



Cersaie 2025

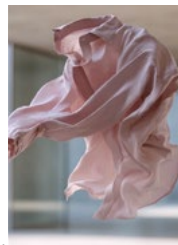
Unexpected Connections

A LANGUAGE OF CONTEMPORARY SURFACES

FIORANESE
CERAMICA



In un tempo in cui l'identità dei luoghi
si costruisce attraverso materia, luce



e relazioni,

**Unexpected
Connections** racconta
l'energia che nasce dall'accostamento
di materiali differenti: superfici che si
incontrano, si contaminano, si completano.
Non semplici rivestimenti, ma elementi
narrativi, capaci di suggerire nuove
modalità dell'abitare contemporaneo.

Ogni collezione è un tassello di un
linguaggio composito che interpreta la
ceramica come realtà sensibile,

in cui pietra, cemento, terrazzo, legno e
strutture tridimensionali si uniscono



in combinazioni inaspettate,
tra contrasti armonici e nuove possibilità
espressive.

Ne deriva un album di suggestioni
dalla struttura fluida e modulare.

Un vocabolario visivo fatto di texture,
colori e connessioni che evolve con i
progetti e con le persone, in un dialogo
continuo tra estetica e funzione.

In a time when the identity of places is shaped through matter, light, and relationships, Unexpected Connections transmits the energy that springs from a combination of different materials: surfaces that meet, interact, and complement one another. These are more than just tiles: they're narrative elements that offer a new approach to contemporary living. Each collection is a fragment of a composite language that interprets ceramics as a sensitive medium in which stone, concrete, terrazzo, wood and three-dimensional structures come together in unexpected combinations, striking appealing contrasts and offering new expressive possibilities. The result is an album of impressions, with a fluid, modular structure. A visual vocabulary made up of textures, colours and connections, ready to evolve with projects and people, in an on-going dialogue between aesthetics and function.



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4 Fusion



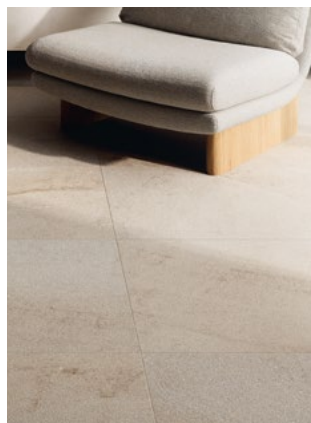
16 Bits



24 Silva



36 Tratti



42 Côte

Fusion è l'incontro tra due sensibilità materiche che intrecciano ricordo e presente, natura e gesto umano.

Wildflower, venature morbide, toni polverosi



e inclusioni cromatiche evocano un campo spontaneo in piena fioritura, dove mineralità e vita si intrecciano in equilibrio poetico.



Plaster, la bellezza genuina degli intonaci materici, superfici autentiche che attraverso velature delicate e cromie neutre restituiscono atmosfere intime, sospese.

Fusion is an encounter between two material sensibilities that intertwine memory with the present, nature and human gesture. Wildflower – soft veining, powdery tones and colour inclusions evoke a field in full bloom with wild flowers, where minerality intertwines with nature, striking a poetic balance. Plaster – the genuine beauty of material plasters; authentic surfaces with delicate washes and neutral shades that recreate intimate, suspended atmospheres.





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+
matter onTOP





WILDFLOWER
SHELL 90,6x90,6 - 36"x36"
Naturale/Rettificato - Matte/Rectified





PLASTER

FAWN 75x149,7 - 30"x59"
Naturale/Rettificato - Matte/Rectified

WILDFLOWER

ASH 75x149,7 - 30"x59"
Levigato-Matt/Rettificato - Polished-Matte/Rectified

TRATTI

NUDE STR_1 6,4x30 - 2½"x12"
Naturale/Rettificato - Matte/Rectified



PLASTER

CEMENT 120,8x120,8 - 48"x48"

CHALK 60,4x120,8 - 24"x48"

SHAPES 60,4x120,8 - 24"x48"

