dolce vita, bridging the joys of Italian delicacies with those of the Italian product we offer. We are also increasing our presence through a growing sales staff, as well as a new store in Atlanta set to open this year.



 Read the other interviews with Italian tile distributors worldwide





*Daniel Libeskind*

The Ceramic Crown \_ Architettura realizzata a Casalgrande, Reggio Emilia, rivestita da 700 lastre di gres porcellanato.

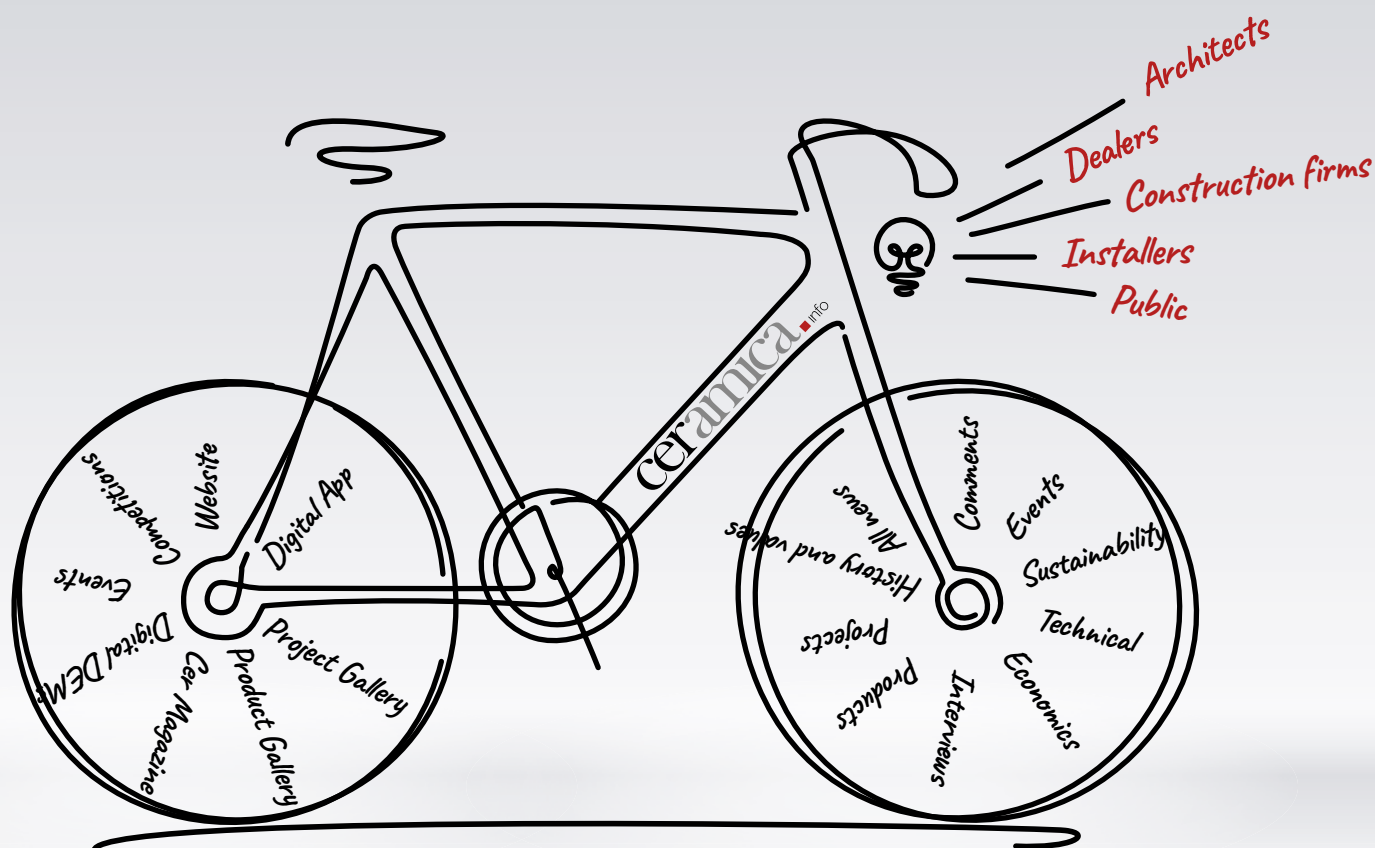


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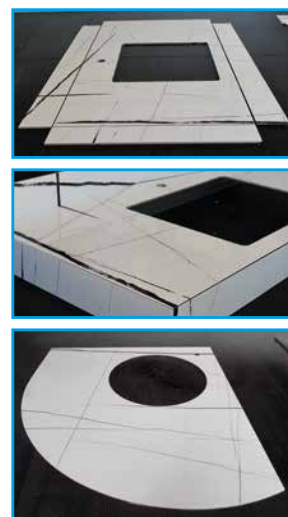
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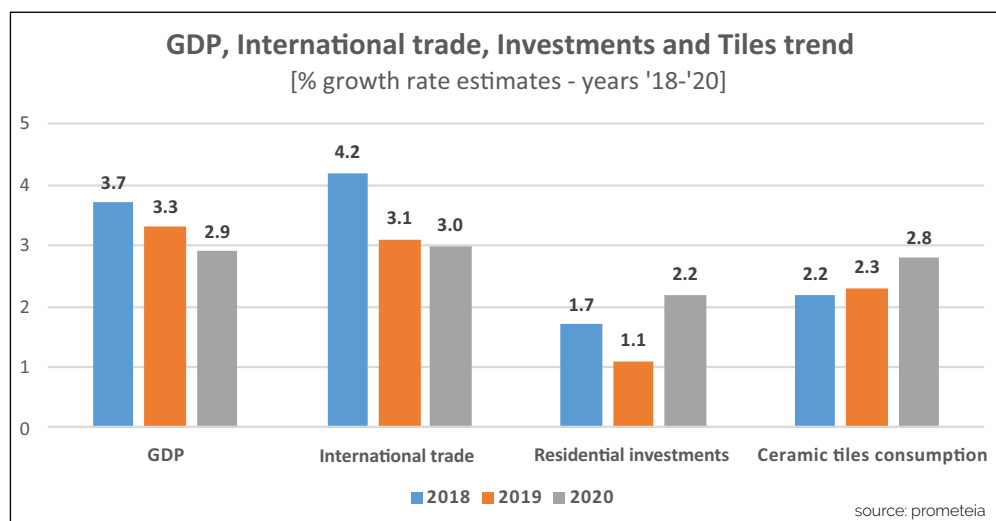


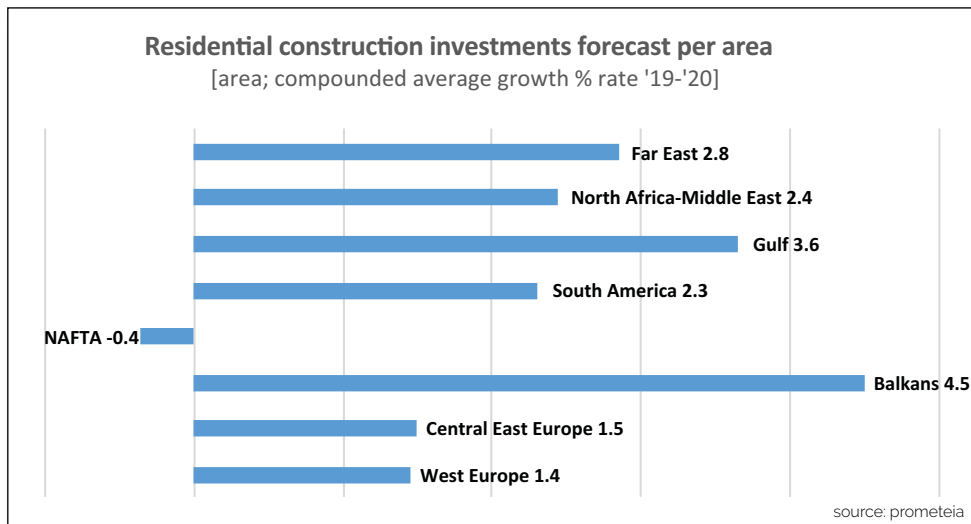
# Moderate growth in global GDP and trade

by Andrea Cusi

The growth in the world economy is continuing to weaken and is expected to drop to an annual average of 3.1% in 2019-2020. The main factor behind the slowdown in global GDP growth is the impact of protectionist trends on international trade, which is projected to expand at annual rates of just over 3% compared to the 4.5% of the previous two-year period. The continued uncertainty generated by trade friction, particularly between the United States and China, is compounded by further risk factors including the outcome of the Brexit negotiations, the slowdown of the Chinese economy and the slower pace of expansion of the Euro area. Looking in greater detail at the main economies, the United States is expected to see a moderate slowdown in its rate of GDP growth, closing 2019 at +2.5% before experiencing a steeper decline in 2020 to +1.3%. Growth in the Euro area will continue to be affected by the climate of domestic and international uncertainty, dropping to an annual average of +1.3% over the two-year period. China's economy is continuing to lose momentum, and following the +6.6% growth of 2018 is expected to see a loss of 0.6 points of GDP per year over the next two years, although the government's efforts to support growth through monetary and fiscal policy are likely to

TRADE TENSIONS AND UNCERTAINTY ARE AFFECTING THE CONSTRUCTION INDUSTRY AND TILE CONSUMPTION





avert the risk of a more severe economic decline. The Indian economy is likewise expected to see a moderate slowdown, but will continue to grow at a rate of close to +7% over the two-year period 2019–2020.

