

# MOIRÉ

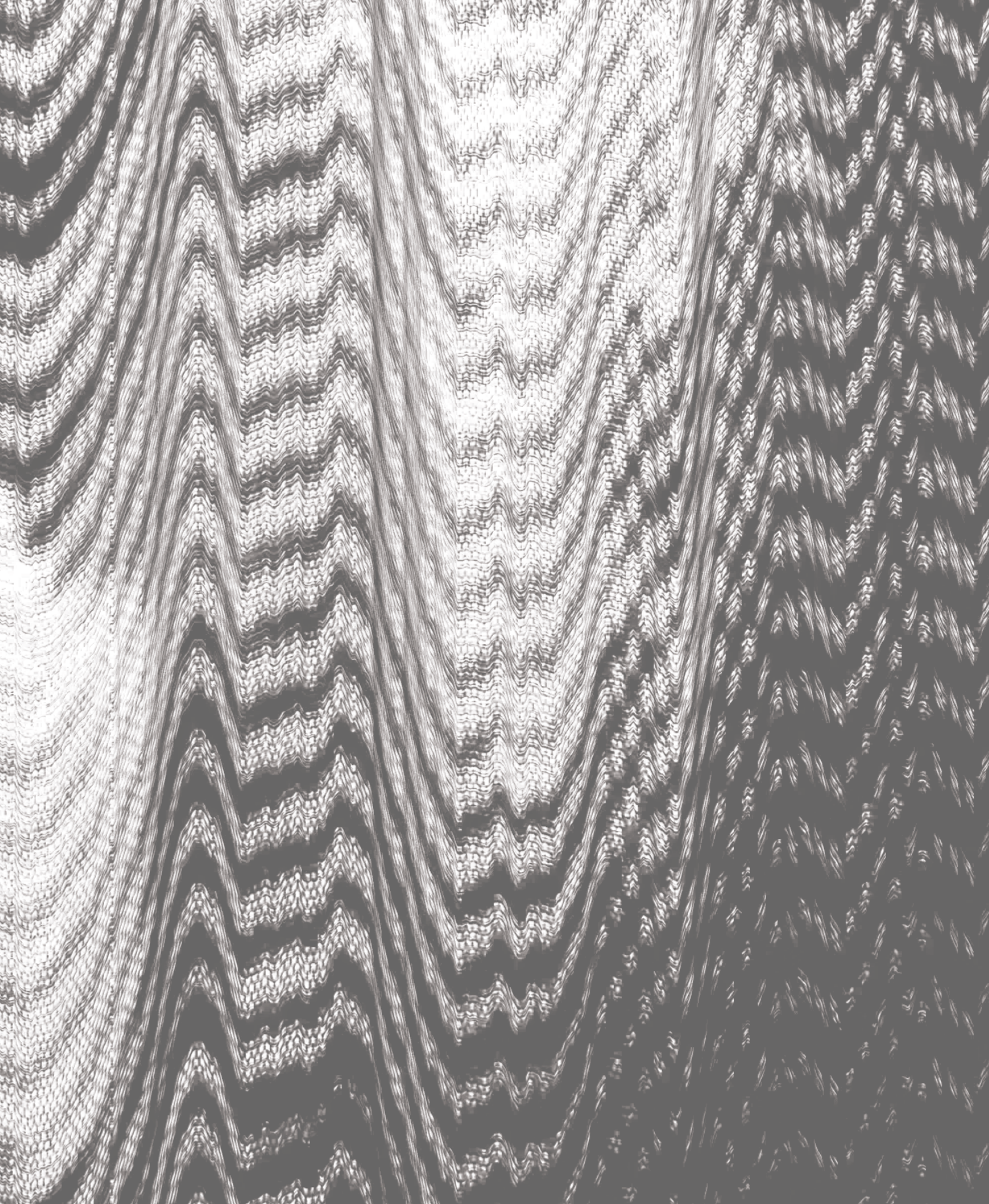
designed by Alessandro Pasinelli



*infinite graphic movement*

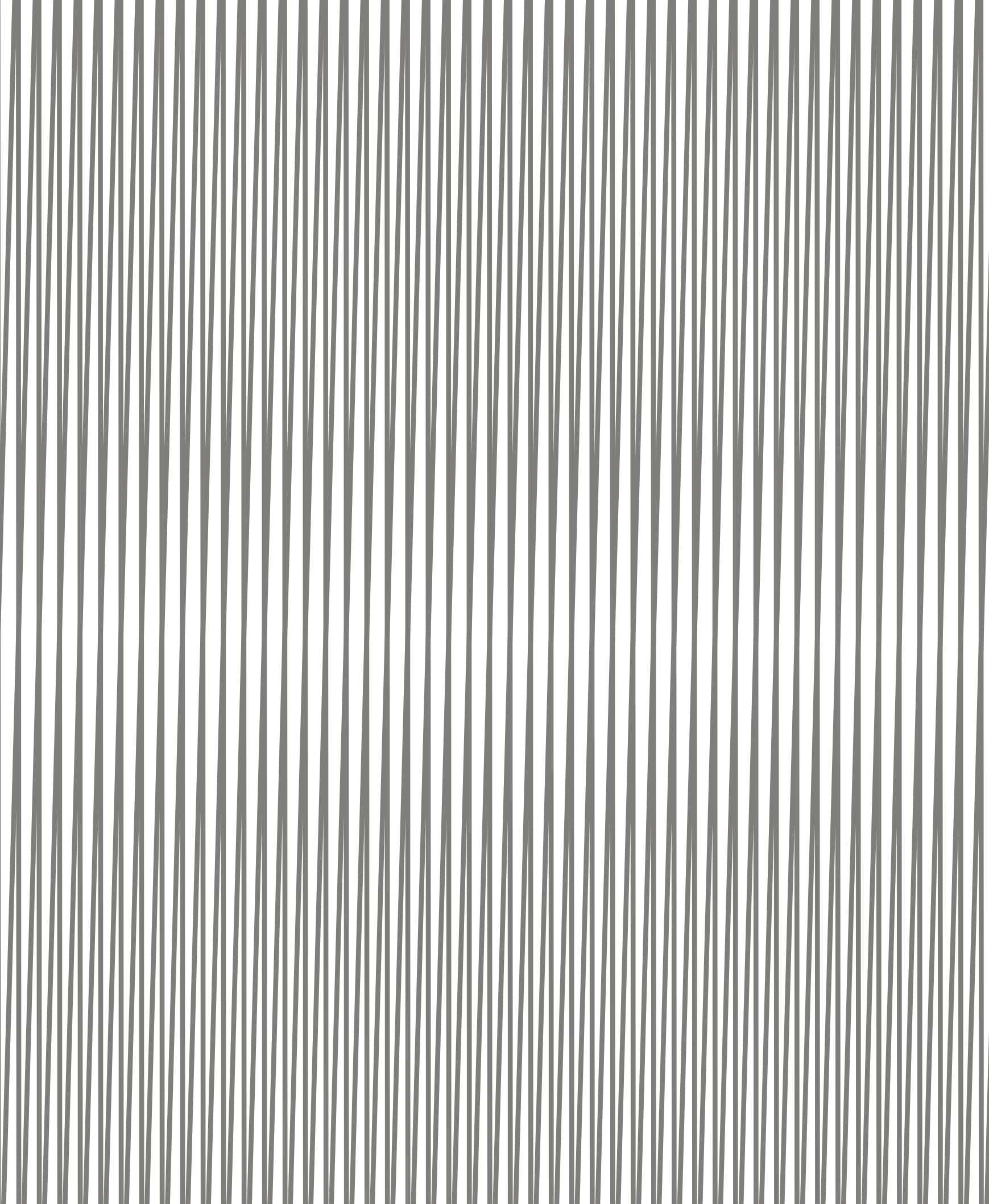
**Quello che nell'industria grafica era un tempo considerato un difetto, cioè la comparsa indesiderata di striature sfumate, diventa invece il vero valore aggiunto di nuove superfici ceramiche.**

