

Italian landscape

designed by 23Bassi

FIORANESE
CERAMICA

Italian Landscape è la collezione in gres porcellanato nata dalla collaborazione tra Fioranese e lo studio di architettura 23Bassi. In comune l'amore per l'Italia e le sue ricchezze, una terra da cui attingere nuove suggestioni e da guardare con occhi diversi. Architetture, monumenti, paesaggi, opere d'arte costruite dall'uomo o dalla natura che, se osservate con attenzione, ci rivelano una sintesi visiva iconica e replicabile attraverso una palette cromatica di grande tendenza nel piccolo formato 20,5x20,5cm.

The "Italian Landscape" porcelain stoneware collection comes from the collaboration between Fioranese and the 23Bassi Architecture Firm. They share a deep love for Italy and its abundant treasures, a land from which to draw fresh ideas and look at things from a different perspective. Artificial or natural structures, monuments, landscapes and works of art that, upon careful scrutiny, reveal an iconic and replicable visual synthesis characterised by a trendy colour palette in the small 20.5x20.5cm - 8"x8" format.

FIORANESE
CERAMICA

23Bassi for Fioranese

Progettualità, senso del colore, creatività da un lato. Tradizione ceramica, tecnologia e innovazione dall'altro. Due realtà professionali e produttive consolidate hanno unito in maniera sinergica le reciproche competenze in una collaborazione ampia e articolata che assimila la piastrella a un buon prodotto di design, alla pari di un elemento d'arredo nella sua accezione anche estetica e formale, perfettamente in sintonia con le aspirazioni e le necessità del momento.

On the one side, there is design, a sense of colour and creativity. On the other, there lies a rich heritage of ceramic tradition, technology and innovation. These two reputable professional companies have harmoniously merged their respective expertise in an extensive collaboration that elevates the tile to the status of a well-designed product, equivalent to furnishing elements in terms of their aesthetic and formal meaning. This partnership perfectly aligns with the aspirations and demands of the present moment.





CONCEPT

“Partendo dalla definizione di paesaggio, legata sia alla reinterpretazione del decoro nel patrimonio architettonico italiano, sia agli elementi naturali del nostro territorio, abbiamo studiato una collezione esclusiva di superfici ceramiche che consentisse composizioni decorative e cromatiche, per contrasto o affinità di toni, con l’obiettivo di generare infinite ‘visioni’ progettuali e immaginare le pareti di casa come paesaggi più vasti in cui ritrovare sensazioni oniriche e primordiali, con grande libertà e fantasia.” 23Bassi

“Starting from the definition of landscape, which is linked both to the reinterpretation of decorative elements in Italian architectural heritage and the natural features of our territory, we have created an exclusive collection of ceramic surfaces. These surfaces offer the opportunity to create decorative and chromatic compositions using contrasting or harmonious tones, and to generate infinite design ‘visions,’ transforming the walls of the home into expansive landscapes that evoke dreamlike and primordial feelings and inspire a sense of freedom and boundless imagination.” 23Bassi

23Bassi è uno studio di architettura, una manifattura di idee, che coniuga creatività progettazione e sperimentazione con sede a Milano, nato dall'idea di Chiara Frigerio e Andrea Roscini. Edifici privati, spazi retail, allestimenti sono i principali ambiti di intervento. Secondo il loro metodo di lavoro, una casa è lo sfondo per la storia unica e personale di chi la abita. Un tempio di benessere moderno, specchio delle proprie emozioni da trasmettere all'esterno attraverso scelte progettuali consapevoli, raggiungibili grazie a partnership importanti con aziende consolidate e di ampie vedute.

23Bassi is an architecture firm, a workshop of ideas where creativity, design and experimentation converge. Founded in Milan by Chiara Frigerio and Andrea Roscini, the firm specialises in the interior design of private residences, retail spaces and exhibitions. According to their working approach, a house is a backdrop for the unique and personal stories of its inhabitants. A temple of modern well-being, a reflection of one's emotions to be expressed to the outside world through mindful design choices. This is made possible by important partnerships with well-established and wide-ranging companies.



Simboli paesaggistici appartenenti a tre città Italiane, Firenze, L'Aquila e Siena, sono la base d'ispirazione dei motivi grafici stilizzati e riprodotti su superficie ceramica.

Due architetture iconiche da cui prendere in prestito pattern geometrici e uno scenario naturalistico che ci propone una visione incantata di un angolo d'Italia.

Stylized graphic motifs inspired by the landscape symbols of three Italian cities - Florence, L'Aquila and Siena - are reproduced on ceramic surfaces. Two iconic architectural landmarks contribute to creating geometric patterns and a natural setting offers an enchanting vision of a corner of Italy.

FIRENZE

p.10

L'AQUILA

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SIENA

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FIRENZE

Santa Maria del Fiore

Marmi policromi si alternano ritmicamente sulle pareti del Duomo di Firenze, emblema della città che omaggia il "giglio" suo stemma regale. Figure geometriche e fiori stilizzati decorano copiosamente la facciata, capolavoro neogotico dell'Ottocento, ispirazione attuale per arricchire la tua casa con affascinanti pattern recuperati direttamente dalla culla del Rinascimento italiano.

Multicoloured marble alternates rhythmically on the walls of the Florence Cathedral, an emblem of the city that pays homage to the "lily," its royal coat of arms. Geometrical figures and stylised flowers copiously decorate the façade of this 19th-century neo-Gothic masterpiece, a contemporary source of inspiration to incorporate captivating patterns borrowed directly from the birthplace of the Italian Renaissance into your home.



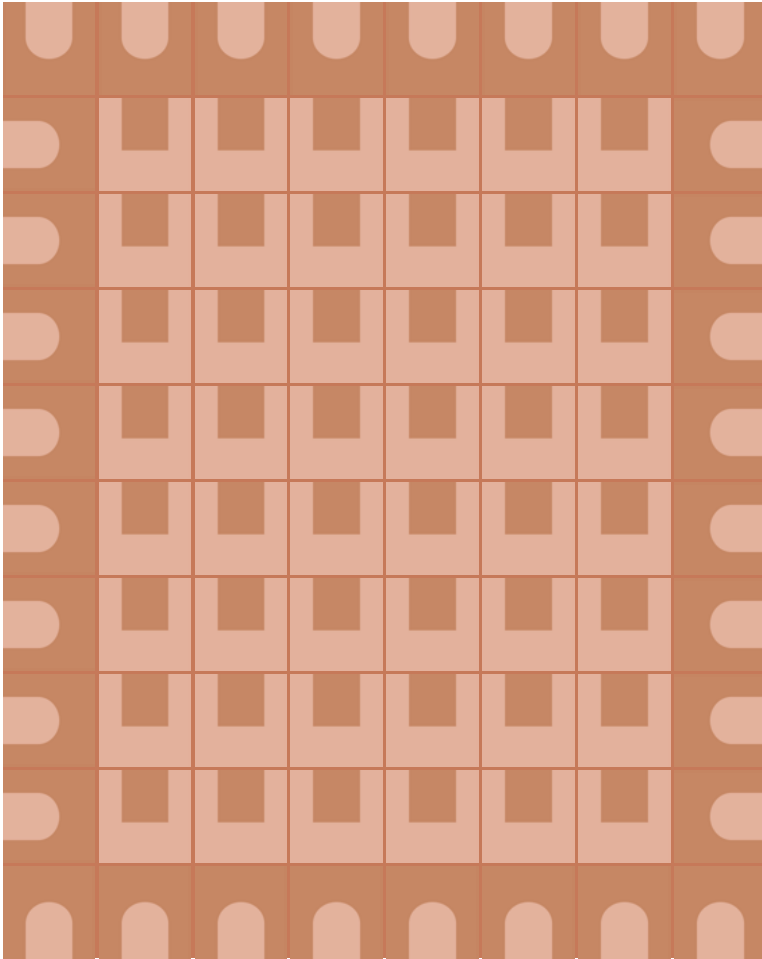
Cerchio e quadrato si fondono e si rincorrono in quattro piastrelle dai toni caldi che nascono come finestre ma diventano insolite figure da architettare.



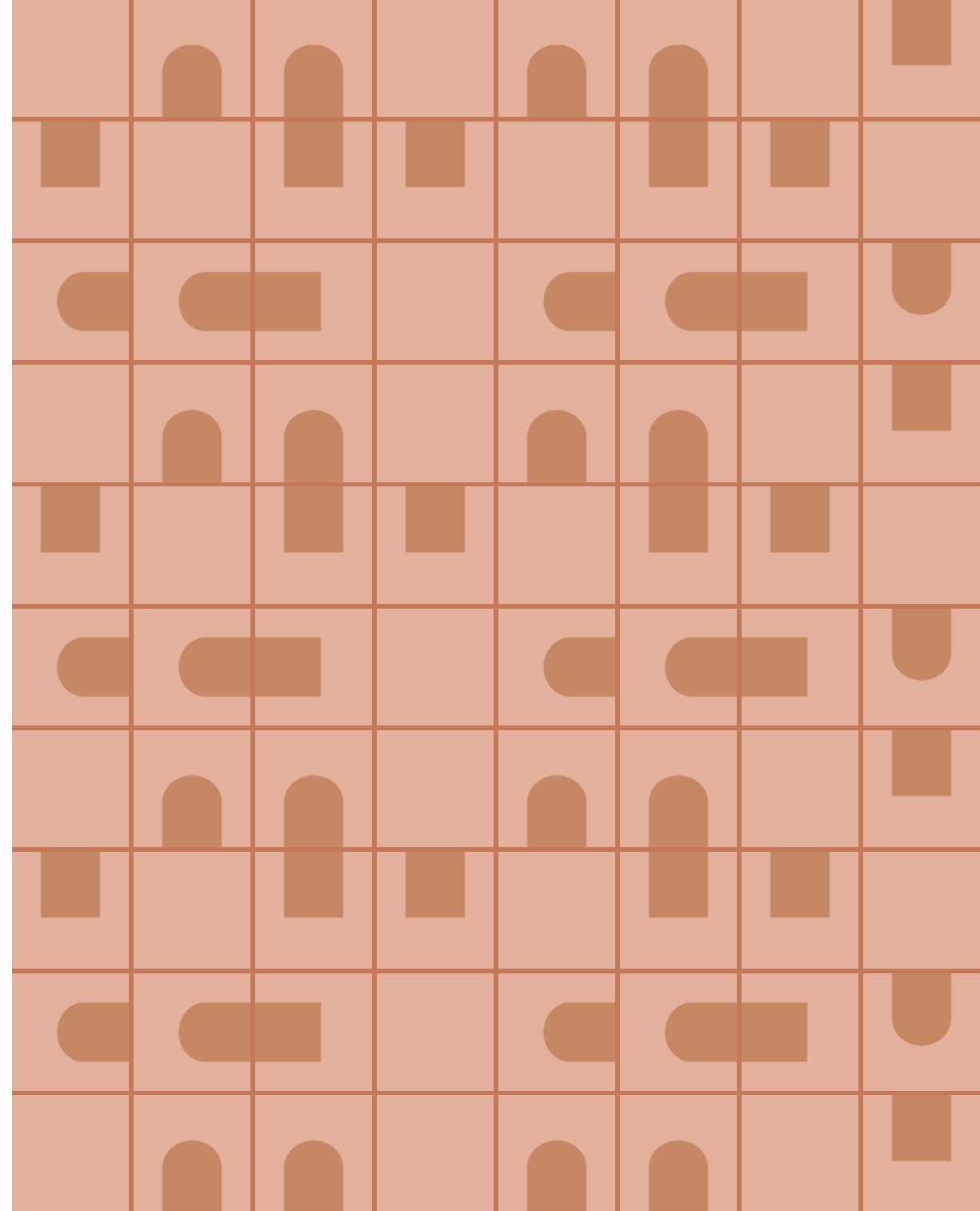
Circles and squares merge and chase each other in four warm-toned tiles that initially resemble windows but then evolve into unique architectural elements.