In this scenario, investments in residential building are also likely to decline. Growth in world investments is forecast to drop to +1.1% at the end of 2019, then recover in 2020 to +2.2%. In particular, the downswing in the US construction industry has continued through the current year, although a return to moderate expansion is anticipated in 2020 due to more favourable financing conditions deriving from the expected easing of monetary policy. Growth in Western Europe continues to slow, with 2019 forecasts standing at +1.3%. Slightly more sustained expansion is anticipated in 2020 (+1.6%). Looking in greater detail, the Spanish and German markets are expected to maintain an expansionary trend over the two-year period, albeit with a gradual deceleration, while a decline in residential building is expected in France in 2019, followed by a small recovery in 2020. Uncertainty surrounding the final outcome of the Brexit negotiations will lead to a decline in construction in the UK.

As for new markets, the Gulf region and the Far East are the areas expected to experience the most dynamic growth (+3.6% and +2.8% respectively), while the North Africa/Middle East region and Latin America are likely to see more moderate growth. The positive scenario in Asia is the combined result of strong performances in India and Indonesia, a gradual easing of investments in China, a weak trend in Japan and South Korea and expansion in Saudi Arabia. Saudi Arabia in particular is driving the region's building growth alongside the other Gulf countries, despite the crisis in the Iranian market. Within Central and Eastern Europe, it is the Central European countries in particular that are continuing to push up building growth. The Russian construction sector is expected to see a gradual recovery, while the Turkish building industry continues to suffer the negative effects of the financial crisis.

Investment trends in construction have a significant impact on ceramic tile consumption. In the current scenario, world tile consumption is likely to see a stronger recovery from 2020 onwards, but with a degree of variability across different geographical regions.

In Western Europe, ceramic tile consumption is likely to maintain a moderate level of expansion in 2019–2020 (+1.2% annual average), held back by the stagnant growth of France and Germany. The decline in consumption continues in Central and Eastern Europe, largely due to weaker demand in Turkey, although a recovery is expected in 2020. Tile consumption in the Balkan countries continues to grow at rates of close to +4.5%. This year the NAFTA region will fall into negative territory (–0.3%) for the first time since 2009, but in 2020 the recovery in the housing industry in the USA and Canada may lead to an upswing in consumption, estimated at +1.7%. Following a stagnant 2019, the recovery in the Brazilian market next year will boost consumption levels in Latin America. The prospects for tile consumption in the Gulf region during the two-year period in question are for a gradual recovery in 2019 followed by an even faster rate of growth in 2020. Consumption of the North Africa/Middle East region continues to be driven by expansion of the Egyptian market, which is forecast to be the most dynamic in the two-year period in question. Finally, the Far East is expected to maintain tile consumption growth of +3.0%, on a par with 2018 but significantly lower than the average growth rates of previous years.

To sum up, growth in world ceramic tile consumption in 2019 is expected to remain level with last year's figure (+2.3%), then improve to +2.8% in 2020.



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MADE IN ITALY CERAMIC TILE DISPLAYS

# Ceramic, a trend-setting product

by Kristin Coleman





At trade shows, Italian ceramic producers launch hundreds of new products onto the market. From humble to opulent designs and inlaid wood to skinny formats, the following six themes demonstrate the expanding versatility of ceramic tile and how Italians lead the way in design and innovation. These products from Ceramics of Italy member companies are now available for all types of residential and commercial projects. See below or visit the Product Gallery of the site [www.ceramica.info](http://www.ceramica.info).

#### **Skinny Formats**

While some designers prefer large format tiles to minimize grout lines and create a large, seamless surface, there's been a recent swing in the other direction to emphasize the tile's shape. Skinny format tiles offer the perfect opportunity to create a playful composition.

#### **Inlaid Wood**

Inlay is one of the oldest decoration techniques in the book, gracing the floors and furniture of wealthy estates for centuries. Now with advanced digital printing technology, everyone can have instant access to the charm of inlaid wood and parquet flooring for a fraction of the price.



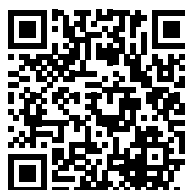
**Trentino** by Elios



**Bio Select** by Lea



**Primewood** by Ceramica Sant'Agostino



See the trends in the Product Gallery





HLC Alchimia by Del Conca



Moonstone by Coem

## Humble Materials

Ceramic tile is an inherently humble material. It's created from the earth and designed to last but can also be returned to the earth at the end of its life. With these collections, Italian companies pay homage to the beauty of imperfection and humble materials found in nature.

## Opulence

On the other end of the spectrum are tiles that exude opulence. From rare and dreamy marble to high gloss ceramic emulating semi-transparent glass, all of these collections add a touch of glamour while possessing the functional benefits of ceramic and porcelain.



Bianco by LaFaenza



Supreme by Cerdomus



**Materia 01** by Vogue



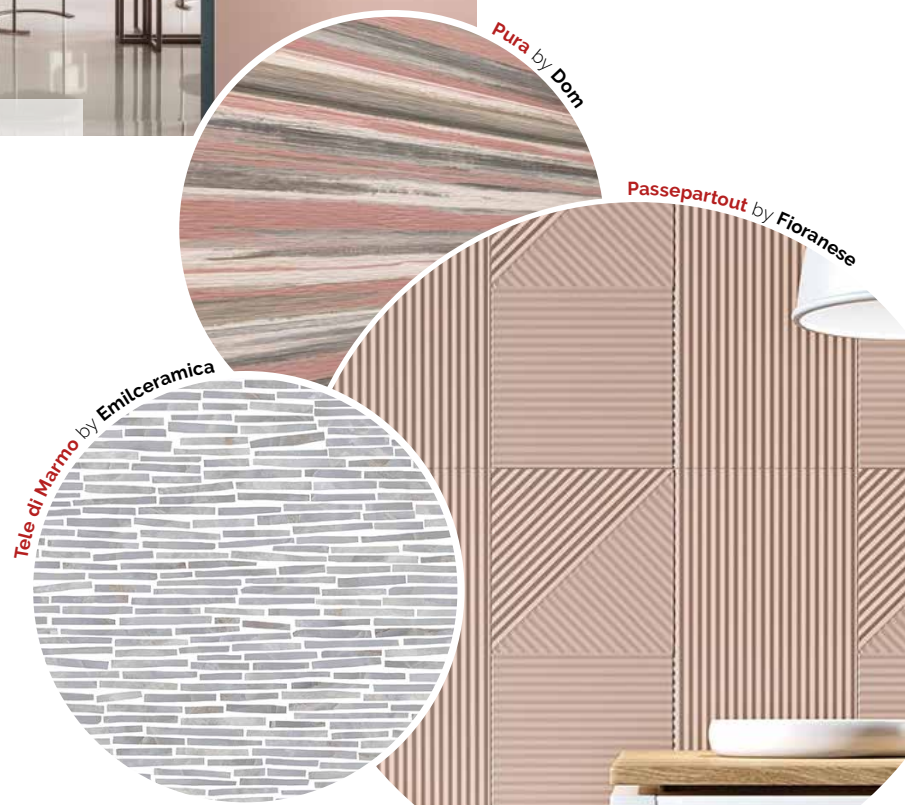
**Cromatica** by Cedit

### Muted colours

Tiles come in every hue and tone found under the sun, but muted colors have recently taken the tile industry by storm. While vivid colors have their place, the subdued chroma of pale pink or sage green allows for designers to apply entire fields of color to a space.

### Lines

Lines can do miraculous things to a room: create movement, add height, or at the very least generate visual interest. It's no wonder that companies are using this essential element to create striped patterns, metallic inserts, linear mosaics and more.



### RELATED ARTICLES:

Ceramics and interior design products

> [www.ceramica.info/en/ceramics-and-interior-design-products/](http://www.ceramica.info/en/ceramics-and-interior-design-products/)



**Marvel Dream** by Atlas Concorde



**Segments** by Decoratori Bassanesi



**Ossidi** by Marca Corona





TRENDS

# Wellness and colours

by Luisa Pianzola

Inspired by the work of 16th century French ceramicist Bernard de Palissy, the Ipalys series designed by Robin Lavien for **Ideal Standard** is made from the new Diamantec ceramic material ideal for the production of thin yet tough and elegant designer washbasins.  
[www.idealstandard.it](http://www.idealstandard.it)

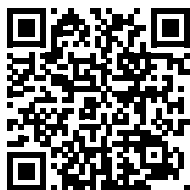


THE USE OF WARM, NATURAL COLOURS FOR FURNISHING ELEMENTS, SANITARYWARE AND TAPS IS A CLEAR SIGN THAT THE BATHROOM IS NOW SEAMLESSLY INTEGRATED WITH THE REST OF THE HOME

The bathroom is becoming an increasingly important living space, taking on the same moods, atmospheres, lighting and finishes as the rest of the home. In this harmonious environment combining intimacy and socialisation, the use of intense, bright colours has become crucial for achieving multisensorial – and consequently also visual and tactile – comfort. As a result, interior design trends in this room devoted to personal care are moving away from the idea of an aseptic and sparsely furnished functional space separate from the rest of the home, the concept of the bathroom as a cold white space with a hospital-like ambience of shiny taps, glossy tiles and harsh lighting that in the past made it distinctly unappealing.

