

FIO.COLLECTIONS VOLUME ONE

*Fio.*

**FIORANESE**  
CERAMICA

CONTENTS

Liquida  
Passepartout

# Fio.

## FUTURE LEGACY

Riparte da Fio. il viaggio creativo di Ceramica Fioranese nel mondo contemporaneo, influenzato dalla creatività del "Made in Italy" che da sempre contraddistingue i nostri prodotti. Un viaggio, o meglio, un percorso di crescente innovazione che non si ferma mai, ma che anno dopo anno si arricchisce di nuove suggestioni.

Fio. è una linea di prodotti che coniuga design e tendenza, artigianato e tecnologia, sintesi della nostra storia fatta di grandi eccellenze produttive, per distinguersi sul mercato globale e offrire prodotti su misura al servizio del mondo, del progetto e della creatività.

Una suggestiva "Italian way of life" che non vogliamo perdere.



<sup>/EN</sup> Fio. is on the move again. The creative voyage of Ceramica Fioranese in the contemporary world, influenced by the "Made in Italy" creativity which always marks our products. A voyage, or rather a never ending journey into innovation that is enriched with new suggestions.

Fio. is a line of products that combines designs and trends, craftsmanship and technology, summarizing our history of manufacturing excellence that has set us apart on the global market, allowing us to offer custom products that serve the world, each project and creativity itself.

An evocative "Italian way of life" that we wish to keep close at heart.

## Liquida Collection



20x20 cm  
8"x8"

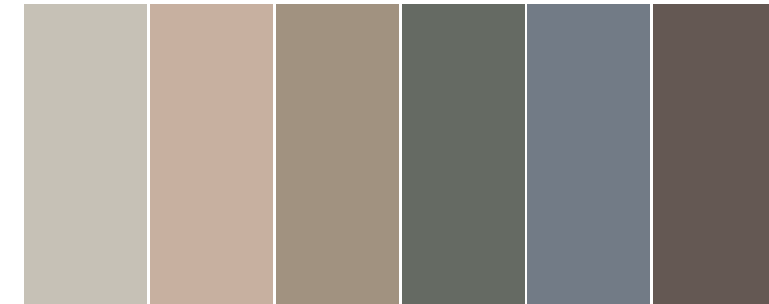
### Plain



### Patterns



## Fio.Collections Volume One



# Liquida

CURATED BY  
DAVIDE TONELLI

Forme e grafiche evocative del design anni '50 vengono contaminate da un'accurata ricerca sul colore, trasformando la tradizione in tendenza.

Liquida, il nuovo progetto in 20x20 curato da Davide Tonelli per Ceramica Fioranese, è l'inizio di un nuovo percorso di investigazione nella ceramica con cui Fio. si pone l'obiettivo di guardare al futuro restituendo ai propri clienti e collaboratori collezioni che mantengano e rafforzino quelli che da sempre sono stati i tratti distintivi del brand: riconoscibilità, ricerca di superfici inedite, unione tra materia e tecnologia.

Liquida è tutto questo. Una collezione che vuole rimarcare il know-how storico dell'azienda nel suo passaggio dall'era analogica a quella digitale.

Abbiamo scelto la creatività di Davide Tonelli con convinzione, perché il caleidoscopio di linee e di colori che questo giovane creativo propone per scomporre la realtà ci attrae e ci appassiona.

Sei colori pastello, risultato di un'analisi accurata sulle nuove tendenze colore: avorio, tortora, rosa, salvia, carta da zucchero e cacao per creare una serie eclettica, completata da otto patterns espressione di diversi linguaggi del contemporaneo, capaci di dialogare con ambienti residenziali e non, in cui socialità e "co-living" sono i nuovi bisogni da soddisfare.

<sup>/EN</sup> Forms and graphics that are evocative of the 1950's combined with diligent colour research, transforming tradition into trend.

Liquida, the new 20x20 project curated by Davide Tonelli for Ceramica Fioranese, marks the start of a new investigation into ceramic tiles through which Fio. aims to view the future, ensuring for its customers and associates that the collections will maintain and further strengthen the distinctive traits of the brand: recognisability, research into unusual surfaces, the union of materials and technology.

Liquida is all this and more. A collection that aims to underline the company's historic know how as it moves out of the analogue and into the digital era.

We opted for the creative eye of Davide Tonelli with the utmost certainty, as the kaleidoscope of lines and colours that this young artist uses to deconstruct reality attracts and impassions us.

Six pastel colours mark the result of a diligent colour trend analysis: ivory, dove grey, pink, sage green, powder blue and cocoa create an eclectic range, with eight patterns expressing various contemporary forms that work well with residential interiors where social interaction and co-living are now the needs to address.



**BONE WHITE 20x20 - 8"x8"**

La superficie è ispirata a una calce naturale contemporanea con il classico movimento riconosciuto dell'applicazione fatta a mano.

<sup>/EN</sup> The surface draws its inspiration from natural limestone, featuring the classic movement resulting from artisanal application by hand.

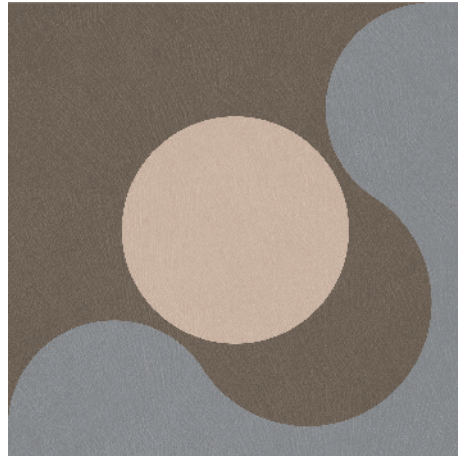
Un ritorno all'artigianato si riflette in una "superficie perfetta imperfetta". Il materiale parla di revival storico nella stampa e nel modello e porta i segni della sua realizzazione. Il risultato estetico come testimonianza di una tradizione rivisitata.

<sup>/EN</sup> There is a return to craftsmanship with a "perfect, imperfect surface". The material witnesses a historic revival insofar as the print and the result is testimony to this. The aesthetic result is proof a tradition revisited.



## Liquida Collection

Miscele giocose.  
/EN Playful mixes.



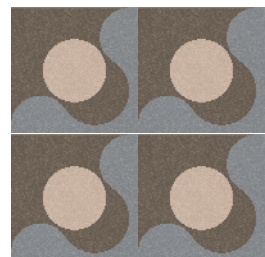
PORTHOLE 20x20 - 8"x8"

La fusione tra patrimonio tradizionale e culturale è la testimonianza del consumatore contemporaneo, le cui influenze e interessi non sono ancorati al loro background.

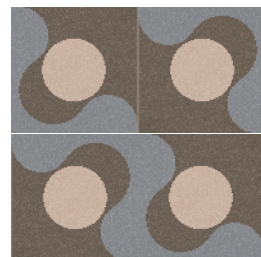
Dobbiamo trovare una risposta al nostro crescente bisogno di ottimismo in un'era di incertezza.

Liquida offre la possibilità di creare molteplici combinazioni di installazione. Grazie alla scelta di diversi colori e patterns, è possibile creare scenari completamente diversi con un'unica collezione.

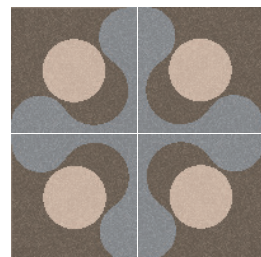
/EN The merger of a traditional and cultural heritage expresses the statement of today's consumers, whose influences and interests are not yet anchored to their backgrounds. We need to find a way to satisfy the increasing need for optimism, in this era of great uncertainty. Liquida allows for many combinations upon installation. Because of its different colours and patterns, completely different scenarios can be collected, within this single collection.



