

# Shades

Design Gordon Guillaumier

5 COLOURS

5 SIZES

1 SURFACE

Sometimes innovation can originate by tapping at the past, yet this excludes a past which is merely conventional and traditional. Piemme launches Shades as a new chapter of a story where Gordon Guillaumier's ceramic decorations play with technique and science, unhinging accuracy with the vertiginous extravagance of art and culture, in the footsteps of traditional majolica.

CERAMICHE PIEMME  
FLOOR AND MORE

A volte il nuovo si può recuperare nel passato; senza che il passato sia solo tradizione e classicità. Con Shades, Gordon Guillaumier inaugura un nuovo capitolo nel racconto del decoro ceramico per Piemme e, ancora una volta, sembra giocare con la tecnica e la scienza, scardinandone l'esattezza con la vertigine dell'arte e della cultura recuperata alle radici della tradizione delle maioliche classiche.

Manchmal findet sich das Neue im Alten: Die Vergangenheit ist mehr als nur traditionell und klassisch. Mit Shades beginnt Gordon Guillaumier ein neues Kapitel der Geschichte seiner Fliesendekoration für Piemme, und wiederum spielt er dabei mit der Technik und der Wissenschaft, deren Genauigkeit er mit der Verve der den Ursprüngen der klassischen Majolikatradition entlehnten Kunst und Kultur aus den Angeln hebt.

Le nouveau peut parfois provenir du passé, sans que le passé signifie forcément tradition et classique. Avec Shades, Gordon Guillaumier écrit un nouveau chapitre dans l'histoire de la décoration céramique pour Piemme, et cette fois encore, le designer semble jouer avec la technique et avec la science, en décalant la précision par les vertiges de l'art et de la culture récupérée aux racines de la tradition des majoliques classiques.



Quando l'esattezza della tecnologia incontra l'imprecisione spontanea del decoro fatto a mano: la serialità e la molteplicità della produzione replicano incessantemente ogni istante in cui il segno è rimasto sospeso e delicato, quasi tremante e fanciullesco.

When the accuracy of technology meets the spontaneous imperfections of handmade decorations, that surprising décor effects come to light the multiplicity of the production incessantly replicate every instant in which the stroke is applied, suspended and delicate, almost trembling and childlike.

Die Präzision der Technologie trifft auf die spontane Unbestimmtheit des handgemalten Dekors: Serialität und Vielzahl der Produktion replizieren unaufhörlich jenen Augenblick, in dem das Zeichen in der Schweben bleibt. Unschärf, beinahe bebend und kindlich.

Lorsque la précision de la technologie rencontre l'imprécision spontanée de la décoration faite à la main: le caractère en série de la production et sa multiplicité reproduisent sans cesse chaque instant où le signe reste en suspens, délicat, presque tremblant et enfantin.

