

HOME REVIEW

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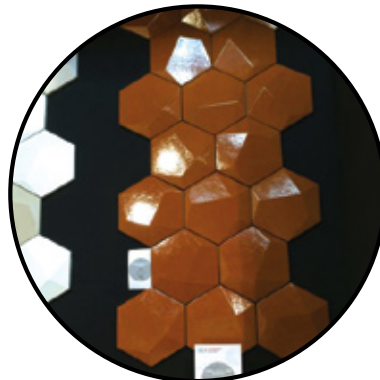
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CERSAIE 2014

A blend of creativity and design was displayed at Cersaie 2014, the landmark international event for ceramics, bathroom furnishing products and innovation.

Text By Rehana Penwala and Shibani Punekar

Cersaie 2014, the international exhibition for ceramic tiles and bathroom furnishings was held in Bologna from the 22nd to 26th of September. It saw more than 100,000 visitors, also marking an increase in the number of international visitors from last year. The event was a global get-together of the ceramic trade with creative minds from the world of architecture, interior design and consumers also in attendance.



Bisazza Contemporary Cement Tiles designed by Jaime Hayon



Serie Trio by Alpi



Icon collection by Ceramica Rondine

Since inception, Cersaie has received salutations from the world over for providing design lovers with a platform for discussion and debate. Cersaie showcases the finest work from the ceramic tile and bathroom sector giving enthusiasts an opportunity to witness the latest trends. The 2014 show saw 945 exhibitors including 339 international companies from 38 countries.

Cersaie is a prime location for development of global business related to the field of ceramic floor and wall tiles and the bathroom furnishings sector. Visitors originating from more than 150 countries appreciated the show's powerful role as the perfect medium for international trade.

The event consisted of several stimulating sessions providing visitors with a new sensory experience. Tiling Town which was a location for training young tile setters and presenting installation techniques saw several interesting meetings and activities. An initiative called 'Cersaie Designs your Home' also received great appreciation from consumers, many of whom came equipped with plans for their home renovation.

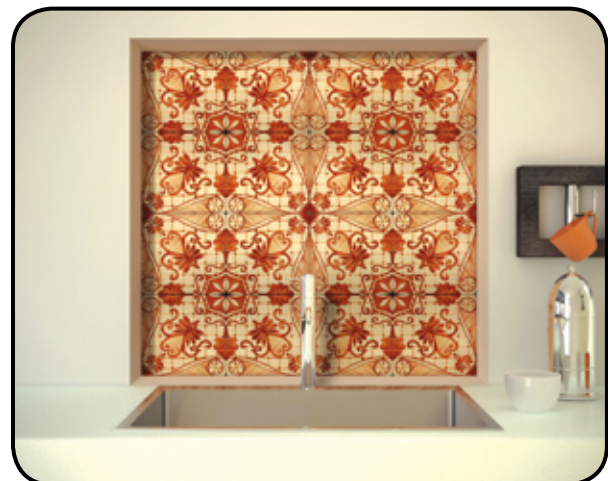


Olympia's Formosa collection of washbasins



Gallery 3000 new, a shower enclosure by Duka

A new event launched was Cer-Sea, which explored ways of utilising spaces at seaside resorts at all times of the day and throughout the year (so to improve their capacity to generate revenues and attract tourists). There was also strong interest at the 'Building Dwelling Thinking' cultural programme which for the first time allowed training credits for the architects who participated in the show.



Neisha Crossland's Navajo Collection of tiles for De Ferranti by Studio Le Nid

CERAMIC TILES

The newest innovations and latest styles to enhance the aesthetics of your living space



FIANDRE NERO SUPREMO

Nero Supremo adopts the timeless classical nature of traditional marble. It includes materials incredibly similar to quarry materials that give any space authentically natural surfaces. The veins, cloudiness and fine variations in the tile collection bring ethereal, timeless nuances to spaces. All tiles are available with a polished finish in a variety of sizes from 75 x 75 cm to 300 x 150 cm large formats.

www.granitifiandre.com

VILLEROY & BOCH CENTURY UNLIMITED

Century Unlimited combines vilbostone porcelain stoneware tiles in the fashionable cotto cement look with a decor inspired by historical 19th century Mettlach tiles. The result is a concept with 27 porcelain stoneware décor tiles in the classic 20 x 20 cm format, which can be combined into distinctive patterns or laid as a random patchwork. It's divided into three décor series in three tones around the basic tile colours: restrained and warm to match creme, beige and brown tiles, contrasting and cool in light, medium and dark grey and indigo, and colourful in a combination of all colours including cotto.