FIRENZE

Schemi rigorosi o geometrie sciolte costruiscono scenari abitativi fantasiosi, composizioni sempre nuove, reminiscenze di una classicità che diventa ultra contemporanea.



Whether embracing rigorous patterns or more fluid and free-flowing geometries, these tiles allow for the creation of imaginative living scenarios. Their endless possibilities for composition embody a blend of classicism and ultra-contemporary aesthetic.





L'AQUILA

Gole di Aielli-Celano

Incastonate nell'Appennino centrale, spettacolari pareti rocciose, alte fino a 200m, sono segnate dal passaggio dall'acqua e del tempo. In alcuni punti sono vicinissime, distanti solo una manciata di metri, ed è proprio qui che nello spazio si staglia una forma iconica, impressa nella memoria di tutti coloro che percorreranno questo canyon camminando all'aria aperta o solo con la fantasia.

Nestled within the heart of the central Apennines, these spectacular rock faces, soaring up to 200m in height, are marked by the passage of water and time. At certain points, they are very close together, only a few metres apart, and it is precisely here that an iconic shape emerges, etching itself into the space and leaving an enduring impression on all those who walk through this canyon – be it physically or merely in their imagination.



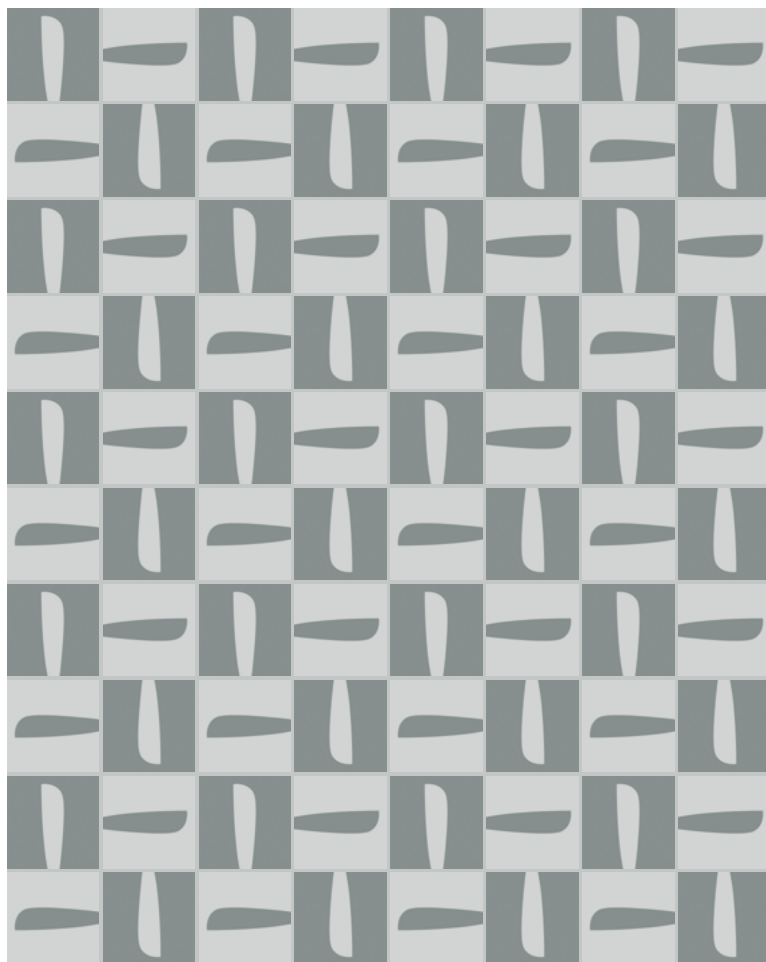
Una fessura lunga e stretta è inserita al centro di due piastrelle dai toni freddi. Intorno tutta la vegetazione che questo luogo così onirico può racchiudere.



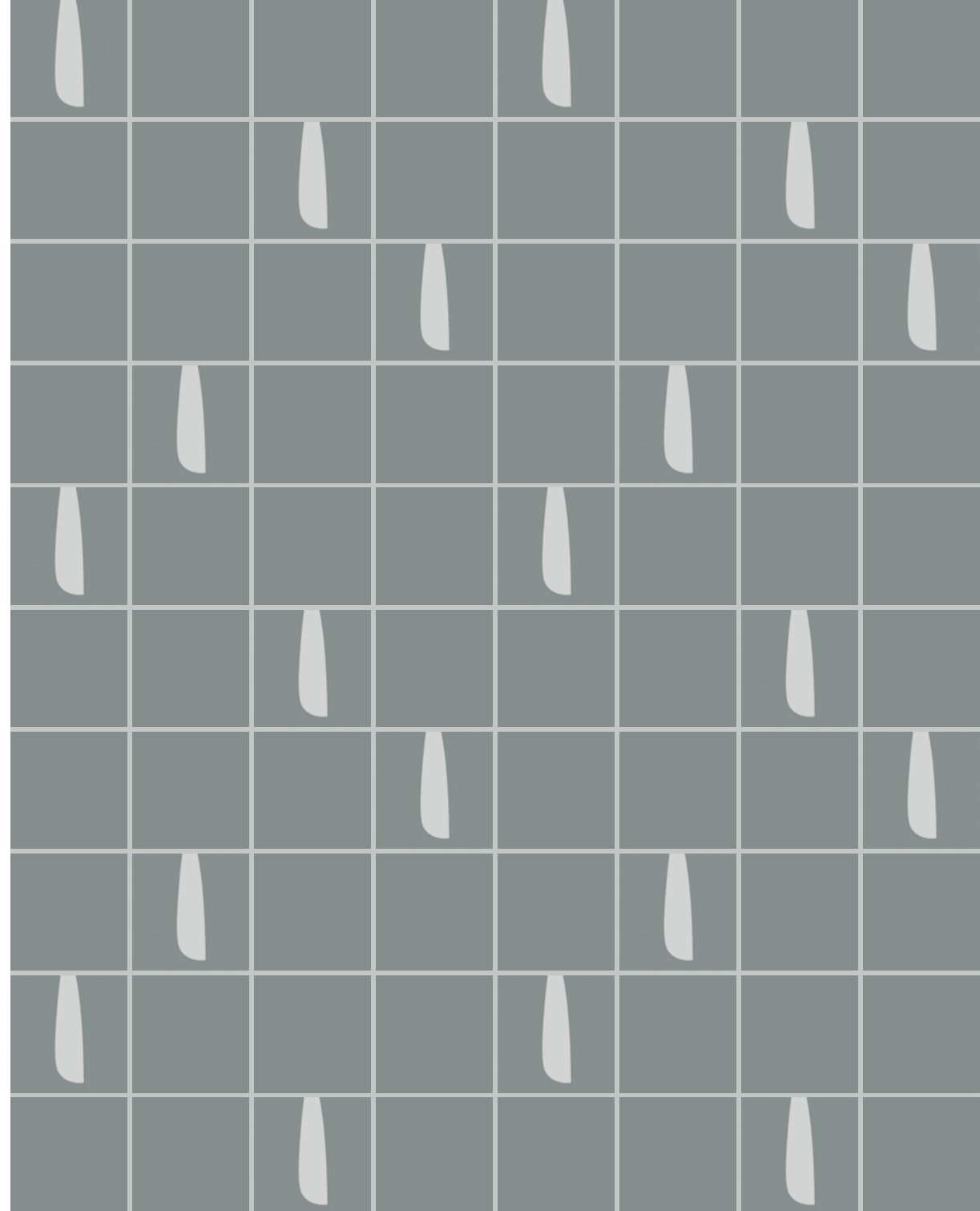
A long, narrow fissure is inserted in the centre of two cool-toned tiles, surrounded by the vegetation that can be found in this dreamlike place.

L'AQUILA

Ruotando in tutte le direzioni, la verticalità della forma sfida la gravità generando motivi grafici fitti o più diradati, per molteplici soluzioni decorative con cui naturalizzare gli spazi.



Rotating in all directions, the verticality of the shape defies gravity, generating dense or more sparse graphic patterns. This allows for a diverse range of decorative solutions, bringing a touch of nature to any space.





SIENA

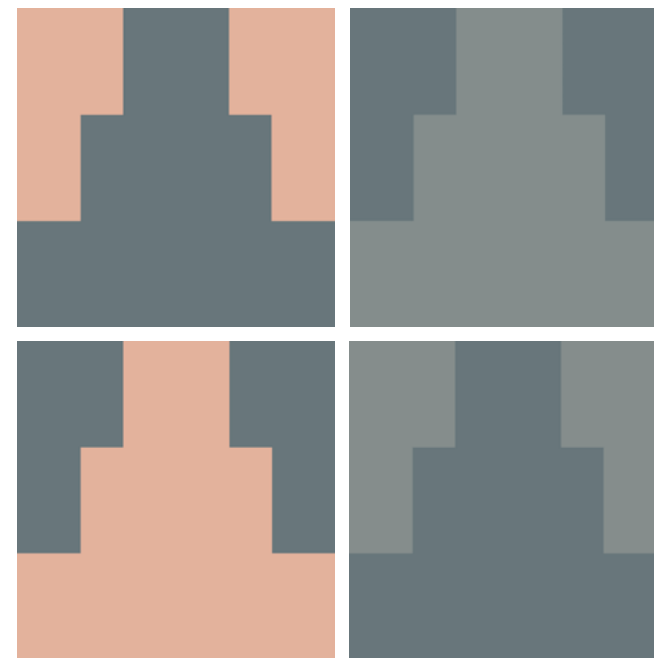
Duomo di Siena

La storia della città e della sua arte si intrecciano indissolubilmente nel pavimento del Duomo di Siena, "il più bello..., grande e magnifico... che mai fusse stato fatto", così sostiene il Vasari. Un progetto architettonico durato cinque secoli che viene oggi custodito come un gioiello prezioso e rivelato solo una volta all'anno, diventa un decoro ceramico da apprezzare tutti i giorni.

The rich history of the city and its artistic heritage are inextricably intertwined in the floor of the Duomo of Siena, described as "the most beautiful, largest and most magnificence floor ever made" by Vasari. This architectural masterpiece, spanning five centuries, is now guarded like a precious jewel, only unveiled once a year. It has now been transformed into a ceramic decoration that can be cherished and admired day after day.



