

PRESS RELEASE

**GLITCH SURFACES: EXQUISITE IMPERFECTION BY BENOY**

*Ceramiche Piemme launches the collection styled by the London design firm*

**Glitch** is the new collection of porcelain stoneware tiles designed by London firm **Benoy**. The word "glitch" refers to the flickering produced on a computer screen by an unforeseen error. A theme very much in line with the design trend that favours imperfection as a sign of uniqueness. Hence the inspiration of the Benoy designers, expressed in 8 colours in various sizes.

*"We wanted to come up with wall tiles focusing on the distinctive irregularities of concrete surfaces, such as cracks, films, scratches and wear, and reinterpret them for ceramics" Andy Piepenstock, Benoy Design Director, explains. "The idea of Glitch is based on a paradox: instead of providing a digital reproduction of the flaws of nature... this collection gives tangible form to the flaws and errors of the digital world!"*

The result is a contemporary collection ideal for both homes and commercial locations (Benoy's real specialism).

*"Glitch expands our range and extends our concept of culturally upgrading our design" explains Davide Colli, Chief Operating Officer of Ceramiche Piemme. "Technological updates and range renewal require continual inputs from designers and architects like Benoy, which handles construction projects all over the world."*

**Information:** [www.ceramichepiemme.it](http://www.ceramichepiemme.it)

Glitch - Technical specifications

Material: porcelain stoneware

Colours: Clay (earth) Gravel (taupe), Sand (beige), Salt (white), Ash (pale grey), Flint (medium grey), Graphite (dark grey), Carbon (anthracite)

Sizes: 30X60 cm, 60X60 cm, 60X120 cm, 90X90 cm and 120X120 cm (available in the Gravel, Salt, Ash and Graphite colours)

3D structure: Glitch 60X120 cm

In-line decors: Mix Warm and Mix Cold 60X120 cm

**Benoy**

A global family of design specialists committed to delivering world-class solutions for the built environment. Balancing creative vision with commercial viability, it works with clients to create iconic destinations that enrich people's lives, strengthen communities, enhance nature, and deliver lasting economic value.

It specialises principally in master planning, architecture and interiors, using what it calls 'creative commerciality' to solve problems and unlock potential. [benoy.com](http://benoy.com)

Ceramiche Piemme

Established in Maranello (Modena) in 1962, Ceramiche Piemme, which has been a member of Confindustria Ceramica since 1968, is a company specialised in the production of ceramic floor and wall coverings. The modern production plant in Solignano, in the province of Modena, is equipped with heat-recovery kilns that produce over 7 million square metres of porcelain stoneware every year.