

GLOBO

CERSAIE 2014
22-26 September
PAD.21 / A87-B86

At Cersaie, the **International Exhibition of Ceramic Tile and Bathroom Furnishings**, Globo will be exhibiting a double-face stand designed by **B+O Benaglia-Orefice Studio Associato**, a neutral external perimeter consisting of little whitewashed houses enclosed in a wooden interlocking frame with inserts of plants and greenery, which hides within it a maze-like path, rich in color and of unexpected glimpses and cutaways; a gradual discovery of the **several collections** and of the **brand's different facets**.

Within **Hall 21**, reserved for the industry's top names, Globo gives a taste of its **own multifaceted proposal**: a kaleidoscopic mix of settings for the bathroom that ranges from **pure color** to **sophisticated decorations**, from **natural materials** to the latest **patented technology**. **A world where aesthetic research** goes hand in hand with **innovation** and **sustainability**, mirroring the **company's environmental philosophy** that guides many of the production processes as well as the design of individual items.

For Globo, Ceramics is a natural attitude. It is a passion that has lasted for years, establishing itself by combining **textures and tradition, research, design** and by giving life to a **catalogue of products** that continues to grow each year, and is able to renew itself with an unrivalled **energy and vitality** made possible by **important investments and the experimental heart of the brand**.

Globo has chosen to launch its new products at **Cersaie**, a leading international event for the bathroom world. These new products **offer a personal interpretation of the design and home**, and are able to speak a sophisticated language through newer and fuller expressions of the ceramics.

Next to the three main exhibition areas dedicated to the **new Forty3, Daily and Stockholm collections**, the niches and passageways reveal the most characteristic products of Globo's current proposal, from the monolithic washbasin and wall-hung bathroom fixtures, **Affetto**, by Luca Nichetto, to Giulio Iacchetti's **Olivia** urinal, up to the decorated washbasins made for the **Animus** installation by Indian artists Thukral and Tagra at the last *Salone del Mobile*. Finally, one won't miss out on the technical focus with regards to the new hide fixing system, **FISSAGGIOGHOST®**, the new **SENZABRIDA®** draining system, and the first preview of the new revolutionizing **ceramic color palette** with its natural shades, which demonstrate relentless **360° research of the bathroom**.

The ceremonial richness of nature, characterized by numerous sweetly curved profiles together with clean and well-defined lines, is what inspires the new **Stockholm** collection, by the Swedish trio **Claesson Koivisto Rune**. The challenge was to change the traditional forms of washbasins, toilet bowls and bidets, which were defined over the years to achieve maximum functionality, and to introduce very subtle alterations to add volumetric harmony and beauty. The collection of Stockholm sanitaryware is sculpted with **interconnecting straight lines, box shapes and bowl shapes**, which merge into each other to reconcile contrasting elements such as lines and curves, squares and round shapes.

If the shelf is straight and sharp as the horizon, the bowl is the lake, softly curved and sensual in order to harmoniously meet the body. The shelf's flat and generous support is designed to conceal the technical elements, but is also for placing lotions, perfume bottles and soaps, giving an arrangement of all beauty products in the typically neat design that is found throughout bathrooms today. The Stockholm bathroom fixtures are further distinguished due to distinct feature of offering them at the same height. The collection is stated in the wall-hung 57 cm model or in the floor-mounted version **VASOMULTI®** and **BIDETMULTI®**, which use the innovative **MULTI** system created by Ceramica Globo that allows floor-mounted toilets and bidets to be connected to the wall utilizing already-existing pipes and plumbing – and that further uses the **hide fixing system, FISSAGGIOGHOST®**, another one of the company's patented innovations that has quickly extended to the other collections, and allows the toilet and the bidet to be fastened with hidden mounts, leaving intact the clean and elegant image of Globo's furnishings.

Completing the collection are the wall-hung washbasins with base available in different sizes, from 45 cm up to 102 cm, presented in 4 settings that range from full and sought-after colors like gray and corten orange, to light geometric designs in the pink, green and blue chrome, perfectly in tune with a collection that arises from the rendezvous between rigor and delicateness.

