

MARCA CORONA

CERAMICHE DAL 1741

Cersaie 2019_ #AROUNDTHEWORLD with Marca Corona

Data

23 / Settembre / 2019

On the occasion of the 37th edition of **Cersaie**, the International Exhibition of Ceramic Tile and Bathroom Furnishings, Marca Corona will be embarking on a journey **#AROUNDTHEWORLD** in search of the most evocative locations, to provide creative inspirations to 9 brand-new ceramic collections.

Contatti

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From 23 to 27 September, architects, industry professionals and design lovers are invited to visit **Booth B2-C1 / Hall 18**, to discover all the flooring and covering solutions and immerse themselves in the atmospheres of the foreign countries which inspired the latest series. Marca Corona Stand will display several design settings, each dedicated to a new ceramic series and its inspirational city.

At Cersaie 2019, Marca Corona will launch also **#ProjecteMotion**, an innovative Video Project which aims to describe in a dynamic and engaging way the best architectural projects realised worldwide with Marca Corona tiles.

Come visit us at Booth B2-C1 Hall 18 or visit Marca Corona **Web Site** to find out more about **#AROUNDTHEWORLD** and the new collections.

Marca Corona Collections and cities

Foyer _ Paris

The inspiration for Foyer, the new marble-effect collection by Marca Corona, comes from the innovative "pop-luxe" trend that seeks to reinvent classical style and fine materials with new graphic and colour crossover effects. From a skilful reworking of the most expressive natural marbles come 5 exclusive patterns, which acquire an even bigger personality thanks to the overlaying of new material and colour details.

Foyer brings a pop character to the material it's inspired by, thanks to the surprising decor elements, which make for a brand-new combination of material and colour.: each of the 3 lighter colours is set into an elegant terrazzo-style spider's web effect, respectively green, blue and taupe.

The 120x278 size broadens the options and enhances the performance for using the tiles on walls.



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Overclay _ Marrakesh

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The inspiration for the Overclay collection comes from the earth, the authentic material par excellence, and from the architectural marvels of the past. From the ziggurats of Mesopotamia to the terracotta army of Xian, raw clay is the oldest and most alluring construction material, found again today in ambitious new projects such as the Chapel of Reconciliation in Berlin.

Marca Corona seeks to re-evolve the enveloping colours of the desert and the charm of the Mediterranean kasbahs, with a collection of porcelain stoneware floor and wall tiles with an authentic, sophisticated flavour. The varied range of warm shades, the large sizes and the shaded decorations bring character and fresh appeal to both indoor and outdoor residential and commercial settings.



Stonecloud _ New York

StoneCloud sets out to reduce the roughness of stone and restyle it for new, ultra-chic settings. This collection of porcelain stoneware flooring and wall coverings, in large formats, places its bets on a simple, versatile colour range, which includes 4 neutral tones next to a bolder, trend-setting colour accent - Blue Oil.

Marca Corona focused on the surface finishes and went for sophisticated solutions such as the Soft version, with satin look and silky touch, and the Trama, with linear irregularities and pleasant worn-out feel, suited for both wall and floor application. Stonecloud is ideal even for outdoor use thanks to its textured version, which is slip and weather-resistant.



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Victoria _ London

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Marca Corona offers its own personal interpretation of the Neoclassical trend with Victoria, a series of white-body wall tiles inspired by the sophisticated wood panelling of the Victorian age.

Three-dimensional looks and colour are the signature features of Victoria, 40x80 surfaces designed for the most exclusive residential and commercial interiors: elegant cornices and innovative geometric volumes spring to life thanks to the trend-inspired colour palette that teams soft pastel shades with highlights that have a striking style impact.



Soul Bay _ Thailandia

Marca Corona took inspiration from the latest Biophilic sensitivity on the one hand and on the other, from the palpable and natural philosophy of Pinuccio Sciola, a twentieth-century artist who became famous for his Sound Stones.

