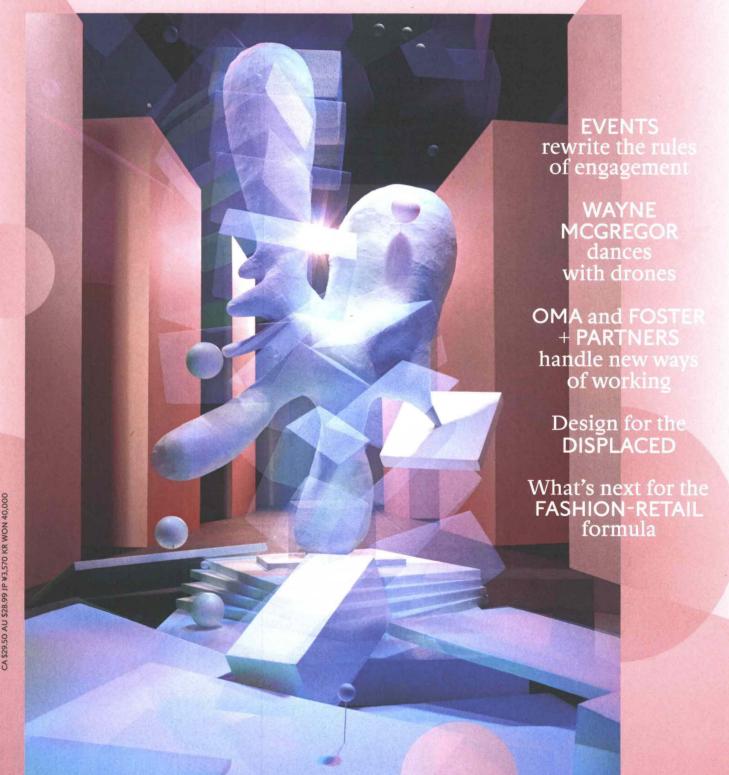


THE GREAT INDOORS

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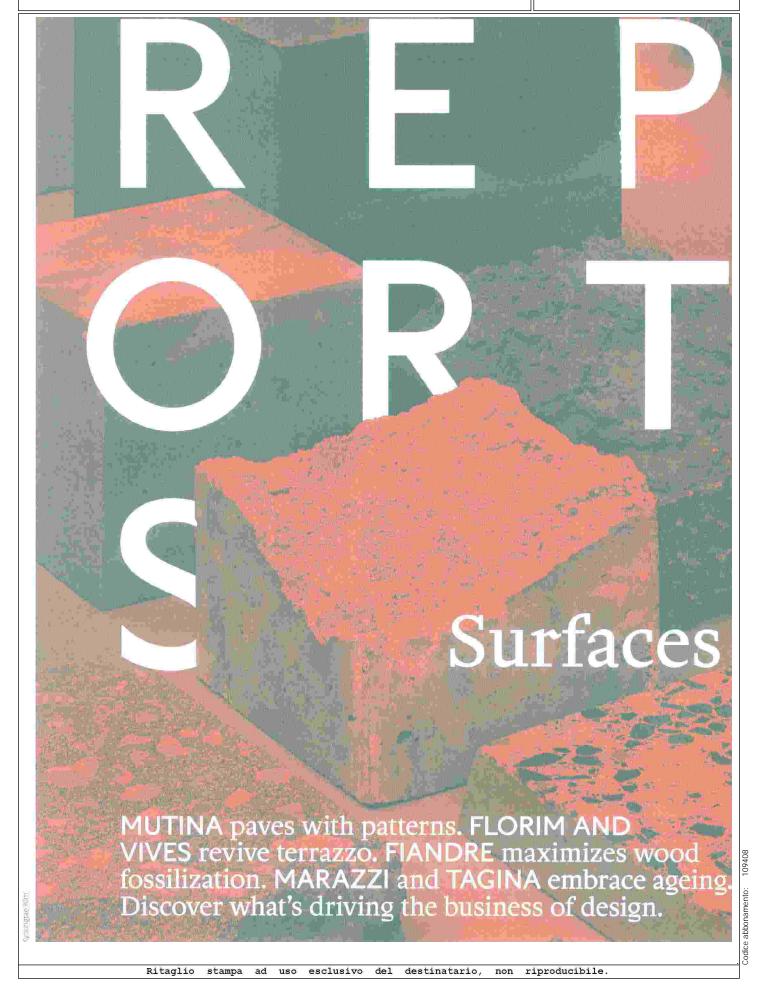




