

“una nuova
idea di
pensare la
ceramica”

“a new
idea to
think about
porcelain
tiles”



ORNAMENTA[®]



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industry 2.0

Tribute to Andy Warhol

“La Pop Art è un modo di amare le cose”

Andy Warhol

Nell'anno in cui si è appena conclusa a Milano, nella splendida cornice di Palazzo Reale, la mostra #WARHOL, ORNAMENTA ha voluto tributare al capofila della Pop Art americana questa nuova collezione denominata ARTWORK in cui le superfici di Marble, Brick e Wood vengono reinterpretate enfatizzando, come in una "caricatura", i tratti che contraddistinguono ognuna di esse.

“Pop Art is a way of liking things”

Andy Warhol

In the year that has just ended in Milan, in the beautiful surroundings of the Palazzo Reale, the exhibition #WARHOL, ORNAMENTA wanted to pay tribute to the leader of American Pop Art with this new collection named ARTWORK in which the surfaces of Marble, Brick and Wood are reinterpreted emphasizing, as in a "caricature", traits that distinguish each of them.



“Grafica da cartoon per una interpretazione contemporanea delle superfici”.

“Cartoon graphics for a contemporary interpretation of the surfaces”.

Le caricature di “Artwork” prendono vita su una base bianca di gres porcellanato, il foglio, su cui vengono “caricati” i tratti caratteristici di ogni superficie. Il nero ed i colori sono applicati mediante stampa digitale HD high definition per raggiungere l'obiettivo di avere una molteplicità di moduli e una stesura perfetta, rigida, senza sbavature e al contempo un'alta resistenza.

Marble, Brick e Wood possono essere posati “stand-alone”, ovvero singolarmente, sia a pavimento che a rivestimento, sfruttando i moduli presenti nel programma per avere diverse varianti di posa, oppure “random”, combinandoli insieme a due a due o in un patchwork” totale.

The caricatures of “Artwork” come to life on a white basis of gres porcelain, the paper, on which are “loaded” the characteristic features of each surface. Black and other colours are applied with HD digital printing in order to combine a great variety of modules with a perfect drawing up, without smudgings and high-resistance at the same time. Marble, Brick and Wood can be set “stand-alone” both on wall and on floor, by using the different modules, or “random”, by matching themselves together in pairs or by composing a “total patchwork”.

Wood 60x60cm

Brick

Marble 24"x24"

Black & White

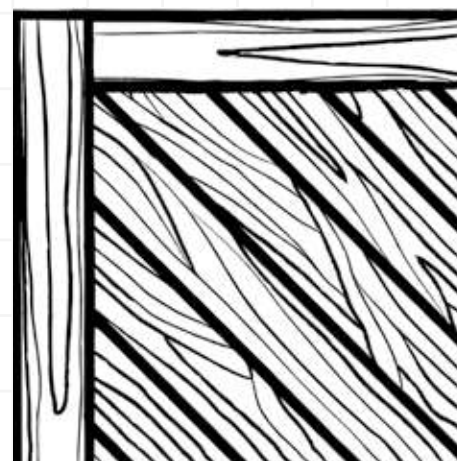
Program



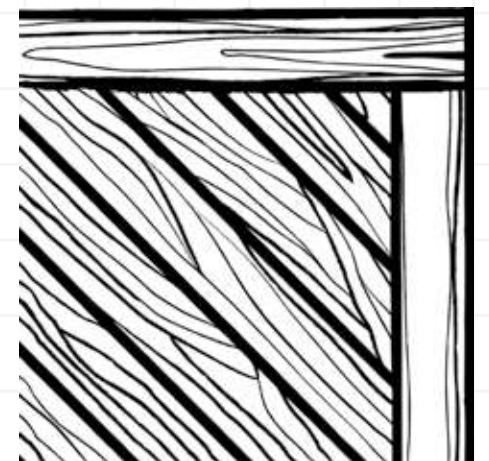
* I moduli del programma sono disponibili anche nelle versioni _pop and soft colours delle pagine seguenti.

Program modules are available in _pop and soft colours on the following pages.

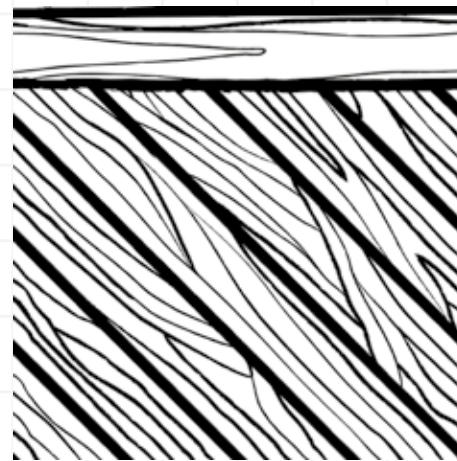
* AR6060WK
WOOD KEY 60x60
3 pcs/box



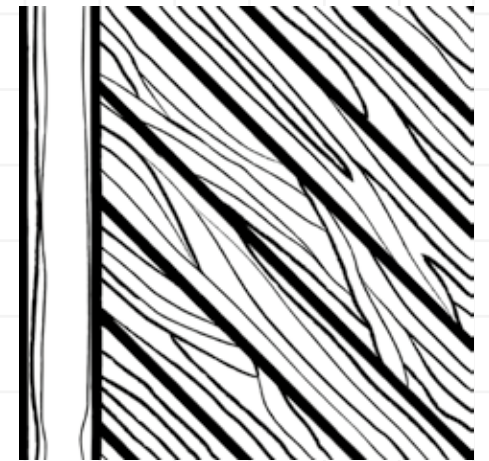
* AR6060WLAK
WOOD LEFT ANGLE KEY 60x60
3 pcs/box



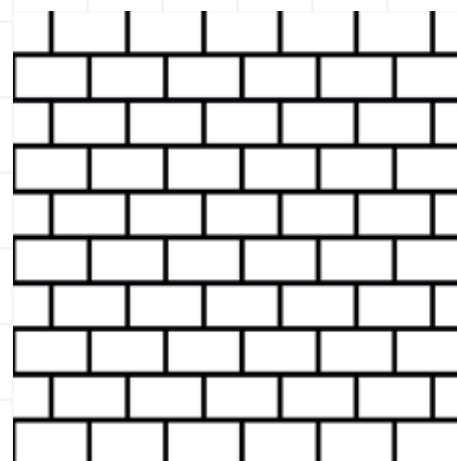
* AR6060WRAK
WOOD RIGHT ANGLE KEY 60x60
3 pcs/box



* AR6060WUDK
WOOD UP and DOWN KEY 60x60
3 pcs/box



* AR6060WRLK
WOOD RIGHT and LEFT KEY 60x60
3 pcs/box



AR6060BK
BRICK KEY 60x60
3 pcs/box



AR6060MK
MARBLE KEY 60x60
3 pcs/box

Wood _pop and soft

Interpretazione contemporanea del legno che permette infinite possibilità progettuali grazie alle 10 varianti colore e ai 5 moduli presenti nel programma.

Contemporary interpretation of wood that with its 10 color variants and 5 modules allow endless possibilities of studying your favourite layout.



AR6060WG
WOOD GREEN 60x60
3 pcs/box



AR6060WY
WOOD YELLOW 60x60
3 pcs/box



AR6060WM
WOOD MAGENTA 60x60
3 pcs/box



AR6060WO
WOOD ORANGE 60x60
3 pcs/box



AR6060WC
WOOD CYAN 60x60
3 pcs/box

altri moduli/other modules

60x60 - 24"x24"



