

ITALICA

A surface that offers visual and tactile impressions that recount a land rich in traditions, Italica is the latest porcelain stoneware project by Serenissima where ceramic takes on the bold character of terracotta. The aesthetic of the collection inserts contemporary notes into a timeless material composition, amid evocative and striking shades of colour, developing offerings for elegant and versatile interiors and safe and comfortable exteriors.

The five colours of Italica make up an impressive palette, open to the most original creative ideas, where design requirements and stylistic research find current answers for residential and commercial design. Intense and distinctive, Terra Bruciata allows the material inspiration of the entire project to shine through via the warm, red dominants, softly toned down by the shade variations of the product. Warm and enveloping tones are also found in the Terra Dolce proposal, which is reminiscent of intimate spaces and romantic atmospheres, a colour featuring delicate shades inspired by the brightness of dawn.

Neutral par excellence, the white of Italica is Terra Salina, a sophisticated shade that lets the originality of the texture emerge and fosters pairings with colours and material effects. Primordial energy and uncompromising character can be found in the impressions of Terra Arsa, the darkest colour of the collection, open to style contaminations thanks to its modern elegant and sophisticated tones. And then Terra Salmastra, a neutral, luminous and soft shade, which bestows a pleasant sensation of warmth, elegantly adapting to indoor and outdoor contexts.

Italica offers a wide selection of sizes functional to creative and technical needs as they can round out the colour palette, characterized by R10 surfaces for interiors and R11 for outdoors, also available in 2 cm thickness for dry laying, on traditional and raised screed.

Technology:	Glazed porcelain stoneware
Colours:	Terra Bruciata Terra Dolce Terra Salina Terra Arsa Terra Salmastra
Sizes:	cm 100x100 – 80x80 – 60x120 – 60x60
Surfaces:	R10 R11 R11 thickness 2 cm
Use:	Residential Commercial Interior and exterior floors and walls
Production:	Made in Italy

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