*What was once considered a defect in the graphics industry, namely the undesirable appearance of shaded streaks, now becomes the real added value of new ceramic surfaces.*



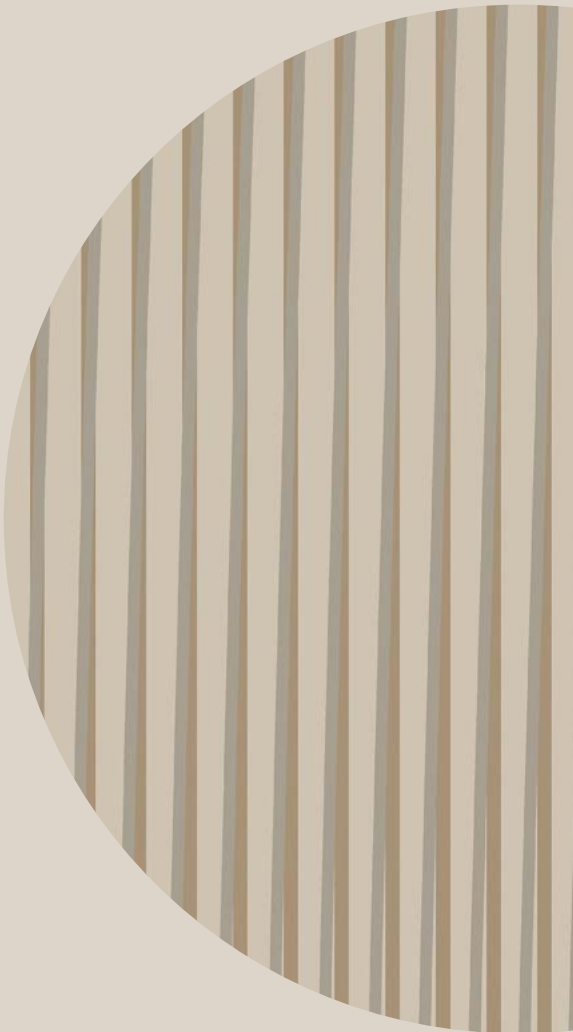
**Il termine moiré sta a indicare una figura di interferenza, creata in questo caso da due griglie uguali sovrapposte ma spostate leggermente con diversa angolatura, sviluppate poi ulteriormente mettendo insieme tre colori per ogni nuance.**

*The term 'moiré' describes a figure of interference, created in this case by two identical grids superimposed but shifted slightly at different angles, then further developed by putting together three colours to achieve each nuance.*



