

GLOBO

ISH 2015

10-14 March

HALL 3.1 / STAND A50

From 10 to 14 March, Ceramica Globo will be at ISH, the world's leading trade fair dedicated to the bathroom experience. The company returns in great style to Frankfurt with the desire to **consolidate its image on the German market**, and with a prime location in **Hall 3.1**, without any fear of competing with the big local players.

In an architectural and ethereal space, the company will **present its latest products through different exhibition areas** that, on the one hand, **explore the different designs** through new aesthetic inspirations, and on the other, draw attention to a **research increasingly focused on experimentation and technological innovation**.

The stand designed by the **Domenico Orefice Design Studio** combines warm and natural essences with contemporary materials in a harmonious environment that showcases both the **company's latest proposals and some of its best-sellers**. The concept of the installation is inspired on the latest trends in the world of architecture, where the elegant use of wood and glass creates a linear and welcoming structure: a small architecture with an extremely detailed structure and finish where the space is organised according to the exhibiting needs. The path invites visitors to discover a selection of the brand's historical pieces and newest products through **six small bathroom settings** that offer product combinations divided according to the various collections of the catalogue.

Some parts of the structure are covered by wooden strips that decorate the façade, adding warmth and familiarity to the setting. The company's logo triumphs on the highest part of the structure, a tower that strongly characterises the stand, ensuring its high visibility.

The large wall at the entrance features Globo's new palette of **14 ceramic colours**, which revolutionises the image of the bathroom by introducing **trendy natural colours** inside this environment. Delicate pastel colours in various shades of grey, green and brown allow recreating the desired mood in any bathroom: dusty shades stolen from nature to colour the setting in a very sophisticated way.

One of the highlights of the collections on display is the new **Stockholm** line, with an extremely attractive design inspired by the formal richness of nature and characterised by curved and delicate profiles as well as clean, sharp lines. Designed by the Swedish trio, **Claesson Koivisto Rune**, the entire collection – consisting of washbasins and sanitary ware – plays on the combination of opposing elements such as lines and curves, square and round shapes. The challenge of the design was to change the traditional shape of washbasins, toilet bowls and bidets, which over the years were defined to achieve maximum functionality, with very delicate alterations to obtain volumetric harmony and beauty. The Stockholm sanitary fixtures also have the special feature of being the same height, which adds a touch of elegance to the environment.

The second of the six small rooms is occupied by **4All**: this collection offers a wide range of articles with a stylistically and technologically advanced design and very competitive price. The washbasins have a wide basin and very thin edges; the wall-mounted sanitary fixtures do not display any fixing holes, while the **innovative MULTI system** was conceived for the 4All floor-mounted models to allow mounting toilets and bidets on the floor flush against the wall on existing drains and water connections.

The 4All sanitary ware is also an opportunity to highlight the **new SENZABRIDA® model** where all the water flows out in one single point at the rear of the bowl, eliminating the continuous perimeter rim to ensure maximum hygiene and cleanliness. The water comes out silently in a circular downward motion to cover the bowl, allowing to deliver professional-level performances: this makes them ideal for both domestic use and for supplies.

The **Forty3** collection by **CreativeLab+**, a design laboratory born from the desire to experiment and establish new collaborations, was designed to meet numerous needs. Versatile and multiform, this family of products is perfect for intimate living spaces, but can also be used as a functional passe-partout for large supplies. In particular, the wall-mounted toilet appears to be a simple product, but actually comes from extensive research on the habits, uses and needs of today's way of life. Only 43 cm deep, Forty3 is the smallest toilet bowl on the market, offering the highest degree of comfort thanks to its optimised seat design. The compact size of this product beautifully encompasses the characteristics of a precious item. The rounded, but essential features, and carefully studied measurements give this

product harmonious lines that bring to mind the great classics in bathroom design and, available in other sizes, can be joined by bidets, washbasins and accessories from the Forty3 series.

Continuing through the installation, we come to the **Bowl+** collection with a very original design and thin edges, an inspiration for the entire family. The resting surface of the washbasins is wide and extremely clean with no tinsels and flutes, which makes it ergonomic and easy to clean. The simple design of the washbasin comes with a towel rack, while the sanitary fixtures are all characterised by an elegant oval shape.

The items in this collection are inspired by the desire to offer an innovative and unique product that encompasses those emotional values able to transcend the trends.

The **Daily** collection, also designed by **CreativeLab+**, is found in the fourth bathroom setting. It features traditional bathroom lines reinterpreted with the Globo spirit, and conceived for daily use. A basic line with various different products that combine the aesthetic aspect with the functional one, without sacrificing the typical design language of the brand's creations. Daily is characterised by both soft and rigorous lines that evoke simplicity and perfect proportions.

The last space is dedicated to two very popular Ceramica Globo collections: **Stone**, characterised by soft contrasting shapes and a fusion of curved and straight lines, and represented here by bidets and toilet bowls that are matched perfectly with two **Forty3** countertop washbasins.

The second part of the installation, on the wall opposite the bathroom settings, features a more open exhibition, almost like a museum, which mixes a few of the latest proposals with the company's historical products.

In fact, we find a washbasin from the **Forty3** collection combined with a toilet and bidet, both floor-mounted, from the **Genesis** line, characterised by organic and natural forms. This is followed by two versions of **Docciardesia**, a collection of slim-line shower trays created by Mineralmarble® – non-slip and stain resistant materials made of marble powder combined with special resins – in the borderless versions of taupe and white.

The wall is completed by some of the brand's most iconic products, such as the urinals from the **Forty3** and **Olivia** collections, the latter in two versions: floor-mounted and wall-hung.

The **Olivia** urinal, designed by **Giulio Iacchetti**, is also on display **at the exhibition organised by ADI - ASSOCIAZIONE DESIGN INDUSTRIALE, at the entrance of Hall 3.1**. This clean and essential sculptural piece is a real decorative element, which is present but not intrusive in the bathroom.

The installation created for ISH once again shows how the company is able to combine design and innovation by meeting the needs and transformations of everyday living, without however sacrificing the aesthetics.

With a complete panorama on the latest news and most important products in the collections, visitors will be able to **appreciate the quality and elegance of the brand's offer** through numerous small bathroom settings. This allows the brand to continue to **offer intriguing and interesting proposals for the European market and beyond**.

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