www.villeroy-boch.com



BISAZZA CONTEMPORARY CEMENT TILES

From modern geometric designs to classic motifs – the new decorative tiles from Bisazza feature a contemporary, sophisticated interpretation of traditional cement tiles used in palaces during the latter half of the 19th century and early 20th century. The collection, made entirely by hand and available in square and hexagonal formats, is designed by Paola Navone, Jaime Hayon, Carlo Dal Bianco and Bisazza Design Studio. The rich palette of colours and the contemporary and classic graphic motifs lend a bold, modern and expressive identity to the products. With this collection Bisazza has expanded its product portfolio for the interior decor of both private homes and public venues.

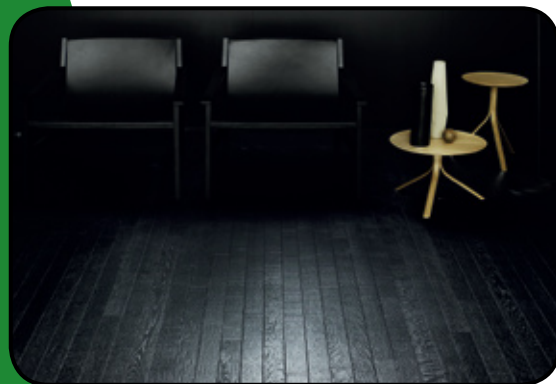
www.bisazza.com

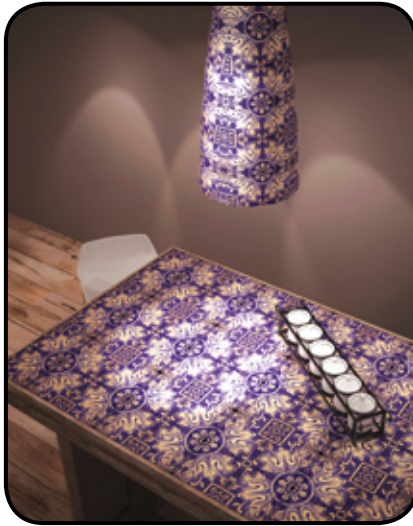


KERAKOLL KERAKOLL DESIGN HOUSE

The Kerakoll Design House is a complete interior design project featuring innovative materials coordinated by a warm and fascinating palette of colours. As the art director of the project that premiered at Cersaie, Piero Lissoni blends spaces together where the walls and coatings all become one seamless surface. It is composed of ten innovative materials ranging from cement and resin for seamless floorings and coatings such as Cementoresina[®], Cementoflex[®] and Cementocrudo[®]; to the Legno+Color[®] parquet in the three sizes of small, medium and large; the microresina[®] coatings – Wallcrete[®] and Wallpaper[®]; the decorative paints – Paint[®], Patina[®], Decor[®] and finally the baseboard Invisible[®].

www.kerakoll.com





**DE FERRANTI & STUDIO LE NID
NAVAJO COLLECTION**

Handmade and handpainted, Neisha Crossland's Navajo Collection of glazed terracotta tiles for De Ferranti by Studio Le Nid has a unique distressed matte finish. In earthy hues, each design is available in several colour ways, ranging from black and cream to combinations of henna with denim, and mossy yellow with reds. Yet the designs are quite clean with small geometrics that work well in both traditional and contemporary interior schemes. The collection includes 18 varying types of designs and patterns in different colour shades.

www.deferranti.com
www.lenid.it

**COTTO
NEW ITALIA COLLECTION 2015**

Cotto's booth at Cersaie was decorated under the Urban East concept which aims to capture the imagination of the new generation who are proud of the oriental lifestyle and spiritual traditions. The highlight for 2014 was the introduction of the New Italia Collection 2015 that comprises four series – Bianchezza, Terroir, Woodlands and Cementum. Besides being made in Italy and available in an extra-large (Grande) size, the tiles in this collection have been developed for the brand to also expand its customer base from the commercial group further to the residential group.