## Shades

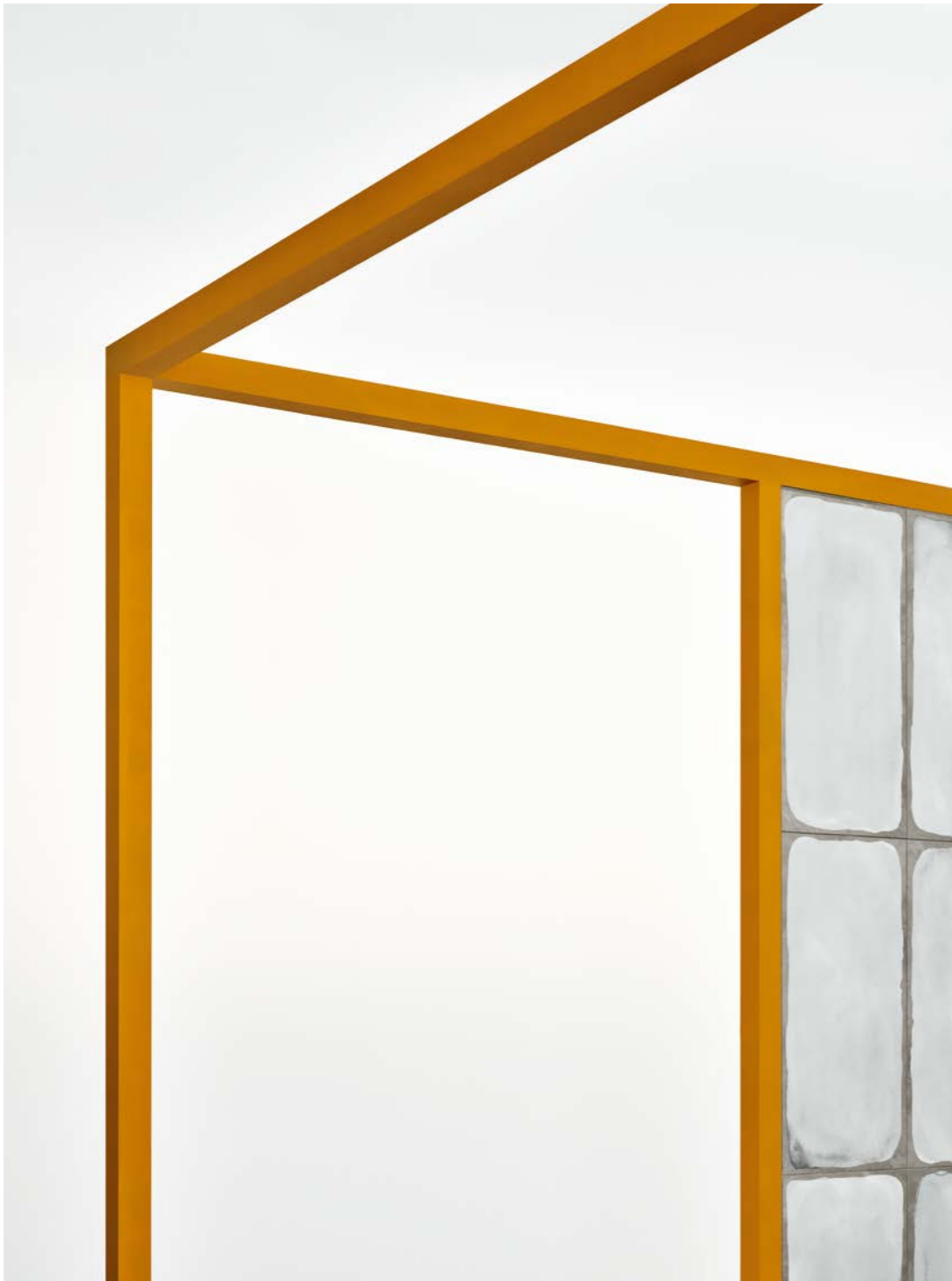


COLORI / COLOURS

PAGINA / PAGE

Dusk	6
Dawn	10
Noon	12
Night	14
Evening	22



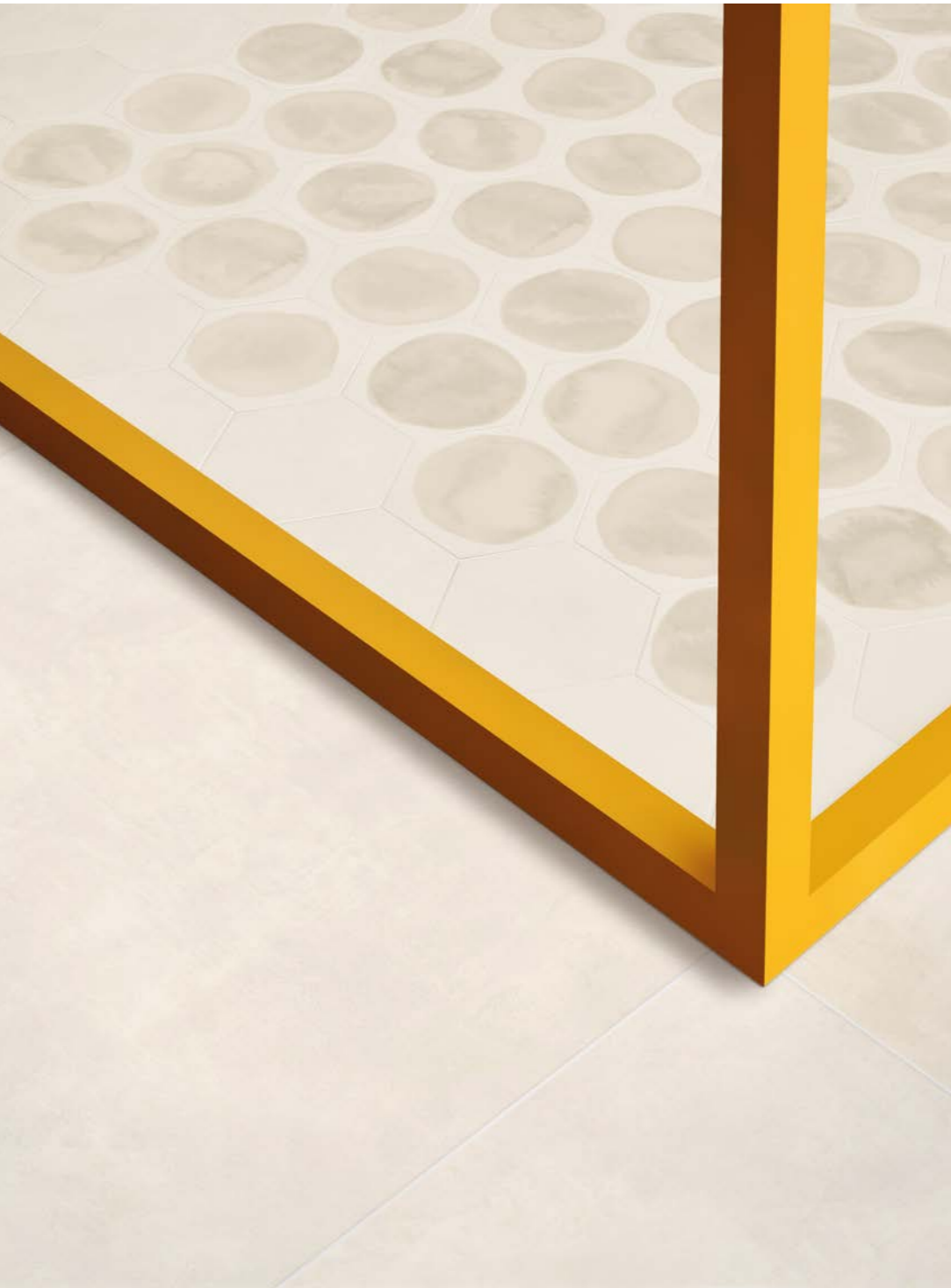


30x60 - 12"x24" Wash Nat. Rett.

60x120 - 24"x48" Nat. Rett. / 30x60 - 12"x24" Nat. Rett.









## Night

The ceramic surface becomes a real palette of colours onto which simple, rhythmic textures in different hues are reproduced, expressed in five cement bases, generating families of pattern nuances. Decorations from the past that blend into the tradition of contemporary decor.

Die keramische Oberfläche wird zu einer wahren Farbpalette mit einfachen und rhythmischen Texturen, und Farbvariationen erzählen auf fünf verschiedenen Grundfliesen in Zementoptik von möglichen Dekoren. Dekore, die aus der Vergangenheit entstehen und in die Tradition unserer Zeit einfließen.

La surface céramique se transforme en une véritable palette de couleurs sur laquelle charger des textures simples et cadencées, alors que es différences chromatiques sont autorisées sur les cinq fonds ciment qui narrent les familles des possibles décors. Des décors qui naissent dans le passé et se délayent dans la tradition de la contemporanéité.

La superficie ceramica diventa un'autentica tavolozza di colori, su cui caricare texture semplici e ritmate, mentre le differenze cromatiche sono concesse nei cinque differenti fondi cemento che raccontano le famiglie di possibili decori. Decorati che nascono nel passato e che sfumano nella tradizione della contemporaneità.

60x120 - 24"x48" Nat. Rett. / 30x60 - 12"x24" Nat. Rett. / 30x60 - 12"x24" Wash Nat. Rett.





