

CERSAIE 2024

PRESS RELEASE

Ceramiche Keope presents Versilia, a collection inspired by precious Italian marble

Versilia is the latest offering from **Ceramiche Keope**, inspired by the Tuscan region that shares its name. This collection serves as a privileged stage where **nature reveals its majestic beauty**, paying tribute to the grandeur of local marble quarries, which are the lifeblood of this remarkable area.

Each tile is a piece of history, crafted to celebrate the timeless allure of **Bardiglio, Breccia and Blu San Nicola** marble varieties.

Versilia evokes a landscape where sky, rock and sea converge, giving birth to stones of rare elegance. Inspired by the **primordial allure of these marbles**, with grey tones ranging from light and ethereal to deep and intense, Ceramiche Keope has created a porcelain stoneware collection that transcends design, offering an **emotional journey through time and nature**.

The collection's veining and textures faithfully reproduce the **unique characteristics of Versilia marble**, resulting in visually stunning surfaces and offering refined design solutions that add light and depth to any room.

The palette comprises **three alluring colors**, each perfect for creating sophisticated, contemporary spaces. **Bardiglio Silver** captures the grey and bluish tones of Blu San Nicola, a precious stone of rare beauty named after the patron saint of sailors. **Fiorito Ivory** features the intricate veining and warm tones of Breccia di Versilia, ideal for relaxing urban retreats or striking commercial spaces. **Nuvolato Grey**, inspired by Bardiglio Trambisera, stands out with its intense grey hue and delicate veins, creating a subtle yet elegant contrast.

The Versilia range includes four finishes – **Lappato, Silky, Spazzolato R10, and Strutturato R11** – and comes in **four sizes**, from 60x60 cm to the large 120x278 slab.

Silky, available in all sizes, offers a perfectly smooth finish with an elegant, velvety effect. **Lappato**, featured in the 60x120 size, provides a high-gloss surface for a striking visual impact. **Spazzolato R10** adds structure and authenticity to the surface while maintaining a pleasant soft touch. The **20mm-thick Strutturato R11** is designed for outdoor applications, ensuring safety, easy maintenance, and an elegant marble-effect appearance to suit any outdoor décor.

The collection also includes exquisite decors in the Flute 3D and Mosaic finishes.

Every home or building adorned with this collection brings the wonders of the natural world to life, unveiling a treasure trove of timeless stories from Versilia, which brings together technique, research and emotion. **The classic and profoundly Italian aesthetic** of marble reaches its pinnacle in this proposal, characterized by refined, **tactile surfaces perfect for prestigious residential and commercial spaces**.

Ceramiche Keope

Ceramiche Keope is an Italian ceramic company of the Gruppo Concorde that studies, designs and produces porcelain stoneware floor and wall tiles in Italy. Since its foundation in 1995 in Casalgrande (Reggio Emilia), it has enjoyed a successful development and its products are now present in more than 80 countries around the world, with an annual production of over 5 million square meters. The company offers beautifully designed solutions with high technical performance for both outdoor and indoor environments, in commercial, public and residential spaces.

Ceramiche Keope products do not emit organic substances, do not provoke allergies and are easy to clean. The quality and beauty of its products are the result of investments in technology and a strong commitment to developing high-performance production. Moreover, porcelain stoneware does not fear alterations and aggressions such as knocks, abrasions, fire, frost, humidity, weight, or climate and preserves the color and appearance of the first day over time.

The philosophy of Ceramiche Keope can be summed up as attention to detail, social responsibility, respect for the environment and for people, values that have always distinguished the company in bringing the uniqueness of Made in Italy to the world.

Didascalie delle immagini allegate:

File: Keope_Versilia_bardiglio silver_est

In the photo, an outdoor area created with Versilia, the Ceramiche Keope collection inspired by precious Italian marble. The floor and walls feature the Bardiglio Silver color in the 60x120 size, with R10 and R11 finishes, respectively—30x120 inside corner bullnose edge and 30x120 step bullnose edge.

File: Keope Versilia bardiglio silver est pav

The photo highlights the outdoor flooring created with Versilia, the Ceramiche Keope collection inspired by precious Italian marble. Bardiglio Silver colored tiles are visible in the 60x120 mm size with a 20 mm thickness, ideal for outdoor applications.

File: Keope Versilia_bardiglio silver_bagno

In the photo, a bright bathroom created with Versilia, the Ceramiche Keope collection inspired by precious Italian marble. The walls and floor showcase the Bardiglio Silver color with a Silky finish, in sizes 120x278 and 60x120, respectively.

File: Keope Versilia_bardiglio silver_bagno riv

In the photo, the Flute 3D decor from Versilia, the Ceramiche Keope collection inspired by precious Italian marble. Bardiglio Silver tiles in the 60x120 sizes are featured. The same color (Bardiglio Silver) is also visible on the floor in the same size.

File: Keope Versilia_bardiglio silver_bagno pav

The photo showcases a floor created with Versilia, the Ceramiche Keope collection inspired by precious Italian marble. The Bardiglio Silver color with the Silky finish in the 60x120 size was chosen to cover the floor.

File: Keope Versilia_bardiglio silver

In the photo, an elegant showroom created with Versilia, the Ceramiche Keope collection inspired by precious Italian marble. The walls are adorned with 120x278 slabs in Bardiglio Silver, complemented by Black 60x120 tiles from the Lavica collection. The floor features Bardiglio Silver 60x120 tiles, and the counter is clad with 120x278 slabs in the same color variant (Bardiglio Silver).

File: Keope Versilia_fiorito ivory

In the photo, a sophisticated living area created with Versilia, the Ceramiche Keope collection inspired by precious Italian marble. Both the walls and floor feature the Fiorito Ivory color with the Silky finish, in the 120x278 and 120x120 sizes, respectively.

File: Keope Versilia_fiorito ivory_pav

In the photo, a floor created with Versilia, the Ceramiche Keope collection inspired by precious Italian marble. The Fiorito Ivory (Silky) finish is used in the 120x120 size.

File: Keope Versilia_fiorito ivory_bagno

In the photo, a minimalist bathroom created with Versilia, the Ceramiche Keope collection inspired by precious Italian marble. The shower area features the Fiorito Ivory variant in the 60x120 size, while the floor is covered with Unica wood-effect tiles in Grey, size 20x180.

File: Keope Versilia_Nuvolato grey; det

In the photo, an elegant hall created with Versilia, the Ceramiche Keope collection inspired by precious Italian marble. The Nuvolato Grey color with the Silky finish is highlighted, with the walls and counter covered in 120x278 slabs, and the floor in 120x120 tiles.

Keope Versilia_nuvolato grey_bagno; riv

In the photo, a contemporary bathroom created with Versilia, the Ceramiche Keope collection inspired by precious Italian marble. Both the wall and floor showcase the Nuvolato Grey color in the 60x120 size. The washbasins are covered with the Grey Plisse 3D decor in Nuvolato Grey, size 18.4x120.

Keope Versilia_nuvolato grey_bagno pav

The photo highlights a floor created with Versilia, the Ceramiche Keope collection inspired by precious Italian marble. The wall and floor feature the Nuvolato Grey color in the 60x120 size.

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