Naturale/Rettificato - Matte/Rectified





PLASTER
SAGE 75x149,7 - 30"x59"
Naturale/Rettificato - Matte/Rectified

WILDFLOWER
MOSS 75x149,7 - 30"x59"
Naturale/Rettificato - Matte/Rectified

TRATTI
LICHENE STR_2 6,4x30 - 2½"x12"
Naturale/Rettificato - Matte/Rectified



PLASTER

TAUPE 75x149,7 - 30"x59"
Naturale/Rettificato - Matte/Rectified

WILDFLOWER

SHELL 75x149,7 - 30"x59"
Levigato-Matt/Rettificato - Polished-Matte/Rectified





PLASTER
POWDER 75x149,7 - 30"x59"
Naturale/Rettificato - Matte/Rectified

Fusion Wildflower



SHELL



ASH



MOSS



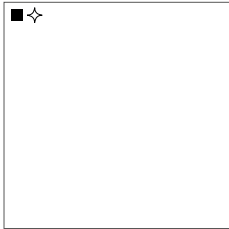


Sizes

GRES ++



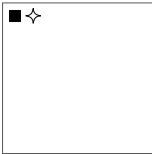
75x149,7 - 30"x59"



90,6x90,6 - 36"x36"



60,4x120,8 - 24"x48"

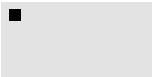


60,4x60,4 - 24"x24"



7,5x60,4 - 3"x24"

Finishes



Naturale/Rettificato
Matte/Rectified
Matt/Rektifiziert
Matt/Rectifié

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+
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Levigato-Matt/Rettificato
Polished-Matte/Rectified
Poliert-Matt/Rektifiziert
Poli-Matt/Rectifié

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+
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Fusion Plaster



CHALK



POWDER



CEMENT



FAWN



SAGE

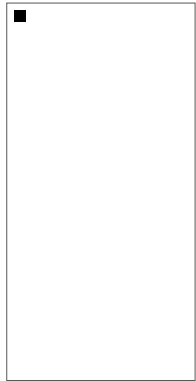


TAUPE

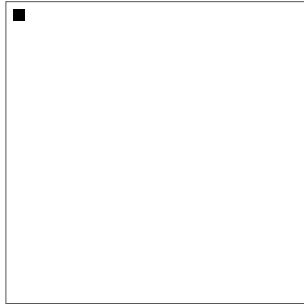


Sizes

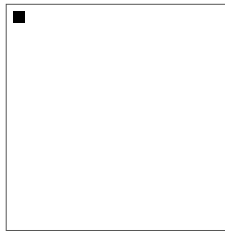
GRES ++



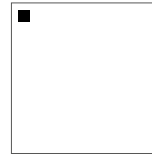
75x149,7 - 30"x59"



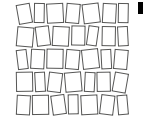
120,8x120,8 - 48"x48"



90,6x90,6 - 36"x36"



60,4x60,4 - 24"x24"

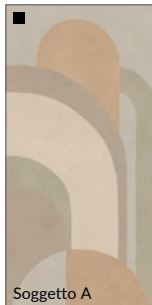


MOSAICO MAXI

in fogli 45x45 da 35 pezzi in 3 formati
(5,3x7,6-6,5x7,6-4x7,6) con fughe larghe
in 45x45-18"x18" sheets made up of 35 pieces in 3 sizes
(5.3x7.6-2"x3", 6.5x7.6-2½"x3", 4x7.6-1½"x3") with wide joints



60,4x120,8 - 24"x48"



Soggetto A



Soggetto B



Soggetto C

DECO SHAPES

60,4x120,8 - 24"x48"



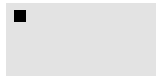
7,5x60,4 - 3"x24"



MOSAICO MINI

in fogli 30x30 da 35 pezzi in 3 formati
(3,2x4,8-2,3x4,8-4,8x4,1) con fughe larghe
in 30x30-12"x12" sheets made up of 35 pieces in 3 sizes
(3.2x4.8-1¼"x2", 2.3x4.8-1"x2", 4.1x4.8-1½"x2") with wide joints

Finishes



Naturale/Rettificato
Matte/Rectified
Matt/Rektifiziert
Matt/Rectifié

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La collezione reinterpreta la tradizione del terrazzo con un'estetica asciutta,



pura e allo stesso modo vibrante. Gli inserti – piccoli, irregolari, discreti – affondano nella superficie come segni casuali che danno ritmo al progetto.

