

cer

magazine

INTERNATIONAL 54

EVENTS

Cersaie focuses on sustainability and peace

TRENDS

New minimalism, new levels of comfort

MARKETS

Italian manufacturers, always ahead of the curve

PROJECTS

Inspired by the suburbs of ancient Athens

INTERVIEW

The holistic design of Studio RIOS

The background of the advertisement is a photograph of a modern interior. On the left, a light green wall features a white arched shelf. On the shelf, there is a large, circular, textured ceramic piece with a central square hole. Below it, on a wooden shelf, are a small white vase and a small, dark, abstract ceramic sculpture. Further down, another wooden shelf holds two small, rustic ceramic cups. On the right, a tall, thin, leafless tree stands against a light grey wall. In the foreground, a modern, low-profile chair with a wavy, sculptural design is upholstered in a mustard yellow fabric. The floor is a light-colored, polished surface.

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ANDREA SERRI
EDITOR OF CER MAGAZINE
ITALIA AND INTERNATIONAL

Cer magazine in the age of electricity

“Electric circuitry has overthrown the regime of ‘time’ and ‘space’ and pours upon us instantly and continuously the concerns of all other men. It has reconstituted dialogue on a global scale. Its message is Total Change, ending psychic, social, economic, and political parochialism.” This statement by Marshall McLuhan, a Canadian sociologist and communications theorist, aptly sums up the significance and origins of the decision to transform *cer magazine Italia* and *cer magazine International* into digital publications as of January 2023. After 25 years of print publication, we could be forgiven for feeling a little nostalgic, although this would betray the nature and spirit of our magazines which have always been firmly focused on the future.

The technological context created by the advent of the liquid information society has not only transformed the platform used for disseminating news but has above all changed the frequency and ways in which content is created and information is used – now based on the circularity of conversation in terms of time and space.

These changes are described in detail in the article on page 13, which examines three important aspects of the new online versions of *cer magazine Italia* and *international*. The first is the continuous dialogue between the magazines and global market players as part of a circular process in which listening to the reaction to news is just as important as its dissemination. A knowledge of the sentiment of the various target audiences, aided by available metrics, helps to understand and define with greater precision the changes that are in progress.

In the Global Village, the whole world is at our fingertips and we keep constantly abreast of international trends and events. This is an ideal situation for the Italian ceramic industry, which is already a global player that exports 85% of its production volumes all over the world and which dialogues with its various partners as part of a “glocal” approach, a situation in which the digital *cer magazine* can make a further contribution in terms of knowledge and information.

The third but no less important aspect concerns the interconnectedness and complexity of multimedia communication. Recounting the Italian ceramic industry through a combination of different channels, languages and platforms such as websites, social media and e-magazines is ultimately more effective than the traditional printed medium, which nonetheless retains its timeless appeal.

To make such a radical change after 25 years of gradual evolution is a major challenge, and one that requires awareness, determination, courage, vision and foresight. These are qualities amply possessed by the women and men making up our editorial team and everyone who works with them – qualities that are ready to be placed at the service of our readers, who as always are the ultimate judges of the value of our content.

cer magazine is an integral part of the new communication platform www.ceramica.info. You will be able to access an extensive catalogue of multimedia content whenever you see these icons:



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 magazine
 INTERNATIONAL

Issue 54
 September 2022

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Printing

Arti Grafiche Boccia - Salerno

Publisher

Edi.Cer. SpA

Cer Magazine International:

publication registered at Modena Court of Law,

no. 1784 on date 18-01-2006 - ISSN 1828-1109

Editorial offices

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cod. fisc. 00853700367

Printed: September 2022

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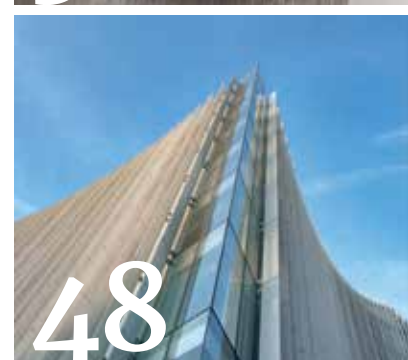
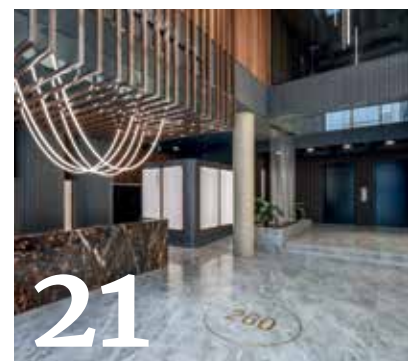
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Byo

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CERSAIE
Bologna - Italy

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Cersaie focuses on sustainability and peace

AT A TIME OF GREAT INTERNATIONAL TENSION AND UNCERTAINTY, CERSAIE IS SET TO OPEN ITS DOORS IN BOLOGNA IN THE SPIRIT OF PEACE, COOPERATION, DYNAMISM AND PROTECTION OF THE PLANET

by Sara Seghedoni

Industry professionals from all over the world are set to converge on the Bologna Exhibition Centre for the 39th Cersaie, the **International Exhibition of Ceramic Tile and Bathroom Furnishings**.

Exhibition space at this year's show is fully sold out and there will be a packed programme of initiatives organised with the support of the Italian Ministry of Foreign Affairs and the Italian Trade Agency ITA. Following the traditional ribbon-cutting ceremony in Piazza della Costituzione, the first event in the programme will be the Economic Conference to be held in the Europa Auditorium of Palazzo dei Congressi on **Monday 26 September at 11.00 a.m.** in the presence of representatives of the main local and national institutions.

The Ceramics of Italy **International Press Conference** beginning at 6.00 p.m. in the Palazzo dei Congressi will explore the current state and future prospects of the ceramic sector in the presence of the world's journalists and media professionals. The second part of the international press conference will feature the presentation ceremony for the **25th Ceramics of Italy Journalism Award**. This will be followed by the Cersaie Evening and the presentation of the **Confindustria Ceramica Distributor Awards** to distributors who have excelled in their relations with the Italian ceramic industry.

Cersaie 2022 will be hosting numerous big names as part of the "building, dwelling, thinking" cultural programme. A conference entitled "**The sustainable beauty of restoration**" will be held **at 11.00 a.m. on Tuesday 27 September** in the Palazzo dei Congressi in Bologna. The conference will be divided into two parts. In the first part, award-winning Italian architect **Giuseppina Grasso Cannizzo** will present



 Visit the Cersaie website for the calendar of events



MARIO BOTTA
(ph: Beat Pfändler)



MANUEL HERZ
(ph: Julien Lanoo)



GIOVANNI CAPPELLETTI
(ph: Ermasfilms)



GIUSEPPINA GRASSO CANNIZZO
(ph: Pinella Guastella)

the Casa Asilo project, which involved redeveloping a former kindergarten and converting it into a private residence. In the second part of the conference, architect **Giovanni Cappelletti** will present the Palazzo Butera project in Palermo, a sumptuous private villa which has been restored and opened up for public use by the city's residents as an art workshop.

On **Wednesday 28 September**, **Mario Botta** will be the guest speaker at the Palazzo dei Congressi with a conference entitled "Building Peace". The renowned Swiss architect will describe his project for a Greek Orthodox church for the Sons of Divine Providence (congregation of Don Orione) in Lviv, Ukraine and pay tribute to the incredible story of resilience and courage on the part of the people involved in its construction, which has continued despite the war. The programme will continue the next day, **Thursday 29 September**, with a conference to be held at 11.00 a.m. featuring **Bergmeisterwolf**, the Brixen-based practice founded by architects Michaela Wolf and Gerd Bergmeister, winners of numerous awards including the Italian Architect Award in 2019. All Bergmeisterwolf projects stand out for their sensibility towards the local area and for their perfect balance between the recovery of characteristic local architectural forms and the introduction of new design languages and contemporary materials. This will be followed at 3.00 p.m. in the afternoon by a talk given by German architect **Manuel Herz**, again in the Palazzo dei Congressi. One of his most famous projects is the Mainz Synagogue, a multi-level volume clad in green glazed ceramic tiles whose form is inspired by the relationship between writing and space.

One of the new features of this year's show is **Cersaie Upstairs**, an upper-floor walkway connecting the existing exhibition halls with the newly built pavilions. The entrance to the walkway will be via the external escalators adjacent to Hall 19/20, from where it will extend to Gallery 21/22 and Gallery 25/26.

Gallery 21/22 will host **Archincont(r)act**, the exhibition designed for the world of architecture and contract design now in its third edition, which this year will see the participation of 6 major architectural firms. A VIP lounge will welcome the more than 200 international delegations of architecture firms and contract design professionals invited this year.

This year the **Press Cafés** will see the participation of 23 leading magazines. The common theme shared by the meetings will be sustainability in its various forms. One of the new aspects of this year's Press Cafés is the fact that they will also be held in a virtual format on the Cersaie Digital platform in the week leading up to the exhibition, **from 19 to 23 September**. The talks held as in-person events during the exhibition itself will also be livestreamed on **Cersaie Digital**.

Another initiative that will be back at this year's Cersaie is **Tiling Town**, a more than 400 sqm space in Hall 32 open on all five days of the show where visitors will have the chance to attend large ceramic slab installation showcases, technical tile fixing seminars aimed at architects and designers, and the Tiling Town Matinée, a series of initiatives devoted to tile laying organised by Assoposa's technical partners (Fila, Mapei and Raimondi). Cersaie Designs Your Home, also now in its 10th edition, will be held in the Media Village on **Thursday 29 and Friday 30 September**. It will maintain the now customary format in which architects from 14 leading Italian interior design magazines will give homeowners advice on home design and renovation projects.

Cersaie Digital, which will be **online for three weeks from 19 September to 7 October**, will complement the activities held at the in-person show and help to consolidate relations between exhibitors and visitors. The platform will fully exploit the potential of information technology and will livestream all the events in the programme.



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Because installation is an art (to be learned)

THE 10TH TILING TOWN AT CERSAIE FEATURES PROFESSIONAL TRAINING EVENTS, PRACTICAL DEMONSTRATIONS, A WEB RADIO AND A SPACE DEVOTED TO WOMEN

by Simone Ricci

Tiling Town, the meeting place for the world of Italian and international tile installers which is celebrating its 10th edition this year, will be located in a more than 400 square metre space in Hall 32, close to the Piazza Costituzione entrance to the Bologna Exhibition Centre. On each of the five days of the 39th Cersaie, visitors to Tiling Town will have the chance to attend slab installation showcases given by expert tile layers. The **technical seminars** on slab laying aimed at architects and designers will be held in a permanent conference area and will consist of

two hours of classroom sessions and two hours of practical experience in the installation workshop. They will be held in the afternoons from Monday 26 to Thursday 29 September and will earn professional training credits for participating architects, engineers and surveyors. Another interesting initiative is the **Tiling Town Matinée**s, a series of tile installation events organised by Assoposa's technical partners (Fila, Mapei and Raimondi) to be held at 10.00 a.m. daily from Monday to Friday.





A large space in Tiling Town will be occupied by the Italian ceramic tile layers' association **Assoposa**, which communicates constantly with tile installation professionals and acts as an info point for visitors, as well as promoting Tile Layer Certification in accordance with Standard UNI 11493-2 in cooperation with certification body Certi.S. Assoposa will also be organising three specific spaces. The first is the **Academy devoted to extra-large slab layers** and an exhibition of washbasins made from large slabs, as well as a work in progress illustrating the cladding of a complex volume with ceramic mosaic tiles. A second area will be devoted to **outdoor spaces** with demonstrations of raised and exterior floor installation. **Assoposa in Rosa** is a third area devoted to women working in the world of construction, especially in retail outlets. Finally, the **Casa Italia web radio** specialising in the world of home and living will broadcast a live programme direct from Tiling Town hosted by Paolo Leccese and entitled "Bricks & Music". The programme will discuss a variety of themes with its guests and will be scheduled for 9.30 a.m. onwards during the five days of Cersaie.



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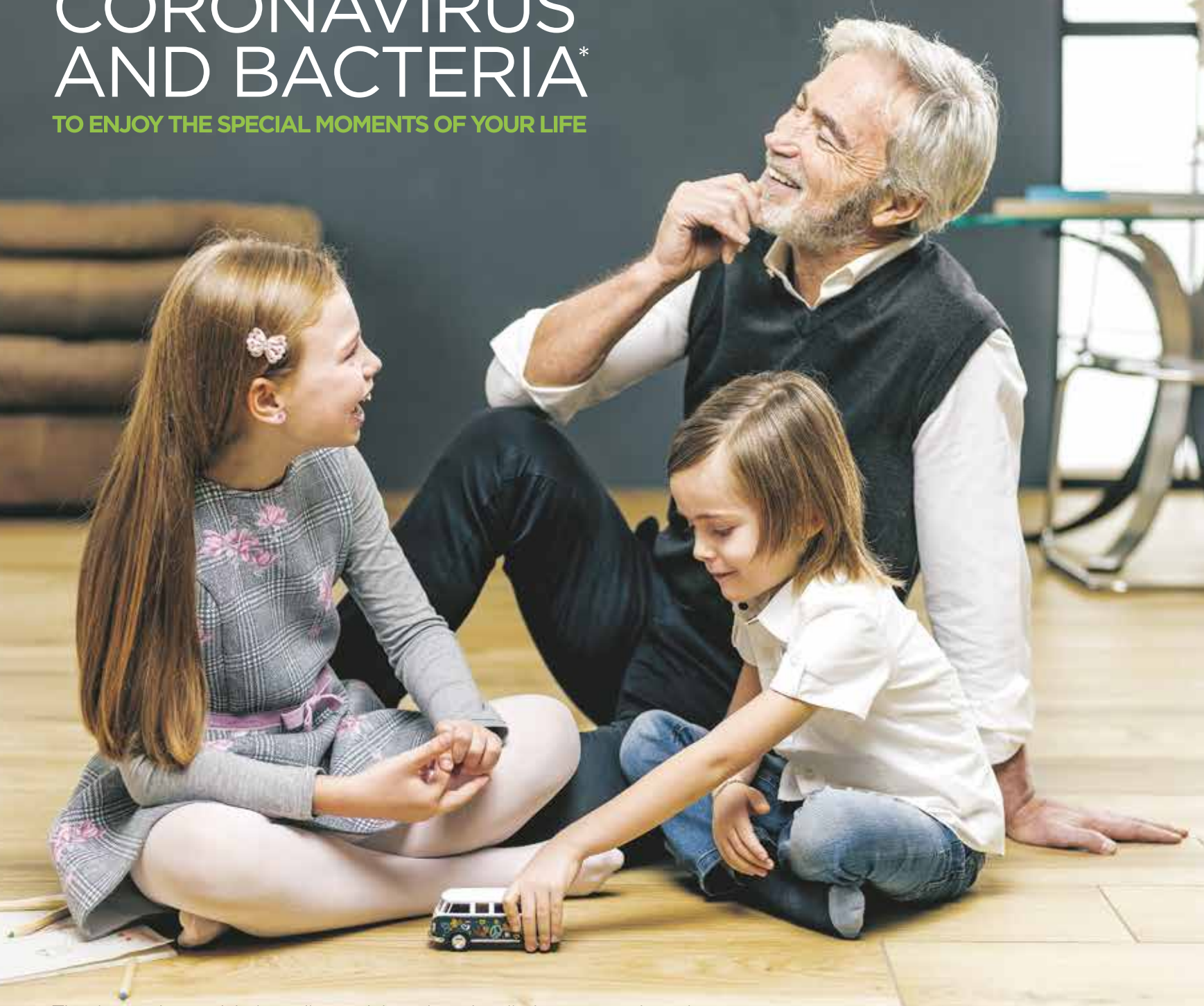
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Cer magazine goes digital

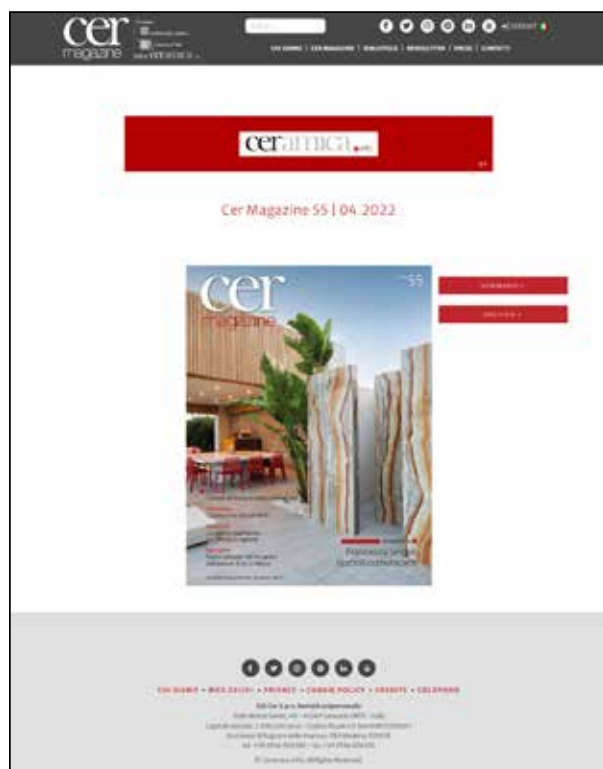
The race towards digitalisation across many sectors represents one of the most significant societal changes to have emerged in recent years, transforming the ways in which we buy and sell, spend our time and acquire information. The world of publishing is no exception and has already embraced the digital transition.

