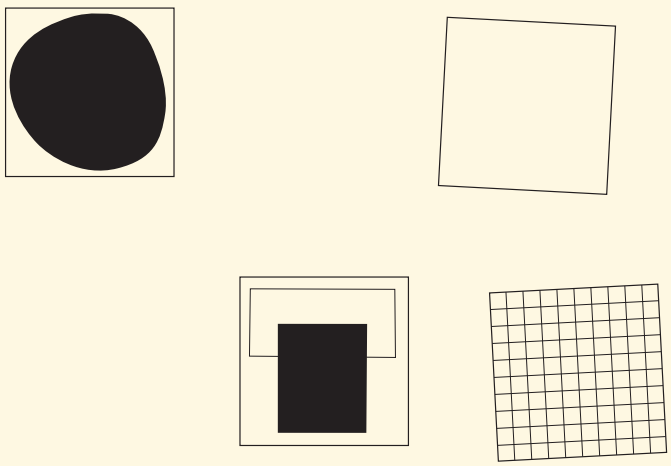
FUTURA

AN ALPHABET OF BASIC SHAPES.

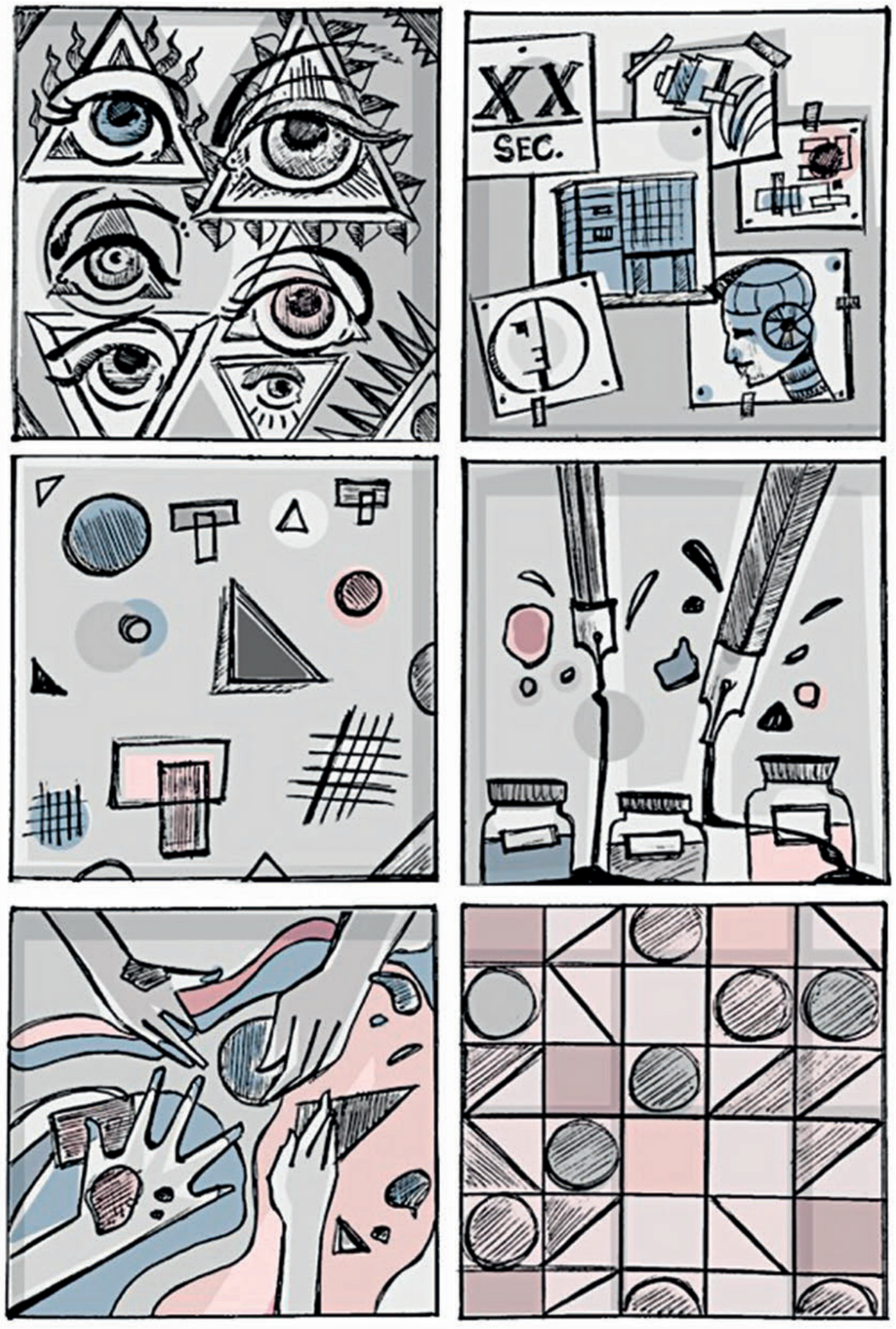


PROGETTO ITALIANO 41 zero 42

41zero42

La semplicità di un codice d’avviamento postale per identificare un luogo d’appartenenza e tutti i valori che ad esso sono legati.
Uno spazio creativo, che mira all’eccellenza del materiale ceramico, all’importanza della sua ricerca e ai suoi contenuti.
Un team giovane tenuto unito da interessi comuni. Un linguaggio che prende forma dalla contaminazione di diversi elementi provenienti da svariati contesti.
Siamo convinti che per apportare qualcosa di stimolante si debba sia ricercare dentro i propri confini sia fuori da essi.
La chiusura è limitante e d’altra parte, pensare che solo il diverso possa essere nuovo è riduttivo. È il giusto equilibrio tra questi due aspetti che ci anima.
Quando progettiamo, lo sguardo è rivolto allo spazio, all’atmosfera che deve riflettere; pensiamo che all’interno di un ambiente il nostro obbiettivo sia diventare strumenti al servizio del progetto. Molta importanza viene data al concetto di trasversalità tra le nostre collezioni per dare enfasi al modo di esprimere al meglio il nostro progetto integrato. Il nostro sguardo è ben saldo verso tre direttive: il passato, come memoria e conoscenza pregresse da non dimenticare; il presente, come resa estetica; il futuro, come ricerca tecnologica. Per noi, un’idea o un progetto deve necessariamente trasmettere e veicolare un contenuto, una storia.
Cosí le storie - che ci emozionano, appassionano e che cerchiamo di raccontarvi - divengono la linfa della nostra curiosità e creatività.
Chiamateci cantastorie, non ci offenderemo.

The simplicity of a ZIP code to identify a place of belonging and all the values that are related to it.
A creative space, which aims for excellence in ceramics, the importance of his research and its content. A young team held together by common interests.
A language that is shaped by the contamination of elements from many different contexts.
We are convinced that to make something stimulating to the eye, one should seek outside ones confinements as well as within.
Closure is limiting, think that only the “unique” is considered to be new this is reductive. It is the right balance between these two aspects that animate us.
When we design, our attention is fixed to space, the atmosphere that it should reflect; we think that within an environment, our goal is to become tools of the project.
Importance is given to the concept of being transversal between our collections to give emphasis on the way we want to express our project.
Our eyes are focused on three guidelines: the past, for memory and prior knowledge not to forget; the present, for aesthetic; the future, for technological research.
An idea or a project needs to transmit and convey content, a story. The stories - that excite us, that we are passionate about and that we try to tell - become the lifeblood of our curiosity and creativity.
Call us storytellers, we will not be offended.