Bits celebra la connessione tra dettaglio e fondo, tra caos apparente



e precisione visiva. Un minimalismo materico capace di imprimere personalità agli spazi di oggi.

This collection reinterprets the terrazzo tradition with a dry, pure, and at the same time vibrant aesthetic. The inlays – small, irregular, and discreet – sink into the surface like random elements that give rhythm to the pattern. Bits celebrates the connection between detail and background, between apparent chaos and visual precision. A material minimalism able to bring distinctive character to today's living spaces.





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BITS

IVORY 90,6x90,6 - 36"x36"
Naturale/Rettificato - Matte/Rectified

TRATTI

PIUMA STR_2 6,4x30 - 2½"x12"
Naturale/Rettificato - Matte/Rectified





BITS
BLACK 30,2x30,2 - 12"x12"
Naturale/Rettificato - Matte/Rectified



BITS
GREIGE 90,6x90,6 - 36"x36"
Naturale/Rettificato - Matte/Rectified





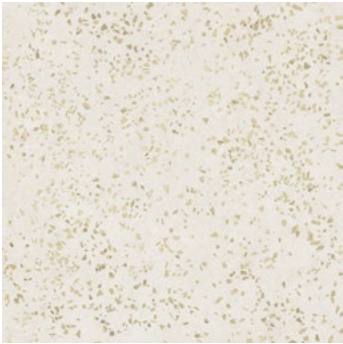
BITS
BRICK 90,6x90,6 - 36"x36"
 Naturale/Rettificato - Matte/Rectified



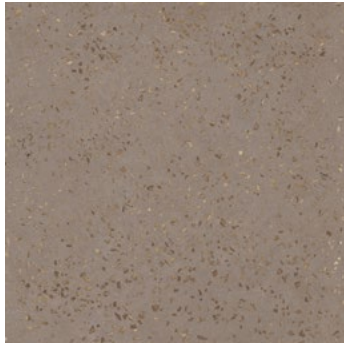
BITS
GREY 90,6x90,6 - 36"x36"
 Naturale/Rettificato - Matte/Rectified

TRATTI
CENERE STR_3 6,4x30 - 2½"x12"
 Naturale/Rettificato - Matte/Rectified

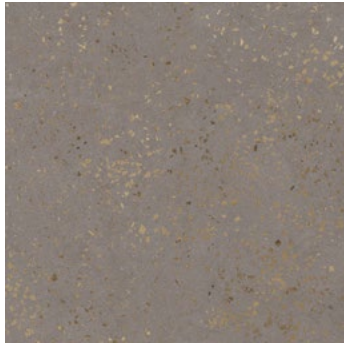
Bits



IVORY



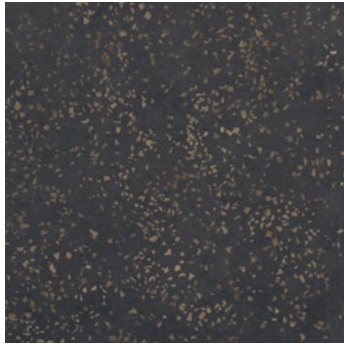
GREIGE



GREY



BRICK



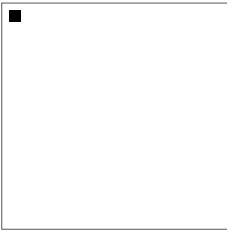
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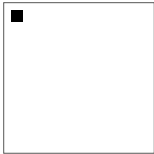


Sizes

GRES ++



90,6x90,6 - 36"x36"



60,4x60,4 - 24"x24"

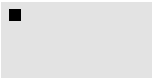


30,2x30,2 - 12"x12"



7,5x60,4 - 3"x24"

Finishes



Naturale/Rettificato
Matte/Rectified
Matt/Rektifiziert
Matt/Rectifié

matter^{onTOP}

Silva racconta il rovere naturale esaltandone



l'equilibrata eleganza con venature lineari e pochi nodi. Doghe, piccoli listelli ricomposti, composizioni a intarsio e anelli concentrici: una varietà di formati unici pensati per creare continuità tra interni ed esterni.