WAVE

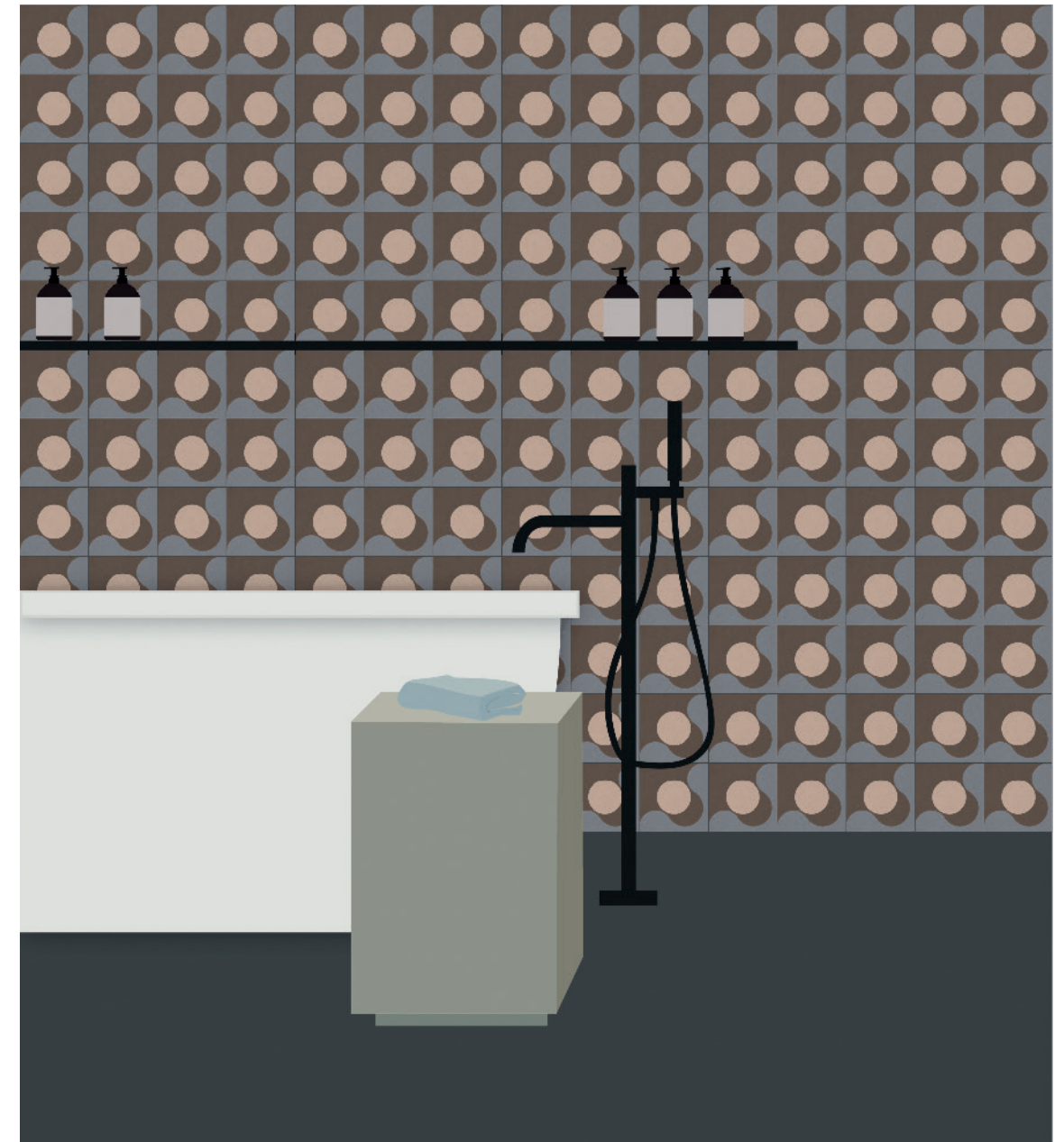


SNAKE



FOCUS

## Porthole



Wall: Porthole in the "wave" layout.

Un approccio dinamico alle procedure di progettazione nei contenuti e nei codici estetici.  
 /EN A dynamic approach to content and aesthetic codes in the context of design procedures.



FRAME 20x20 - 8"x8"

Flessibilità: le stanze stanno diventando spazi programmabili per servire a molteplici scopi. La ceramica può offrire maggiore flessibilità nella definizione degli spazi e allo stesso tempo dare un ulteriore appeal estetico. I prodotti devono avere qualità estetiche e funzionali che li rendano utilizzabili e adattabili a situazioni diverse, devono essere più "liquidi".

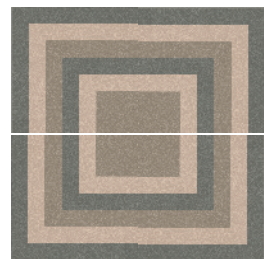
/EN Flexibility: rooms are turning into areas that can be converted to serve for several uses. Tiles allow for greater flexibility when defining spaces, while imparting even greater aesthetic appeal. The products must have functional and aesthetic qualities that render them useful and adaptable to different situations, i.e., the need to be "liquid".



