

ALICUDI

Mediterranean explosions of colour

The most crystalline water washes the ceramic material, warming it in the setting sun.

Alicudi is alive with a wholly natural harmony inspired by the light, colours and sensations that the pearl of the Mediterranean can evoke. Its chromatic vibrations become actual explosions of timbre, where the warm tones of beige, yellow, orange and brown blend in with cool colours like white, aquamarine, blue and light-blue, resulting in vivacious surfaces, intense and rich with an energy which is first retained and then made to explode in the luminosity of a dynamic background, always enlivened by natural elements. A warm Mediterranean setting, alive with emotive colour matching, enriched by the shiny effect of the surfaces, by mosaic decorations and by stylised motifs that evoke the freshness of Sicilian fruit and flowers. A collection of great chromatic impact, rendered distinct by the new Colour Definition System digital printing technology.

Double firing tiles - 20 x 20 cm

Glazed porcelainized for floors 50 x 50 cm

Colour: beige, yellow, orange, brown, white, aquamarine, light-blue, blue

NEW AT CERSAIE 2009



Colour Definition System

Colour Definition System is an innovative system that makes the creative space of decoration of floors and cladding potentially infinite. A very large number of different tiles that interpret the new concept of image and matter dynamism in a brand new way, thanks to the simultaneous use of different graphic solutions. Colour Definition System is a world of endless aesthetic solutions, as well as a world of high graphic definition, chromatic

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clarity and technological quality. No limit to the perfection of decoration (over 4,000 nozzles and 200x924 dpi resolution) and absolutely superior aesthetic impact for products that have a more natural and real look, thanks to the extraordinary definition of colours, ranges and decorations.
Colour Definition System is the greatest expression of style and design.

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BELVEDERE

Rough expressions of style

Belvedere is not just an aesthetically orientated solution. It is a range so intimately tied to the natural world of stone, so realistically modulate in its numerous surface effects and lives the ceramic finish as a fresh moment of the expression of matter. For this reason the riven texture so refined in its spontaneous roughness, in its asperities that emotionally communicates a strong partiality for the purity of shapes and colours, lives with bases that are at times smooth – to offers the environments an inborn sense of continuity – and at times pleasantly subdivided in sections in order to allow special cross-type lay-out solutions, ideal rhythmical scansions of the space as natural beats of the stone. Belvedere allows the maximum expression of the rustic style elegance: an ideal range for outdoors and terraces, inspired by a range of colours that, from the lightest shades of beige and hazel-brown to the darker shades of brown, faithfully recall the natural nuances of stone.

Glazed Porcelain – 50x50

Colour: Slivia (Breccia stone), Albiano (Porfido stone), Torreano (Pasentina stone)

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BRENTA

Rock in motion

With Brenta, stone reveals its most jagged and evocative vein. An itinerary marked by veining, deep furrows, inlets and patches of colour: signs of a material on which time has left indelible traces, invaluable decorative elements for a collection of wholly natural elegance. The rock effect comes about spontaneously, endowing exterior and interior spaces with evocative sensations of movement and the dynamic. An unprecedented impact which the new Colour Definition System digital printing technology renders with great depth of detail and chromatic distinctness. The real becomes unreal, a pleasing transfiguration of design, a modern rustic effect enriched by wall motif decorations, highly contrasting in the gradation of a range of colours that reprises the natural shades and nuances of stone: white, grey, beige and dark-grey.

Glazed porcelainized 30 x 60 – 60 x 60 cm

Colour: white, grey, beige, dark-grey

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COLLECTION

Collection in evolution

This is not just a prestigious and versatile collection with a marble effect. Collection is the project that revolutionizes the ceramic environments and gives life to new aesthetic possibilities as well as fixing options. The most evolved technology of the industry increases the design potential of wall and floor tiles in terms of both definition as well as decorative force. Thanks to the Colour Definition System digital printing technique, Collection is able to simultaneously display several graphic solutions thus obtaining the maximum aesthetic diversification of the surfaces. Therefore, more dynamic and varied. These surfaces have a higher level of definition of detail in terms of expression, simplicity and precision of both the trait and colour. The highest level of potential and design variety are now at the service of an extremely complete collection composed of 10 ranges of products in the widest range of shapes and an infinite number of solutions available with the marble effect: ever since ancient times the only material that has always known how to characterise art and architecture in an inimitable combination of elegance and functionality, prestige and durability.