Silva è materia versatile, capace di adattarsi a linguaggi architettonici dallo stile minimalista o a spazi più caldi e accoglienti.

Silva tells the story of natural oak, enhancing its balanced elegance with linear veining and few gnarls. Planks, small reconstituted strips, inlay compositions and concentric rings: a variety of unique formats designed to create seamless indoor-to-outdoor looks. Silva is a versatile material, able to adapt to architectural languages that range from minimalist style to warmer, more welcoming spaces.





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SILVA
NOCE 20,13x120,8 - 8"x48"
Naturale/Rettificato - Matte/Rectified





SILVA
 BRICKWOOD MIELE 20,13x120,8 - 8"x48"
 Naturale/Rettificato - Matte/Rectified



SILVA
 BRICKWOOD MORO 20,13x20,13 - 8"x8"
 Naturale/Rettificato - Matte/Rectified



SILVA
ROVERE 25x149,7 - 10"x59"
Naturale/Rettificato - Matte/Rectified

TRATTI
CENERE STR_2 6,4x30 - 2½"x12"
Naturale/Rettificato - Matte/Rectified





SILVA
CUT ROVERE 90,6x90,6 - 36"x36" ± 20 mm
Esterno/Rettificato - Outdoor/Rectified



SILVA
 BRICKWOOD NOCE 20,13x20,13 - 8"x8" ≠ 20 mm
 Esterno/Rettificato - Outdoor/Rectified

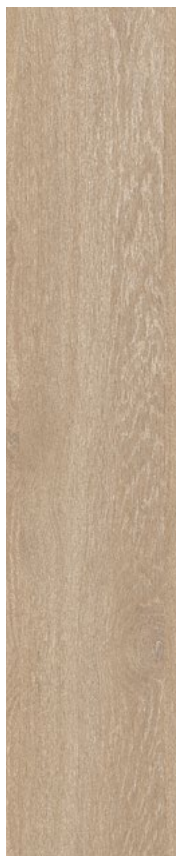
SILVA
 SPINA CREMA 60,4x90,6 - 24"x36" ≠ 20 mm
 Esterno/Rettificato - Outdoor/Rectified



Silva

Sizes

GRES PORCELLANATO BODY-COLOR



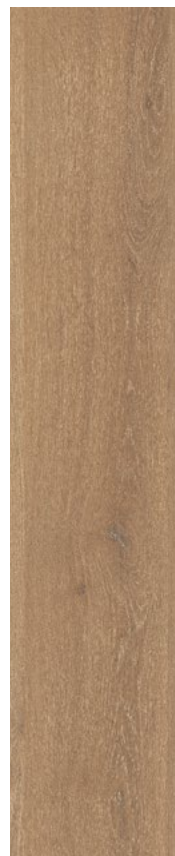
ROVERE



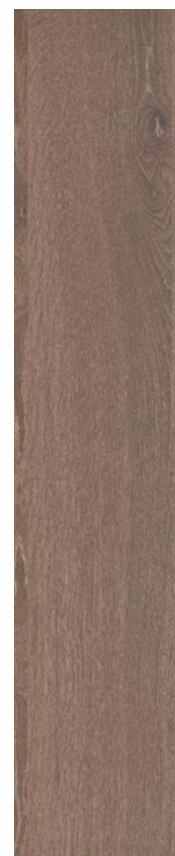
CREMA



MIELE



NOCE



MORO



25x149,7
10"x59"

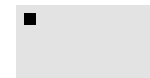


20,13x120,8
8"x48"



6,5x60,4 - 3"x24"