AR6060WLAG, AR6060WLAY, AR6060WLAM,
AR6060WLAO, AR6060WLAC, AR6060WLAI,
AR6060WLAT, AR6060WLAP, AR6060WLAA



AR6060WRAG, AR6060WRAY, AR6060WRAM,
AR6060WRAO, AR6060WRAC, AR6060WRAI,
AR6060WRAT, AR6060WRAP, AR6060WRAA



AR6060WI
WOOD IVORY 60x60
3 pcs/box



AR6060WT
WOOD TAUPE 60x60
3 pcs/box



AR6060WUDG, AR6060WUDY, AR6060WUDM,
AR6060WUDO, AR6060WUDC, AR6060WUDI,
AR6060WUDT, AR6060WUDP, AR6060WUDA



AR6060WRLG, AR6060WRLY, AR6060WRIM,
AR6060WRLO, AR6060WRLC, AR6060WRLI,
AR6060WRLT, AR6060WRLP, AR6060WRLA



AR6060WP
WOOD PEARL 60x60
3 pcs/box



AR6060WA
WOOD ASHGREY 60x60
3 pcs/box

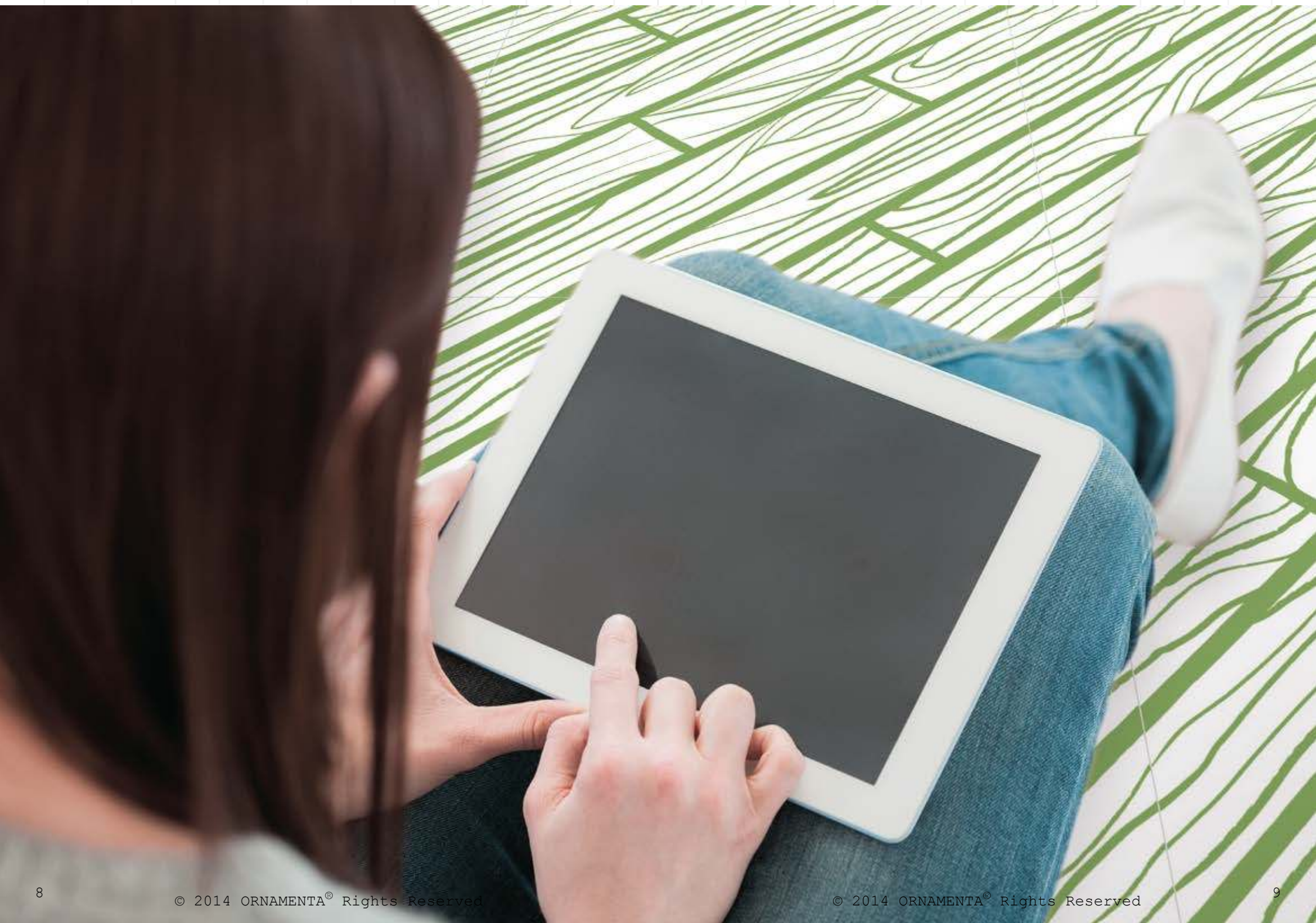


AR6060WK





AR6060WG





AR6060WY





AR6060WM

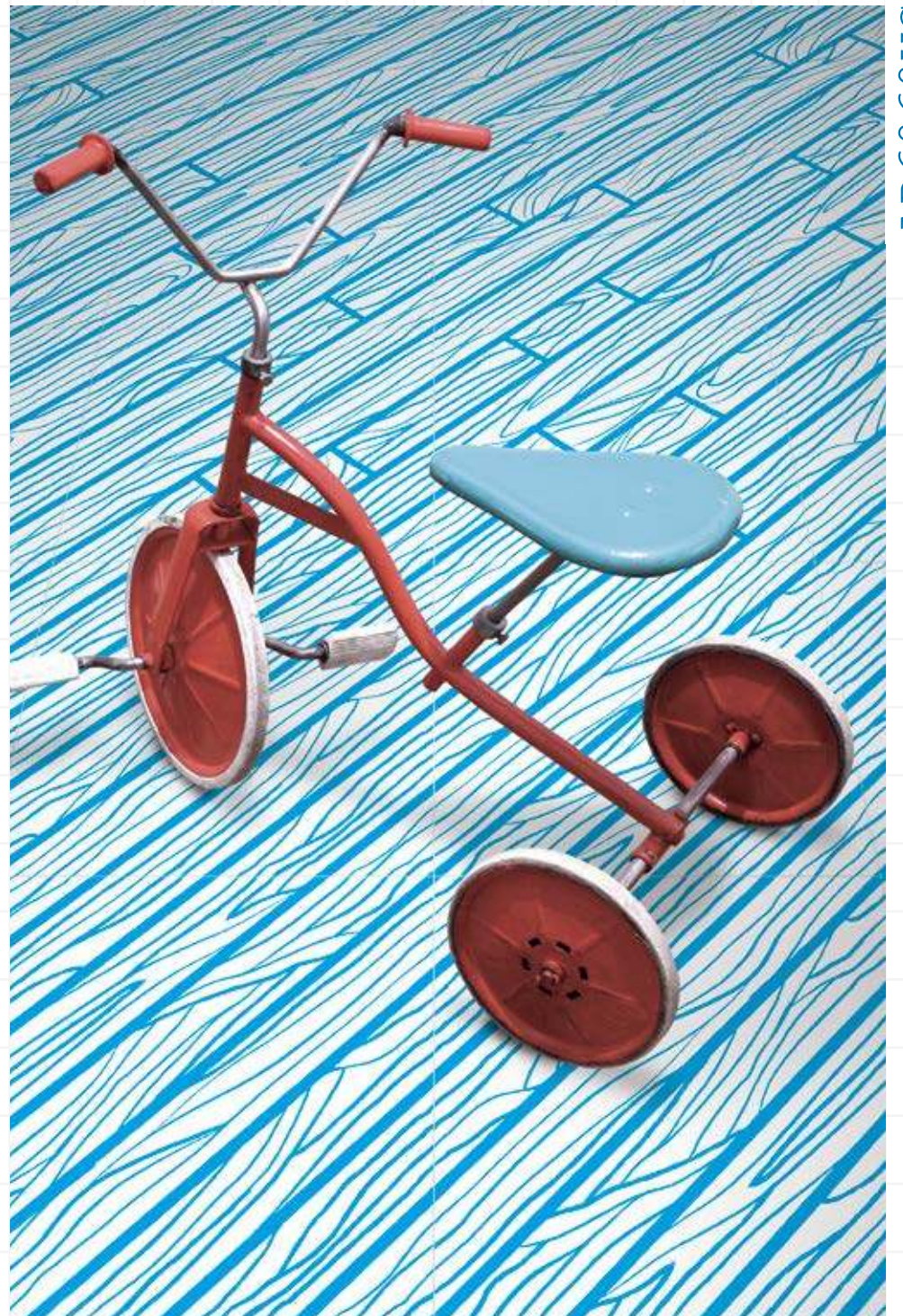




AR6060WO

AR6060WLAO, AR6060WRAO

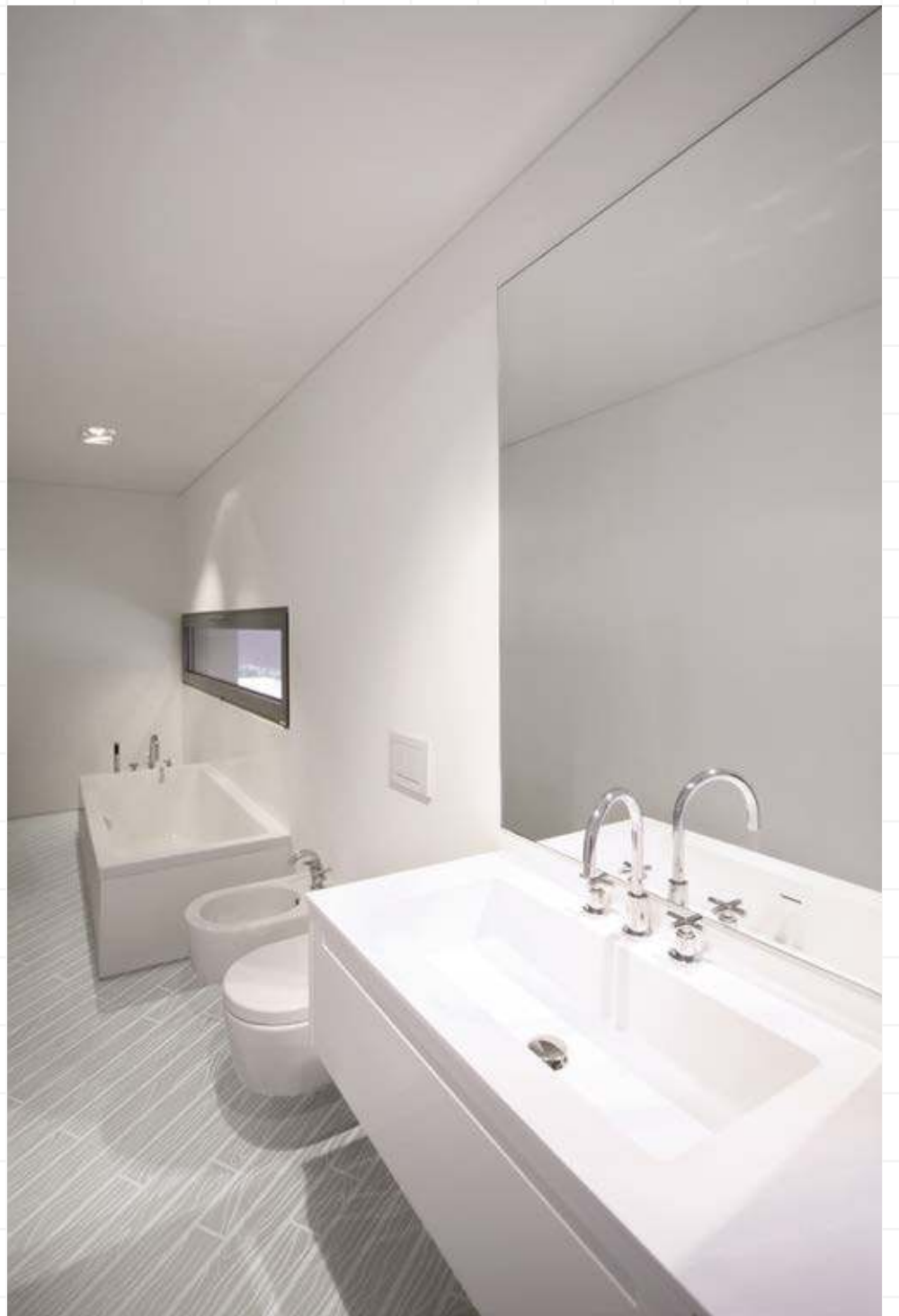








AR6060WT



AR6060WP

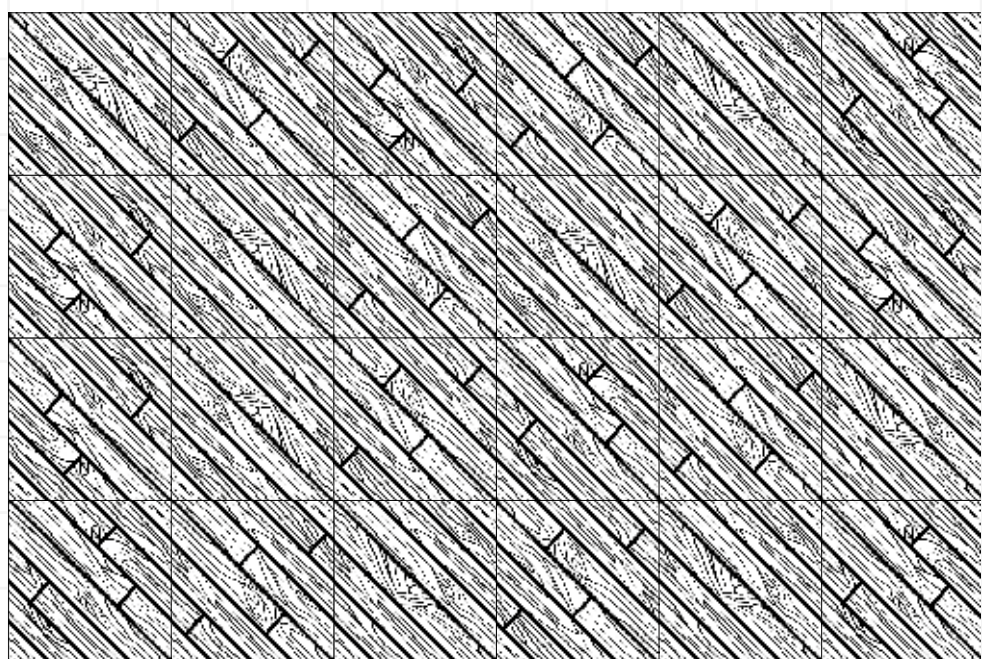


Schemi di posa/
Layout schemes

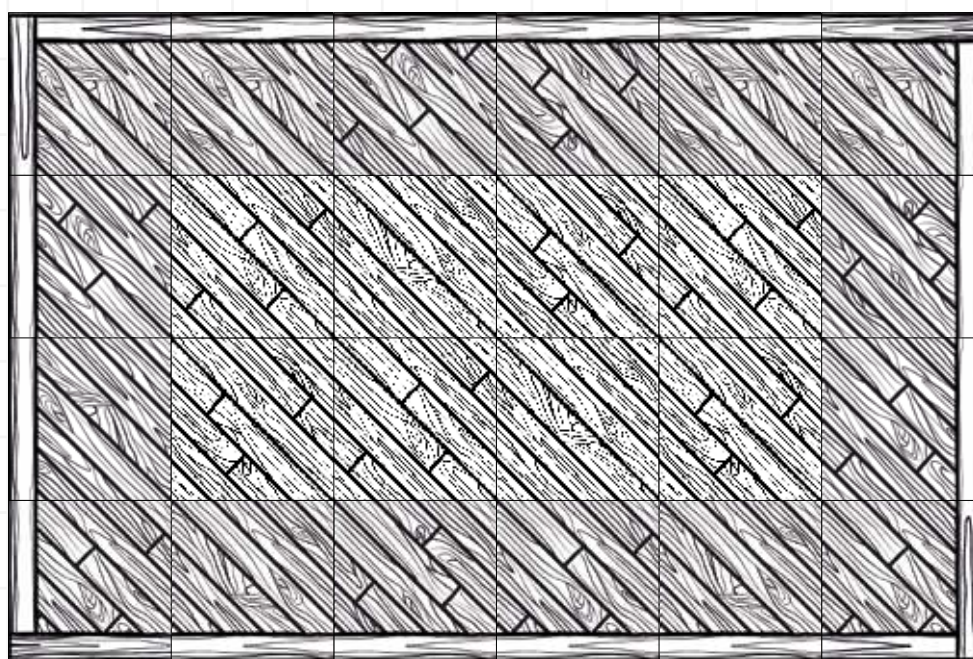
I seguenti schemi di posa sono disponibili anche nelle versioni
_pop and soft colours.

These layout schemes are available in _pop and soft colours too.