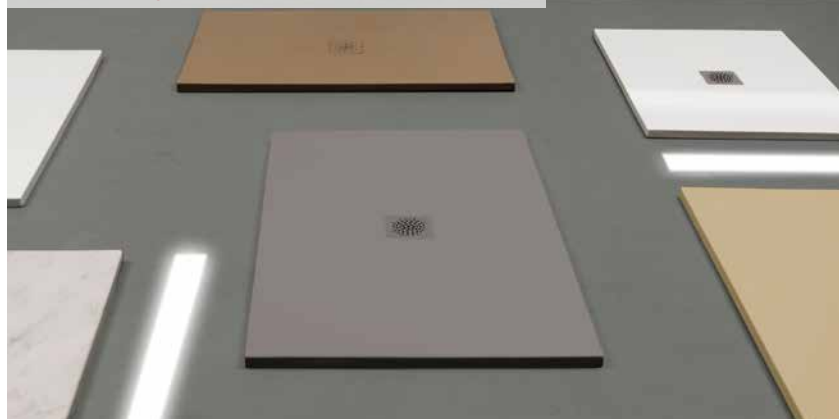
#### Feel-good colours...

Today's bathrooms, whatever their size, are designed to be places where one can relax at leisure, feel pampered and establish an intimate, emotional and almost therapeutic relationship with the space. So while total white continues to be popular in the bathroom as in the rest of the home, we are seeing a growing trend towards warm, soft, desaturated earth tones containing magentas, oranges, blues, greens and browns for bathroom surfaces. But these tones are chosen not just for their aesthetics: the real reason why the colours of our living spaces enhance the feeling of comfort is that our bodies actually need them, absorbing them through our eyes, retinas and brains. The primary colours red, blue and yellow or their complementary colours green, orange and



See the latest trends in ceramic sanitaryware in the Products Gallery

The **Doccia** collection shower trays designed by CreativeLab+ for **Ceramica Globo** are just 3 cm high but safe and supremely robust. The secret lies in the new glaze which is applied uniformly prior to firing and contains special non-slip Waterpaste grip. The colour palette includes matt and glossy White, Agata, Perla and Castagno.  
[www.ceramicaglobo.com](http://www.ceramicaglobo.com)



The **NoLita** collection WCs designed by Alessandro Paoletti for **Kerasan** are available in wall-hung and floor-mounted versions. The rimless WC reduces water consumption, while the version with adjustable outlet is ideal for the most complex renovation projects as it can be connected to the existing fittings without the need for building work.  
[www.kerasan.it](http://www.kerasan.it)





**1** - The compositions of **Mobilduenne** washbasin units stand out for their bold colours coordinated with wood.  
**Version 713**, pictured here in a matt Blu Fes colour, features a solid Canaletto walnut top, matt beige ceramic countertop washbasin and metal accessories.  
[www.mobilduenne.it](http://www.mobilduenne.it)

**2** - The **Breccia** series shower trays from **Lacus** are made from marble powder, calcium carbonate, quartz and resin. With a textured, non-slip and gel coat coloured surface and a thickness of 3 cm, they are available in white and anthracite colours.  
[www.lacus.it](http://www.lacus.it)

**3** - Inspired by the Bauhaus period in America, the **Him and Her** collection of vanity units with a metal structure from **Devon & Devon** stands out for its delicate colours and small size (width of just 57 cm) ideal for small bathrooms.  
[www.devon-devon.com](http://www.devon-devon.com)

violet are particularly important, even if they are present in small percentages and mixed with more neutral tones. It's hardly a coincidence that these are the colours that have always been chosen for colour therapy in wellness systems.

#### ... And to reduce the intrusion of technology

Alongside physiological aspects regarding the use of colour in wellness spaces, further considerations include ethnic and cultural contaminations such as references to vintage atmospheres, fashion, nature and sustainability. One characteristic shared by all coloured surfaces, whether ceramic, metal, glass, wood or other solid materials, is a soft touch matt finish. As for the most technical items such as washbasins, WCs, baths, shower trays and taps, choosing a colour that blends in with the rest of the room avoids unsightly clashes with the other furnishings while creating a continuum of colours.

#### Goodbye to glossy chrome

The latest trends in the world of taps are moving away from the traditional glossy chrome finish. Matt black is becoming popular, as are burnished copper, brass and bronze offerings amongst users who are reluctant to abandon a metal finish. Brushed stainless steel is a timeless solution that always retains plenty of tactile and visual appeal. Classy and modern, it works best with a minimalist and innovative design. Glossy finishes that evoke a sense of coldness and slipperiness (a disastrous choice for the bathroom!) should be strictly avoided.



**4 - Allen**, designed by Odo Fioravanti Design Studio for **Alpi**, is a collection of taps with a meticulous rational design inspired by the high-precision look of mechanical instruments. The linear forms and rounded joints combine effectively with the soft finishes.  
[www.alpirubinetterie.com](http://www.alpirubinetterie.com)

**5 - Cubic•** is a collection of accessories from **Progetto** that stand out for their brass structure and special matt black finish, complemented by modular solid surface containers. The entire series, from the toothbrush holder to the dispenser and soap dish, is made in Italy and meets all requirements of practicality and comfort.  
[www.laprogetto.it](http://www.laprogetto.it)

#### RELATED ARTICLES:

A future-looking comfort zone

> [www.ceramica.info/en/a-future-looking-comfort-zone/](http://www.ceramica.info/en/a-future-looking-comfort-zone/)

A new unified water label

> [www.ceramica.info/en/unified-water-label](http://www.ceramica.info/en/unified-water-label)



# Australian tropical style

INTERIOR AND EXTERIOR MERGE IN A LUXURY AUSTRALIAN VILLA DESIGNED BY CHRIS CLOUT

by Katrin Cosseta

Sun, water, air and lush vegetation are the ingredients of the idyllic natural setting of Contemporary Tropical House, a splendid villa located on Noosa Sound, a Coral Sea coast resort north of Queensland's capital Brisbane in Australia. The property was created by self-styled Building Designer Chris Clout, who commented: "My projects aim to create a genuine connection between interiors and exteriors so that the spaces can open up completely and maximise the living area, guaranteeing private well-being while at the

same time promoting socialisation."

The home has an intimate yet bold sense of communion with nature. "The Sunshine Coast has an incredible climate for much of the year and Noosa Sound is a very popular location, so one of the main challenges of the project was to open up the spaces and allow them to connect with the landscape. The client even asked for native plants to be integrated into the project to encourage the presence of local fauna." Consequently, greenery is ever present and is integrated organically into the project through