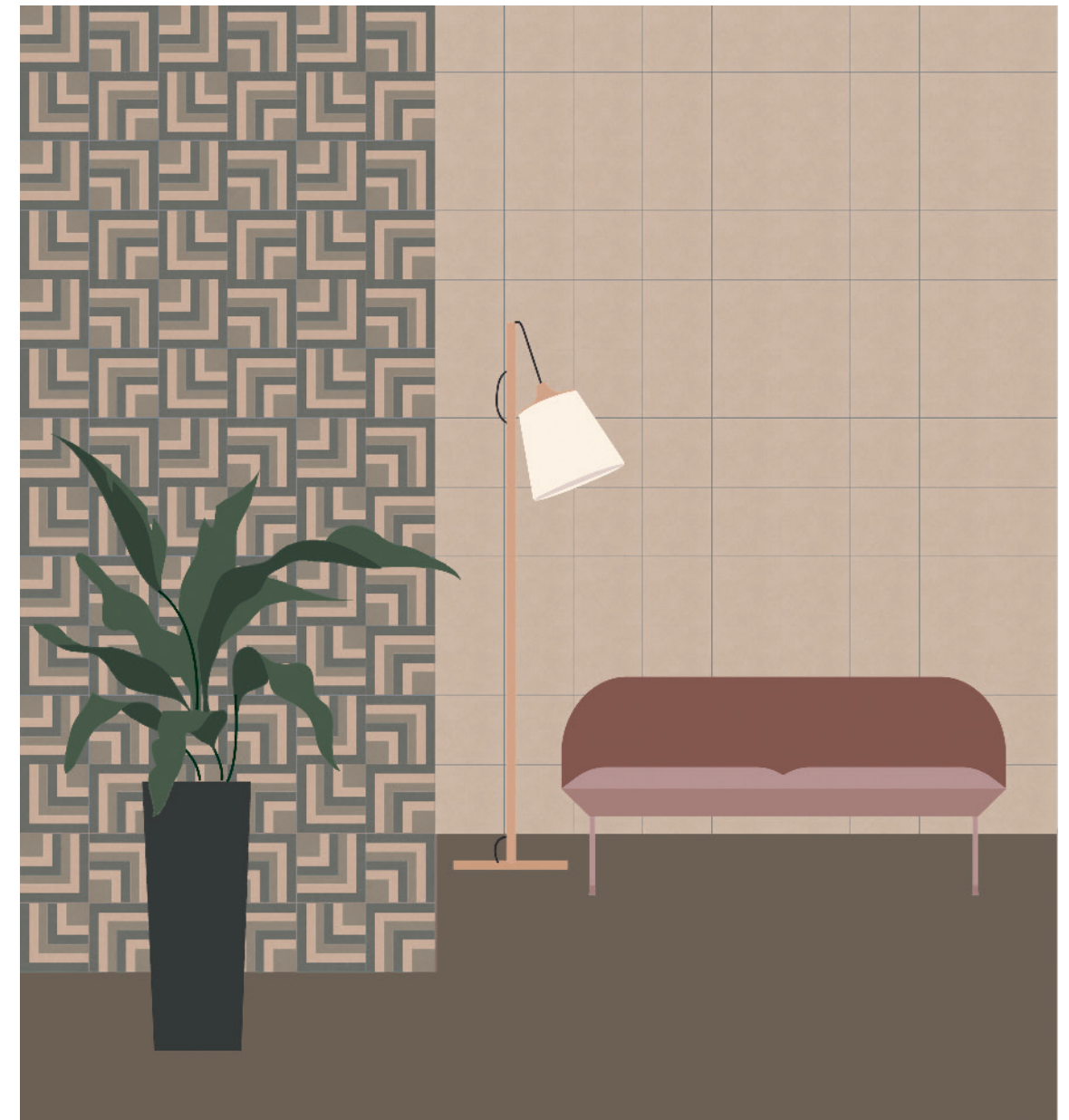
LOOP



REVERSE



CORE



Wall: Frame in the "reverse" layout and Blush.



## Liquida Collection

Piastrelle satinare, frutto di una ricerca sul colore e sulla materia con modelli sofisticati.  
<sup>/EN</sup> Glazed tiles, the result of research into colour and materials, with sophisticated models.



OVAL 20x20 - 8"x8"

Il colore sta vivendo una rinascita nel design e l'eccentrica combinazione di colori che stiamo vedendo negli spazi residenziali e commerciali rivela la nostra crescente predisposizione nei confronti del colore come strumento per l'espressione del design. La palette colori è composta da tonalità terrose, mescolate con tonalità neutre per dare un senso di intimità e calore. Un mix colorato di influenze culturali enfatizza il nostro senso di comunità.

<sup>/EN</sup> Color is going through a rebirth in design and the eclectic colour combinations that we are seeing in homes and commercial premises are proof of our increasing propensity to use colour as an instrument for expression in design. The colour palette is composed of earthy tones, mixed with neutral shades to give a sense of warmth and intimacy. A colourful mix of cultural influences highlights our sense of community.



LOOP

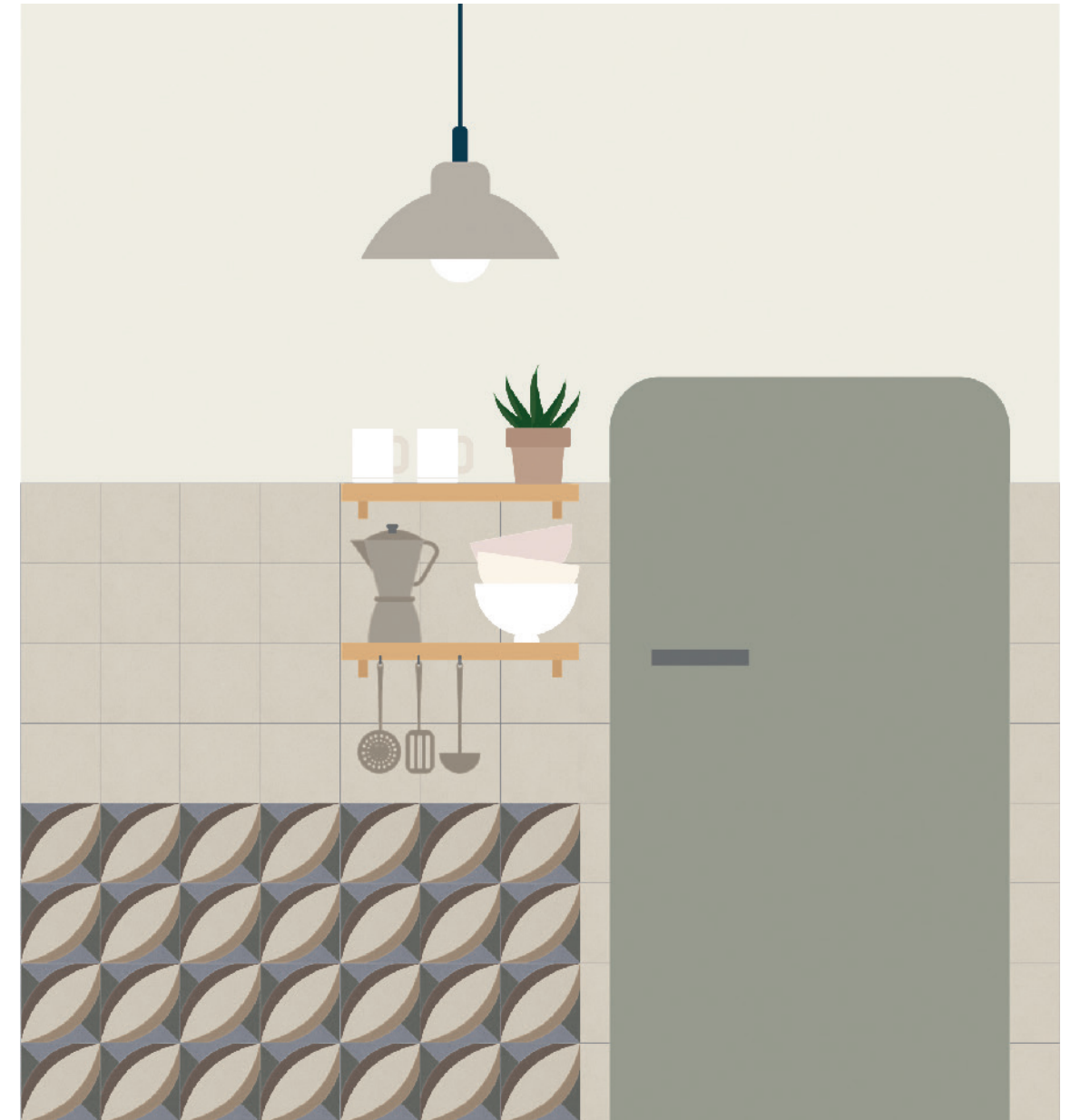


PETALS



LEAVES

## Oval

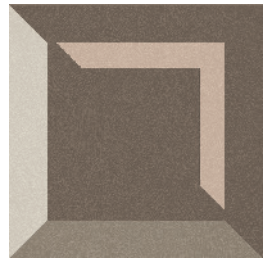


Wall: Oval in the "loop" layout and Bone White.

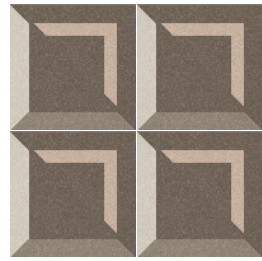


Liquida Collection

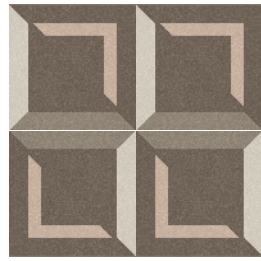
Fio.Collections Volume One



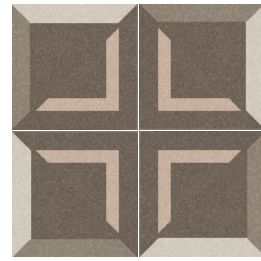
CUT OUT 20x20 - 8"x8"