The process of digitalisation also opens up a whole new world in terms of the reader's experience. Digital technology offers an enormous selection of highly engaging content, allowing readers to choose what they want to read and when, to explore topical issues and subjects of interest, to discover related content and share what they read with others.

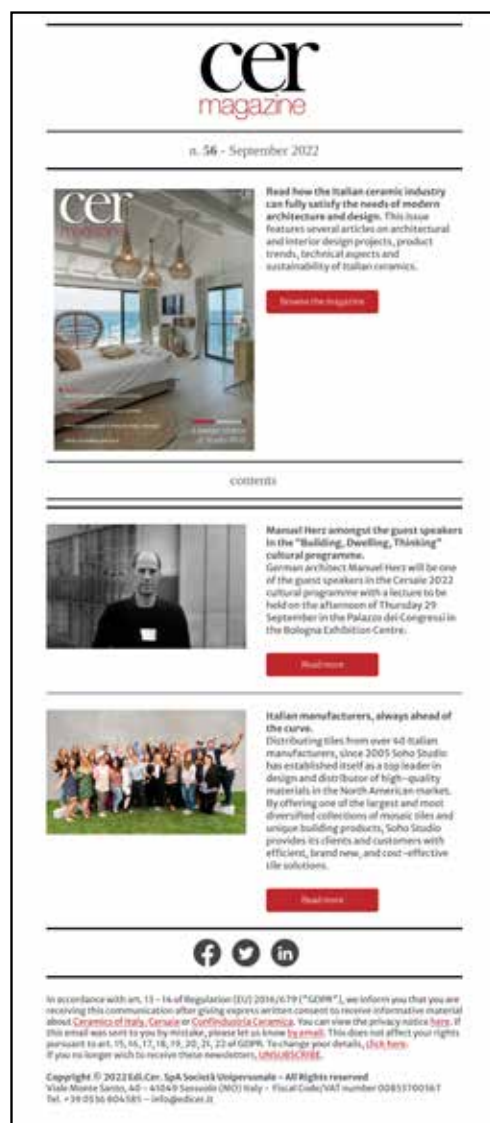
We have all experienced in our daily lives the ways in

THE ITALIAN CERAMIC MAGAZINE THAT SPEAKS TO THE MARKET AND INDUSTRY PROFESSIONALS IS GOING DIGITAL, FULLY EXPLOITING THE POTENTIAL OFFERED BY THE WORLD OF INFORMATION TECHNOLOGY. FIRST LAUNCHED IN PRINT FORMAT IN 1998, IT IS NOW PUBLISHED IN 10 ISSUES PER YEAR IN FIVE LANGUAGES AND HAS A GLOBAL READERSHIP OF 100,000. IT IS A VIRTUAL SPACE FOR BOTH COMMUNICATING AND LISTENING

by Andrea Serri



THE HOME PAGE OF THE DIGITAL REVIEW AND AN ARTICLE DEDICATED TO AN ARCHITECTURAL PROJECT



CER MAGAZINE'S NEWSLETTER

which technology is simplifying access to products and services and have observed the radical and continuous process of transformation of formats and content and the all-pervasive presence of social media.

This is why we decided to reach out directly to Cer Magazine's enormous international readership and engage digitally with the more than 100,000 people who read the ten monthly issues of the magazine in five languages. The online publication can also be browsed via a web app and is fully integrated into the Italian ceramic industry's information platform and with the portal ceramica.info. The digital format will make it easy to share content on social media and provide additional content to supplement the wide range of in-depth articles published by the editorial team each month.

This transformation will in no way detract from the magazine's institutional role but will actually strengthen it as it continues to present the sustainable, innovative, trendsetting, beautiful and useful characteristics of Italian ceramics. The digital magazine's mission will be to inform readers about upcoming events, to explain the significance of sustainability for the Italian ceramic industry, to explore the fundamentals of building economics, to describe the world of tile installation, to give a voice to architects and distributors, and to present the main product trends and the most representative projects. Just as in the past, communication goes hand in hand with an ability to listen to the market and the concerns of industry professionals the world over.

We therefore felt it would be perfectly consistent with the mission of Confindustria Ceramica and the values shared with sector companies to continue to publish dedicated content while reducing the impact of the printing process and international distribution of the printed magazine, opting instead for a format that is capable of reaching out to and engaging with a wider and increasingly international audience.

We invite you to browse the first issue of the magazine, a "light" bilingual (Italian-English) version prepared specially for Cersaie, which will be followed by the publication of the complete digital edition and web app in January 2023. What better way to celebrate the 25th anniversary of the international magazine devoted to Italian ceramics?



VERSACE
CERAMICS

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 **GARDENIA
ORCHIDEA**

Inspired by the suburbs of ancient Athens



A VILLA NAMED "ACADEMIA" LOCATED IN THE HILLS OF ENCINO, LOS ANGELES COUNTY, IS ONE OF THE LATEST PROJECTS BY THE DESIGN FIRM DI GROUP, WHICH IS WORKING ON SOME OF THE MOST STUNNING PROPERTIES IN THE HILLS AROUND THE CITY

by Donatella Bollani

Encino is a neighbourhood of Los Angeles that stretches across the southern section of the San Fernando Valley.

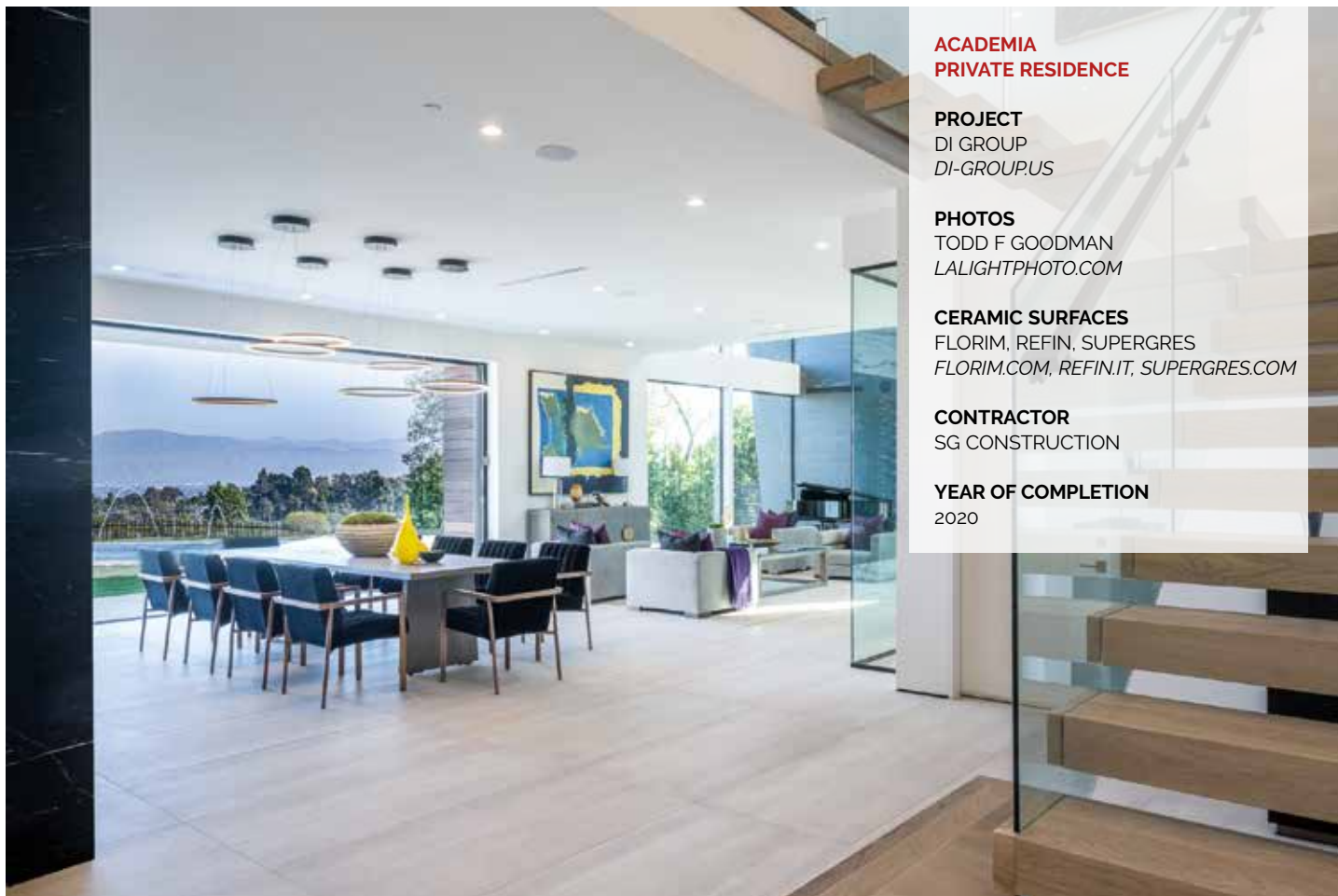
The name derives from Rancho Los Encinos or "Ranch of the Oaks", a small portion of land managed by Native Americans after the territories occupied by the Spanish government were abandoned in the early 19th century. The area is a popular destination for a clientele who can afford to live in private villas in a hilly area offering magnificent views of the city, leading to the construction of numerous large, premium priced properties.

The villa known as Academia, designed by DI Group, is one of the winners in the "Single Family Residential" category of the 2022 edition of the Ceramics of Italy Tile Competition, which recognises the most beautiful projects carried out in North America using Italian products.

The building features a large terrace offering a unique panoramic view of Los Angeles. The architecture's modern style is reflected in the linearity and purity of the interiors, where colour is used to highlight the walls of the large rooms and the double height spaces facing onto the exteriors, allowing the different areas and their functions to be clearly identified.

The developer's aim was to create spaces capable of accommodating the needs of very different users, whether a single person or a large family.

The rooms therefore had to follow different spatial concepts with equally varied and unexpected views of the surroundings.



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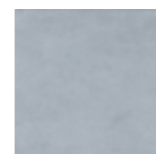
applications

interior floor and wall coverings

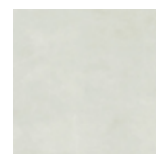
ceramic surfaces

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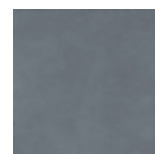
Wide Chalk, Steel, Lead



Wide
Steel



Wide
Chalk

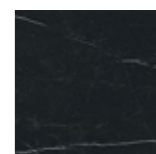


Wide
Lead



Florim

Florim Stone Nero Marquinia



Florim Stone
Nero Marquinia

Supergres

Art Clay



Art
Clay

THE CERAMIC SURFACES
DEFINE THE BUILDING
ELEMENTS AND THE MAIN
ARCHITECTURAL SPACES.



The ceramic surfaces, textures and colours were used to create different accents within an overall sense of unity, while also experimenting with distinctive designs and geometries.

Around 10,000 square metres of ceramic surfaces from Refin, Florim and Supergres were supplied for the project.

In particular, the accent floor and wall surfaces were tiled with Florim's Stone collection in the colour Nero Marquina and Refin's Wide collection in the Chalk, Steel and Lead Strutturato versions.

The bathroom proved to be an ideal application for the Art collection from Supergres, chosen in the soft Clay colour while retaining the tactile effect of cement surfaces.

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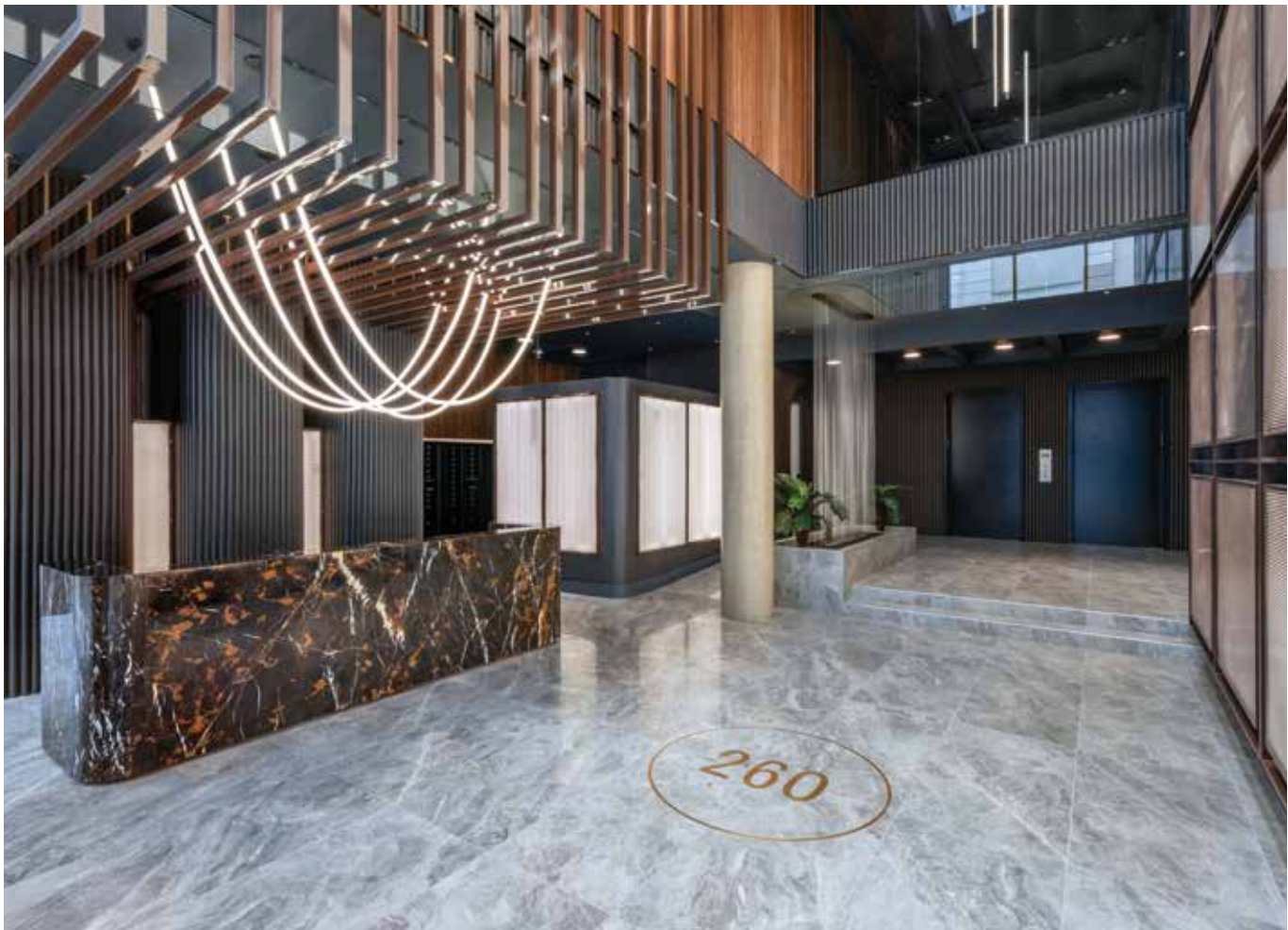




Chaos outside, calm within

THE MULTI-FAMILY BUILDING AT 250-260 GOLD STREET IN DOWNTOWN BROOKLYN REJECTS SHOWY OPULENCE IN FAVOUR OF A MORE RELAXED AESTHETIC

by Ilenia Carlesimo





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YEAR OF COMPLETION
2021

A quiet oasis away from the bustling chaos of the metropolis, “a location that conveys a sense of inner calm despite being in a high-density urban area.” This was the goal that the design team from US firm StudioSC had in mind when they created the interiors of 250-260 Gold Street, a large 13-storey multi-family residential building in downtown Brooklyn, New York. Designed by J Frankl Architects and built by Bruman Realty, the exterior of the building stands out for the unusual design of the upper levels, which consist of a series of cantilevered rectangular volumes that appear to float above the more traditional base of the structure. The building houses 287 apartments and a number of service spaces, including a fitness centre, a wellness area, a laundry, a common room and a children’s playroom. The project received an honourable mention in the Ceramics of Italy Tile Competition 2022, which is presented each year to the best North American architectural projects featuring the use of Italian ceramic tiles, and was also “greatly appreciated by the tenants, who continue to give very positive feedback”, says architect Stephen Conte from StudioSC.