**CONTEMPORARY  
TROPICAL HOUSE**

**PROJECT**

CHRIS CLOUT  
WWW.CHRISCLOUT  
DESIGN.COM.AU

**CERAMIC SURFACES**

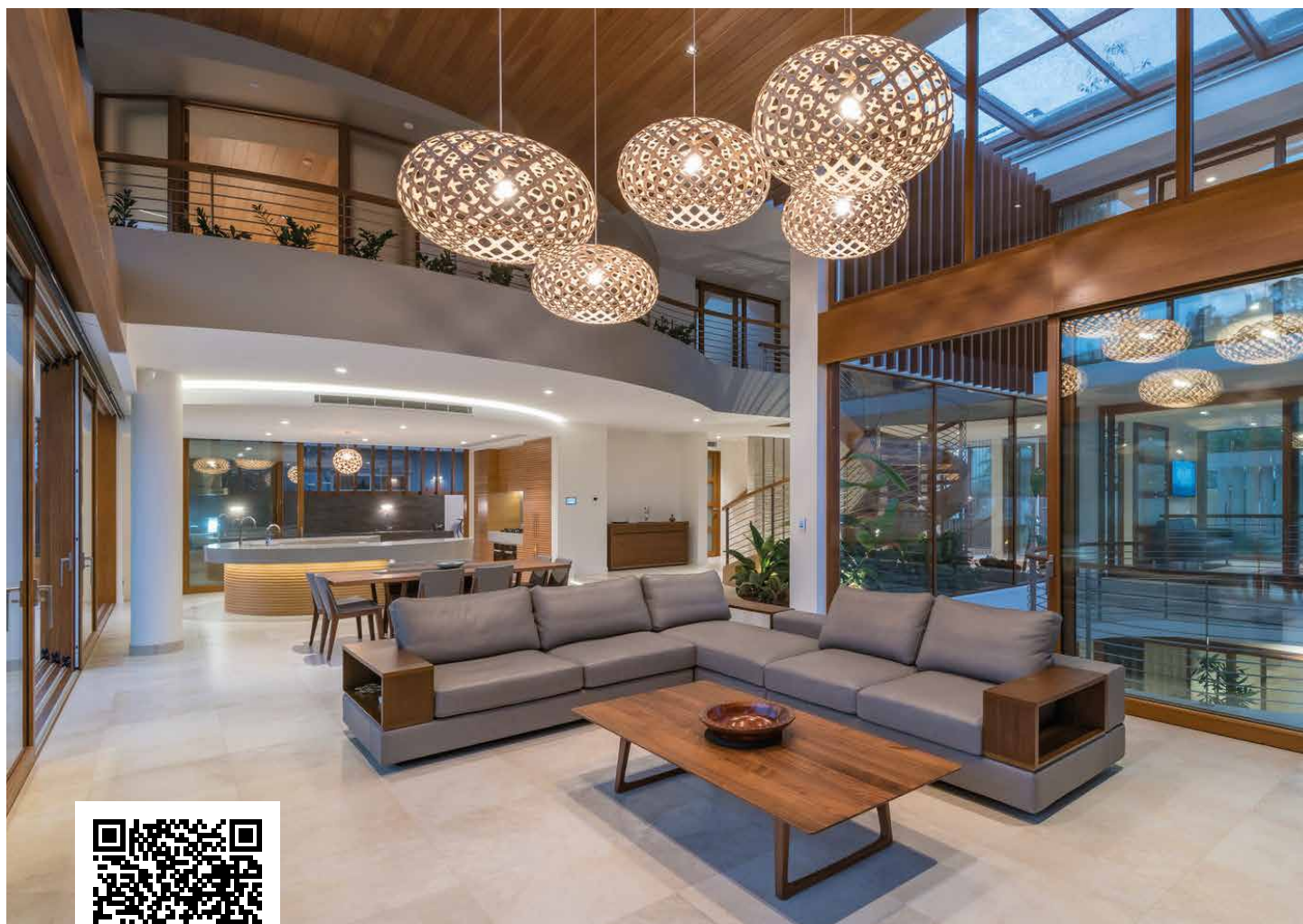
SICHENIA  
WWW.SICHENIA.IT

**DISTRIBUTOR**

NATURAL TILE  
WWW.NATURAL  
TILE.COM.AU

**YEAR OF COMPLETION**

2018



 view the other houses and villas  
in the project gallery





ABOVE AND PREVIOUS PAGES: THE DOUBLE-HEIGHT LIVING ROOM FACING ONTO THE DINING ROOM AND KITCHEN AREA. THE SPECTACULAR WOODEN STAIRCASE IS MADE OF BLACKBUTT, A LOCAL SPECIES OF EUCALYPTUS.

#### SPACES

non-urban residential

#### APPLICATIONS

interior and exterior floor coverings



Chambord beige

#### ceramic surfaces

Sichenia  
porcelain tile  
Chambord  
beige  
60x60, 60x90 cm

#### technical characteristics

water absorption (ISO 10545-3):  $\leq 0.1\%$

modulus of rupture and breaking strength (ISO 10545-4):  $45 \text{ N/mm}^2$   
deep abrasion resistance (ISO 10545-6):  $\leq 145 \text{ mm}^3$   
coefficient of linear thermal expansion (ISO 10545-8):  $\leq 9 \text{ MK}^{-1}$   
thermal shock resistance (ISO 10545-9): compliant

frost resistance (ISO 10545-12): compliant  
chemical resistance (ISO 10545-13): UA  
staining resistance (ISO 10545-14): class 5  
slip resistance (DIN 51130): R9 (Indoor) R11 (Outdoor)

#### certifications

LEED, NF-UPEC



specially designed areas incorporated in the floor plans of each level. The more than 700 square metre house extends over four floors starting from the large basement (an impressive feat of engineering considering that it is two metres below low tide level!) housing a spa, wine cellar, dance room and 5-car garage. The double-height ground floor houses the living room, dining room, kitchen and studio, while the sleeping area consisting of three bedrooms and ensembles looks out onto an empty space. And right at the top is a roof terrace.

Natural light, favoured by the south-facing orientation, takes pride of place throughout the home. It floods in through the enormous windows and retractable skylight in the centre of the terrace; it filters through the wooden brise-soleil strips sheltering the façade; it fills the vertiginous voids, expands spaces and provides living energy for the plants. And it culminates in the large living room, the visual centrepiece of the home where interior and exterior blend together. The full-height windows offer a spectacular view of the swimming pool extending along the internal front of the building, then out to the river and the lush vegetation beyond. Inside, the various functional areas – the imposing spiral staircase, the curved balcony and the semi-circular kitchen – interconnect freely, the sense of fluidity accentuated by the gracefully flowing lines. The warm atmosphere is further enhanced by extensive use of Blackbutt timber, a local species of Eucalyptus. It was chosen for the steps, for the brise-soleil strips that punctuate the walls and roofs and above all for the outwardly-jutting ceiling, another feature that eliminates boundaries.

As a consequence, the floor also helps to break down the invisible barrier between inside and out. The chosen material was porcelain tile, partly because “the client wanted a low-maintenance home”, explained the designer. Sichenia supplied 60x60 cm and 60x90 cm surfaces from its Chambord collection in a soft stone effect and the three colours beige (dominant), grey and white for both the floors and the walls. The sense of physical and aesthetic continuity is guaranteed by the choice of different surface finishes for the indoor and outdoor spaces, as in the case of the lounge and the open-air kitchen, and of course the swimming pool area.

The Contemporary Tropical House is a perfect example of the “resort style” typical of architecture projects located on splendid coasts the world over.

#### RELATED ARTICLE

New uses for ceramic tiles in the home

➤ [WWW.CERAMICA.INFO/EN/NEW-USES-FOR-CERAMIC-TILES-IN-THE-HOME/](http://WWW.CERAMICA.INFO/EN/NEW-USES-FOR-CERAMIC-TILES-IN-THE-HOME/)

The “Ceramics of Italy” mark is reserved exclusively for Italian-made ceramic products

➤ [WWW.CERAMICA.INFO/EN/CERAMICS-MADE-ITALY/](http://WWW.CERAMICA.INFO/EN/CERAMICS-MADE-ITALY/)



FROM TOP DOWN:  
KITCHEN WITH  
SEMI-CIRCULAR ISLAND,  
FIRST-FLOOR MASTER  
BATHROOM WITH STONE  
TUB, ROOF TERRACE WITH  
SMALL VEGETABLE GARDEN.



# In perfect harmony with nature

A HOUSE BUILT FROM STONE, WOOD AND  
CONCRETE IN THE ABRUZZO HILLS BLENDS IN  
WITH THE SURROUNDING LANDSCAPE

by Laura Maggi





## PRIVATE RESIDENCE

### PROJECT

FIorenzo VALBONESI  
ASV3-OFFICINA DI  
ARCHITETTURA  
WWW.ASV3.COM

### PHOTOS

STEFANO SEGATI

### CERAMIC SURFACES

COTTO D'ESTE  
WWW.COTTODESTE.IT

### YEAR OF COMPLETION

2014

“Rigour, simplicity and association are the keywords of the project,” commented the practice asv3-officina di architettura, founded in 1990 by architect Fiorenzo Valbonesi, when discussing the concept behind this house built in the hills of the Abruzzo region in Atessa in the province of Chieti. The single-family home stands on hilly terrain dotted with olive trees close to an urban area. On one side it looks down into the valley while on the other it is protected by woodland. “The design project is informed by a desire to adhere closely to the terrain, the use of materials revealing a powerful relationship with the surrounding natural context,” explain the architects. “The central floor plan originates from the shared spaces of the living and dining rooms, which represent the real heart of the building. A series of stone-clad reinforced concrete slabs radiate out vertically and horizontally like fins from the centre of the layout, generating the other rooms and sheltering the bedrooms from view. The relationship between indoors and outdoors is highlighted by large full-height windows oriented according to their views: the living room window facing onto the wood behind the building is vertical, while the dining room

window overlooking the valley below is horizontal.” The main rooms are located on the ground floor, while the upper floor features another bedroom and several more secluded spaces, including a small studio and a living room with a splendid view of the imposing Mount Maiella, the second highest peak in the Apennine mountain range after Gran Sasso.



 Go to the Project Gallery for other residential spaces in Italy and worldwide



## PROJECT

### SPACES

non-urban residential

### APPLICATIONS

interior floor and wall coverings



### ceramic surfaces

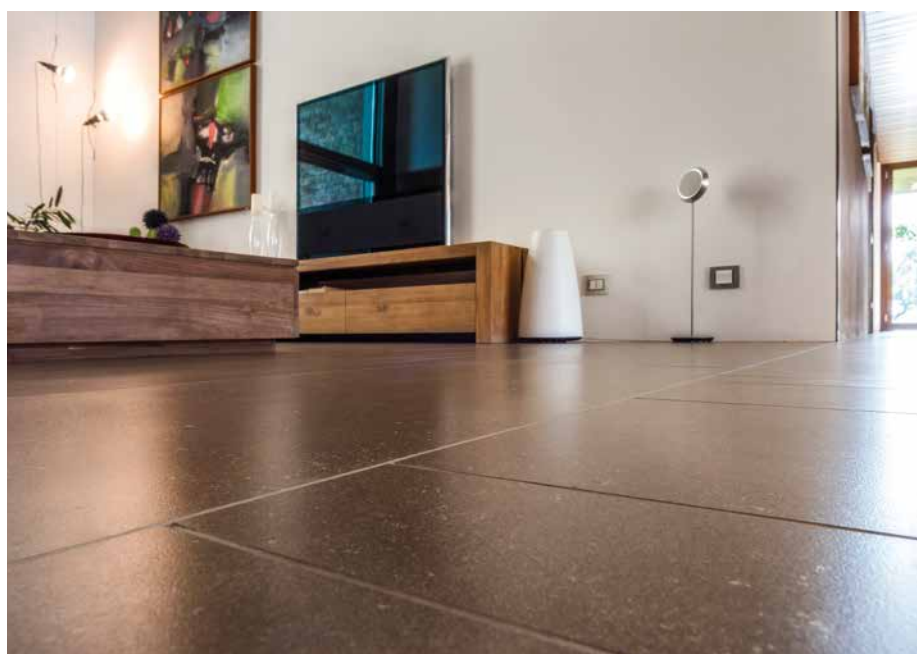
Cotto d'Este  
porcelain tile  
Buxy  
Noisette  
29.6x59.4 - 119x59.4 cm  
cut into submultiples

