

House of colours. Lea Ceramiche presents **Pigmenti** by Ferruccio Laviani

A return to the purest identity of ceramics is the collection signed by Laviani, a subtle, cultured and refined expression of materiality, colour and technology of the highest level.

An unstoppable research that is able to investigate the material, bringing out expressive possibilities and new points of view. Collections never taken for granted, often imagined and created with architects and designers who know how to come up with surprising interpretations. All to become an integral part of the most ambitious projects. This is Lea Ceramiche.

And this is how the latest proposal in ultra-thin Slimtech Plus slabs by Lea Ceramiche, **Pigmenti**, was conceived, born from the collaboration with **Ferruccio Laviani** who continues in the virtuous collaboration with the brand.

Two elements inspired the architect for this project: on the one hand, the work of the American artist **Sol LeWitt** and on the other, the works of the British photographer and sculptor **David Tremlett**. Initial stimuli that make us understand an idea of an intense **combination of matter and colour**, ingredients capable of merging into a unique, complex, three-dimensional and, at the same time, extremely refined dimension.

“Working with Lea Ceramiche is giving me the opportunity to get to know that extraordinary material that is ceramics, and at the same time, investigate my creative possibilities in using it as a designer.

The Pigmenti collection - says Ferruccio Laviani - was born from the desire to express myself with colour and, above all, from the desire to enhance ceramics as such, overcoming its ‘chameleon’ side that very often sees it as a replica of other materials. It is natively the result of manual skills, expression of an idea through hands that shape the material. This is what I set for myself as a goal with Pigmenti: to transpose that sense of craftsmanship and tactility on a purely industrial material. In addition to the colour, I worked to make its appearance as natural as possible not only in tones but also in touch. Pigmenti is not just a tone or a ‘superficial’ attribute given to material. Colour is itself a material thing, a pigment in fact, which penetrates the slab to become an integral part of it.

The result is a **material colour** with a fine structure, where light graphic movements give the colour depth and dynamism. With Pigmenti, ceramics recovers its **primordial function**: it returns to **being pure material at the service of colour**. And the result is even more extraordinary if we consider that the materiality and craftsmanship of inspiration find in industrial production a result that is not denatured, thanks to the ability of Lea Ceramiche to maintain its distinctive and elementary characteristics preserved.

12 colour variants are proposed, carefully studied by Laviani combining the methodical analysis of the chromatic trends of architecture and interior design with his personal sensitivity towards the most expressive and natural colours. The result is a range of contemporary tones, inspired by natural colours and at the same time the most refined nuances: from ochre, to earth, passing to cooler colours, such as green and blue, up to neutrals and greys. Colours designed to be easily combined with each other, as well as with the other collections of the brand, so as to allow maximum expressive freedom and customisation.

Research within the research, **Pigmenti is also extraordinarily thin**. A second ceramic skin of **only 3.5 mm in large format slabs (3x1 m)** that opens up to the possibility of being used on vertical surfaces, indoors for strongly characterised environments, or outdoors, for applications on external façades, or to cover furnishing volumes. For this collection, in fact, Lea Ceramiche offers the **best of its Slimtech 3plus technology**: large-format laminated porcelain stoneware and **extraordinary lightness, thanks to the ultra-thin thickness of only 3.5 mm**. A versatile and resistant material, able to offer new perspectives in the world of architecture and living, expression of a technology that revolutionises the traditional production process to obtain a **completely new and sustainable** solution. The thickness, reduced by 2/3 compared to traditional tiles, requires a lower

LEA

CERAMICHE

consumption of raw materials, energy and water, reduces transport pollution and CO₂ emissions making the slabs among the most eco-sustainable materials for construction. And that is not all. The large thin slabs also lend themselves to **a sustainable renewal of spaces**: thanks to their extreme thinness, they can be laid overlapping with existing coatings, without creating building waste for the removal of the previous materials.

“After working with Ferruccio Laviani in the interpretation of some products also through the most recent installations, we decided to involve him in the design of an entire collection. The result is Pigmenti: a proposal that gives back to ceramics the best expression of itself, demonstrating its nobility, beauty, creative potential and ability to give physicality to colours. A novelty that also perfectly tells the story of Lea Ceramiche and its ability to look at design always with renewed curiosity and experimentation.” **Affirms Andrea Anghinetti, brand manager of Lea Ceramiche.**

Technical details

Colours: Basalt – Canyon – Chalk – Harvest – Lichen – Mauve – Mist – Moss – Ocean – Pelt – Pumice – Sunset

Surfaces: Nat R10

Sizes: 100x300, 100x100, 50x100, 8x50, 8x25

Lea Ceramiche
Via Cameazzo / 21 —

41042 / Fiorano Modenese
Modena / Italy —

T / +39 0536 837811
F / +39 0536 830326 —

info@leaceramiche.it
leaceramiche.com —

Panariagroup Industrie Ceramiche S.p.A.
Sede legale: Via Panaria Bassa, 22/a - 41034 Finale Emilia (MO) Italy
Capitale Sociale Euro 22.677.645,50 int vers.
Partita IVA, Codice Fiscale, Iscrizione al Registro Imprese
di Modena Nr. 01865640369 - R.E.A. 248427



LEA CERAMICHE

Lea Ceramiche is the perfect synthesis of visionary design and technological performance. It is the partner of creativity anywhere in the world, for every single type of architectonic project which seeks distinction through a unique and recognisable style. Continuous innovation, absolute performance reliability and a daring approach have made it an undisputed star of global architecture, enabling it to clench significant and prestigious partnerships with internationally acclaimed designers and project design professionals.

The company's innovation is based on constant experimentation which, thanks to the development of cutting-edge production systems and technologies, enables Lea Ceramiche to offer its customers a wide range of top-quality products, earning it prestigious awards around the world, both for its excellent technical performance and design content.

Constant and significant investments oriented towards achieving an offer of collections for each season which exude personality have now culminated in Slimtech, the revolutionary ultra-thin design laminated stoneware available in 3.5, 5.5mm and 6mm and extra-sized up to 100x300 cm and 120x278 cm, suitable for uses which to date have remained inaccessible to traditional ceramics.

web www.ceramichelea.it | social: <https://www.facebook.com/ceramichelea/>

PANARIAGROUP

Lea Ceramiche is part of Panariagroup Industrie Ceramiche S.p.A., an Italian multinational group, world leader in the production and distribution of ceramic surfaces for floor and wall coverings. With over 1,700 employees, more than 10,000 customers, 6 production plants (3 in Italy, 2 in Portugal and 1 in the USA) Panariagroup is one of the leading players in the high-end and luxury segment of its sector.

Specialized in the production of porcelain and laminated stoneware, through its commercial brands (Panaria Ceramica, Lea Ceramiche, Cotto D'Este, Blustyle and Maxa in Italy, Margres and Love Tiles in Portugal, Florida Tile in the United States and Bellissimo in India), Panariagroup offers high-quality and prestigious solutions for all the needs of residential, commercial and public architecture.

Panariagroup is an international company present in Italy, Portugal, the United States, India and in over 130 countries worldwide with a large and widespread sales network.

web www.panariagroup.it | social: [facebook.com/panariagroup](https://www.facebook.com/panariagroup)
<https://www.linkedin.com/company/panariagroup/>

PR Office S2H Communication

JULIETTE GUILLEMET M. 06 51 56 23 66 juliette@s2hcommunication.com

Lea Ceramiche
Via Cameazzo / 21 —

41042 / Fiorano Modenese
Modena / Italy —

T / +39 0536 837811
F / +39 0536 830326 —

info@leaceramiche.it
leaceramiche.com —