www.cotto.co.th



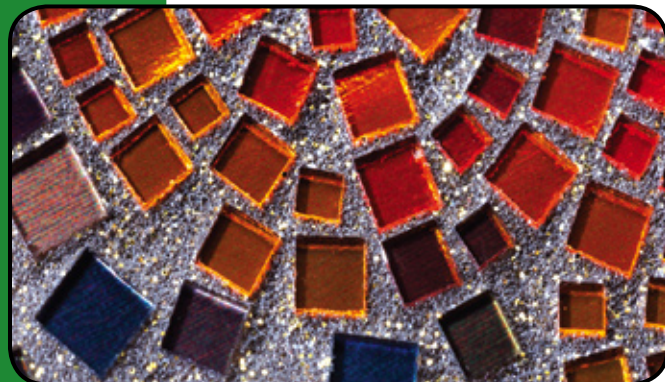
**DEL CONCA
LUPIN THE 3RD**

Dedicated to the most demanding customers who are attentive to modern trends, the exclusive collection of ceramic tiles is inspired by the legendary Japanese manga series – Lupin The 3rd, the gentleman thief. Cool, with decisive lines and colours, expressed in three different decors, the collection includes and portrays the entire gang: in addition to the legendary gentleman thief, other protagonists are Fujiko, trusted sidekicks Goemon with his katana and expert gunslinger Jigen, and the ever-present and luckless inspector Zenigata. This inclusion of comic art and vintage inspiration in ceramic tiles brings on a whole new dimension to interior design.

www.delconca.com

**DG MOSAIC
TILLA**

Tilla® is an exclusive glass picotessera (1.5 x 1.5 x 0.75 mm) created by DG Mosaic for mosaic applications. Having the hallmark 'Made in Italy', Tilla is compact, refined, smart and lightweight and includes 17 nano layers of minute thickness. It offers virtually unlimited durability and flexibility, along with high-performance uniformity and adhesion due to one sq.m. of mosaic weighing approximately 2.5 kg, thus making it the most lightweight glass mosaic component in the market. DG Mosaic's glass picotessera is designed to be the ideal solution for indoor and outdoor architectural and design applications, interior design and high-end decorations.



www.dgmosaic.it



CERAMICHE PIEMME URBAN

Inspired by 'urban style', the Urban full body coloured, porcelain stoneware collection presents a concrete effect, available in a number of different shades specially designed for interior decoration. Three-dimensional, with minimal aesthetics and high performance, this line is available in five finishes: Naturale, Scultura, Tratti, Velvet and Ciottoli; and various shapes, from 30 x 60 cm to 60 x 120 cm to decorate interiors and outdoors with solutions of contemporary taste.

www.ceramichepiemme.it

DUNE GROOVE COLLECTION

Groove is an exclusive design by Michael Golden for Dune where sensitivity is expressed by the design using tiles differently, giving importance to the movement of the glass and the graphic effect in general. Groove is created by mixing colours of molten glass, forming unique and perfect arrangements that create a unique as well as balanced visual effect in the tiles. These half curved, wavy chips bring out the beauty of the multi-coloured mixed glass effect. It is an authentic, motif-free, modern design that suggests an artisan's production process. Reggae, Salsa and Blues are the result of more than 20 tests of colour combinations where each individual chip is unique, adding to the overall richness of Groove's designs.

www.dune.es



DADO CERAMICA STARDUST

The new Stardust range by Dado Ceramica boasts an eye-catching architectural impact and is today able to offer the market a highly innovative product that can be used on both floors and walls. Available in four strikingly contrasting colours, in the sizes 30 x 60 cm, 15 x 60 cm, 30 x 30 cm and 44.25 x 44.25 cm, the tiles can be mixed and matched to create lively, original installation layouts. What sets these tiles apart is a manufacturing process known as Nokoke™. Involving a number of different phases of physical and mechanical conversion using vitreous substances, this process guarantees total and permanent protection for the surface of the material, making it immune to the toughest of dirt and grime.

www.dadoceramica.it



DECOCER

Decocer presented a new collection of metallic effects and textures in many formats at the Cersaie 2014 fair. The most prominent is the 17.5 x 17.5 cm porcelain format which can be used for floor and wall applications as well. Available in solid colours like matte and glitter, metallic textures and decorations, the collection offers wide scope for variations. Decocer was established in 1988 in Spain as a manufacturer of porcelain and white body ceramic borders and listellos, decorations and wall/floor tiles. Currently it offers a wide range of products making sure that the very best materials are used in the manufacturing of each individual product.