### technical characteristics

water absorption  
(ISO 10545-3): 0.1%  
modulus of rupture and  
breaking strength (ISO  
10545-4): 50 N/mm<sup>2</sup>  
deep abrasion resistance  
(ISO 10545-6): 143 mm<sup>3</sup>  
coefficient of linear  
thermal expansion  
(ISO 10545-8):  
 $\leq 7 \times 10^{-6} \text{ }^{\circ}\text{C}^{-1}$   
thermal shock resistance  
(ISO 10545-9): compliant  
crazing resistance  
(ISO 10545-11): compliant  
frost resistance  
(ISO 10545-12): compliant  
chemical resistance  
(ISO 10545-13):  
LA HA  
staining resistance  
(ISO 10545-14):  
class 5  
slip resistance  
(DIN 51130):  
R9 (Nat)  
R12 (Nat Flammé)  
R10 (Lux Flammé)

### certifications

EED, EMAS, KEY MARK e  
UNI-Certquality, ISO 14001,  
ISO 9001, EPD, QB-Upec, CE



THE RELATIONSHIP  
BETWEEN INDOORS  
AND OUTDOORS IS  
HIGHLIGHTED BY  
LARGE FULL-HEIGHT  
WINDOWS AND BY  
THE USE OF THE SAME  
TILE COLLECTION  
INSIDE AND OUTSIDE.

A key factor in creating an architecture project that blends in harmoniously with the surrounding landscape was the choice of just few dominant materials, in this case stone, wood and reinforced concrete. “These material choices support the idea of a building that appears to emerge from the ground, that blends in with the surrounding environment but without disappearing, while maintaining a sense of continuity with the natural colours of the Abruzzo region,” commented the architects. Wood, used to create essential furnishings with a powerful material feel and a strongly contemporary style, was used as the main interior design element. The Buxy collection from Cotto d’Este in the colour Noisette was chosen for the floor and wall tiling both indoors and outdoors. The collection has a very natural aesthetic inspired by a stone originating from the French Burgundy region, which is renowned for its distinctive colour and speckled pattern. Buxy in a soft Noisette finish was used on the interior ground-level floors in both the living and dining areas, as well as for the exterior paving of the garage, covering a total surface area of around 100 sq.m. One particularly interesting design feature was the choice of a green roof, “which reflects the desire to mitigate the new building’s impact on the landscape while at the same time combining with the wall insulation to make the building energetically passive”, notes asv3-officina di architettura. This choice fits in with the philosophy of the design team, which includes young architects such as Giovanni Pulelli, Agnese Valbonesi and Francesco Gasperini, and is based on an “in-depth study of the surrounding environment, respecting and enhancing the landscape where the building will be constructed”.

#### RELATED ARTICLE

What are ceramic tiles?

➤ [WWW.CERAMICA.INFO/EN/WHAT-ARE-CERAMIC-TILES/](http://WWW.CERAMICA.INFO/EN/WHAT-ARE-CERAMIC-TILES/)

Improving living spaces with ceramic tiles

➤ [WWW.CERAMICA.INFO/EN/IMPROVING-LIVING-SPACES-WITH-CERAMIC-TILES/](http://WWW.CERAMICA.INFO/EN/IMPROVING-LIVING-SPACES-WITH-CERAMIC-TILES/)





# Under a Californian sun

VALLEY VISTA HOME, THE WINNING PROJECT IN THE CERAMICS OF ITALY TILE COMPETITION 2019, IS LOCATED IN THE EMERGING NEIGHBOURHOOD OF ENCINO, LOS ANGELES

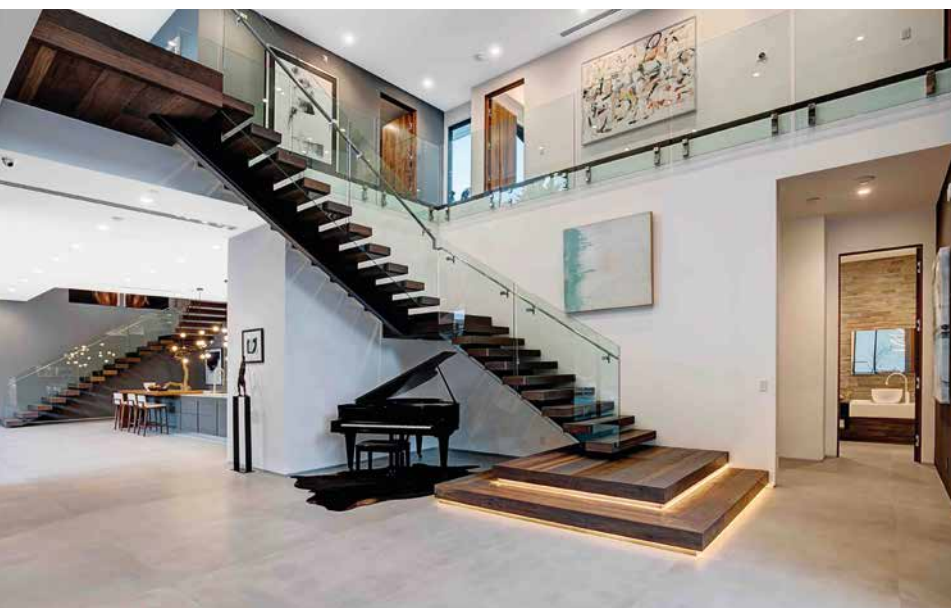
by Laura Maggi



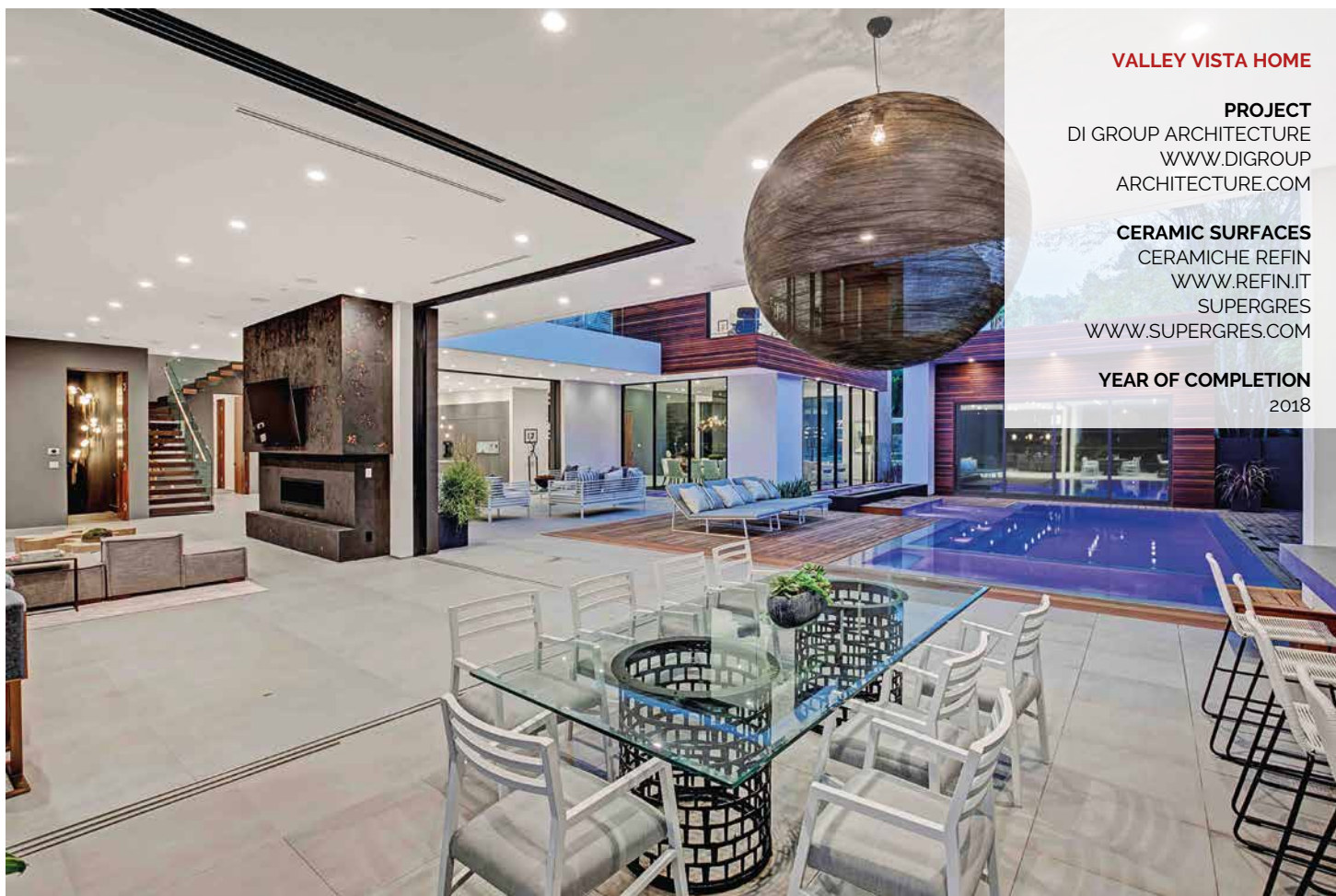
Winner of the residential category of the Ceramics of Italy Tile Competition 2019, the project for the Valley Vista Home in Encino, California stood out for its highly aesthetic use of Italian ceramic tile, the quality of installation and the excellence of the overall design. The award marked an important recognition for the architects from DI Group Inc., a practice based in the County of Los Angeles whose style is marked by a minimalist contemporary design blending Italian taste with Californian appeal.