It was created to **meet the numerous demands** of the new **Forty3** collection by **CreativeLab+**; a design workshop born

out of the desire to openly experiment with new partnerships. Versatile and manifold, this family of products is in fact suitable for small living spaces, but can also be used as a functional *passé-partout* for large suppliers. In particular, the wall-hung toilet, a seemingly simple product, hides within it **attentive research on the methods, uses and necessities of contemporary living**. At only 43 cm in depth, Forty3 is **the smallest toilet on the market, but without forgoing comfort** thanks to its optimization of seat space. This product is therefore able to contain, within its reduced size, the features of a precious object. This way, combining design and quality, Globo faces the needs and the transformations of daily living in reduced spaces, without sacrificing elegance. The roundish, but decisive features and the carefully studied measures give this product a linear harmony reminiscent of the great classics in bathroom furnishings, and, available in other sizes, can be equipped with bidet, washbasins and bases all from the Forty3 series. A colorful backdrop that turns from orange to blue to glossy white is chosen to show one after the other all of the different elements that make up this collection. In particular, the Forty3 washbasins feature a **new palette of Globo ceramic colours**, which will soon be available for all the lines. A delicate range of pastel colours in shades of grey, green and brown proposed in varying hues, allow recreating the desired mood for each bathroom: powdery shades stolen from nature to colour the environment in an extremely sophisticated way. The floor-mounted Forty toilet and bidet, from 52 cm to 57 cm, are also designed and created using the innovative hide fixing system, FISSAGGIOGHOST®.

Next is a space dedicated to the **4ALL** series; an ample selection of items characterized by a stylistically and technologically-advanced design, offered at moderate price. The 4All bathroom fixtures offer an occasion to exhibit the **new SENZABRIDA® model**, focuses on water flowing out in a single point at the rear of the bowl, eliminating the continuous perimeter rim to guarantee maximum hygiene and cleanliness. The water comes out silently in a circular downward flow to cover the bowl, allowing to deliver professional-level performances. This makes them ideal for both domestic and supply purposes.

Another innovation launched at the last Cersaie is **Docciardesia, the collection of reduced-height shower trays**. In this case as well, it is evident that masterly research is behind Globo's 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 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 (2.8-3.2 cm), Docciardesia satisfies many different demands, above all in the contract sector.

On the other hand, a gray wall hosts **Luca Nichetto's Affetto**, the Globo collection dedicated to the versatile and quick-changing home that combines movement and emotion. Presented are wall-hung bathroom fixtures and cult pieces – the monolith washbasin – characterized by a one-of-a-kind surface that continues from the base to the top, lightened in the thickness of its edges and inviting a natural embrace.

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.

This collection will display wall-hung washbasins ranging from 75 cm to 100 cm, also with base, and both wall-hung and floor-mounted bathroom fixtures, calling forth intimate home atmospheres.

Finally, at the center of the stand, **3 niches** are dedicated to the emblematic experimental pieces inherent to the Globo brand and its ability to decipher and interpret reality. In the first, the **Animus** washbasins enchant thanks to their minute decorations created for **Thukral & Tagra's** installation within Globo's showroom on Corso Monforte during the last *Salone del Mobile 15* in Milan. The two Indian artists chose four products from Globo's catalog, which they decorated and transformed into retro-style radios with numerous speakers, buttons and frequencies. Easygoing and pastel colors define the devices' contours, where one can glimpse in certain spots the outlines of plants and pieces of wood, expressions of a visual vocabulary that continually refers to the interconnections between nature and technology. Following is the urinal from **Giulio Iacchetti's** collection, **Olivia**. It is a sculptural piece, polished in the shape of any kind of ornament, a true decorating element that is able to be present, but at the same time, not intrusive within the bathroom. Lastly is presented the **"NOVO Lavatoio"** prototype, designed by students **Gaia Cervellati** and **Celeste Volpi**. This project, which modernly reinterprets a traditional object through both functional and aesthetically balanced solutions with a lovely removable wood axis, won the Product Design Laboratory 2 award, sponsored by Globo and coordinated by Professor Romano Adolini from the Ferrara School of Architecture and Industrial Design. This confirms, just like with its research, attention towards the new generation and scouting that are all part of the company's DNA.

With a complete outlook on the latest news and most important items in the collection, Globo tells its story at Cersaie, offering an assorted presentation whose common denominator proves to be the company's grand sensitivity towards radical changes in the world today. A company, on one hand, who is able to continue to offer intriguing products on the European market, always attentive to design and quality and to its evermore intimate and minimized home spaces; on the other hand, also able to shape the material according to the tastes of those emerging markets who instead require a different proposal regarding colors, sizes and shapes.

Press Office:

R+W - Tel +39 02 33104675 | Alice Caudera alice.caudera@r-w.it

Ceramica Globo

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

Tel +39 0761516568

info@ceramicaglobo.com; www.ceramicaglobo.com

Marketing Director

Tel +39 3389843855 | Riccardo Bianchini bianchini@ceramicaglobo.com