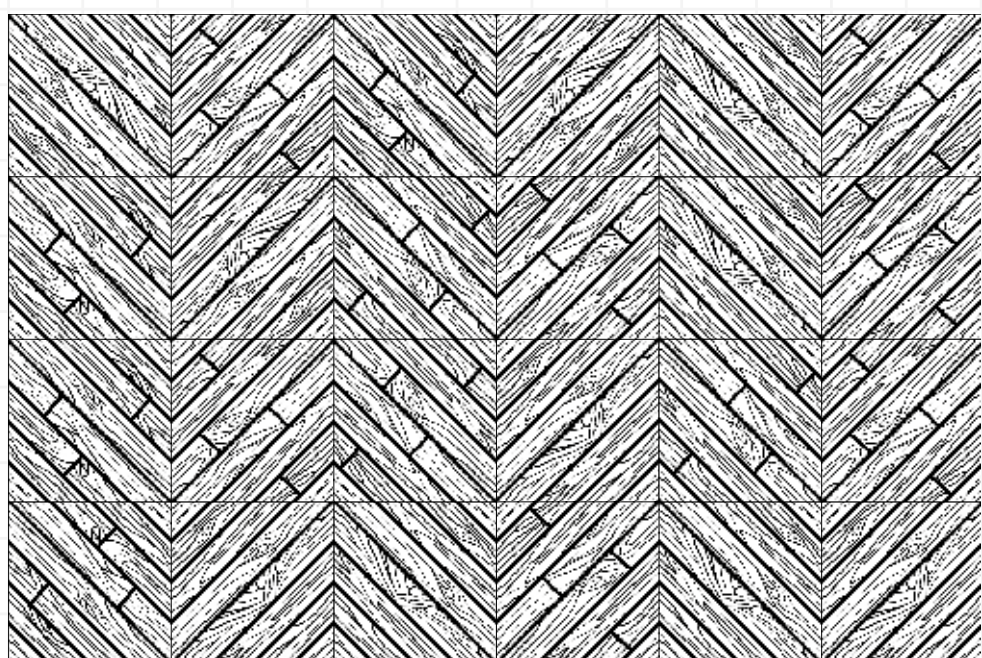
diagonal



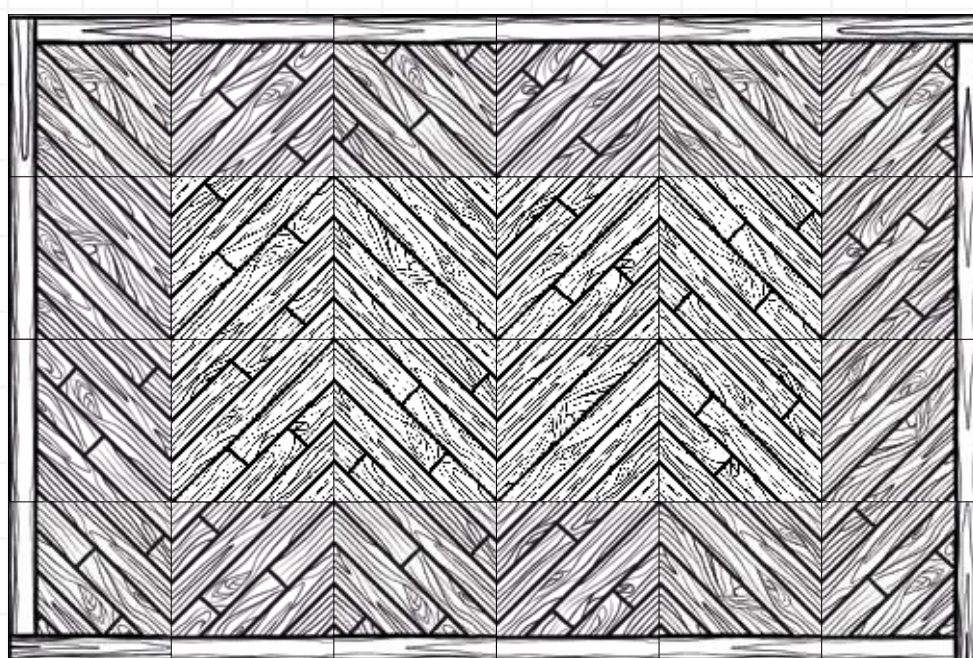
framed diagonal



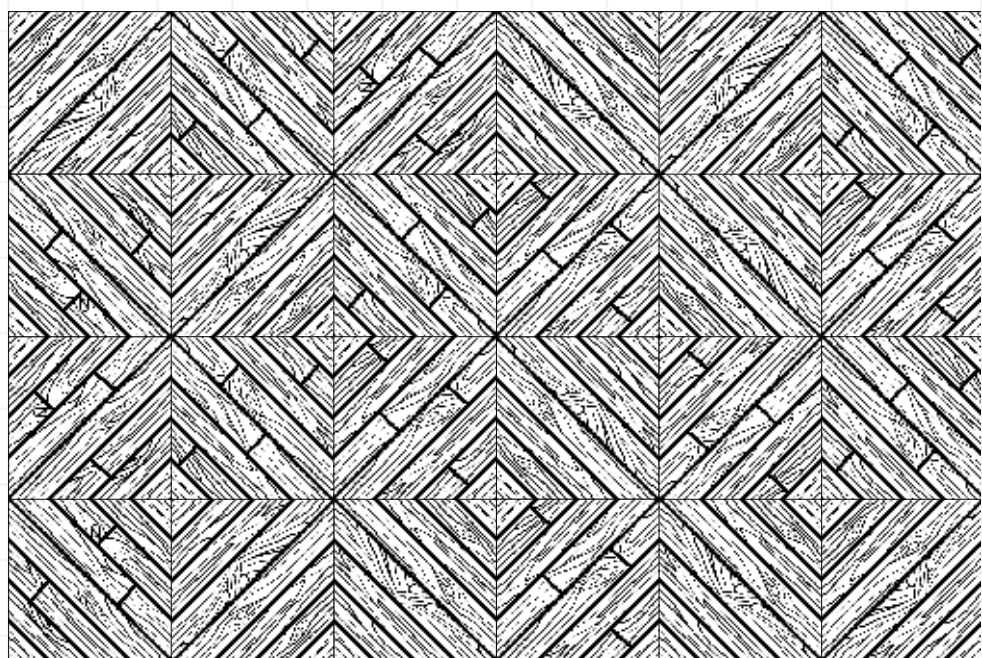
herringbone



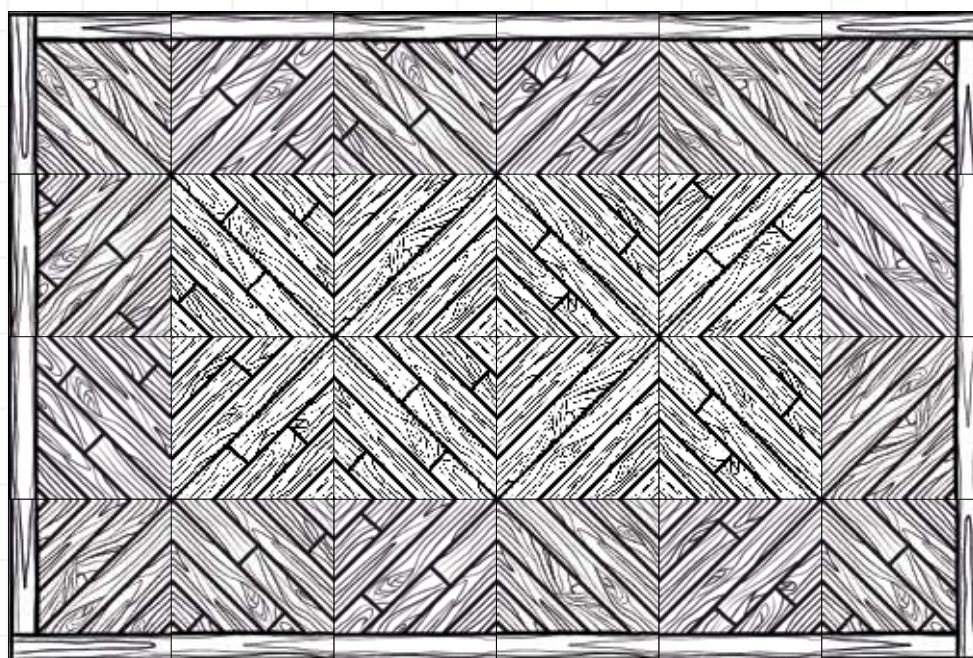
framed herringbone



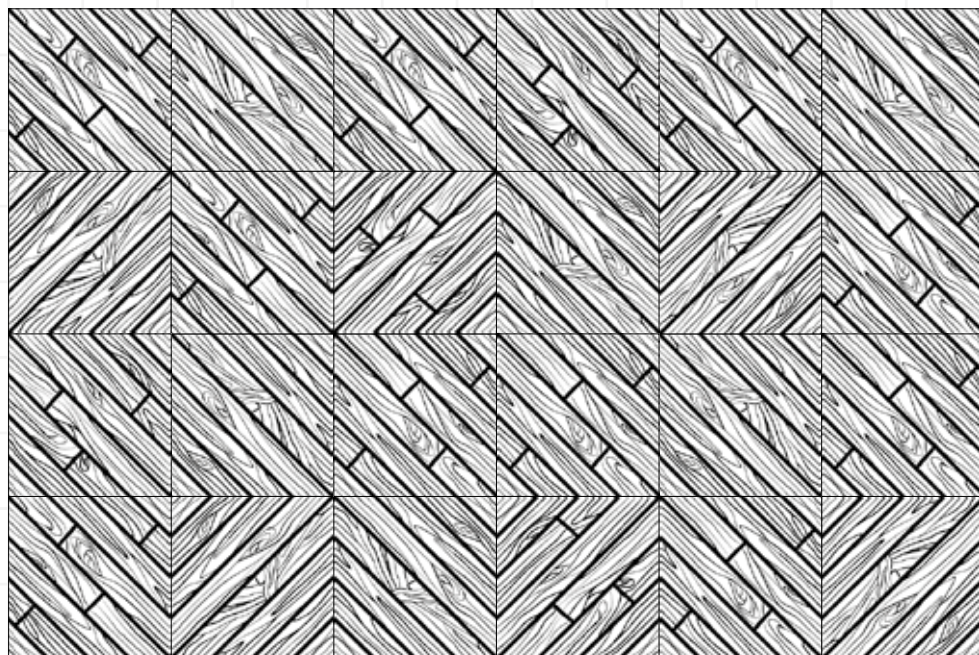
square



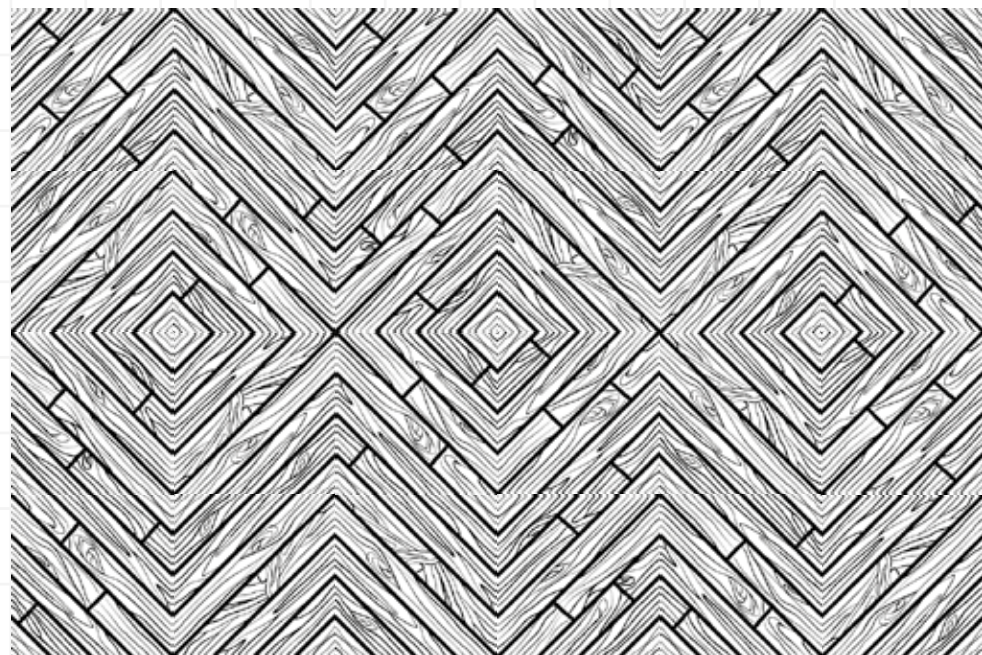
framed square



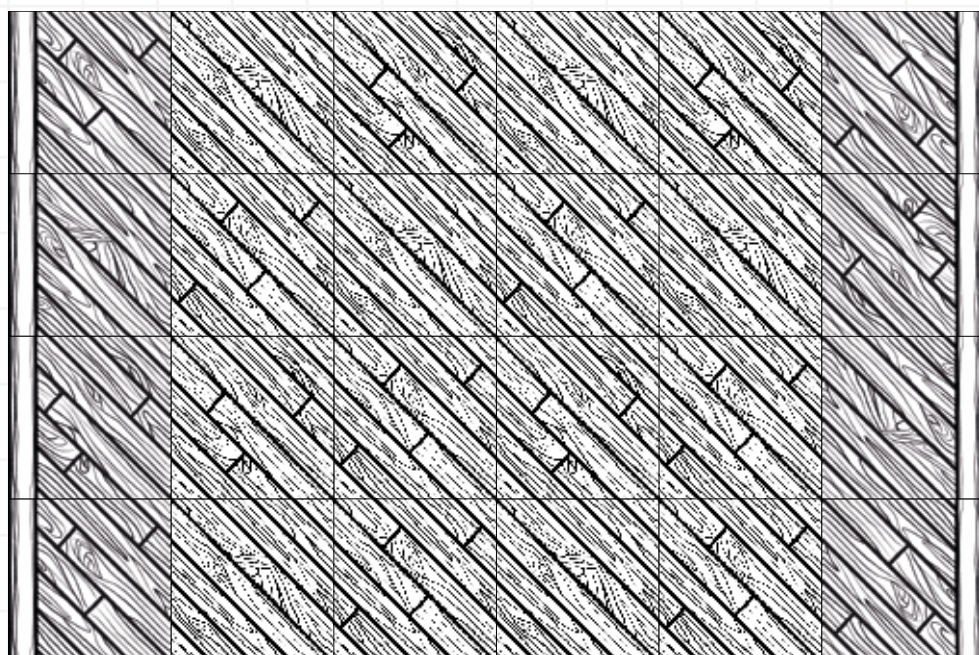
labyrinth



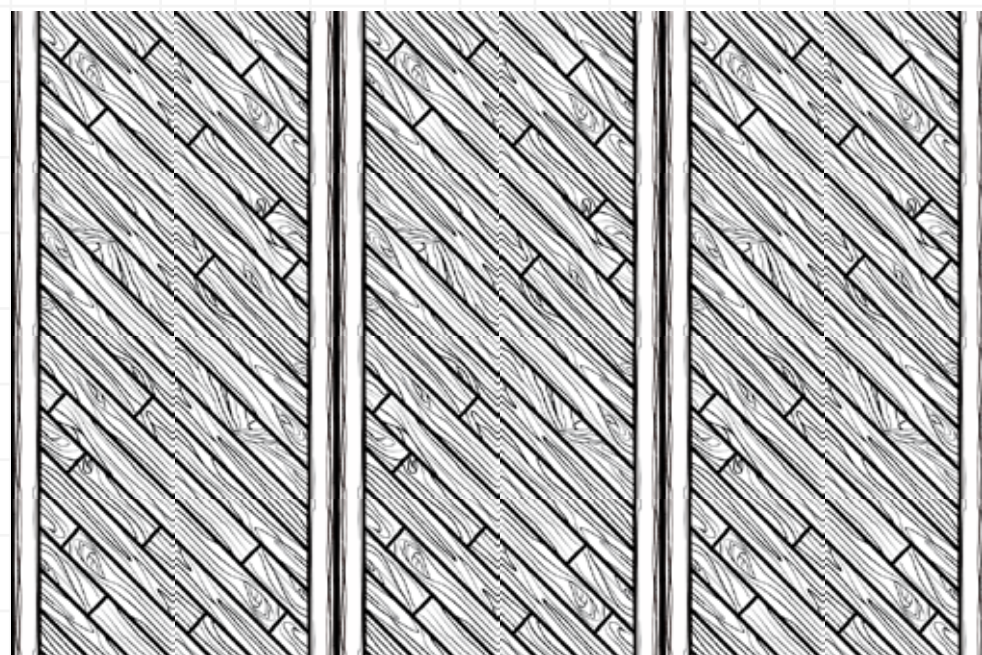
concentric



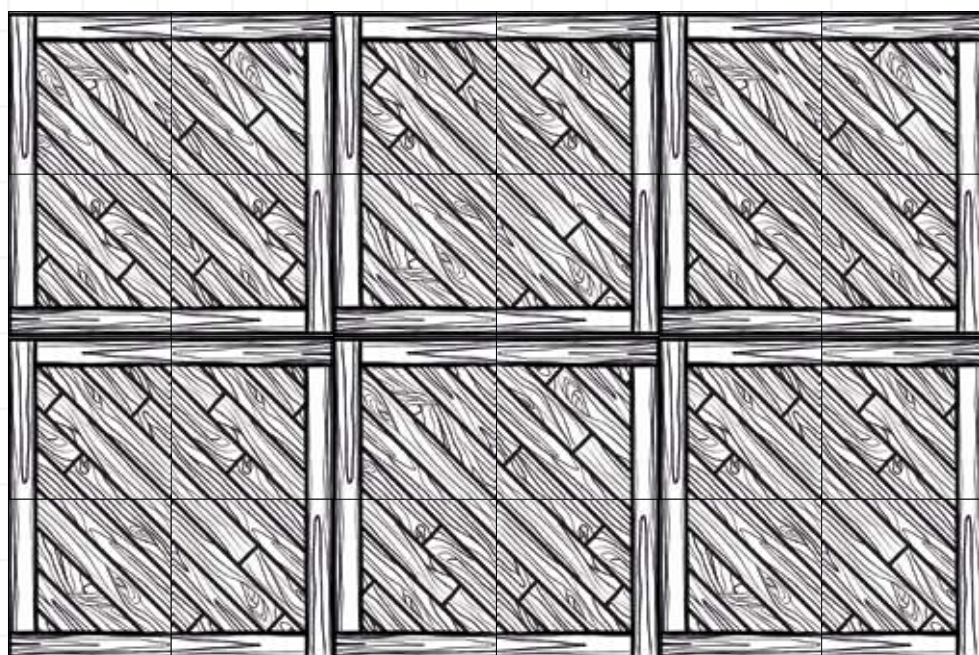