# MOIRÉ

Clay

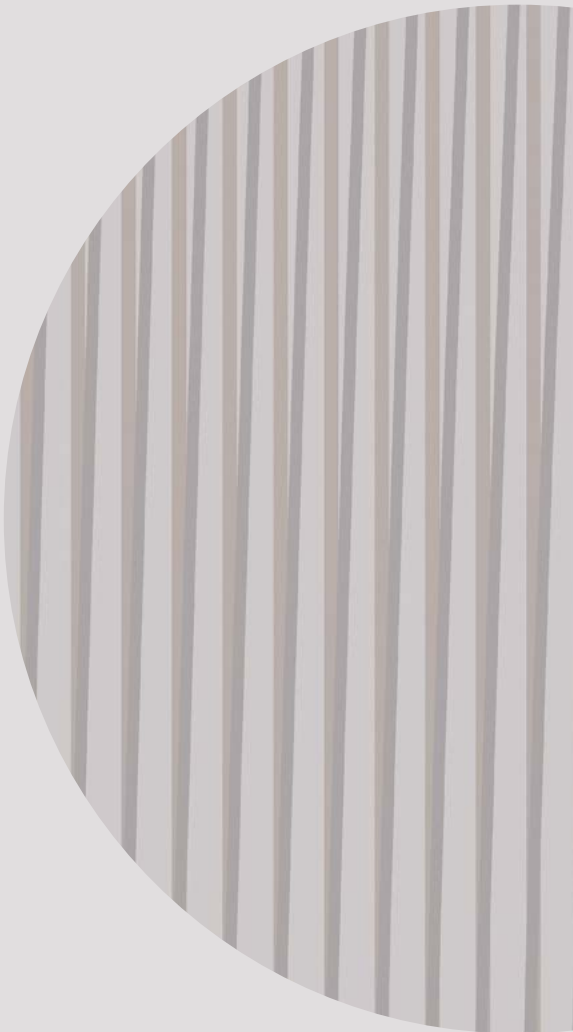






# MOIRÉ

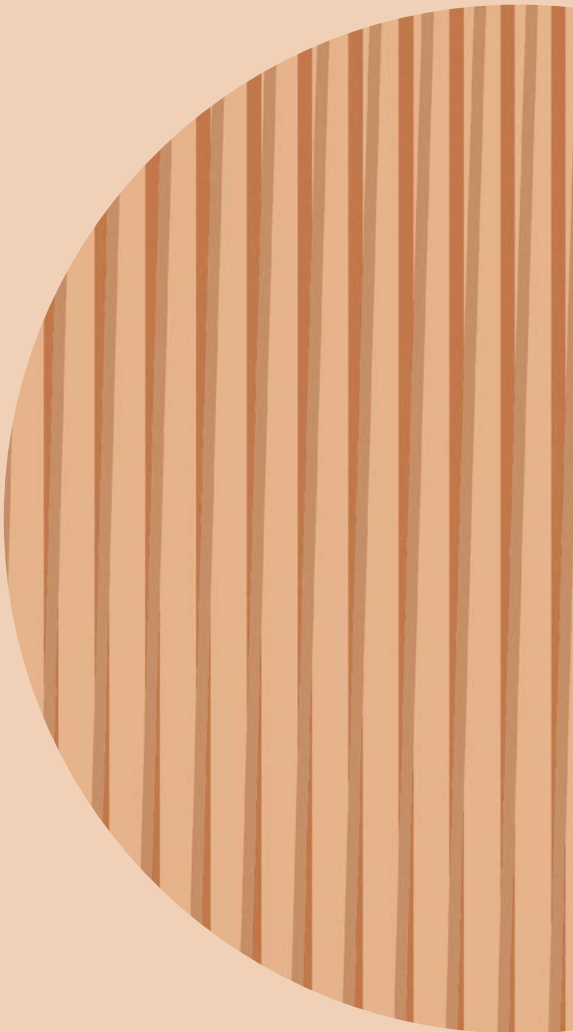
Stone





# MOIRÉ

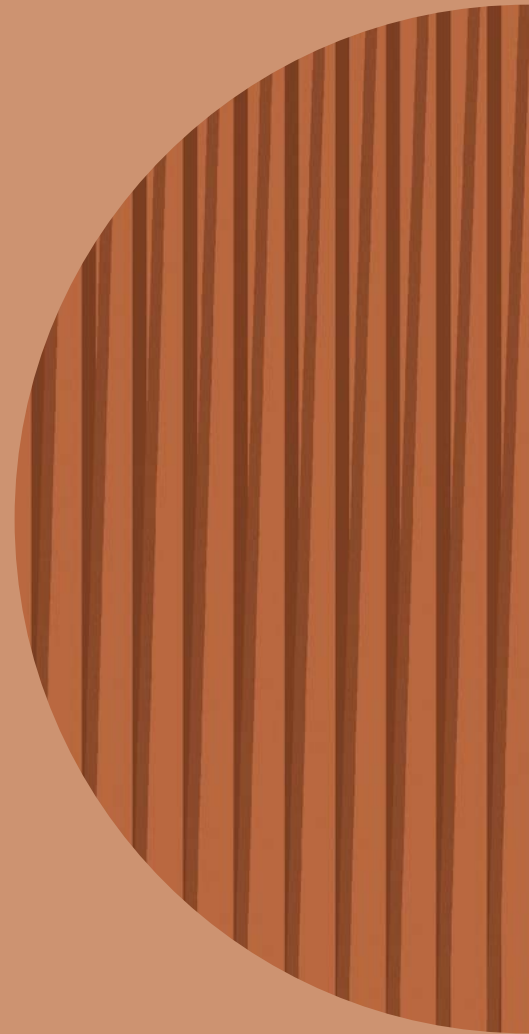
Toffee





# MOIRÉ

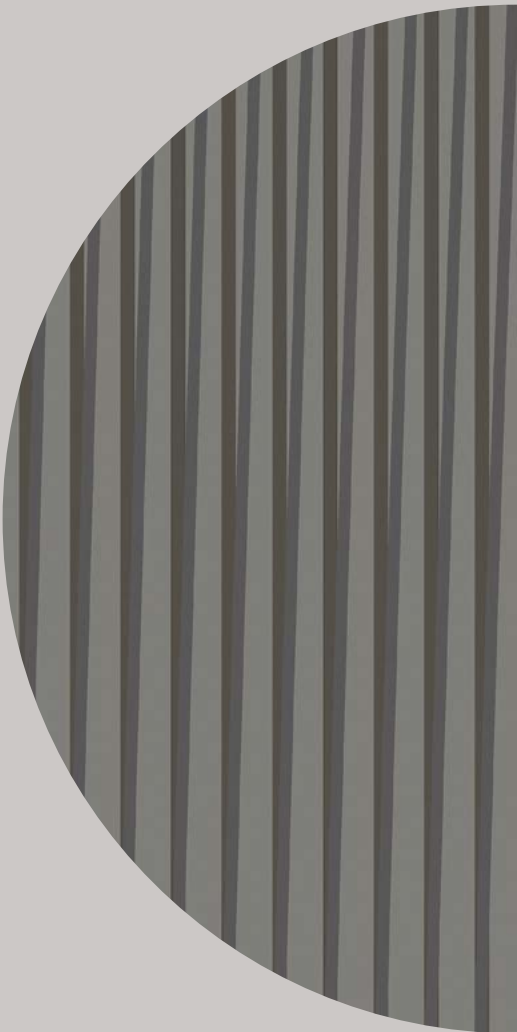
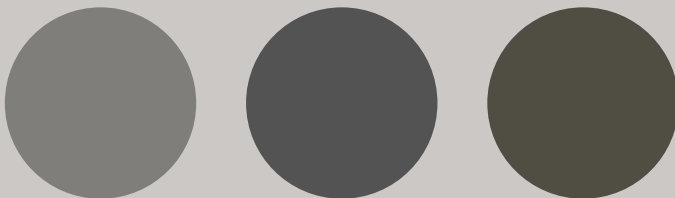
Paprika





# MOIRÉ

Denim









**I particolari effetti ottici creano motivi sfuggenti  
tono su tono che fanno vibrare le superfici di  
delicata eleganza, entrando in un armonioso  
dialogo con lo spazio, modificandone l'aspetto e la  
percezione per creare suggestive atmosfere.**

*The special optical effects create elusive tone-on-tone  
grounds of appeal that make surfaces vibrate with  
delicate elegance, entering into a harmonious dialogue  
with space, changing its appearance and perception to  
create evocative atmospheres.*





Toffee 120x280 - 48"x110" Naturale Rettificato  
Paprika 120x280 - 48"x110" Naturale Rettificato





Clay 120x280 - 48"x110" Naturale Rettificato  
Blendstone Grey 60x120 - 24"x48" Naturale Rettificato