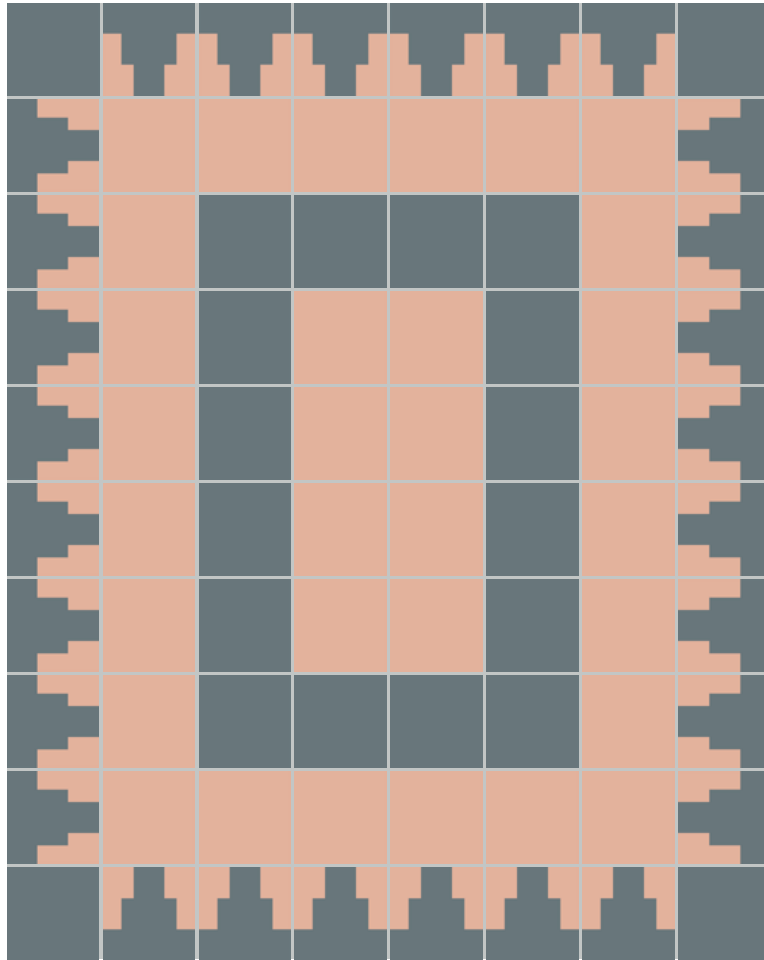
Vuoti e pieni si alternano in quattro piastrelle proposte a due a due, tono su tono o con un forte contrasto cromatico, che partono dal pavimento per risalire fino al soffitto.



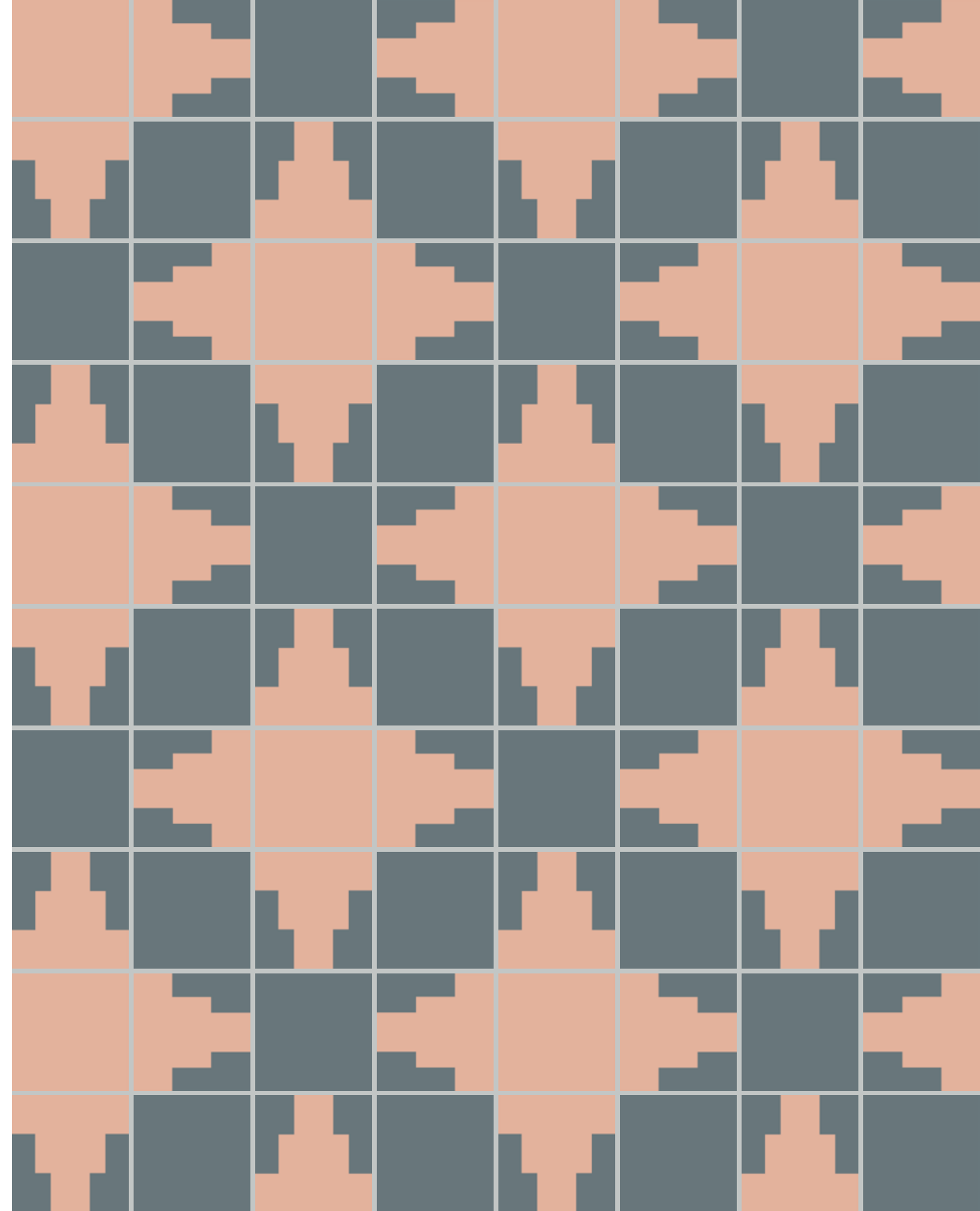
Four tiles are proposed two by two, showcasing a juxtaposition of voids and solids. Whether tone on tone or with a striking colour contrast, the design seamlessly flows from the floor to the ceiling.

SIENA

In linea o a schiera, questo versatile decoro costruisce insolite situazioni da proporre in tipologie di ambienti eterogenei, tutti caratterizzati da un'elevata componente artistica.



Arranged in a linear or terraced manner, this versatile decoration creates unusual situations that can be showcased in diverse environments, all characterised by a profound artistic component.



**Composizioni modulari ripetute nello spazio, motivi grafici disegnati a misura di uno specifico ambiente oppure campiture di colore tono su tono o a contrasto.
Tre approcci progettuali con cui realizzare layout unici a rivestimento e pavimento per spazi piccoli e grandi destinati all'edilizia residenziale e commerciale.**

Modular compositions repeated in space, graphic motifs designed to suit a specific environment or fields of tone-on-tone or contrasting colours.

Three design approaches offer endless possibilities for creating unique wall and floor layouts in both small and large residential and commercial spaces.

MATRICE

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DISEGNO

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COLORE

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SIENA_B, PESCA, OLTREMARE

MATRICE

Composition modules

Forme e colori si mescolano per generare grafiche continue e rivestire superfici di dimensioni sia micro che macro. Pattern modulari con cui realizzare fantasie all-over a pavimento o rivestimento e arredare i tuoi spazi attraverso inedite composizioni stilistiche. Che sia di nuova costruzione o da ristrutturare, qualsiasi ambiente diventa sfondo perfetto per giochi visivi di grande impatto.

The synergy between shapes and colours results in continuous graphic designs that can adorn small and large surfaces. Modular patterns can be used to create all-over designs on floors or walls, as well as to furnish spaces with unique stylistic compositions. Whether a new construction project or a renovation, any environment can be transformed into a captivating backdrop for visually engaging experiences.



SIENA_A, PESCA, OLTREMARE

ITALIAN LANDSCAPE



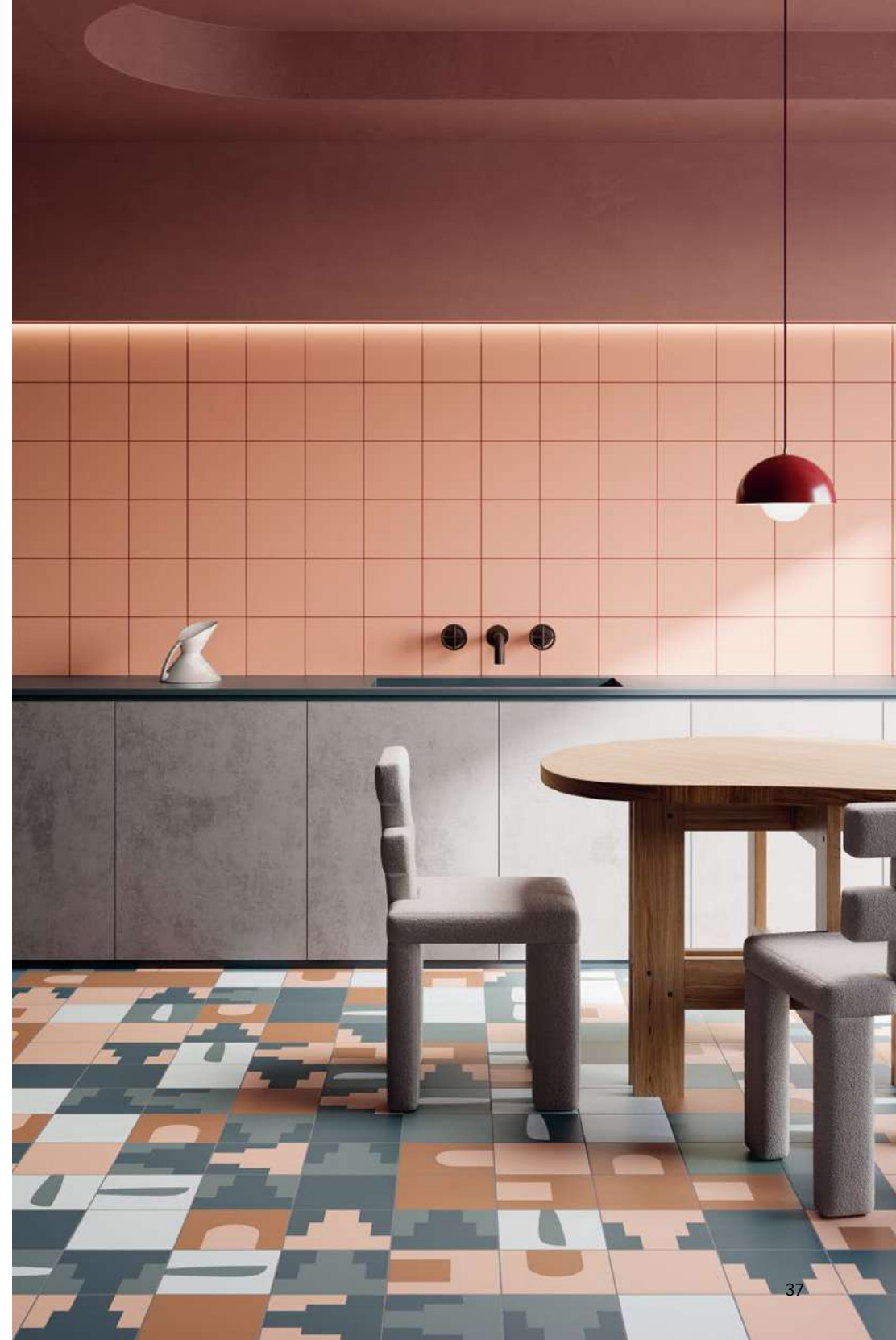
ITALIAN LANDSCAPE



L'AQUILA_A, CIELO, MUSCHIO



L'AQUILA_A, CIELO, MUSCHIO / PATTERNS+PLAIN MIX, PESCA





L'AQUILA_B, MUSCHIO, CIELO, PESCA, SIENA_A, OLTREMARE

DISEGNO

Custom motifs

Tappeti e boiserie, fasce, zoccoli e cornici, soluzioni di interior progettate ad hoc per enfatizzare ogni centimetro quadrato dei tuoi spazi residenziali e commerciali. Applicazioni decorative all'insegna del colore creano un decòr strutturato e tattile, attraverso abbinamenti tono su tono o combinazioni cromatiche inedite che apportano emozione e qualità estetica ad ogni tua idea architettonica.

