

Press

Milan Design Capital April 22-30 2009

Marazzi Tecnica launches new SistemA porcelain stoneware.

On the occasion of Salone del Mobile week, in the centre of Milan, when the city becomes design capital of the world, Marazzi Tecnica presents SistemA, new crystallised porcelain stoneware.

Produced by exploiting an exclusive **green** technology covered by intellectual property rights, SistemA of Marazzi Tecnica is crystallised porcelain stoneware carrying brand new technical and aesthetical features. SistemA, **holding Ecolabel and Leed certification**, is a material for architecture based on a new concept, offering professionals **maximum design freedom**: large sizes and strong technical performances making SistemA perfect for **wall and floor surfaces, without indoor/outdoor interruptions**.

SistemA comes in a range of **18 colours**, and a colour can also be **custom-produced** to the design specifications. Crystalline phase, reached for the very first time within Marazzi research and development laboratory only, enhances colours, making them intense and bright and giving to porcelain surface a three-dimensional depth effect, something that has never been achieved before in ceramics, until now!

Marazzi Tecnica proposes an itinerary in the heart of Milan where it will be possible to see, feel and touch SistemA interpreted in three different designs, which are installed within the most classic Milan design locations.

Born from evocative force of SistemA colour, the Temporary Atelier SistemA, located in Largo Treves, is designed by Gianluca Rossi for FrassinagoLAB - an innovative and creative design studio. A showcase space, characterized by reiteration of A letter and by dominance of SistemA Red colour, contrasts with essential sobriety of the work area, an informal meeting and lounge space furnished with surfaces, seats and tables SistemA.

Designer Andrea Panto has instead created with SistemA *Snake*, an urban furniture installation for kids' play areas, at the Triennale di Milano, from April 22 to 27 - within 'A Natural Beauty' exhibition, dedicated by Ceramic Tiles of Italy to ecosustainable Italian ceramics.

Quinte a SistemA, is the work of David Chipperfield, a British architect of international reputation, installed at the Università Statale di Milano in prestigious Largo Richini: modules of different heights and colours are creating a series of longitudinal routes in which space is either squeezed or dilated according to perspective.

Marazzi Tecnica proposes this SistemA interpretations route to communicate on versatility of this new material which aims at becoming an adoption material to meet demands of modern architecture.

_Temporary Atelier SistemA, design by Gianluca Rossi for FrassinagoLAB,
Via Balzan - Largo Treves, April 22-30 10.00-21.00

_Snake, design by Andrea Panto,
Triennale di Milano, April 22-27, 9.30-24.00

_Quinte a SistemA, design by David Chipperfield,
Largo Richini Università Statale di Milano – La Rinascente Piazza Duomo, April 22-30, 9.30 – 21.00

Contacts

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