

GLOBO

CERSAIE 2015 PREVIEW
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Ceramica Globo continues its experimentation with the material, maintaining its aesthetic style while embracing new trends in the world of design. With 35 years of experience in the industry, **Ceramica Globo** still manages to amaze and innovate without ever losing sight of the needs of everyday life.

The company's presence at this year's **Cersaie** is confirmed with a stand of 400 sqm inside Hall 21, which has always been a space dedicated to big players in bathroom decor. Inside the installation, alongside new products and innovations that update some of the existing collections, Ceramica Globo focuses on two families that perfectly embody the direction taken over the year.

On one side, we find the **Stockholm** collection designed by the Swedish trio **Claesson Koivisto Rune** inspired by the formal richness of nature and characterised by gentle curved profiles and well-defined lines. The challenge of the design was to change the traditional shape of washbasins, toilet bowls and bidets, which over the years were defined to achieve maximum functionality, by making very subtle alterations to obtain volumetric harmony and beauty. The **Stockholm** collection of sanitary-ware is sculpted with straight interconnecting lines, shaped like a box or bowl, that merge with each other to reconcile opposing elements such as lines and curves, square and round shapes. Ceramica Globo research has led to the birth of the **CERASLIDE®** enamel, a new formulation highly tested to obtain an efficiency that does not alter over time, using the finest raw materials, which are harmless to health and the environment. The enamel is applied on products to ensure maximum homogeneity and uniform protection, reducing porosity and guaranteeing greater resistance to stains, dirt and abrasions. In this way, residues do not adhere to the walls and slide off with the water to provide deeper and long-lasting hygiene. **CERASLIDE®** is available for the first time on the **Stockholm** collection and will soon be available on all other **Globo** products.

On the other side, we find the **Bagno di Colore** colour palette, made in collaboration with **CreativeLab+**. It consists of 14 ceramic colours that multiply compositions and design collections such as Stone, Relais, 4ALL, Bowl+ and Stockholm by Claesson Koivisto Rune, just to name a few. 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.

These two collections are a preview of Ceramica Globo's new products for 2015/2016 showcased at the **Cersaie 2015**. The fair of Bologna is in fact an Italian window on the foreign and European market and not only, where a company like **Ceramica Globo**, a symbol of Made in Italy quality, plays a leading role. The aim is to once again communicate the brand's depth and dynamism, which on the one hand is able to continue to offer captivating proposals for the European market, always attentive to design, sustainability, quality and its most intimate and smallest domestic places, and on the other hand, to create a specific proposal that meets the tastes of new markets, where the demand is moving towards a different proposal in terms of colours, sizes and shapes.

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