*Porcelain glazed rectified mono-caliber in all of the shapes and types.
10 ranges of products: Arabesco, Statuario, Fiorito, Reale, Samarkand,
Portugal, Bardiglio, Rosalia, Pulpis, Black
3 sizes: cm 50x100, 25x100, 50x50
2 surface finishes: satin, honed*

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ARABESCO

The marble effect is created with marked veining creating a web on the mix of the ceramic base and designing arabesques that have a great scenic effect.

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A collection that has an inborn elegance and that is inspired by marbles that belong to classical tradition.

STATUARIO

The natural white-ivory tone makes the prestigious texture ideal for environments with a minimalistic touch. The surface becomes a refined nuance with an extremely clean effect that is livened by occasional veining that recalls the magnificence of Roman sculptures.

FIORITO

Ceramic technology selects the finest marble and gives birth to a surface with light and diffused veining, characterised by an ethereal rose flowering pattern onto a beige background. The structure and delicacy blend together to form the material alchemy that is ideal for the more refined environments.

REALE

The veining becomes the main feature of the ceramic surface. The marble effect lights-up through the warm tones of brown with a touch of light and shade. The marble imitation is real, pulsating, a structure that is ideal for environments with character, material pleasure to be hand touched.

SAMARKAND

An exotic charm pervades the ceramic structure. The marble touch is inspired by the beauty and by the splendour evoked by one of major cultural capitals of Central Asia. This is why Samarkand has an interior light that opens the surface to sudden solarisations, guiding the slight veining into irregular paths that give it a decorative effect.

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PORTUGAL

Elegant beige shades marked in red creating a chromatic alchemy that is the absolute main feature of the material texture. The marble effect is a base that is uniform, discrete, ethereal and is lightly marked by occasional but intense veining. This represents the perfect collection for the enhancement of bathrooms and walls.

BARDIGLIO

Spots of colour like shaded clouds that liven the background with the prestigious tones of grey-anthracite. The ceramic surface becomes a scene that is given rhythm by transversal streaks that enhance the elegant marble effect and makes it priceless.

ROSALIA

A wisely streaked texture where, in the never-ending shaded effect of the bases, marked toned ribbing firmly erupts decidedly into the space notching the material with an intense marble effect of great impressiveness and personality.

PULPIS

The uniform effect of Pulpis is effectively inspired by the most refined Spanish marble: the surface treatment is shiny and is occasionally interrupted by elegant white veining. This collection is appreciated for the naturalness and for the sense of depth that it expresses in any environment.

BLACK

Absolute purity. Soul and body. Black addresses every type of space with the firm character and uniform structure of the most elegant black marble.

A magnetic ceramic cloth of austere beauty and that is varied by the subliminal tone on tone chromatic variations just like the natural pulsations of live matter.



Colour Definition System

Colour Definition System is an innovative system that is able to make the creative space of wall and floor design practically infinite. An extremely high quantity of tiles that are constantly differing and which are able to interpret the concept of dynamism of the image as well as that of the material in an absolute manner while at the same time adopting different graphic solutions. Colour Definition System is an endless world of aesthetic possibilities as well as a world of high graphic definition, chromatic tidiness and technological quality. There is no limit to the perfection of the design (over 4000 jets, 200x924 dpi of resolution) and decidedly superior aesthetic impact for products that have a livelier and natural appearance thanks to the extraordinary definition of the colours, the ranges and the decorations. Colour Definition System is the highest expression of style and design.

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COLLECTION 5mm

Ceramic lightness in harmony with nature

Collection 5mm, apart from being synonymous of perfection in ceramic design, thanks to the new innovative Colour Definition System digital technology is a concentration of research and technology enclosed in just 5mm of thickness and ceramic lightness, all in harmony with the environment and different living expectations. With Collection 5mm, the innovation of LaFaenza Ceramica exceeds itself giving life to a project that can bring together aesthetic and technical performance, revolutionising the possibilities of design and the use of porcelain stoneware for walls and floors. An infinite number of aesthetic solutions applied to a light, thin and resistant product with ecological design for an innovative and sustainable choice. LaFaenza Ceramica presents Collection 5mm as a new avant-garde product on the ceramics market.