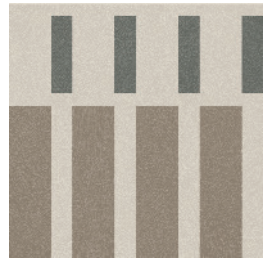
LOOP



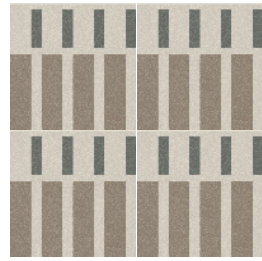
REVERSE



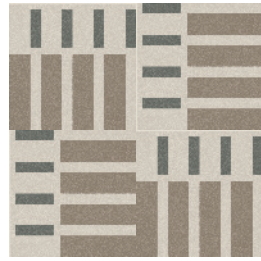
FOCUS



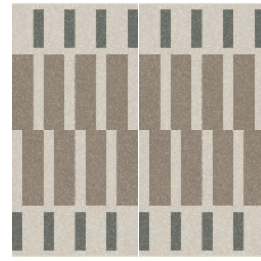
BOLD 20x20 - 8"x8"



LOOP



REVERSE



UP-DOWN



RIBBED 20x20 - 8"x8"



LOOP



RINGS



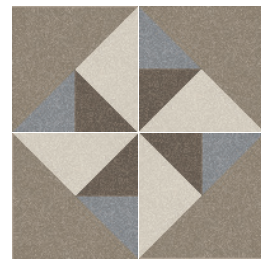
BLOCK 20x20 - 8"x8"



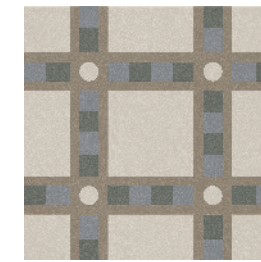
LOOP



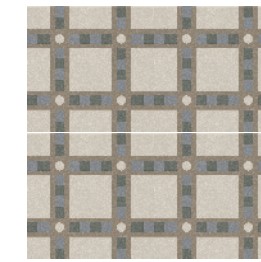
ARROW



FOCUS

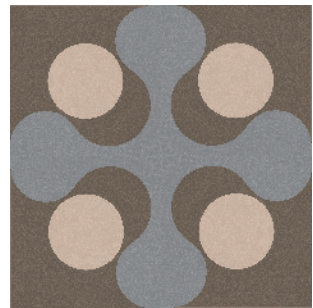


PLAID 20x20 - 8"x8"

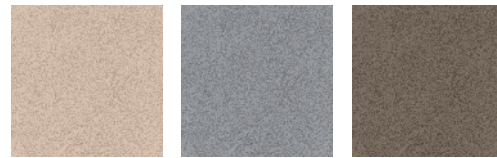


LOOP

Liquida Collection



PORTHOLE



BLUSH BLUE CAROB



FRAME



BLUSH BLUE HERBALIST



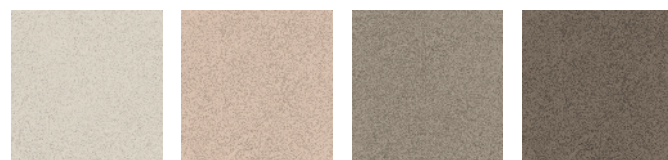
RIBBED



BONE WHITE BLUSH GREIGE CAROB BLUE

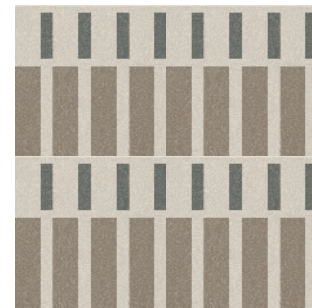


CUT OUT



BONE WHITE BLUSH GREIGE CAROB

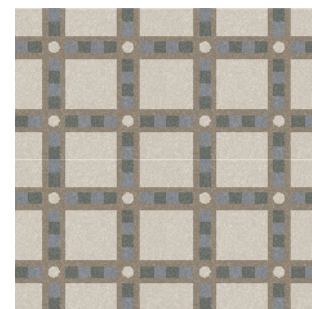
Fio.Collections Volume One



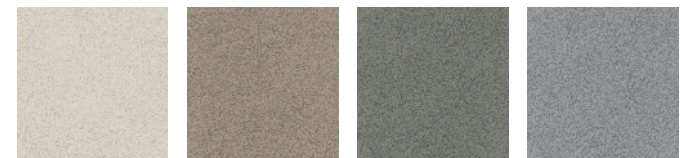
BOLD



BONE WHITE GREIGE HERBALIST



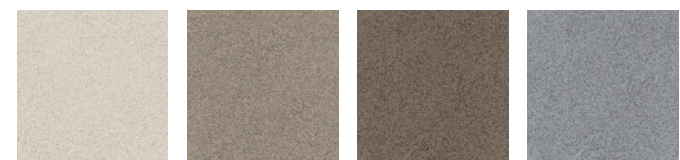
PLAID



BONE WHITE GREIGE HERBALIST BLUE



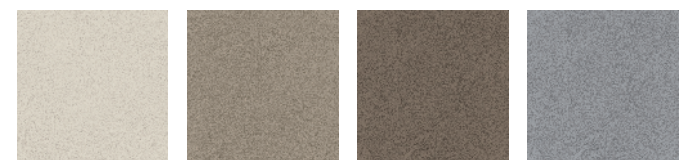
OVAL



BONE WHITE GREIGE CAROB BLUE



BLOCK



BONE WHITE GREIGE CAROB BLUE



## Liquida Collection - Slabs

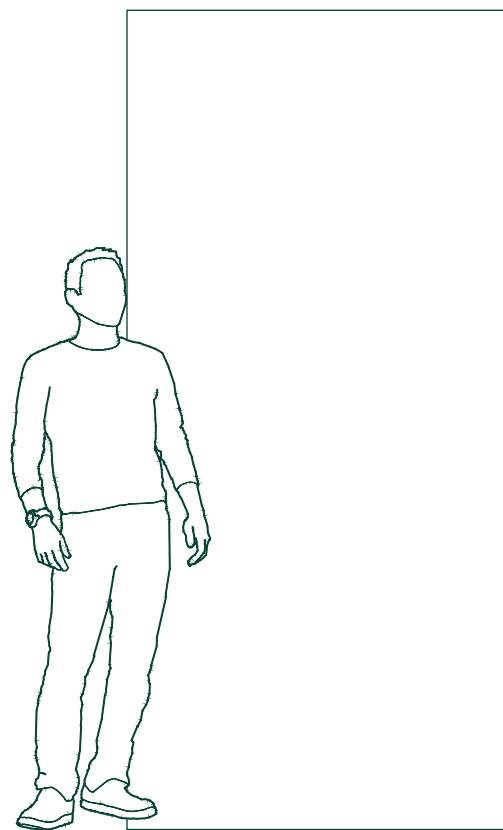
La lastra decorativa 120x260 cm è una riproduzione in microtexture delle otto grafiche studiate nel formato piccolo della collezione. La tecnologia di stampa digitale "a freddo" permette di ottenere risultati di qualità superiore in termini di risoluzione e cromatismi per enfatizzare il "decorativismo" e la libertà creativa nella sua massima espressione. Le lastre decorative proposte possono essere facilmente abbinabili al 20x20 ma anche trasversalmente ad altre collezioni in base allo stile e alle colorazioni.

Sono adatte sia ad un utilizzo residenziale sia in contesti commerciali per un utilizzo prettamente a rivestimento.