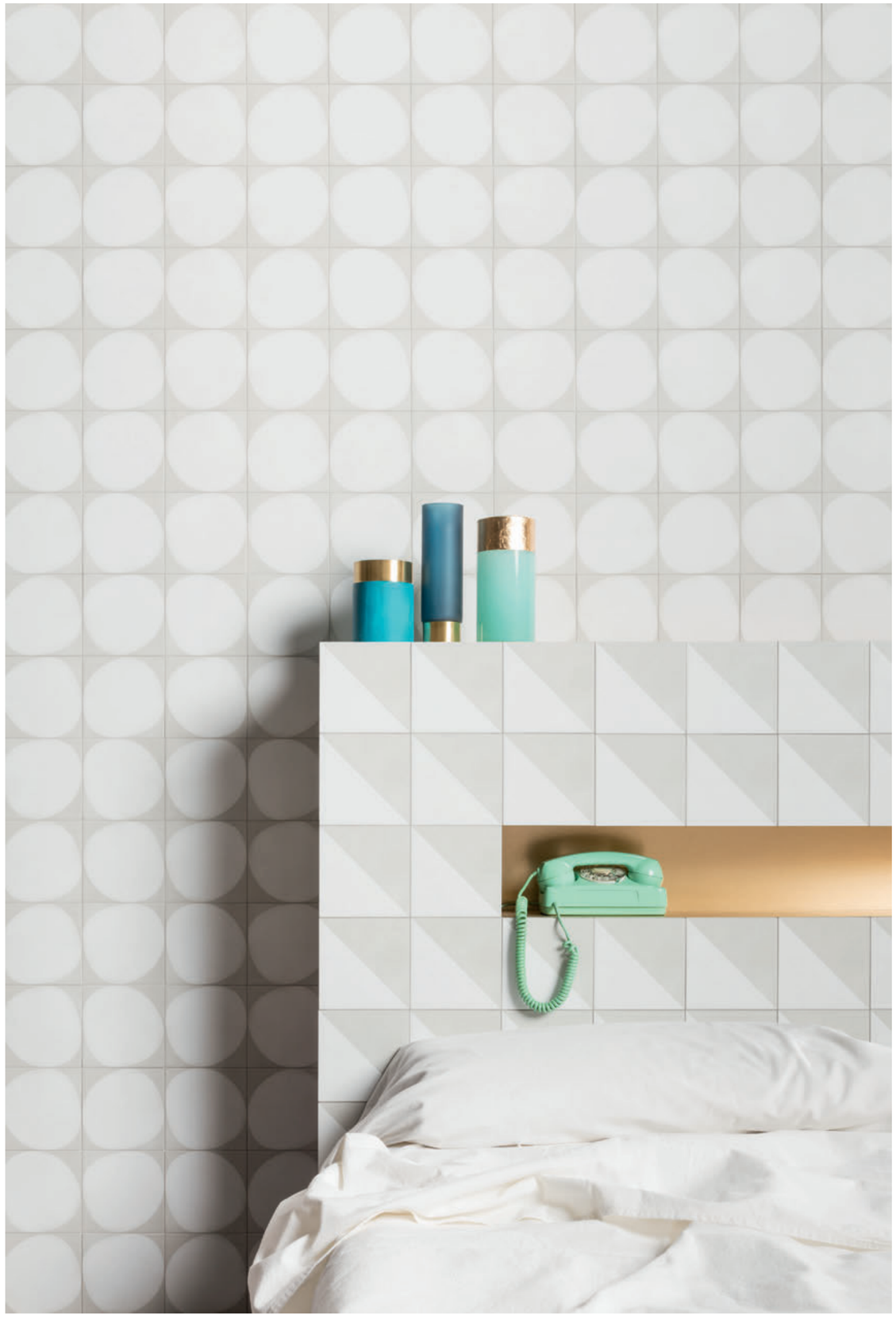
FUTURA

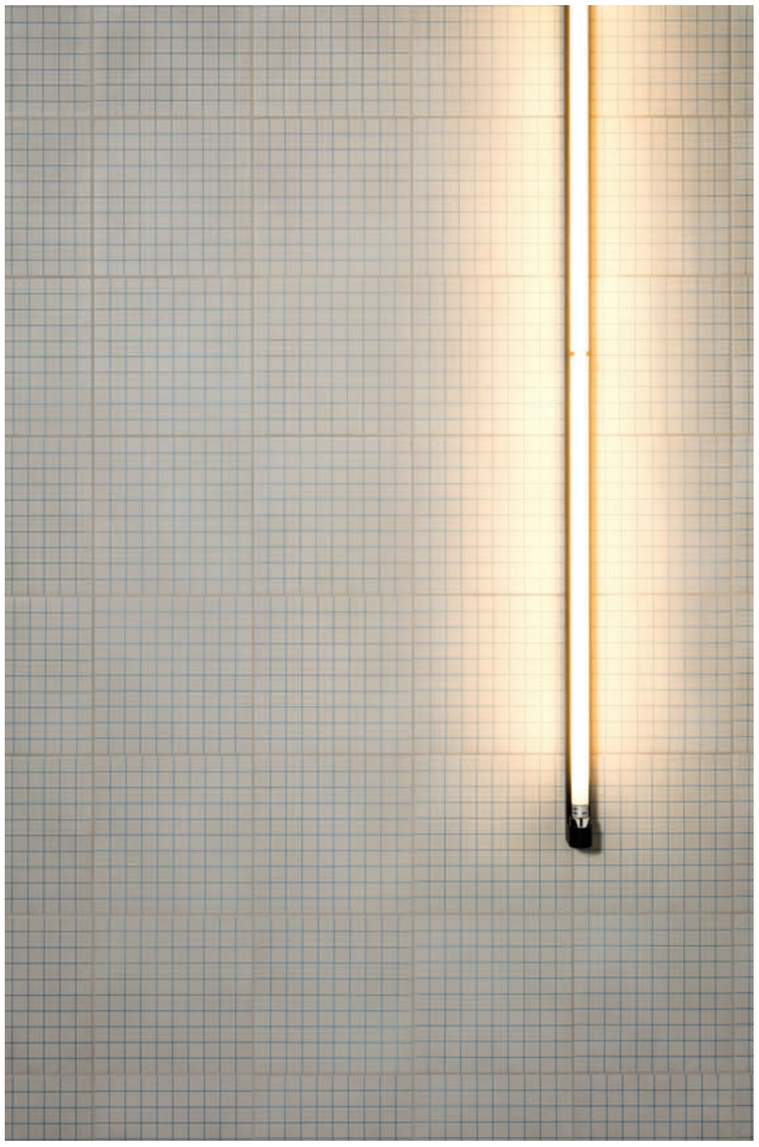
Collezione dal forte impatto visivo, Futura è l'epilogo di molteplici incipit.
L'idea si plasma partendo dai principali protagonisti delle correnti artistiche, dell'architettura della prima metà del XX secolo e da dinamiche e situazioni fortemente contemporanee: dalla Bauhaus, al genio di Pierre Chareau - con la sua spettacolare Maison de Verre - fino ad arrivare a beat generation e cyber style.
Futura si ispira alle tipiche cementine fatte a mano. Per raggiungere tale aspetto abbiamo volutamente realizzato un materiale che tramite un processo semi industriale offra la percezione tipica di un prodotto artigianale. Questo valore aggiunto è evidenziato da tipiche variazioni di planarità e ortogonalità, e dalla presenza di piccole irregolarità presenti sulla superficie smaltata. Al prodotto viene conferito un aspetto unico e naturale grazie alla leggera variazione di tono tra fondi e decori. Un formato 15x15, un colore principale - il grigio tipico del cemento - declinato in 4 varianti - bianco, nero, rosa e azzurro - che a loro volta generano 4 tipologie decorative, creando uno spettro molto ampio di alternative. Un compendio duttile, un alfabeto di forme basiche che si prestano a svariate interpretazioni formali e stilistiche. Molteplici le combinazioni di posa e le soluzioni che consentono un'autentica personalizzazione del progetto lasciando spazio ad un'equilibrata coesistenza di atmosfere differenti.
Futura è ora.

