

Project Wood by Casalgrande Padana and the charm of beech wood

Project Wood is the new porcelain stoneware collection inspired by the warm tones of beech wood.

Beech trees are majestic and highly regarded across Europe for their wood, which is now coming to life in **Casalgrande Padana's** new **porcelain stoneware** tile collection developed with SBGA Blengini Ghirardelli.

These tiles' colour and design redefine the idea of wooden surfaces, replicating the charm of rare, sought-after wood in a palette of beautiful colours. The sophisticated texture and tactile sensations emphasise these **porcelain stoneware planks'** delicate veining and grain, creating warm and cosy settings in any style.

Project Wood results from research to obtain a durable, environmentally sustainable product. It comes in five colours (Mesola, Migliarino, Paneveggio, Pollino, and Quarto) and two formats. The 20x120 cm has a 9 mm thickness and a natural or grip finish, while the 40x120 cm format has a 20 mm thickness and an anti-slip finish for outdoor use. This latter version can be laid on screed with adhesive, perfect for balconies, patios, terraces, verandas, and poolsides. Applied directly to turf, gravel, or sand, they create walkways you can walk on right away. In addition, in line with the latest trends, these tiles allow you to merge indoor and outdoor spaces, creating a stunning visual continuity and improving their functionality and comfort all year round.

The **Project Wood** collection stands out for its modern aesthetic and extraordinary resistance to impact, abrasion, flexure, and stains. That's why it's ideal for the **indoor** and **outdoor floors** and **walls** of residential and public spaces and projects in the contract furnishing, hospitality, and wellness sectors.

Like all Casalgrande Padana porcelain stoneware collections, **Project Wood** tiles are non-absorbent, **eco-compatible**, **fire-resistant**, and easy to lay and clean. In addition, they have antibacterial properties, thanks to the **Bios Antibacterial**[®] treatment (**available upon request**). These tiles are not affected by temperature fluctuations, whatever the latitude, and never warp, maintaining their beauty over time.

Casalgrande Padana porcelain stoneware tiles' innovative production processes ensure excellent aesthetic and technical qualities and help protect the environment. This way, the spaces they create are not only beautiful and functional but also safe and healthy, free of harmful substances, easy to clean, and environmentally friendly.

By Sara Costi

SBGA | Blengini Ghirardelli was established in the summer of 2016 by Giuseppe Blengini and Agostino Ghirardelli, who aimed to create a lively design and creative hub. SBGA has a team of 40 professionals from all over the world, specialising in managing complex creative and administrative processes in the design, architecture, and urban planning sectors.

The firm's continuous research and innovative approach have led it to operate internationally, focusing on sustainability and inclusivity while pursuing an idea of architecture that helps improve people's wellbeing.

Today, SBGA | Blengini Ghirardelli works in Italy, France, the Netherlands, and China.