“Encino is a neighbourhood in the San Fernando Valley region of northwest Los Angeles County,” says DI Group. “Most residents come from a privileged socioeconomic background. They are highly educated and in terms of architecture tend to choose large, luxury homes with prevalently contemporary Spanish style interior design. The Encino neighbourhood is enjoying great success, it is very popular and the new housing is helping to bring it in line with the famous up-market areas of Bel Air and Beverly Hills. The Valley Vista project is part of this overall residential vision.”

With its elegant, contemporary design, the villa extends over two levels with large open-plan spaces and generous windows that flood the interiors with natural light and offer views of the surrounding landscape. The entire living area looks out onto the swimming pool located in the internal garden. One of the challenges facing the project was to find the right owner, someone who would appreciate its stylistic and functional qualities. According to the architects, along with its high-quality standards and timeless aesthetics, Valley Vista Home would also have to meet or adapt to the everyday practical needs of its inhabitants. So “during the design process, we took account of various lifestyles so as to be able to accommodate families or owners with different needs and from different cultural backgrounds”, noted DI Group.

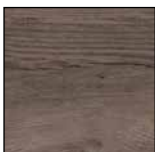






 view the other houses and villas  
 in the project gallery

VIEW OF THE LUXURY OPEN PLAN KITCHEN WITH CENTRAL KITCHEN ISLAND PROVIDING A FOCAL POINT.



Travel  
Westbrown



Stoneworks  
Ardesia



Wide  
Steel



Art  
Cement



Art  
Graphite



Graffiti  
Cenere



Design Industry  
Raw Shadow



Arte Pura  
Trame Pietra



Plant  
Rope

**SPACES**  
non-urban residential

**APPLICATIONS**  
interior wall and  
floor coverings  
exterior façade

**CERAMIC SURFACES**

**Façade cladding:**  
Supergres, Travel  
(Westbrown 22,5x180cm)  
Supergres, Stoneworks  
(Ardesia 30x120cm)

**Kitchens, living and dining  
rooms, foyer:**  
Ceramiche Refin,  
Wide (Steel 120x120cm)

**Bathrooms:**  
Supergres, Art  
(Cement & Graphite,  
MELT Decor 75x150cm)  
Refin, Graffiti  
(Cenere 75x75cm)  
Refin, Design Industry (Raw  
Shadow Light 75x150cm)  
Refin, Arte Pura (Trame  
Pietra, Bianco 35x75cm)  
Refin, Plant (Rope  
25x150cm, 75x150cm)



THE BATHROOMS  
ARE AUTHENTIC  
SALLES D'EAU  
DEVOTED TO  
WELLNESS AND  
PERSONAL CARE.

The decision to make extensive use of ceramic tile, Italian-made products in particular, was based on the consideration that its elegance and design are ideally suited to the vibrant taste and atmosphere of California. "The high standards and quality of the Italian producers prompt clients to be more proactive in their choices compared to other ceramic tiles and they feel reassured," noted the architects. For the flooring in the living room, dining room and kitchen, the choice fell on Refin's Wide Steel collection, while Wide Steel Strutturato was used for the outdoor spaces. Along with Wide Steel, the surfaces chosen for the bathrooms were Wood2 Dust Muretto, Design Industry Raw Shadow Light and Oxyde Dark, Arte Pura Trame Pietra, Graffiti, and Plant Rope. These solutions lend character and personality to the various spaces, authentic salles d'eau devoted to wellness and personal care. The choice of linear furnishings with a personal style and the installation of sculpture-like designer lights determine the character of the interiors. The villa complies with all Californian environmental certifications, including CAL Green, a specific Californian code for water saving and promotion of environmentally responsible, economically viable and healthy places for living and working. Ceramic tile was also chosen for its eco-friendly qualities and to help insulate the building. The architects decided to adopt a pale colour palette throughout the home that would fit in with the region's hot, dry and sunny climate.

#### RELATED ARTICLE

Ceramic tiles and their place of use

➤ [WWW.CERAMICA.INFO/EN/CERAMIC-TILES-AND-THEIR-PLACE-OF-USE/](http://WWW.CERAMICA.INFO/EN/CERAMIC-TILES-AND-THEIR-PLACE-OF-USE/)

From the production process through to end products, Italian sanitaryware is becoming increasingly sustainable

➤ [WWW.CERAMICA.INFO/EN/PROCESSO-PRODOTTO/](http://WWW.CERAMICA.INFO/EN/PROCESSO-PRODOTTO/)

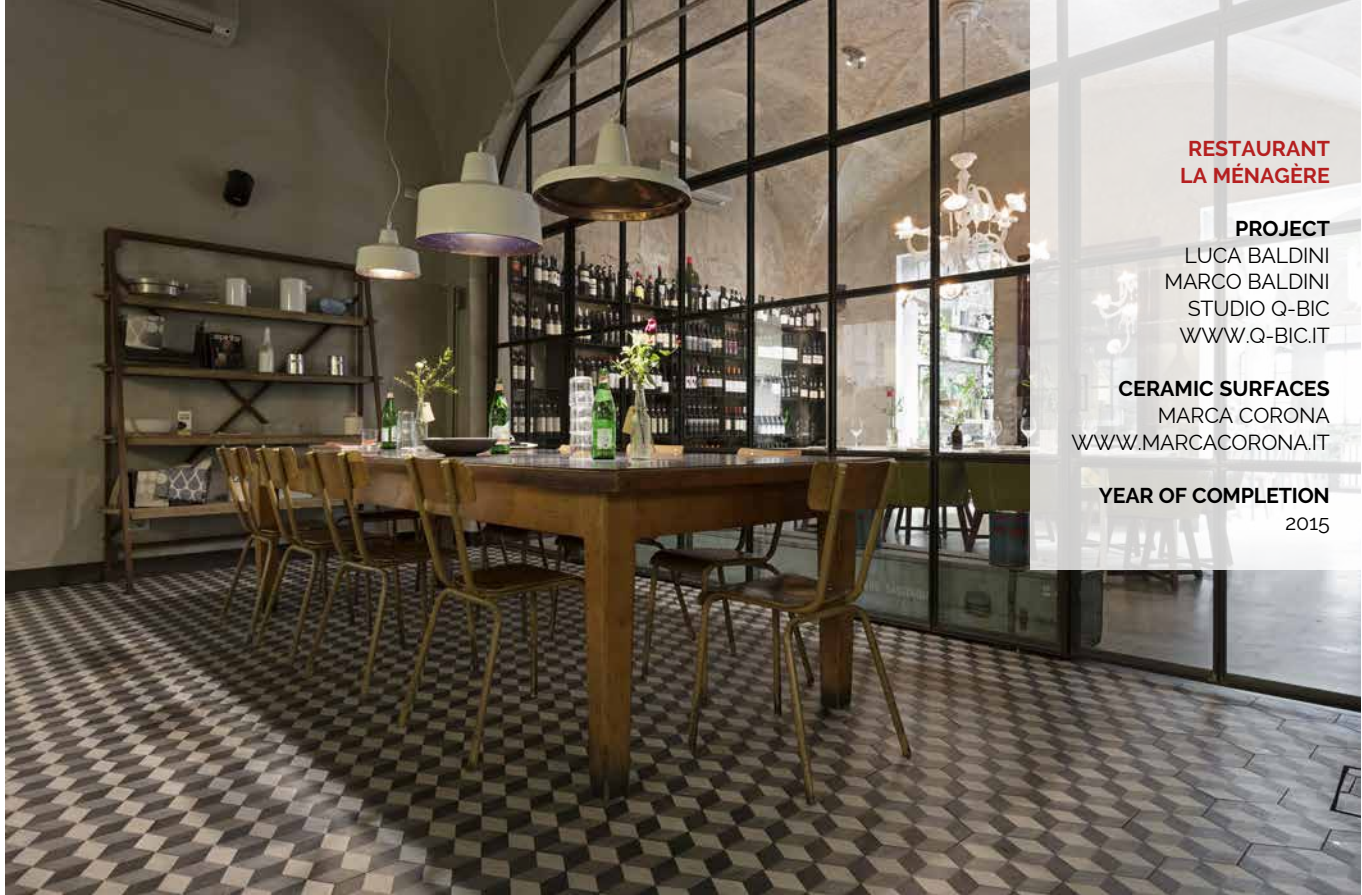




A photograph of a modern kitchen interior. The floor is covered in a black and white checkered tile pattern that creates a 3D optical illusion. In the background, a stainless steel counter separates the kitchen from the dining area. A chef in a white uniform is visible behind the counter. Several pendant lights with conical shades hang from the ceiling. The overall atmosphere is clean and contemporary.

