

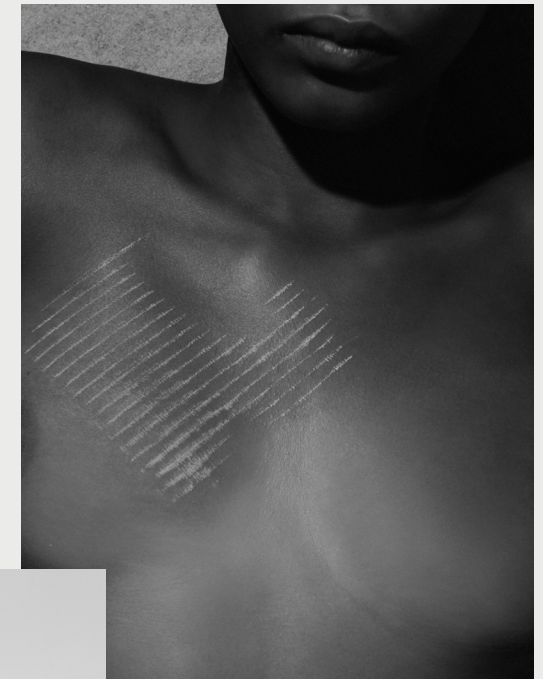
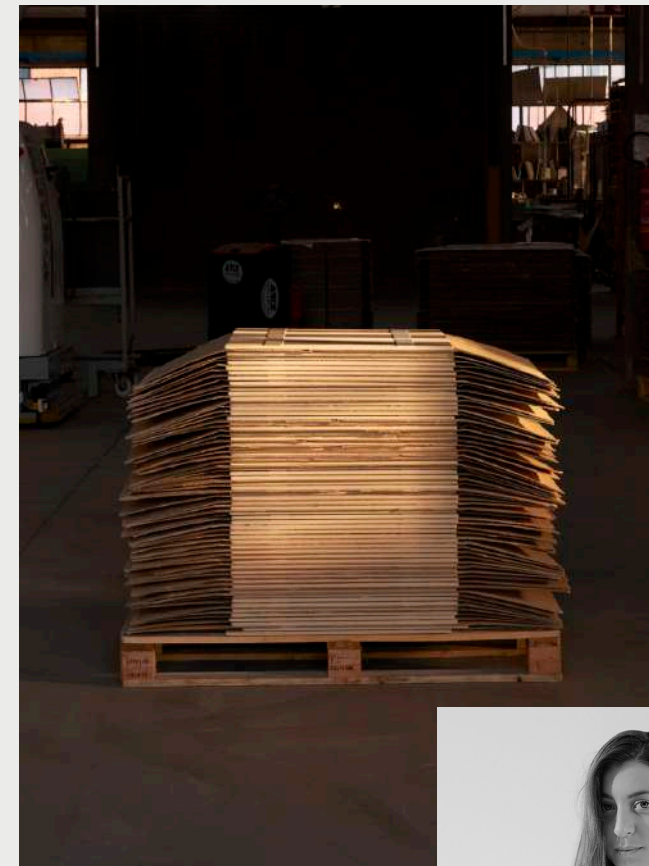
The DB News

Discover more

2022 News — A new Art Direction by Federica Biasi —
Norm Architects with the newly Copenhagen Collection. Desert
Impression : An immersive project by South African photographer
Andrea Olivo.



DECORATORI®
BASSANESI



Contents

04 About
Decoratori Bassanesi

14 Art Direction
The new path of Federica
Biasi with the company

18 Wabi-Sabi Temple
An installation conceived by
Federica Biasi in London

20 Impression
A photographic project by
Andrea Olivo

26 Copenhagen
New tiles Collection signed
by Norm Architects

30 Questions & Thoughts by
Norm Architects

Decoratori Bassanesi

Our roots our soul

An unconventional character and a strong drive towards innovation are what have set apart Decoratori Bassanesi's journey from the very beginning.

The company was founded in 1988 by Paolo Serraiotto, whose vision was to represent the values of artistic decoration, reinterpreting them with a contemporary twist. In 2008 he embarked on a new venture, thoroughly exploring the potential of ceramic cladding. The Meeting with established designers, led him to create challenging and avant-garde collections that give life to products with a strong identity and attention to the materials. This path has led Decoratori Bassanesi to make its mark on the international stage, becoming a key player in the sector.

Decoratori Bassanesi has its roots in a place steeped



in the tradition of ceramic-making, which has always been renowned for artistic decoration.

Bassano del Grappa. A territory where the world of artisan craftsmanship meets the world of luxury. The company has revived this heritage, breathing new life into it, with innovative and refined products that

look towards the future.

Demonstrating the beauty of surfaces by expanding the canons of tradition has always been Decoratori Bassanesi's original goal.

