

# GLOBO

## Fuorisalone 2015

### *“Bagno Di Colore”*

**Globo Showroom, Corso Monforte 15**

**14 - 19 April, 10:00 - 19:00**

**Press preview: 13 April, 10:00 – 19.00**

**Cocktails: 16 April at 18:00**

*“..colour, unlike words, is not an artificial invention, but the cosmos itself and colour is "attached" to the cosmos, to planetary nature, it is the history of the cosmos and of nature...” (Ettore Sottsass, Notes on colour, 1993)*

Colour is one of those eternal elements, an axiom, which irrefutably crosses all ages, varying only sometimes with variations in style and aesthetic taste, but constantly present in the imagination and perception of everyone.

In fact, colour is a sensory experience that our senses – sight and touch – perceive in a more profound way: a smooth surface is, in fact, different from a rough one, even thanks to the colour that gives it a plastic and changeable look in close relation with light.

**Ceramica Globo’s** aesthetics revolve around themes such as colour and surfaces, and this year the company presents a new range of polychromatic colours, focusing on **the possibilities that colour** can offer a material such as ceramic, adding to the traditional white–hygienic par excellence because it is a symbol of purity. The colours proposed by **Ceramica Globo** enrich the company's offer, renewing the catalogue of products to add value to the bathroom, which is increasingly becoming more important in the daily lives of people.

The **Bagno di Colore palette** was created in collaboration with **CreativeLab+**, and consists of **14 ceramic colours** that multiply the compositions and design of collections such as **Stone, Relais, 4ALL, Bowl+** and **Stockholm**, by the Swiss trio **Claesson Koivisto Rune**, just to name a few, in a setting with surprising colours that immerse visitors in a real “bath of colour” inside the showroom of Corso Monforte 15.

On occasion of Fuorisalone, the space is transformed into a large palette of pastel shades, where colour is the protagonist, just like it is in our daily domestic world.

Subtle, precious hues with evocative names stolen from Nature, full of the traditions and memories of ancient materials. From the warmer shades of **cashmere, chestnut, chamois** to colder shades such as **agate, dew, pearl, mauve** through to **matt white** that perfectly blends with bolder shades like **matt black** and **petroleum green**. The study of the shades, repetition of the gestures and elegance of the pastel hues, all contribute to painting the entire exhibiting space like a canvas.

The installation has been designed as a celebration of the new colour palette applied to the different product families, inviting visitors to discover the many nuances immersed in a setting that fully expresses the pastel colours of the collection. Hence, in the window, the first image that welcomes visitors is a “wheel” of colours, made up of 14 strokes arranged in a circle that recapture the shades. The same theme returns as a constant *leitmotif* throughout the entire showroom, expressed in different compositions that blend with classic, contemporary products and with the bestsellers of **Globo**.

At the entrance on the ground floor, two wings act as a counterpoint to the compositions of sanitary fixtures, where collections such as **Bowl+** and **4All** are dressed with the new colours. The carpet features

the same graphics that invade the entire space, soft brushstrokes that draw a perimeter around the partitions and products on display, which enhances the various combinations.

The colours are repeated on two large installations on the left and front walls: the first contains an imposing "painting" made with images repeated in an almost serial-like manner and framed by circular washbasins from the **Forty3** collection. The "wheel" symbolising the colours returns to the centre recapturing the decoration of the window.

The central wall features a charming and grandiose composition offering the entire palette of 14 colours, once again applied to **Forty3** circular washbasins, in a smaller version with a diameter of 35 cm, allowing visitors to see and touch the material-like effect of the new colours on the ceramic.

The path from the entrance is marked by drops of colour on the ground indicating the way to the **lower floor** where, in a setting characterised by a vault with exposed brickwork, the visitor discovers the products of the collections displayed in an unusual, almost organic-like composition. A carpeted walkway recaptures the same pattern as the upper floor, with brushstrokes of colour, and forms the base on which rests an almost dreamlike installation featuring the **Globo** sanitary fixtures in pastel colours. At the centre emerges/stands the "tree of colour", a tree-shaped composition whose branches are represented by the **Forty3** washbasins in different colours, evoking the natural origin of the nuances. The environment becomes even more amazing and outstanding thanks to a play of mirrors positioned on two back walls that magnify the images, multiplying infinitely the image of an absolutely "narrative" installation.

From a **technical point of view**, the research and study of colour has led **Ceramica Globo** to develop new coloured glazes for ceramics. They are characterised by excellent performances of colour stability at high firing temperatures, thus ensuring high colour yield. The special application of the glazing allows obtaining an extremely compact glazed surface, thus ensuring cleanliness and hygiene.

Aware of the relevance and importance of an offer that contemplates a consistent choice of colours, Globo experiments with new bathroom proposals, becoming a reference and source of inspiration for architects and designers.

The Fuorisalone continues to be an important showcase for the company to present its **innovative approach to the bathroom experience**. After the eccentric installation experimented last year with the Indian artists Thukral & Tagra, Ceramic Globo has once again revolutionised the image of the bathroom with "Bagno of Colore" the new proposal of natural and elegant tones, to demonstrate a relentless and comprehensive research around one of the living spaces that has become a big part of our daily lives.

**Press Office:**

R+W - Tel +39 02 33104675 | Cora Manzi [cora.manzi@r-w.it](mailto:cora.manzi@r-w.it)

**Ceramica Globo**

Loc. La Chiusa, 01030 Castel Sant'Elia - VT

Tel +39 0761516568

info@ceramicaglobo.com; www.ceramicaglobo.com

**Marketing Manager**

Tel +39 3389843855 | Riccardo Bianchini [bianchini@ceramicaglobo.com](mailto:bianchini@ceramicaglobo.com)