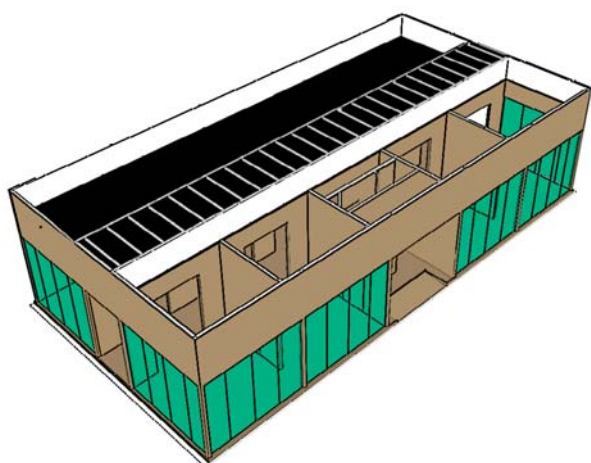


## FLAMINIA PRESENTS NEW BATHROOM FURNISHING INTERPRETATIONS DURING THE SALONE DEL MOBILE AND MILANO DESIGN WEEK

The new **Spire<sup>+</sup>** project by Elena Salmistraro mingles with brand icons at the trade fair and in the Via Solferino showroom

Flaminia confirm their design vocation in Italian ceramic products for bathrooms and, to mark the Milano Design Week event (6-12 June), is presenting the brand's latest novelties in two locations that maximise the impact of their creative vision. At the International Bathroom Exhibition, running in the halls of Fiera Milano Rho, the brand encourages a dialogue between iconic products and the most recent design projects in an aesthetic continuum.

Meanwhile, downtown, the time-honoured showroom in Via Solferino appears to the public as a place of transformation which, thanks to a series of theme-based rooms, recounts objects born of the creativity of important designers. The great names that have always collaborated with the brand are therefore integrated with the new voices of design, intent on delivering unprecedented interpretations of ceramic material.



### SALONE INTERNAZIONALE DEL BAGNO FIERA MILANO RHO

Among this year's protagonists of the trade fair, the **Spire<sup>+</sup>** project by *Elena Salmistraro* stands out particularly, this being the latest chapter in the award-winning washbasin line that represents a synthesis between the designer's creative universe and the manufacturing experience of Flaminia. This countertop collection is defined by a distinctive shape recalling natural and organic elements. The formal plasticity of **Spire** enhances the beauty of ceramic and the wide rim of varying dimensions –whose **Spire<sup>+</sup>** version is enriched by a relief decoration evoking the spires of a shell– alters the perception of the object according to the viewpoint. These characteristics, which encompass *Elena Salmistraro's* original expressive language, are nonetheless interpreted in an element that coordinates well with the sanitary fittings of the Flaminia collection and adapts to any type of interior



design. The washbasins are available in various finishes in a monochromatic version.

Among products released by the brand in 2022 is the **Astra** line of wall-hung and back-to-wall sanitary fittings designed by *Giulio Cappellini*, which are also available in the new shades of **Carbone** and **Cenere**, and the innovative **gosilent** very silent flushing system, an evolution of the **goclean** project. The new products in the catalogue and the brand's iconic collections come together on a spacious stand, designed like a sand-coloured scenic box with green glazing looking out onto the external space. Here, each room is furnished with products by designers such as *Jasper Morrison*, *Nendo*, *Patrick Norguet*, *Paola Navone*, *Ludovica* and *Roberto*



*Palomba, Niccolò Adolini and Alessio Pinto.* Different spaces highlight the eclectic way Flaminia welcomes the latest creative interpretations of bathroom interiors.

Also in the fairground space, Flaminia puts the spotlight on kitchens with **Acquafood** designed by *Giulio Cappellini* and *Roberto Palomba*, for a new modern-day interpretation of traditional kitchen sinks. Finally, the stand also displays lighting fixtures by the Flaminia Lighting division, a foray into new manufacturing territories undertaken by the company in recent years. The application of ceramic material to lighting fittings has generated luminaires of great character, accentuated by different finishes ranging from matt colours to metallic shades. This experience confirms the company's experimental attitude and their intent to consider colour an intrinsic part of the design project.

