

**APPIANI PRESENTS ITS NEW ‘PASTELLI’ COLLECTION**

**IN FULL BODY PORCELAIN STONEWARES**

Founded in Treviso in 1873 and today one of the brands of the Bardelli Group, Appiani creates ceramic mosaics for architecture, combining constant aesthetical research with a high technological content. Suitable for both indoor and outdoor applications, the versatility of use of ceramic mosaics complements the wide range and modularity of shapes and finishes offered by Appiani, which allows an infinite series of combinations and original design solutions.

**THE NEW COLLECTION**

‘Pastelli’ is the most authentic dimension of the mosaic, in complete synergy with Appiani tradition that seeks a strong aesthetic emotion through a path of innovation. Indestructible, but delicate in appearance, the new Appiani collection was designed to give the architecture of residential spaces an original dimension, sartorial, sometimes with a naive flavor.

This collection is made of ***full body porcelain stoneware***, a particular mixture of pigmented clays and earths pressed in full body with added colorants. The result is an extremely resistant ceramic with antibacterial, antifungal, anti-stain characteristics thanks to the special *Bioshield*+ antibacterial defense.

Appiani mosaic in *full body porcelain stoneware* provides high technical performance and durability over time. The high firing temperatures and compactness give the mosaic a significant resistance to loads, impacts, bending, wear and frost.

Less than 0.5%, the mosaic absorption represents an important technological milestone for the company and makes it suitable for the installation of external floors and coverings, even on wet surfaces or in contact with water.

**A WIDE RANGE OF COLORS**

The ‘Pastelli’ collection is inspired by neutral and desaturated shades from gray scales and trendy soft tones.

**There are eight colors.** From the classic white, anthracite and gray, earthier shades have been developed: a terracotta that goes from salmon to red stoneware, sage gray, blue and dark anthracite.

The names of the colors in this collection, Aurora, Ostrica, Conchiglia, Osso, Nocciola, Cenere, are evocative of a world that recalls the simplicity and wonder of childhood and connects to the idea of pastels.

**THE JOINT PROTAGONIST**

Interesting is the role of the joint, which expands its traditional function by becoming an element capable of changing the perception of color and the aesthetic impact of the whole.

In the catalog, tone-on-tone matching joints are available, as well as contrasting joints, which allow the realization of unprecedented combinations, particular geometries and decorative lines already inside the single mesh sheet, a 30x30 cm mold in which each tile finds its own placement in relation to the project.

**SIZES AND LAYING PATTERNS**

The collection is available in 3 sizes, 1,25 x 1,25, 2,5 x 2,5, 1,25 x 3,75 cm, as well as prefabricated and customized laying patterns. Thanks to the versatile technologies used by the company, the tiles can be personalized on the plate where the pattern is drawn and from which the 3D printer creates the template for the laying of mosaic. Using the proposal in the catalog, you can still freely combine colors and sizes in endless compositions.

The application solutions range from both interiors (Ritrovo, 1° Piano, Ricarica, Occasione, Concept) and exteriors (Solarium), to retail spaces (Profumo) and bathroom environments (Refresh).

**BIO SHIELD ANTIBACTERIAL DEFENSE**

Like all Appiani’s recent collections, ‘Pastelli’ has also been developed with Bioshield+, the ‘native’ bacterial treatment, anti-mold and anti-stain which lasts over time and protects the surface in all conditions of use, temperature and light.

More than just an ‘antibacterial shield’, this solution is certified according to the most important international standards and is an ideal product to ensure sanitation of spaces where maximum hygiene and comfort are required, from hospitals to schools, from canteens to wellness areas and from hotels to homes.

Bioshield+ was born from the collaboration with Metco Italia, leader in research in this field with the innovative Zerobalter 4ever bacteriostatic and bactericidal finish made of silver nanoparticles.



The **Bardelli Group** is a consolidated and dynamic industrial company located in Vittuone, near Milan, and in Cerrione, in the province of Biella and in Oderzo, in the province of Treviso with its two production units. It is a reference point in the world of high-end ceramic with the brands Ceramica Bardelli, Ceramica Vogue and Appiani. The company, with a strong family history, now in its third generation, combines ceramic tradition with innovation, the continuous Research and Development and design creativity, positioning itself on the international market as the Bardelli Group.

Gruppo Bardelli

Via Giovanni Pascoli 4/6 - 20010 - Vittuone (MI)

Instagram: @ceramicavogue

Facebook: ceramica vogue

Linkedin: Gruppo Bardelli

For press inquiries and custom interviews:

OGS PR and Communication

Via Koristka 3, Milano

[www.ogscommunication.com](http://www.ogscommunication.com) – [info@ogscommunication.com](mailto:info@ogscommunication.com)

[press.ogscommunication.com](https://press.ogscommunication.com/)

+39 02 3450610