

PRESS RELEASE

FUORISALONE 2017

Milano, 4-8 Aprile 2017

BISAZZA Flagship Store

via Senato 2, Milano

Mineral Inspired Collections created for Bisazza with Campana Brothers and Designer Greg Natale for FUORISALONE, Milan

During FUORISALONE 2017, in the via Senato 2 Flagship Store, **Bisazza** will present a new decorative proposal designed by **Fernando and Humberto Campana** for the CEMENTILES collection, and a new series of mosaic patterns by Australian Interior Designer **Greg Natale**.

For their first collaboration with Bisazza, both the Brazilian duo and the young Australian designer took inspiration from nature: from the fascinating mineral world to the underwater environment of the Great Barrier Reef, creating organic designs influenced by composition and layering.

BISAZZA CEMENTILES, design by Campana Brothers

Inspired by the Agate gemstone, the décor *Brazilian Agata* signed by Campana Brothers for Bisazza CEMENTILES, reproduces the coloured spirals of the layered mineral rock. An organic and contemporary design, interpreted through the craftsmanship of concrete tiles, becomes an unexpected subject for interior decoration. The pattern is available in four colours: green, yellow, red and blue.

"For this project we were inspired by the Brazilian agate geode stone. We wanted to create a dialogue between the layers found in the interior of the rock and the swirls of our Sushi series to compose a colourful and versatile collection that can be applied in vast array of environments" **Campana Brothers**

Brazilian Agata: Tiles made entirely by hand using high-strength cement blended with coloured oxides. Square format (20x20 cm). Design by Fernando e Humberto Campana

BISAZZA MOSAICO, design by GREG NATALE

An in-depth observation of the nature also inspires the four mosaic patterns designed by Australian Interior Designer **Greg Natale** for BISAZZA MOSAICO Collection: *New Malachite, Fragment, Groove e Moire*.

Recognised for his aesthetic with symmetry and bold geometrics, Natale believes that working with patterns, organics and geometrics should sit side-by-side to have optimal effect. In his first collection for Bisazza, he wanted to explore how motifs that are so wild, uneven and random could be reinterpreted, attractively, within a medium as linear and unvarying as sheeted mosaic square tiles.

"The collection celebrates the beauty to be found in irregularity.

People might associate my aesthetic with symmetry and bold geometrics, but I have always believed that when working with pattern, organics and geometrics need to sit side-by-side to have optimal effect, so I am thrilled to be presenting this range of organic designs with Bisazza.

In this collection I wanted to explore how motifs that are so wild, uneven and random could be reinterpreted, attractively, within a medium as linear and unvarying as sheeted mosaic square tiles.

I am really interested in the composition of things and looking at how the many parts of something are extended, repeated and layered to create an overall effect. The collection looks at pattern in this way. Rather than being bordered and regular this mass of small square tiles becomes an unending, looping, limitless decorative texture.

*The malachite stone is a much loved crystalline structure than in section gives us vivid, radiating swirls of green. In **New Malachite** I played with the colour and we now offer a soft, rose and dusty pink hued alternative as well as a calm and soothing greyscale version.*

***Fragment** can evoke images of dry cracked earth, ice flow and smashed glass depending on its colours, but the beauty of it is in its simplicity and scale.*

***Groove** takes its cues from nature also, the brain coral of the Great Barrier Reef was the starting point for this undulating graphic. In nature, these lines are wrinkly and three dimensional. By flattening them out and they take a new graphic character that leads the eye and holds your interest.*

*I love **Moire** as it is so alluring because it's intangible and short-lived. It changes and shifts before your eyes. By taking a snapshot impression of the moire effect and reimagining it with mosaic tiles what is usually transient and ephemeral now becomes permanent and solid and beautiful. Visually it might reminds us of soundwaves or the grain of timber, I think that it is because it is not immediately clear what it is you're seeing, that adds to its charm." **Greg Natale***

New Malachite, glass mosaic pattern, 12x12mm tiles, digital technique, available in three colours: Green, Grey e Rose.

Fragment, glass mosaic pattern, 10x10mm tiles, digital technique, available in four colours: Black, Gold, Grey e Greige

Groove: glass mosaic pattern, 10x10mm tiles, digital technique, available in three colours: Black, Rose e Grey.

Moire: glass mosaic pattern, 10x10mm tiles, digital technique, available in three colours: Black, Rose e White.

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