



Project Name:

IL PIANO DEL CUORE

Description of the project:

PURICELLI, an Italian HPL laminate leader in phenol-free surfaces and decorative panelling is committed to innovation in meeting environmental demands. It is present for the first time ever at CASA DECOR, relying on the design studio **estudi{H}ac-jmferrero** to showcase how its laminates can be used for interiors.

The concept that **estudi{H}ac** created for **PURICELLI** at CASA DECOR showcases a horizontal plane as the centre of any space. Its laminates are used as the main feature, enhancing their own natural look with kraft paper as the primary element of any creation with these surfaces.

The project, entitled “IL PIANO DEL CUORE”, is considered the core of any residential, restaurant, retail, healthcare or other space...as the pure reflection of all emotion. The colour and textures transmit energy that can either soften an atmosphere or completely invigorate it. These two fundamental elements bring meaning to everything around us. It's a space divided into two areas showing the duality of people's emotions through the laminates.

Strength, design and emotion come to life with softer, static tones and textures combined with other more powerful and dynamic colours and textures.

The central element of the project is found at the entrance: a 4-metre table over which a custom conceptual lamp made of flexible decorative paper floats. These two elements conceptualize the idea sought. The room is divided into two chromatic volumes that merge through these elements as the focal points.

The table as well as the lamp feature the chromatic range of each emotional scene. The first area represents the emotions of order, purity and peace with natural tones and bright materials with a selection from the MATERIC & MIXIS collection.

The second area represents action, energy and happiness with lively, electrifying and bold colours. In this case, a palette was created with shiny red and orange texturized tones from the UNICOLORS collection.

It's a sensorial yet latent space with a large artistic sculpture conceptualizing a heart as the centrepiece of the project. Absolutely fascinating and formative.

PURICELLI y estudi{H}ac will be present on the fourth floor of CASA DECOR in space N. 30 P04.03 from 7th April to 22nd May 2022.

Surface area:

Photography:

Luis Hevia @noroestefoto.luishevia

About PURICELLI

Its Italian soul and extensive experience on the international stage have been the driving forces that have led the **PURICELLI GROUP** to innovate continuously, fusing the future with tradition, and set new standards for design excellence. With more than 70 years of history, the **PURICELLI GROUP** now has five subsidiaries, five production sites in the Mediterranean region and well-established global business relations. It is one of the few producers with the production facilities and know-how needed to handle the entire production process starting from the base raw materials. This integrated system is what truly sets the company apart from the rest: starting with a meticulous selection of raw materials, the process encompasses every step from the in-house production of the resins used to impregnate paper to the manufacture of laminates and all other types of surfaces.

PURICELLI products are guaranteed to be phenol-free and give off zero formaldehyde emissions yet are also antibacterial and non-toxic. Its vision of the world focuses on the human factor and environmental protection as an essential responsibility for all of humanity. Thus, they have been working for years to develop projects and processes that are respectful of the relationship between man and nature so as to generate the lowest possible environmental impact.

About estudi{H}ac

estudi{H}ac - jmferrero is a design atelier founded by JMFerrero in 2003. It specializes in handling custom product and spatial design projects tailored for each customer to create unique, timeless spaces and products which are surprising both due to their initial visual impact as well as the concept and stories behind them. The atelier's work has been acknowledged with prestigious Spanish and international awards such as GERMAN DESIGN AWARDS, RESTAURANT & BAR DESIGN AWARDS, ICFF NEW YORK and others.

It works with leading companies such as: Puricelli, Porcelanosa Grupo, Ondarreta, Vondom, Sancal, LZF, Toulemonde Bochart, Point, Estiluz, Harmony, VicalDesign, Aromas del Campo, Vigar, Colección Alexandra, Iberdrola, Grupo Piñero, Toyota, Levantina, Hard Rock Hotel, Grupo Palladium, One Shot Hotels, Poncelet, HI Partners, Feria Valencia, Fergus Hotels...