

PRESS RELEASE

New decorative tiles designed by India Mahdavi, featuring modern, optical graphic elements for the Bisazza Cementiles collection

As part of the Fuorisalone Off-Site events - April 14th to 19th, 2015 - Bisazza will preview the new signature tiles by **India Mahdavi** for the **Cementiles** line at its flagship store in via Senato 2.

A collection that reflects the creative, eclectic, playful and subtly satirical style of the French designer – optical graphic motifs featuring sleek lines in an array of daring, unexpected color combinations give rise to pop and '70s inspired designs. Tiles with stripes, polka dots, bubbles, squares and multi-color patterns in undulating shapes create a dynamic effect through endless repetition.

Available in two formats - 20x20cm square or 20x23cm hexagonal – each cement tile is made entirely by hand and painstakingly crafted through a process that lends character to this collection.

A linguistically modern savvy sets apart this new line by **India Mahdavi** for the **Bisazza Cementiles** collection. These decorative tiles reveal a refined trendiness, thanks to a unique combination of design and craftsmanship.

"My designs speak to us and to one another. They're chatty, almost colloquial. In order to distinctly avoid static designs, I intend to free up space, allowing for a kind of visual dialogue between the tiles. Each tile is like a component of a visual alphabet.

Before you know it, a conversation is being had." India Mahdavi

Bisazza flagship store opening hours:

from Tuesday 14th to Saturday 18th / 10.00 AM - 8.00 PM
Sunday 19th - CLOSED

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