Glazed and rectified porcelain tiles in all formats and types

4 product types: Fiorito5, Pulpis5, Reale5, Statuario5

3 sizes: 50x100, 25x100, 25X50 cm

2 surface finishes: natural, lapped

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Advantages of the 5mm:

- 1 - 5mm thickness means that the existing surface can be covered without the need to demolish floors or walls in the living spaces, thus reducing the disturbance and operation costs;

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- **2** - the 5mm is not only synonymous of innovation but also of ecosustainability since the reduced thickness results in lower environmental impact because:
 - less raw materials are involved in production and packing;
 - energy consumption is less because less time is required for the production process;
 - there is lower consumption of oil-based products during transport due to the limited weight, thus limiting the dispersion of elements that pollute the environment and are harmful to humans;

- **3** - the reduced weight of the 5mm, about 13.5 Kg per sq. m., means that the tiles are easier to handle during fixing and transportation and can be cut with a glass-cutter;

- **4** - the 5mm satisfies the requirements of the standard in force (UNI EN 14441-G) with regard to technical performances governing the ceramic production of porcelainized Grès, thanks to a support with water absorption below 0.1% and with considerable technical characteristics;

- **5** - the surface of the 5mm can undergo all the glaze applications typical of traditional porcelainized Grès, thus ensuring a multiplicity of aesthetic solutions.

The 5mm is a porcelainized Grès **Made in Italy** that couples technical performance with a complete response to the diversified needs of building rehabs and with special attention to the environment. A lightweight product, slender and tough, with **ecological design** for an innovative and sustainable choice.



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ILLUSION

Tactile ceramic visions

The most advanced computer aided design has given life to a collection that is truly top of the range when it comes to versatility and rich design. A pleasant tactile illusion provides the prestigious effects that are a feature of the two refined surface finish solutions. The satin effect, where the cladding is like soft stripy satin or like freshly ironed taffeta, capturing the light in a unique chiaroscuro velvet effect on the iridescent coloured glazes. Then there is the golden look, where the creative contamination of the stiff rigid striped texture and of the combined inserts of soft floral decors and of rich relief florals, recreate the baroque style of a damasked eighteenth century wall. **Illusion** offers many aesthetic solutions and is available in an even wider range of colours, to satisfy any modern bathroom design need.

Double firing wall tile – Structured surface 30x60 cm

Glazed porcelain 33.3x33.3 cm floor tile

Colour: sable, yellow, brown, beige, white, red, black

Glazed porcelain 50X50 cm floor tile

Colour: beige, brown, black

NEW AT CERSAIE 2009 – ADDED RANGE

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MATISSE

Eccentric explosions of creativity

Each element of Matisse represents pure creative expression of the highest level for ceramic in terms of quality. The texture, which is slightly marked by vertical bands, allows shades in contrast with one another to explode. The extreme refinement and versatility of the base colours: 12 tones that express the eccentric vitality ranging from violet to green, from rose to orange, from burgundy to lavender.

Then there is the explosive richness of the decors, an emotional intricacy of floral patterns with an impressionist soul and naturalistic shapes of a more abstract origin. Surface covering thus becomes a unique cloth with the potential to decorate and which is now made possible thanks to the innovative Colour Definition System digital printing technology. Technology which is able to give this collection a chromatic impact and resolution that is inimitable. Each of the elements of Matisse is a vital exaltation of colour for those who love to give life to combinations that do not pass unnoticed.

Double-fired 25x60

Shape: beige, brown, rose, burgundy, sand, green, orange, dark green, lavender, purple, white, dark grey.

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TATAMI

An intertwining of character

A ceramic rug with a wrinkled and hypnotic effect in its endless wedging of thin structures rhythmically placed one over the other to create a thick and magnetic texture, an infinite setting of details and graphic signs to customise homes with strong character. And it is only thanks to the innovative Colour Definition System digital printing technology that each line, each mark is enhanced in such a defined way and every shade of the refined colour range – beige, sand, brown, grey and black – pervades the space in a clean and involving way.

Double firing tiles - 25x60 cm

Glazed porcelain stoneware floor tiles - 60x60 cm

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VENDOME

Inlaid inspirations

Vendome is inspired by the oldest and elegant patterns in Provencal wallpaper style or the classic and iconographic decor of Roman columns. An effect of sumptuous inlays, of visual suggestions designed to give life to new boiserie of strong impact reliving the charisma of a striped effect and of the most recherché upholstery and damasks (in pink, blue, beige and peach colours), of the clean shading of imposing and candid marble columns. Ancient history meets the refined 1800's French style giving life to settings of great ceramic prestige on pure shades such as white and beige. A collection that thanks to the Colour Definition System digital printing technology gives settings a classical character with inimitable chromatic richness and the highest definition in decorative details.

Double firing - 30x60 cm
Colours: White, beige

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