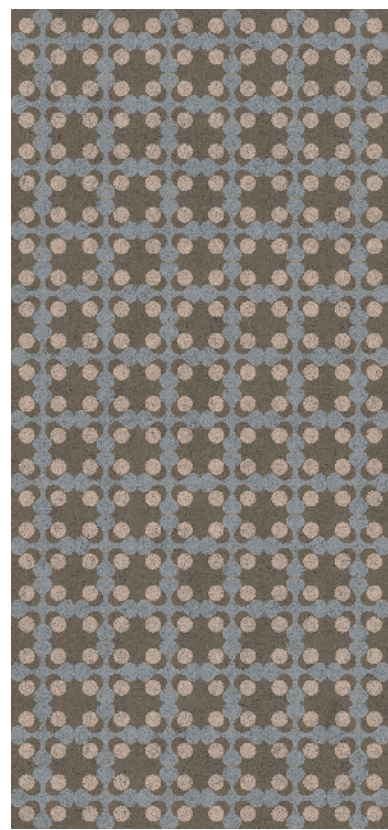
<sup>/EN</sup> Our decorative 120x260 cm slab is a microtexture reproduction of the eight graphics used for the collection's small formats. Digital "cold" printing provides superior results in terms of resolutions and colours which highlight the "decorativeness" and freedom of creativity in its highest form. The decorative slabs are easy to combine with the 20x20 size, but they can also be used with other collections, according to their style and colours.

They are appropriate for residential use as well as for commercial premises, mainly as wall covering.

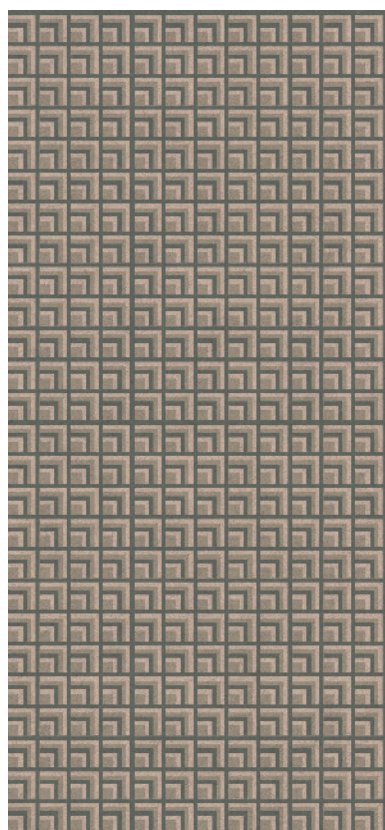
# Liquida Slabs



Applicazione a parete  
<sup>/EN</sup> Wall application

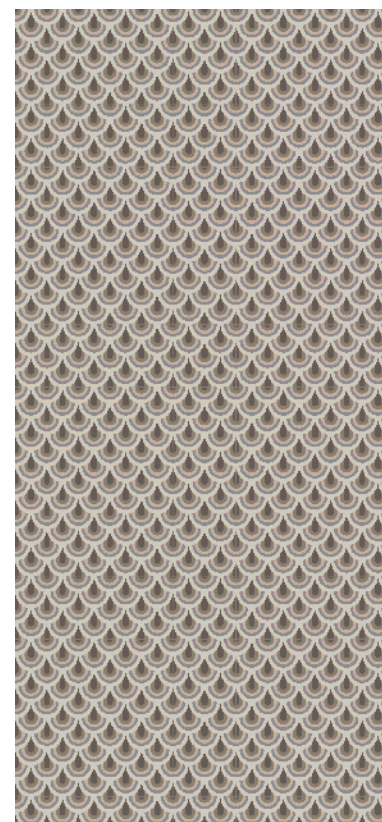


**PORTHOLE 120x260**  
48"x104"

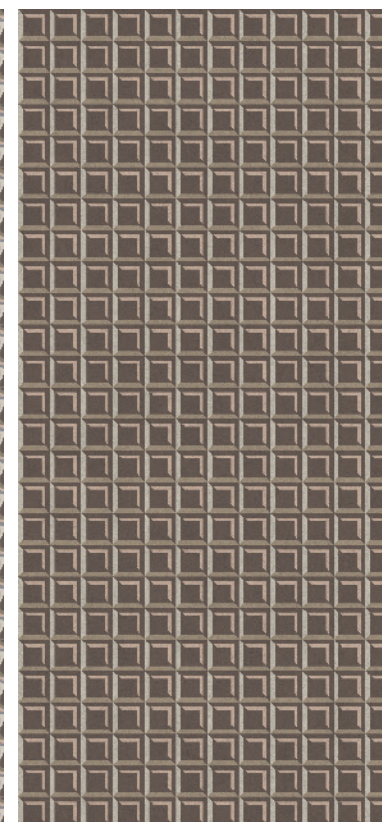


**FRAME 120x260**  
48"x104"

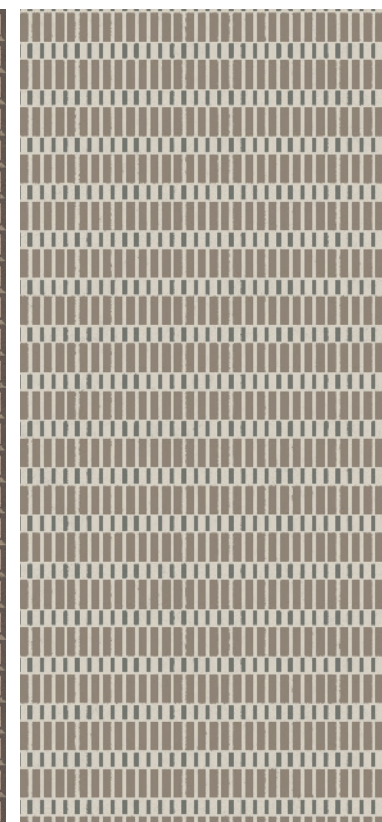
## Fio.Collections Volume One



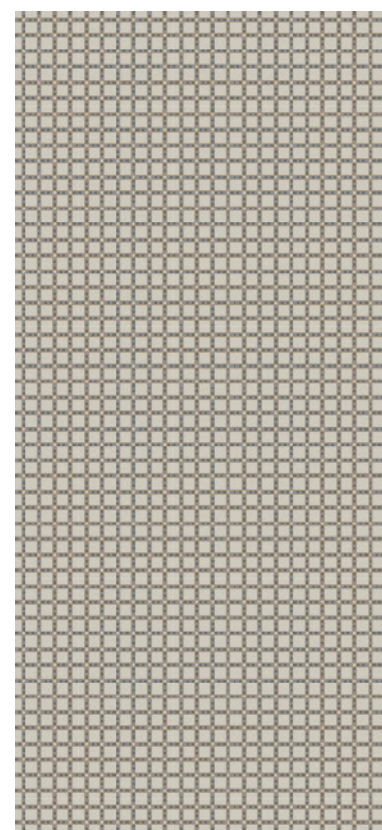
**RIBBED 120x260**  
48"x104"



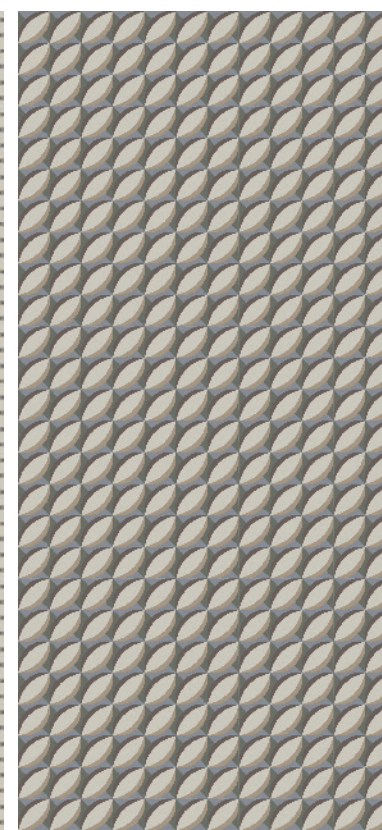
**CUT OUT 120x260**  
48"x104"



