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**ETEREA COLLECTION**

**by ZAMBAITI CONTRACT**

**NATURE AND ARTIFICE**

**Eterea Collection** is a new creative opportunity proposed to the contract world by Zambaiti Contract, a leader in wallpapers based in Albino (Bergamo).

This collection was designed to be unique from both a stylistic point of view and the range of print supports used. Each graphic project is designed by leading architectural Studios involved in the genesis of the collection (**Metrogramma Milano, CaberlonCaroppi Italian Touch Architects, ALFONSO FEMIA/AF\*DESIGN** and **Aldo Cibic Workshop**) in two different stylistic declinations, with interconnected symbolisms for two different types of product: 3D digital printed panels and embossed wallpaper. This important choice allowed to create a diversified production on exclusive and original supports. The innovative 3D digital printing emphasizes textures and drawings in a unique way and offers the possibility to print each graphic project on four different fireproof supports, with different aesthetic and tactile features: **Bio Ecopaper**, a one hundred percent eco-sustainable product to grant a healthier choice for walls; **Mineral**, obtained from the recycling of mica powders with both tactile and visual stone effect; **Tela Lurex**, a textile support recalling sumptuous coverings; and **Velluto Tech**, an elegant and performing support, designed to avoid the 'counter-grain' effect.

The traditional printing obtained from embossing cylinders developed by the company's engraving department is instead carried out on embossed PVC supports with fireproof and antibacterial properties.

“As the Art Director of the whole collection - said Andrea Boschetti of Metrogramma - I have invited the Studios of CaberlonCaroppi, ALFONSO FEMIA/AF\*DESIGN and Aldo Cibic Workshop. All the developed themes have to do with the nature / artifice relationship, the collection is fundamentally designed with innovative and sustainable materials, not just wallpaper but a true furnishing boiserie, having the high-end market contract as main target".

The architectural Studios **Metrogramma Milano, CaberlonCaroppi Italian Touch Architects, ALFONSO FEMIA/AF\*DESIGN** and **Aldo** **Cibic Workshop** are therefore the main actors of 'Eterea': the first collection from **Zambaiti Contract** division.

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Materia, Tattoo, and Impressioni have been created from Metrogramma by Andrea Boschetti. As for Burri's ‘cretto’, the signifier and the signified together generate the truth, **Materia** is inspired by the earth's crust, perfect in its overall vision, a sum of repeated imperfections if observed closer. **Tattoo** works on the concept of immanence, what is left in the end after a thousand twirls. The drawing reproduces prints that can be read as natural harmonics, artificial but changing shapes, iridescent like ink on the skin. Like a child looking for shapes in the clouds, **Impressioni** wants to give back to the observer’s eye multiple, abstract imaginaries, which find fulfillment in each one’s sensitivity.

**Inked** was proposed by CaberlonCaroppi, a tattoo in which nature becomes canvas and skin with its sinuous lines and its material texture, which plays and contrasts, to rebalance with geometric graphics that make materiality more incorporeal; **Frames,** instead, features fragments of nature as main elements, pieces of precious woods, reinvented in new combinations in an unprecedented image of reality.

ALFONSO FEMIA/AF\*DESIGN has created **Wings**, a game of three-dimensional layers with reflections bathed in the sun and iridescent textures that draw a refined and rigorous constructive geometry, the most sophisticated of the zoological aeronautics: the wings of the dragonfly, and **Lucifer**, feathers as layerings, as a unitary surface generated by the skillful play of an overlapping to create a kind of magic, a material that takes you far away. White feathers are dyed red, thus making ambiguous and curious the relationship between something that is being born or is coming to the surface.

Dots, Clouds, and Arlecchino are the proposals from Cibic Workshop. **Dots** is like a net where the different shades and intensities of colours create a virtual firmament. **Clouds'** inspiration is the idea of ​​seeing the clouds in the sky through a very thin net, creating a special effect of magic and depth. **Arlecchino** is the idea of ​​an irregular geometric decoration with different grains and finishes that create an effect of mystery and depth.

A comparison of highest creativities and multifaceted approaches that make these surfaces full of suggestions and meaning.

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