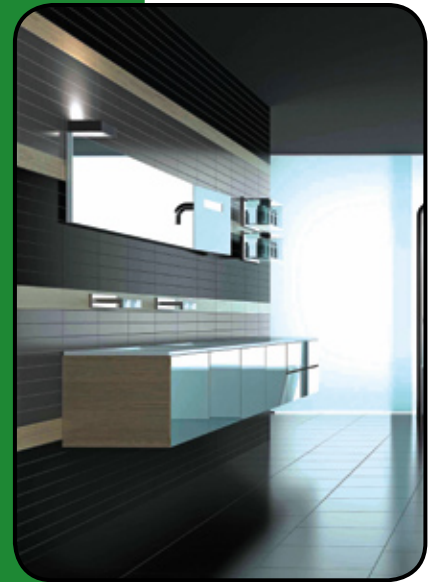
www.decocer.com



CERAMICA VOGUE SHADE

The Shade collection, made up of 14 colour 'shades', is the result of Ceramica Vogue's in-house laboratory research aimed to offer new colour shades in line with current colour and design needs. Made of enamelled and frost-proof porcelain stone, suited for both floors and coverings, they come in the rectified 50 x 50 cm size. The 14 base colours are accompanied by Shade Cut, four etched formats made in all colours that enhance surfaces with pleasing decorative geometries. Moreover, five modular and combinable accessory families complete the collection that enrich the product range with different materials and textures.

www.ceramicavogue.it



VILLEROY & BOCH

LODGE

Launched as a harmonious solution to the Lodge floor range, the standalone Lodge wall concept is the new non-vitreous range with a restrained wood look, soft structure, co-ordinated colours and expressive mosaics. The decor tiles for the Lodge floor and wall range are in a 20 x 120 cm format, inspired by historical Mettlach tiles. They come in five multicolour shades and can also be provided with Villeroy & Boch design branding. The basic tiles on the other hand are in a slim rectangular 30 x 90 cm format for creating a wood effect laying pattern.

www.villeroy-boch.com



SOMANY GLOSSTRA

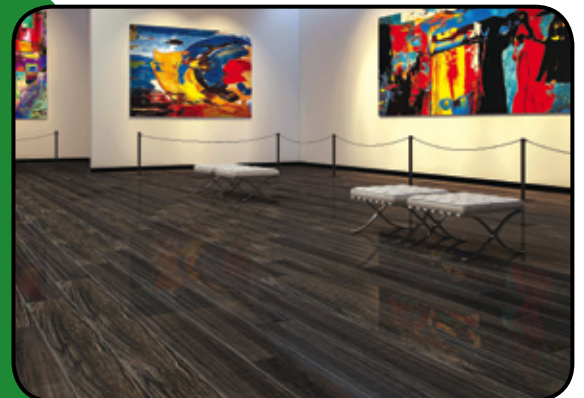
Somany presents Glosstra, India's glossiest tiles for walls. Somany's Glosstra comes in a wide range of bright and vibrant colours, accentuated by an extraordinarily shiny surface. It reflects light and propagates a sense of wideness and openness. Options in Glosstra include fabric texture, undulated surfaces and stone finishes, and use of motifs and florals in patterns. They are available in the 30cmX60cm size.

www.somanyceramics.com

VITRA

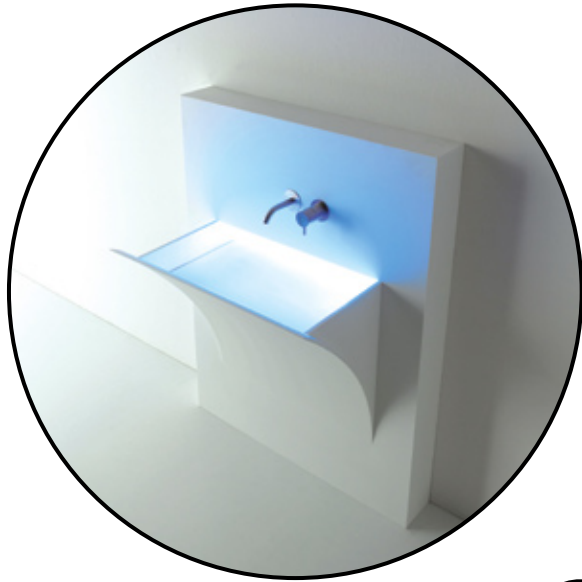
Vitra presented a new collection of porcelain tiles to reflect the full spectrum of nature under daylight. The textures of basic building elements such as metal, cement and wood are represented by three categories splitting the day and the concept: Awakening, Life and Serenity. The Ice & Smoke collection indicates the Awakening; the discreet and modern design of glossy cement available in warm grey tones. A rich mix in wood, cement and natural stone with matching shade palettes and natural textures and grains, Fango Mix – representing Life – is good for spaces with homey and modern styles. While Hot Chocolate, a porcelain collection with a high gloss surface finish, is a romantic and rich interpretation to the natural wood look falls under the Serenity category along with Terra Nova and Experi-Metal.