From carpets and boiserie to bands, skirtings and cornices, these tailored interior solutions are designed to accentuate every corner of your residential and commercial spaces. Through the art of decorative applications, colour creates a structured and tactile décor through tone-on-tone or unique colour combinations that infuse each architectural concept with emotion and aesthetic quality.



FIRENZE_B+C, PESCA, OLTREMARE



SIENA_C, PESCA, MUSCHIO, OLTREMARE







PESCA, TERRACOTTA

ITALIAN LANDSCAPE

COLORIE

Chromatic backgrounds

Ambienti dalle metrature variabili possono essere caratterizzati con giochi cromatici tra piastrelle e fughe colorate. Cinque fondi a tinta unita dalla texture cementizia, proposti con finitura matt nel piccolo formato 20,5x20,5cm, creano una palette di grande tendenza capace di rispondere alle esigenze progettuali di architetti e designer, per spazi pubblici e privati davvero iconici.

Environments of varying sizes can be distinguished through the interplay of colour between tiles and coloured joints. Five solid-colour backgrounds featuring a cement texture, proposed in the small 20.5x20.5cm - 8"x8" size with a matt finish, come together to create an incredibly trendy palette. This versatile palette caters to the design needs of architects and designers, allowing for the creation of iconic public and private spaces.



PESCA, TERRACOTTA

ITALIAN LANDSCAPE





L'AQUILA_A, PESCA, CIELO

ITALIAN LANDSCAPE



L'AQUILA_A, PESCA, CIELO

ITALIAN LANDSCAPE



SUMMARY

Italian landscape

designed by 23Bassi

ITALIAN LANDSCAPE

Designed by 23Bassi

GRES PORCELLANATO BODY-COLOR

EN 14411:2012 ANNEX G GROUP BIa GL

Naturale

20,5x20,5 - 8"x8" | 10 mm

Patterns



FIRENZE_A
ILFI20A

FIRENZE_B
ILFI20B



FIRENZE_C
ILFI20C

FIRENZE_D
ILFI20D



L'AQUILA_A
ILAQ20A

L'AQUILA_B
ILAQ20B



SIENA_A
ILSI20A

SIENA_B
ILSI20B



SIENA_C
ILSI20C

SIENA_D
ILSI20D

Plain colors



PESCA
IL20PES

TERRACOTTA
IL20TER



CIELO
IL20CIE

MUSCHIO
IL20MUS

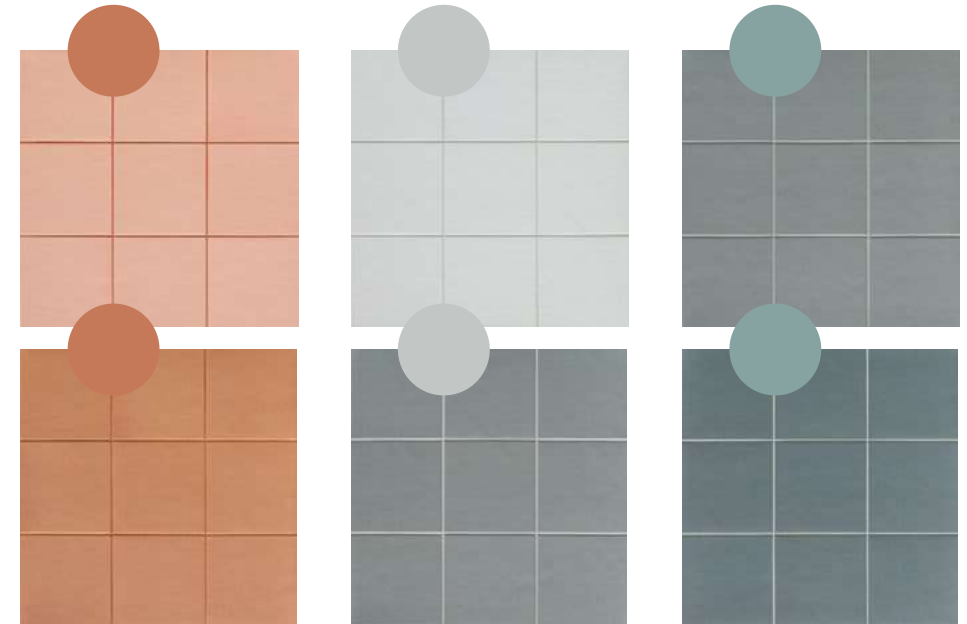


OLTREMARE
IL20OLT

PACKAGING

Boxes			Pallet		
Pcs/Box Pz/Sc	Sqm/Box Mq/Sc	Kg/Box Kg/Sc	Boxes Colli	Sqm Mq	Kg Kg
16	0,672	13,50	72	48,384	982

Suggested colors for joints



 Ultracolor Plus
145 Terra di Siena

 Ultracolor Plus
176 Grigioverde

 Ultracolor Plus
177 Salvia

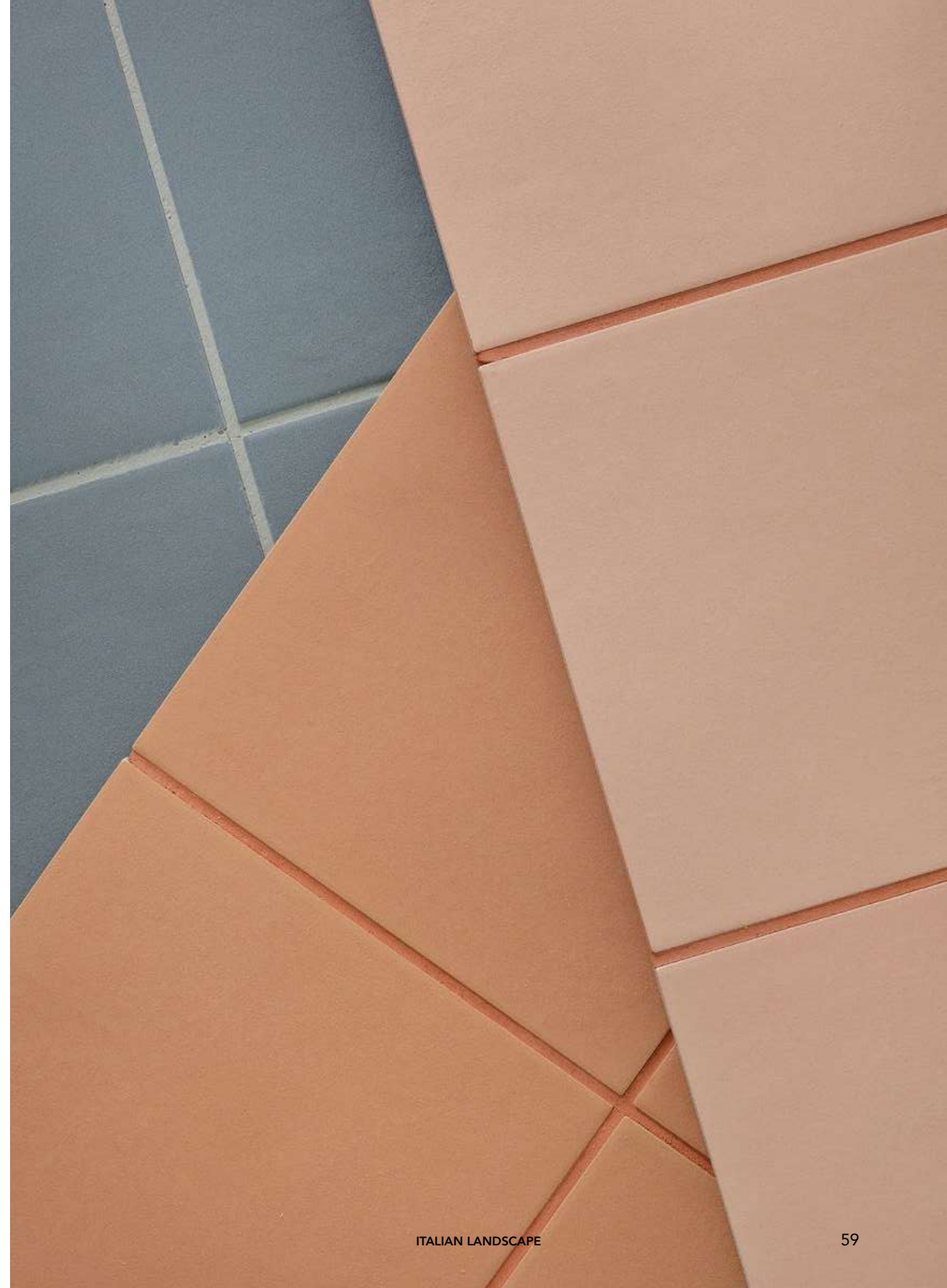
Fuga minima consigliata 3 mm
The minimum recommended joint is 3 mm

Per la posa dei prodotti Italian Landscape suggeriamo l'utilizzo di fughe colorate in tono con le piastrelle. I 3 colori scelti provengono dalla linea di stucchi Ultracolor Plus di Mapei. Le informazioni riportate sono da ritenersi indicative e dovranno essere confermate da un confronto tra la piastrella specifica e il campionario stucchi selezionato. È comunque possibile posare il prodotto con fughe di qualsiasi colore a contrasto o con colorazioni neutre.

When installing the Italian Landscape products, we suggest using coloured grout joints that match the tiles. The three selected colours are from the Ultracolor Plus grout range by Mapei. The information provided is indicative and should be confirmed by comparing the specific tile with the selected grout sample book. Nevertheless, the product can be laid with joints of any contrasting or neutral colours.

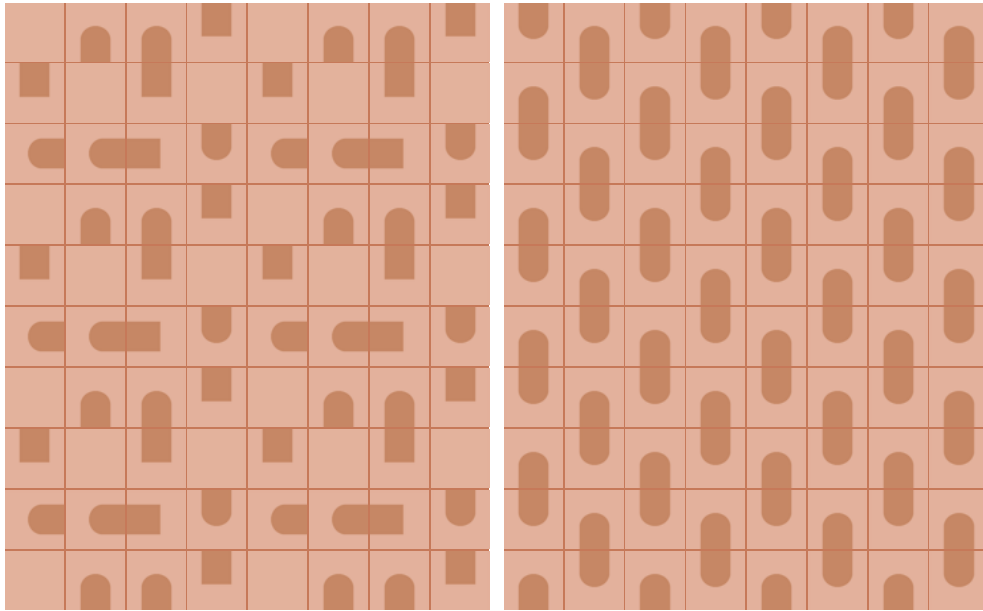
L'utilizzo di fughe colorate, in pendant con arredi o pitture murali, costituisce un ulteriore elemento creativo col quale generare infinite possibilità. Una scelta audace per donare vitalità ai tuoi spazi.