Lighting: TACI Pippo, ZOWE

# MOIRÉ

designed by Alessandro Pasinelli

**Moiré nasce con l'intento di ottenere una superficie di grande formato, grafica, contemporanea e decorativa, dall'effetto mazzato. La superficie presenta quindi un'originale texture, simile ad onde in movimento, che appare ai nostri occhi come una terza trama differente dal design affascinante.**

**La collezione è composta da 5 colori in tonalità calde e fredde nel formato 120x280cm di spessore 6 mm.**

**Ogni lastra ha una sola faccia ed è 'seamless' per facilitare la posa e la composizione. La massima espressione di Moiré è il rivestimento di grandi superfici per via del movimento grafico infinito che si può generare attraverso l'accostamento delle lastre. Il mondo Horeca è sicuramente quello in cui la collezione può esprimere al meglio le sue caratteristiche estetiche e pratiche, quali ad esempio pavimenti e pareti di hotel, negozi e locali pubblici, mentre in ambito residenziale Moiré si presta per rivestire porzioni di pareti e architetture in abbinamento a fondi in tinte unita o a pietre e cementi.**

*Moiré was created with the intention of obtaining a large-sized, graphic, contemporary and decorative surface with a marbled effect. This creates a surface with an original texture, similar to moving waves, which creates the effect of a third, different texture with a fascinating design. The collection consists of 5 colours in warm and cold shades in size 120x280cm - 48"x110" with a thickness of 6 mm. Each layer has only one face and is 'seamless' to facilitate laying and composition. Moiré is at its best when covering large surfaces because of the infinite graphic movement that can be created by placing the slabs side by side. The collection is certainly most suited to the hospitality and catering sector, where it can best express its aesthetic and practical characteristics, such as floors and walls in hotels, shops and public places, while in the residential field Moiré is suitable for covering portions of walls and architecture in combination with plain-coloured backgrounds or with stone and cement.*

