

**Milan Design Week  
4-9 April 2017**

**The Secret Tale of Ceramics:**

**Ceramiche Refin presents the new Twist collection in the showroom of Refin Studio.  
Project and exhibition staging developed by Studiopepe.**

For Milan Design Week 2017, Ceramiche Refin introduces a new collection that is the result of research and stylistic experimentation, once again demonstrating its sensitivity and attention to design. Born from a partnership with Studiopepe, renowned design studio founded by Arianna Lelli Mami and Chiara Di Pinto, Twist is a collection inspired by the world of fabric. The exclusive setting for this new collection is the Fireplace Room in Refin Studio, a space designed by Sottsass Associati in the nineties.

Twist combines the versatility of porcelain stoneware with the delicacy of fabrics, interpreted in their broadest sense. The weaves and patterns, which in fabric blend together to create a concrete archetype of union, are the primary inspiration for this collection. The Cartesian geometric system on which the spatial coordinates of warp and weft are developed is translated onto the ceramic surface in partitions that produce a virtually unlimited universe of possible combinations.

The Twist collection is available in two families of patterns, Tailor and Tatami, and five colour variants: White, Black, Beige, Grey and Trend

The Tangram decoration is available in the black and white tones of the Tailor pattern.

All Twist variants are designed for possible pairings with Cromie, the innovative Refin collection based on NCS notations. Cromie, already very successful among professionals, is the result of research on the colour component: for each colour of the new Twist collection possible combinations are suggested with the nuances of Cromie, emphasising and underlining the role of colour in design, thereby confirming the collaboration between the two series.

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**REFIN STUDIO**

**Via Melone 2, Milan**

**4-9 April 2017,  
10:00 am - 7:00 pm**

## Press Office and Public Relations

Ceramiche Refin Spa  
Casalgrande, Italy  
+39 0522 990499  
[press@refin.it](mailto:press@refin.it)

Industry Publicity  
London  
T: +44 (0)20 8968 8010  
[hq@industrypublicity.co.uk](mailto:hq@industrypublicity.co.uk)

**Ceramiche Refin** was founded in 1962 and over the years has become a reference point for the Italian and international ceramics market. Part of the Concorde Group since 1998, Refin's mission is to produce surface solutions with high technological quality, image and Italian design for the ceramic tile market, particularly focusing on lightweight commercial and high level residential designs, managing the company ethically and respecting the environment.

Avant-garde technology and high production capacity: Ceramiche Refin combines aesthetics and technology, creativity and tradition. Without compromising on the use of top quality raw materials, the company has broadened its range to include products that respond to different living needs and with a more modern taste.

**Studiopepe** is a design studio founded in Milan in 2006 by Arianna Lelli Mami and Chiara Di Pinto, both graduates of Milan Polytechnic. The studio offers design and creative consulting through a multidisciplinary approach capable of creating a dialogue between the various environments of the creative and artistic project. Currently the studio focuses on the fields of interiors and design, carrying out research on materials through the production of works of art in limited editions.

Studiopepe pays tribute to Italian masters through a meticulous attention to research, starting with the study of unusual materials and archetypal forms. Fundamental importance is attributed to colour itself, a sort of "structural" value that goes beyond the limits of the surface. By researching the contrast between raw and finished materials, gloss/matt, rich textures and essential volumes, Studiopepe performs research on the language of design characterised by a balance between contrasts.

Studiopepe projects are developed by a team of professionals under the artistic direction of Arianna Lelli Mami and Chiara di Pinto and come to life thanks to unexpected synergies based on observation, analysis and insight.

**NCS Colour** is the Swedish company that designed and developed the NCS<sup>®</sup> colour system in the 1960s. It is based on the sorting and classification of colours in a scientific manner according to how they are perceived. All the surface colours we can imagine are describable by means of the NCS<sup>®</sup> system and each colour can be identified by a specific notation.

The Italian office, based in Milan, was established in 1999, developing its expertise in the field of colour charts. In 2006 it becomes the exclusive distributor in Italy for all products and services related to the NCS<sup>®</sup> colour system of the parent company NCS Colour AB (based in Stockholm - Sweden).

The selection of the 1950 official colours present in products sold is subject to a strict quality control process, during which the fidelity of the sample reproduced to the original (Primary Standard) is constantly monitored. The NCS<sup>®</sup> Quality Control centre, certified ISO 9001, also guarantees that its production is based exclusively on the use of pigments approved by the European Union.