Coloured joints, with matching furniture or wall paintings, are another creative element that can be used to generate endless possibilities. A bold choice that injects vibrancy into your spaces.



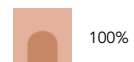
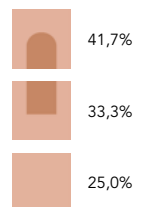
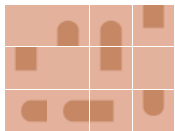
MATRICE

Laying examples

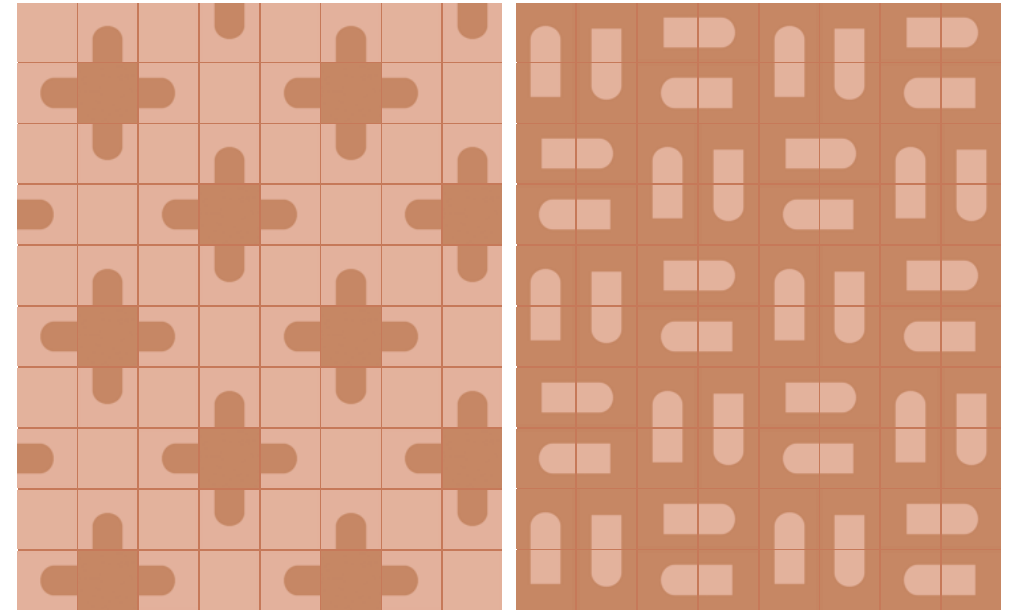


1/ FIRENZE_A+B, PESCA

2/ FIRENZE_A

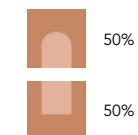
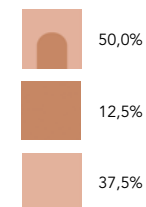
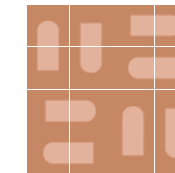
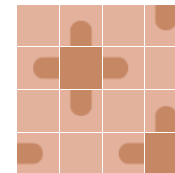


Laying examples



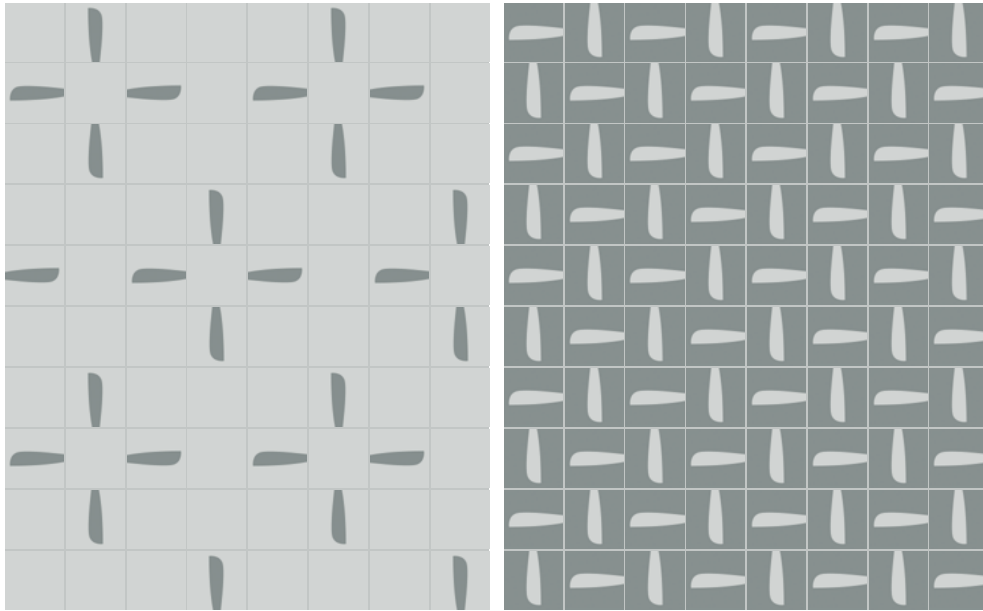
3/ FIRENZE_A, TERRACOTTA, PESCA

4/ FIRENZE_C+D



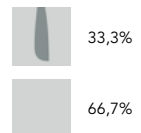
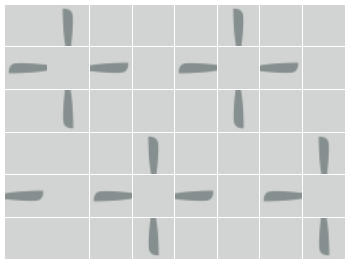
MATRICE

Laying examples

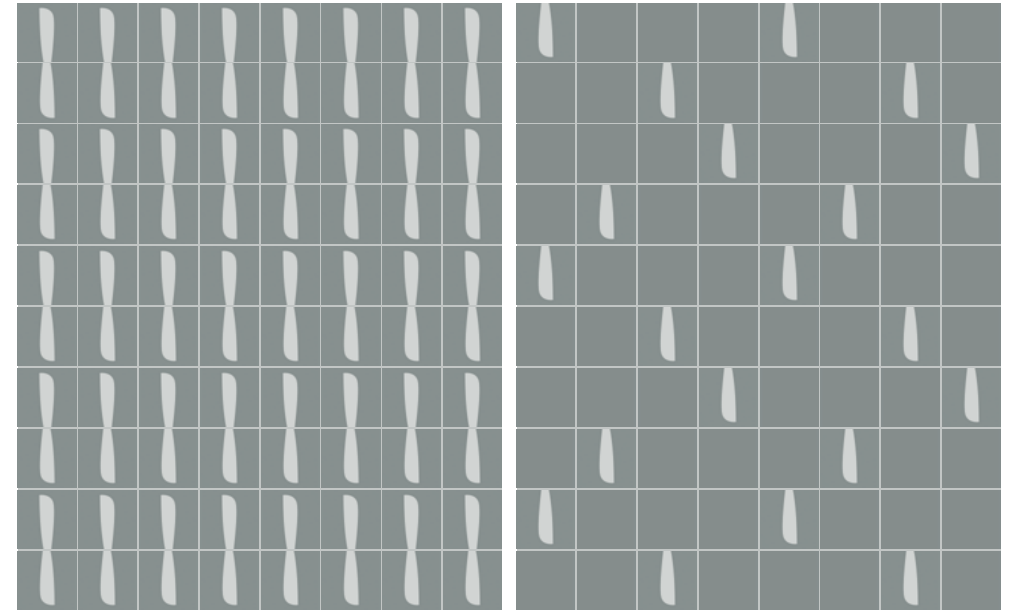


5/ L'AQUILA_A, CIELO

6/ L'AQUILA_B

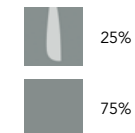


Laying examples



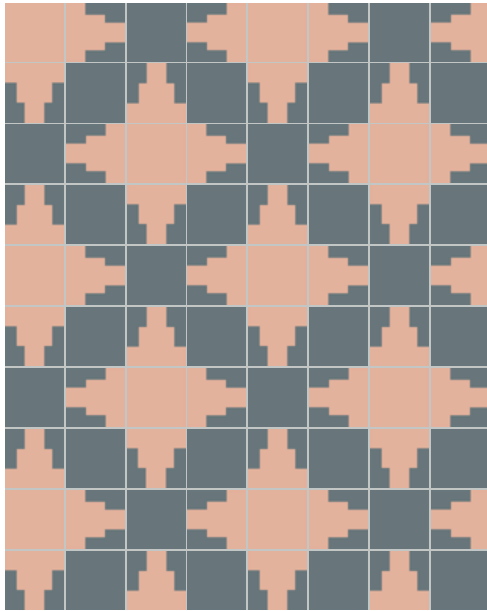
7/ L'AQUILA_B

8/ L'AQUILA_B, MUSCHIO

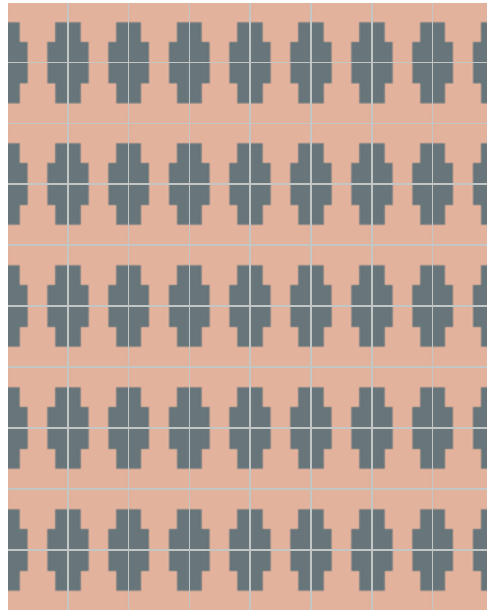
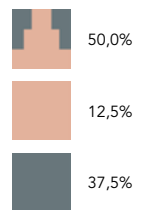
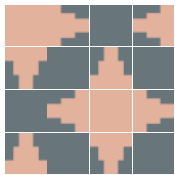


MATRICE

Laying examples



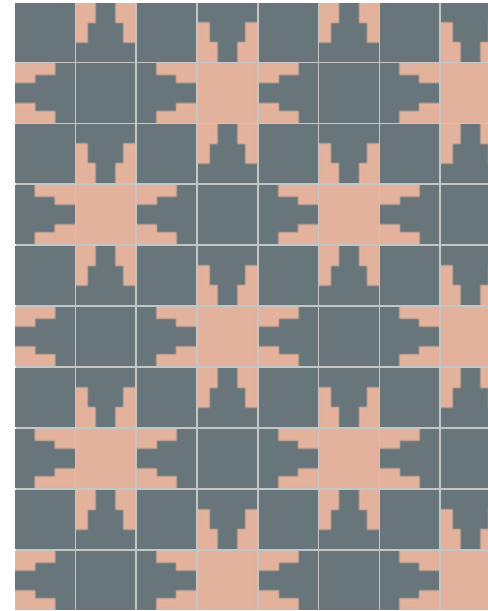
9/ SIENA_A, PESCA, OLTREMARE



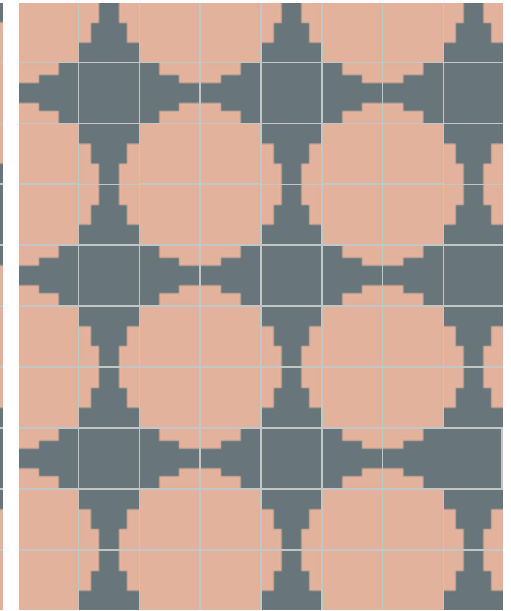
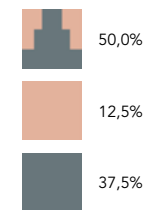
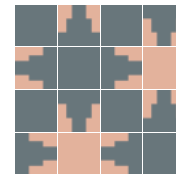
10/ SIENA_A