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Orobico grey
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technical characteristics
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modulus of rupture and
breaking strength
(ISO 10545-4): 45 N/mm^2
deep abrasion resistance
(ISO 10545-6): $\leq 150 \text{ mm}^3$
coefficient of linear
thermal expansion
(ISO 10545-8): 6.8 MK^{-1}
thermal shock resistance
(ISO 10545-9): compliant
frost resistance
(ISO 10545-12): compliant
chemical resistance
(ISO 10545-13): compliant
staining resistance
(ISO 10545-14): class 5



Waterfall
Silver Flow



Bio Select
Oak Ginger

Lea Ceramiche
Waterfall Silver Flow
12x24, 24x48 cm
Bio Select Oak Ginger
12x72 cm Natural

technical characteristics
water absorption
(ISO 10545-3): 0.05%
modulus of rupture and
breaking strength
(ISO 10545-4): 50 N/mm^2
deep abrasion resistance
(ISO 10545-6): 145 mm^3
coefficient of linear
thermal expansion
(ISO 10545-8): $\alpha 7 \times 10^{-6} \text{ }^\circ\text{C}^{-1}$
frost resistance
(ISO 10545-12): compliant
chemical resistance
(ISO 10545-13): LA, HA
staining resistance
(ISO 10545-14): class 5
slip resistance
(DIN 51130): R10



The interiors stand out for their simple elegance achieved through the use of high quality materials and carefully designed, unobtrusive details, as if to counterbalance the vibrancy of the exterior. “The contemporary style brings together various textures that blend harmoniously,” explains Conte. “The combination of materials and the layout of the spaces were designed to create an environment that conveys a sense of tranquillity. Instead of the opulent materials normally selected for luxury projects, we opted for warm tones to create homey interiors and a more relaxing visual experience,” he adds. Italian ceramic tiles made an important contribution to the success of the project. In particular, StudioSC selected Marble Experience Orobico grey porcelain tiles from Italgraniti for the lobby floor along with various products from Lea Ceramiche, including slate-effect surfaces from the Waterfall line for the corridor, business centre and wine cellar and wood-effect surfaces from the Bio Select line for the spa. “We chose these ceramic products primarily for their aesthetic purity. The floor tiles from the Bio Select collection, for example, create a strong sense of warmth inside the spa. Visually they look like real wood but they have a softer, more tactile quality than most other tiles and they are hard wearing enough to withstand daily use in a spa environment.” With their combination of aesthetics, durability and high performance, these Italian tiles from Italgraniti Group and Lea Ceramiche fit in perfectly with the architects’ aims and the nature of the project.

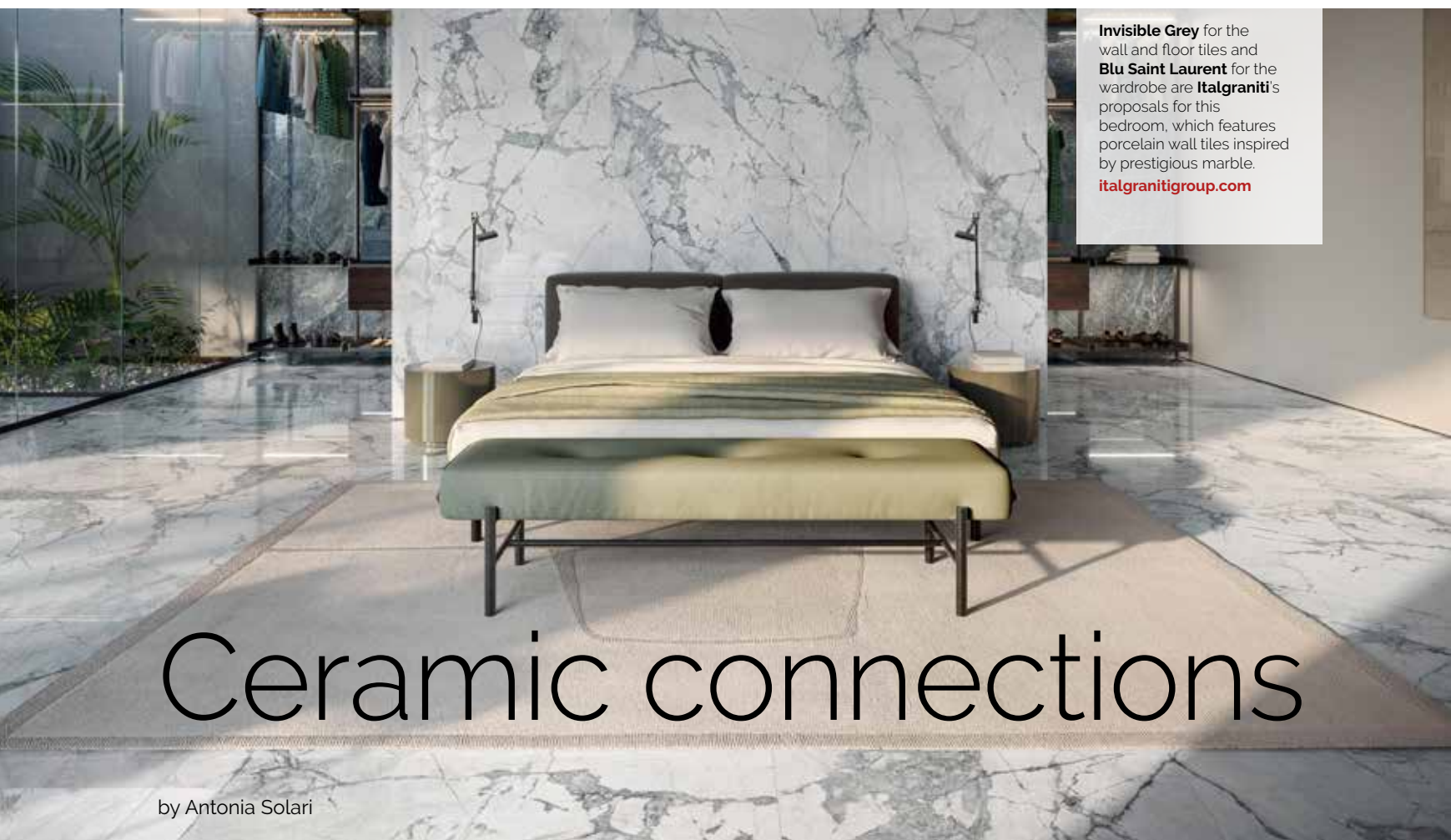
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➤ www.ceramica.info/en/iso-17889-standard-ceramic-tiling-systems/



THE RESIDENTS OF 250-260 GOLD STREET HAVE ACCESS TO A RANGE OF AMENITIES. THESE INCLUDE A COMMON ROOM, A LAUNDRY ROOM, A CHILDREN'S PLAYROOM AND A WELLNESS AREA WITH A SPA AND FITNESS CENTRE.



Invisible Grey for the wall and floor tiles and **Blu Saint Laurent** for the wardrobe are **Italgraniti's** proposals for this bedroom, which features porcelain wall tiles inspired by prestigious marble.
italgranitigroup.com

Ceramic connections

by Antonia Solari

OUR HOMES ARE BECOMING INCREASINGLY FLUID AND INTERCONNECTED IN TERMS OF SPACES AND FUNCTIONS: CERAMIC SURFACES ARE IDEAL AS A COMMON THREAD UNITING THE VARIOUS ROOMS



The **Flauti series** of wall strips from **Ceramica Vogue** are available in a choice of glossy or satin surfaces. Made of glazed porcelain, they come in the form of two three-dimensional and one flat strip in a 5x20 cm size mounted on 40x30 cm mesh and in six colour versions.
ceramicavogue.it



For contemporary design applications, **Florim** is presenting its **Match Up** collection which combines different patterns such as concrete and terrazzo to create tone-on-tone or irregular material textures. Available in both traditional and large sizes.
florim.com



1.



2.

The bedroom opens directly onto the bathroom while also housing a private gym. The living room is the perfect place to relax after a hard day at the office or to socialise with friends, but also doubles as a home office. And the terrace has become a natural extension of the interior of the home, a living space in its own right that is designed and furnished with meticulous care. But as the functions of the various domestic spaces multiply, it is becoming increasingly important for the interior design project to

find a way of maintaining a sense of continuity despite the fluidity and ever-changing nature and functions of the different spaces. This can be achieved for example by carefully choosing a furnishing style or a type of material and maintaining it in every room, regardless of its function.

Ceramic tiles are ideal for these applications as they are highly versatile and can be installed in spaces used for different purposes, both indoors and outdoors.

1. In this installation the bathroom and bedroom are united by compositional choices and share the same wall tiling: **Deconcrete** from **Ceramica Sant'Agostino** (seen here in the **De-Micro Pearl** colour), available in four sizes.
ceramicasantagostino.it

2. Cerdisa's **Archisalt** collection comes in a range of delicate shades including beige, Danish salt, pink salt and lava salt. These delicate colours are ideal for creating a connection between different rooms in the home.
ricchetti-group.com

3. The **Brazilian Slate** ceramic slabs in the **Pencil Grey** version from **Unicom Starker** are based on research into the highest-quality slate from South America. They bring a unique touch to interiors and create a sense of seamless continuity between rooms.
unicomstarker.com

4. The **Anthology** collection from **Lea Ceramiche** comes in five versions ranging from marble to stone designed to be positioned side by side to create seamless, stylish ambiances. Each of the five available colours comes in a choice of different surface finishes (time-worn, natural, sandblasted).
ceramichelea.it



3.



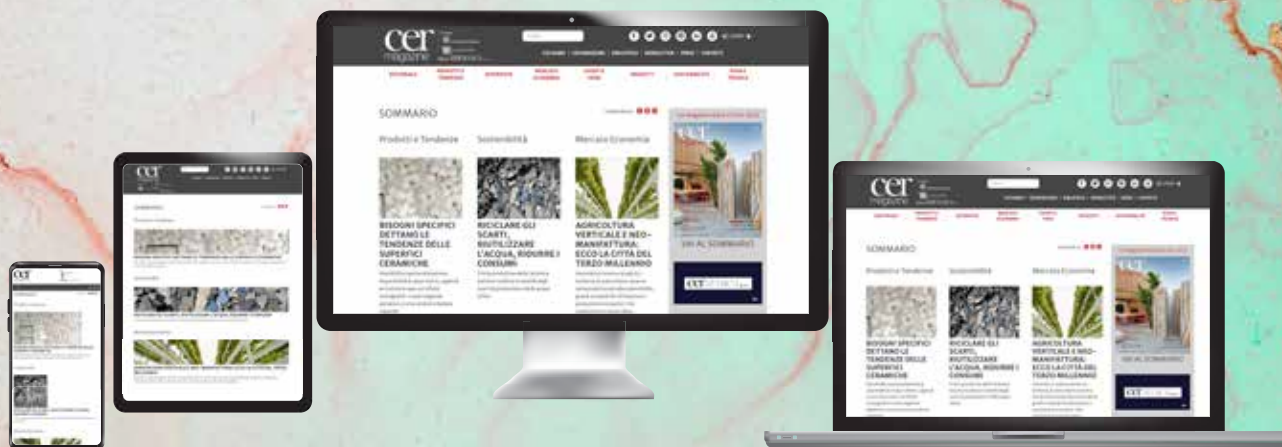
4.

cer magazine

The most widely-distributed international magazine for the Italian ceramic industry and Cersaie published in five languages - Italian, English, French, German and Russian - is going digital!

www.ceramica.info/cermagazine

A digital publication distributed through the **ceramica.info** platform and the social media channels of **Cersaie** and **Ceramics of Italy** to promote the knowledge, appreciation and use of Italian ceramic tiles and sanitaryware amongst professionals the world over.



Market analysis, interviews with architects, opinion leaders and distributors, trends and new products, technical and technological innovation, a wide selection of international projects and a constant focus on the sustainability of the entire production chain. The latest news on Italian companies and on Cersaie, International Exhibition of Ceramic Tile and Bathroom Furnishings, the world event devoted to innovation in design and architecture.

Publisher:

EdiGer SpA

Viale Monte Santo 40, 41049 Sassuolo (MO)
Tel. 0536 804585
redazione@confindustriaiceramica.it

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Continuous interiors

The bathroom opens directly onto the bedroom, often without dividing walls and in some cases with simple partitions or decorative screens. In cases like these where the bedroom and bathroom communicate directly, using the same surface coverings in the two spaces is a successful solution as it maintains stylistic

continuity and amplifies the perception of space. The same applies to the kitchen and living area or the entrance hall and living room. A seamless floor tiling based on large slabs or smaller size tiles will create more flexible and fluid spaces suitable for different functions, allowing either the living room or the kitchen to double as a home office.

1. The **Kalkaria** full-body porcelain tile collection from **Polis Ceramiche** was chosen here for use both in the living area and kitchen and on the outdoor terrace. The slabs are also available in a 90x90 cm size. polis.it

2. Thanks to the application of Synchro Digit Piemme printing technology, the **Journey** tile collection from **Ceramiche Piemme** displays stone-look undulations, reliefs and effects and comes in four neutral shades. ceramichepiemme.it



3. The **Chromatica** collection from **Naxos**, **Fincibec Group** stands out for its cement-like material effect in a 40x100 cm size and 7 mm thickness, ideal for creating large palettes spanning different rooms. Available in 13 colours. naxos-ceramica.it

4. The bedroom, bathroom and terrace are united by the choice of Biondo colour tiles from **Emilgroup's Provenza Revival** collection. Digital technology is used to faithfully reproduce the surface of wood. emilgroup.com

5. **Prestigio Travertino** from **Ceramiche Refin**, used to great effect on both levels of this residence, comes in the three colours Beige, Bianco (white) and Grigio (grey) (pictured in the Grigio Lucido version). Inspired by vein-cut travertine, the collection comes with a soft or glossy finish. refin.it





Laminam's **In-Side** collection, shown here in the **Terra di Matera** version, is suitable for use on floors and walls, worktops and kitchen countertops. Thanks to this variety of solutions, the collection becomes the key to the interior design project by maintaining a sense of stylistic continuity. laminam.com



The **Di Pietra** collection from **Cir Manifatture Ceramiche** comes in five different colours and three different surfaces (including Grip R11 and Grip R11 with 15 mm thickness), making it suitable for both indoor and outdoor use. cir.it



The connection between interiors and exteriors

Open-air spaces have taken on a vital role. Whether a balcony, a terrace or a patio facing onto the garden, they are now considered living spaces in their own right and are consequently designed with the same care and criteria as the interior of the house. Here too, choosing the same ceramic tiles for both the interior and exterior ensures design consistency while further blurring the distinction between indoors and outdoors. The only difference is the slip coefficient, which should be at least R11 for exteriors. Many different stylistic variations are available in terms of size, decorations and textures, ranging from surfaces inspired by natural materials to fashionable, neutral tones and eye-catching designs.

