

PRESS RELEASE

COTTO D'ESTE PRESENTS IMAGINE.DO.KERLITE
Salone del Mobile 2017

On occasion of the 2017 Fuorisalone, Cotto d'Este's showroom will transform into an exhibition gallery that represents the infinite interpretive possibilities of Kerlite, the laminated porcelain stoneware of latest design, now a reference product in the international architectural landscape.

From 4-9 April, Cotto d'Este will once again enthrall the international audience of Design Week. During the Fuorisalone, at the location in Piazza Castello, the **Imagine.Do.Kerlite** installation will transform the interior of the brand's showroom into a gallery open to the public from 10am to 9pm, in order to present Kerlite and its history of excellence.

This latest generation ceramic product that takes on the design challenges of modern architecture and contributes to redefining human living spaces in the third millennium. Kerlite, over time, has inspired architects and designers to come up with original architectural and decorative solutions. Extremely **durable**, because of fibreglass reinforcement on the back, Kerlite is a concentration of virtues in just a few millimetres of thickness: only 3.5 or 5.5 mm. Thanks to its technical characteristics it is particularly **versatile**, and it is for this reason that architects and designers continue to choose it for everything from flooring and cladding of residential spaces to decorative applications, to solutions in commercial and public spaces, ventilated façades and external thermal insulation systems, and even tunnels, like Italy's Variante di Valico, one of the most imposing infrastructural projects in Europe. Furthermore, Kerlite fully adheres to Cotto d'Este's environmental commitment. In fact, its extreme thinness makes it possible to limit the **ecological footprint** that industrial manufacturing leaves on the surface of the planet: less raw materials, less consumption of water and energy, and reduced CO₂ emissions.

Through an installation where architecture and light blend to create emotions and involve the spectator, it will be possible to understand all the characteristics of laminated porcelain and see how the slabs can become an element of design.

Partner of the event and curator of the lighting design is Studio Asia which, for the installation, has chosen lights by Aldabra-Emeride, a company specialized in the design and manufacture of LED lighting fixtures for the architectural illumination of interiors and exteriors.

IMAGINE.DO.KERLITE

Cotto d'Este Showroom

P.zza Castello corner of Via Quintino Sella, 5

4-9 April

Tuesday/Saturday from 10am to 9pm

Sunday from 10am to 4pm

Cocktail event (invite only): Thursday 6 April from 6pm to midnight

External Relations Office:

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COMPANY INFO COTTO D'ESTE

Cotto d'Este has distinguished itself as one of the most prestigious names in the field of ceramics. Its creations recall **beauty, quality and prestige** and are the result of continuous, passionate and unflinching aesthetic research.

More than a mission, searching for beauty is for Cotto d'Este a vocation, an imperative that has allowed the brand to attain a high level of excellence, as attested by the confidence placed in its creations by architects and interior designers all over the world.

Cotto d'Este offers a unique and exclusive product range that includes 14 mm traditional tiles and large format Kerlite slabs.

The brand has achieved impressive notoriety and sales both in the Italian and international markets backed up by prestigious references worldwide.

Cotto d'Este is also defined by continuous technological innovation and ecological sensibility that is managed in every detail, during the whole production cycle.

The prestigious Piazza Castello showroom in Milan is the reference point for designers, planners and leaders from the world of architecture.

web www.cottodeste.it | social: facebook.com/cottodeste

COMPANY INFO PANARIAGROUP

Panariagroup, is a leading manufacturer of floor and wall tiles made from high-end, ultra-thin laminated stoneware and porcelain stoneware and has constantly been at the forefront in its skilled combination of beauty, quality and sustainability, over the years demonstrating its ability to excel in search of the best living comfort. Panariagroup is an international company, present for over 40 years on the market, with facilities in Italy, Portugal, the United States, India and an extensive sales network in over 100 countries all over the world, which operates through 9 brands: **Panaria, Lea, Cotto d'Este, Fiordo, Margres, Love tiles, Florida Tile, Blustyle, Bellissimo.**

9,000 customers, 1,600 employees, 6 production plants, a highly specialized research centre, are proof of a desire to meet the needs of customers who are increasingly attentive and diversified worldwide.

Panariagroup creations are always well received by the consumers, designers and planners around the world that choose the group's brands for their spaces.

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PICTURES



cottodeste_galleria di valico A1



cottodeste_galleria di valico A1_2



cottodeste_grandi lastre 2



cottodeste_grandi lastre



cottodeste_wonderwall_ritmi



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