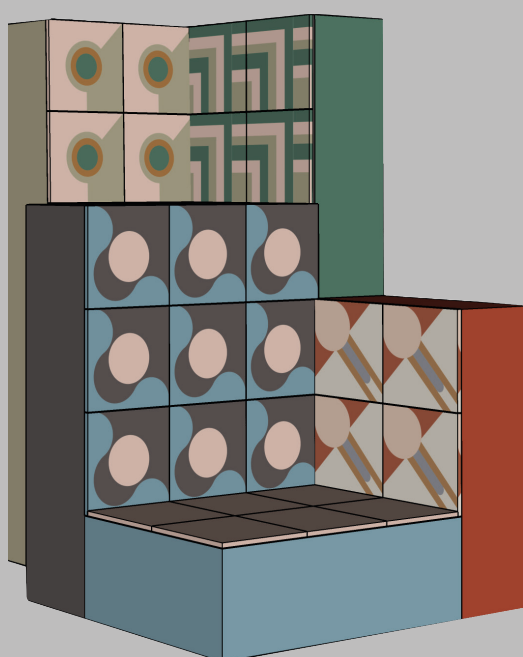


A contemporary interpretation of colour in a new ceramic collection that interacts with inventive wall and floor coverings.

Curated by  
D-Segno Studio

# The



## Liquida

**FIORANESE**  
CERAMICA

Cersaie 2018  
24<sup>th</sup> - 28<sup>th</sup> September

## 20x20

## collection

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Fioranese tiles  
has developed during years  
a dynamic approach to  
design procedures  
in content and aesthetical  
codes becoming an ideal  
partner for bespoke  
projects.

D-Segno Studio è una design agency fondata a Sassuolo nel 2016 da Davide Tonelli. Si concentra principalmente sulla progettazione e ricerca con un approccio multidisciplinare che spazia dal product ed interior design alla consulenza creativa (styling, moodbook, color study). D-Segno Studio sviluppa collezioni di prodotti per aziende e concept creativi per brand di design, progetta interni per privati e retail, e disegna spazi espositivi per manifestazioni fieristiche ed eventi. Eclettismo e rigore progettuale accompagnati da una costante ricerca su colore e materiali e sulla contaminazione tra i diversi linguaggi sono i capisaldi di ogni progetto di D-Segno Studio nel realizzare progetti custom made che corrispondano alle esigenze individuali di ogni cliente.

D-Segno Studio is a design agency founded in Sassuolo in 2016 by Davide Tonelli. It focuses mainly on design and research with a multidisciplinary approach that ranges from product and interior design to creative consulting (styling, moodbook, color study). D-Segno Studio develops collections of products for companies and creative concepts for design brands, designs interiors for individuals and retailers, and exhibition spaces for trade fairs and events. Eclecticism and design rigor accompanied by a constant research on color and materials and on the contamination between different languages are the cornerstones of every D-Segno Studio project in realizing custom-made projects that correspond to the individual needs of each client.