A collection with strong visual impact, Futura is the evolution of multiple concepts. The idea comes from the main protagonists of the artistic and architectural currents of the first half of the 20th century and from strong contemporary dynamics and situations: from the Bauhaus, to the genius Pierre Chareau - with its spectacular Maison de Verre - To a beat generation and cyber style.
Futura is inspired by the typical handmade cementine. To achieve this look we have deliberately created a material that offers the typical perception of an artisanal product through a semi-industrial process. This added value is highlighted by the typical variations of flatness and orthogonality, and by the presence of small irregularities on the glazed surface. The product is given a unique and natural look thanks to the light variation in tone between backgrounds and decorations.
A 15x15 size, a main color - the typical cement gray - in 4 variants - white, black, rose and blue - which in turn generate 4 decorative pieces, creating a broad spectrum of alternatives.
An adaptable collection, an alphabet of basic shapes that lend themselves to various formal, stylistic interpretations.
Multiple layouts and solutions that allow a true personalization of the project leaving room for a balanced coexistence of different atmospheres.
Futura is now.

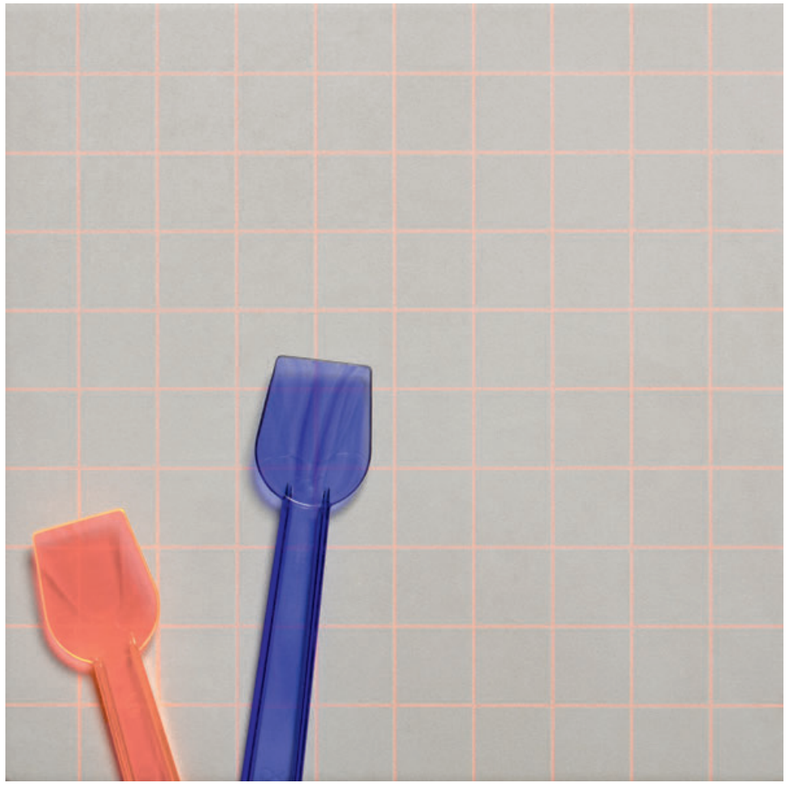
→ Wall Futura Half Black / Blue / White / Rose
Floor Futura Drop White

→ Futura Drop White / Futura Half White





↑ Futura Grid Blue
← Wall Futura Grid Blue / Futura Grey - Floor Futura Drop Blue



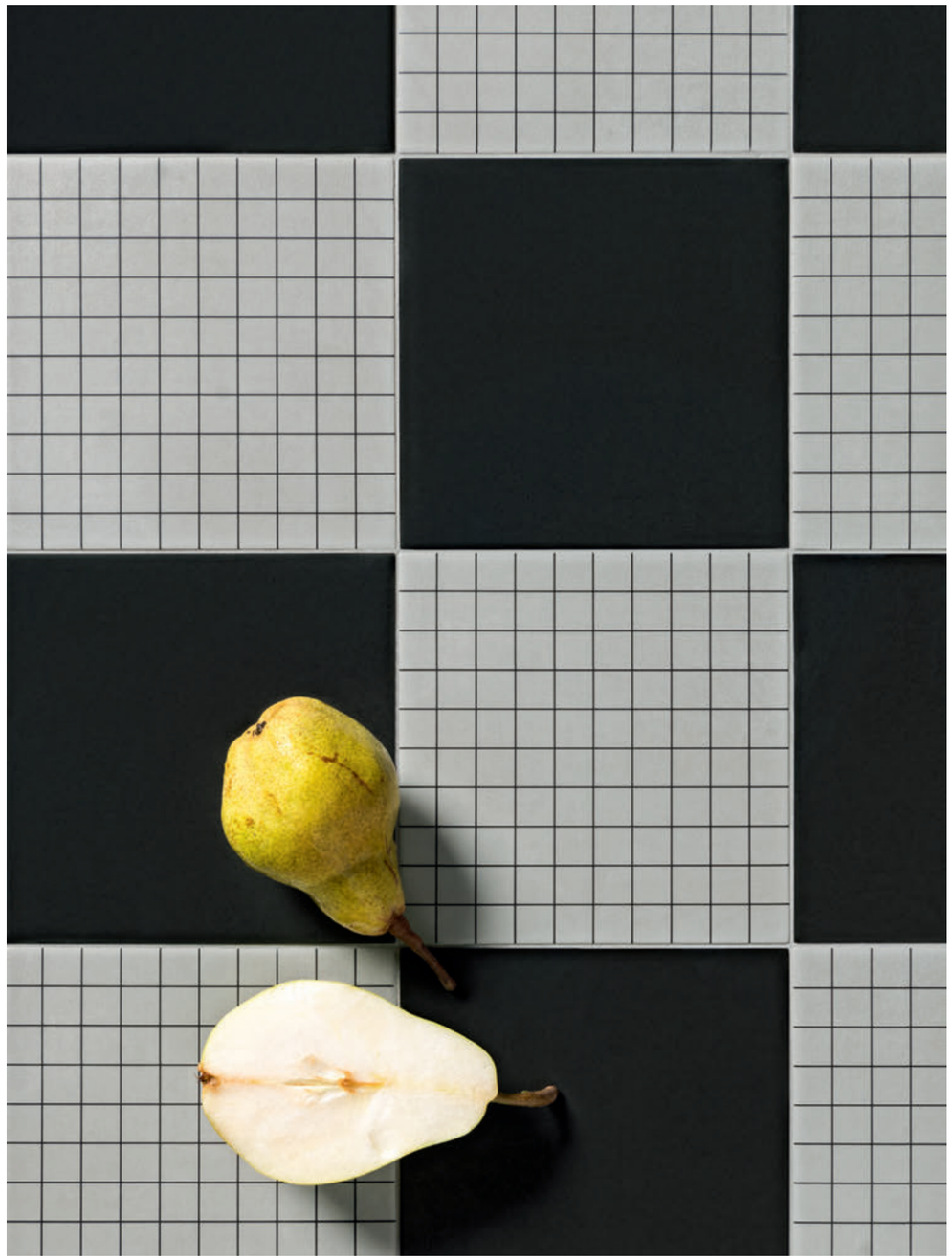
↑ Futura Grid Rose
→ Futura Black - Futura Blue - Futura Drop Black

