

CerMAGAZINE

INTERNATIONAL

INTERVIEW WITH VITTORIO GREGOTTI

APARTMENTS IN DUBAI

A HILLSIDE RESORT

CERSAIE, A WORLD APPOINTMENT

THE MONTELUPO CERAMIC MUSEUM

AN INTELLIGENT TOWER

CERAMIC MOODS



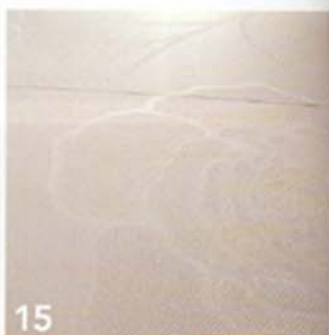
Ceramic Tiles of Italy



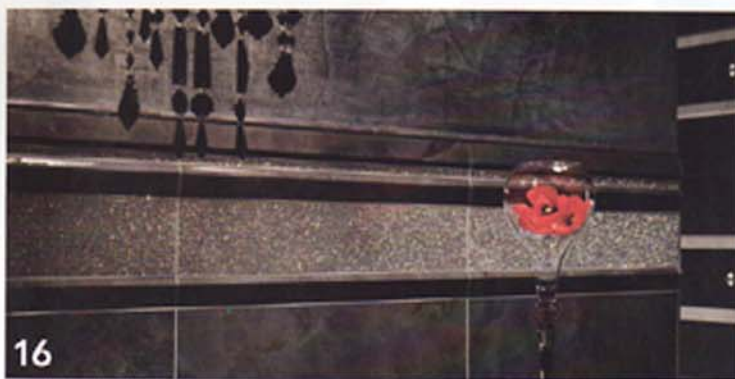
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15



16

13. ORIGINAL REINTERPRETATION OF WOOD IN ROVER - SAVE THE FOREST COLLECTION FROM CERAMICA DEL CONCA, PORCELAIN TILE, 15X120 CM.

14. OPTICAL, FROM ETRURIA DESIGN, DOUBLE FIRED 7.5X15 CM WITH BEVELLED SURFACE EFFECT **15. GLAZE FLOWERS IN RELIEF ON THE SECRET GARDEN ACCENT (VISIONNAIRE SERIES) FROM CERAMICHE SETTECENTO VALTRESINARO**

16. SWAROVSKI ACCENTS FOR THE ONICE LINE BY GRUPPO CERAMICHE GARDENIA ORCHIDEA (1.3X49 CM LISTELLO, 19X49 CM SQUARE INSERT, 10X49 CM MODULE) **17. THE COELUM THROUGH-BODY COLOURED PORCELAIN TILE FROM CERAMICA CAMPANI HAS AN IRIDESCENT SURFACE, SEEN HERE IN THE RED VERSION, AVAILABLE SIZES: 30X30 CM, 30X60 CM AND 60X60 CM.** **18. VULKAN (CERAMICHE DI SIENA) PERMEATED-GLAZE PORCELAIN TILE AVAILABLE IN COLOURS OCRA, WHITE, BLACK, LEATHER, SALVIA AND ORO AND A 45X45 CM SIZE**



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18

rugs using letters of the alphabet, metropolitan skylines, geometric themes, floral low-reliefs and still-lives with delicate, barely perceptible relief or engraving work. Renowned architects and designers are increasingly being engaged by companies to design entire collections, and the individual style and creative contribution of the artist remains clearly recognisable. Cersaie itself has the appearance of a mini-city consisting of roads and glittering shop windows, domestic microcosms and small art galleries where the exhibits are an important means of communicating ideas and appeal.

Today's manufacturers are seeking to innovate and to strengthen their market presence by altering the characteristics of their products and attempting to give them additional functions to those of a mere surface covering. For example, tiles are now being associated with the concept of renewable energy production, as in the case of photovoltaic tiles where layers of material capable of transforming sunlight into electricity are applied to the tile body. Interesting research projects are being carried out to develop an ability to absorb smog, along with many innovations designed to improve environmental performance by saving energy and materials both during the production process (for example by using recycled materials) and throughout the lifecycle of the product (as in the case of self-cleaning tiles).

Following the development of cutting and grinding techniques, experimentation is now focusing increasingly on three-dimensional tiles, plastic surfaces, relief decorations and mosaics of different shapes and

company catalogues



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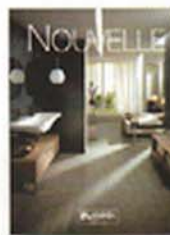
GENERAL CATALOGUE 2009
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GRES DI MONTEVECCHIO
CerMed
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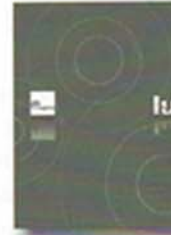
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