passage



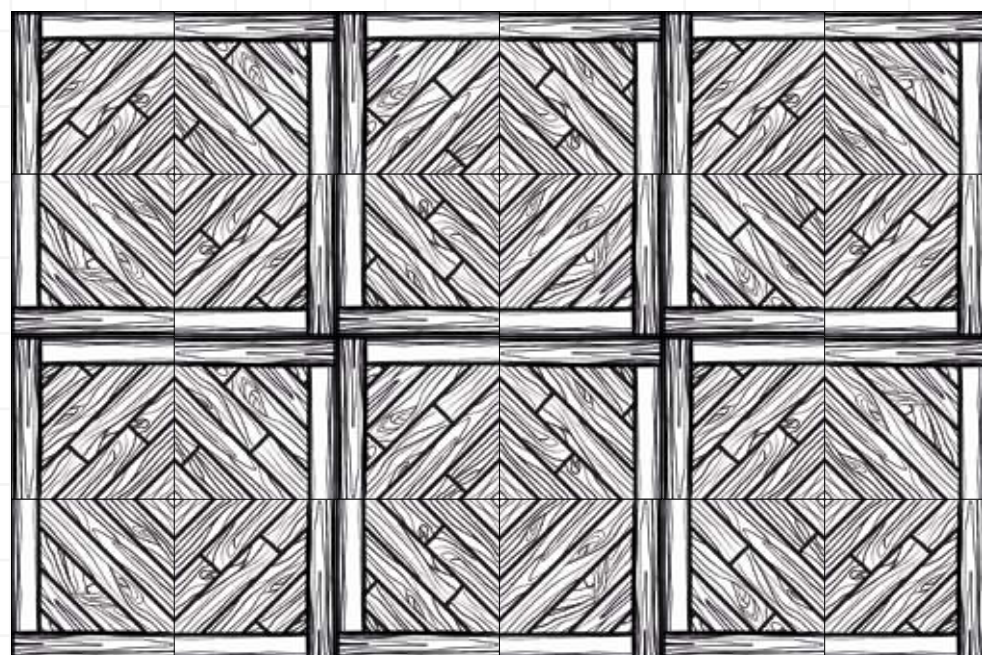
aisle



panels



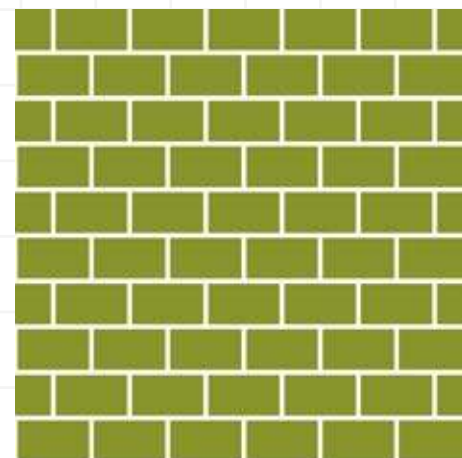
figurative panels



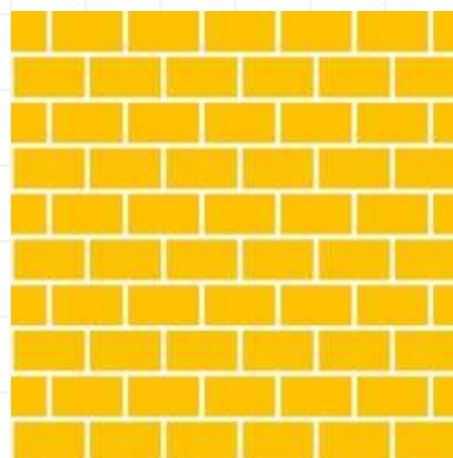
Brick _pop and soft

Ripetitività e colore sono la personale firma di questo unconventional Brick.
Esaltazione degli spazi.

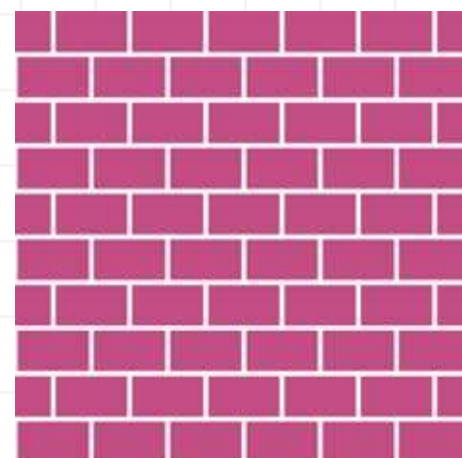
*Seamless pattern and colour are the personal signature of this unconventional Brick.
Exaltation of spaces.*