→ Wall Futura Black / Futura Blue - Floor Futura Drop Black

↑ Futura Microchip

↑ Futura Tubes

→ Futura Black - Futura Grid Black



→ Wall Futura Black - Futura Half Black - Futura Grey
Floor Futura Black

→ Futura Half Blue

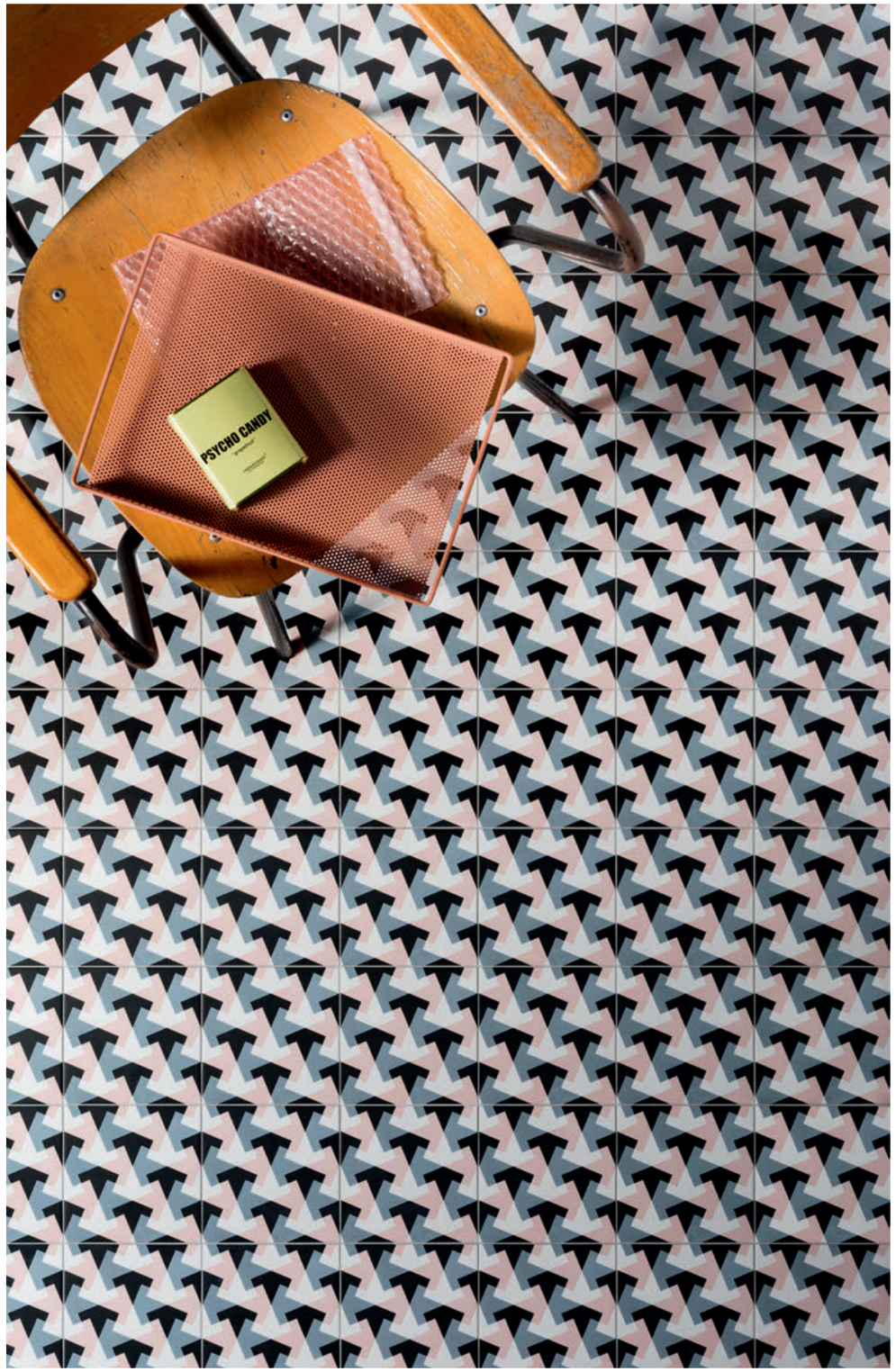
→ Wall Futura Half Black
Floor Futura T Blue - Futura Drop Blue

→ Wall Futura Half Black
Floor Futura T Blue - Futura Drop Blue - Futura Half Blue - Futura Half Black - Futura Black

↑ Futura White - Futura T White - Futura Drop White - Futura Half White - Futura Grid White - Futura Grey

↑ Futura Rose - Futura T Rose
→ Futura White - Futura T White

↑ Futura Triangles
→ Futura Bird



↑ Futura Rose - Futura Half Rose - Futura Drop Rose
→ Wall Futura Grid Black - Floor Futura Rose - Futura Half Rose - Futura Drop Rose

FUTURA

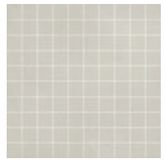
TECHNOLOGY **PORCELLANATO SMALTATO DIGITAL HD - HD DIGITAL GLAZED PORCELAIN**
FINISH **OPACO - NATURAL**
SIZES **15x15** 6"x6"
THICKNESS **10mm**

4100516 Grey

4100521 White

4100522 Half White

4100523 Drop White



4100524 Grid White

4100525 T White

4100535 Blue

4100536 Half Blue

4100537 Drop Blue

4100538 Grid Blue

4100539 T Blue

4100526 Rose

4100527 Half Rose

4100528 Drop Rose

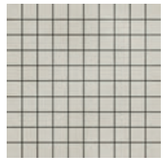
4100529 Grid Rose

4100530 T Rose

4100531 Black

4100532 Half Black

4100533 Drop Black



4100534 Grid Black

Al prodotto viene conferito un aspetto unico e naturale grazie alla leggera variazione di tono tra fondi e decori.

The product is given a unique and natural look thanks to the light variation in tone between backgrounds and decorations.

4100519 Triangles

4100518 Tubes

4100517 Microchip

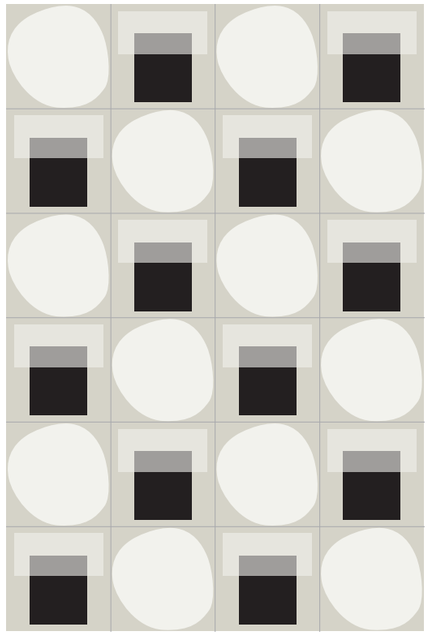
4100520 Bird

FUTURA

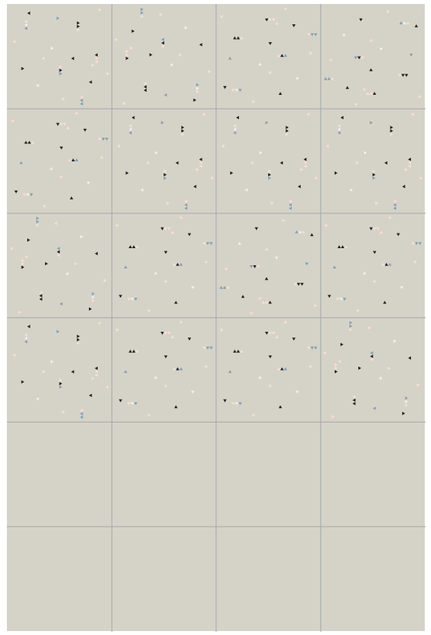
Combination Tips

Futura si presta a molte combinazioni di posa, di seguito ne riportiamo solo alcune. Divertitevi a trovare soluzioni inedite!