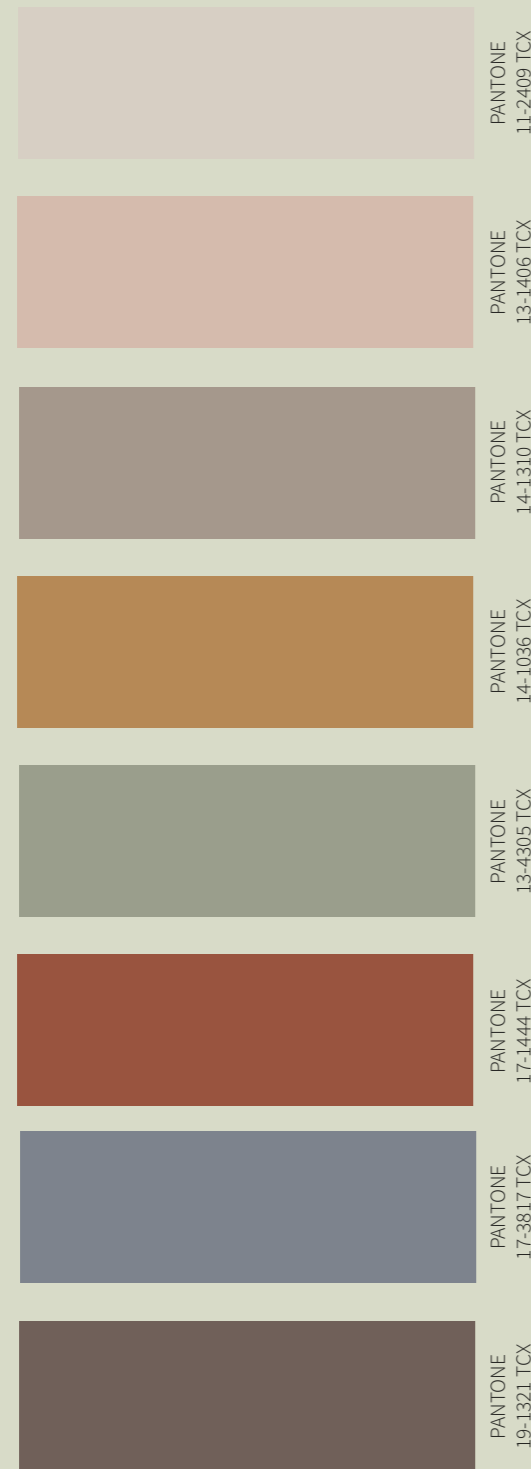
— Davide Tonelli, D-Segno Studio

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Colour is enjoying a resurgence in design, and the eclectic combination of colour we're seeing in residential and commercial spaces reveals our growing confidence with colour as a tool for design expression. The Colour palette is composed of earthy hues and cosy blended with neutral shades to give a sense of intimacy and warmth. A colorful mish-mash of cultural influences ignites our sense of community.

A collection of tiles in gres porcelain, inspired by antithetical themes, a dialogue of the opposites: contemporary and memory, craftsmanship and industrial technology, public and private are overlapping in “Liquida”, the new project in 20x20 created for the 2018 Cersaie by D-Segno Studio.

**Davide Tonelli**

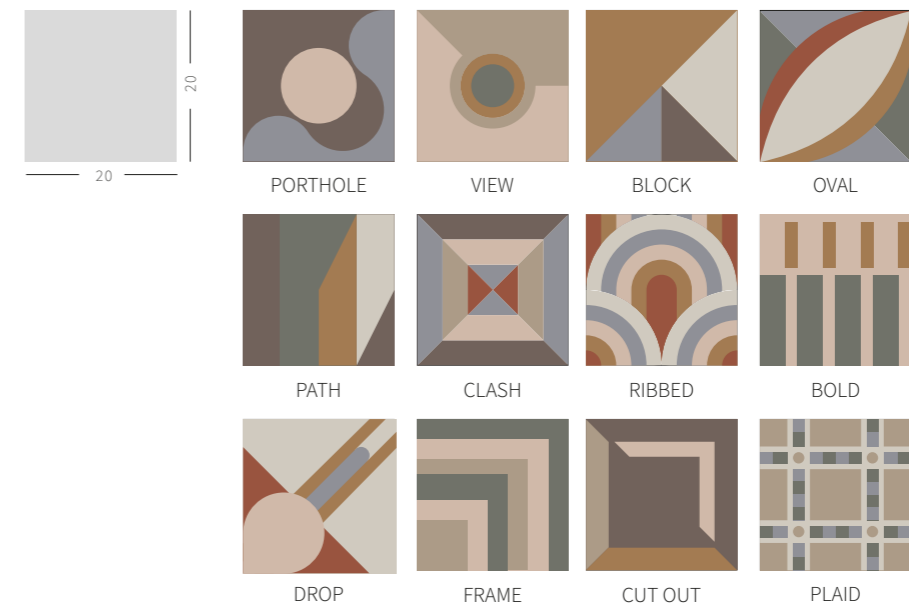
The PANTONE® referenced names are from the PANTONE FASHION HOME + INTERIORS Color System. The printed colours shown here are simulations, which may not match actual PANTONE Color Standards.