Finishes



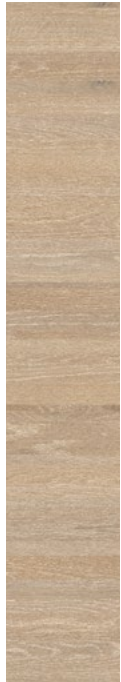
Naturale/Rettificato
Matte/Rectified
Matt/Rektifiziert
Matt/Rectifié

deepINCISED

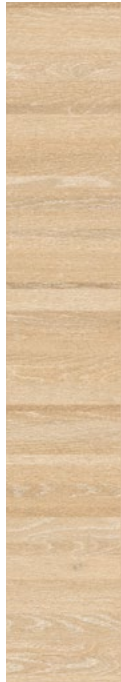
Brickwood $\neq$ 9mm

Sizes

GRES PORCELLANATO BODY-COLOR



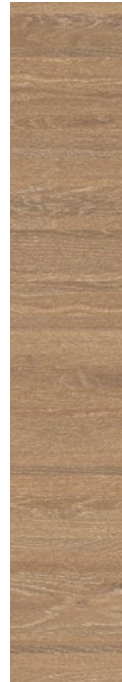
BRICKWOOD
ROVERE



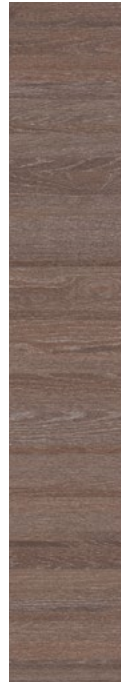
BRICKWOOD
CREMA



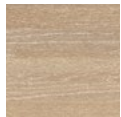
BRICKWOOD
MIELE



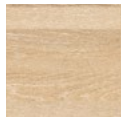
BRICKWOOD
NOCE



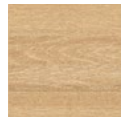
BRICKWOOD
MORO



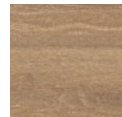
BRICKWOOD
ROVERE



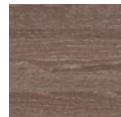
BRICKWOOD
CREMA



BRICKWOOD
MIELE



BRICKWOOD
NOCE



BRICKWOOD
MORO

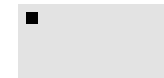


BRICKWOOD
20,13x120,8 - 8"x48"



BRICKWOOD
20,13x20,13 - 8"x8"

Finishes



Naturale/Rettificato
Matte/Rectified
Matt/Rektifiziert
Matt/Rectifié

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Brickwood $\neq$ 20mm

Sizes

GRES ++



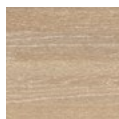
BRICKWOOD ROVERE



BRICKWOOD CREMA



BRICKWOOD NOCE



BRICKWOOD
ROVERE



BRICKWOOD
CREMA



BRICKWOOD
NOCE



BRICKWOOD
60,4x120,8
24"x48" $\neq$ 20 mm



BRICKWOOD
20,13x20,13
8"x8" $\neq$ 20 mm

Finishes



Esterno/Rettificato
Outdoor/Rectified
Aussenbereich/Rektifiziert
Exterieur/Rectifié

soft&safer11

Spina ≠ 20mm

Sizes

GRES ++



SPINA ROVERE



SPINA CREMA



SPINA NOCE



SPINA
60,4x90,6
24"x36" ≠ 20 mm

Finishes



Esterno/Rettificato
Outdoor/Rectified
Aussenbereich/Rektifiziert
Exterieur/Rectifié

soft&safeR11



Cut $\neq$ 20mm

Sizes

GRES ++



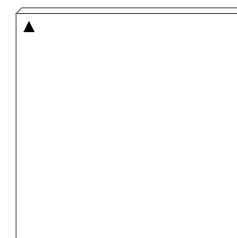
CUT ROVERE



CUT CREMA



CUT NOCE



CUT
90,6x90,6
36"x36" $\neq$ 20 mm

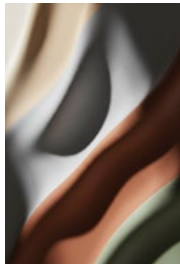
Finishes



Esterno/Rettificato
Outdoor/Rectified
Aussenbereich/Rektifiziert
Exterieur/Rectifié

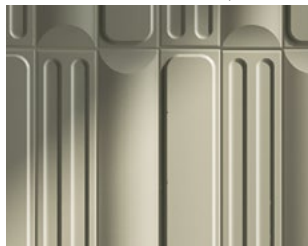
soft&safeR11

In **Tratti** la ceramica diventa movimento. Superfici tridimensionali



modulano la luce, generando ombre morbide e cromatismi vellutati che amplificano la percezione spaziale e creano atmosfere vibranti.