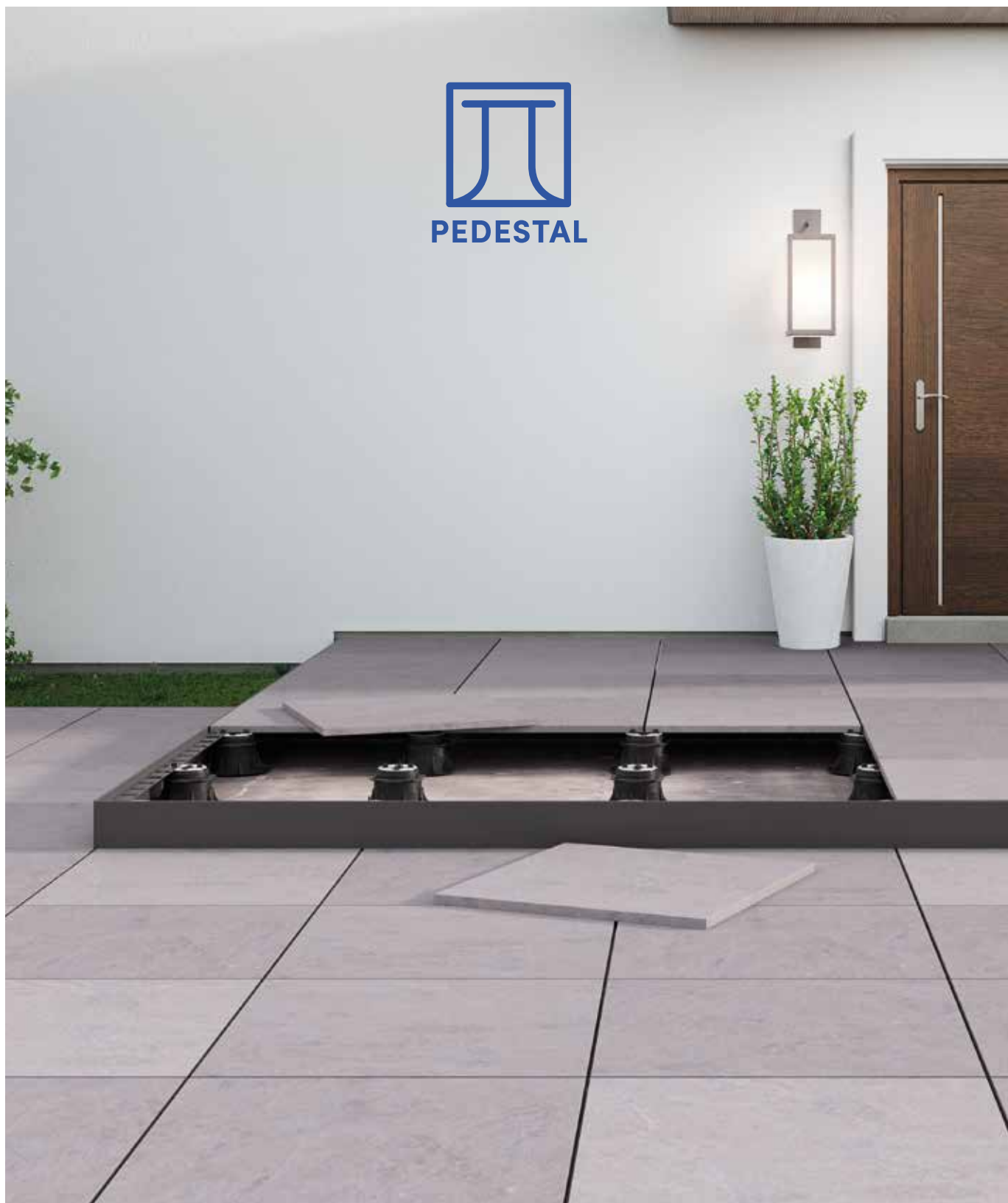


A single ceramic surface is increasingly being chosen for both interiors and exteriors and kitchen worktops. This installation from **Marazzi** features **Grande Stone Look Limestone Sand** on the floor and **Grande Stone Look Travertino Pure** and **Grande Marble Look Verde Borgogna** on the kitchen countertop. marazzi.it



The **Rockin'** collection from **Flaviker** is inspired by an English stone quarried in the Lake District and comes in five different sizes. The 60x120 cm size is also available in a Grip 11 version for outdoor installation which maintains a sense of continuity with the interiors. flavikerpisa.it

Thanks to its variety of colours and sizes, the **Full Body** collection from **Cesi** is suitable for many different applications and serves as a unifying element in interior design projects. The 5x5 cm mesh-mounted version is available in 16 colours. cesiceramica.it



Vertical perimeter profile

The Vertical Perimeter Profile is an element of closure and finishing of the perimeter edges in the external raised flooring, it adapts perfectly to the flooring slabs of 20 mm thickness and to the supports that act as a sub-structure.

www.eternoivica.com

New minimalism, new levels of comfort

DARK TONES SERVE TO CREATE ESSENTIAL YET WARM AND COSY BATHROOMS, WHERE DECORATION IS ACHIEVED THROUGH THE USE OF "NON-COLOURS" AND JUDICIOUS CONTRASTS

by Elena Cattaneo

Although the desire to transform bathrooms into a kind of mini spa is nothing new, the two years of the pandemic have further accelerated the process. Today the bathroom is the part of the home where people seek not just privacy but the chance to take time out to relax and regenerate. Well-being does not require a large number of stimuli, just those targeted directly at the senses – particularly sight, which is stimulated by light and colour, and touch, through contact with surfaces. In response to these needs, companies are increasingly focusing their research efforts on colour and materials so as to expand their range of colourful offerings and inviting surface textures.

A key element of interior design in recent years, colour has now established itself in the world of ceramic sanitaryware with a palette that changes from one year to the next. After pastel tones, this year we are seeing a focus on “non-colours” inspired by the reassuring hues of natural elements such as rocks, sand, vegetation and stones. From the traditional glossy and matt white, ceramic is now embracing matt black, beige, brown and various shades of grey, allowing for the maximum customisation of the bathroom while avoiding excessive and often aesthetically overpowering decorations. And because the

The minimalist design of the **Folio** collection from **Simas** consists of a very thin ceramic countertop (just 0.8 cm thick) combined with the essential geometric shape of the two coordinated washbasins. The countertop is available in three sizes and the washbasin in four shapes: round, oval, square and rectangular. simas.it →

The new **Shape** ceramic washbasin from **Kerasan** appears to have been modelled by flowing water, with a continuous line embracing both the countertop and the basin itself. As well as matt black, Shape is also available in a glossy white version in 102 cm and 122 cm sizes. kerasan.it →





← With its strong personality and statuesque appearance, the **Kubo** collection from **Alice Ceramica** offers a modern interpretation of the classic washbasin that brings together functionality and elegance. The supporting structure is made of laser-cut and powder-coated stainless steel, while the storage boxes are made of eco-friendly leather sewn by hand by Tuscan craftsmen. aliceceramica.it



← The wall-hung and countertop washbasins in **Ceramica Globo's T-Edge** collection stand out for the ceramic waste flush with the basin and the thin edges of the bowls (6 mm) achieved thanks to the new Globothin® patented ceramic body. The photo shows the 46 cm diameter countertop version in brick-coloured ceramic. ceramicaglobo.it

bathroom must convey a sense of positivity, it is important not to overload the space with excess stimuli or superfluous accessories. However, the trend in recent months has been towards a form of minimalism that avoids the cold, austere sensations typically associated with this style by using combinations of new colours and soft-touch surface finishes.

Research in the field of ceramic sanitaryware has enabled companies to achieve ever higher levels of technology. The solutions now on the market feature superior ceramic surfaces with exceptional scratch and UV resistance, durability, antibacterial properties and ease of cleaning and maintenance. The new ultra-compact coloured ceramic surfaces are often made of hypoallergenic, pore-free vitrified material that is resistant to scratching, capable of withstanding any degree of thermal shock and with colours that remain unchanged for years. These new quality standards take ceramic sanitaryware to an entirely new level.

The bathroom is evolving constantly with two objectives: to meet contemporary consumers' needs for ever higher levels of comfort and to pursue an environmentally sustainable production process. Innovation must go hand in hand with care for the environment.



↑ **Jolie**, a freestanding ceramic washbasin with a distinctive "new vintage" look, is one of the five new collections launched by **Artceram**. Its distinctive personality derives from the fact that it consists of two separate elements, the basin and the supporting column, joined by a contrasting coloured ring that enhances the physical presence of the unit as a whole. artceram.it



See the latest trends
in the Product Gallery

→ The new **Open** series of countertop washbasins from **Olympia** is available with or without tap holes. In keeping with the latest trends, the collection stands out for its essential shapes, thin edges and range of matt colours: black, white, brown, grey and turquoise.

olympiaceramica.it



← While this comprehensive product range was designed specifically for the bathroom, it can also be used in other rooms.

Piloti from **Colavene** is a black stainless steel structure that supports ceramic washbasins and storage elements. The generous circular washbasin moulded from thin ceramic displays the highest levels of workmanship.

colavene.it



↑ The **Scottie** vanity unit with **Twenties** washbasin was designed in collaboration with Gensler for **Devon&Devon**. The opulent materials (including the exquisite Calacatta Oro marble countertops) and attention to detail make explicit reference to American Art Deco while reinterpreting it with an innovative yet familiar aesthetic.

devon-devon.com



↑ The countertop washbasin brings a sense of distinction and lightness to the bathroom, especially when positioned asymmetrically on the countertop to leave ample free space for the daily routine. The **Cuir** matt ceramic model designed by Meneghello Paoletti Associati for **Arbi Arredobagno** is shown here in the Absolute composition with Antico Inchiostro oak finish vanity top.

arbiarredobagno.it

The materials used must be recyclable, environmentally friendly or obtained from circular sources in order to create products with a long lifetime and a consequently slower disposal rate. One final observation on the 2022-2023 trends concerns the growing awareness of the bathroom's new role as a natural extension of the comfort sought and recreated elsewhere in the home. The fact that this functional fluidity has finally reached the bathroom is evident both in the modular furnishings that adapt to any area in the home and in the colours, which maintain a sense of harmony between one room and another.

ALSO SEE:

A new unified water label

➤ www.ceramica.info/en/unified-water-label/



← One of **Ceramica Flaminia's** new products for 2022 is the **Astra** back-to-wall sanitaryware collection by Giulio Cappellini. The modernity of the line is enhanced by the choice of ultra-trendy Carbone and Cenere finishes and the *gosilent* quiet flush system, the latest version of the *goclean* project. ceramicaflaminia.it



↑ The new **Nero Seta** (Silk Black) finish unveiled by **Ideal Standard** (seen here on Tesi wall-hung sanitary fixtures) is bold and elegant and available on a wide range of mixer taps, sanitaryware and bathroom furniture. The surface effect is similar to that of a fabric, helping to create bathrooms with a strong personality simply through the choice of sanitary fittings. idealsstandard.it



↑ Combining almost 150 years of sanitaryware expertise with a high level of design, the **Geberit Group** offers a comprehensive range of products for everyday use and comfort in the bathroom. One of the new additions is the versatile **AquaClean Tuma** bidet toilet, which can be used as a stand-alone unit or integrated with the existing ceramic fixtures. geberit.it

A feminine-style interior north of Amsterdam

FLUID SPACES, DELICATE POWDER PINK AND BEIGE TONES, GLAMOROUS FURNISHINGS AND FLOOR TILES INSPIRED BY THE LOOK AND FEEL OF MARBLE ARE THE DISTINGUISHING FEATURES OF A RADICALLY REDESIGNED DUTCH HOME

by Claudia Capperucci



PRIVATE HOME

INTERIOR DESIGN

LOTTE FAASSEN
STUDIODEBLIECK.NL

PHOTOS

MUK VAN LIL
MUKVANLIL.COM

CERAMIC SURFACES

CERAMICHE COEM
COEM.IT

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YEAR OF COMPLETION

2021



THE LIVING ROOM IS DOMINATED BY THE COLOUR POWDER PINK AND FURNISHINGS WITH ORGANIC, ROUNDED SHAPES. THE FURNITURE BRANDS INCLUDE MOGG, GIOPATO&COOMBES AND LICHTADVIES 010 (FOR THE LIGHTING FIXTURES). THE ELEGANCE OF THE INTERIOR DERIVES MAINLY FROM THE MARBLE-EFFECT PORCELAIN FLOOR TILES.

This original interior design project by Lotte Faassen from Rotterdam-based firm Studio de Blieck was for a house in Hoorn, a picturesque town in the northwest of the Netherlands where the Dutch East India Company was headquartered in the 16th and 17th centuries. The new owners were not entirely satisfied with the layout of their recently purchased property and commissioned interior designer Lotte Faassen to carry out an extensive restyling project. She demolished some of the walls, redesigned the finishes and surface coverings and changed the layout and style of the furnishings and accessories. “Our client loves soft colours and textures. She

wanted a unique, feminine home where she would live with her son, so we designed it with those needs in mind. We included some playful elements such as the dining area featuring a sofa used as a low-dining seat and a few light touches to make the rooms more informal and contemporary,” explains Lotte Faassen, who began working in this field at a very young age at her parents’ Kitsch & Kunst concept store. Weaving together these elements of lightness and playfulness, she created an elegant and highly sophisticated stylistic fabric, a small jewel of interior design that stands out for its many striking details. Perhaps the most evident of these is the



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TWO VIEWS OF THE EQUALLY ELEGANT AND SOPHISTICATED KITCHEN. THE TAPS AND CUPBOARD HANDLES ECHO THE STYLE OF THE LIGHTING FIXTURES. THE MARBLE-EFFECT FLOOR CREATES A SENSE OF CONTINUITY WITH THE LIVING ROOM.

spaces
urban residential

applications
interior floor coverings



WIDEGres 280
Venato Caramel

ceramic surfaces

Ceramiche Coem
porcelain tile
WIDEGres 280
Marmi Effect
Venato Caramel
120x280 cm
6 mm thickness

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): $\leq 140 \text{ mm}^3$
coefficient of linear thermal
expansion (ISO 10545-8):
compliant
thermal shock resistance
(ISO 10545-9): compliant
frost resistance
(ISO 10545-12): compliant
chemical resistance
(ISO 10545-13): ULA
staining resistance
(ISO 10545-14): class 5
slip resistance (BCRA):
 >0.40

certifications

EMAS, ISO 14001

textured floor tile chosen from Coem's WIDEGres 280 collection, a thin porcelain tile in a thickness of just 6 mm and a 120x280 mm size with all the allure of a caramel-coloured veined marble. "We chose this porcelain surface with its pale colour and dark veins to bring extra power to the design," explains the Rotterdam-based interior designer. "The vein is a critical element, creating a beautiful marble-effect porcelain floor tile that offers a highly realistic imitation of natural stone." It is a style worthy of someone with an open, cosmopolitan idea of beauty. The owners' taste in design is also reflected in the choice of a number of well-known international furnishing brands, such as the Italian brand Sovet, inspired by the glassmaking tradition, the Austrian style of Wittmann, and the young and emotional style of Mogg, Giopato&Coombes and Lichtadvies 010 for the lighting fixtures, all combined with the large windows that illuminate the interior and create a contact with the outside world. The fluid interior spaces form an open, seamless living area where the boundaries between functional areas are blurred and where the curved lines and soft, organic volumes of sofas and tables (such as the oval dining table) take centre stage. The gold coloured chrome plating, the mirrored doors of the kitchen furniture and the design elements scattered around the various rooms clearly denote a strong female personality, someone who is determined and open to contemporary influences but at the same time appreciates luxury and a glamorous style.

RELATED ARTICLE

A material for comfort and well-being

www.ceramica.info/en/a-material-for-comfort-and-well-being/

ON THE RIGHT
THE BATHROOM,
WHERE THE
POWDER/ANTIQUE
PINK COLOUR OF
THE WALL TILES
AND WASHBASIN
CREATES A HIGHLY
SOPHISTICATED
AMBIENCE.