## Collection of satin-finished tiles, the result of a research on colour and matter with sophisticated patterns carried out by D-Segno Studio.

Soffusi colori pastello studiati con cura per garantire la massima resa estetica. Ogni colore è frutto di una ricerca sull'armonia e l'identità degli spazi nell'architettura d'interni e riflette un'idea di spazio flessibile. Dodici patterns audaci che guardano al passato senza però rinunciare alle opportunità offerte dal presente. Spazio alla stampa digitale e alla materia per un risultato che mescola alla perfezione motivi della metà del '900 e innovazioni tecnologica.

Soft pastel colors carefully studied to guarantee maximum aesthetic performance. Each color is the result of research into harmony and the identity of spaces in interior architecture and reflects an idea of flexible space. Twelve daring patterns that look to the past without renouncing the opportunities offered by the present. Space for digital printing and materials for a result that perfectly combines motifs from the mid-1900s with technological innovation.

“We find new joy in reviving long-held traditions. A colorful mish-mash of cultural influences ignites our sense of community”.



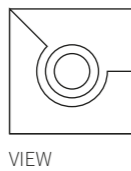
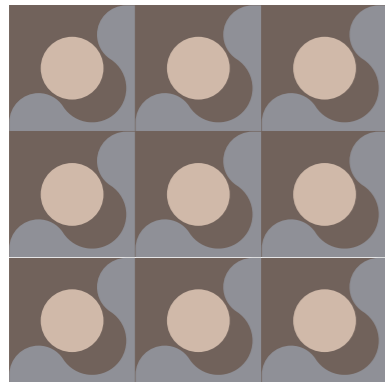
Colour deviation in print are to be corrected according to PANTONE® Textile Colour System.



A return to the artisanal is reflected in a “perfect-imperfect surface”. The material speaks of historical revival in print and pattern and bear the marks of its making. The aesthetic outcome as a testament of a re-visited tradition.

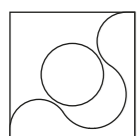
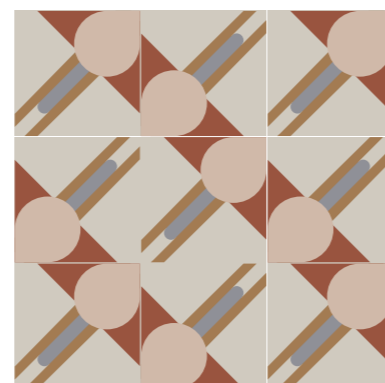
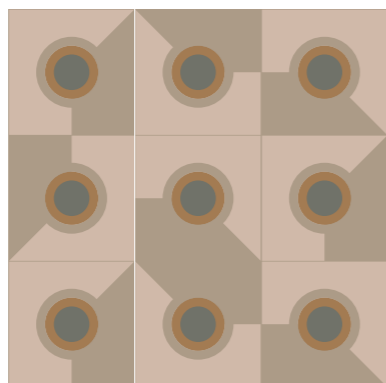
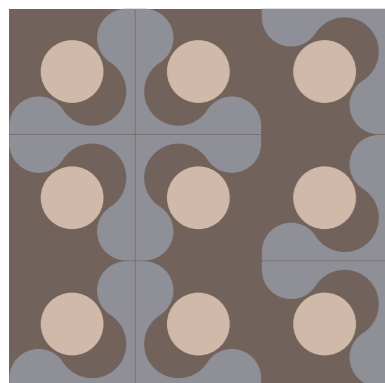
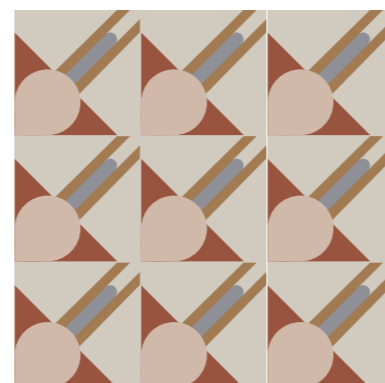
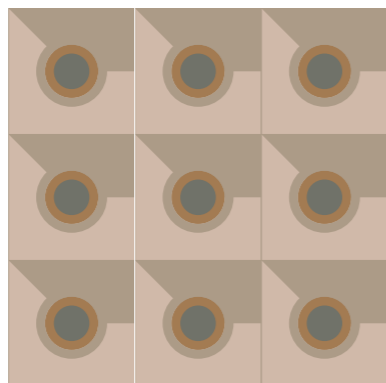
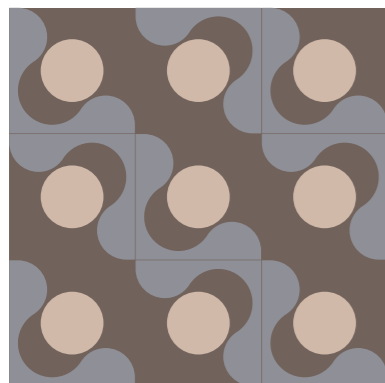