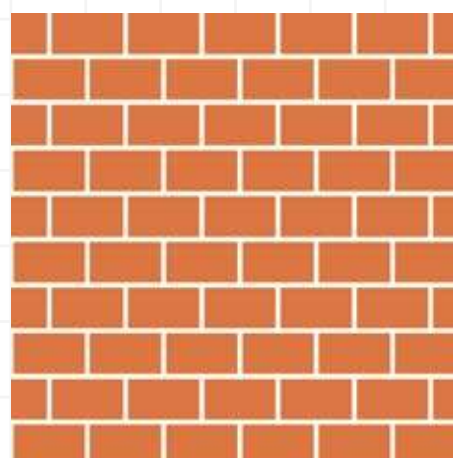
AR6060BG
BRICK GREEN 60x60
3 pcs/box



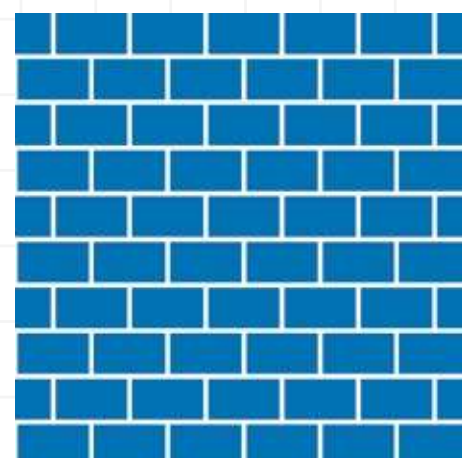
AR6060BY
BRICK YELLOW 60x60
3 pcs/box



AR6060BM
BRICK MAGENTA 60x60
3 pcs/box



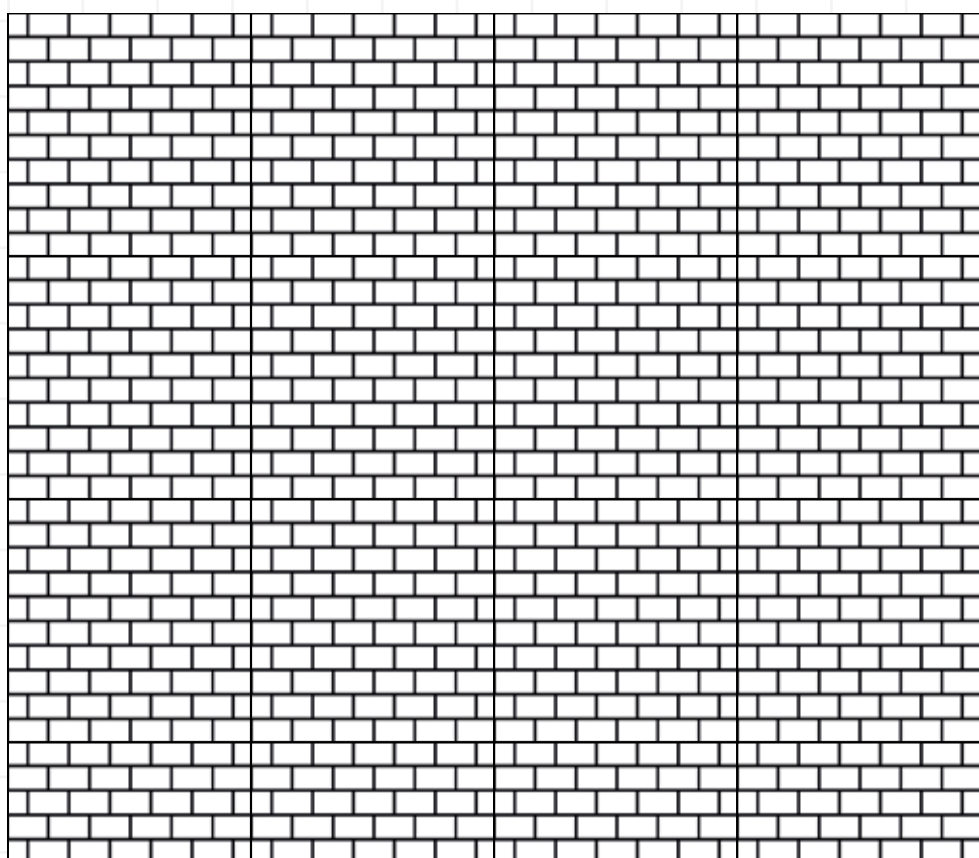
AR6060BO
BRICK ORANGE 60x60
3 pcs/box



AR6060BC
BRICK CYAN 60x60
3 pcs/box

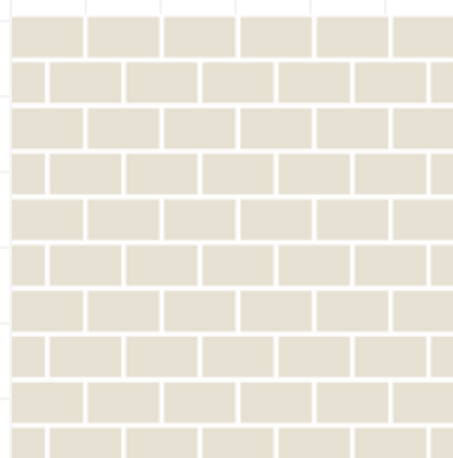
istruzioni di posa/laying instructions

60x60 - 24"x24"

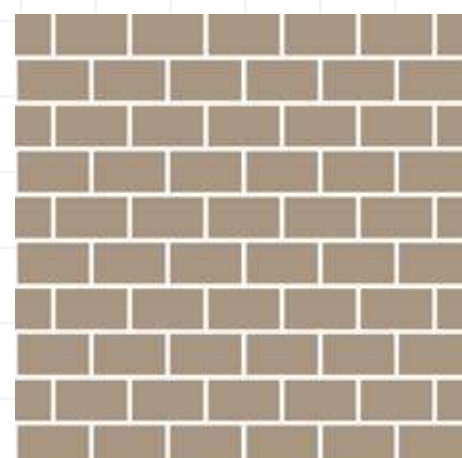


Il colore dello stucco da utilizzare deve essere dello stesso tono con quello della fuga disegnata. Per AR6060BK stucco 120 NERO/BLACK, per gli altri colori stucco 100 BIANCO/WHITE (fughe colorate Mapei). Si consiglia di posare il prodotto utilizzando un distanziale da 1mm.

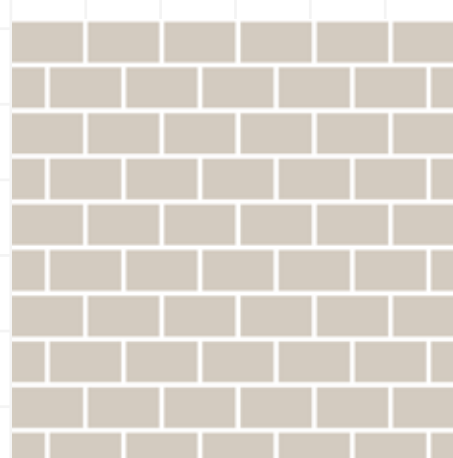
*Stucco colour has to be in tone with the one of the drawn joint.
For AR6060BK stucco 120 NERO/BLACK, for other colours stucco 100 BIANCO/WHITE (Mapei colour grouts).
We suggest to lay the product by using a spacer of 1 mm*