30x60 - 12"x24" Nat. Rett.



60x60 - 24"x24" Nat. Rett. / 60x60 - 24"x24" Wash Nat. Rett. / 30x60 - 12"x24" Wash Nat. Rett.







30x60 - 12"x24" Wash Nat. Rett.

17,5x20,5 - 6 7/8"x8 1/8" Nat. / 30x60 - 12"x24" Nat. Rett. / 30x60 - 12"x24" Wash Nat. Rett.

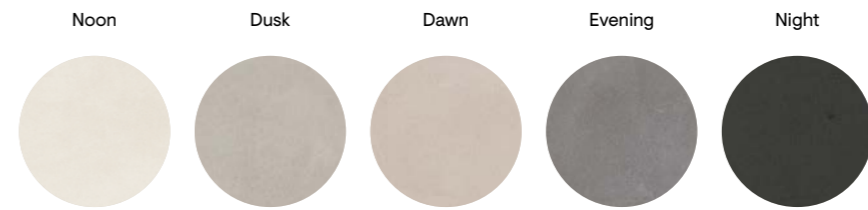




# Informazioni Tecniche

5

Colori  
Colours  
Farben  
Couleurs



5

Formati  
Sizes  
Formate  
Formats

60×120  
24"×48"



80×80  
31½"×31½"



60×60  
24"×24"



30×60  
12"×24"



17,5×20,5  
6⅞"×8⅛"



1

Superfici  
Surfaces  
Oberflächen  
Surfaces

Naturale

i

Effetto Cemento  
Cement Look  
Beton Optik  
Effet Béton

Rivestimento  
Wall Tiles  
Wandfliesen  
Revêtement

Pavimento  
Floor Tiles  
Bodenfliesen  
Sol

Gres fine porcellanato  
Fine porcelain stoneware  
Feinsteinzeug  
Grès cérame fin

Tecnologia digitale  
Digital technology  
Digital Technologie  
Technologie numérique

Ripresa grafica tra le diverse lastre rettificate contenuta entro le tolleranze previste dalla norma. Per un corretto allineamento si consiglia di utilizzare una fuga di 2 mm.  
Graphic representation between the rectified tiles is contained within the tolerances provided by the standard. For a correct alignment it is recommended to use a 2 mm joint.  
Grafische Darstellung zwischen den verschiedenen rektifizierten Platten innerhalb der in der Norm vorgesehenen Toleranzen. Für eine korrekte Anpassung wird eine Fuge von 2mm empfohlen.  
Reproduction graphique entre les différents carreaux rectifiés dans les limites des tolérances prévues par la norme. Pour un alignement correct, il est recommandé d'utiliser joints de 2 mm.