in.vitra.com.tr



BATHROOM FURNISHINGS

The latest in bathroom furniture and accessories to help you relax in your personal retreat



ANTONIO LUPI FUORI_STRAPPO

Unconventionality, style and elegance define the Fuori_Strapppo sink which is a revised version of the Strapppo sink designed in 2012 by Domenico de Palo. The upgrade of the project was done due to the desire of offering a sink that seems to come out of the wall and for whom brickwork is not possible. Fuori_Strapppo comes out of the wall in a single piece with free installation and can be personalised in colour and wall finishes.

www.antoniolupi.it

VILLEROY & BOCH VENTICELLO

With Venticello, the focus is on design; slim line edges and contemporary aesthetics characterise the new collection. The collection has a wide range of sinks: asymmetrical, surface mounted and a ground version. Venticello can be combined alone or with matching furniture. The vanity units offered have one or two pull out compartments along with three solitary side furniture units for additional storage space and are available in a variety of colours.

www.villeroy-boch.com



DURAVIT SUNDECK

A pool and a sundeck at the same time, the Sundeck by Duravit guarantees all round relaxation. It has been designed by the Australian designer trio EOOS, to be used in the bathroom or terrace. It comes with a replaceable filter that ensures the water remains clean for up to three months. A shelf of about 30 cm width is provided, which also conceals the integrated technology. The pool features slim, elegant panelling, and is covered by a leather-upholstered cover. It also comes with advanced water temperature control technology.

www.duravit.in

COTTO URBAN EAST

COTTO, one of the global leaders in surface covering and sanitary ware from Thailand, premiered its new 2015 collection at Cersaie in co-operation with its Italian partner Florim Group. They had a 'Smart and Innovative Solutions Room' which showcased new sanitary ware such as the Urban East decorative basin. It represents a unique, distinctive design of refined handicraft and industrial arts with three variations of the Sense of Scirocco faucet: Sunrise White, Sunset Gold and Midnight Black.

www.cotto.co.th





**ACQUABELLA
CONFORT & SILENCE**

Acquabella manufactures a wide range of shower columns, rain shower heads, shower sets, shower enclosures and screens enabling you to custom design your exclusive shower area. Its latest addition is bespoke shower trays in Confort & Silence finish that enables you to enjoy a warm, comfortable and quiet shower. It is a slightly flexible, ergonomic and noise absorbing shower tray that accomplishes Swiss norm SIA 188:2006 regarding noise absorption.

www.acquabella.com

**DUKA
PURA 5000 CONCEPT**

Duka, an Italian manufacturer of shower enclosures has achieved an important role in the market due to its precision and love for product and technique and dedicated to the development and research of innovative proposals for the shower corner. The pura 5000 concept has been upgraded to pura 5000 new for solutions without wall profiles and pura R 5000 new for solutions with wall profiles. The shower enclosure has a unique hinge consisting of more than 50 components and covered with a thin layer of glass, enamelled in white or black, which makes it valuable and aesthetically admirable.



www.duka.it



**VILLEROY & BOCH
OUTDOOR WHIRLPOOLS**

Villeroy & Boch's Outdoor Whirlpools have a special energy-saving design. The spas are equipped on all sides with a full-foam insulation, which ensures that no energy is lost. The patented JetPak™ II technology optimises the use of heat by having up to 90% of the water lines run through the warm pool water. Thus the heat from the water in the lines is transferred to the water in the spa and does not uselessly escape into the surroundings. The air intake system also heats the water by using the air from the preheated 'engine room' and not the cool air from the outside.

www.villeroy-boch.com

**OLYMPIA
MY BAG**

Olympia Ceramica bathroom brings innovative, bold and complex design to the fore, where the end result is efficiency. My Bag is a wash basin system that can be closed away where necessary, turning into a functional vanity counter. The taps, featuring clean-cut silhouettes and mainly two-tone, can be folded down to close it all away swiftly and the wash basin can be accessorised with a soap dispenser. Additionally, the leather side storage compartment works as a convenient organiser, while the small wooden pull-out compartment includes a practical make-up mirror.