Today Decoratori Bassanesi presents itself to the

The essence of the product is expressed in the search for balance between idea and form.



market with a completely refreshed look, maintaining the theme of decoration, reworked with an authentic and visionary perspective.

Research and attention to detail, which are the fundamental values of the company, permeate every branch of production, from the choice of materials to experimentation with the most progressive techniques.

The combination of Paolo Serraiotto's experience and the work of the designers has led Decoratori Bassanesi to invest with conviction in a design-oriented approach, capable of satisfying the growing market demand for excellent products in tune with contemporary trends.

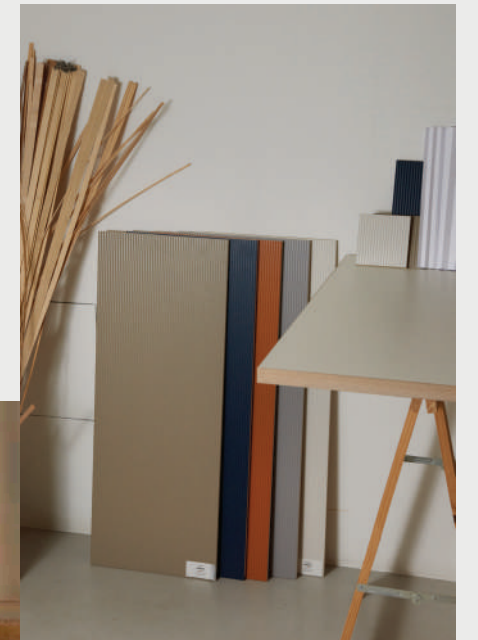
The careful choice of raw materials

Photography Stefania Zanetti - Words Clarissa Biasi

comes from the company's profound knowledge of the production process. Starting with the mixture of chosen earths, then moving on to the study of colours, where each pigment is carefully selected and tested.



A land shaped by a long history. A place deeply engaged in the ceramic tradition.



Design oriented

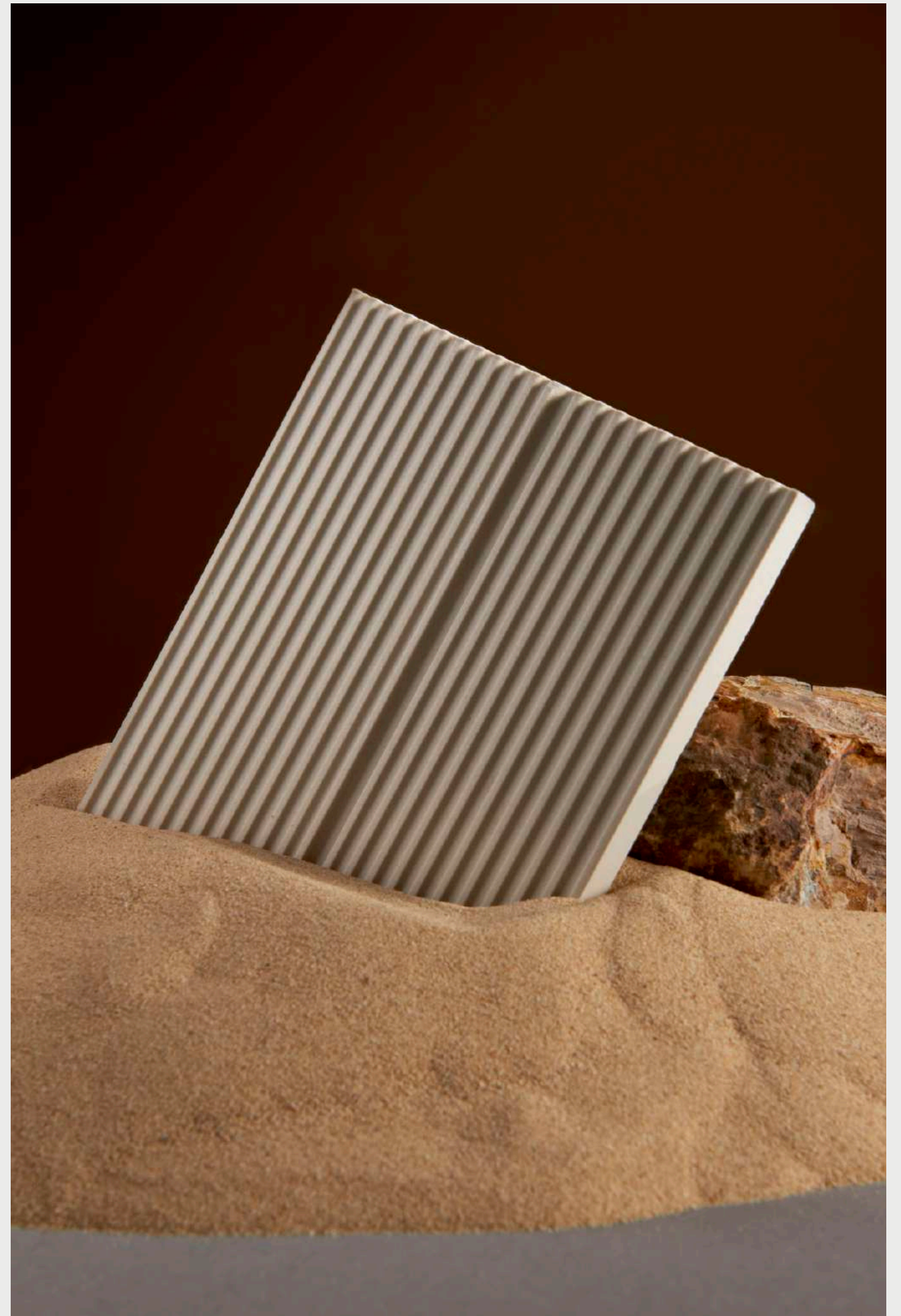
Photography Matteo Imbriani - Collection below by Paola Navone - Sebastian Herkner - Federica Biasi -
Giuglielmo Poletti - Keiji Takeuchi - Alessia + Nienke

