



In recent years, decoration has begun to appear in rooms that have always been decorated with solid or pastel colors or more recently were all white. Flowers and patterns have been added to adorn and personalize bathroom fixtures, wall and floor coverings, even faucets.

The evolution in this trend has involved manufacturers of ceramics in the fields of bathroom fixtures and finishes, whose ambition is to present a wide range of decorative solutions. It seems that the final user is increasingly interested in personalizing his bathroom and his entire home in general, forsaking solid colors, and even total white. We asked a few questions of Terri Pecora, a California designer who has lived and worked in Italy for almost twenty years, and is one of the pioneers of this trend; she is now the artistic director of Simas.

*The Impronte series, presented by Simas in 2005, adds new decors this year: more discreet, definitely elegant. Is there a significant demand in the market for this type of product?*

Yes, there is a great demand for 'decors' in Italy and abroad. When we launched this project in 2005, we were the first to present decors for the bathroom. The Impronte collection has proved to be quite a success and have encouraged us to continue developing new decorative solutions. We have promoted a significant trend that continues to interest the market.

*More and more often the companies in the field are investing in 'communication', relying on professionals for the presentation of their collections, as well as for the design of the products. One example is your collaboration with Simas: what does it involve and how has it developed over the years?*

I have been artistic director of Simas for seven years, responsible for its overall image, from catalogs to advertising campaigns and the design of the trade fair stands. Design and marketing are fundamental to making a "brand" grow, indispensable for being competitive in an increasingly aggressive market. What sells today is a lifestyle concept, a concept of quality and conscience.

*In the past ten years the manufacturers in this field have grown and invested a great deal, the technology has evolved - making it possible to create products with better functions and performance - and designers have done formal research, created new lines, forms, decors, etc... what counts most today?*

The objective of Italian manufacturers is to develop their brand in the hopes of standing out in a competitive market. Technology is one of the most important means for reaching this goal, because it represents evolution, progress. The Frozen line by Simas, for example, uses a patented procedure for the production of straight and geometric lines that would not have been possible to make without sophisticated avant-garde technology.

## ... E SUPERFICI FLOREALI AND FLORAL SURFACES