# Noon



60×120 – 24"×48"

**02289A** | Shades Noon Nat/Ret



80×80 – 31½"×31½"

**03862** | Shades Noon Nat/Ret



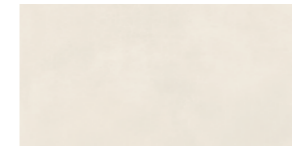
60×60 – 24"×24"

**02273A** | Shades Noon Nat/Ret



60×60 – 24"×24"

**02278A** | Shades Wash Noon Nat/Ret



30×60 – 12"×24"

**02251A** | Shades Noon Nat/Ret



30×60 – 12"×24"

**02256A** | Shades Wash Noon Nat/Ret



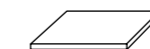
17,5×20,5 – 6¾"×8¼"

**02464** | Shades Noon Nat



17,5×20,5 – 6¾"×8¼"

**02459** | Shades Blot Noon Nat







# Dawn



60×120 – 24"×48"  
**02291A** | Shades Dawn Nat/Ret



80×80 – 31½"×31½"  
**03863** | Shades Dawn Nat/Ret



60×60 – 24"×24"  
**02274A** | Shades Dawn Nat/Ret



60×60 – 24"×24"  
**02279A** | Shades Wash Dawn Nat/Ret



30×60 – 12"×24"  
**02252A** | Shades Dawn Nat/Ret



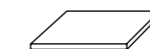
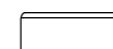
30×60 – 12"×24"  
**02257A** | Shades Wash Dawn Nat/Ret



17,5×20,5 – 6¾"×8¼"  
**02465** | Shades Dawn Nat



17,5×20,5 – 6¾"×8¼"  
**02460** | Shades Blot Dawn Nat





# Dusk



60x120 - 24"x48"  
**02292A** | Shades Dusk Nat/Ret



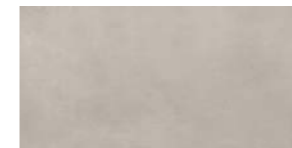
80x80 - 31½"x31½"  
**03864** | Shades Dusk Nat/Ret



60x60 - 24"x24"  
**02275A** | Shades Dusk Nat/Ret



60x60 - 24"x24"  
**02281A** | Shades Wash Dusk Nat/Ret



30x60 - 12"x24"  
**02253A** | Shades Dusk Nat/Ret



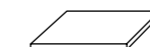
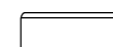
30x60 - 12"x24"  
**02258A** | Shades Wash Dusk Nat/Ret

