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PRESS RELEASE

Creative vertigo, attention to detail and a nod to sustainability: this is Fiora's new products landing for Clerkenwell 2023

The latest trends catalogue of the firm for the international fair in Clerkenwell includes the revolutionary and architectural Rok bathroom furniture.

The innovative designs and structures of the Massimo, Sfera and Silex Titan shower trays also travel to the Design Week showroom.



From 23 to 25 May 2023, on the occasion of the Clerkenwell Design Week, Fiora is launching four new products that continue to be at the cutting edge with the challenge of revolutionising the world of the bathroom. Novelties that once again reflect the human touch and the concern for personalising each piece of the brand and adapting it to each person or project. They represent a resounding yes to detail. To pragmatism. And to the vertigo generated by daring to break with the established, to create something in someone, to leave a mark.

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Rok, a versatile bathroom furniture designed by Fiora Design Studio leads this range of innovation, with an architectural touch of straight lines. A parade completed by the Sfera shower trays, the only one on the market with a double texture; Massimo, 50% lighter than a traditional one; and Silex Titan, a redesign of the iconic Silex that reduces its weight by 30%. All will be on display at DESIGN FIELDS EXHIBITION, Stand DF12.



Rok: architecture for bathroom furniture

Fiora is revolution, and the new semi-modular Rok collection fuels it. It changes the point of view of bathroom furniture and presents an innovative design: a block of straight lines and architectural style that enhances its presence in the space while preserving that minimal seal that runs through its simple, modern and elegant corners.

With a customisable handle, raised with or without legs and with new exclusive colours and textures make this design by Fiora Design Studio a powerfully versatile piece in terms of shapes and finishes and combinable thanks to the infinite number of design and customisation options. Its original mirror with pedestal, the slight asymmetry of the drawers and the mitred edges enhance the uniqueness of Rok.

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Massimo, Sfera and Silex Titan: triple innovation in shower trays

Massimo represents lightness and a space of well-being thanks to its soft anatomy, unique feel and warm touch. The combination of innovation, design and comfort wrapped in that lightened soul (it is 50% lighter than a conventional shower tray with the same resistance) give it a direct passport to the podium of bathroom novelties for 2023. With the most advanced technology, Massimo fuses two of the brand's unique materials: its lightweight base and a surface that adapts to the pressure of the body: warm, tempered, soft and non-slip. It debuts at the Italian international trade fair with a new texture: Concrete.

Sfera is asymmetrical beauty and smooth transition. The singularity of this shower tray lies in its half-moon shape - the gentle curved frame on one side ends its sinuous path in an original moon-shaped grid - and in its double surface texture that makes it unique in the market - one on the inside and the other on the grid and the curved side frame that surrounds it. Two characteristics on which Sfera, which is also available in Concrete texture, is based on a dream design inspired by nature. Its asymmetry and rounded shapes are the launching pad for creativity taken to the extreme.

The balance between lightness and solidity arrives with Silex Titan, a redesign of Fiora's iconic Silex. With 30% less weight than the shower tray it is inspired by, Silex Titan does not renounce solidity or resistance and adds a green footprint bonus, as by reducing the mineral load and its weight, it extends its sustainable profile, making it easier to handle and install. Its slate texture reinforces its non-slip feature. The chromatic range includes from slate to white or black.

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About Fiora

Fiora specialises in global solutions for the bathroom: from furniture to shower trays, radiators or panels. Examples of a product catalogue with its own DNA woven into the concepts of craftsmanship, quality, creativity, functionality and innovation of each design.

We combine our extensive experience with polyurethane with other complementary materials. Our designs stand out for a wide variety of colours and different textures of finishes and surfaces. Designs in harmony with space and time that reveal technological precision and the delicacy of craftsmanship. Two apparently opposing values, whose balanced fusion is the key to the brand's work.

More info:

fiora@future-a.com