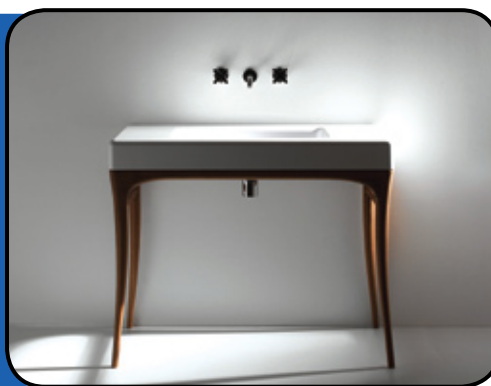
www.olympiaceramica.it



ANTONIO LUPI ARMONIA

Armonia is a console made of solid American walnut. It's a strong emotional line that with the wood texture and clever use of lacquered colours creates an intimate and sought out atmosphere. In combination to the structure, there is a matt or glossy finish Ceramilux sink or glass sink. Being a Roberto Lazzeroni designed accessory, it gives a modern, appealing look to the bathroom.

www.antoniolupi.it



GLASS DESIGN FLOWER

Designed by Marco Pisati, Flower is a washbasin unique in its organic shape inspired by the world of nature. Thanks to its asymmetric design, the washbasin can be installed with various kinds of faucets, depending on the position chosen for the same. The washbasin is produced in PertR, a technological polymer with exceptional quality, combining a low specific weight with high mechanical resistance.

www.glassdesign.it



GATTONI RUBINETTERIA COLOR

In order to bring colour to Cersaie 2014, Gattoni Rubinetteria relied on the long-standing experience of Florence based architect Marco Pisati. He designed Color as a challenge, positioning it as a democratic product aimed at meeting the requirements of a broader audience. It is an object full of character, carefully designed in all its details in order to skilfully combine aesthetics and functionality. Color is a tap with a minimalist design. This is why they have focused on removing elements and reducing sections and volume to a minimum.

www.gattonirubinetteria.com

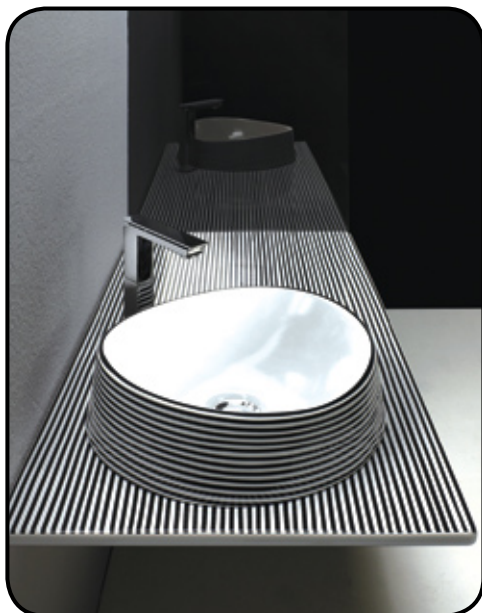


COTTO TUNIO

Tunio is a masterpiece in faucet engineering combining soothing aesthetics, superb functionality and entertainment. It flows as gentle and relaxing like a waterfall, and a special sound device incorporated enhances its aesthetic pleasure and ensures users' maximum comfort in bathrooms. It has touchscreen-controlled functions which can be easily controlled by the fingertips.

www.cotto.co.th





OLYMPIA TEXTURE

Texture is designed by the Ldesignconcept Studio, inspired by the idea that sanitary ware shape and colour create a very strong environmental identity. Texture is, therefore, an extremely apt name for this project embodying in its meaning a unique opportunity to create a customised individual scheme with a nuance of ceramic finishes for both classical and modern tastes utilising colour and geometric ceramic decoration. Texture, therefore, offers an individual concept to create your own personal space and colour scheme. The multiplicity of decoration possibilities gives rise to the name Texture enhancing both the design and structure of this project

www.olympiaceramica.it



AMBIANCE BAIN WATERCONCEPT

Waterconcept is a suite of French manufacturer Ambiance Bain's bathroom sanitary or decorative elements made from SMOTM Synthetic Resin: worktop, basin, shower-tray, wall cladding and shelves. SMOTM Synthetic Resin is an exclusive material made from a mixture of natural stone, polyester resin and an antibacterial surface gel coat. Waterconcept is an aesthetic and hygienic solution with no visible silicon seals, a wide range of colours for harmonising the furniture and shower and is equipped with antibacterial treatment in all colours while being resistant to daily cleaning products.

www.ambiancebain.com

LASA IDEA BELLAGIO

At Cersaie, it presented the Bellagio collection – a choice of bathroom furnishings suited to both classic and modern settings. It is magnificence and wealth, past and present combined along with the brilliance of modern crystal that creates this collection. The beauty of glossy lacquered colours and decorations enhances the shapes. Bellagio base units can be completed with free-standing crystal washbasins of the handmade collection, handmade and decorated by master glassmakers from Tuscany. The handles contain genuine Swarovski crystals, or the curled handles are decorated with an antique-effect gold or silver finish.