Student housing in Milan's museum district



A MODERN, YOUTHFUL COHOUSING PROJECT THAT FITS IN WITH THE HISTORICAL CONTEXT AND THE LATEST TRENDS IN COMMUNAL LIVING CONFIRMS MILAN'S LEADING ROLE IN THE FIELD OF AESTHETIC AND FUNCTIONAL RESEARCH FOR THE RESIDENTIAL SECTOR

by Claudia Capperucci

**ARIA HUB
STUDENT RESIDENCE**

PROJECT
MARZIA AND LEONARDO DAINELLI
DAINELLISTUDIO.IT

PHOTOS
CAROLINA GHERI
CAROLINAGHERI.COM

CERAMIC SURFACES
CERAMICA BARDELLI
CERAMICABARDELLI.COM

YEAR OF COMPLETION
2021



The Ortica district in Milan's eastern suburbs is one of the city's most vibrant neighbourhoods, nicknamed the "museum district" due to the numerous murals that adorn the buildings. Here, at 7 Via Pitteri, is Aria Hub, a student residence housed in an early 20th century building renovated by Dainelli Studio. "The aim of our project was to renovate a historical building and give it a fresh, contemporary feel," explains architect Marzia Dainelli. "Aria is the name of the investment company, to which we added the word Hub to indicate its function as a meeting place. We will soon start renovating the lower-floor business premises to house a dining and socialisation space." As a cohousing project, Area Hub aspires to be a place where young people can gather and share experiences. An all-Italian version of the famous house in the sitcom Friends, it has four floors in which the common areas, living room and laundry room are located on the first floor and the eight apartments of different sizes and layouts on the upper floors. As indicated in the names given to each apartment (Sempione, Cairoli, Isola, Gioia, Navigli, Brera and NoLo in reference to the city's neighbourhoods), the spaces have a distinctly Italian style and make use of specific materials and finishes, including a digitally printed ceramic tile collection called the Monoscopio line which was specially created for the project. "We designed a new custom tile collection for Ceramica Bardelli called Monoscopio that would underscore the connection between past and present, between the colours that define the various spaces," explains Dainelli.



ON FACING PAGE, TWO VIEWS OF THE GROUND FLOOR COMMON AREAS. ABOVE, AN EXTERIOR VIEW OF THE EARLY 20TH CENTURY BUILDING AND A DETAIL OF ONE OF THE APARTMENTS, WITH FURNISHINGS THAT RECALL THE GOLDEN AGE OF ITALIAN DESIGN.

PROJECT

THE KITCHEN WITH DINING AREA IN ONE OF THE ARIA HUB APARTMENTS. IT IS A CUSTOM-DESIGNED PROJECT CARRIED OUT BY A CRAFTSMAN IN THE ALOE COLOUR, A SHADE THAT CREATES A SENSE OF HARMONY.



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applications
interior floor and wall coverings

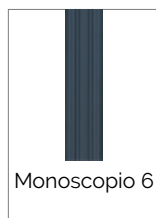
ceramic surfaces

Ceramica Bardelli
porcelain tile
Monoscopio
1, 1F, 6
25x25 cm

technical characteristics

water absorption (ISO 10545-3): $\leq 0.05\%$
modulus of rupture and breaking strength (ISO 10545-4): $\geq 35 \text{ N/mm}^2$

surface abrasion resistance (ISO 10545-7): PEI 4
thermal shock resistance (ISO 10545-9): compliant
crazing resistance (ISO 10545-11): compliant
frost resistance (ISO 10545-12): compliant
chemical resistance (ISO 10545-13): GB minimum
staining resistance (ISO 10545-14): class 5





DETAILS OF THE APARTMENTS. THEY ARE NAMED AFTER THE CITY'S NEIGHBOURHOODS AND HAVE A SIMPLE, ELEGANT STYLE REMINISCENT OF ITALIAN ART DECO AND THE DESIGN TRENDS THAT IT HAS INSPIRED.

“With its clear reference to Giò Ponti, it adds a touch of modernity in terms of the choice of colours while evoking the historical nature of the building through the use of small-size terrazzo tiles.” The floor simulates the material texture of typical Milanese terrazzo with a light bas-relief effect combined with a polished and matt grooved surface. “Our style is based on customisation and restoration,” continues the architect. “We salvaged everything we could: floors, cornices, staircases, rosettes, doors and windows. But the most challenging task of all was to create a sense of unity between the very different situations found in the various apartments while creating something new that would serve as the common thread running through all the interventions. A large number of highly varied materials were already present: from the stone on the stairs to the coloured marble in the various rooms and the terrazzo tiles, a sense of continuous variation that we felt could serve as a common theme.

“The saturated hues complement the bright colours already present, the ceilings and the wall strip concealing the roller shutter housing seek to create a softer ambience and add a touch of freshness and sophistication. The colours used in the rooms are reflected in the new tiles.”



RELATED ARTICLE

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Italian manufacturers, always ahead of the curve

DISTRIBUTING TILES FROM OVER 40 ITALIAN MANUFACTURERS, SINCE 2005 SOHO STUDIO HAS ESTABLISHED ITSELF AS A TOP LEADER IN DESIGN AND DISTRIBUTOR OF HIGH-QUALITY MATERIALS IN THE NORTH AMERICAN MARKET

by Brittney Harmond



ELISHEVA NEUMAN,
EXECUTIVE
PRODUCT
MARKETING
MANAGER SOHO
STUDIO



ELI MECHLOVITZ
CEO SOHO STUDIO

Since 2005, Soho Studio has established itself as a top leader in design and distributor of high-quality materials in the North American Market. By offering one of the largest and most diversified collections of mosaic tiles and unique building products, Soho Studio provides its clients and customers with efficient, brand new, and cost-effective tile solutions. Distributing tiles from over 40 Italian manufacturers, ceramic and porcelain tile accounted for 70% of Soho Studio's total sales in 2021. With this in mind, we are pleased to celebrate Soho Studio's outstanding accomplishments and valuable contributions to the industry by presenting them with the Confindustria Ceramica 2022 North American Distributor Award. We spoke with CEO Eli Mechlovitz to commemorate this achievement.

What are your company's fundamental principles?

Our company's fundamental principle is bringing in excellent products that are best in class for each design need and delivering them at attainable prices through great service. We want the overall experience for the customer to be as painless and individualized as possible.

Who are your main clients and what types of projects do they work on?

We service everything from direct to consumer, to architects and designers, to wholesale. Each division functions to service a different client. We do projects of all sizes, from DIY to multi-family, to commercial spaces.



THE SOHO STUDIO SALES TEAM

Since 2005, Soho Studio has established itself as a top leader in design and distributor of high-quality materials in the North American market. How does this affect your influence over trends and demands?

Thank you, it is a great honor to lead such a unique industry. Essentially, at this point, our reach is so large that we are driving a lot of the influence. If we push a style heavily, it's setting a trend as opposed to following one.


What are some of the current challenges in the industry? Have they affected your company and, if so, how did you overcome them?

In the past few years, we've seen many ups and downs in the world at large, so we have learned to adapt quickly. Currently, the largest issue facing the industry is the labor force shortage, but we've been rolling with the punches.

Distributing tiles from over 40 Italian manufacturers, ceramic and porcelain tile accounted for 70% of Soho Studio's total sales in 2021. What styles and trends do you see dominating right now?

The number one key to what's driving design trends is that people are less afraid of colors these days. This lends itself to more creative tiles and makes the design much more interesting and rewarding.



 Read other interviews with Italian tile distributors worldwide





SOHO STUDIO CARRIES THE FOLLOWING ITALIAN BRANDS

ABK	HAPPY HOUSE
ALTAECO	IMOLA CERAMICA
ARMONIE	ITALCER
ATLAS CONCORDE	LA FABBRICA
BLUSTYLE	LA FENICE
CAMPOGALLIANO	LEA CERAMICHE
CENTURY	MARCA CORONA
CERAMICA DEL CONCA	MARINER
CERAMICHE PIEMME	NAXOS
CERDISA	RONDINE
COEM	SETTECENTO
COLLI DI SASSUOLO	SICHENIA
ECO CERAMICA	SINTESI
FLAVIKER	TARGET
FLORIM	TONALITE
GAMBINI	VALSECCHIA
GAMMA DUE	VERSACE

As you know, ceramic tile is one of the most eco-friendly surfacing products available on the market. Does sustainability play a large role when it comes to sourcing new products? What other factors do you consider?

Ceramic tile can definitely be eco-friendly, and we are seeing more and more manufacturers push for sustainability, which is great for the world at large. The main factors we consider are mostly design and price. However, sustainability is definitely a big plus for the right market.

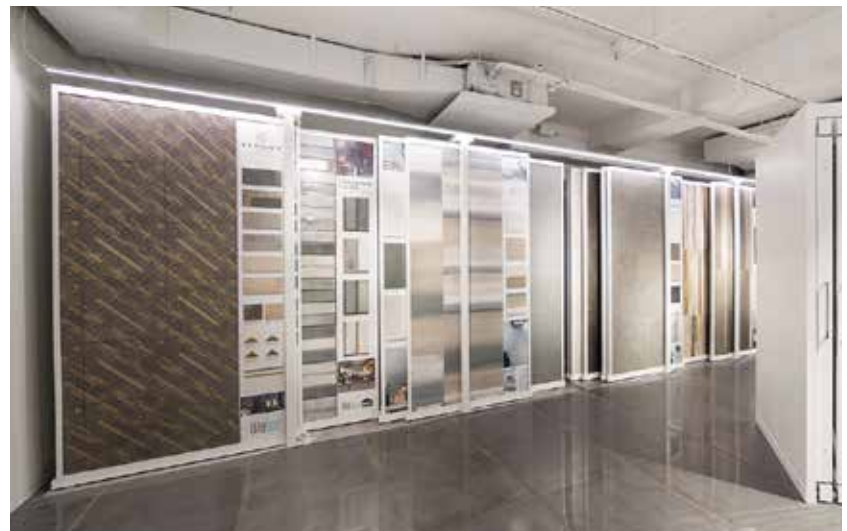
Italian manufacturers have quickly become leaders in the kitchen and bath space, producing ingenious turnkey solutions like ready-to-install ceramic units and invisible porcelain cooktops. What innovative designs are you seeing from Italian manufacturers for kitchen and bath that are appealing for your clients?

Italian manufacturers have always been ahead of the curve with technology and color precision. More specifically, the detail to texture on some of the Italian porcelain lines is still head and shoulders above other competing countries!

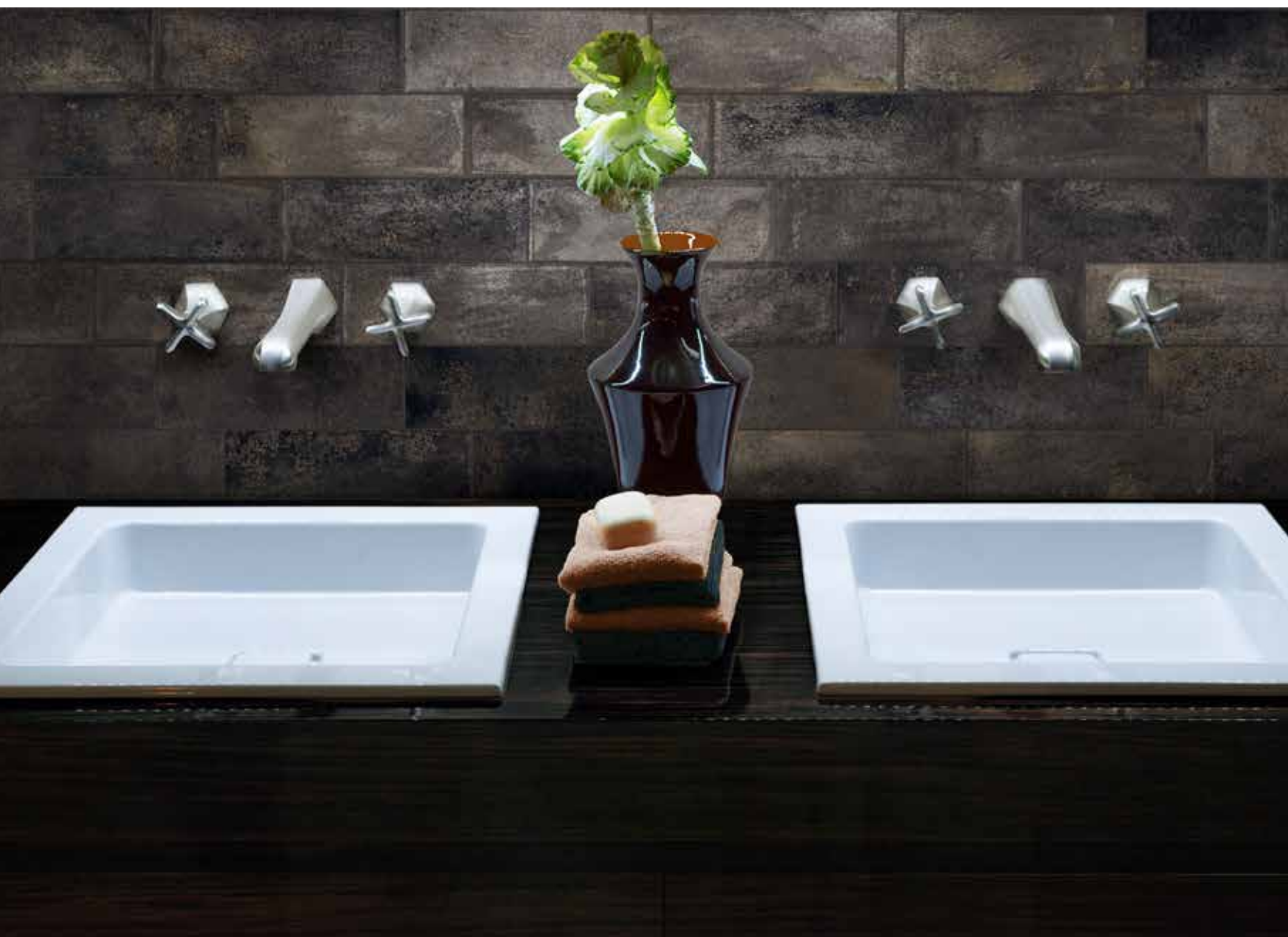
What do you love most about Italian tile?

When it comes to Italian tile, the key factors I enjoy are the reliability of quality and service. The people and relationships we have built with Italian manufacturers over the years only enhance that.

> www.sohostudiocorp.com



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The hotel market gets back into gear

GLOBAL INVESTMENTS TOTAL €70 BILLION, INCLUDING €26.6 BILLION IN EUROPE AND €3.1 BILLION IN ITALY

by Giorgio Costa

T

The tourism industry is putting the disastrous Covid-19 period behind it and is once again seeing growth in revenues and investments with no sign of the widely expected fall in hotel real estate prices. In this sector, **global real estate investments** more than doubled in 2021 year-on-year to reach almost **€70 billion**.

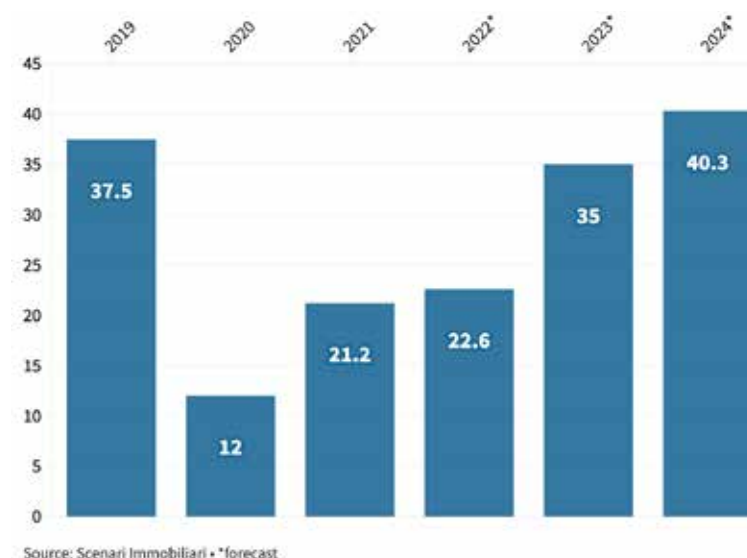
In **Europe**, the hotel real estate market generated revenue of €21.2 billion in 2021 and is expected to reach **€26.6 billion** in 2022. This trend is also confirmed in **Italy** with a 2021 turnover of €2.5 billion, a figure that is expected to increase to **€3.1 billion** in 2022.