#### SPAZIO FLAMINIA - VIA SOLFERINO 18

The rooms of the historical Flaminia showroom constitute



an authentic exposition trail which, through the various displays, recalls the various collaborations in the course of time between the brand and international designers; collaborations generating innovative products which have made bathroom design history and now furnish homes and public buildings all over the world. In the various rooms the paintings by *MM Artanonimus* can be admired with two themes: *I Fiori* and *Venezia*.

Here too, among the protagonists of this journey through bathroom furnishing design, we find *Elena Salmistraro* who has designed an installation at the entrance of the exposition space to recount the **Spire** collection of washbasins and their new edition **Spire+**. The installation, specifically designed by *Salmistraro* for this space and defined by shapes and colours associated with her aesthetic scenario, is a work poised midway between illustration and a contemporary reinterpretation of folklore, the departure point of her ongoing research experience.



Once again, the two displays show how much importance Flaminia attaches to research into new technological and formal solutions, which have radically changed our perception of bathrooms, by valorising their emotional and stylistic component.





## FLAMINIA TO STAR IN THE CREATIVE ART.BOX OF SUPERSTUDIO PIÙ, IN MILAN, IN VIA TORTONA 27

At Superdesign Show, the bathroom designed by Giulio Cappellini, is an emotional space, showcasing the latest creations of the brand



On the occasion of the Milano Design Week (6-12 June), Flaminia reasserts its unique vision of the bathroom environment, halfway between art and design, by participating in Superdesign Show, in the prestigious venue of Superstudio Più, in via Tortona 27. The company is hosted by Art.box, the creative showcase of multifunctional space.

Art.box is a container dedicated to experimentation, it is a single car garage opening onto the street, and at the same time it is a great window, lit 24/7, which every months hosts the creations of a different artist or curator.

This year, the theme chosen by Superdesign Show is *Looking Ahead*, an invitation to all participants – companies and

designers – to look to the future and consider the great changes underway to initiate a collective reflection on the future. The hub in via Tortona launches a challenge to anticipate interior design trends, provide an answer to new needs, and translate the notion of “sustainability” into concrete solutions, with a view to redesigning a lifestyle in a deeply complex moment of everyone’s life.

The project, conceived by *Giulio Cappellini* for Flaminia, meets this need for redefinition: the contemporary bathroom becomes a privileged place for relaxation and style, on a par with other spaces in the home. A modern environment, full of personality, featuring dark tones, with black taking pride



of place: this is the atmosphere where we find on display the new products of the brand, such as the **Astra** sanitary ware collection, the iconic **Roll** countertop basins in their new metal **Silver Black** finish, and the **Wash** bathtub in a matt **Carbone** version. **Flag** mirrors and **Make-Up** lamps from Flaminia’s Lighting catalogue contribute to further define the style. The wall and floor tiles are by **MIRAGE**, a company specialized in architectural surfaces. The variant, **FARGE RR 05**, of the **NORR** collection will serve as the backdrop for Flaminia’s products, enhancing them with its irregularly grained yet harmonious textural component and three-dimensional colour effect.

Flaminia’s installation revisits the design of the bathroom to offer a new interpretation to the Design week visitors who explore the different exhibitions held at Superstudio Più. This year again, the event confirms the mastery of *Gisella Borioli* and the art direction of *Giulio Cappellini*, who have joined forces to make Superdesign Show a prestigious, not-to-be missed event, starting from the first edition in 2000.



# Spire<sup>+</sup>

Design ELENA SALMISTRARO

The wide rim of varying dimensions of the basin **Spire<sup>+</sup>** version is enriched by a relief decoration evoking the spires of a shell.



# Spire

Design ELENA SALMISTRARO

**Spire** is a collection of countertop washbasins, in round or oval shape.

The sculptural quality of these objects underlines the beauty of the ceramic, while its rim in varying size, changes the perception of this object depending on the point of view.