Working with designers means
trusting in a new perspective, learning
from their ability to break through the
barriers imposed by the material and
following their talent in imagining
forms that are yet to be expressed.



The desire to leave a mark on the material, giving it new form and expression, gives way to products of great value, able to dictate the trends in contemporary design. Decoratori Bassanesi selects

some of the most interesting names in contemporary design for a team effort, not only focused on the product but also on the relationship between the different collections.



Our production methods

What characterises Decoratori Bassanesi's production method is the willingness to freely experiment with different materials with the aim of always letting their peculiar characteristics sing. The various design collaborations allow Decoratori Bassanesi to work on a variety of projects, always looking for the most appropriate form to meet the needs of the designer and to find the perfect harmony between the original idea and the finished product. The areas of experimentation within the production phase focus on form, which plays with

volumes and textures, and decoration, which probes unexplored paths, mixing traditional craftsmanship with the most avant-garde techniques. This intertwining gives rise to products that highlight the characteristics of the material and give the surfaces unique sensory experiences. All the collections interact with each other through their diversity, creating a cohesive system where it is possible to combine products without losing the unique character of each piece. On the contrary, when combined, the elements enhance each other.



The inestimable value of time; of an unhurried thought process that produces a project replete with research, attention and quality.

Decoratori Bassanesi's strength lies in the attention given to every detail. The careful choice of raw materials is thanks to the company's profound knowledge of the production process. Starting with the mixture of chosen earths, then moving on to the study of colours, where each pigment is carefully selected and tested in order to find the most suitable

shade for each product. Choosing the most suitable materials and paying close attention to every aspect of the production process means having the possibility to work in advance on the finished product, through continuous work where earth and colour merge, giving life to a chain of tests aimed at discovering the perfect harmony between idea and form.

New Art Direction

Photography by Andrea Olivo

Federica Biasi, the new Art Director, is looking to develop a new image that promotes the firm's historical essence, but also its raw materials and the poetry of its production processes. Illustrating the sophistication of surfaces through tradition, and the designers' eyes.



Since early 2022, Decoratori Bassanesi's Creative Director has been Federica Biasi. A Milanese designer and art director, Federica can boast numerous collaborations with international brands including Nespresso, for whom she designed the recent Lume collection. She has been entrusted with the co-ordinated image, promoting the existing collections and expanding the range of new offerings to meet the growing market demand for excellence, in line with contemporary trends.

“Designing tiles is not just about designing a product, but about imagining an emotional space.” Federica Biasi



Wabi-Sabi Collection, the first approach of Federica Biasi with Decoratori Bassanesi.

Federica Biasi has designed Wabi-Sabi for Decoratori Bassanesi. Its name literally means “imperfect beauty”, a concept that characterises Japanese craftsmanship and artisanal processes based on the acceptance of small imperfections. As with the dualism inherent in the Wabi-Sabi concept, the collection features two different but complementary textures. Federica Biasi’s Wabi-

Sabi collection stands out for two different but complementary textures. The Wabi-Sabi collection offers the best expression of the touch that Federica Biasi would like to bring to the company, calling upon the renowned Danish firm Norm Architects to become part of the design team already consisting of Sebastian Herkner, Paola Navone and Keiji Takeuchi.