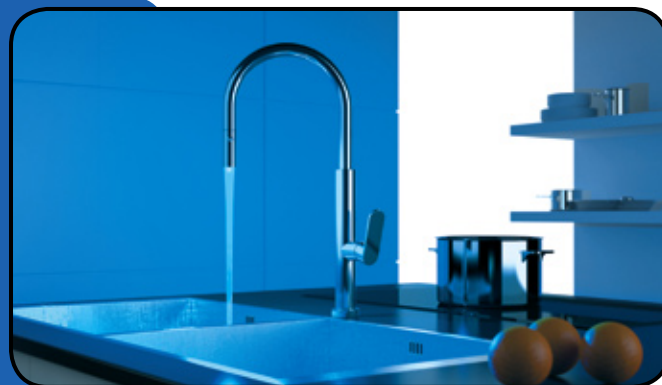


www.lasaidea.com

REMER RUBINETTERIE TOUCH-ME

Touch-me faucets with integrated technology are a project born from the collaboration between Remer Rubinetterie and S.T.S.R. – Electronics Division (Studio Tecnico Sviluppo e Ricerche, Italy). Touch-me models represent one of the best innovations for Remer Rubinetterie included in their 2015 catalogue. The patented technology Touch-Me allows activating and interrupting the water flow simply by touching any part of the mixer. Remer Rubinetterie dedicates this new comfort to the kitchen environment, integrating the elegance of the design the important additional functionality of touch control.

www.remer.eu



BUILDING DWELLING THINKING

Building, Dwelling, Thinking, the cultural programme at Cersaie 2014 witnessed many breakthrough ideas from some of the world's best architects and designers.

For the first time in 2009, Cersaie introduced a cultural event of architecture and design named 'Building, Dwelling, Thinking'. The name is distinct, stating all the actions performed by a human being during his life on Earth.

In the last few years, 'Building, Dwelling, Thinking' has hosted many speakers, especially from the world of building design. These include a number of Pritzker award winners, upcoming Italian and other international designers, academicians, professionals and other intellectuals. Several design, technical and cultural concepts have been explored ranging from pure architecture to design and ceramics.



The eminent Catalan architect Carme Pinós spoke about her unconventional career.



The Building Dwelling Thinking event at Cersaie 2014 witnessed a huge turnout and was greatly appreciated by students and professionals alike.

Thanks to 'Building, Dwelling, Thinking', Cersaie is more than just an annual international event, and a place where students and design professionals can obtain the latest information on ceramic tiles, discuss contemporary design issues.

The four day event started with a talk on the future of ceramics by Ar. Stefano Mirto, Marco Lampugnani, Egidio Lomi, Anna Bernagozzi, Martin Azua and Claudio Musso.

Renowned architects like Javier Corvalaan and Francesco Dal Co gave the visitors a peek into their fascinating worlds of architecture. One of the events in 2014 also addressed the theme of architecture in musical spaces in the presence of Spanish acoustics expert Higin Arau, bassist Saturnino Celani and architect Lorenzo Palmari.



Architect Riccardo Blumer conducted a seminar called 'Lesson in Reverse'.



The keynote lecture was conducted by the Japanese architect Toyo Ito.

The icing on the cake was the Keynote Lecture by Toyo Ito, which was held on 25th September at the Palazzo dei Congressi. The Japanese architect was awarded the Pritzker Prize in 2013 for his extraordinary work. He was interviewed by Francesco Dal Co, who is an architect and has been professor of history of architecture at the IUAV. Toyo Ito discussed his approach to construction and design in front of an audience of more than 1,700 eager listeners.



The ADI Ceramics Design Award acknowledged the winners of the competition that was intended at showcasing the Italian ceramic industry's most innovative products.

THE BEST OF DESIGN AT CERSAIE

In a spectacular display of product innovation and design content, Cersaie 2014 was host to the ADI Ceramics Design Award – the first ever edition jointly organised by ADI (Industrial Design Association) and Cersaie to honour the most innovative Italian ceramic products on display at the show.

