



Pearl from Florim

The inspiration for Ceramica Fioranese's BC (BeautyColors) collection originated as a study in colour, exploring the trends and nuances of the Seventies. A Mediterranean feeling soon ensnared the creative process, and development choices quickly became a question of sentiment.

And this is how BC (BeautyColors) came to be a complete collection of 20 x 60cm bathroom coverings in five colours – chalk, rosa ortensia, sunflower, powder blue and aquamarine, designed with a brush-worked texture.

There are also two background tiles called Lapis, a geometric texture, and Diamond, a three-dimensional structure, as well as the Beauty, Macramé and Stars decorations and the silky Vetro borders – these decorative modules can be used to create a wide variety of combinations of lines and colours to fit in with any style.

Florim

The inspiration for Florim's Geotech comes from the island of Madeira, which belongs to an archipelago of volcanic origin, and one of its features is a special stone that has the appearance of fossil wood – Madeira stone.

The Madeira stone-inspired Geotech collection

of fine porcelain stoneware tiles was created by putting together the typical patterns of natural stone with new combinations of colour. There are six colours and three surface designs available.

The Canneté version is particularly innovative, featuring parallel engraved lines running over the entire surface of the tile, re-interpreting the typical mouldings made on wooden planks for exteriors. A new 80 x 80cm tile has been added to the sizes available, specifically produced for the world of architecture and achieved thanks to the investments made by Florim in recent months.

Elegant, refined design is how Florim describes Unique, a new Rex collection of fine porcelain stoneware tiles. The eight colours of the Unique collection make up a scale of colours that includes both cold and warm tones, making it ideal for any kind of environment.

A new 80 x 80cm tile has been added to the sizes available, made possible thanks to the investments made by Florim in recent months and designed to meet the requirements of contemporary architectural design. Available colours are white, silver, lead, black, honey, amber, bronze and brown, and the sizes available are 80cm², 60cm², 40cm², 20cm², 20 x 60cm and 20 x 80cm.

Pure Colours comprises eight strong, vibrant



Urban Touch from Ceramica Fioranese



BC [BeautyColors] from Ceramica Fioranese

colours, two luminous and colourful decorations and three colours for the matching floor tile, and all convey a simple elegance from Florim. Pure Colours combines a soft, velvety surface with the graphic texture of the background criss-crossed by a slender precise line, helping to define a contemporary yet informal style.

The colours are pure white, pure pearl, pure lilac, pure sky blue, pure ivory, pure sand, pure coral and pure pink, and the sizes are 20 x 50 (white body) and 33.3 x 33.3cm (glazed porcelain stoneware).

FMG

FMG builds a vast range of slabs from natural stones in different sizes, thicknesses, colours and finishes, which manage to meet the needs of most design projects. At Cersaie this year, FMG showed an onyx series, two marbles and a granite. All these new slabs came with associated mosaic lines, and decorative and technical trim items.

They are recommended for large scale architectural projects and for the most refined interior design, for advanced technical solutions including ventilated façades and floating floors, and also for high prestige residential settings. FMG's Onice slabs have a white background colour with suggestions of tints from yellow to grey and aquamarine.

Gardenia Orchidea

Continuing Gardenia's drive for sustainable products, Ecostone contains 40% pre-consumer

recycled material made of chips of glass, recycled clays and by-products of the production process.

Ecostone is produced through an innovative and flexible process. Named Natstocer, it is co-financed by the EU and is based on the reduction of scraps, on the re-use and the recycling of materials and on production optimisation with the goal of reducing emissions to a minimum with less energy and waste.

The collection is available in the 16.5 x 33.3 and 33.3 x 33.3cm formats in beige, red, green, grey and black, and is completed by special pieces such as mosaic in three different versions, a decorative band and an L element.

Aesthetically, it evokes the effect of natural stone, which is reproduced in every detail thanks to a state-of-the-art digital printing system. The cast surface gives the base a realistic appearance.

Ecostone is made of porcelain stoneware and has exceptional technical features, including impressive chemical resistance as well as resistance to wear and tear, freezing and slipping. It is particularly recommended for installation outside for paving small commercial areas and residential areas such as courtyards, balconies, porticos, edges of pools and inclined ramps.

Its surface, composed of chips of vitreous material, guarantees maximum cohesion even in cases of sudden thermal changes.

The Venere collection is a new, elegant line which comes from Gardenia Orchidea's expertise in the production of ceramics and the unmistakable Versace Home style.

The floors are made in classic format glazed porcelain stoneware, 50 x 50cm, created with state-of-the-art technologies. The individuality of each element, created with high definition digital printing, the three-dimensional veins that run through the surface and the exceptional shine created through a painstaking polishing process, are the distinctive characteristics of this new range.

The chromatic combinations, always balanced, allow rooms to be created that provide a refined appeal.

Part two of the Cersaie review will be printed next month.

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