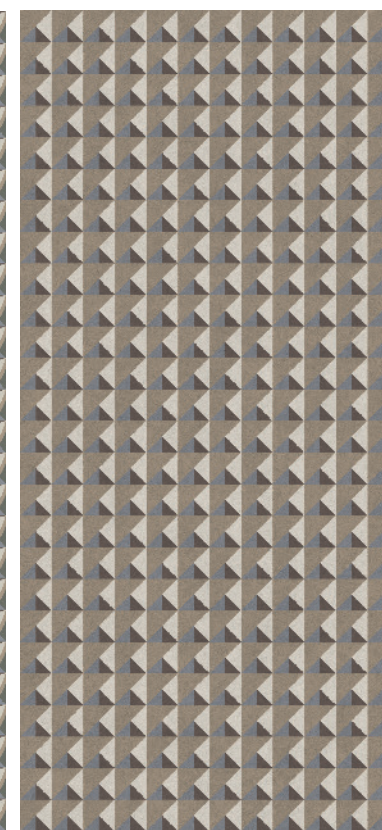
**BOLD 120x260**  
48"x104"



**PLAID 120x260**  
48"x104"

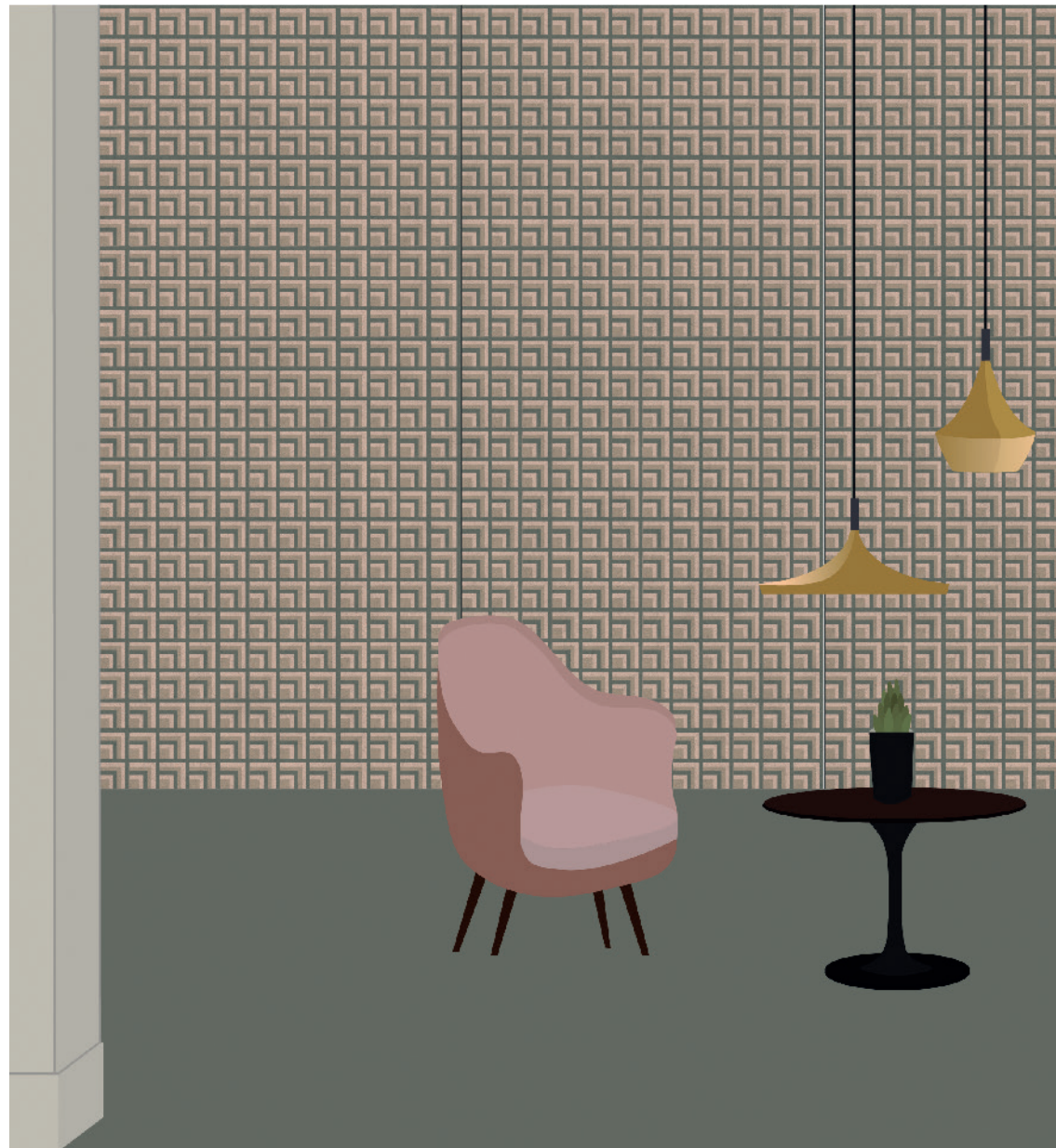


**OVAL 120x260**  
48"x104"

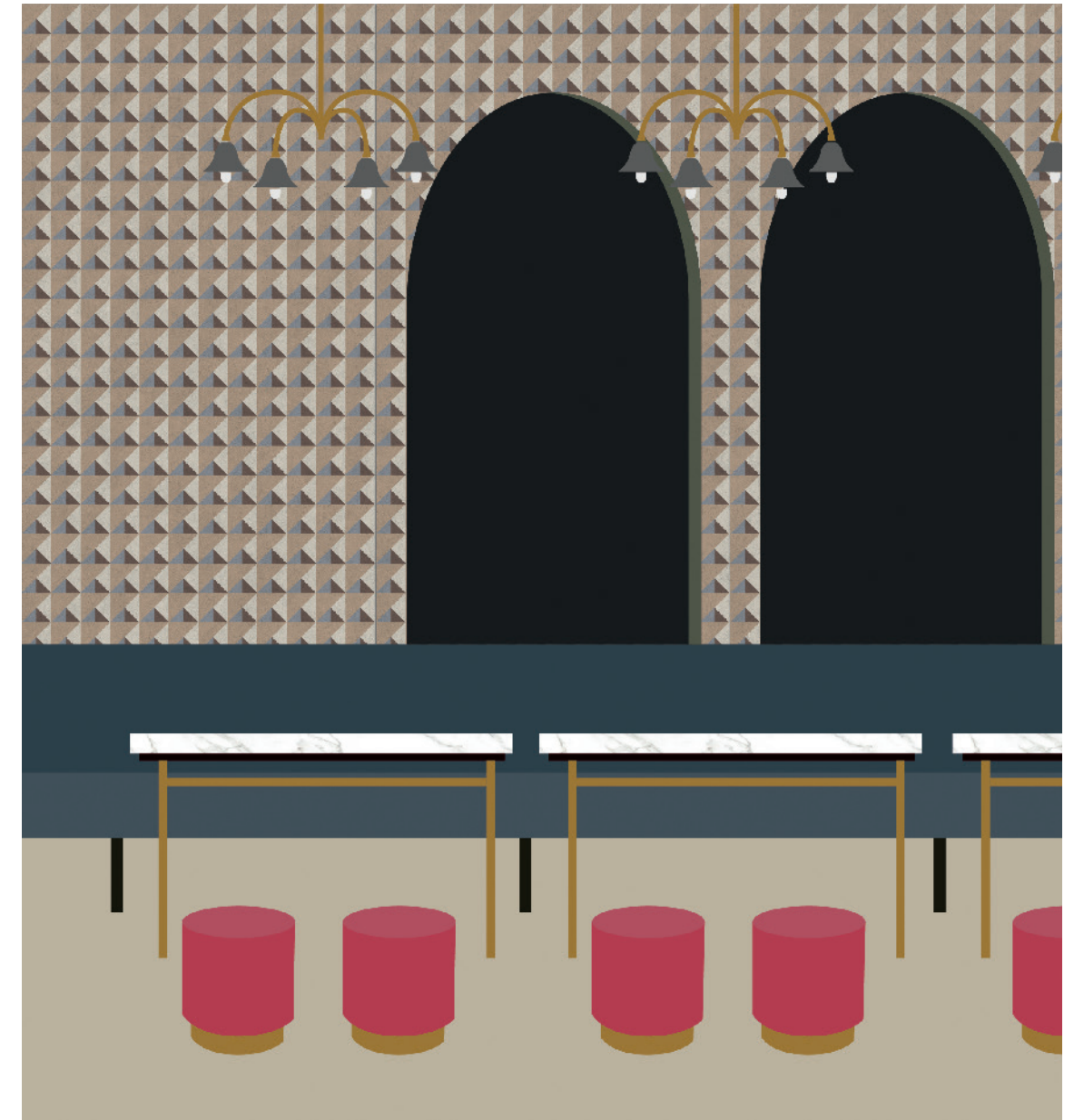


**BLOCK 120x260**  
48"x104"





Wall: Frame Slab



Wall: Block Slab

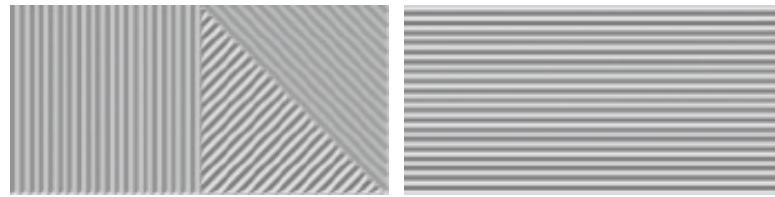


Passepartout Collection

Fio.Collections Volume One

Module #1

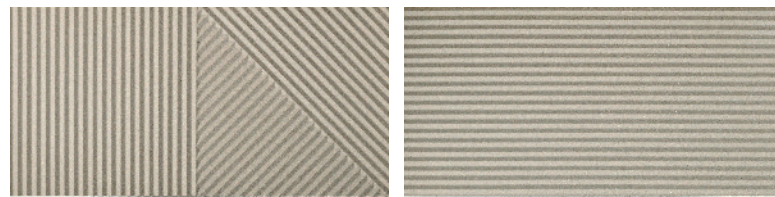
Module #2



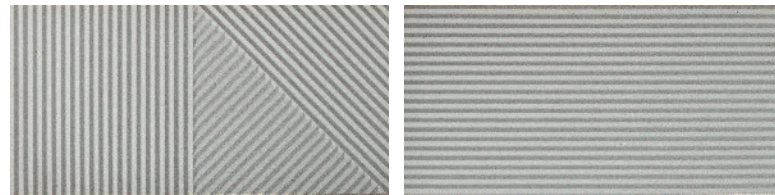
30,2x60,4 cm - 12"x24"  
Matt /Rettificato - Matte/Rectified

30,2x60,4 cm - 12"x24"  
Matt /Rettificato - Matte/Rectified

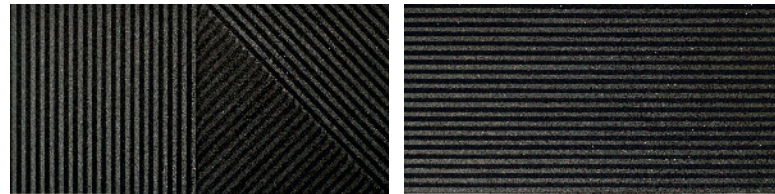
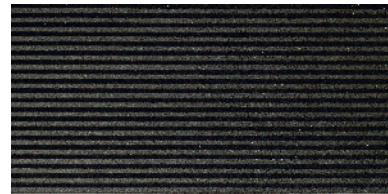
AVORIO



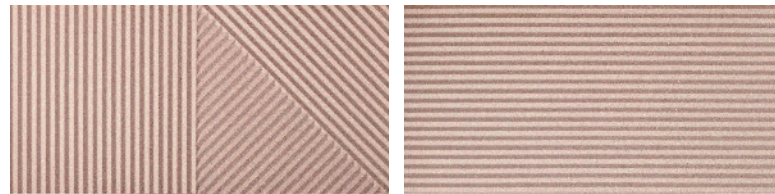
GRIGIO



