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PORCELAINGRES GmbH

# FUORISALONE 2017

PRESS RELEASE

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## PORCELAINGRES\_ ABOUT US

Porcelaingres is a young company that since 2003 has produced the finest quality porcelain slabs in one of Europe's most cutting-edge production facilities, having chosen to establish its head office in Vetschau, close to Berlin, where it has built a state-of-the-art production plant driven by principles of sustainability.

As affiliates of Graniti Fiandre SpA, we are able to rely on the technical knowledge of the Italian group which is the global leader in the sector.

Since its inception, the company has focused on the careful selection of raw materials, efficient production and excellent relationships with customers, collaborators and suppliers.

We are able to offer materials that are perfectly suited both to architecture and to internal design and are immune to the influence of passing or regional trends.

Corporate commitment to a sustainable economy are the cornerstones of our philosophy.

Porcelaingres has a showroom in the Sarottihofe complex in Berlin, in the heart of Kreuzberg, providing a creative and vibrant mix of workshops and offices where our various partners in architecture, commerce and art bring to life an ever-modernising and creative process. In June, the Berlin showroom was entirely renovated and a new showroom was opened in the Vetschau office building, underlining the company's efforts to continuously improve in terms of both production and communication.

And nestled among the green hills just a few kilometres away from the major ceramic district of Sassuolo is the Castellarano showroom, which has been a point of reference for Porcelaingres customers for years. Each year, the showroom is meticulously updated with products from new collections.

## PORCELAINGRES AT FUORISALONE 2017

### FROM URBAN TO URBAN GREAT

2016 has confirmed the strong growth trend that has characterised Porcelaingres in recent years. A major participant at last year's Urban series, the company's latest collection represents its turnaround in terms of both revenues and square metres produced and has helped launch the brand throughout the world.

To celebrate this push towards growth and internationalisation, in June, for the first time in its history Porcelaingres opened the doors of its German production site in Vetschau to the entire global sales network to present the company, its production and its two new showrooms in Vetschau and Berlin in a fun and unifying event over three days.

The event featured a sneak peek at the Urban Great collection, the undisputed star of Cersaie 2016.

Besides the introduction of the large format in the flagship Urban series, the company has focused its efforts on reviewing its entire production to bring it in line with three standard formats: 6 mm, 8 mm and 2 cm, separating all its active collections by material effects with the aim of simplifying communications and offering a thorough selection of design solutions.

## URBAN HOUSE



### BETWEEN VISION AND REALITY

A portal to another dimension, a crack through which to explore space, and dive into the urban living environment.

At the 2017 Fuorisalone in Milan, Porcelaingres débuts and opens the doors to URBAN HOUSE and presents its leading collections: Urban and Urban Great, come to life within modern residential architecture where materials distinguish and enhance interior and exterior living spaces.

The Urban collection and its extension into large format come together in a virtual project that showcases the outstanding versatility of the material and the variety of its applications through an immersive 360° view.

The three thicknesses available (6 mm, 8 mm, 20 mm) along with the large formats, allow the Urban flooring and cladding, indoor and outdoor collections, to be used in furnishing and bathroom elements.

Urban House is essentially the first virtual rendering of a complex, complete and concrete ceramic project, where design and technology come together to explore new possible developments in porcelain stoneware and overcome the limitations that reality often puts in the way.

Project organised by:  
Porcelaingres Marketing Office

## FOCUS ON: COLLECTIONS

### URBAN

We live surrounded by ideas. The precision of architecture, which allows us to alter the landscape and make it our own; the power of design to create an ambience from a single point of view. The cement of secure and enduring foundations beneath our feet, on which the city rests and where our lives unfold.

It is those streets, those landscapes of glass and steel, together with the character of cement and the vibrancy of the city that forged URBAN, the new collection by Porcelaingres.

Solid, textured and filled with vitality, the Urban collection by Porcelaingres is inspired by the materials and colours of the city and recreates its look with unique and prestigious slabs.

Versatile, these slabs come in a variety of formats to choose from: classic 30x60, 60x60 and 120x60 cm, large format 75x75 and 150x75 cm, and lastly outdoor in formats 60x60 and 120x60 cm.

The collection is enhanced by a wide range of colours: dove, grey, anthracite, sand, ivory and white: six colours to enliven and light up your living spaces.

Perfect for a stylish atmosphere, whether private residence or office, the Urban collection is a strong and modern choice, like the city that inspired it.

#### PROJECT STRUCTURE:

Colours: Dove, Grey, Anthracite, Sand, Ivory and White

Thickness: 8mm. 2cm

Formats: 30x60, 60x60, 120x60, 75x75, 150x75

## FOCUS ON: COLLECTIONS

### URBAN GREAT

In their quest for perfect colours and format evolution, Porcelaingres has reached new horizons with their Urban Great collection. Increased sizes, expansive surfaces for exquisite furnishings, now part of a new generation of large formats, with a thickness of just 6 mm to reduce environmental impact, both in the production and transportation of the material.

Persistent and resistant, sober and elegant, Urban Great Dove is the ideal slab for furnishing any surface. Made to the highest quality standards, it is the top-notch result of Porcelaingres technology.

Urban Great Grey perfectly reflects the true, profound spirit of modern cities. Grey, an exclusive tint, paired with broad formats, becomes the perfect solution for a design always on the leading edge and with a bold spirit.

Within a metropolitan universe where different styles come together, Urban Great Ivory blends unique versatility with an elegant harmony of colour, while each slab inspires a new architectural project.

Urban Great White, with its lighter shade of colour, is a perfect match for all architectural spaces, from the simplest to the most sophisticated, indoor and outdoor, refining them with a clean elegance.

#### PROJECT STRUCTURE:

Colors: Dove, Grey, Ivory, White

thickness: 6mm

Format: 300x100, 150x100, 100x100