This stone effect 40x80 wall tiles collection is designed especially for wellness areas, such as bathrooms, spa and minimalist homes and commercial interiors. The expressive strength of Soul Bay is also evident from its plain surface, characterised by slight irregularities, delicate incisions and palpable details with a worn feel.



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The two textures proposed cleverly combine textures and design: while Form proposes elegant diamond-shaped volumes, Line focuses on a double band of raised lines with an uneven pattern. Both are suitable for horizontal or vertical layouts to obtain completely different but equally refined results. In addition to the 4 neutral shades of pearly grey, talcum, rope and mud, the colour scheme also includes a more fashionable and fresh tone, the watery blue, inspired by the sea.

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Regoli _ Milan

To underline the highly decorative personality of its Line 1741, Marca Corona has bet on Regoli, a colour tiles collection with a decisively urban soul. These 7.5x30 cm bricks exude all their industrial chic personality through a wide and original colour range: in addition to the re-assuring shades of white, beige, grey and black, it also includes two more intense colours, blue and green, selected to create theatrical atmospheres and to add character to smaller, more sophisticated rooms.

While the matt finish underlines the size and the authentic and very tactile texture of this porcelain stoneware series, the choice of glossy enamels, which are deliberately applied unevenly, underlines the eloquence of the nuances chosen and the design flair of this collection.



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Storie d'Italia _ Palermo

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Storie d'Italia, the new porcelain floor and wall tile collection from the 1741 line, takes its inspiration from the art, folklore and craftsmanship skill of the past to redefine contemporary interior design, embarking on a style journey right through Italy and seeking a synthesis of its graphic expression and the authenticity of its materials.

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Marca Corona has chosen a new 22x22 rectified size to make the most of a fresh, classy colour range: the 4 base tiles in white, yellow, blue and green, are teamed with the striking, authentic nuances of 7 different geometric and floral patterns. From this selection of the most expressive colours and patterns comes a brand-new multi-subject mix with a striking aesthetic impact. The two finishes available, matt and glossy, add to the options available for shaping creative compositions: while the matt version is designed to highlight the artisan character of the whole range, the glossy variant, available for the coloured base tiles and the mix of decor elements, seeks to evoke the glossy appeal of traditional majolica tiles.



Paprica _ Milan

The inspiration for Paprica, the new 1741 series of floor and wall tiles, comes from Memphis style, the radical design current that turned around interiors in Milan in the 1980s. From this eccentric, provocative trend, Paprica has borrowed the original graphics and the desire to take the observer by surprise.



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The hallmark of Paprica, the new 1741 collection by Marca Corona, are the contemporary colours and creative patterns that turn porcelain stoneware into a design element with a surprising look. These hexagonal floor and wall tiles (25x21.6) come in two types of colours: three elegant, neutral greys and three eccentric shades of red, blue and mustard, selected to bring a brighter, bubblier touch to interiors. Style research has focused on geometries and stylised graphics, giving rise to 4 original single-subject motifs and an innovative mix of decor elements.

Tortona _ Milan

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The 1741 line gains a decorative new jewel with Tortona, a collection of stoneware floor and wall tiles with a fresh, fun personality. The expressive power of Tortona lies in the decor elements, composed of 5 stylised motifs with a carefree character, and an original Mix of 11 different graphic subjects. Colour research focuses on sophisticated pastel shades such as grey, airforce blue and pink, with a dusty finish, all displayed on the new and versatile 22x22rect size.



Vie della Pietra _ Italy

Marca Corona completes its Outdoor range with Vie della Pietra, a stone-effect floor tiles collection, available in 2 small sizes (22.5x22.5 and 22.5x45cm non-rect) and 2 thicknesses, 9 and 20mm. The series comprises of 4 different graphics, Falesia, Oriente, Quarzite, and Galassia, each inspired by a different natural stone and enhanced by its own exclusive colour shade.



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