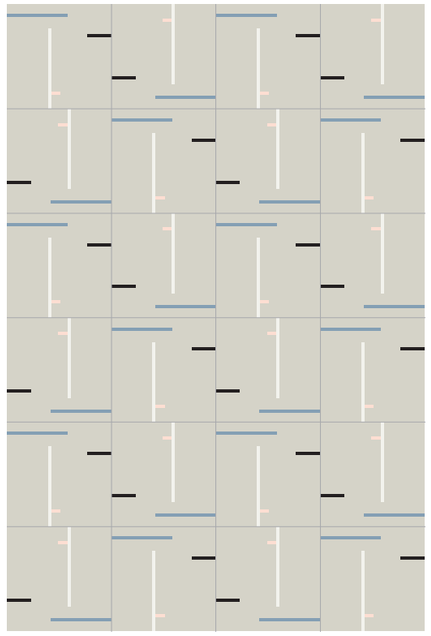
Futura opens the way to several laying combinations.
Below, only a few..
Enjoy and find your own ones!



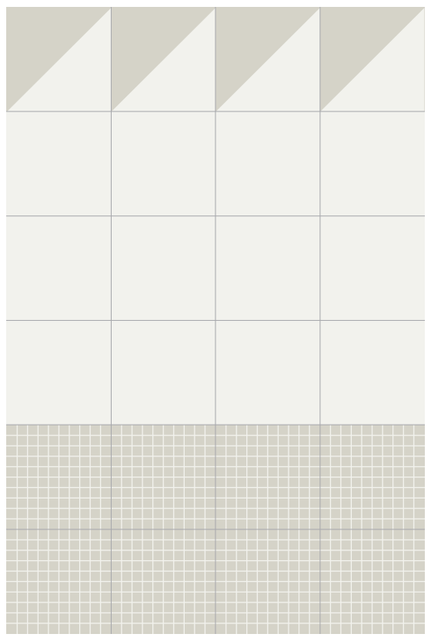
T + Drop



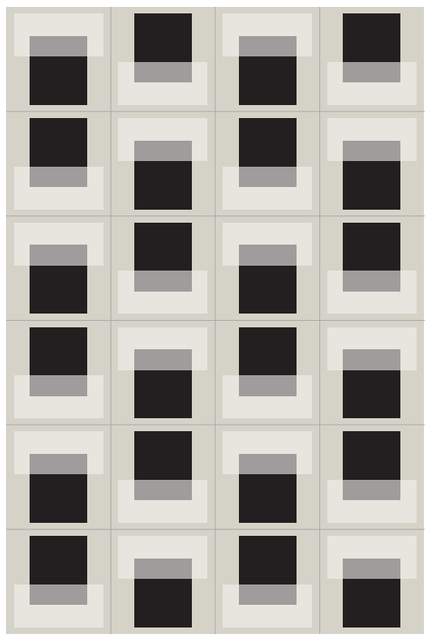
Triangles + Field Tile



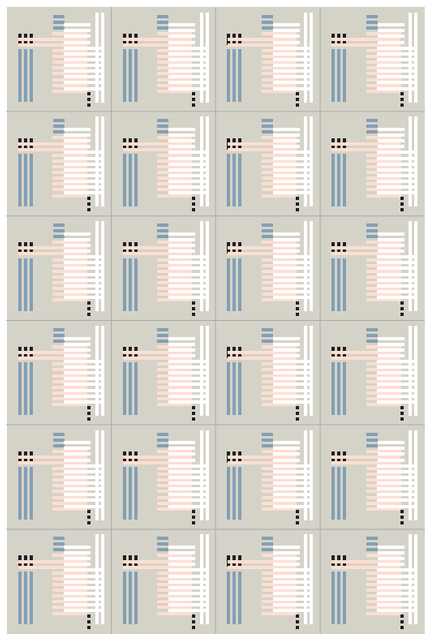
Tubes



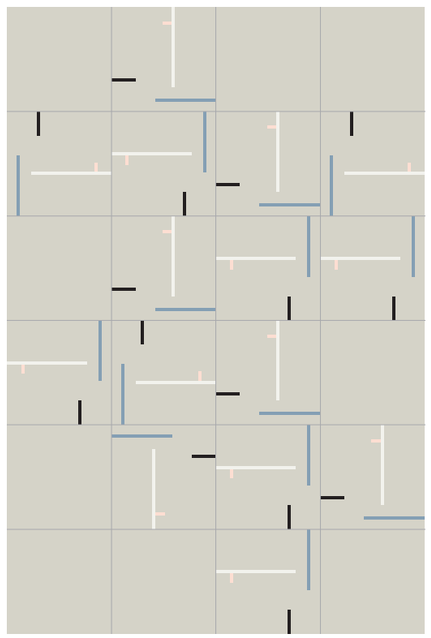
Half + Field Tile + Grid



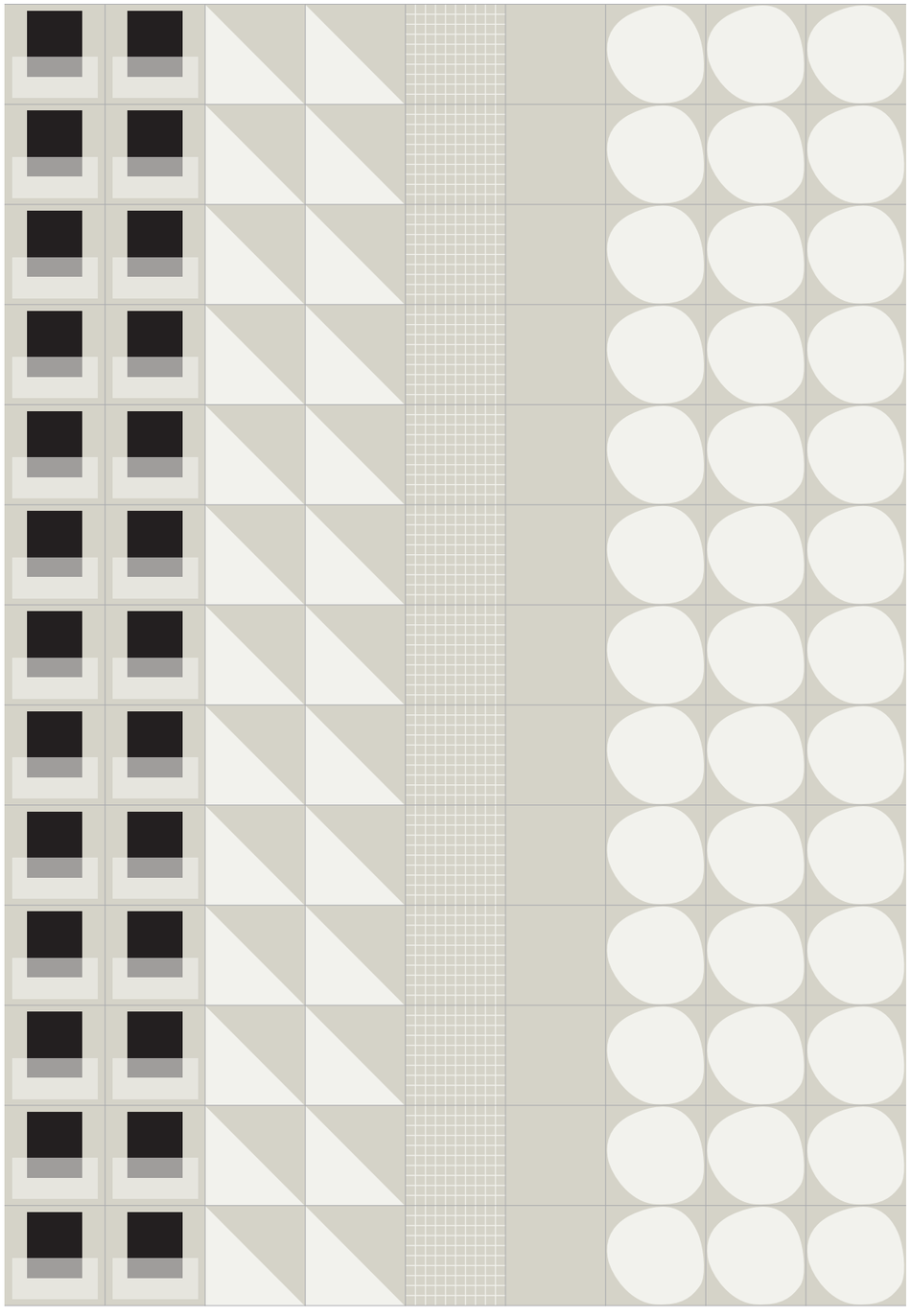
T



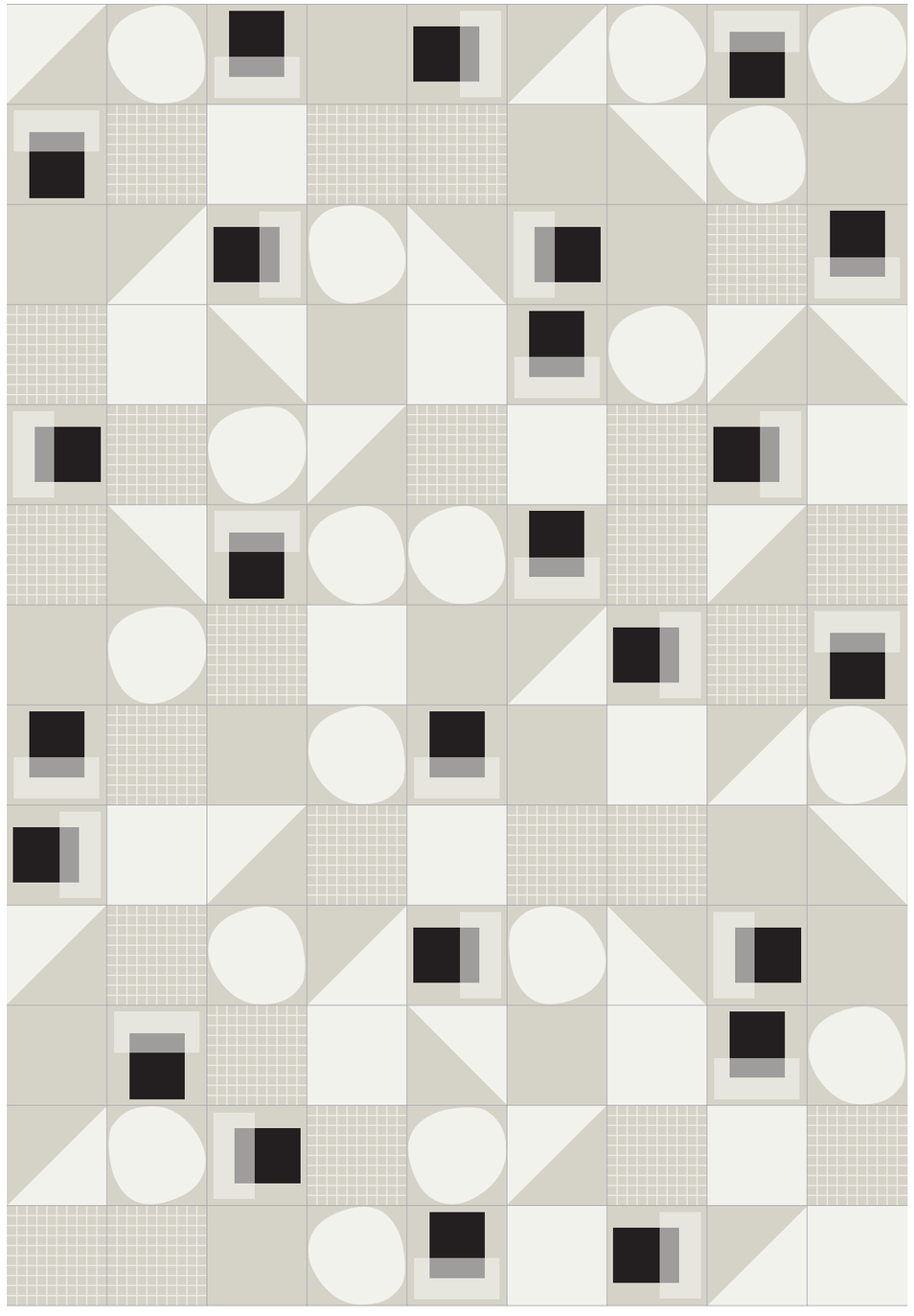
Microchip



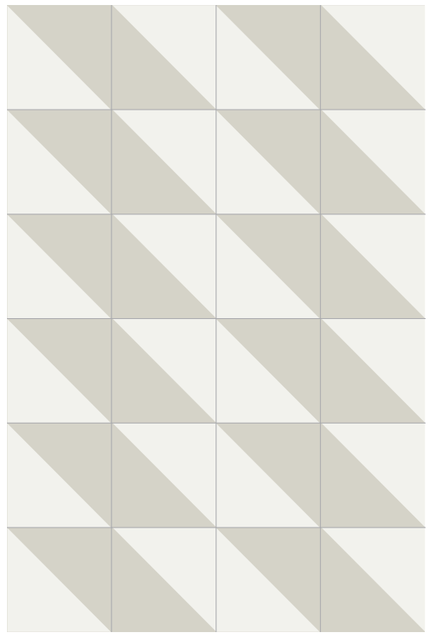
Tubes + Field Tile



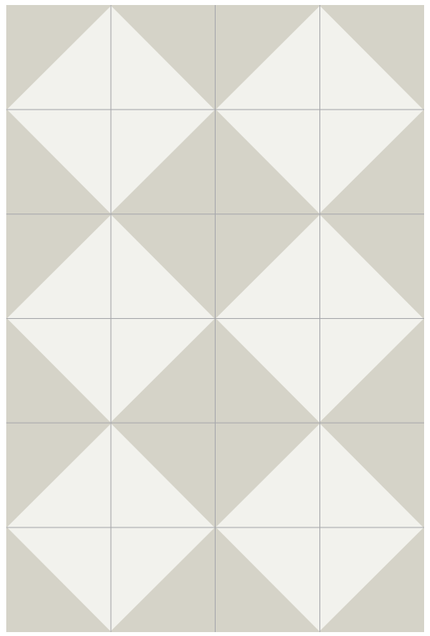
Patchwork



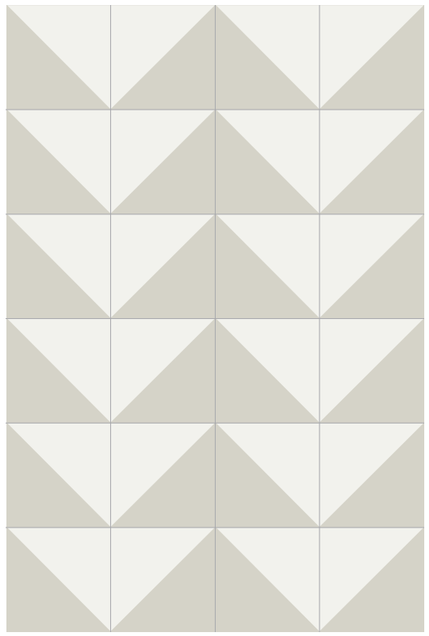
Patchwork