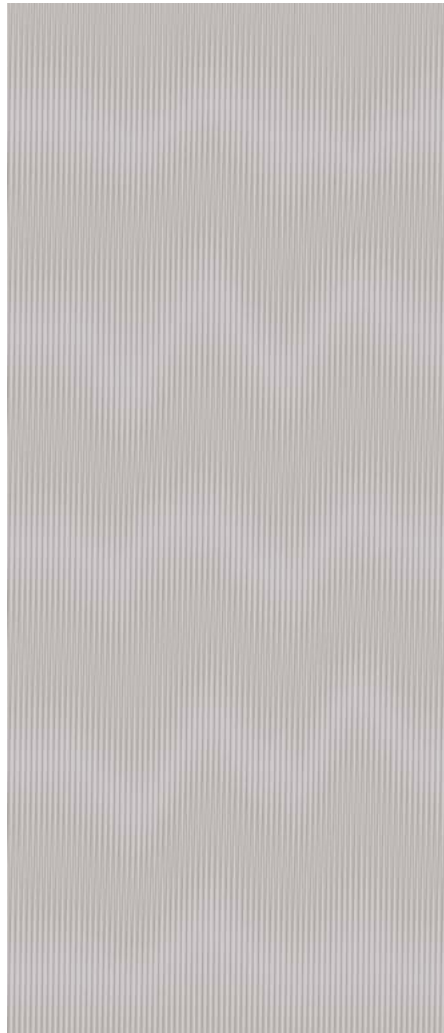


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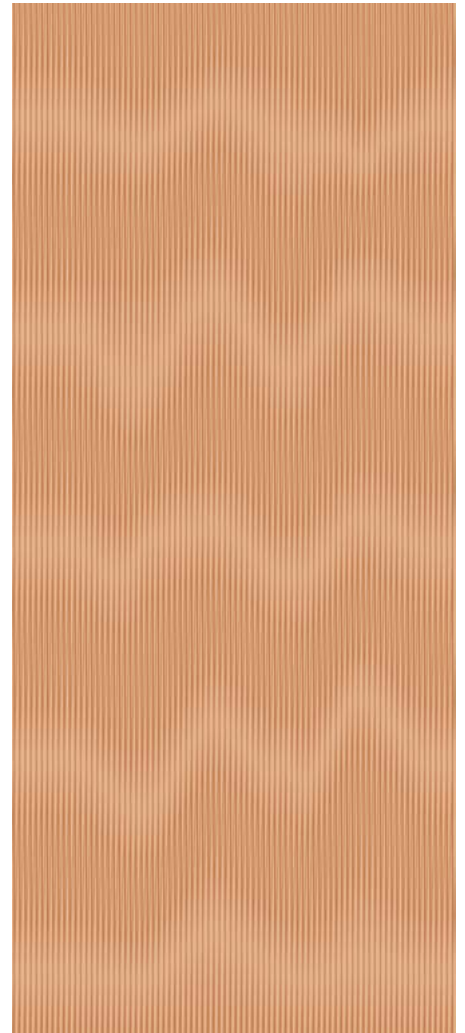
designed by Alessandro Pasinelli