# Astra

Design **GIULIO CAPPELLINI**

The **Astra** collection of sanitarywares consists of back to wall and wall-hung Wcs and bidets. Their monolithic shape gives these objects with a strong presence, softened by lightly chamfered edges, but possessing great expressive force.

**Astra** is proposed in the different tones of the brand's colour palette and can be easily combined with the various washbasin by Flaminia.



# Acquafood

Design **GIULIO CAPPELLINI**  
e **ROBERTO PALOMBA**

Paying attention to the new interior design trends, the Company explores the area usually dedicated to food preparation, introducing the **Acquafood** sink: a white-finished double sink, with a teak support, that recalls a familiar element. Ceramics goes back to being the main protagonist in the kitchen, as an alternative to stainless steel.



# App gosilent

Design FLAMINIA TEAM

Silent evolution

**gosilent** is the new very silent flushing system.

It represents the evolution of **goclean** project which combines the elimination of the rim with the reduction of noise, this system makes easier the cleaning of the internal part of the wc and has an original design.

The reduction of noise using a gosilent wc is about 50% compared to the same model in the **goclean** version.





# SilverBlack& SilverWhite

Design FLAMINIA TEAM

The company also displays the new **SilverBlack** and **SilverWhite** ceramic finishes, that can be applied to a limited selection of products in the matt Latte and Carbone colours.



# Cubika

This collection of suspended and floor-standing bathroom cabinets features simple, linear shapes, enriched by the metal frames of the drawers, whose **Antique Bronze** and **Mercury** finishes characterize the products.

**Cubika** cabinets match all the countertop washbasins in the Flaminia catalogue.



# Denver

**Denver** is a washbasin console consisting of a matt black metal structure with a towel bar, a wooden top and wooden drawers available in different colours.





# Fluo

Design **NICCOLÒ ADOLINI**

**Fluo** collection is characterised by the organic lines, soft surfaces that seem smoothed by water and soft lines without sharp corners emphasize the very essence of ceramic.

Seamless, light and decisive lines give shape to generous volumes ending in highly refined, slender profiles.



## FLAMINIA: EXCELLENCE IN ITALIAN CERAMICS

Ceramica Flaminia has been producing ceramic sanitary ware for just under 70 years. With the contribution of some of the best known designers at world level and under the guidance of art director Giulio Cappellini, the company pursues the innovation of the bathroom environment by designing and manufacturing high quality articles. Innovation, quality and research make the Flaminia brand one of the most prestigious testimonials of Italy's refined craftsmanship in the world.



### KNOW-HOW

To this day, Flaminia's products are made exclusively in Italy by combining industrial processes, which make use of efficient manufacturing facilities, and manual operations, where craftsmanship plays a decisive role. All production is carried out at the plants located in Italy, in the production hub of Civita Castellana, where all the processing steps are completed: from prototype construction to modelling – when the concept comes to life –, from casting to glazing, to firing in a kiln. A complete cycle, fully in keeping with the tradition and the quality standards of Italian made products, which enables the company to sell its products in more than 70 countries the world over.

### TRADITION AND INNOVATION

The company was established in 1955 in a land devoted to the production of ceramics. A long-standing tradition that remains in the DNA of the brand. Today Flaminia is a 4.0 company that applies the highest technical standards in the sector, but it is the experience of skilled workers, accustomed to checking and finishing each individual piece with their hands, that ensures perfect results.

### IN TUNE WITH THE ENVIRONMENT

Protecting the natural environment is more than a moral duty to Flaminia. Attention to the environment accompanies each and every stage of the production process: the energy used is renewable and processing scraps are recovered. Newly built facilities have been designed and constructed according to the criteria of eco-sustainable architecture and blend harmoniously into the landscape.

### CAPTURING THE LIGHT

Behind each Flaminia product there is a will to experiment with ceramic, harnessing forms and colours to propose a new bathroom aesthetics. Underlying Flaminia's excellence is the traditional formula of Italian design enterprises: a combination of machine perfection and human skills giving shape to sculptures-products caressed by light.



Flaminia is a registered trademark of Ceramica Flaminia Spa

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