The surface is inspired by a contemporary natural paint with the classical recognized movement of the hand made application.

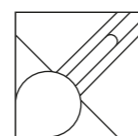


## Playful blends.

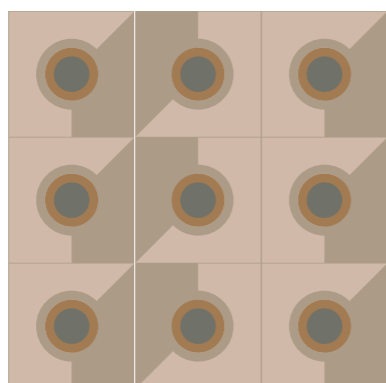
Here below the declination of some patterns of LIQUIDA . Each layout is valid for other colour families too.



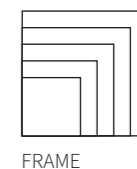
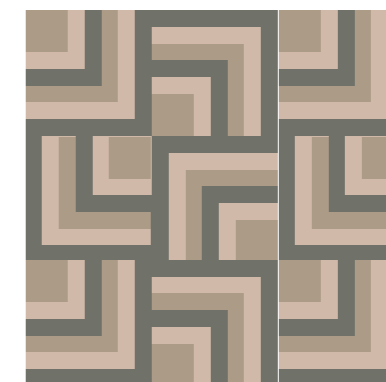
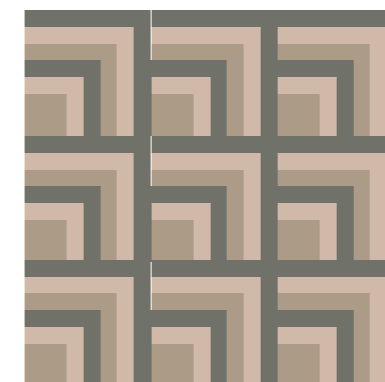
PORTHOLE  
LIQUIDA gives the possibility to create multiple combinations of installation. Thanks to the choice of different colours & patterns, totally different settings can be created with one single collection.