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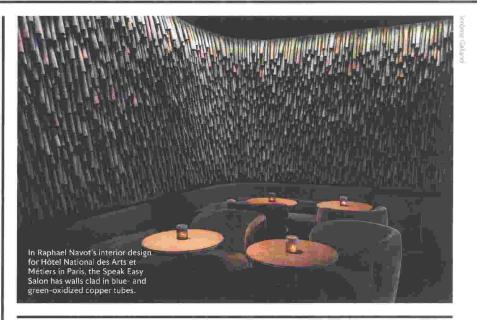
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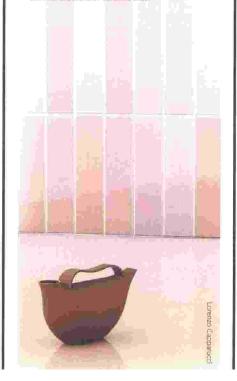
Pursuit of Imperfection

Now that defects are no longer inherent to the production process, manufacturers of surface materials re-create and imitate TRACES OF AGE AND CORROSION.

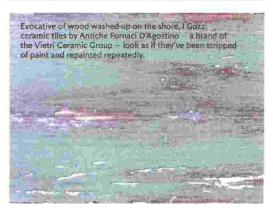
The automation of production processes minimizes diversity in output. A nearly flawless reproduction of goods shows the benefits of today's technological advancements while simultaneously limiting the chances of unexpected and sometimes surprisingly successful - results. More often than not, consistency and uniformity are the pursuit of factories responsible for making ceramic tiles and other cladding materials for large surfaces. In a move to revive authenticity and character, designers and manufacturers are giving their mass-produced objects an impression of individuality. The unrefined beauty of materials exposed to the elements is celebrated in what appear to be mercurial surfaces, and visible traces of ageing are fixed in time to give a raw feel to flooring. From burning to fading and fragmenting, various distressing techniques enrich surfaces with a lived-in look. — FK



For Cedit's Cromatica collection, Formafantasma combined digital printing with traditional high-gloss glazing, a fusion that results in a variety of shades formerly seen as defects in the manufacture of ceramic tiles.



Embracing Imperfection and simplicity, Grespania scanned authentic elements such as wood, stucco and woven sacking to produce the textures of its Wabi Sabi ceramic tiles.



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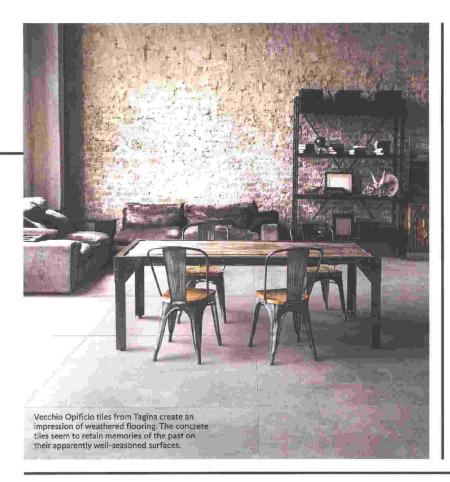
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SURFACES

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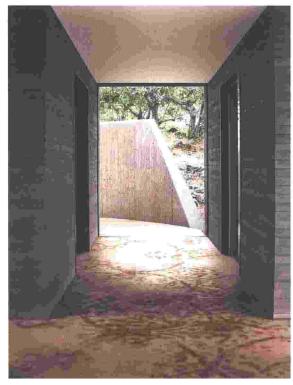




Part of De Castelli's ongoing research into the monitored erosion of metal, the Erosion Collection – developed together with Gumdesign and Elena Salmistraro – features irregular textures and sculptural relief reminiscent of the passing of time.

Vibration, an 'unstable' step in the production of concrete, inspired Paul Vachon's Concrete loing tiles. Working in collaboration with Cornaz SA, Vachon mixed a few grams of dye into the production process to achieve a marbling effect.





Highlighting Marazzi's large-slab Grand Carpet stoneware collection, designed by Antonio Citterio and Patricia Viel, are faded, fragmented patterns suggestive of oriental carpet decoration. As you move from place to place, the patterns seem to change.

Ritaglio stampa ad uso esclusivo del destinatario, non riproducibile.