half

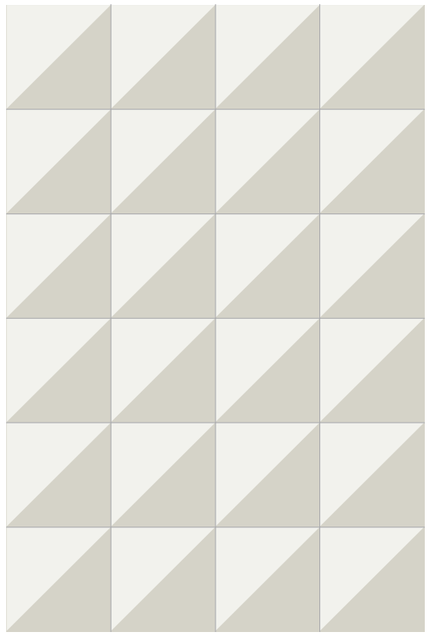


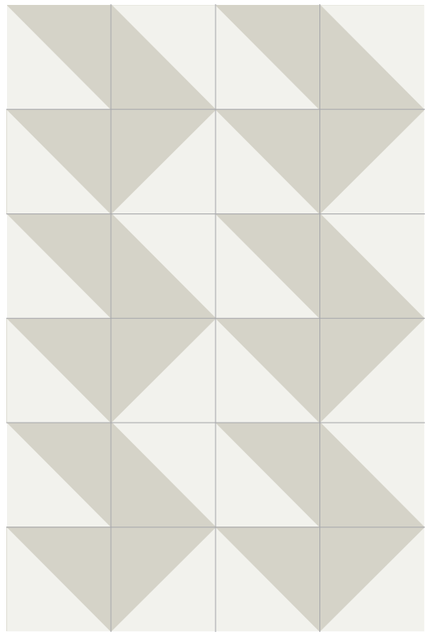
half

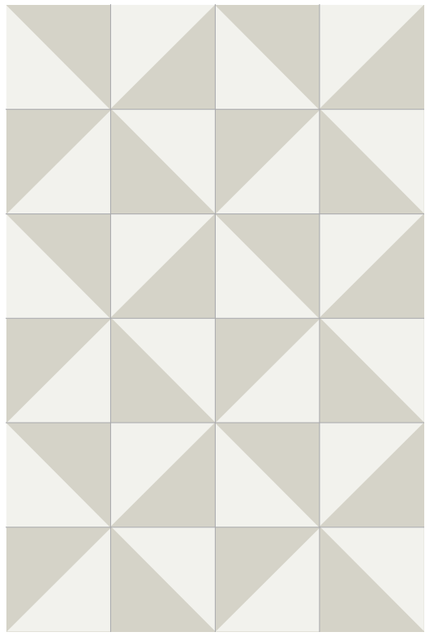


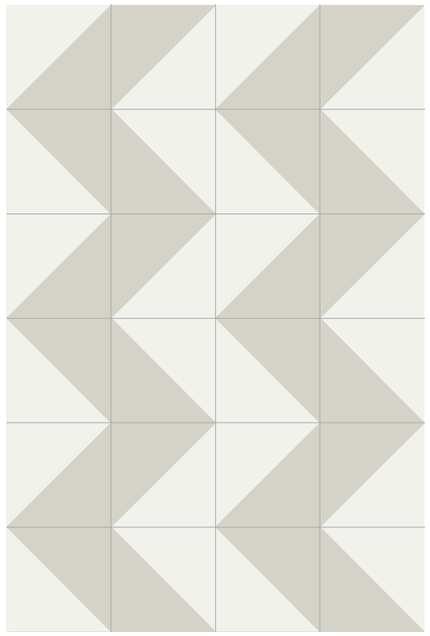
half

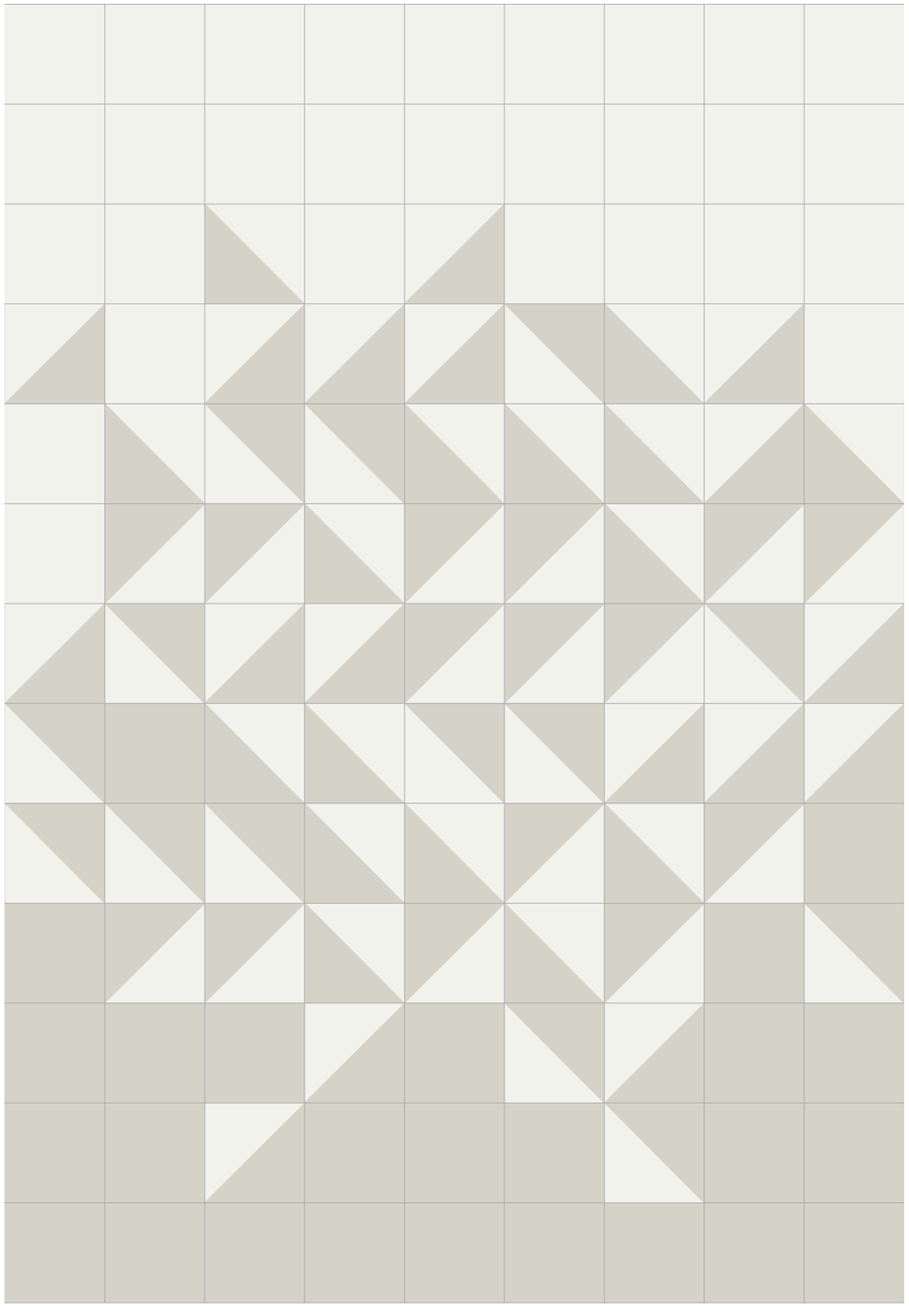
half



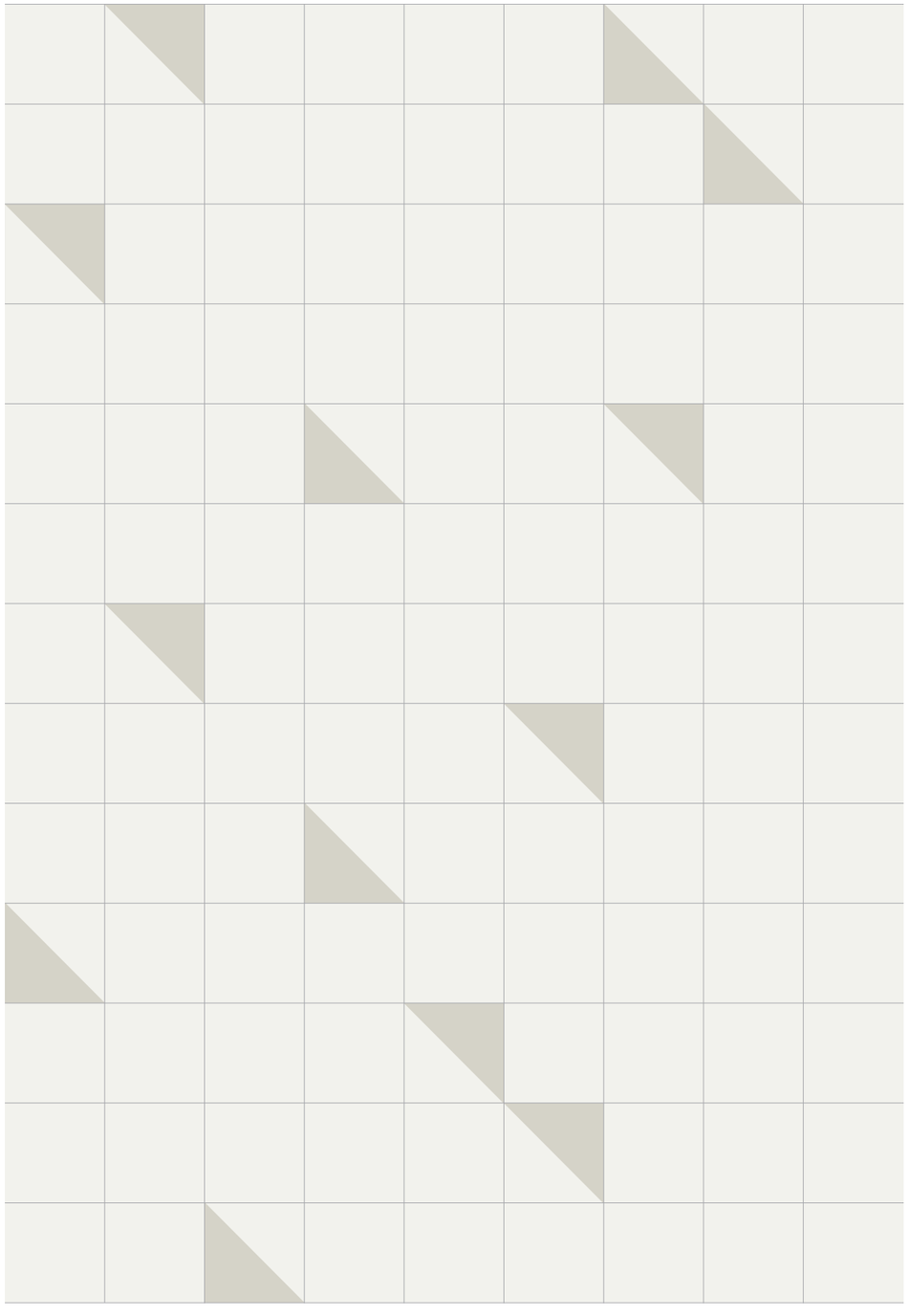








Field Tile 1 + Half + Field Tile 2



Half + Field Tile

TECHNICAL FEATURES

NORMA STANDARD	CARATTERISTICHE FEATURES	VALORE PRESCRITTO VALUE REQUIRED	FUTURA
ISO 10545/2	DIMENSIONI - SIZE		
	lunghezza e larghezza length and width	± 0,6 % / ± 2 mm	± 0,6 % / ± 2 m m
	spessore thickness	± 5 %	± 5 %
	rettilineità degli spigoli straigthness of edges	± 0,5 %	± 0,5 %