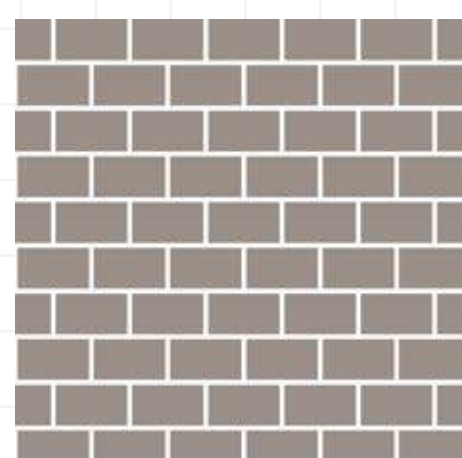
AR6060BI
BRICK IVORY 60x60
3 pcs/box



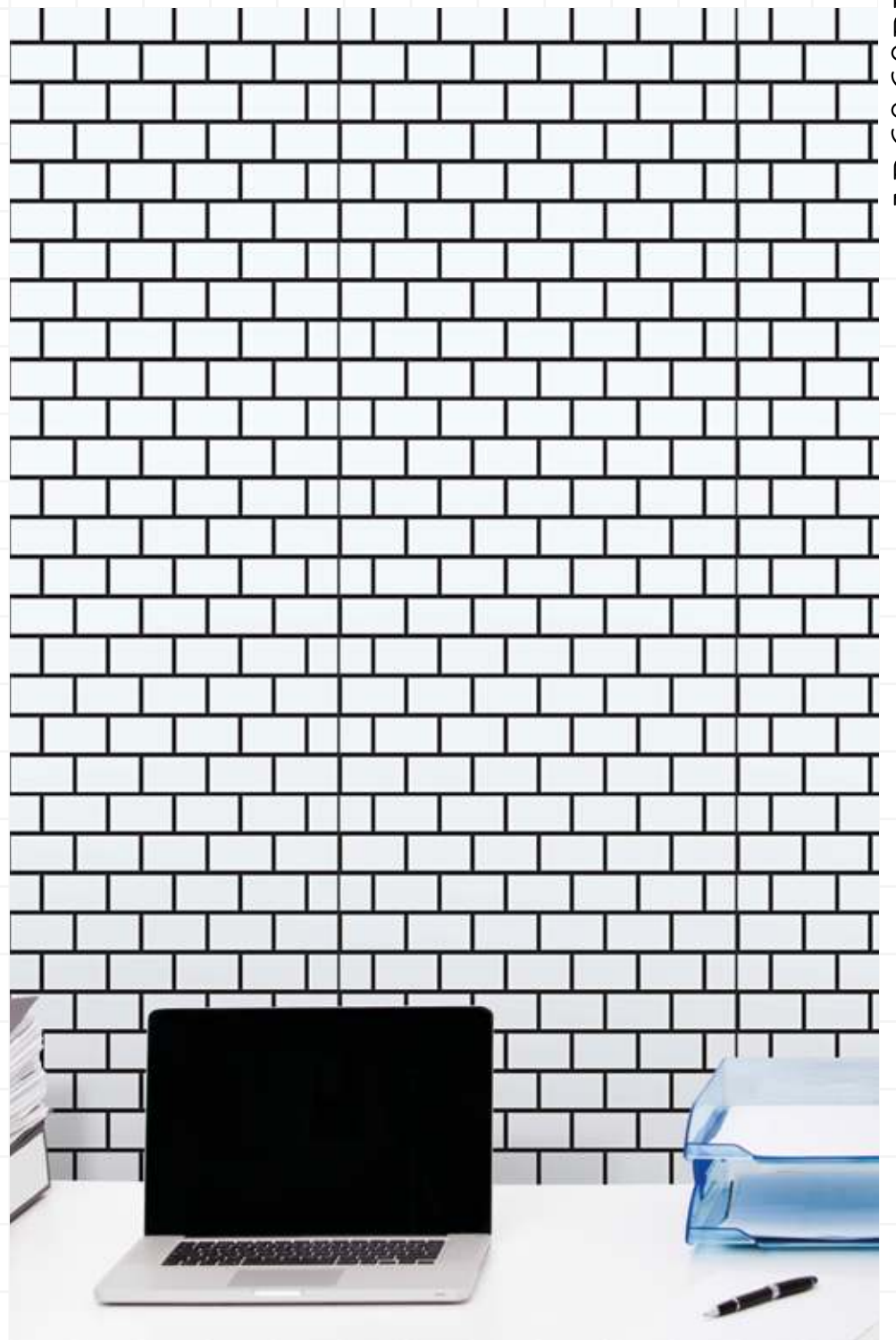
AR6060BT
BRICK TAUPE 60x60
3 pcs/box



AR6060BP
BRICK PEARL 60x60
3 pcs/box

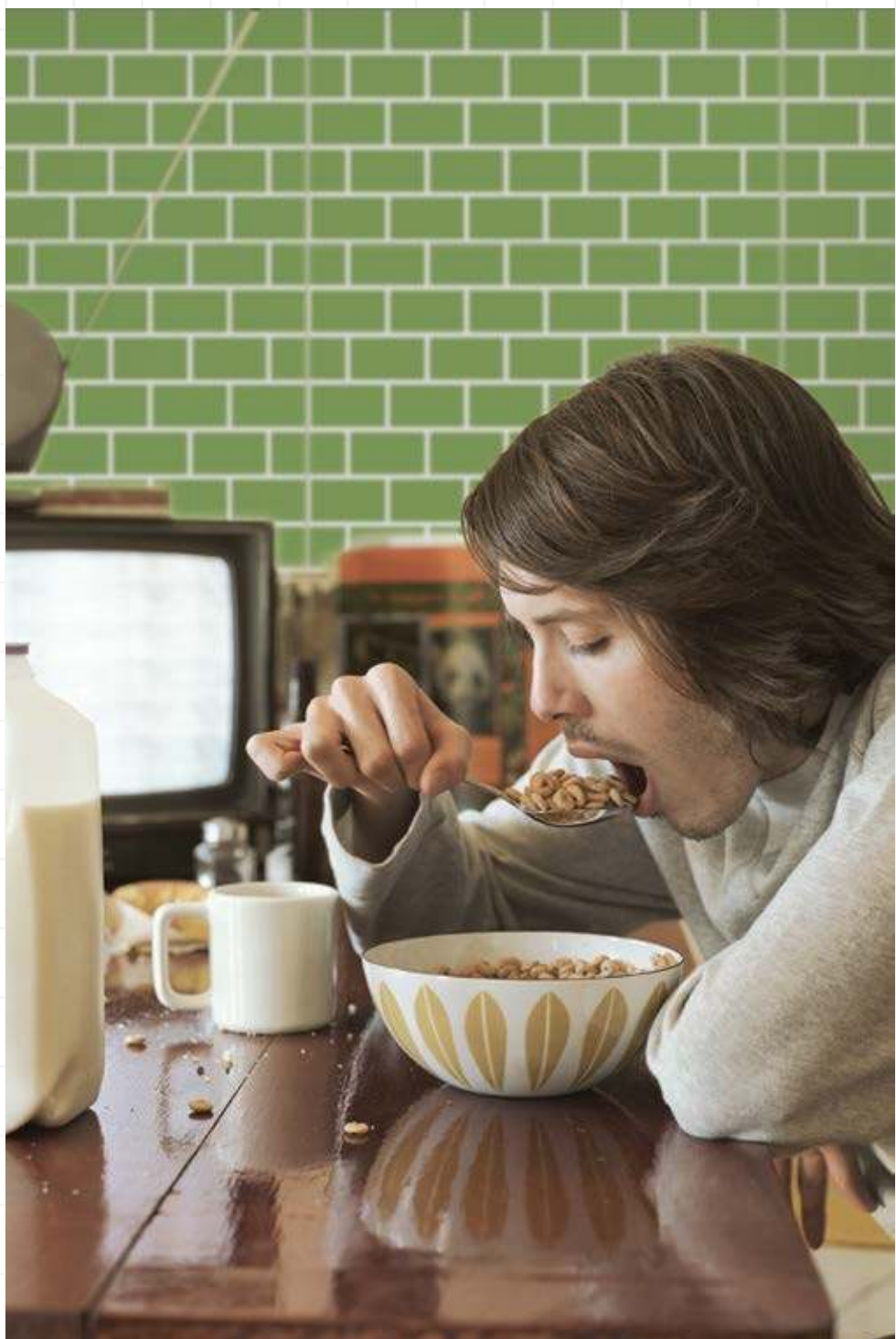


AR6060BA
BRICK ASHGREY 60x60
3 pcs/box





AR6060BG





AR6060BY





AR6060BM



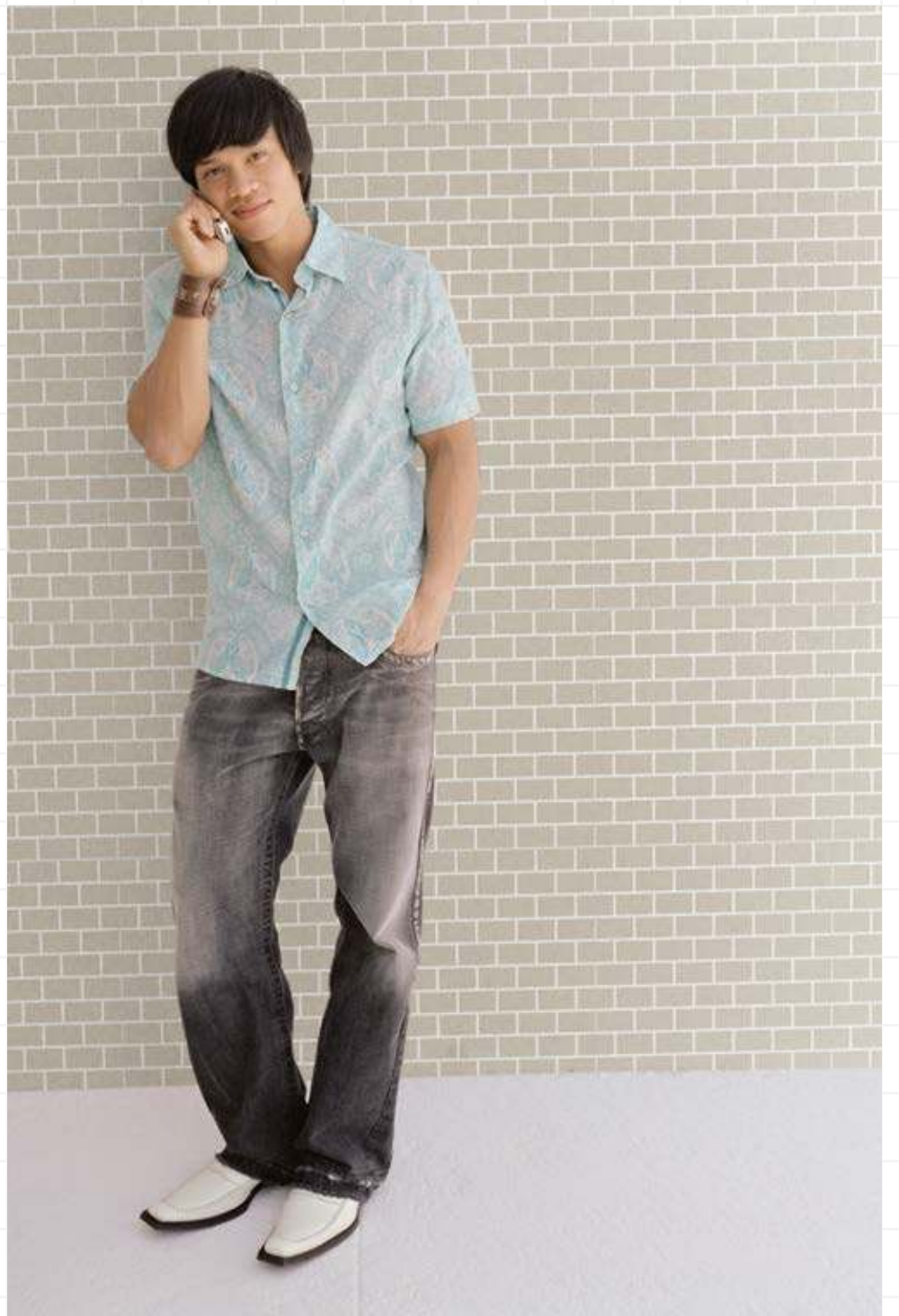


AR6060B0



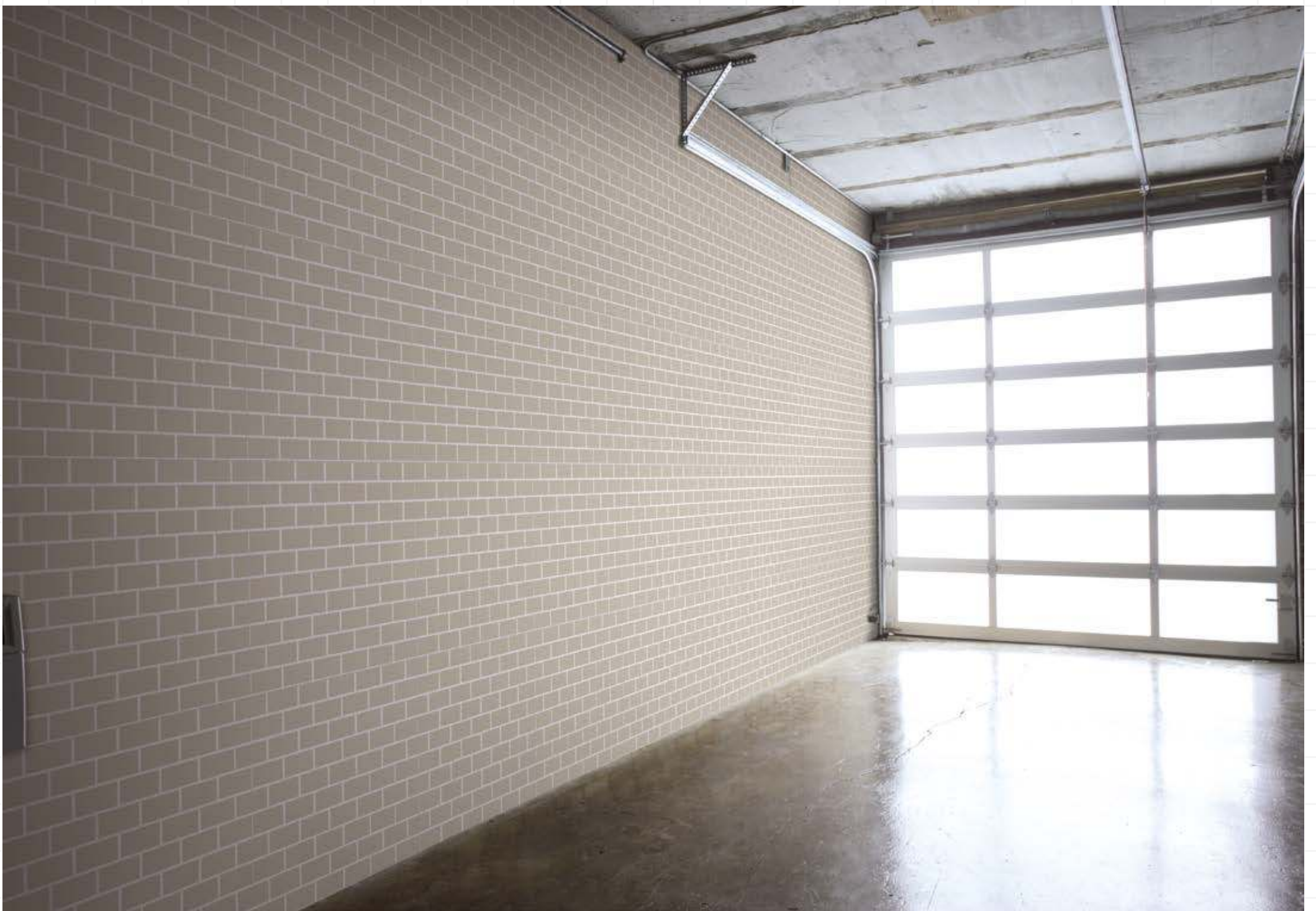


AR6060BC



AR6060BI







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Marble _pop and soft

Il marmo perde il classico "fotorealismo" da imitazione e le sue venature "disegnate" sono volutamente enfatizzate per darne una rilettura in chiave più contemporanea.