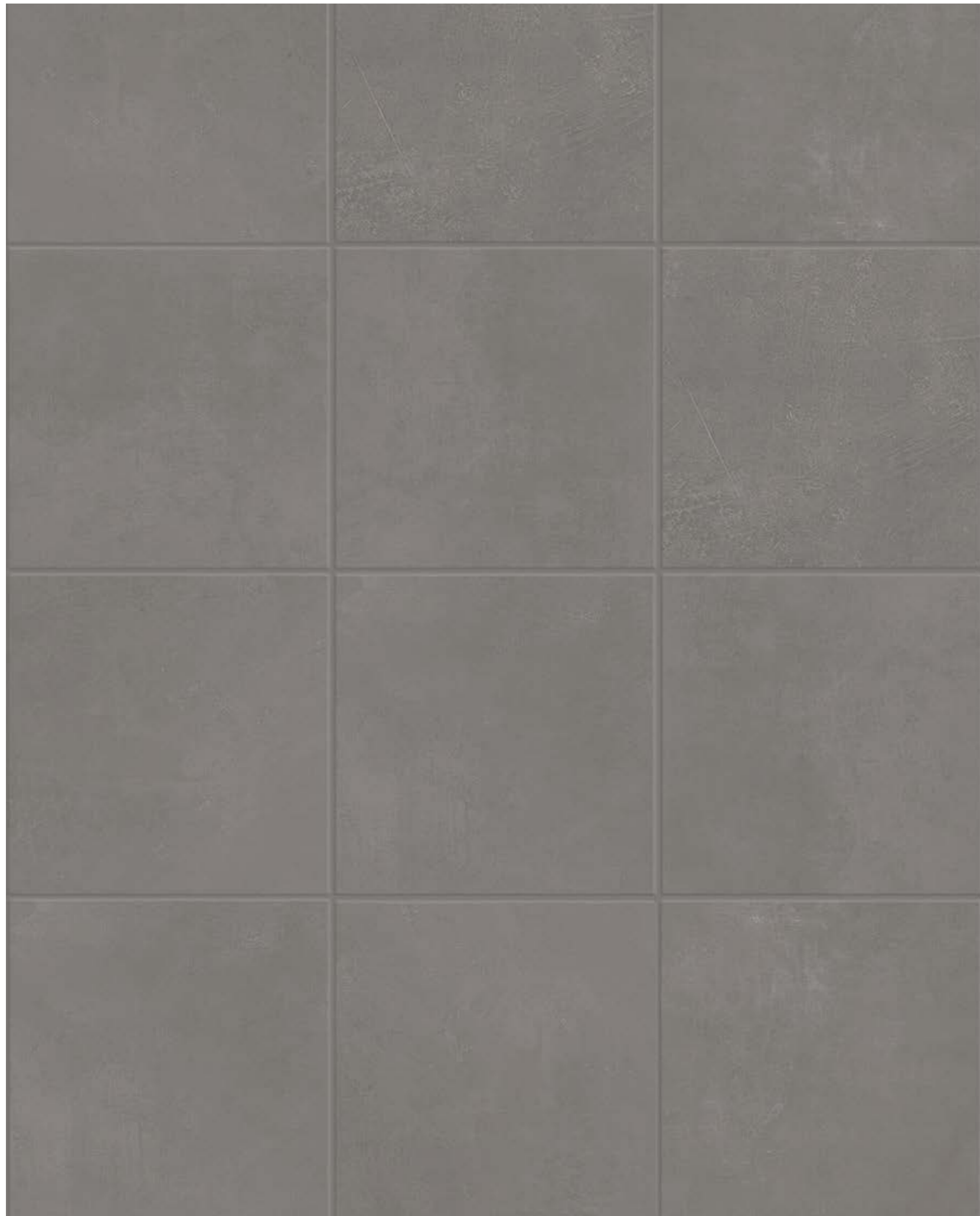


17,5x20,5 - 6¾"x8¼"  
**02466** | Shades Dusk Nat



17,5x20,5 - 6¾"x8¼"  
**02461** | Shades Blot Dusk Nat





# Evening



60×120 – 24"×48"  
**02293A** | Shades Evening Nat/Ret



80×80 – 31½"×31½"  
**03865** | Shades Evening Nat/Ret



60×60 – 24"×24"  
**02276A** | Shades Evening Nat/Ret



60×60 – 24"×24"  
**02282A** | Shades Wash Evening Nat/Ret



30×60 – 12"×24"  
**02254A** | Shades Evening Nat/Ret



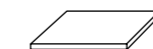
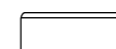
30×60 – 12"×24"  
**02259A** | Shades Wash Evening Nat/Ret