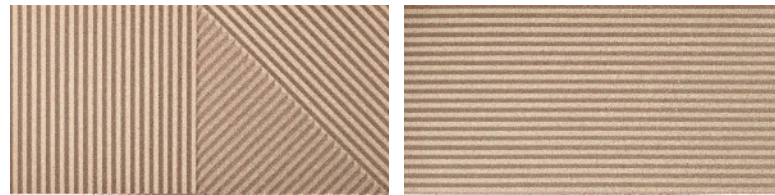
TAUPE



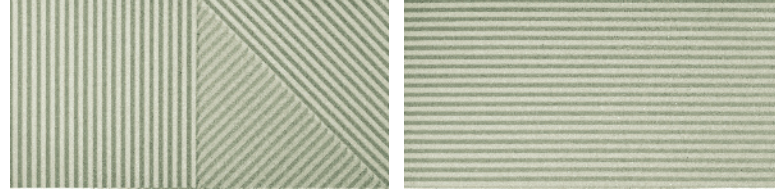
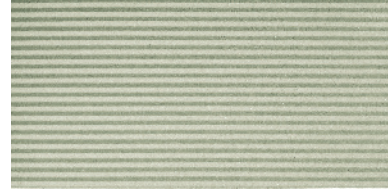
MILLENNIAL  
PINK



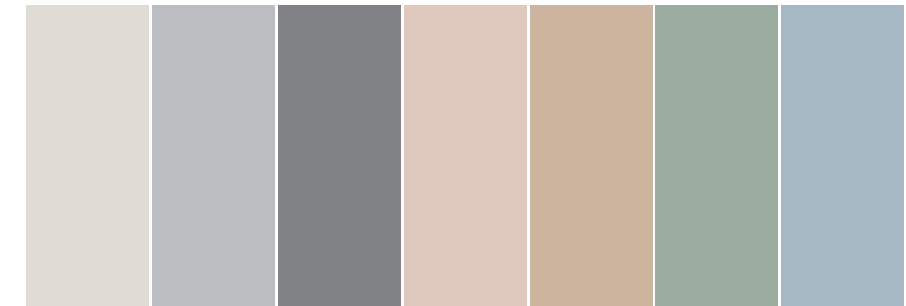
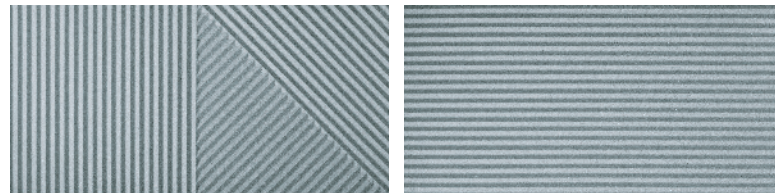
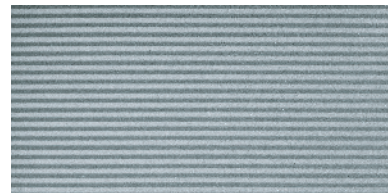
MANGO



NEO  
MINT



RUSTY  
BLUE



# Passepartout

CURATED BY  
DAVIDE TONELLI

Il potere del colore. Le pareti sono sature di tinte singole attraverso l'uso di pannelli ceramici volumetrici in gres porcellanato-body color. Due forme declinate in una scala di colori pastello muti - da utilizzare al posto dei neutri e del bianco - in finitura opaca, evocano un'eleganza senza tempo e offrono soluzioni contemporanee e infinite combinazioni utilizzate da sole o in combinazione con altre collezioni.