	ortogonalità wedging	± 0,6 %	± 0,6 %
	planarità flatness	± 0,5 %	± 0,5 %
ISO 10545/3	assorbimento d'acqua water absorption	‹0,5 %	0,3 %
ASTM C373	water absorption	‹0,5 %	meets the standards
ISO 10545/9	resistenza agli sbalzi termici thermal shock	nessuna alterazione visibile no visible alteration	resiste resistant
ASTM C484	thermal shock	unaffected	unaffected
ISO 10545/12	resistenza al gelo frost/freeze resistance	nessuna alterazione visibile no visible alteration	resiste resistant
ASTM C1026	frost/freeze resistance	unaffected	unaffected
ISO 10545/13	resistenza agli attacchi chimici chemical resistance	nessuna alterazione visibile no visible alteration	resiste resistant
ASTM C650	chemical resistance		unaffected
ISO 10545/4	resistenza alla flessione breaking strength	≥ 35 N/ mm2	46 N/ mm2
ISO 10545/7	resistenza all'abrasione visible abrasion resistance		PEI IV
ASTM C1027	visible abrasion resistance	CLASS I-V	CLASS IV
ISO 10545/14	resistenza alle macchie stain resistance	≥ CLASSE 3	5
ASTM C1378	stain resistance	≥ CLASSE 3	5
DIN 51130	scivolosità anti-slip		R10
DCOF	dynamic coefficient of friction	› 0,42	0,50
ANSI A137.1	aesthetic classes	V0-V4	V1

PACKING

FUTURA	pcs	m^2	kg/box	box/pal	m^2/pal	kg/pal	thickness
15x15 6"x6"	22	0,50	10,90	125	62,50	1362,50	10 mm

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