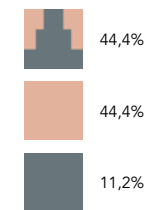
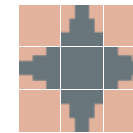
Laying examples



11/ SIENA_B, PESCA, OLTREMARE

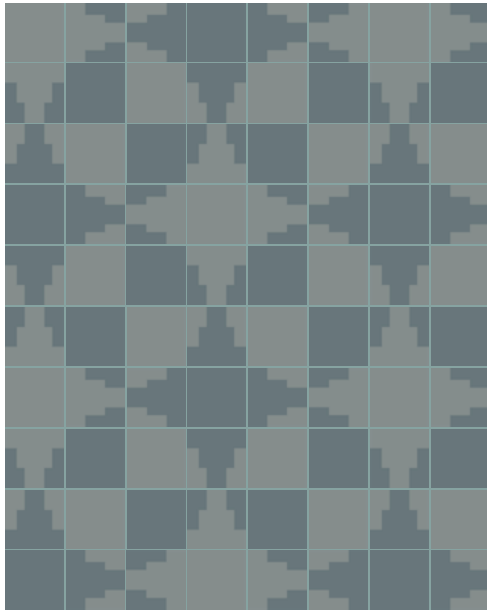


12/ SIENA_B, PESCA, OLTREMARE

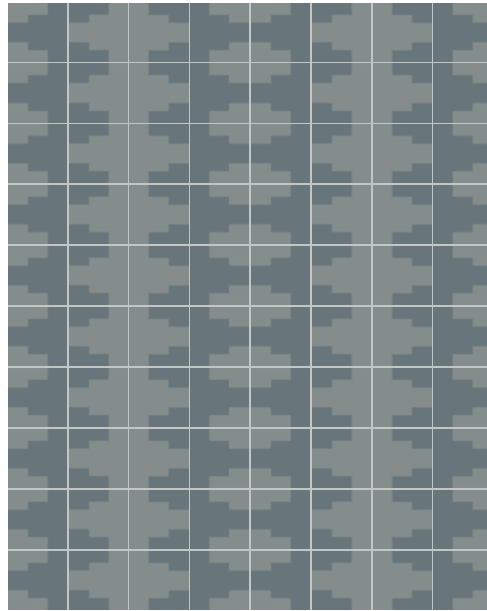
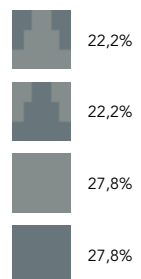
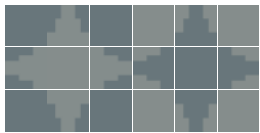


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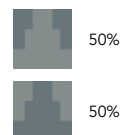
Laying examples



13/ SIENA_C+D, MUSCHIO, OLTREMARE



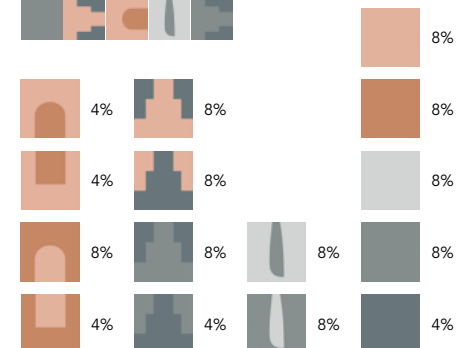
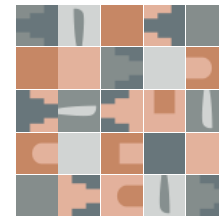
14/ SIENA_C+D



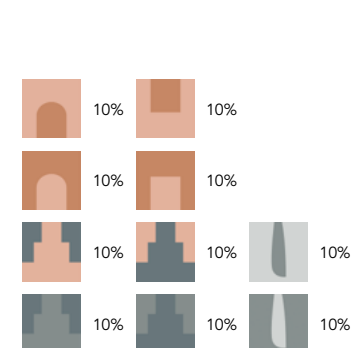
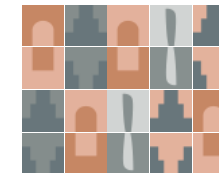
Laying examples



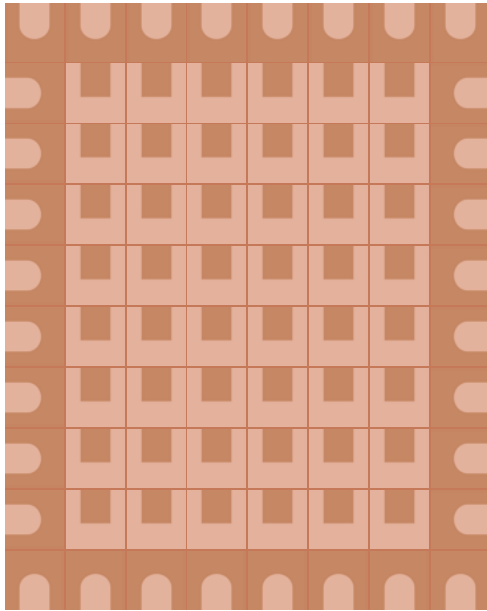
15/ PATTERNS+PLAIN MIX



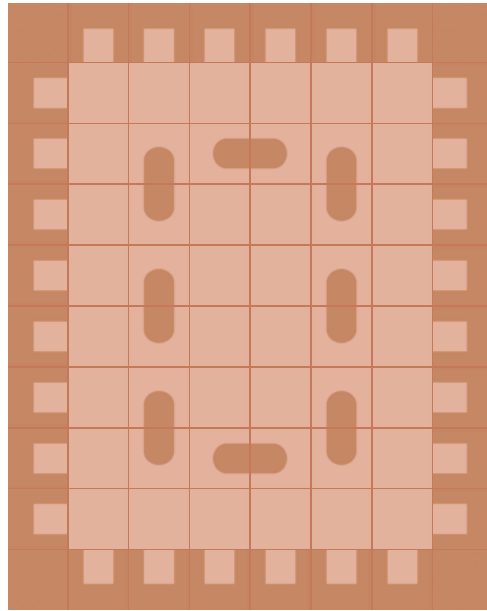
16/ PATTERNS MIX



Laying examples



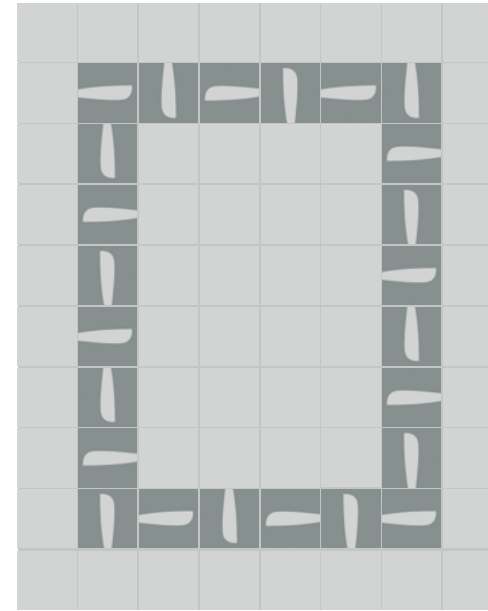
17/ FIRENZE_B+C



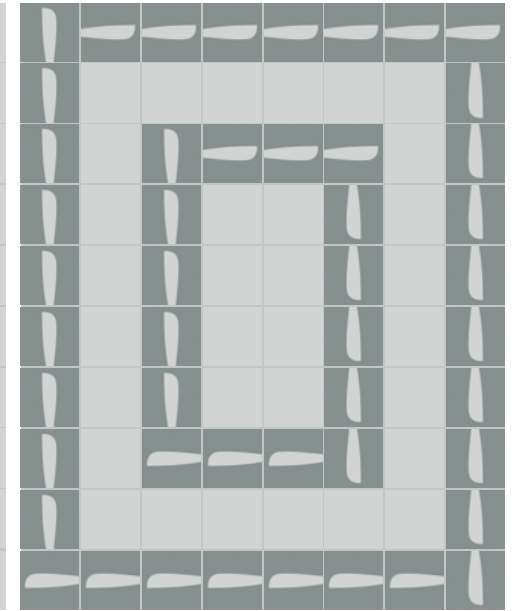
18/ FIRENZE_A+D, PESCA, TERRACOTTA



Laying examples



19/ L'AQUILA_B, CIELO

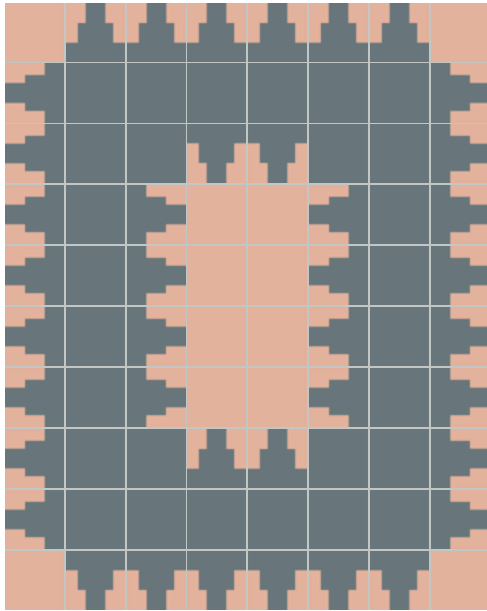


20/ L'AQUILA_B, CIELO

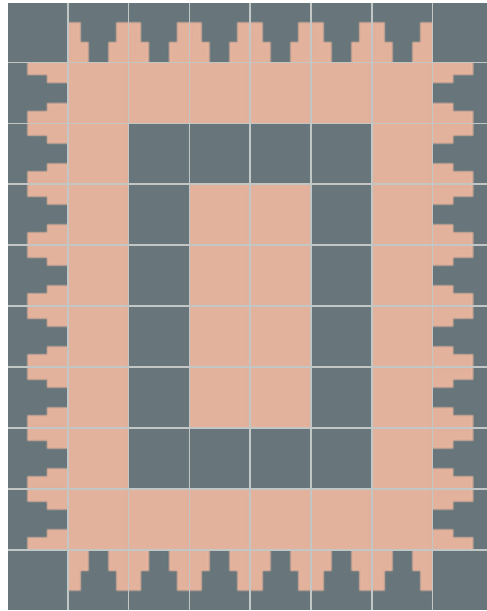


DISEGNO

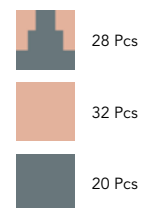
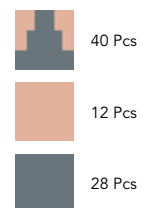
Laying examples