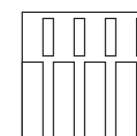
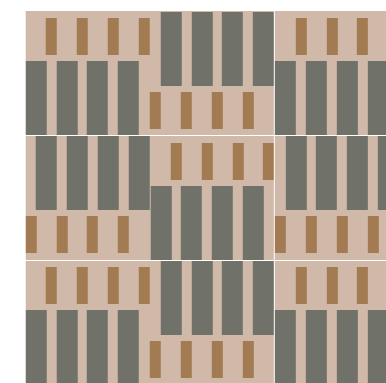
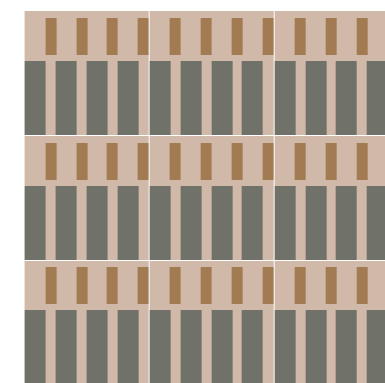
DROP



Blending traditional and cultural heritage is the testament to the contemporary consumer, whose influences and interests are not anchored to their background. We need to find an answer to our increasingly need for optimism in an era of uncertainty.



FRAME



BOLD



Flexibility: rooms are becoming programmable spaces to serve multiple purposes. Ceramics can offer more flexibility in defining spaces and at the same time give an additional aesthetic appeal.

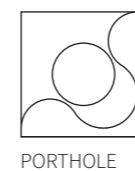
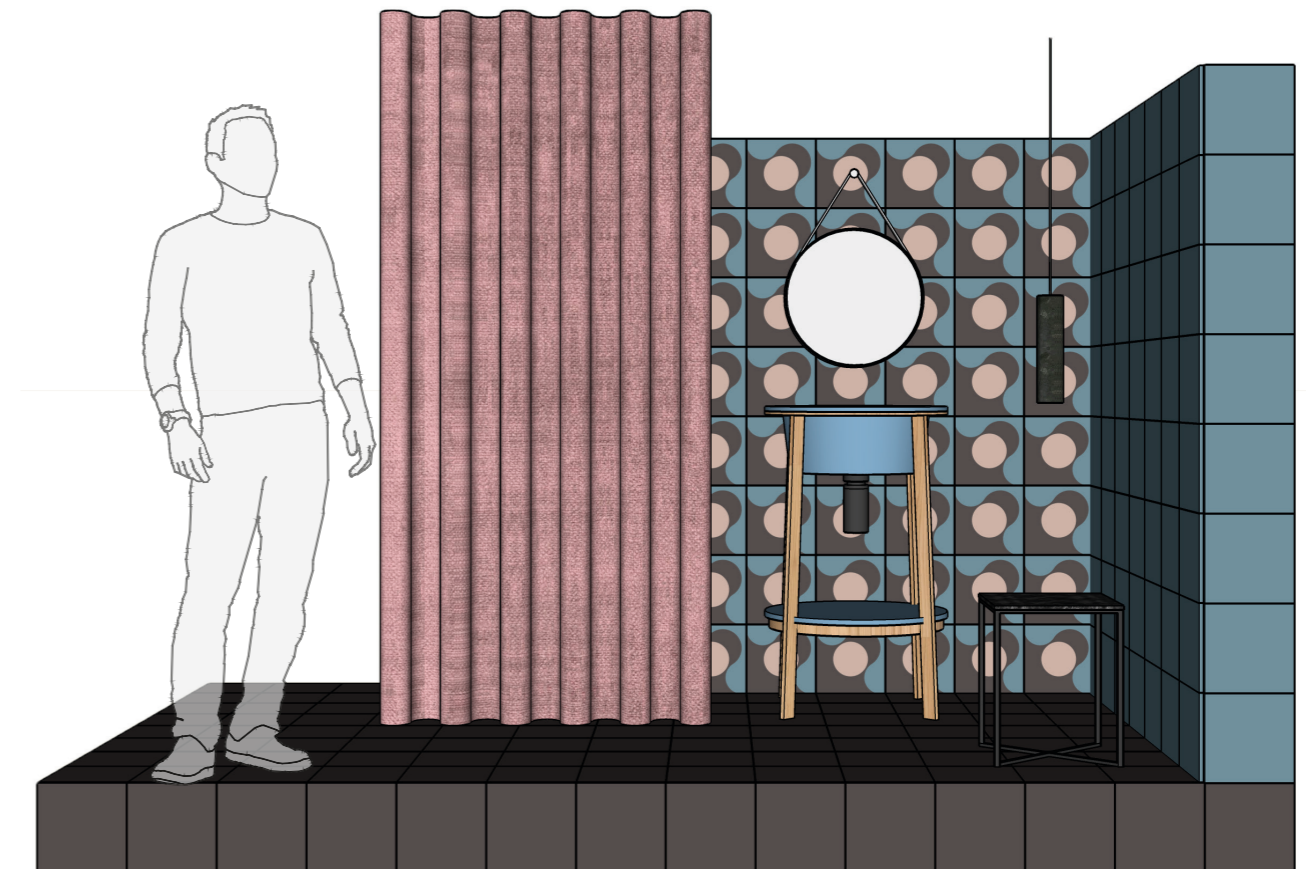
Man mano che diventiamo più “urbani” siamo anche più nomadi e i nostri centri urbani, già melting pot culturali, stanno assumendo connotati diversi. I prodotti devono avere qualità estetiche e funzionali che li rendano fruibili e adattabili a situazioni differenti, devono essere più “liquidi”.