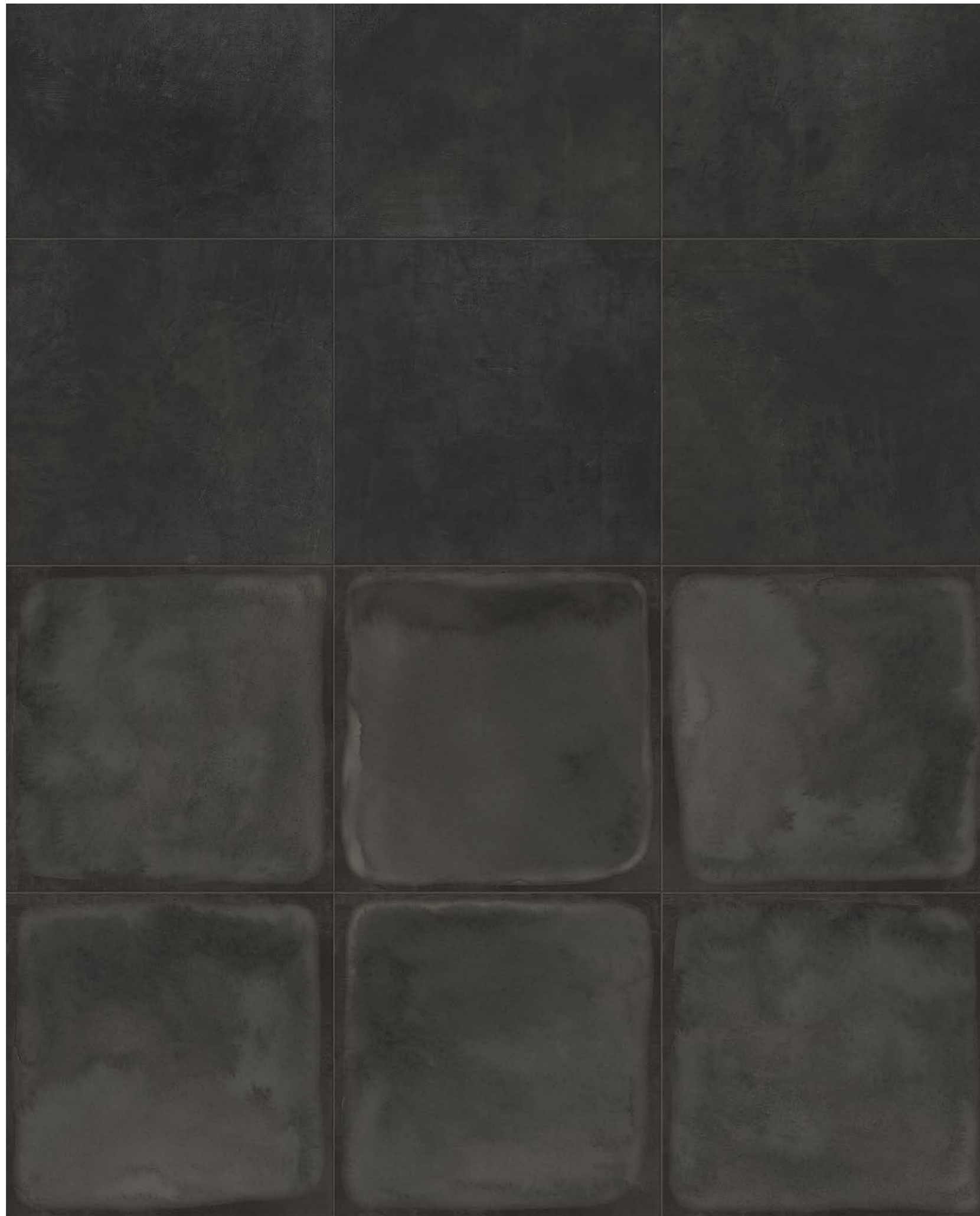


17,5×20,5 – 6¾"×8¼"  
**02467** | Shades Evening Nat



17,5×20,5 – 6¾"×8¼"  
**02462** | Shades Blot Evening Nat





# Night



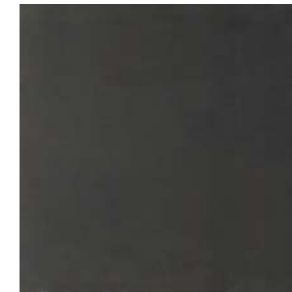
60×120 – 24"×48"

**02294A** | Shades Night Nat/Ret



80×80 – 31½"×31½"

**03866** | Shades Night Nat/Ret



60×60 – 24"×24"

**02277A** | Shades Night Nat/Ret



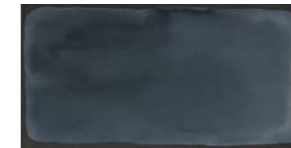
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**02283A** | Shades Wash Night Nat/Ret



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**02255A** | Shades Night Nat/Ret



30×60 – 12"×24"

**02261A** | Shades Wash Night Nat/Ret



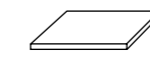
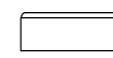
17,5×20,5 – 6¾"×8¼"

**02468** | Shades Night Nat




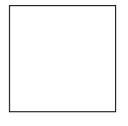











17,5×20,5 – 6¾"×8"

**02463** | Shades Blot Night Nat




# Riepilogo Gamma

Collection  
Serie  
Gamme

	Formati Sizes									DIN 51130	DIN 51097	DCOF	
		60x120 24"x48"	80x80 31½"x31½"	60x60 24"x24"	Wash 60x60 24"x24"	30x60 12"x24"	Wash 30x60 12"x24"	17,5x20,5 6¾"x8½"	Blot 17,5x20,5 6¾"x8½"				
 Noon	Nat Nat/Ret	02289A	03862	02273A	02278A	02251A	02256A	02464	02459	V2	R9	A	>0.42
 Dawn	Nat Nat/Ret	02291A	03863	02274A	02279A	02252A	02257A	02465	02460	V2	R9	A	>0.42
 Dusk	Nat Nat/Ret	02292A	03864	02275A	02281A	02253A	02258A	02466	02461	V2	R9	A	>0.42
 Evening	Nat Nat/Ret	02293A	03865	02276A	02282A	02254A	02259A	02467	02462	V2	R9	A	>0.42
 Night	Nat Nat/Ret	02294A	03866	02277A	02283A	02255A	02261A	02468	02463	V2	R9	A	>0.42







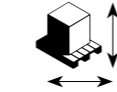
# Riepilogo Gamma

Collection  
Serie  
Gamme

	Formati Sizes	Pezzi Speciali Special Pieces			
					
		Battiscopa 6,5x120 2½"x48"	Battiscopa 8x80 3¼"x31½"	Battiscopa 4,5x60 1¾"x24"	Step 30x120 12"x48"
		± 9,5	± 9,5	± 9,5	± 9,5
 Noon	Nat/Ret	02412A	02417	02407	02428A
 Dawn	Nat/Ret	02413A	02418	02408	02429A
 Dusk	Nat/Ret	02414A	02419	02409	02430A
 Evening	Nat/Ret	02415A	02421	02410	02431A
 Night	Nat/Ret	02416A	02422	02411	02432A