<sup>/EN</sup> The power of colour. Saturated monochromatic walls achieved with volumetric ceramic panels made of porcelain stoneware-body color. Two forms available in a range of muted pastel colours, to be used instead of neutrals and white. With their opaque finish, they evoke a timeless elegance, offering contemporary solutions and infinite combinations, whether they are used alone or in combination with other collections.

## Module #1

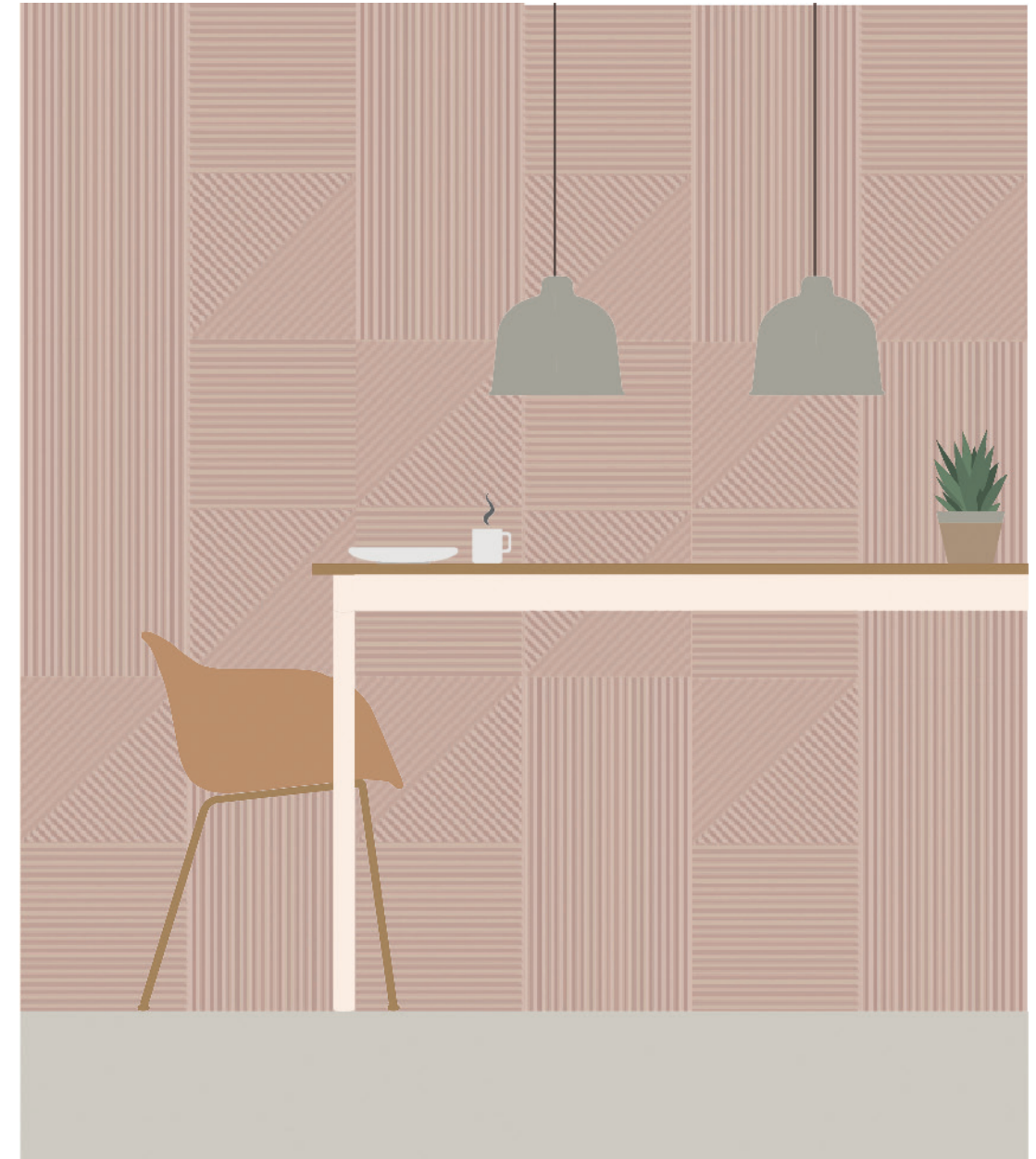
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Wall: Neon Mint module #1

## Module #2

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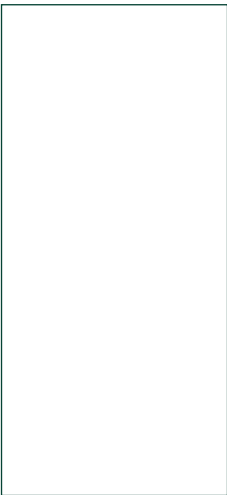


Wall: Millennial Pink module #2





# Liquida

Technical Specifications

Formato Size	Codice Code	Articolo Item	Pz/Sc Pcs/Box	Mq/Sc Sqm/Box	Kg/Sc Kg/Box	Colli Boxes	Mq Sqm	Kg Kg	Spessore Thickness								
 <p><b>PLAIN</b> 20x20 cm 8"x8"</p>	<b>CLQ20S1</b>	Bone	27	1,08	22,5	68	73,44	1540	10 mm								
	<b>CLQ20S2</b>	Blush															
	<b>CLQ20S3</b>	Creige															
	<b>CLQ20S6</b>	Blue															
	<b>CLQ20S7</b>	Herbalist															
	<b>CLQ20S8</b>	Carob															
	 <p><b>PATTERNS</b> 20x20 cm 8"x8"</p>	<b>CLQ20P1</b>								Porthole	27	1,08	22,5	68	73,44	1540	10 mm
		<b>CLQ20P2</b>								Block							
<b>CLQ20P3</b>		Oval															
<b>CLQ20P4</b>		Plaid															
<b>CLQ20P5</b>		Ribbed															
<b>CLQ20P6</b>		Bold															
<b>CLQ20P7</b>		Cut-out															
<b>CLQ20P8</b>		Frame															
 <p>120x260 cm - 48"x104"</p>				<b>Mq/Pz</b> Sqm/Pcs	<b>Kg/Pz</b> Kg/Pcs				<b>Spessore</b> Thickness								
	<b>CLQ26P1</b>	Porthole	3,12	46,9	6 mm												
	<b>CLQ26P2</b>	Block															
	<b>CLQ26P3</b>	Oval															
	<b>CLQ26P4</b>	Plaid															
	<b>CLQ26P5</b>	Ribbed															
	<b>CLQ26P6</b>	Bold															
	<b>CLQ26P7</b>	Cut-out															
<b>CLQ26P8</b>	Frame																

# Passepartout

Technical Specifications

Formato Size	Codice Code	Articolo Item	Pz/Sc Pcs/Box	Mq/Sc Sqm/Box	Kg/Sc Kg/Box	Colli Boxes	Mq Sqm	Kg Kg	Spessore Thickness
 <p><b>PASSEPARTOUT #1</b> 30,2x60,4 cm - 12"x24"</p>	<b>PAS#1AR</b>	Avorio	6	1,08	23,5	40	43,20	950	10 mm
	<b>PAS#1GR</b>	Grigio							
	<b>PAS#1TR</b>	Taupe							
	<b>PAS#1PR</b>	Millennial PINK							
	<b>PAS#1VR</b>	Neo MINT							
	<b>PAS#1MR</b>	MANGO							
	<b>PAS#1BR</b>	Rusty BLUE							
	 <p><b>PASSEPARTOUT #2</b> 30,2x60,4 cm - 12"x24"</p>	<b>PAS#2AR</b>							
<b>PAS#2GR</b>		Grigio							
<b>PAS#2TR</b>		Taupe							
<b>PAS#2PR</b>		Millennial PINK							
<b>PAS#2VR</b>		Neo MINT							
<b>PAS#2MR</b>		MANGO							
<b>PAS#2BR</b>		Rusty BLUE							

CREDITS

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