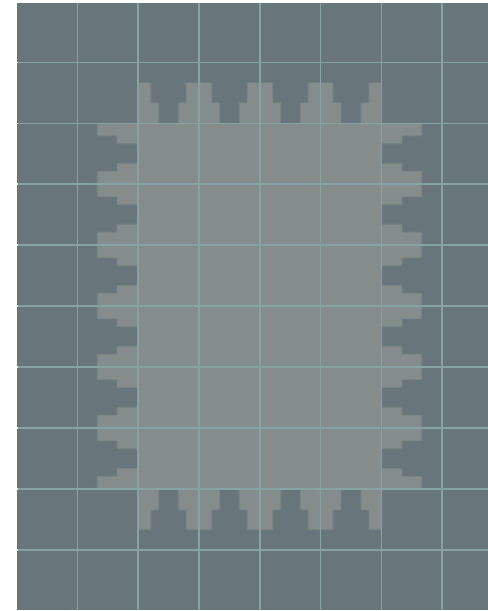
21/ SIENA_B, PESCA, OLTREMARE



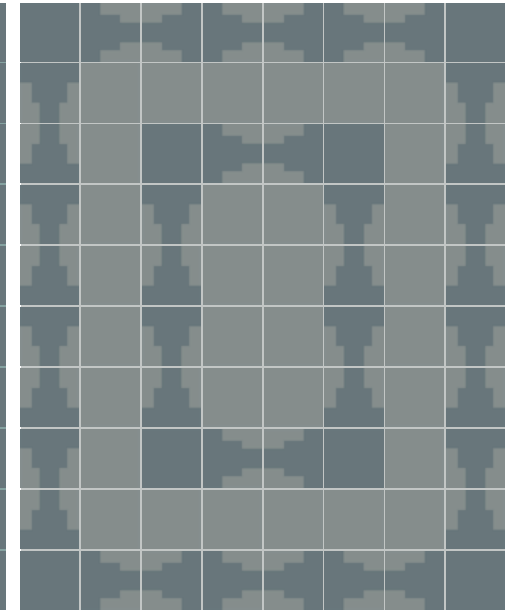
22/ SIENA_B, PESCA, OLTREMARE



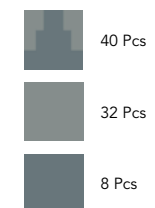
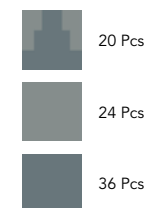
Laying examples



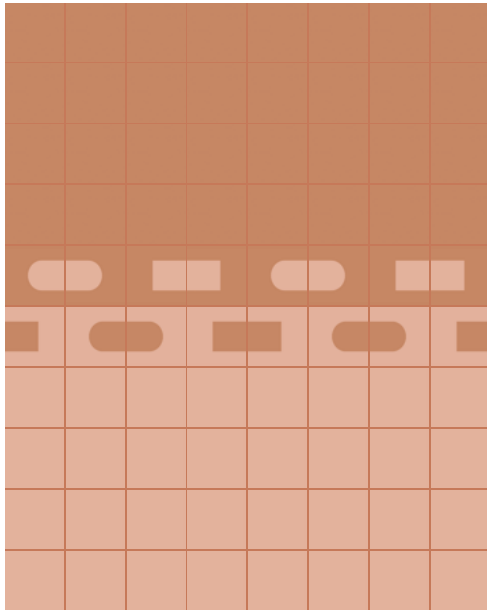
23/ SIENA_D, MUSCHIO, OLTREMARE



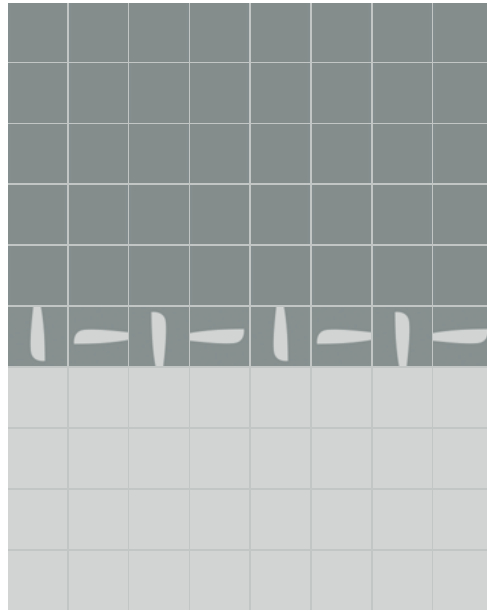
24/ SIENA_D, MUSCHIO, OLTREMARE



Laying examples

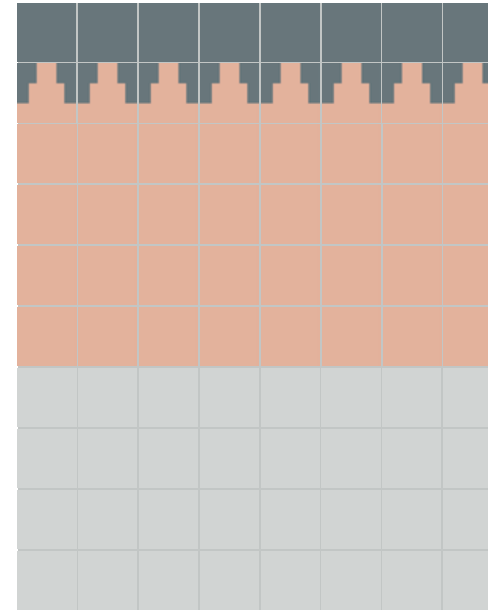


25/ FIRENZE_A+B+C+D, TERRACOTTA, PESCA

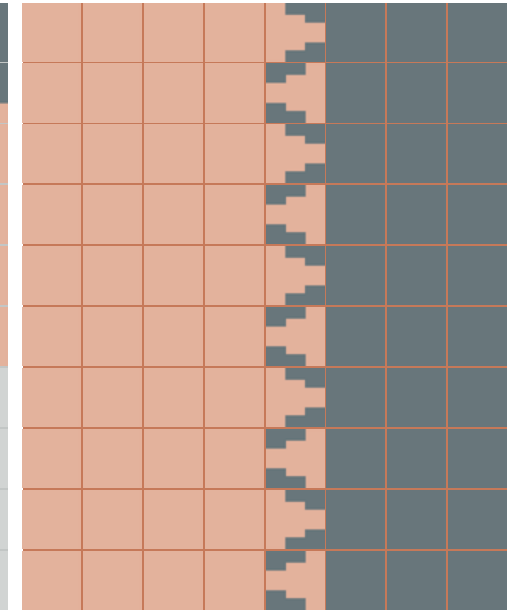


26/ L'AQUILA_B, CIELO, MUSCHIO

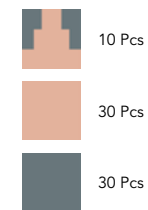
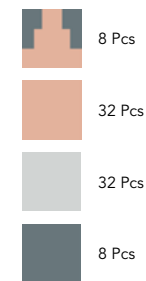
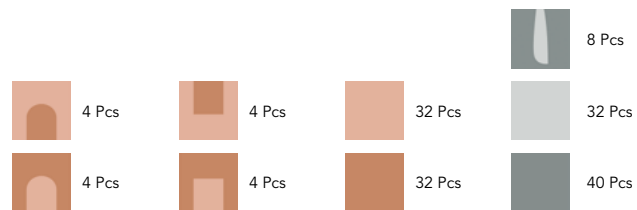
Laying examples



27/ SIENA_A, PESCA, CIELO, OLTREMARE

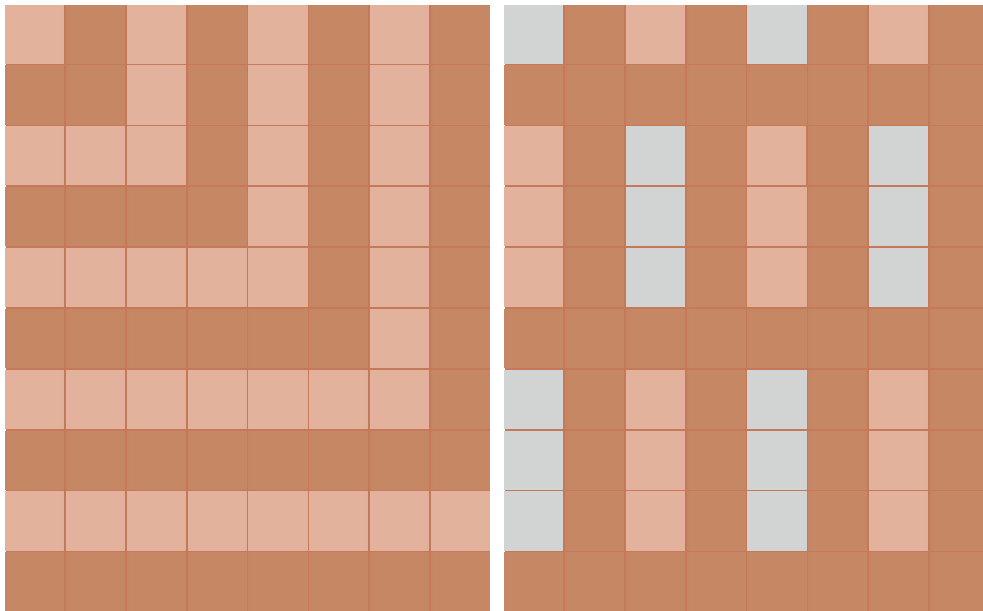


28/ SIENA_A, PESCA, OLTREMARE



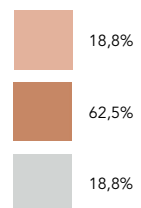
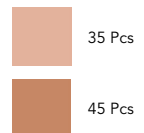
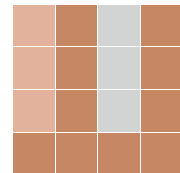
COLORE

Laying examples

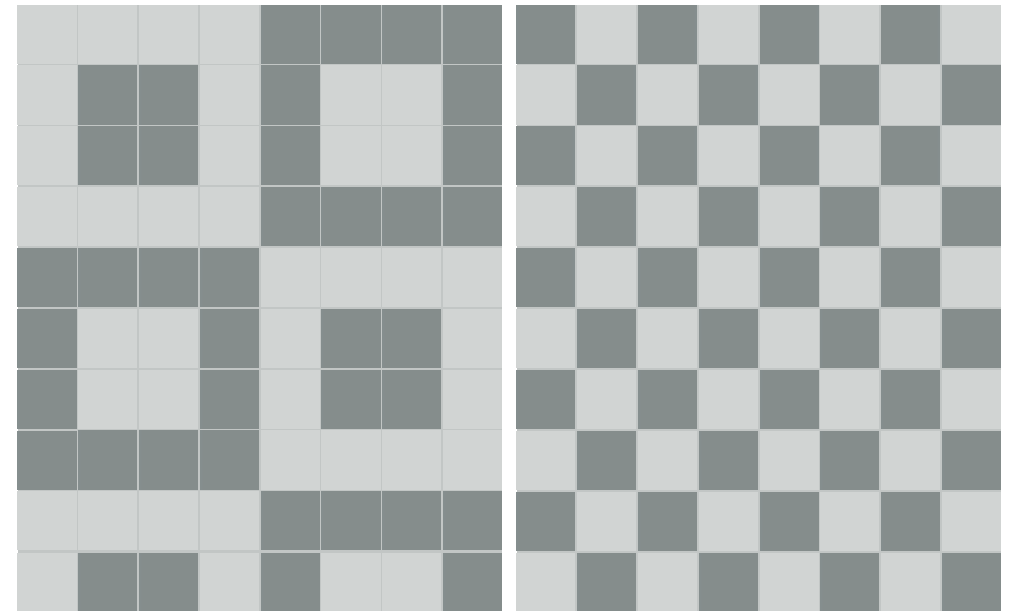


29/ PESCA, TERRACOTTA

30/ PESCA, TERRACOTTA, CIELO

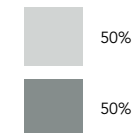
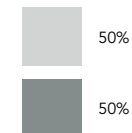
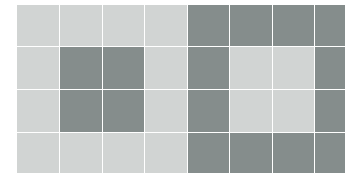