# Imballi

Packing  
Verpackung  
Emballage

Formati Sizes		± MM	 Pezzi Scatola Pieces/Box Stck/Karton Carreaux/Boîte	 Mq/Scatola Sqmt/Box Qm/Karton M2/Boîte	 Kg/Scatola Kgs/Box Kg/Karton Kg/Boîte	 Scatole/Paletta Boxes/Pallet Karton/Palette Boîte/Palette	 Mq/Paletta Sqmt/Pallet Qm/Pallet M2/Palette	 Kg/Paletta Kgs/Pallet Kg/Pallet Kg/Palette	 Formato Paletta Size Pallet Format Pallet Dim. Palette
60×120 (24"×48") Nat/Ret	P	9,5	2	1,44	31	30	43,20	930	122×82×75
80×80 (31½"×31½") Nat/Ret	P	9,5	2	1,280	27,50	50	64,00	1375	122×80×96
60×60 (24"×24") Nat/Ret	P	9,5	4	1,44	29	32	46,08	928	120×80×75
30×60 (12"×24") Nat/Ret	P	9,5	7	1,26	25,30	40	50,40	1012	120×80×75
17,5×20,5 (6¾"×8¼") Nat	P	8,5	37	1,000	18,00	60	60,00	1080	120×80×75

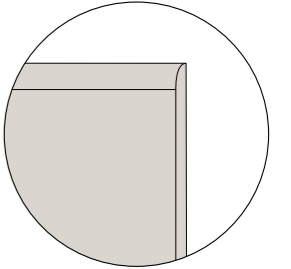
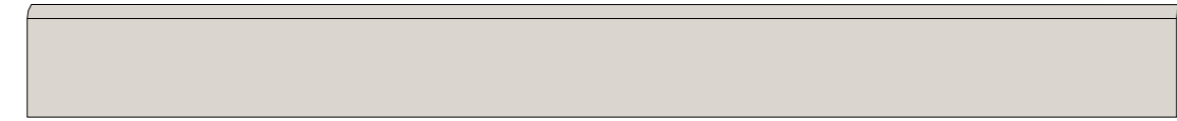
Pezzi Speciali / Special Pieces

30×120 (12"×48") Step Nat/Ret	P	9,5	3	1,080	24,00	20	-	-	-
6,5×120 (2½"×48") Battiscopa Nat/Ret	P	9,5	8	0,624	12,50	48	-	-	-
8×80 (3¼"×31½") Battiscopa Nat/Ret	P	9,5	7	0,448	11,00	65	-	-	-
4,5×60 (1¾"×24") Battiscopa Nat/Ret	P	9,5	14	0,378	8,00	80	-	-	-

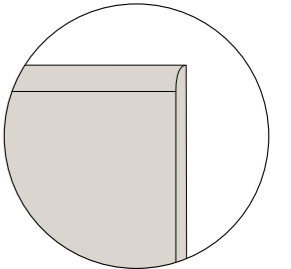
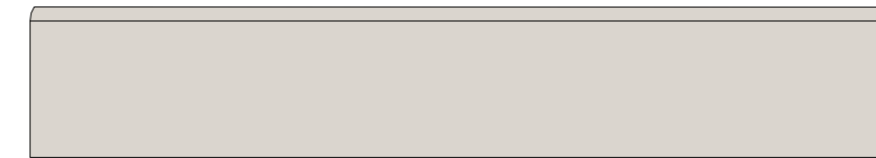
# Pezzi Speciali

Special pieces  
Formstücke  
Pièces spéciales

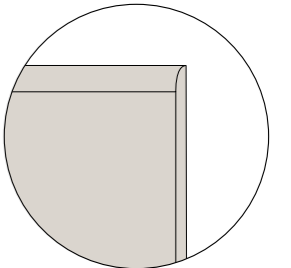
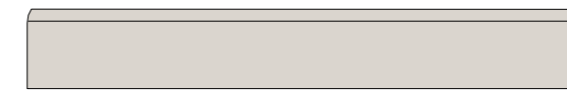
Battiscopa Nat/Ret 6,5×120 - 2½"×48" ± 9,5



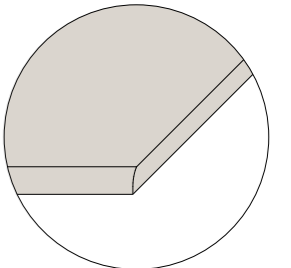
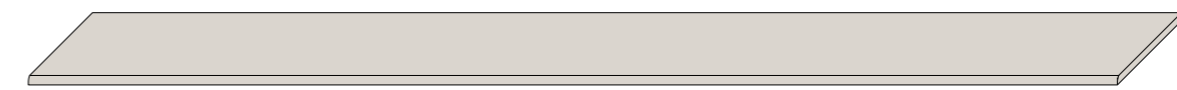
Battiscopa Nat/Ret 8×80 - 3¼"×31½" ± 9,5



