

GLOBO

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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 **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. The fair of Bologna is in fact an Italian window on the foreign and European market, 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 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.

The **stand** has strong architectural features and it has been designed by **Domenico Orefice Design Studio** to incorporate and embrace the style and creations of **Ceramica Globo**. The outer perimeter is characterised by a display of light-coloured walls interspersed with sections of wood, where small staggered strips of different colours create beautiful effects of light and shadow. The entire space is covered by a wooden lattice structure that acts as a ceiling, making the whole space intimate and welcoming. The inside of the installation is divided into various environments with different colours and styles that welcome and act as a backdrop to the **Ceramica Globo** products and collections. The exhibition areas recreate spaces – at times more domestic and at times more conventional – where different compositions are displayed.

For the Bologna fair, the company unveils the brand's new products for 2016 alongside a selection of more recent products and historical products, as well as a number of innovations that update some of the existing collections.

The undisputed star of this year's **Cersaie** is the new **Incantho** collection characterised by strong clean lines and squares, and made in collaboration with **CreativeLab+**. The special feature of the **Incantho** collection is the washbasin with integrated top: for the first time on this kind of product. In fact, the top with integrated washbasin is made entirely of ceramic. **Incantho** consists of washbasins, sanitaryware, furniture, vanity tops and structures. The washbasins have a distinct square shape with seamlessly integrated large, deep bowls and include wide side vanity tops in ceramic that unite extreme functionality to the aesthetics of the collection. The choice of different sizes and compositions allows these washbasins to adapt to the most varied domestic spaces, from the most intimate - to which is dedicated the 71x51cm model - to more spacious and sumptuous bathrooms, thanks to the 136x51cm model. The dimensions of the vanity top have been designed to combine perfectly with the aesthetics and functionality of the bathroom cabinets and units. To reinforce the perception of the materiality embodied by the monolithic forms of **Incantho**, **Ceramica Globo** has chosen to use a series of new matt colours and has united these colours to both the drain and the edges of the overflow, reflecting the collections strong and decisive nature, even in terms of colour choices. The **Incantho** washbasins are completed by a series of accessories: matching mirror units and wall units, shelves, vanity tops, suspended bases, open wall-mounted and movable cabinets, whose handles come in the same colours as the washbasin, as well as chrome. All the models have been prepared for the installation of front or side towel rails and metal structures under the washbasin, available in matt white, matt grey, antiqued metal. The **Incantho** sanitary fixtures are available in floor-mounted and wall-mounted versions and follow the clean and decisive lines of the collection. The balanced dimensions of the toilet bowls and bidets - 35 cm wide - ensure perfect sitting space, making it possible to use them even in small environments.

At **Cersaie 2015**, **Ceramica Globo** expands its offer of shower trays with the presentation of **Docciacemento**. This new collection is made in **Mineralmarble®** - a material already used in the

Docciardesia products – and characterised by a special cement-effect finish available in six colours: white, grey, beige, black, taupe and mocha. **Mineralmarble®** is resistant, non-slip and stain-proof as it is made from marble powder combined with special resins. The **Docciacimento** shower trays have a reduced thickness of 3cm and allow creating, if requested, an edge on the sides. Unlike the **Docciardesia** products, **Docciacimento** uses – instead of the drain – a covering grill available in the same colour as the product.

The constant desire to experiment, an essential part of the company's DNA, has given life to a series of innovations that update some of the existing collections.

The aesthetics and technical aspects of the **Stone** sanitary fixtures have been updated and renewed. With respect to the existing dimensions, **Ceramica Globo** keeps the version with a depth of 45cm, and adds a new 52cm deep model to be presented at **Cersaie**. The spirit of the collection, characterised by soft contrasting shapes and a blend of curved and straight lines, is maintained and therefore the contours of the toilet bowl and bidets become more accurate and precise.

The **4ALL** collection also expands its range of sanitary fixtures, adding a new more structured version with a monolithic shape and floor arrangement that joins the wall-mounted and floor-mounted versions – flush against the wall – to offer a more complete choice. **4ALL** has been created and designed as a new collection “for everyone.” It includes a wide range of articles with a stylistically and technologically advanced design and very competitive prices.

The **SENZABRIDA® toilet bowl** presented last year with the 4ALL collection will be presented at **Cersaie** on three **Ceramica Globo – Forty3** collections and in two different sizes, **Bowl+** and **4ALL**, in the wall-mounted versions - revealing a technical improvement and broadening of the product range. **SENZABRIDA®** system concentrates the water flow in one single point at the rear of the bowl, eliminating the continuous perimeter rim to ensure maximum hygiene and cleanliness. The water comes out silently in a circular downward motion to cover the bowl, allowing to deliver professional-level performances: this makes them ideal for both domestic use and for supplies.

In addition to the new products and features, **Ceramica Globo** also presents a selection of existing products to complete the installation.

The **Stockholm** collection designed by the Swedish trio **Claesson Koivisto Rune** for **Ceramica Globo**, is 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.

Besides the new **Docciacimento** collection, there is the **Docciardesia**, a collection of reduced-height shower trays. It is evident that masterly research is behind Globo proposals and this project concentrates on using **Mineralmarble®** in slate finish, a **special material** that is extracted from marble dust mixed with a special resin and is slip and stain-resistant. The wide range in colors – **Docciardesia** is available in six colours: white, grey, beige, black, taupe and mocha - and sizes offered, in addition to the possibility of custom-making the shower tray, allows its use in either big or small bathrooms. In addition, thanks to the possibility of its reduced thickness (3,2-3,6 cm), **Docciardesia** satisfies many different demands, above all in the contract sector.

The collections **Forty3** and **Daily** close the list of the products selected for the Cersaie fair.

Forty3 is a collection created by **CreativeLab+** to fulfill several needs. Versatile and manifold, this family of products is in fact suitable for intimate living spaces, but it can also be used as a functional passepartout for large supplies. In particular, behind the wall-hung wc, apparently a simple product, there is **a meticulous study on the ways, purposes and needs of contemporary lifestyle**. Only 43 cm deep, Forty3 is the **smallest wc on the market, but comfort does not fail** thanks to the optimization of the seating space. Therefore this product is able to embody the features of a precious object in its limited dimensions. This way, by combining quality and design, Globo meets the needs and transformations of daily living, where rooms get smaller, without giving up elegance. The round yet firm lines, and the accurately studied measures convey a harmony of lines to this product, recalling the classics of bathroom furnishings. Available also in other sizes, it may be completed by **Forty3** bidets, washbasins and furniture.

The traditional lines of the bathroom reinterpreted with Globo's spirit. These are the ingredients of this year's third new collection, **Daily**, also designed by **CreativeLab+** that reinterprets the traditional lines of the bathroom and offers a basic line with a variety of different products. It blends the aesthetic aspect with the functional one without sacrificing the design typical of the brand. Designed for everyday use and for all tastes, Daily is characterised by lines that are soft and precise at the same time, keeping them simple and proportional.

Ceramica Globo's participation in **Cersaie** is a defining moment in the year where commitment, research and creativity have been crystallised in the collections and innovations to be presented at this year's fair. The clean lines and quality of the products perfectly expresses the strong, curious and ambitious personality of the company.

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