Laying examples



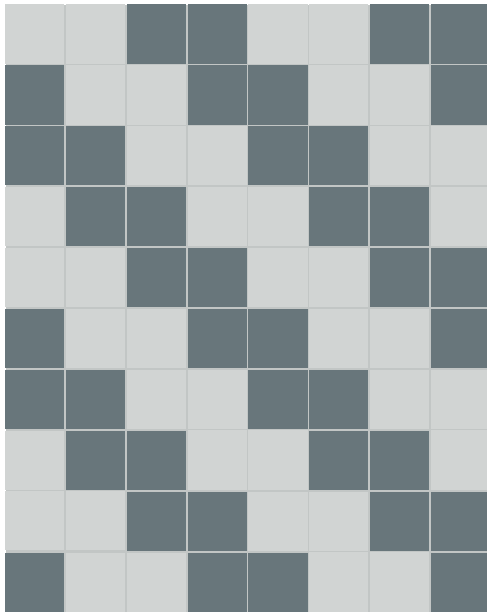
31/ CIELO, MUSCHIO

32/ CIELO, MUSCHIO

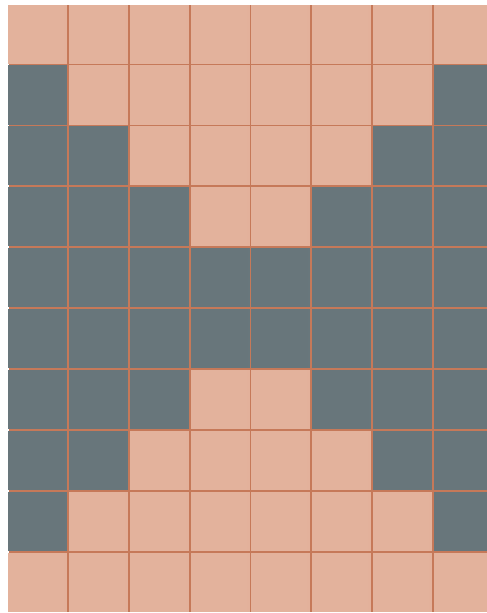
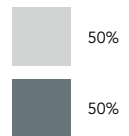
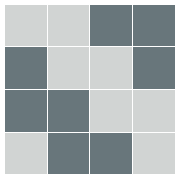


COLORE

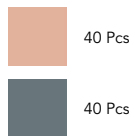
Laying examples



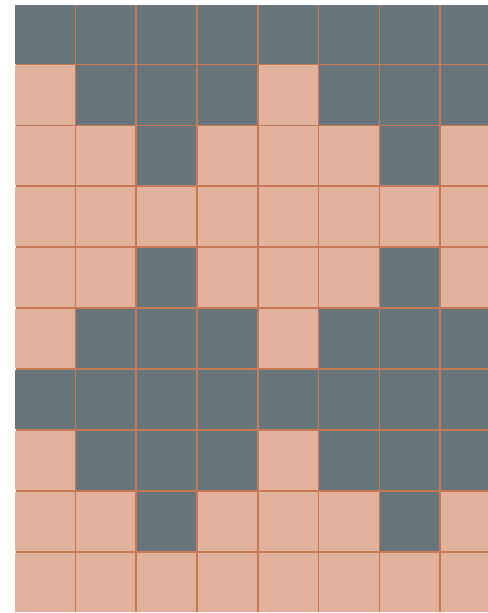
33/ CIELO, OLTREMARE



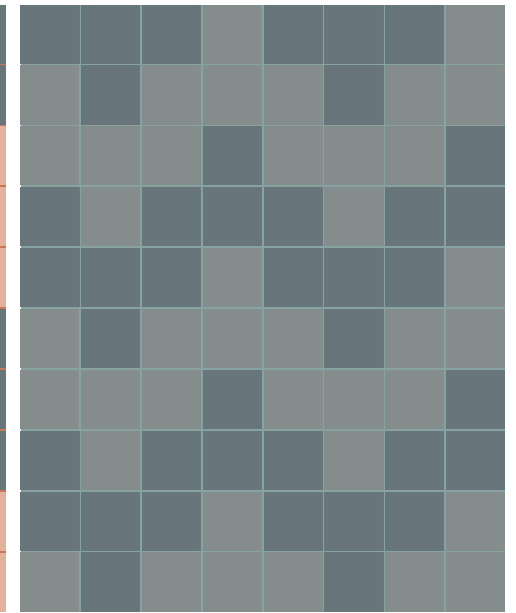
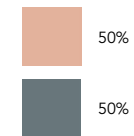
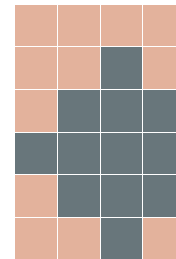
34/ PESCA, OLTREMARE



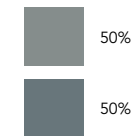
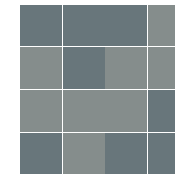
Laying examples



35/ PESCA, OLTREMARE

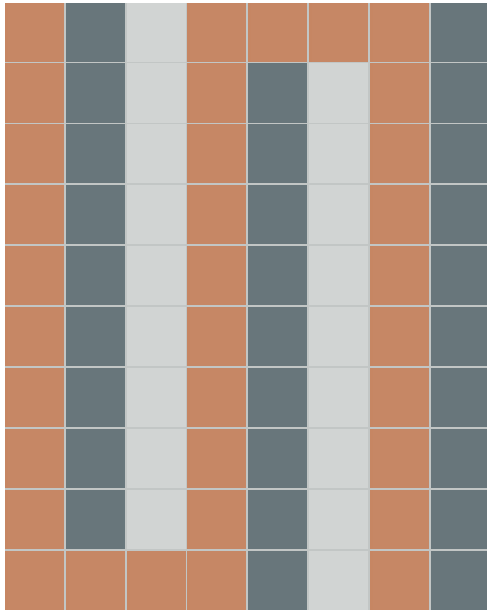


36/ MUSCHIO, OLTREMARE

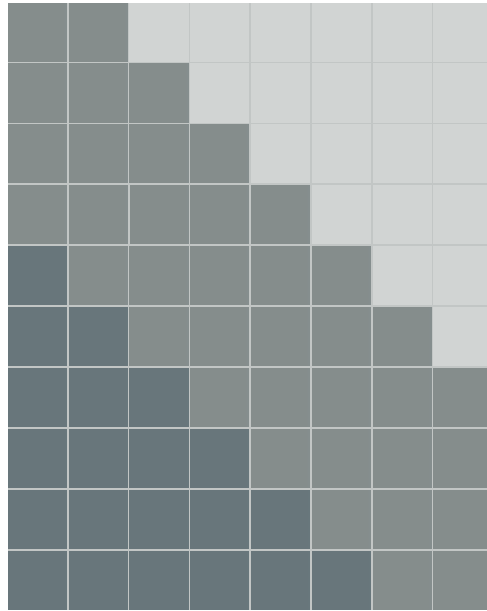


COLORE

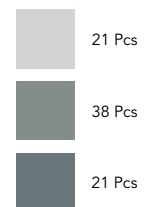
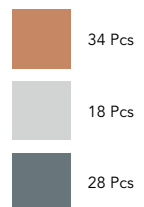
Laying examples



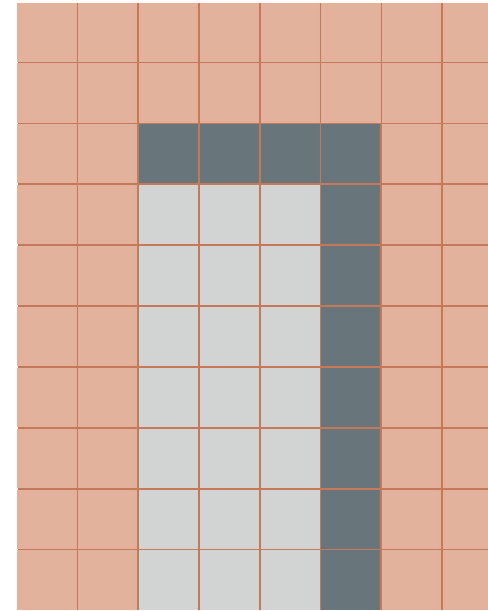
37/ TERRACOTTA, CIELO, OLTREMARE



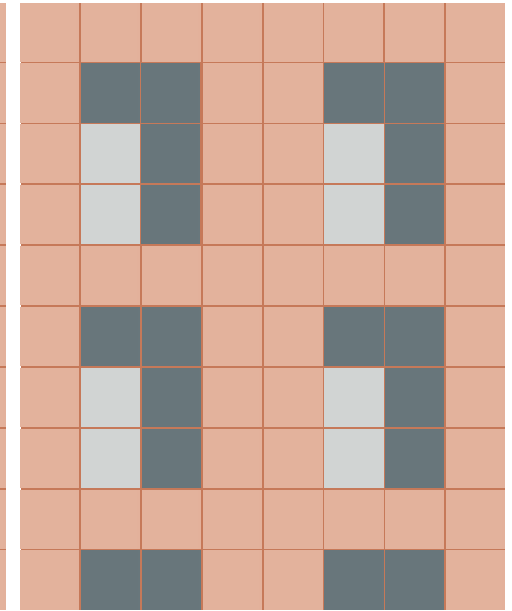
38/ CIELO, MUSCHIO, OLTREMARE



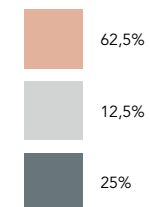
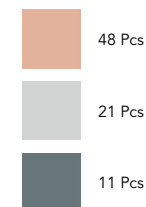
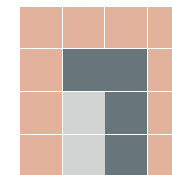
Laying examples



39/ PESCA, CIELO, OLTREMARE



40/ PESCA, CIELO, OLTREMARE





LOOK



PLAY VIDEO

CREDITS

Collection design: @23bassi
Art Direction: @ikos_communication
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Coordination: Marketing Fioranese
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EN 14411:2012 ANNEX G GROUP BIa GL

GRES PORCELLANATO BODY-COLOR

PAVIMENTO	RIVESTIMENTO	RESIDENZIALE	TRAFFICO LEGGERO
Floor coverings	Wall coverings	Residential areas	Light traffic areas
Bodenbeläge	Wandbeläge	Wohngebiete	Geringe Begehungsfrequenz
Sol	Faïence	Zones résidentielles	Zones à trafic léger



V2:

Piastrelle con lieve variazione di tono e disegno
Tiles with slight shade and aspect variation
Fliesen mit leicht unterschiedlichen Tonalitäten und Muster
Carreaux avec faible différence de nuance et structure

R10

BCRA
DRY: > 0,40
WET: > 0,40

DCOF
WET ≥ 0.42