# A romantic blend of tradition, flowers, food and design

by Roberta Valli



## RESTAURANT LA MÉNAGÈRE

### PROJECT

LUCA BALDINI  
MARCO BALDINI  
STUDIO Q-BIC  
WWW.Q-BIC.IT

### CERAMIC SURFACES

MARCA CORONA  
WWW.MARCACORONA.IT

### YEAR OF COMPLETION

2015



A PRESTIGIOUS LOCATION  
IN FLORENCE THAT IS  
AT ONCE A CAFÉ, RESTAURANT,  
FLOWER SHOP, STORE  
AND MUSICAL VENUE

La Ménagère is a fascinating venue located in a central street in Florence but slightly off the main tourist routes.

The large windows invite passers-by to step inside and discover a series of rooms where high thirteenth-century vaults coexist with bare concrete walls, Corinthian columns and capitals, large industrial-style windows, restored chairs and tables, designer lamps and floating orchids suspended from the old ceilings.

In this 1500 sq.m location, the first Florentine hardware store opened in 1896 has been converted into a multifaceted concept restaurant by architects from the Florence-based firm Q-BIC, who immediately understood and perfectly implemented the client's brief of creating a venue that would go beyond the traditional idea of a restaurant. Architect Luca Baldini and designer Marco Baldini from Q-BIC set themselves the goal of "creating a space where people will feel free to step inside at any

time of day and stay for as long as they like".

The result is La Ménagère, a venue open from 7 in the morning to 2 at night and described by Q-BIC as a "multifunctional venue", a combination of bistro, cocktail bar, florist's and a design object store.

And above all a concept restaurant because it is a harmonious location offering food, drink and music, as well as flowers and design.

The architects from Q-BIC succeeded in creating an elegant, contemporary space with an industrial and at the same time romantic atmosphere, where the floral notes of the Artemisia florist float through the rooms, unique Karman suspension lamps enhance the appeal of the old vaults, and vintage chairs and reclaimed furniture create an informal, retro atmosphere.

The challenge facing the designers was to "combine the traditions of the past with the needs of the present while at the same time looking to the future" and with this in mind they "eliminated the building's



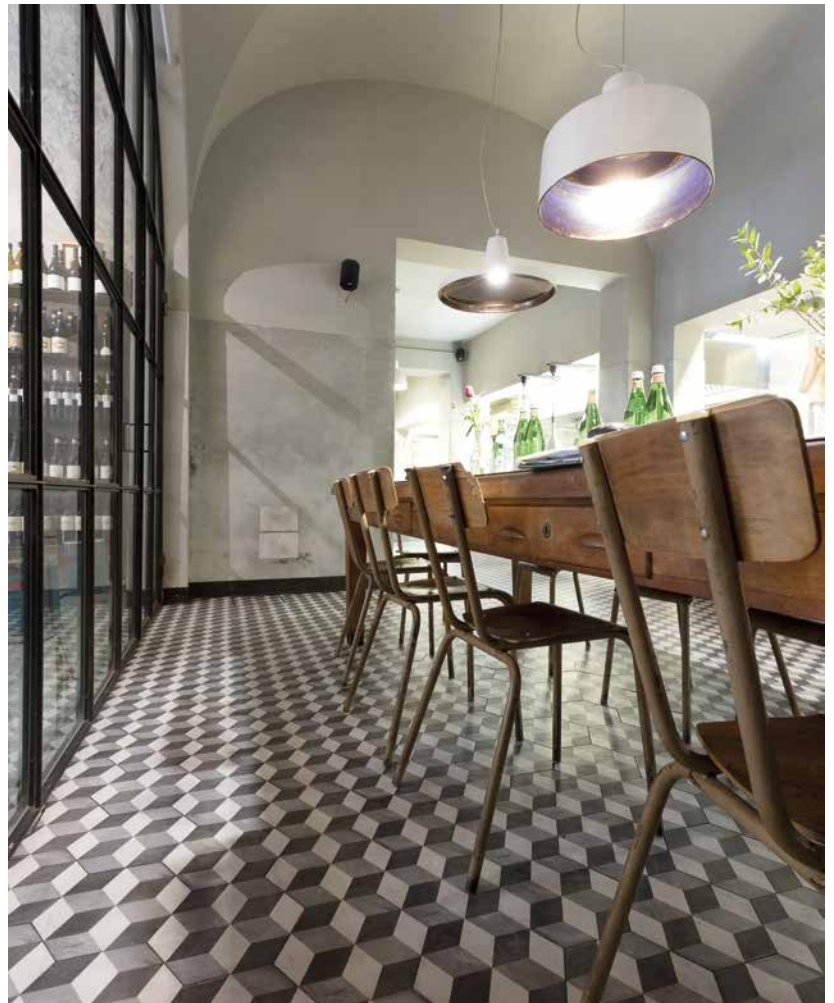
 Go to the Project Gallery for other socialization places in Italy and worldwide





ABOVE:  
THE PIANO ROOM  
WHERE OVERHEAD  
LIGHTING CREATES  
THE WARM  
ATMOSPHERE OF A  
WINTER GARDEN.

RIGHT: THE LONG  
CONVIVIAL TABLE BY  
Q-BIC ENHANCED BY  
THE DECORATIVE 3D  
EFFECT  
OF THE FLOOR.





imperfections by laying bare the architectural structure, introducing functional and essential elements and exploiting contrasts”.

The heterogeneous rooms flow into each other thanks to the large windows, allowing the eye to wander and take in the entire sequence of spaces with a single glance. The vaulted gallery with its 18-metre-long chestnut wood table designed specially by Q-BIC is followed by the piano room, illuminated by a large skylight and in the evening by white oriental-style suspension lamps. The next space is the restaurant’s private room with its majestic opal white glass chandelier and the touch of colour in the acid green chairs, followed by the show cooking area with open kitchen, and finally the florist’s with rare plants and fresh, seasonal bouquets, the bar area and the furnishing accessories store, a space that pays tribute to the location and its history with a selection of design objects where guests can enjoy a quiet chat in private thanks to the dedicated seating areas.

The materials used for the project were essentially the original materials uncovered by eliminating later additions – in other words timeworn exposed stone walls and plaster with traces of glue from the removed tiles – along with the materials used for the renovation work: concrete, wood, iron and cement tiles.

In some rooms the need for hard-wearing, hygienic and safe surfaces prompted the designers to choose ceramic tile, which was juxtaposed with the bare concrete walls, natural stone, wooden fixtures and metal details. The chosen cement tiles from Marca Corona’s Terra line are perfect for emphasising the industrial-chic atmosphere of La Ménagère.

In the kitchen and the adjoining dining room, guests can admire the plaster geometries of the Cubo decoration, chosen in a cold grey version and original hexagonal format. The bathroom features the elegant Astro motif, this time chosen in a small square size.

The same attention to detail is evident in the bathroom, which maintains its industrial-romantic atmosphere thanks to the presence of fresh flower compositions, mirrors, lamps and retro cement tiles, bare cement walls, and – in a finishing touch that pays tribute to the venue’s past – washbasins that are simply large saucepans balanced precariously on the countertop.

#### RELATED ARTICLE

The technical criteria for choosing ceramic tiles

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Ceramic tiling must withstand a variety of stresses

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#### SPACES

leisure and socialization

#### APPLICATIONS

interior floor coverings

#### ceramic surfaces

Marca Corona  
porcelain tile  
Terra  
Antracite  
25x21.6 cm hexagon  
20x20 cm

#### technical characteristics

water absorption (ISO 10545-3):  $\leq 0.1\%$   
modulus of rupture and breaking strength (ISO 10545-4):  $\geq 45 \text{ N/mm}^2$   
deep abrasion resistance (ISO 10545-6):  $\leq 150 \text{ mm}^3$   
coefficient of linear thermal expansion (ISO 10545-8):  $\leq 7 \text{ (MK)}^{-1}$   
thermal shock resistance (ISO 10545-9): compliant  
frost resistance (ISO 10545-12): compliant  
chemical resistance (ISO 10545-13): UA ULA UHA  
staining resistance (ISO 10545-14): class 5  
slip resistance (DIN 51130): Rg

#### certifications

Ecolabel, Leed



Terra Cubo  
Grigio



Terra Astro  
Grigio





**MORGAN HOTEL**

**PROJECT**

EIMEAR ENNIS  
NODA ARCHITECTS  
[WWW.NODA.IE](http://WWW.NODA.IE)

**PHOTOS**

DAVID CANTWELL  
[WWW.DAVIDCANTWELLPHOTOGRAPHY.COM](http://WWW.DAVIDCANTWELLPHOTOGRAPHY.COM)

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**YEAR OF COMPLETION**

2018

# Contemporary elegance in the heart of Dublin

A STYLISH URBAN RETREAT FOR LOVERS OF  
ELEGANT AESTHETICS IN ALL ITS FORMS,  
FROM FURNISHINGS TO ALCHEMIC COCKTAILS

by Roberta Valli





 Go to the Project Gallery for other hospitality facilities worldwide

Imagine Dublin's biggest attractions – its pubs, art galleries, cinemas, theatres, restaurants, music venues and much more – all crammed into an area just a few blocks wide. Well, this is Temple Bar, the cultural and festive heart of the Irish capital.