- Davide Tonell, D- Segno Studio

As we become more “urban” we are also more nomadic and our urban centers, already cultural melting pots, are assuming different connotations. The products must have aesthetic and functional qualities that make them usable and adaptable to different situations, they must be more “liquid”.

- Davide Tonell, D- Segno Studio

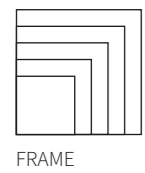
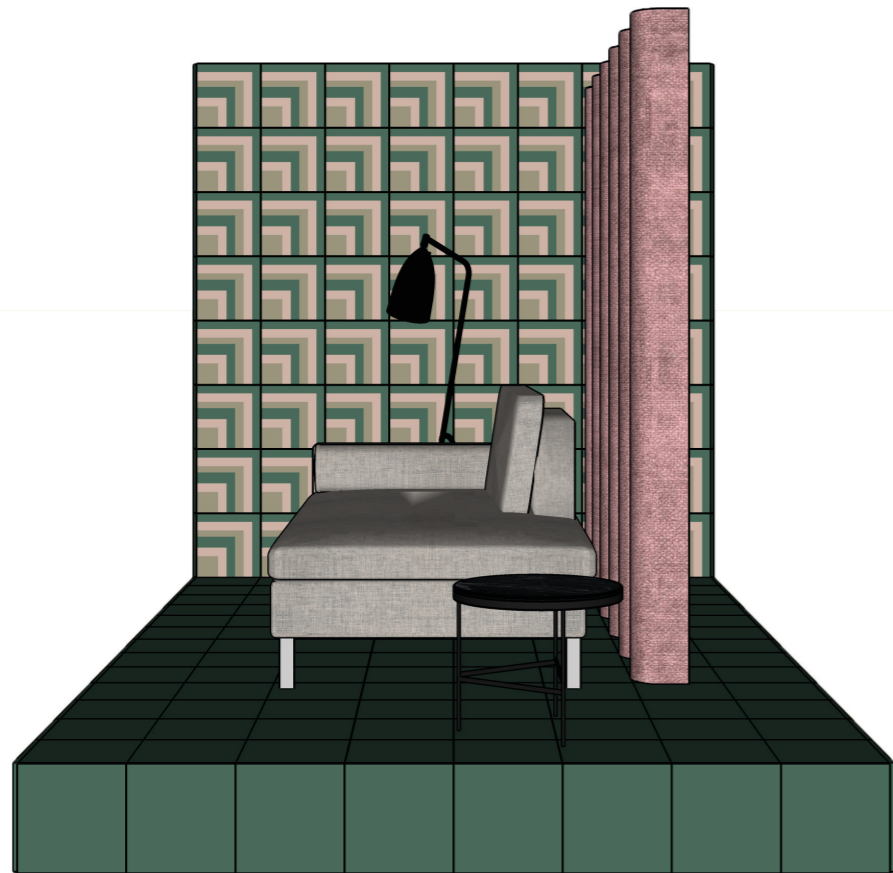
## Cross-cultural fertilisation