These are a few of the figures contained in the 2022 Report on the hotel real estate market presented a few days ago at the Hospitality Forum 2022 in Milan, organised by Castello SGR (one of the most important investors in this segment) and Scenari Immobiliari. Following the first quarter of 2022, the estimates for international tourist arrivals were revised up to around 70% of the 2019 figure, i.e. around €1.05 billion. 2022 is therefore expected to be a year of recovery for international tourism, with the uptick likely to be driven mostly by domestic tourism. According to estimates, the pre-pandemic levels of 1.4 billion arrivals will be reached in the second half of 2023 or early 2024.

In Europe, investments in tourism accommodation facilities totalled €16.8 billion in 2021. The transactions concerned properties of different levels, from two to five-star luxury, with four-star hotels making up the majority.

In Italy, the transactions concluded in 2021 and early 2022 confirm the interest shown by investors, including international buyers, in prime and often iconic locations. An estimated 76 three-, four- and five-star hotels with a combined total of more than 11,400 rooms were purchased. Forecasts for the current year are positive with

EUROPEAN HOTEL REAL ESTATE TURNOVER (billion euros)



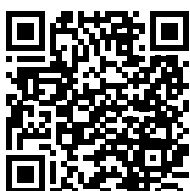



SAVOY PALACE HOTEL,
FUNCHAL, PORTUGAL.
photo: Henrique Seruca.

European real estate turnover expected to increase by just under 30%, with the Italian market likely to see comparable growth. However, the complex macroeconomic situation means that greater caution is called for in forecasting future trends. We will have to wait until early 2024 for volumes to stabilise at the highest levels reached in the past. “Flexibility and versatility will be the main drivers in 2022 and the subsequent two years because they cater to the needs of “new travellers” such as unorganised workers, frequent visitors and off-season tourists. This will lead to a widespread increase in overnight stays, record-breaking occupancy rates for certain periods of the year, and combined business and leisure trips,” says **Francesca Zirnstein**, managing director of Scenari Immobiliari. “However, there remain several elements that may have a negative impact on the industry, such as potential new waves of Covid-19 infection, rising inflation, higher energy costs and prices of accommodation, labour shortages, and a slow restart of trade fair and meeting tourism.” In Europe, the revenue generated by the tourism industry, and the hotel industry in particular, has been sustained by domestic demand not only in premium holiday locations but also in secondary locations (taking both hotel and non-hotel offerings into account). The general expectation of a fall in property prices, even for high-quality real estate, has so far not materialised and there continues to be a wide gap between the pressure

exerted by opportunistic investors and the value of assets, with some central European markets displaying a lack of dynamism due to resistance to the new demands. In 2021, the Italian hotel real estate segment shared the top tiers of the investment growth podium with the logistics sector, thanks to an increase in revenue of more than 65% compared to 2020. This growth appears even more significant as it comes on the back of a very difficult twelve month period and brings the segment’s performance closer to that of 2019 when the highest levels of investment were reached. Significant revenue growth of 25% is expected for 2022, bringing the indicator in line with the 2018 figure, although we will have to wait until 2024 to exceed the 2019 results.

“The trend in the tourism and hotel market both in Europe and in Italy is showing a high degree of dynamism and this is undoubtedly very good news,” says **Giampiero Schiavo**, managing director of Castello SGR. “Alongside the national and local institutions, it is our duty as operators to support the recovery by meeting the changing needs of travellers and offering them a higher-value experience. This is essential if our country is to remain one of the world’s top travel destinations. All market players must step up their efforts to further develop off-season tourism and to improve the services and infrastructures needed to attract visitors not only to large cities and iconic locations but to all Italian regions, thereby creating a virtuous circle.”



 See other articles on
the real estate business



**IRCCS SAN RAFFAELE HOSPITAL
SURGICAL AND EMERGENCY CENTRE**

PROJECT

MCA - MARIO CUCINELLA ARCHITECTS
MCARCHITECTS.IT

PHOTOS

DUCCIO MALAGAMBA
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CERAMIC SURFACES

LAMINAM
LAMINAM.COM

YEAR OF COMPLETION

2020

A white iceberg of sun louvres

LIGHTNESS, TRANSPARENCY AND SUN LOUVRES TREATED WITH A SPECIAL BIOACTIVE COATING. THIS IS THE SKIN OF THE "ICEBERG" DESIGNED BY MARIO CUCINELLA

by Veronica Rodenigo

The new Surgical and Emergency Centre at the IRCCS San Raffaele Hospital in Milan, designed by MCA – Mario Cucinella Architects and opened in November 2021, is known by everyone, including the trade press, as the "Iceberg". An addition to the existing hospital complex, it was designed to improve the services offered in accordance with new personal care and environmental standards. It consists of two large volumes: the so-called "technical block" housing the emergency, surgery and intensive care rooms and the "tower", a tall

building with outpatient clinics, consulting rooms and inpatient wards that stands as a new landmark within the urban context. The building has a highly original footprint: a concave-sided quadrilateral clad with sun louvres of varying height that create an undulating effect across its elevations, a jagged volume with a powerful visual impact. The lightness and transparency of the large glazed surfaces optimise the use of natural light, while the curved vertical walls intersected by circular segments conjure up the image of unfurled sails.



 Go to the Project Gallery for other healthcare facilities in Italy and worldwide



A DETAIL OF THE RELATIONSHIP BETWEEN THE TECHNICAL BLOCK AND THE CENTRAL VOLUME.

spaces
healthcare facility

applications
exterior façade

ceramic surfaces

Laminam
porcelain tile
Collection Bianco Assoluto
I Naturali Emperador Grigio
1620 x 3240 mm
3 mm - 5 mm thickness

technical characteristics

water absorption
(ISO 10545-3): $\leq 0.1\%$
modulus of rupture and
breaking strength
(ISO 10545-4): 50 N/mm²

deep abrasion resistance
(ISO 10545-6): $\leq 175 \text{ mm}^3$
coefficient of linear thermal
expansion (ISO 10545-8):
 $6.6 \times 10^{-6} \text{ }^{\circ}\text{C}^{-1}$
thermal shock resistance
(ISO 10545-9): compliant
frost resistance
(ISO 10545-12): compliant
chemical resistance
(ISO 10545-13): A
staining resistance
(ISO 10545-14): Min Class 4



“The San Raffaele hospital’s new Surgical and Emergency Centre had the ambitious goal of combining medical care with attention to the environment and is one of the projects that best represents our firm’s commitment to sustainability,” says Mario Cucinella, founder and artistic director of MCA – Mario Cucinella Architects. “The quality of the interior and exterior spaces, the choices of colours and the design of the rooms and common areas all aim to reassure patients and give them a sense of dignity in keeping with a vision of architecture as a form of treatment.”

“By working together with the client, we were able to create a cutting-edge building which avoided many of the clichés of hospital architecture,” explains MCA. “It has demonstrated that a modern-day hospital can be functional, flexible, efficient and at the same time a beautiful and pleasant place in which patients can find the time and serenity they need for recovery and healing. Through multiple meetings with the owners, the hospital management and representatives of the medical staff, the project was repeatedly refined and fine-tuned in order to identify functional requirements and meet real needs.

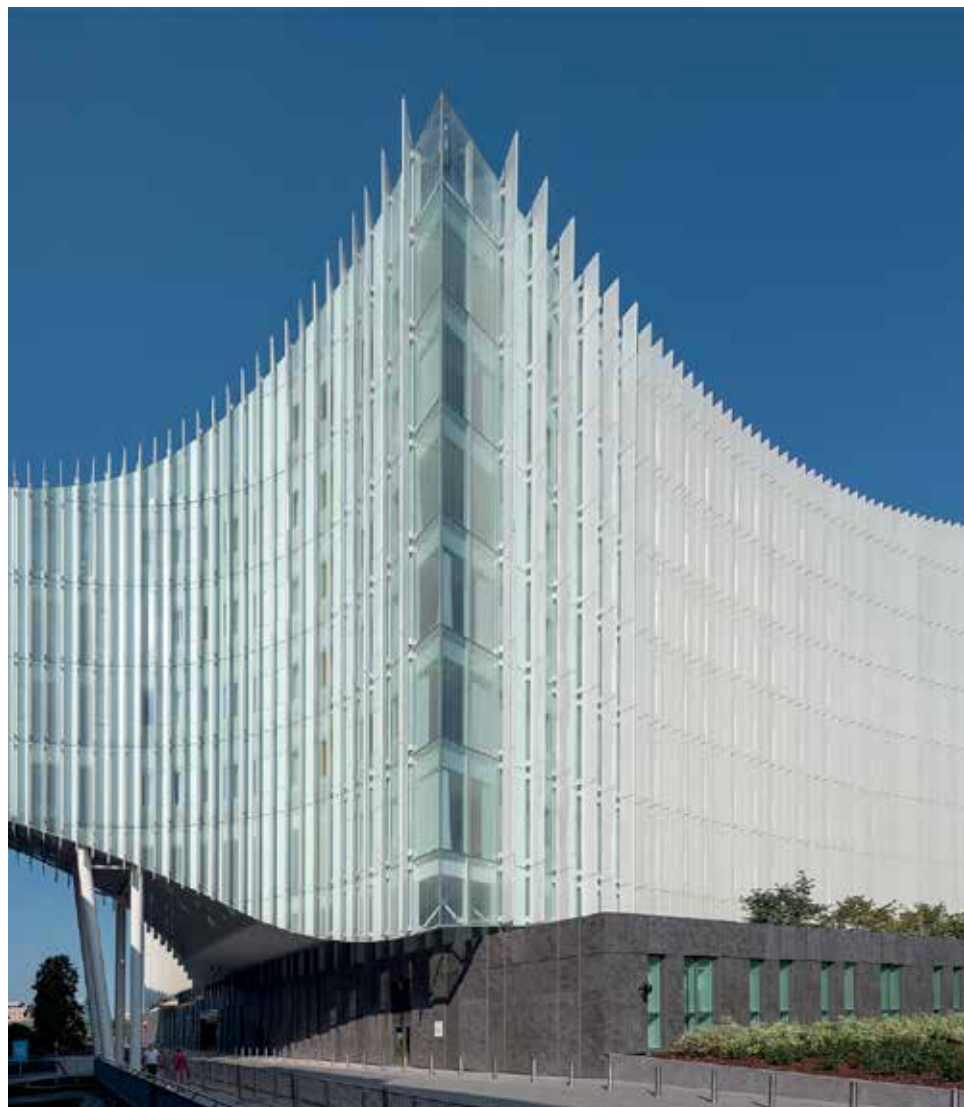
“The choice of environmentally friendly materials and solutions played a key role in the project. As a result, it is the first hospital in Italy to be awarded LEED Gold certification attesting to its energy and water savings and reduced levels of CO₂ emissions.”

The surface cladding is a unique part of the project. A total of 14,000 square metres of large-format porcelain tiles were chosen in the Bianco Assoluto finish from Laminam’s Collection range and in the Emperador Grigio Spazzolato colour from the I Naturali collection. These full-height sun louvres have been treated with Ambience, a special bioactive coating developed as a result of Laminam’s research and experimentation. The active ingredient is titanium dioxide, which when combined with associated particles, is capable of acting as a photocatalytic substance. The white louvres absorb and transform pollutant emissions such as nitrogen oxide and sulphur dioxide.

RELATED ARTICLE

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➤ www.ceramica.info/en/ceramic-ventilated-facades-cost-and-energy-savings/



OVERALL VIEW
AND DETAIL OF THE
FAÇADE SOLUTION
WITH GLAZED
ELEMENTS AND SUN
LOUVRES.



A real “wow” factor

THE GHIBLI HOTEL IN CIVITANOVA MARCHE, A FOUR-STAR HOTEL THAT STANDS OUT FOR ITS UNIQUE BLEND OF HIGH-QUALITY MATERIALS AND A SEAFRONT LOCATION, OFFERS CHARACTERFUL NEW SUITES COMBINING DECORATION, DESIGN AND WELLNESS

by Ilenia Carlesimo



GHIBLI HOTEL

PROJECT

MARCO LUCCHI
ARCHITETTOMARCOLUCCHI.COM

PHOTOS

BERNARDO RICCI
+
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YEAR OF COMPLETION

2022



“Our mission is to create projects with a real wow factor, and the Ghibli Hotel offers a maritime interpretation of this philosophy in keeping with its location.” This is how project leader, architect Marco Lucchi, describes the character and style of the Ghibli Hotel, a 4-star seafront establishment situated in a prime location in the centre of Civitanova Marche, a city in the province of Macerata renowned for its unique blend of nightlife, natural beauty and culture. Facing onto long Blue Flag beaches, the Ghibli Hotel “consists of an entrance hall and three floors of guest rooms complete with a breakfast room and conference hall extending over a total of around

1,100 square metres,” continues the architect.

“The Flamingo, an approximately 250-square-metre covered bathing establishment, was also recently added. Along with its strategic location and efficient management, what really makes a difference architecturally is the blend of high-quality materials such as artistic mosaics, white marble, gold profiles and coloured glass in an essential style.”

The modern, understated exterior conceals comfortable, well-appointed rooms of various types and sizes, including five newly built suites which stand out in particular for the presence of highly decorative large backlit glass panels behind the beds.



ARTISTIC MOSAICS, MARBLE, COLOURED GLASS AND GOLD PROFILES: ONE OF THE KEY FEATURES OF THE GHIBLI HOTEL IS THE ORIGINAL AND DISTINCTIVE COMBINATION OF HIGH QUALITY MATERIALS.



 Go to the Project Gallery for other hospitality projects in Italy and worldwide



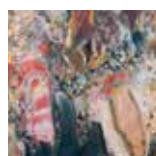
THE SUITES FEATURE GLASS PANELS REMINISCENT OF PRECIOUS STONES, VOLCANIC ROCKS AND LUNAR LANDSCAPES.

spaces
hospitality

applications
interior wall coverings

surfaces
Sicis
glass slabs
Vetrite Gem Glass
Vetrite Astrakan Pavone
100x236 cm

technical characteristics
water absorption
(ISO 10545-3): 0.01 %
modulus of rupture and breaking strength
(ISO 10545-4): 17.5 N/mm²
deep abrasion resistance
(ISO 10545-6): 260 mm³
coefficient of linear thermal expansion (ISO 10545-8): compliant
thermal shock resistance
(ISO 10545-9): compliant
crazing resistance
(ISO 10545-11): compliant
frost resistance
(ISO 10545-12): compliant
chemical resistance
(ISO 10545-13): GHA
staining resistance
(ISO 10545-14): compliant



Gem Glass
Fable



Gem Glass
Reef



Gem Glass
Ignite



Gem Glass
Sunburst



Gem Glass
Lake



Vetrite
Astrakan Pavone

THE PANELS STAND OUT FOR THEIR EYE-CATCHING CHIAROSCURO EFFECTS ACHIEVED BY ALTERNATING DELICATE TRANSPARENCIES WITH BOLD COLOURS.

These panels from the Vetríte collection by SiciS were developed and patented by the Italian company as a unique combination of industrial production, traditional processes and skilful craftsmanship. “Each suite features a backlit Vetríte bed header of dimmable intensity in different colours complemented by 10x10 cm majolica floor and wall tiles in harmony with the rest of the interior but in more subdued, muted tones,” explains architect Marco Lucchi. The decorations are from the Gem Glass collection, consisting of nature-inspired patterns reminiscent of the inner portions of gemstones and minerals, while the panels are mounted on the wall by means of aluminium profiles over LED coils for backlighting, giving them the dual function of decoration and lighting fixtures. “Each suite also features a wellness accessory, either a Turkish bath or a whirlpool bath,” adds Marco Lucchi. Products from SiciS’ Vetríte collection are also present in the lobby, where the walls are clad with panels (colour Astrakan Pavone) reminiscent of the depths of the sea combined with striking artistic mosaic inserts depicting divers in mid-air. This further emphasises the hotel’s profound connection with water and the marine world.

ALSO SEE

Ceramic tile is ideal for heated floors



www.ceramica.info/en/heated-floors/



Holistic design

THE LOS ANGELES-BASED INTERNATIONAL ARCHITECTURE AND DESIGN FIRM RIOS SPOKE TO US ABOUT THEIR INTEGRATED AND MULTI-SCALE DESIGN VISION THAT FOCUSES ON PEOPLE'S WELL-BEING

by Alessandra Coppa

RIOS has a multidisciplinary vision: what is your approach to the complexity of the design world?