During the day the area is animated by street artists and open-air markets, then when evening falls it's as though someone has turned the volume up several notches. Temple Bar has the highest density of pubs in the city, which are always keen to host folk music and DJ sets, while the restaurants serve Asian, American and Irish specialities.

Located right in the centre of Temple Bar, Morgan Hotel is perfectly positioned as a base for visiting the city. Trinity College, Christ Church Cathedral and Grafton Street are just a few of the attractions within short walking distance of the hotel.

The building was recently remodelled and renovated by NODA, an Architecture and Interior Design Studio specialising in the hospitality and retail sectors.

The project, explained NODA Senior Architect Eimear Ennis, consisted of a rebranding and repositioning of the hotel within the MHL collection. "It was a meticulously crafted project that involved remodelling and restyling the ground-floor public areas and the existing guest rooms while building a new floor of bedrooms and suites."

One of the client's specific requests, continues Eimear, was that the "ground-floor public areas would have the flexibility needed to function as independent spaces while acting as an extension of the hotel several days a week. With this in mind, No. 10 Fleet Street Restaurant & Bar was separated out from the hotel to create a city identity".

NODA created a restaurant & bar that embraces one of the latest nightlife trends in Dublin and elsewhere: Cocktails and Mixology.

Mixology has elevated the practice of mixing drinks into an art form, a kind of alchemy. In a way it is to the world of drinks what gourmet cuisine is to that of food: a sophisticated technique that aims to recreate a unique and immersive cocktail-tasting experience that thrills the senses. Sitting at the bar is an entertainment in itself, the regular pint of beer or glass of wine replaced by spirits and liqueurs carefully prepared using smokers, shakers, stills and droppers, citrus fruit slices and peel.

To reposition the Morgan Hotel at the high end of the market, NODA started out from the establishment's on-trend, avant-garde image when first opened.





THE SOFT, RELAXING  
ATMOSPHERE OF  
THE RESTAURANT  
& BAR, AN ELEGANT  
ART DECO-STYLE  
SPACE WITH  
ESSENTIAL LINES  
AND SOPHISTICATED  
MATERIALS.

## SPACES

non-urban residential  
commercial spaces

## APPLICATIONS

interior floor coverings  
floor and wall

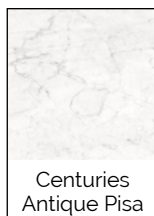
## ceramic surfaces

Ceramiche Campogalliano  
porcelain tile  
Centuries  
Antique Pisa  
60x60 cm  
Cassettone

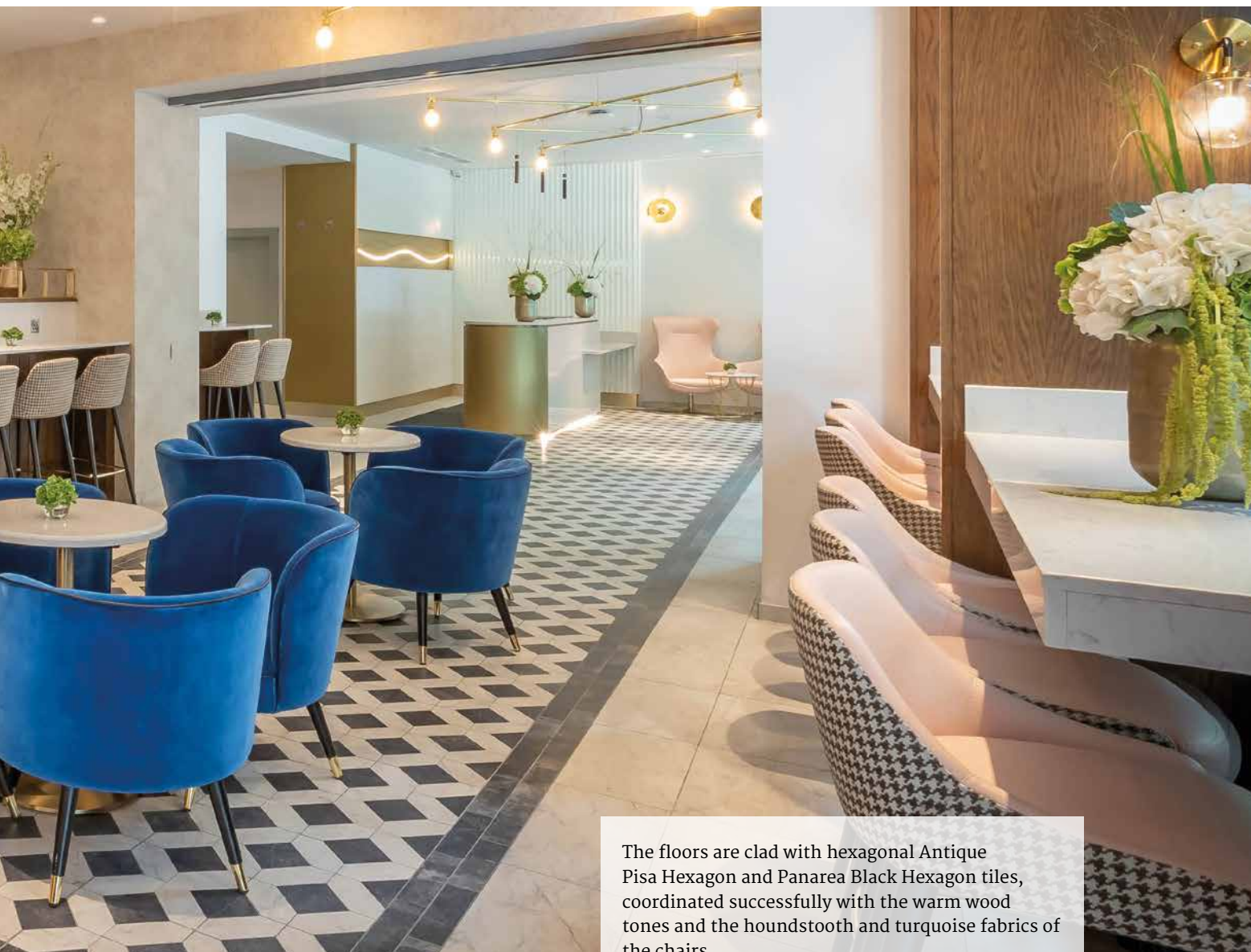
## technical characteristics

water absorption (ISO  
10545-3): <0,5%  
modulus of rupture and  
breaking strength (ISO  
10545-4): >35 N/mm<sup>2</sup>  
deep abrasion resistance  
(ISO 10545-6): 125 mm<sup>3</sup>  
coefficient of linear thermal  
expansion (ISO 10545-8):  
8x10<sup>-6</sup> C<sup>-1</sup>

thermal shock resistance  
(ISO 10545-9): compliant  
frost resistance  
(ISO 10545-12): compliant  
chemical resistance  
(ISO 10545-13): min B  
staining resistance  
(ISO 10545-14): class 5







The floors are clad with hexagonal Antique Pisa Hexagon and Panarea Black Hexagon tiles, coordinated successfully with the warm wood tones and the houndstooth and turquoise fabrics of the chairs.

They drew inspiration from New York and California and added in a touch of Art Deco. The result is a modern yet opulent style that stands out for its essential lines and the use of sophisticated materials such as velvet, brass and marble-look porcelain. Finally, NODA opted for a contrasting black and white colour palette enlivened here and there with pink, mustard and turquoise accents and glints of brass. The bright reception stands out for its large windows and white walls dominated by sophisticated appliques and brass-plated light installations, almost art works in their own right, while a black and white ceramic carpet was created using Antique Pisa/Black Cassettone decorative tiles against a backdrop of elegant marble-effect Centuries Antique Pisa tiles from Ceramiche Campogalliano. The reception leads directly to the Restaurant & Bar, where the softer atmosphere and white walls gradually give way to shades of taupe and black.

NODA chose the Centuries and Panarea collection tiles from Ceramiche Campogalliano for the floors as they combine a hard-wearing, low-maintenance surface with an Art Deco design concept, particularly the two-tone floors that act as a powerful visual element in association with sophisticated materials such as marble. But above all, explains Eimear Ennis, the antique look and the timeworn, almost scratched effect of the slabs and tiles coupled with the sublime imitation of the irregular veins of marble played a key role in emphasising the design choice of recreating an elegant and at the same time extremely contemporary Art Deco ambience.

#### RELATED ARTICLE

Ceramic. A safe choice.

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**IT'S ALESSANDRO, DAVIDE, ILARIA AND  
ROBERTO WHO MAKE ITALIAN CERAMICS  
SO SPECIAL.**



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**Ceramics of Italy**





Floor / Wall: Stelvio - Porcelain stoneware collection

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