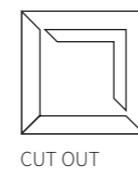
PORTHOLE

Wall | Porthole, Blue.  
 Floor | Carob.



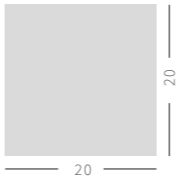
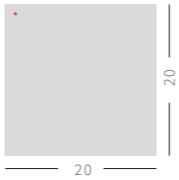


Wall | Frame.  
Floor | Herbalist.



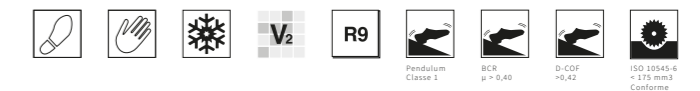
Wall | Cut Out, Carob.  
Floor | Blush.

INFORMAZIONI TECNICHE/ TECHNICAL DATA

NOME COLLEZIONE	colori colors	dimensione size	pz/sc pcs/box	mq/sc sqm/box	kg/sc kg/box	colli boxes	mq sqm	kg kg	sp th
	BONE WHITE	20x20 - 8"x8"	27	1,08	22,5	68	73,44	1540	10
	BLUSH	20x20 - 8"x8"	27	1,08	22,5	68	73,44	1540	10
	GREIGE	20x20 - 8"x8"	27	1,08	22,5	68	73,44	1540	10
	HERBALIST	20x20 - 8"x8"	27	1,08	22,5	68	73,44	1540	10
	TERACOTTA	20x20 - 8"x8"	27	1,08	22,5	68	73,44	1540	10
	BLUE	20x20 - 8"x8"	27	1,08	22,5	68	73,44	1540	10
	OCRA	20x20 - 8"x8"	27	1,08	22,5	68	73,44	1540	10
CAROB	20x20 - 8"x8"	27	1,08	22,5	68	73,44	1540	10	
 12 soggetti assortiti	PORTHOLE	20x20 - 8"x8"	27	1,08	22,5	68	73,44	1540	10
	VIEW	20x20 - 8"x8"	27	1,08	22,5	68	73,44	1540	10
	BLOCK	20x20 - 8"x8"	27	1,08	22,5	68	73,44	1540	10
	OVAL	20x20 - 8"x8"	27	1,08	22,5	68	73,44	1540	10
	PATH	20x20 - 8"x8"	27	1,08	22,5	68	73,44	1540	10
	CLASH	20x20 - 8"x8"	27	1,08	22,5	68	73,44	1540	10
	RIBBED	20x20 - 8"x8"	27	1,08	22,5	68	73,44	1540	10
	BOLD	20x20 - 8"x8"	27	1,08	22,5	68	73,44	1540	10
	DROP	20x20 - 8"x8"	27	1,08	22,5	68	73,44	1540	10
	FRAME	20x20 - 8"x8"	27	1,08	22,5	68	73,44	1540	10
	CUT OUT	20x20 - 8"x8"	27	1,08	22,5	68	73,44	1540	10
	PLAID	20x20 - 8"x8"	27	1,08	22,5	68	73,44	1540	10

\* Non è garantito un numero minimo di soggetti differenti all'interno di una scatola.

Gres Porcellanato / Porcelain Stoneware  
Conforme / According to UNI EN 14411:2012 - GB1a



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