Battiscopa Nat/Ret 4,5×60 - 1¾"×24" ± 9,5



Step Nat/Ret 30×120 - 12"×48" ± 9,5





Reading Guide  
Leseanleitung  
Guide à la lecture

**▼** Spessore  
Thickness  
Stärke  
Épaisseur

Variazione nelle sfumature di colore  
Color shade variations  
Variation der Farbnuancen  
Variation des nuances de couleur

Resistenza alla scivolosità  
Skid resistance  
Rutschfestigkeit  
Resistance au glissement

**V1** Aspetto uniforme  
Uniform appearance  
Gleichförmiges aussehen  
Aspect uniforme

**V2** Variazione leggera  
Slight variation  
Leichte variation  
Variation légère

**V3** Variazione moderata  
Moderate variation  
Mäßige variation  
Variation modeste

**V4** Variazione casuale  
Random variation  
Zufällige variation  
Variation fortuite

DIN 51130	DIN 51097	DCOF
R9	A	>0,42

Tutti i formati sono nominali.

All sizes are nominal.

Die Formate sind Nennwerte.

Tous le formats sont nominaux.

Gli spessori riportati in questo catalogo sono nominali e possono variare a seconda dei formati e delle finiture.

The thickness mentioned on this catalogue are nominal and can be different according to the sizes and the finishes.

Die in diesem Katalog angegebenen Fliesenstärke sind nominal und können, je nach Format oder Oberfläche, verschieden sein.

Les épaisseurs reportées sur ce catalogue sont nominales et peuvent varier suivant les formats et les finitions.

I colori e le caratteristiche estetiche dei prodotti sono quanto più possibile vicini a quelli reali, nei limiti consentiti dai processi di stampa.

The colours and appearance features of the products are as close as possible to reality, within the limitation of the printing process.

Die Farben und die ästhetischen Eigenschaften der Produkte entsprechen der Wirklichkeit, innerhalb den von dem Druckverfahren erlaubten Grenzen.

Les couleurs et les caractéristiques esthétiques sont fidèles aux couleurs et caractéristique réelles dans les limites des procédés d'impression.



Ceramics of Italy rappresenta la volontà dell'industria italiana delle piastrelle di ceramica nel diffondere e promuovere una nuova valenza della piastrella di ceramica: non più solo un prodotto per l'industria delle costruzioni, ma punto di riferimento per stile e creatività per lo sviluppo di una nuova cultura dell'abitare Made in Italy.

Ceramics of Italy represents the willingness of the Italian ceramic tile industry to spread and promote a new concept of ceramic tile: no longer just a product for the construction industry, but a focal point for style and creativity in the development of a new culture of living Made in Italy.

Project Management  
Mktg Piemme

Febbraio 2024  
February 2024



Una storia tutta italiana

Piemme dal 1962, anno della sua fondazione, è protagonista indiscussa del vero Made in Italy, quello fatto di eccellenza, passione e creatività. Oggi tutti i materiali Piemme sono prodotti con tecnologia d'avanguardia come la decorazione digitale inkjet HD, la cottura in forni ad energia pulita a recupero di calore, la rettifica e levigatura in linea "one roof" e la verifica elettronica dello standard qualitativo.

An all-Italian story

Since 1962, the year of its foundation, Piemme has been the undisputed protagonist of real Made in Italy, that which consists of excellence, passion and creativity. Today, all Piemme materials are made using cuttingedge technology such as HD inkjet digital decoration, firing in heat-recycling cleanenergy kilns, "one roof" grinding and polishing line and electronic quality standard control.

Eine ganz italienische Geschichte

Seit dem Gründungsjahr 1962 ist Piemme ein unangefochtener Hauptakteur des echten Made in Italy: jenem, das auf Exzellenz, Leidenschaft und Kreativität gründet. Alle Piemme Erzeugnisse werden heute unter Einsatz von Spitzentechnologie produziert, wie zum Beispiel mit der digitalen Inkjet-Dekoration, dem Brennen in Öfen mit grüner Energie und Wärmerückgewinnung, dem Schleifen und Polieren in der Linie „unter einem Dach“ sowie der elektronischen Prüfung des Qualitätsniveaus.

Depuis 1962, l'année de sa fondation, Piemme est la protagoniste indiscutée du Made in Italy, basé sur l'excellence, la passion et la créativité. Aujourd'hui toutes les phases du cycle de fabrication Piemme sont issues d'une technologie à l'avant-garde comme la décoration numérique inkjet HD, la cuisson dans des fours à énergie propre et à récupération de chaleur, la rectification et le polissage en en ligne "one roof" et la vérification électronique de la qualité.

CERAMICHE PIEMME

FLOOR AND MORE

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