Carlo Maria Ciampoli: “Our approach to design has often been described as multi-disciplinary or trans-disciplinary. Those definitions have historically represented our ability to utilize all the in-house disciplines to solve complex design challenges. In our evolution as a collective of creative thinkers our approach becomes more and more post-disciplinary (beyond disciplines), where the complexity of the design world is analyzed and solved through multiple disciplinary lenses applied simultaneously.

The innovative design solutions are the results of a novel way of thinking where the boundaries between disciplines are completely removed in order to allow for a full creative fluidity: this often results in solutions that are deeply rooted in their socio-economic-cultural context and always try to reframe the design conversation in the search for human centered design outcomes.”

Simone Lapenta: “The approach that we cultivate at Rios is that of a universal nature of design, where distinctions and classifications give way to a more holistic and collaborative nature of designing. A nature where diversity and integration become guiding and enriching elements of our work that generate interest, joy and participation.”

The hybridization of the contemporary habitat between inside and outside is a recurring theme in your projects. In which realizations are the boundaries between inside and outside canceled?

Sebastian Salvadó: “The Ellison Institute for Transformative Medicine and 1 Hotel are great examples of how we blur the boundary between the architectural interior with the exterior world by extending a similar material palette, including plants and trees, both inside and outside”.

SL: “The theme of the threshold is recurring and central in our discipline and has always been a place for reflection and exchange on the subject of design. I believe that the answer can never be univocal, the threshold is a place of demarcation not only between two spaces but also between different emotions or expressions of living and our actions in the built environment. I believe that our task is to listen to the places and embody ourselves with the users of the spaces we are called to build. The key is in the search for dialogue between man and nature.”



ELLISON INSTITUTE FOR TRANSFORMATIVE MEDICINE, LOS ANGELES (photo Art Grey)



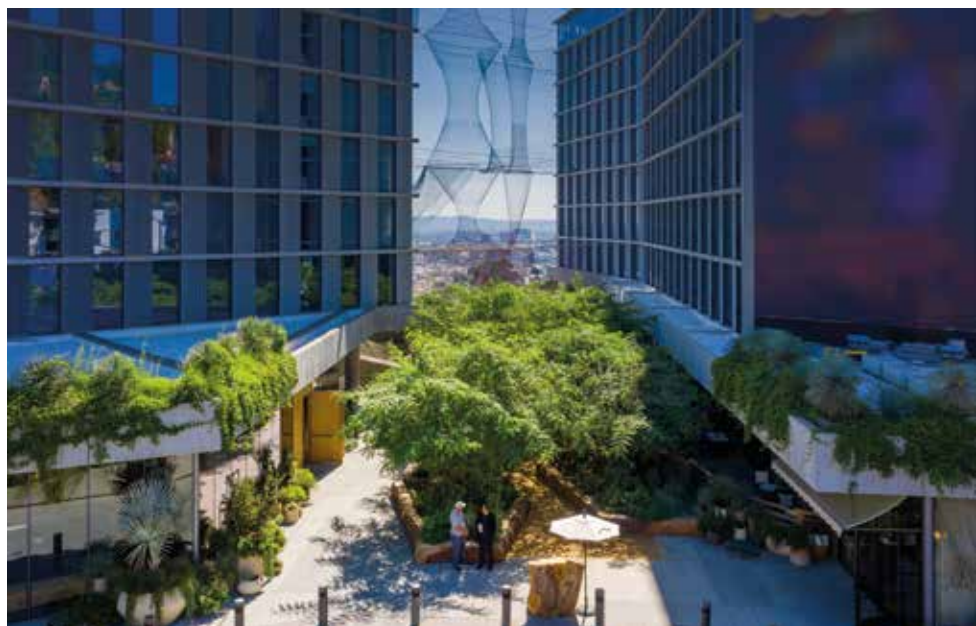
 Read other interviews to architects and designers

“ Our work is irreversibly connected to the narrative of place and the complex order of human culture, creating solutions that are joyful, authentic, and unexpected. Each project is a genuine expression of the important stories that connect us and reveal location, ecology, culture, and ethnography ”

The workplace, the traditional office space, has undergone a profound transformation after the pandemic: how do you collaborate with your customers to find appropriate solutions to new needs?

SS: “What we’ve focused on more than anything else during and after the pandemic is how to design office space that makes people want to come back to work. First, we take a lot of time to understand the culture of the company for which we’re designing – What are they creating? How do they work? How do they socialize? Then we develop a simple concept for the space that yields a complex spatial experience, defined by having a variety of different types of spaces that can support all the different ways people like to work within that company. We’ve come to regard our office design like planning a park – creating a landscape that supports many different modes of occupation or activity simultaneously. Into that organizational structure, we weave a rich palette of material textures and colors, often including plants, to enhance and make the spaces even more engaging. The Good Rx headquarters, Spotify Headquarters and the Ellison Institute for medicine are all good examples of the RIOS approach to office design.”

CMC: “We have been experimenting with new models of working for quite some time. In the past 3 years we have been using our HQ in Los Angeles as a workplace/lab to test and implement new ways of being together at work, to collaborate with our clients and to amplify our collective creative voice. As with our own employees, the base layer of our collaboration with clients is to deeply listen to their story, vision and aspirations. Innovative solutions can only be found by mixing together a willingness to being immersed in a new company



1 HOTEL WEST HOLLYWOOD (photo Hunter Kerhart).



CARLO MARIA CIAMPOLI
Studio Director

SEBASTIAN SALVADÓ
Creative Director and Partner

SIMONE LAPENTA
Design Director

RIOS is an international design collective working beyond boundaries to inventively combine disciplines and amplify the impact of design. The built environment and landscape architecture are interconnected to harness the positive impacts of wellness and define design as a continuum. The practice operates at the intersection of architecture, landscape, urban planning, interior design, video, graphics and signage, experiential, and product design to inform design at all types and scales: “we believe that design is better when you think inclusively about ways to solve a problem. We are problem-solvers, innovators, and creative thinkers. This proclivity can be seen in our unshakable nature as storytellers revealing the potential each project has to celebrate our diversity and humanity.”

RIOS has been recognized for design excellence across the broad spectrum of design disciplines, including as a finalist for **The Architect's Newspaper Best of Practice Awards**, winner for the **ArchitizerA+Awards for office interiors**, for the **Smithsonian's Cooper Hewitt National Design Award for landscape architecture**, and as 'Firm of the Year' by the **California Council of the American Institute of Architects**.

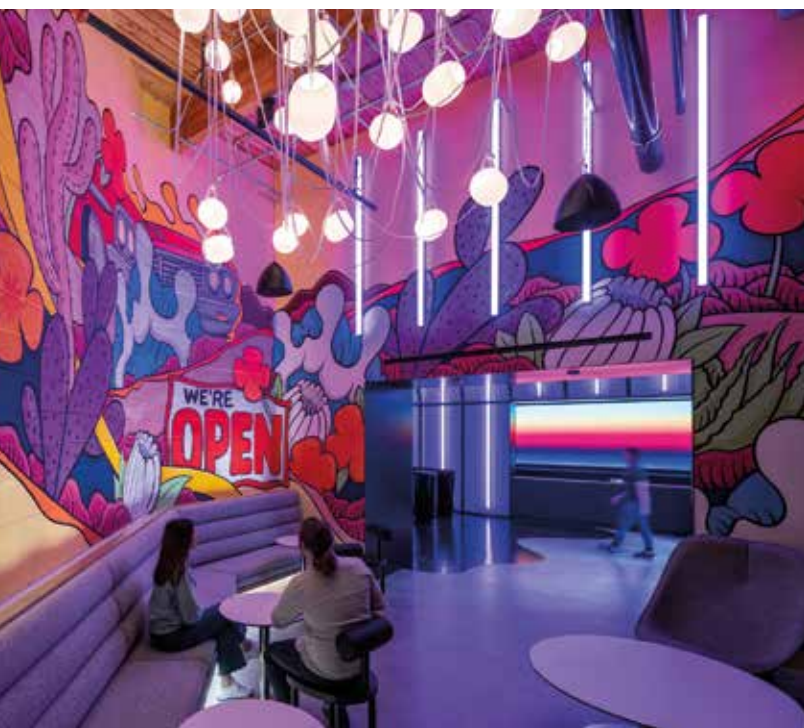


GOODRX HEADQUARTERS, SANTA MONICA, CALIFORNIA (photo Jasper Sanidad).

culture and the audacity to reframe design challenges based on our experience and intuition.”
SL: “I believe our understanding of the workplace has become deeper and more complex. Work and place can now be seen as distinguished, flexible and nuanced elements. Because we learned that we can effectively work differently, the nature and purpose of being together has now changed and taken on a richer and critical significance. The office space is where the culture and the spirit of a firm gets built, nurtured, shared and manifested. It is where people get together to have vibrant and collective experiences where ideas and creativity can flourish and grow. Our LA office is a true representation of this mutation and a celebration of that spirit. It’s conceived as a platform for shared ideas and it functions as a flexible ground for innovation and development.”

How should the relationship between architecture-landscape, man-nature be reviewed?

CMC: “The relation between humans and nature needs to be reframed as a much more fluid conversation. Architects and designers have the potential to become “landscape curious” and



SPOTIFY CONTENT CAMPUS, LOS ANGELES (photo Jasper Sanidad)

vice versa. Nature needs to be one of the tools designers adopt to create meaningful experiences. The key is to go beyond a pure dual discourse between architecture and landscape and into a full symphony of relations to define human centered experiences. People experience the world simultaneously: nature and the built environment are two parts of the whole. We need to learn to design that way.”

SL: “Mankind has always inhabited space to find shelter and protection from the ecosystem in which it was immersed. The very notion of architecture is based on the ability to create and organize space. With the advent of urbanization, this simple relationship began to change and become more complex and sometimes aimed more at distinguishing than uniting. I believe that the designer’s task is to build by virtue of this relationship of coexistence and immersion in the natural element. In this vision the binomial man-nature has no distinction and the organic nature of

this relationship is the basis of our ethos at RIOS.”

In your architecture, I have noticed that materials – the skin of the architecture – play a fundamental role in terms of comfort. Is that true? Do you also use ceramic materials?

SS: “Yes, it’s true. Our materials preferences for finishes tend to be and feel more natural, even if they are synthetic. As much as possible, we like to use natural materials like ceramic: they add warmth, are healthier and go a long way to help our designs blur the boundary between outside and inside/the natural vs the human-made. This is why you will often see us pull the exterior materials into the interiors and vice-versa.”

CMC: “Comfort is one of the outcomes we are always looking to achieve in every project: the materials we choose and the way we articulate them to form the skin of our buildings is constantly at the center of our design exploration. Our group has a thriving luxury residential practice and our designers have the unique opportunity to experiment with materials that often are out of reach for commercial projects and are able to dig deep and understand material properties and behaviors that are then translated into very comfortable environments. The conversation about nature extends to the façade design and projects like IAC and Row DTLA showcase creative solutions that are a fusion of architecture, landscape, beauty and comfort.”

ABOVE:
RIOS OFFICES IN
LOS ANGELES
(photo Jasper Sanidad).

BOTTOM LEFT:
IAC HEADQUARTERS,
HOLLYWOOD
(photo Tom Bonner).

BOTTOM RIGHT:
M2 BUILDING, ROW DTLA
COMMERCIAL DISTRICT,
LOS ANGELES
(photo Jim Simmons).



www.rios.com

The Italian ceramic industry's new sustainability campaign

THE **CERAMICS OF ITALY FOR SUSTAINABILITY** COMMUNICATION AND PROMOTIONAL CAMPAIGN HAS GOT UNDER WAY WITH THE LAUNCH OF A VIDEO CREATED BY MILAN-BASED AGENCY MUSE FACTORY OF PROJECTS ON THE INSTITUTIONAL WEBSITE CERAMICA.INFO, WHICH WILL BE SHARED THROUGH AN EXTENSIVE SOCIAL MEDIA PRESENCE IN ITALY AND ABROAD. THE AIM OF THE CAMPAIGN IS TO COMMUNICATE THE EFFORTS AND ACHIEVEMENTS IN THE FIELD OF SUSTAINABILITY MADE BY THE ITALIAN CERAMIC INDUSTRY (TILES, SANITARYWARE, TABLEWARE, BRICKS AND ROOF TILES).

by Cristina Faedi and Andrea Serri



A STILL FROM THE VIDEO CAMPAIGN

“Earth, water, fire and air. The essential elements that make up Italian ceramics. For thousands of years, the ingredients have remained unchanged. The only thing that has evolved is the process, part of a circular lifecycle.” These are the opening words of the video, which highlights the four natural elements that make up Italian ceramics with a clear reference to the environment and the planet. It is a universal message that can be understood by all cultures and is linked to sustainability and the environment. It also features a human presence in the form of a young woman who represents Italian ceramic in its interactions with the natural elements. The narrative voice presents the natural qualities of Italian products and their production process, durability and recyclability, their unique combination of beauty and style and their ability to preserve the planet for future generations.

The emotional, highly evocative video embraces a range of intentionally non-stereotypical Italian landscapes, from the Salse di Nirano mud volcanoes to the olive groves of Lake Garda, interspersed with scenes of industrial processes. The background music adds elegance and emotion to the portrayal of Italian ceramic excellence. The video ends with a call to action, an invitation to visit the ceramica.info website and to discover Italian ceramics at Cersaie 2022.

The emotionally-charged video captures the viewer's attention through the beauty of the locations and the meticulous storytelling and cinematography, while at the same time introducing some of the stages in the production process and the finished products themselves. It offers a journey through sensorial perceptions and the tangible nature of manufacturing to

help viewers fully appreciate the value of Italian ceramics and to encourage them to learn more about all their aspects of sustainability. The video is the cornerstone of the communication and promotion campaign, which consists of an extensive landing page on www.ceramica.info (available in five different languages) and a campaign devoted entirely to the sustainability of the Italian ceramic industry and products through the social media used by Ceramics of Italy, ceramica.info and Cersaie worldwide. The sustainability of the various segments of the Italian ceramic industry (tiles and slabs, sanitaryware, tableware, bricks and roof tiles, refractory materials and technical ceramics) is explored through five different thematic areas. The first thematic area focuses on the Italian ceramic industry and the enormous investments that have been made over the years (€2.2 billion in the last six years alone), resulting in a manufacturing process that has minimised its energy requirements and atmospheric emissions, recycles its production waste and uses only natural raw materials. The second thematic area is corporate social responsibility, which takes the form of almost a dozen protocols regarding occupational health and safety, numerous corporate welfare initiatives and the Foncer sector pension fund. The third thematic area is that of sustainable finished products and materials and is the result of much hard work both inside factories and along the entire supply chain. Ceramic and clay products are sustainable materials regardless of where they are produced around the world. But Italian ceramics raise the bar even higher thanks to the use of high percentages of post-consumer recycled materials, compliance with environmental building protocols, and roofing systems that improve the level of indoor comfort. The fourth thematic area explores the important role played by Italian ceramic products in sustainable contemporary architecture. Finally, the campaign focuses on the planet as a whole and the industry's efforts to reduce its ecological footprint. This includes extensive use of rail transport for raw materials and finished products, as well as a range of information and transparency initiatives such as the publication of company sustainability reports which help raise awareness of the progress the industry has already made and the steps it will take in the future. A sixth section contains the video tutorials designed to educate the various stakeholders about the sustainability of the Italian ceramic



SEE THE
SUSTAINABILITY
SECTION OF
CERAMICA.INFO
WEBSITE



SOME POSTS
PUBLISHED VIA
SOCIAL MEDIA

industry and its products. The basic premise is that while sustainability is a highly topical issue, it is essential to provide a clear and simple explanation of the ways in which ceramic and clay products can help us reduce our environmental footprint. The campaign, created in cooperation with the agency Exprimio, adopts a new communicative approach that aims to educate both market players and end consumers. Figures and statistics are used as a measure of performance and are an integral part of the information presented, which takes three forms: text, infographics and short explanatory videos.