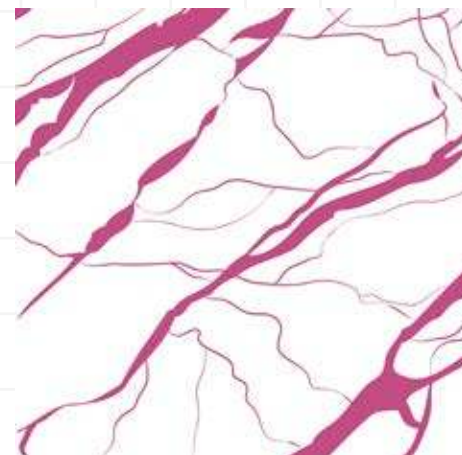
Marble loses the classic "photorealism" by imitation and its drawn veins are purposely emphasized to give a contemporary re-interpretation.



AR6060MG
MARBLE GREEN 60x60
3 pcs/box



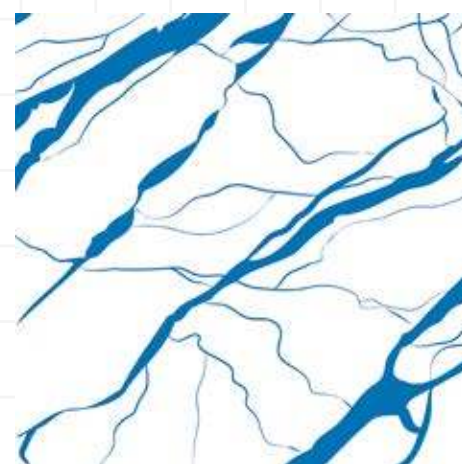
AR6060MY
MARBLE YELLOW 60x60
3 pcs/box



AR6060MM
MARBLE MAGENTA 60x60
3 pcs/box



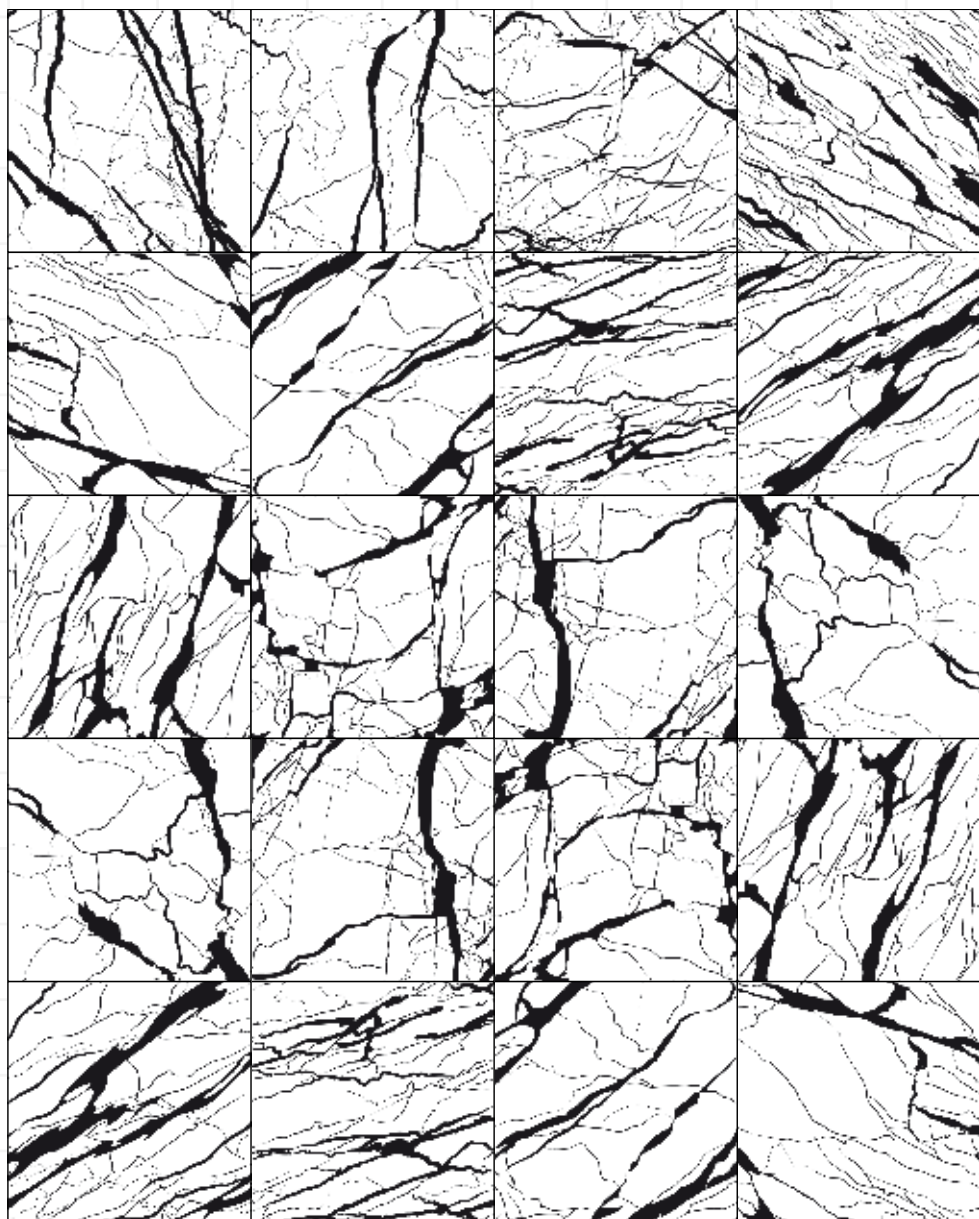
AR6060MO
MARBLE ORANGE 60x60
3 pcs/box



AR6060MC
MARBLE CYAN 60x60
3 pcs/box

facce diverse/different patterns

60x60 - 24"x24"



AR6060MI
MARBLE IVORY 60x60
3 pcs/box



AR6060MT
MARBLE TAUPE 60x60
3 pcs/box



AR6060MP
MARBLE PEARL 60x60
3 pcs/box



AR6060MA
MARBLE ASHGREY 60x60
3 pcs/box





AR6060MG





AR6060MY





AR6060MM





AR6060MO





AR6060MC





AR6060MI



AR6060MT





CERTIFICAZIONI/CERTIFICATIONS

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Date September 2014



formati/formats

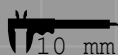


SIGILLANTE COORDINATO
MATCHING GROUT

	100 Bianco - White
	120 Nero - Black
	290 Crema - Cream
	103 Bianco Luna - Moon White
	133 Sabbia - Sand
	136 Fango - Mud

60x60 cm - 24"x24"

spessore/thickness



10 mm

pesi e imballi/packaging and weight

descrizione/description		scatole/boxes			palette/pallets		
code	colori/colours	pcs/box	sqm/box	kg/box	box/pal	sqm/pal	kg/pal
*AR6060WOK	WOOD KEY 60x60	3	1,08	22,20	32	34,56	731
*AR6060WOLAK	WOOD LEFT ANGLE KEY 60x60	3	1,08	22,20	32	34,56	731
*AR6060WORAK	WOOD RIGHT ANGLE KEY 60x60	3	1,08	22,20	32	34,56	731
*AR6060WOUDK	WOOD UP and DOWN KEY 60x60	3	1,08	22,20	32	34,56	731
*AR6060WORLK	WOOD RIGHT and LEFT KEY 60x60	3	1,08	22,20	32	34,56	731
*AR6060MAK	MARBLE KEY 60x60	3	1,08	22,20	32	34,56	731
*AR6060BK	BRICK KEY 60x60	3	1,08	22,20	32	34,56	731

* I dati sono i medesimi per le altre versioni colore
Informations are the same for the other colours palette

dati tecnici/technical features

HD DIGITAL GRES PORCELAIN

	assorbimento d'acqua % water absorption %	≤ 0,5 %	ISO 10545.3
	resistenza alla flessione bending strength	45 N/mm2	ISO 10545.4
	resistenza all'abrasione resistance to abrasion	PEI IV	ISO 10545.7
	resistenza agli sbalzi termici thermal shocks resistant	resistente resistant	ISO 10545.9
	resistenza al cavillo crazing resistance	garantita guaranteed	ISO 10545.11
	resistenza agli attacchi chimici resistance to chemicals	conforme conformable	ISO 10545.13
	resistenza al gelo frost resistant	resistente resistant	ISO 10545.12
	resistenza alle macchie resistance to stains	classe V	ISO 10545.14
	coefficiente d'attrito static coefficient of friction	R9 A DRY = 0,55 WET = 0,60	DIN 51130 DIN 51097 ASTM C1028

gres fine porcellanato smaltato e rettificato/fine glazed and rectified porcelain gres

ORNAMENTA®

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