Le strutture, sinuose o geometriche, si intrecciano a tonalità intense e neutre



in un dialogo costante tra luce e sostanza.

Tratti esplora le relazioni sensoriali, offrendo nuove possibilità espressive al design in chiave attuale.

In Tratti, ceramics become movement. Three-dimensional surfaces shape the light, creating soft shadows and velvety hues that enhance spatial perception and create vibrant atmospheres. Sinuous or geometric structures intertwine with deep and neutral tones in a constant dialogue between light and substance. Tratti explores sensory relationships, offering new expressive possibilities for contemporary design.





TRATTI
PIUMA STR_2 6,4x30 - 2½"x12"
Naturale/Rettificato - Matte/Rectified



TRATTI
DESERT STR_1 6,4x30 - 2½"x12"
Naturale/Rettificato - Matte/Rectified





TRATTI
CENERE STR_2 6,4x30 - 2½"x12"
Naturale/Rettificato - Matte/Rectified

TRATTI
LICHENE STR_1 | STR_2 | STR_3 6,4x30 - 2½"x12"
Naturale/Rettificato - Matte/Rectified





TRATTI
COTTO STR_2 6,4x30 - 2½"x12"
Naturale/Rettificato - Matte/Rectified

FUSION PLASTER
FAWN 60,4x60,4 - 24"x24"
Naturale/Rettificato - Matte/Rectified

TRATTI
CENERE STR_3 6,4x30 - 2½"x12"
Naturale/Rettificato - Matte/Rectified





Tratti

GRES PORCELLANATO +

STR_1
6,4x30 - 2½"x12"



PIUMA



DESERT



CENERE



NUDE

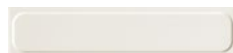


COTTO



LICHENE

STR_2
6,4x30 - 2½"x12"



PIUMA



DESERT



CENERE



NUDE



COTTO



LICHENE

STR_3
6,4x30 - 2½"x12"



PIUMA



DESERT



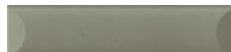
CENERE



NUDE



COTTO



LICHENE

Finishes



Naturale/Rettificato
Matte/Rectified
Matt/Rektifiziert
Matt/Rectifié



Ispirata alla pietra Buxy, Côte cattura l'essenza della roccia viva, modellata dal tempo e dagli elementi naturali. Venature sinuose, toni caldi e dettagli veritieri compongono una superficie dal fascino intramontabile, evocando panorami rocciosi incontaminati.



Côte non imita ma interpreta, restituendo agli spazi la forza equilibrata della terra, intervenendo con un carattere originario, radicato, essenziale.

Inspired by Buxy stone, Côte captures the essence of living rock, shaped by time and the elements. Graceful veining, warm tones and realistic details come together to shape a surface with a timeless charm, evoking unspoiled rocky landscapes. Côte is not an imitation, but an interpretation of the stone that inspired it, restoring earthy equilibrium and strength to living spaces, with an original essence and roots that run deep.





deepINCISED





CÔTE
IVOIRE 60,4x120,8 - 24"x48"
Lucidato/Rettificato - Half Polished/Rectified





CÔTE
GRIS 60,4x120,8 - 24"x48"
Naturale/Rettificato - Matte/Rectified



CÔTE
SABLE 90,6x90,6 - 36"x36"
 Lucidato/Rettificato - Half Polished/Rectified



CÔTE
TERRE 60,4x120,8 - 24"x48" | **60,4x60,4 - 24"x24"** | **30,2x60,4 - 12"x24"** | **30,2x30,2 - 12"x12"**
 Naturale/Rettificato - Matte/Rectified