**CLAY 120x280 - 48"x110"**  
Naturale Rettificato

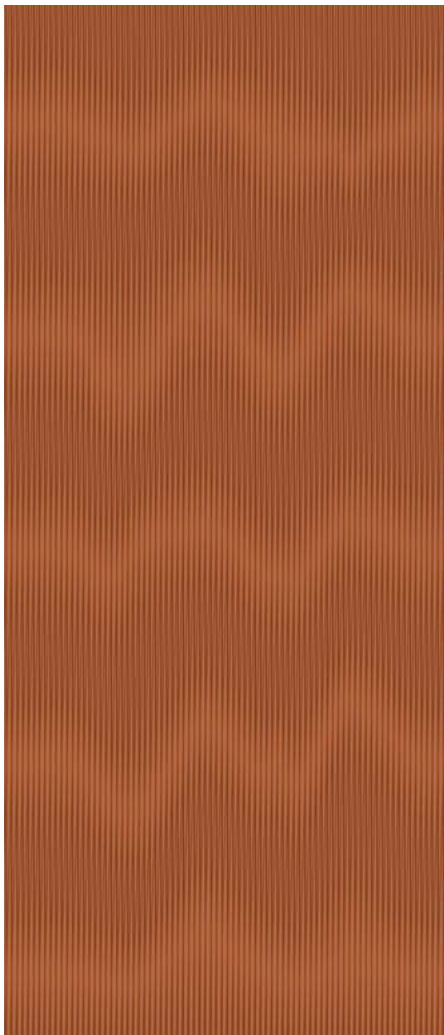


**STONE 120x280 - 48"x110"**  
Naturale Rettificato

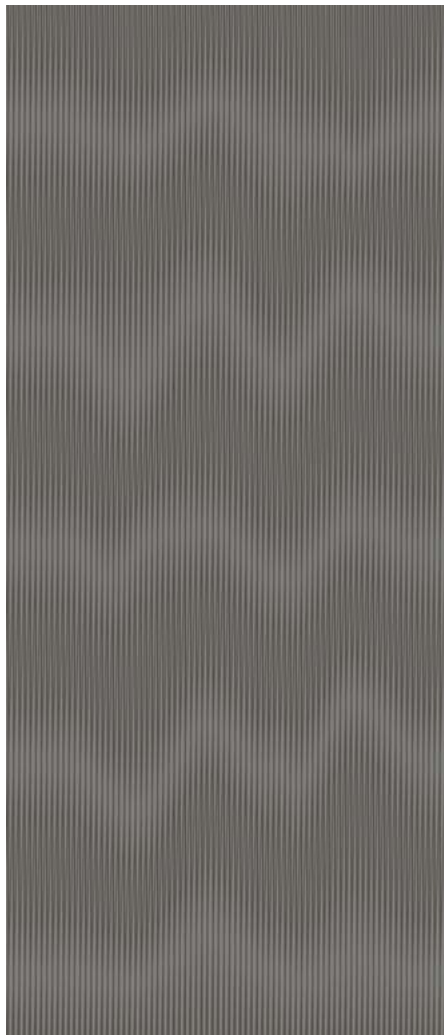


**TOFFEE 120x280 - 48"x110"**  
Naturale Rettificato

PORCELAIN TILES | THICKNESS 6 mm



**PAPRIKA 120x280** - 48"x110"  
Naturale Rettificato



**DENIM 120x280** - 48"x110"  
Naturale Rettificato



# ALESSANDRO PASINELLI

**Alessandro Pasinelli ha iniziato studiando moda e design tessile a Milano. Nel 2004 apre il proprio Design Studio multidisciplinare occupandosi di design, interior, styling e art direction. Collabora con molte aziende, redazioni editoriali e fotografi. Colleziona pezzi di design di grandi Maestri italiani, ama i progetti green e le contaminazioni tra arte, moda e design, sempre alla ricerca di nuovi linguaggi comunicativi. Vive e lavora a Milano, collaborando con un team multitasking in grado di offrire svariate soluzioni creative.**

*Alessandro Pasinelli began by studying fashion and textile design in Milan. In 2004 he opened his own multidisciplinary Design Studio dealing with design, interior, styling and art direction. He collaborates with many companies, editorial offices and photographers. He collects design pieces by great Italian Maestri, loves green projects and the contamination between art, fashion and design, always looking for new communicative languages. He lives and works in Milan, collaborating with a multitasking team able to offer varied creative solutions.*



Ph: Bianca Pujero

|  |   |   |
|--|---|---|
| <b>WIDEgres</b>  |   | <b>Gres Porcellanato</b> - Porcelain Stoneware - Porcelain Stoneware - Porcelain Stoneware<br><b>EN 14411:2012 ANNEX G GROUP Bla UGL</b>  |
| <b>Spessore</b> - Thickness - Stärke - Epaisseur                                     |   | <b>6 mm</b>   |
| <b>Stonalizzazione</b> - Shade variation<br>Farbschattierungen - Variation de nuance |  | <b>V3 Piastrelle con media variazione di tono e disegno</b><br>Tiles with moderate shade and aspect variation<br>Fliesen mit gemäßigt unterschiedlichen Tonalitäten und Muster<br>Carreaux avec faible différence de nuance et structure  |
| <b>Sviluppo Grafico</b> - Graph<br>Graphische Entwicklung - Développement graphique  |  | <b>120x280</b><br>5 grafiche digitali - 5 digital graphics - 5 digitale Grafiken - 5 graphismes numériques  |
| <b>Applicazioni</b> - Applications - Anwendungen - Applications                      |   | <b>Pavimento e Rivestimento interno / Rivestimenti esterni</b><br>Indoor walls and floors / External cladding<br>Boden und Innenverkleidung / Außenverkleidung<br>Sol et revêtement intérieur / Murs extérieurs   |
| <b>Destinazioni d'uso</b> - Destinations of use<br>Zweck - Destinations d'usage      |   | <b>Residenziale / Commerciale a traffico leggero</b><br>Residential areas / Commercial - light traffic<br>Wohngebiete / Handel mit leichtem Verkehr<br>Zones résidentielles / Commercial à faible affluence<br><b>Commerciale a traffico pesante</b><br>Commercial - heavy traffic<br>Handel mit schwerem Verkehr<br>Commercial à forte affluence<br><b>Rivestimenti esterni / Pareti ventilate</b><br>External cladding / Ventilated facade<br>Aussenverkleidung / Hinterlüftete Fassaden<br>Murs extérieurs / Facades ventilées |

**Le caratteristiche tecniche relative al formato 120x280 sono disponibili su richiesta.** - The technical specifications for the 120x280 – 48"x110" size are available on request.  
Die technischen Spezifikationen für das Format 120x280 sind auf Anfrage erhältlich. - Les caractéristiques techniques relatives au format 120x280 sont disponibles sur demande.



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