

The World of Clay

With the “**SensiTerre**” collection, designed by **Matteo Thun** and **Benedetto Fasciana**, **Florim** elevates the aesthetic potential of a timeless material, an extraordinary expression of Italian craftsmanship. This collection sparks a dialogue between the excellence of handmade artistry and the **new frontiers of Industry 4.0**. The world of clays is re-explored and reinterpreted, evolving from a craft dimension to an architectural one. The primordial **allure of clay becomes a powerful expressive force in service of design**.

Collection <https://www.florim.com/en/products/all-collections/sensi-terre>

Catalogue <https://tinyurl.com/5a4y26nf>

Florim Flagship Store

Grant House, 56-60 St John St, London EC1M 4HG

Florim social channels

Instagram - @florim_ceramiche

Linkedin - @Florim Ceramiche

FLORIM SPA SB

Inspired by an innate passion for beauty and design, Florim has been producing porcelain surfaces to meet all the needs of the construction, architecture and interior design sectors for over 60 years. Headed by Claudio Lucchese, son of its founder Giovanni Lucchese, the company has a past firmly rooted in the Italian ceramics district and a present as an international industry trendsetter. The Group employs over 1,450 people worldwide and generates turnover of 470 million Euro mainly with the brands FLORIM, CEDIT, FLORIM stone. With state-of-the-art production plants, distribution companies and partnerships in Europe, America and Asia and a number of flagship stores and single-brand showrooms, the company is well positioned in the world's top design districts (Milan, New York, Moscow, Singapore, Frankfurt, London, Abu Dhabi, Paris, Rome, Los Angeles). Its strategy focused on quality, innovation and sustainability combines with the creative drive and passion of its human resources to transform the value known as “made in Italy” into “made in Florim”. After changing its articles of association and becoming a Benefit Corporation, Florim obtained the B Corp certification in 2020 and has been since 2022 a member of Altagamma, the Foundation that brings together an elite of Italian companies considered as ambassadors of the Italian lifestyle around the world. | www.florim.com