CÔTE
SABLE 60,4x120,8 - 24"x48" # 20 mm
Esterno/Rettificato - Outdoor/Rectified

Côte



IVOIRE



SABLE



GRIS



TERRE



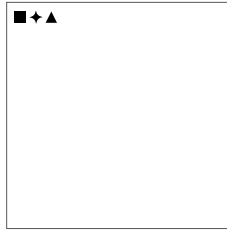
Sizes

GRES PORCELLANATO BODY-COLOR

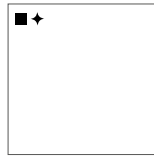
GRES ++



60,4x120,8 - 24"x48"



90,6x90,6 - 36"x36"



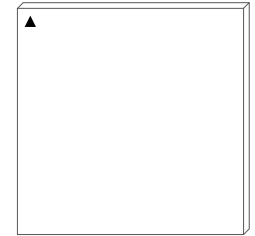
60,4x60,4 - 24"x24"



30,2x60,4 - 12"x24"



60,4x120,8
24"x48" ± 20 mm



90,6x90,6
36"x36" ± 20 mm



MOSAICO BRIQUES

in fogli 30x60 da 12 pezzi in 2 formati
(10x10-10x20) a spaccatella

in 30x60-12"x24" sheets made up of 12 pieces in 2 sizes
(10x10-4"x4", 10x20-4"x8") with tumbled edges

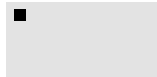


7,5x60,4 - 3"x24"



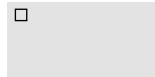
30,2x30,2 - 12"x12"

Finishes



Naturale/Rettificato
Matte/Rectified
Matt/Rektifiziert
Matt/Rectifié

deepINCISED



Naturale Burattato
Unpolished Tumbled
Matt Getrommelt
Naturel Buriné

deepINCISED



Lucidato/Rettificato
Half Polished/Rectified
Halbpoliert/Rektifiziert
Semi-Poli/Rectifié

deepINCISED



Esterno/Rettificato
Outdoor/Rectified
Aussenbereich/Rektifiziert
Exterieur/Rectifié

soft&safeR11

Up&Down

Fioranese introduce due tecnologie innovative per il gres porcellanato, pensate per esaltare la tridimensionalità della materia con effetti differenti e complementari.

Deep Incised affonda nella superficie con un'incisione precisa e profonda: l'applicazione di smalti riservanti, allineata alla grafica, genera effetti nitidi e iperdefiniti. Il risultato è una struttura ceramica autentica, con maggiore controllo della materia e più fedele nei dettagli grafici e nella resa naturale.

Matter On Top lavora invece in superficie: l'applicazione digitale di graniglie sopra gli smalti crea rilievi con bordi più morbidi, in grado di restituire un effetto materico intenso e decorativo, percepibile al tatto e alla vista.

Utilizzate insieme, *Deep Incised* e *Matter On Top* amplificano la tridimensionalità della lastra, combinando precisione e matericità.

Fioranese introduces two innovative technologies for porcelain stoneware, designed to enhance the three-dimensionality of the material with a variety of complementary effects.

Deep Incised penetrates the surface with precise, deep engraving: the application of resist glazes, aligned with the graphics, produces sharp, hyper-defined effects, creating an authentic ceramic structure that exercises greater control over the material, delivering faithful graphic details and a natural appearance.

Matter On Top goes to work on the surface: the digital application of grits over glazes creates reliefs with softer edges, for an intense, decorative material effect perceptible to both touch and sight.

When used together, *Deep Incised* and *Matter On Top* amplify the three-dimensionality of the slab, combining precision with a rich material quality.

The perfect synergy between incision and layering creates surfaces with an extraordinarily authentic colour and texture, opening up new creative avenues for architects and designers.





deepINCISED

matteronTOP

FIORANESE

CERAMICA

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COEM S.p.A.

Via Cameazzo, 25
41042 Fiorano Modenese (MO) - Italy
T. +39 0536 993511

info@fioranese.it
www.fioranese.it

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