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**RTH BY CASALGRANDE
DANA WINS GERMAN
SIGN AWARD 2017**

German Design Award 2017, organized by the German Design Council, which has been assessing and rewarding international design excellence since 1953, recently announced its latest winners. Over 4000 entrants took part in the latest edition, whose awards ceremony was held on 10 February in Frankfurt with products and projects from 50 countries, with the result that international entrants accounted for 37% of the total, representing a rise of 5% on the 2016 edition.

Among the winners of the prestigious award in the "Materials and Surfaces" category, was the ceramic project entitled Earth, spawned by a partnership between Casalgrande Padana and Pininfarina. The project won the award for the way it combines the know-how of different sectors - ceramic and industrial design - to create a collection in which tactile three-dimensionality is obtained through a conceptual fusion of the different materials: glass, leather and fabric.

The combination of aesthetics and technical performance even extends to sustainability: Earth is also available in Antibacterial Hydrotect and Bios-Cleaning versions, which are totally compatible. The collection works

perfectly in the most diverse environments, because of its rich colour palette and wide range of formats.

Mauro Manfredini, Chairman of Casalgrande Padana, explained: "We have always manufactured advanced ceramics that strike the right balance between sustainable use of natural resources, care for the environment, technological progress, economic growth and social responsibility. To create the Earth collection, we decided to combine the strengths of two top-flight companies: Casalgrande Padana and Pininfarina, the best-known name in Italian industrial design. The result is an unprecedented product, light-years from the countless imitations of natural materials currently on the market."

**IRIS CERAMICA GROUP
LAUNCHES SAPIENSTONE,
THE KITCHEN WORKTOP
BRAND**

Iris Ceramica Group's new SapienStone brand of gres porcelain kitchen worktops, previewed at the 2016 Fuorisalone in the form of SmartSlab Table, saw its official market launch at the latest edition of Cersaie.

Iris presented the brand at Cersaie by means of a multimedia installation entitled "Dress your kitchen", which also provided an opportunity to announce its new partnership with the Spanish company TBP Top Porzellanik Barcelona®, the manufacturer of TPB tech®, an innovative worktop that uses SapienStone porcelain stoneware to offer the direct possibility of induction cooking. The product features latest-generation inductors and touch-controls integrated into the work-

top, thus eliminating the use of glass plates and transforming the work surface into a cooking area.

The Italian holding company's new brand has thus shown how it can harness its technical know-how in the ceramic arena, and deploy it in residential and commercial kitchen applications. Designed to meet the most stringent requirements in terms of strength, hygiene and durability, SapienStone kitchen worktops deliver a winning combination of high performance and good looks. Available in Basalt Black, Basalt Cream, Urban Anthracite, Urban Argento, Uni Ice, Malm Black, Malm Grey, Bianco Lasa, Calacatta Statuario and Calacatta, the material reinterprets premium marble, concrete and natural stone, in large-format porcelain panels (320x150 cm) with a thickness of 12 mm (standard) or 20 mm on certain variants. Made with through-body colours and vein patterns, the worktops offer a realistic effect and undiminished appearance over time.

The line is also suitable for outdoor use because of its high performance in terms of resistance to sunlight and weathering.



**CASALGRANDE
PADANA**
Pave your way

Iris Ceramica

A fusion of artisan craftsmanship and ceramic technology. This is the concept that lies at the root of the new **Maiolica** collection, in which tradition takes centre stage again and inspires a contemporary new look. Made of porcelain gres, Maiolica comes in a rich palette of warm, vivacious colours: its texture is enhanced by imperfections and nuances that give the impression of a hand-made product.

Maiolica is available in modular sizes 10x30, 20x20 and 60x20 cm, with a polished finish.



Polcart

OverSize is a new series of display systems for large formats, such as 60x120, 75x150, 100x100, 120x120, 120x240, 100x300 and 160x320, specifically designed for sales showrooms. Equipped with reinforced structures with high load capacity, they display the full height of the products, allow easy changeover of items and offer vertical and horizontal sliding solutions.