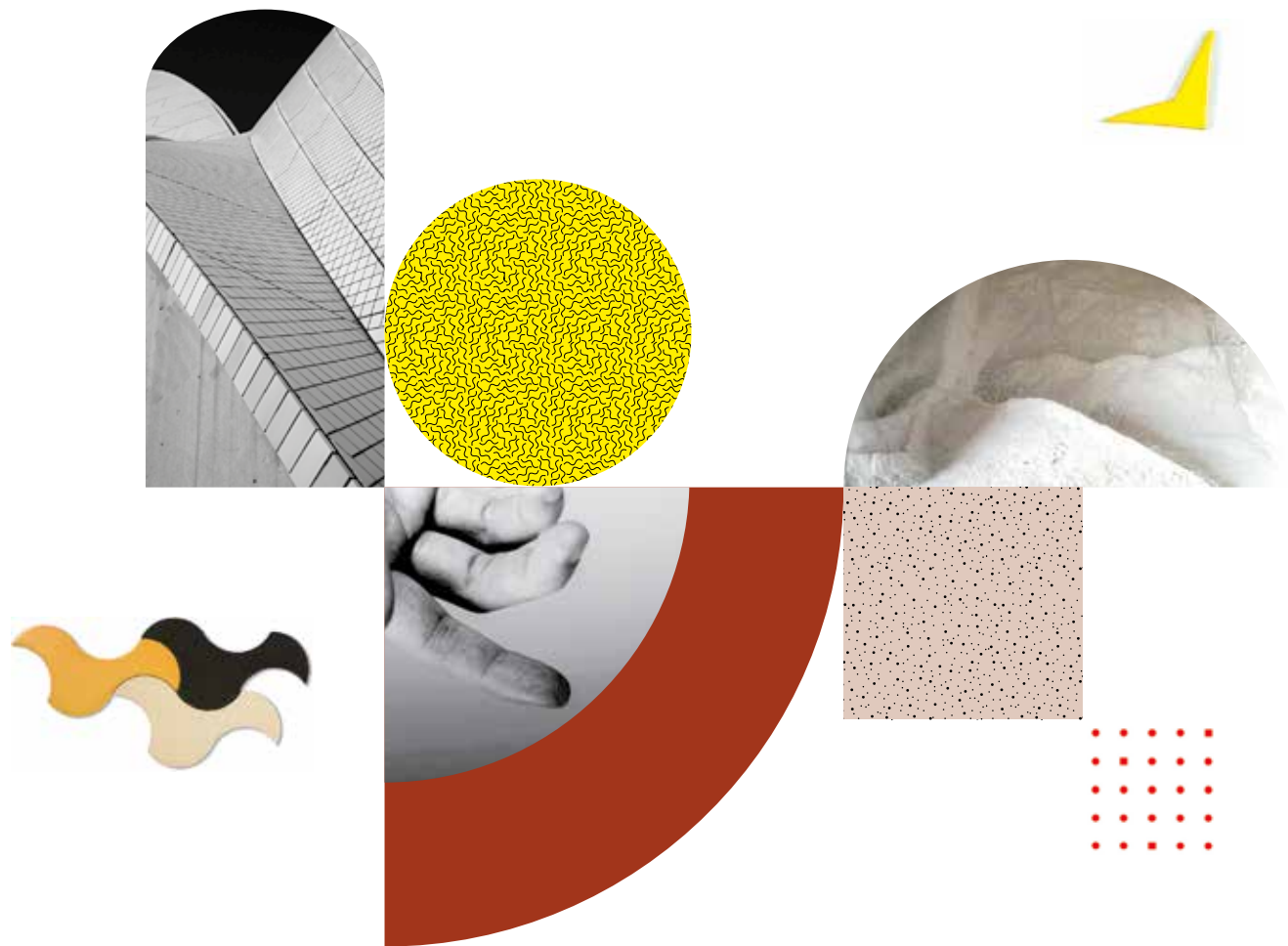
Constant communication with the various markets is crucial for an industry that exports 85% of its output all over the world. With this in mind, a social media campaign has been created in collaboration with the communication agency PPAN to promote the short version of the sustainability video and the various thematic contents regarding the Italian ceramic industry. The first step was to create a visual identity that would make the sustainability campaign clearly recognisable. The images are accompanied by a dynamic pattern of elements reminiscent of traditional hexagonal floor tiles in various shades of green. The distinctive Hepta Slab typeface also contributes to the effectiveness in terms of visual communication.

Two types of editorial content are used. First,

images and texts relating to the individual characteristics of the Italian ceramic industry, such as production processes and their impact on the planet; secondly, state-of-the-art eco-friendly projects carried out in Italy and worldwide. The editorial programme focuses on the two concepts of “ceramics” and “sustainability” and is expressed through data and storytelling. The figures provide a concrete point of reference both for the target community of professionals and for non-experts, while the stories range from architectural works that stand out for their aesthetic quality, comfort and low levels of consumption through to initiatives explaining the concept of circular economy.

The social media accounts are those of Edi.Cer.spa, in other words Ceramics of Italy (used for all promotional and communication initiatives relating strictly to the Italian ceramic industry), ceramica.info (which covers the Italian ceramic industry as a whole) and the industry’s pre-eminent trade fair Cersaie.

The campaign is wide-ranging in its scope and encompasses not only the markets with the highest levels of ceramic tile consumption, such as Italy, the United States, Germany, France, Austria, Switzerland and Benelux, but also countries and continents where Italian ceramic products are well known and popular but still have significant growth potential.



Ceramics of Italy

Ahead of our time*

* to have new ideas a long time before
other people start to think in the same way.

COLLINS ENGLISH DICTIONARY

The Ceramics of Italy trademark is promoted by Confindustria Ceramica,
the Italian Association of Ceramics, and is owned by Edi.Cer. S.p.A., the
organizer of Cersaie (International exhibition of ceramic tile and bathroom
furnishings — Bologna, September 25 - 29, 2023 — www.cersaie.it).

www.ceramica.info

“  ” Ceramics of Italy

Interior design as visual identity

THE CHARACTER OF THE MOLDOVAN COMPANY GBG IS REFLECTED IN THE ESSENTIAL LINES AND UNDERSTATED ELEGANCE OF ITS NEW HEADQUARTERS

by Elena Pasoli

The new headquarters of GBG – Global Biomarketing Group, a leading multinational company operating in the medical equipment and diagnostic systems sector, was recently opened in Moldova's capital Chisinau. Housed in a new city-centre building, the office covers a 1,500 square metre area consisting of work spaces as well as rooms for conferences and corporate conventions.

The interior design project was awarded to the Chisinau-based practice AB+Partners founded by architect Alexandrin Buraga and his partner Marco Ballerini, a large firm with an international clientele specialising in contract and residential design. "When we design housing, our primary goal is the client's comfort," says Buraga. "But when we work

on corporate spaces, our focus is to convey an image that faithfully reflects the company's identity and mission, its "tone of voice", as well as ensuring the comfort of employees. The central idea behind this project was to use concise, essential lines to create calm and expansive spaces that would express a sense of simplicity and professionalism. In the various interiors, we opted for a neutral colour palette and a set of textures used in different combinations according to the application."

This light and softly elegant atmosphere envelops visitors as soon as they enter the reception area, a large space dominated by cool grey tones warmed by the juxtaposition with wood. At the same time, the presence of large windows conveys a sensation of



**HEADQUARTERS OF GBG
GLOBAL BIOMARKETING GROUP**

PROJECT
AB+PARTNERS
ABANDPARTNERS.NET

PHOTOS
OLEG BAJURA

CERAMIC SURFACES
FLORIM
FLORIM.COM

YEAR OF COMPLETION
2021

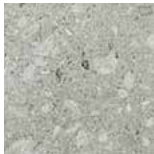


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business locations in Italy and worldwide



spaces
business
locations

applications
interior floor and
wall coverings



Timeless
Ceppo di Grè



Rock Salt
Celtic Grey



Prexious of Rex
Dream Arabesque



Florim Stone
Marble Breach

ceramic surfaces

Florim
porcelain tile
Timeless Ceppo di Grè
Rock Salt Celtic Grey
Prexious of Rex Dream
Arabesque
Florim Stone Marble
Breach
60x120, 160x320 cm

technical characteristics

water absorption
(ISO 10545-3): 0.08%
modulus of rupture and
breaking strength
(ISO 10545-4): 50-53 N/mm²
deep abrasion resistance

(ISO 10545-6):
≤ 140 mm³ (Florim stone)
surface abrasion resistance
(ISO 10545-7):
class 4 (Rock Salt+Timeless)
class 2 (Prexious of Rex)
thermal shock resistance
(ISO 10545-9): compliant
frost resistance
(ISO 10545-12): compliant
chemical resistance (ISO
10545-13): GA GLA GLB
staining resistance
(ISO 10545-14): class 3-4

certifications

LEED, ISO 14001



THE PORCELAIN
FLOOR AND WALL
TILES COMBINED WITH
THE SOFT TONES
AND CLASSIC SHAPES
OF THE FURNITURE
CREATES A WARM,
SOPHISTICATED
ATMOSPHERE.



transparency that enhances the two office rooms and the waiting area, complete with rounded and softly padded seats. The large open-plan offices also feature several waiting areas, small circular islands of comfort with wraparound seating and glass walls which soften the strictly corporate style and create a homely atmosphere. All the spaces have been designed with the utmost attention to comfort and visual appeal. The sober, almost minimalist furnishings include classic desks alongside ergonomic and aesthetically pleasing chairs and armchairs in luminous grey tones that coordinate with the dark colour elements and warm wood shades, creating an attractive and at the same time intimate and familiar workspace. The administrative office has a slightly different mood aimed at conveying a sense of greater privacy along with a touch of “nobility”, “solemnity” and

EVEN THE BATHROOMS OFFER SPACIOUS AND ELEGANT SPACES, WHERE THE PURE AND ESSENTIAL LINES OF THE SANITARYWARE ARE MATCHED BY THE ELEGANT TEXTURE OF THE TILES.

“visual appeal”. On the second floor is a large meeting room with a distinctively designed table and executive chairs and a conference hall that can seat more than a hundred people.

All the spaces in this prestigious headquarters make use of Italian floor and wall tiles from Florim: Timeless in the office area; Prexious by Rex for the tables; FLORIM stone for the waiting rooms and the executive office; Rock Salt for the bathrooms. “We strive to contribute to our client’s success by providing spaces that are not only practical and comfortable but are also a joy to use,” says Buraga. “To complete the GBG project in this spirit, we used tiles from Florim. They are extremely high quality products with an excellent level of design that stand out for their aesthetic appeal and durability and have helped us to create an atmosphere that is at once elegant and functional.”

RELATED ARTICLE

The secret to durability lies in firing

➤ www.ceramica.info/en/the-secret-to-durability-lies-in-firing/

Practice makes perfect

FOR THE NORTH CAMPUS EXPANSION PROJECT AT CONESTOGA COLLEGE IN WATERLOO, GOW HASTING ARCHITECTS TEAMED UP WITH MORIYAMA & TESHIMA ARCHITECTS TO DESIGN FRESH, LIGHT AND WELCOMING SPACES WITH BOTH AN EDUCATIONAL AND SHOWCASE FUNCTION

by Laura Milan

With its 14,500 square metres of floor space and sleek, cleanly styled architecture, the North Campus Expansion of Canada's Conestoga College completed in 2019 not only has an educational function but also serves as the face of an institution. Led by Ottawa-based firm Gow Hasting Architects in association with Toronto-based Moriyama & Teshima Architects, the project is part of a major renovation and expansion of the university campus in Waterloo, Ontario. It involved transforming a former high school built in the 1960s into a multifunctional hub

strategically located on University Avenue, making it the main entry point to the entire campus. Accessible via a forecourt covered by a canopy of photovoltaic panels, the building houses the new Center for Culinary and Hospitality Innovation and the Center for Advanced Learning in Information Technology, as well as common spaces such as the career service and foreign student offices.

Located in its western section, the Center for Culinary and Hospitality Innovation is an innovative hybrid space for the School of Hospitality and





CONESTOGA COLLEGE SCHOOL OF HOSPITALITY AND CULINARY ARTS

PROJECT

MORIYAMA &
TESHIMA ARCHITECTS
MTARCH.COM
GOW HASTINGS ARCHITECTS
GOWHASTINGS.COM

PHOTOS

SCOTT NORSWORTHY
SCOTTNORSWORTHY.COM

CERAMIC SURFACES

CE.SI. CERAMICA DI SIRONE
CESICERAMICA.IT

DISTRIBUTOR

STONE TILE INTERNATIONAL
STONE-TILE.COM

YEAR OF COMPLETION

2019

Culinary Arts, which provides interactive and experimental instruction for food professionals while paying tribute to the hi-tech agricultural production of the local region and incorporating locally grown food into the teaching activities.

Cooking, mixology, bakery and meat preparation classes along with show cooking activities and other events are hosted in open, flexible facilities including fully equipped labs, a demonstration theatre, dining rooms, a 99-seat multi-purpose lecture theatre, food handling spaces and areas for use by staff and

students. But the real highlight of the Centre is Bloom, an interactive live classroom and teaching restaurant managed by a school that also organises internships and gives students practical experience in menu preparation and customer service.

In the Centre for Culinary and Hospitality Innovation, everything is open and on display, the educational function reflected in choice of white, grey, warm wood and cold stainless steel for the cleanly styled industrial kitchens. Full-height glazed partitions separate the teaching and practical areas

LABS,
CLASSROOMS
AND ACCESS
TO THE PUBLIC
ARE THE
CORNERSTONES
OF AN
EDUCATIONAL
MODEL THAT
COMBINES THEORY
AND PRACTICE
IN A MODERN
COMPLEX WITH
INTEGRATED
SPACES.



 Go to the Project Gallery for other educational establishments in Italy and worldwide



SALVIA, COTONE, BIANCO, POLVERE AND PERLA ARE THE COLOURS OF THE PALETTE IDENTIFYING THE PRACTICAL TRAINING SPACES.



spaces
educational establishment

applications
interior wall coverings

ceramic surfaces
CE.SI. Ceramica di Sirone
glazed porcelain tile
I Colori
Perla, Quarzo, Vermiglio,
Cotone, Salvia, Bianco,
Polvere (finish: matt)
6x25 cm

technical characteristics
water absorption
(ISO 10545-3): 0.5% ≤ E ≤ 3%
modulus of rupture and
breaking strength
(ISO 10545-4): 35 N/mm²
surface abrasion resistance
(ISO 10545-7): class 2-4
coefficient of linear
thermal expansion
(ISO 10545-8): 5x5x10⁻⁶K⁻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): GHA
staining resistance
(ISO 10545-14): >3

certifications
EPD, UNI EN 14411





THE OPEN KITCHEN OF THE BLOOM TEACHING RESTAURANT OPENS ONTO A LONG GROUP TABLE FOR USE BY THE PUBLIC AND IS CLEARLY VISIBLE THROUGH THE COMMUNAL SPACES.

from the internal corridors and the exterior. In this fresh, light and welcoming setting, Italian ceramic tiles show off their quality and versatility to the full and help create beautiful, functional and distinctive spaces. The white background is customised by repetitive warm and cold splashes of colour created from 6x25 cm strips (CE.SI. Ceramica di Sirone, I Colori series) laid in a herringbone pattern. The colours Salvia, Cotone, Bianco, Polvere and Perla are used on the walls in the labs and the Demonstration Theatre, clearly visible from the corridor, while Perla, Quarzo, Vermiglio and Cotone bring a lively touch to the restaurant's kitchen, which is left completely open to view.

Valerie Gow commented: "The culinary labs are all visible from the central corridors. They are fitted with state-of-the-art appliances, AV equipment, and colourful, herringbone-patterned backsplashes to add interest to an otherwise technical, utilitarian space."

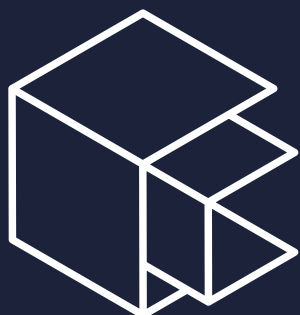
ALSO SEE

The EPD study endorses Italian ceramic tiles in the European market



www.ceramica.info/en/the-epd-study-endorses-italian-ceramic-tiles-in-the-european-market/





CERSAIE

Bologna - Italy

SEE YOU AT
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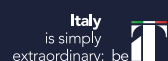
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