The projects picked out for the ADI Ceramics Design Award will make up a shortlist for the 2015 ADI Design Index yearbook of Italian design published by ADI. We bring you the seven winners who were endowed this prestigious recognition for their immaculate and beautiful product novelties.



AZZURRA CERAMICA FOR AZZURRA ART

Azzurra Art is created with the ambition to go beyond decorating ceramics traditionally - and originates from technology and craftsmanship to offer an unrestricted scope for customisation. The collection is inspired by believing that ceramics are not just a subject to paint and decorate, but a raw canvas to be turned into a narrative. The fluid brushstrokes, abstract motifs and hugging shapes of Azzurra Art create a harmonious visual unity, thus turning everyday objects into works of art that become part of everyday life.

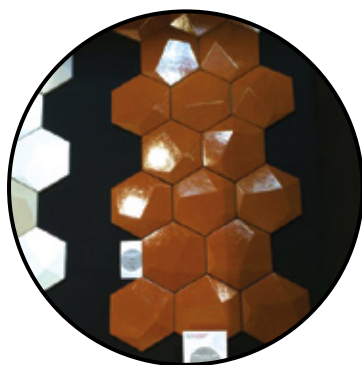
www.azzurraart.com

CERAMICA FLAMINIA FOR BONOLA

In a perfect balance between flowing lines of organic inspiration, avant-garde manufacturing systems and Italian know how, Bonola is an open-ended project that allows for the collection to be amplified in the course of time, in terms of elements and finishes. The achievement of the award is largely due to the success of the Bonola project designed by Jasper Morrison for Flaminia. This first saw the light as a collection of washbasins, in the pedestal and counter top versions and this year has been extended to include a new oval-shaped model, also for counter top assembly, along with a wall-mounted toilet and bidet.

www.ceramicaflaminia.it

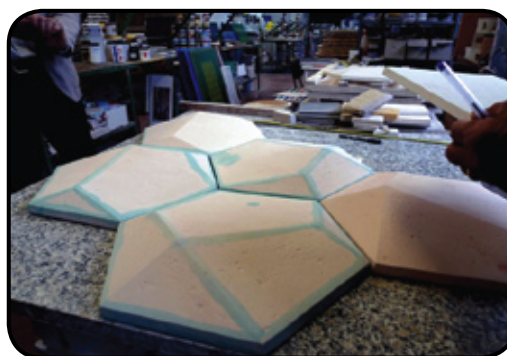




TAGINA CERAMICHE D'ARTE FOR ESAGONA

The unique process of manufacturing Esagona - the 3D hexagonal tiles from Tagina Atelier maintains a strong focus on ceramic material and involves a high level of engineering and product customisation, taking problem solving as a key element of the design. Tagina stands out because it is able to combine the most modern techniques of industrial production with the legacy from the ceramic tradition and culture of craftsmanship.

www.tagina.com



CERAMICA FIORANESE FOR URBAN_AVENUE

Urban_Avenue is porcelain stoneware with the look of brick that plays homage to industrial design, loft living and the high rises found in the large metropolises in the industrialised West. It is a comprehensive, wide-ranging art direction project characterised in 2014 by the prefix Urban, of which Avenue is a particularly effective element both technically and aesthetically.

www.fioranese.it





HOM FOR PIASTRELLA SINTERIZZATA

This project for a heated ceramic tile has a dual focus on material and surface, opening up a wide range of potential uses that have already been explored at a nascent stage. Hom's products use an innovative sintered ceramic tile with embedded electric resistive wire, based on a self-developed technology that can be used as a standalone shelf to keep towels dry or your coffee warm.

www.homwarm.com

RUBINETTERIE 3M FOR 22MM

The inspiration for the design of 22mm designed by Oco Studio is born from the attempt to create simple shapes, which are easy to use and have a recognisable personality. 22mm is in fact the constant diameter for all parts of the tap, the dispenser and their controls. This diameter ensures great aesthetic lightness, clean lines and flexibility meaning it can be inserted into many different types of washbasins. The controls, which have been made specially to make them easier to grip, can also be made from wood and Corian.

www.rubinetterie3m.it



FLORIM CERAMICA FOR FLORIM OVERSIZE MAGNUM

The Oversize Magnum multi-brand project confirms the innovative spirit of the Florim group, which, through the installation of new production technologies, is now able to offer very large size slabs: the largest formats ever seen. This innovation can be found in several stone, marble, concrete and wood effect collections. The culmination of this development of super formats reaches 320 × 160 cm: a record in the world of ceramic slabs and a thickness of just 6mm.

www.florim.it