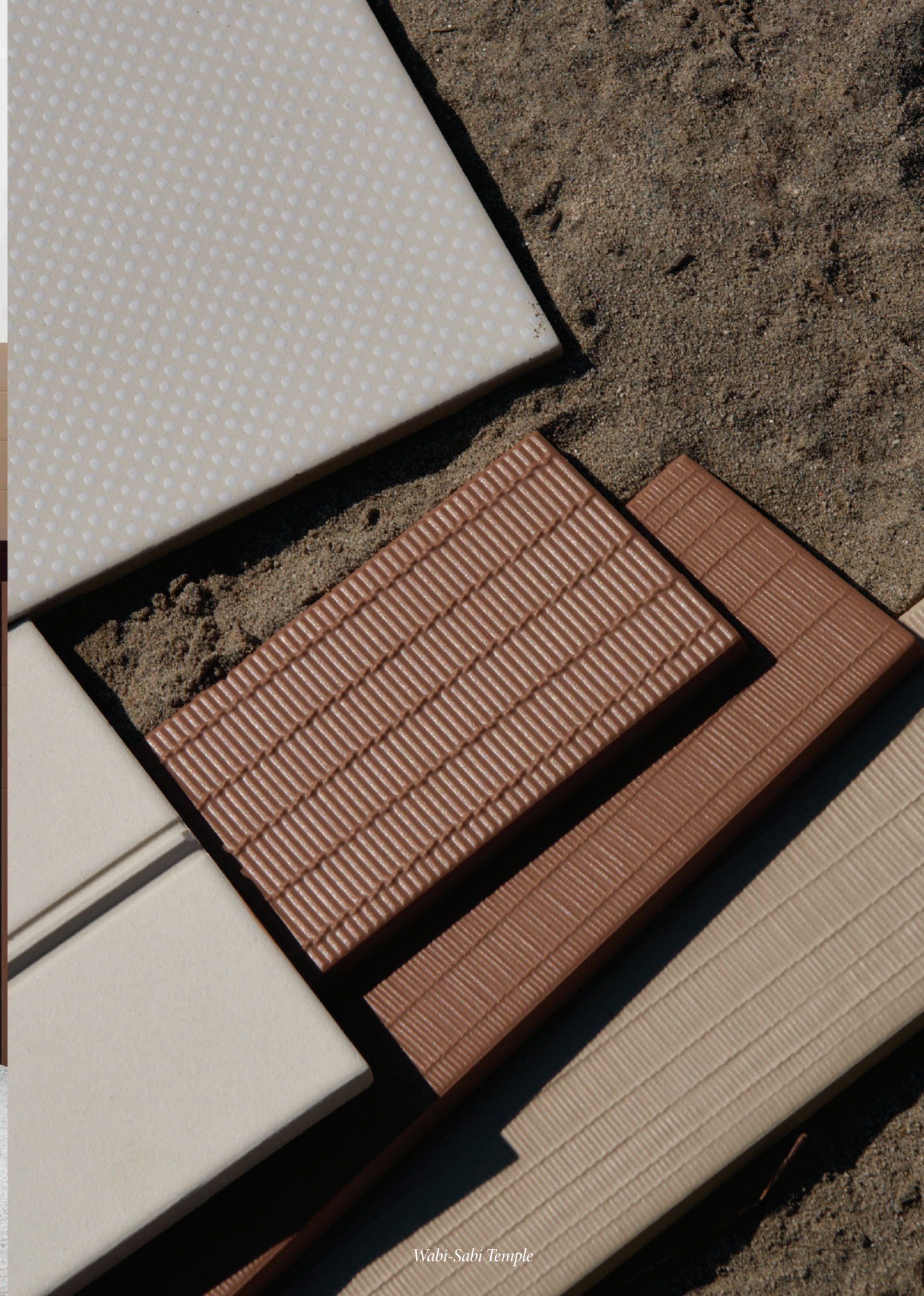
After some professional experiences in Italy, Federica Biasi moved to the Netherlands, where she explored nordic design, learned to identify emerging trends and developed her own style. The focus was on formal simplicity: soft, graceful and detailed, with an always clean aesthetic approach. In 2015 she returned to Milan where she set up Federica Biasi Studio. She works with Italian and international design and furniture brands such as Nespresso, Gervasoni, Lema, Coin Casa,

Imetec, Gallotti&Radice, Fratelli Guzzini, Manerba, Mingardo, Nason Moretti, Decoratori Bassanesi, Potocco, Leolux. Appointed by Andrea Branzi, in 2018 she was awarded with the Rising Talent prize during Maison & Objet. In 2020, Federica Biasi presents the Lume collection for Nespresso. In 2021 she won of the EDIDA – ELLE DECOR INTERNATIONAL DESIGN AWARDS 2021 as Young Talent of the Year.

Art Direction

Wabi-Sabi Temple is an installation, conceived by designer Federica Biasi Studio, at Solus Ceramics during the Clerkenwell Design Week in London. A setting with a Japanese atmosphere realized with Wabi-Sabi tiles, which gives the visitor an intense and immersive experience in the world of the rising sun.

“A tailored and detailed product, repeated in a space, recreates an elegant and timeless ambiance.”





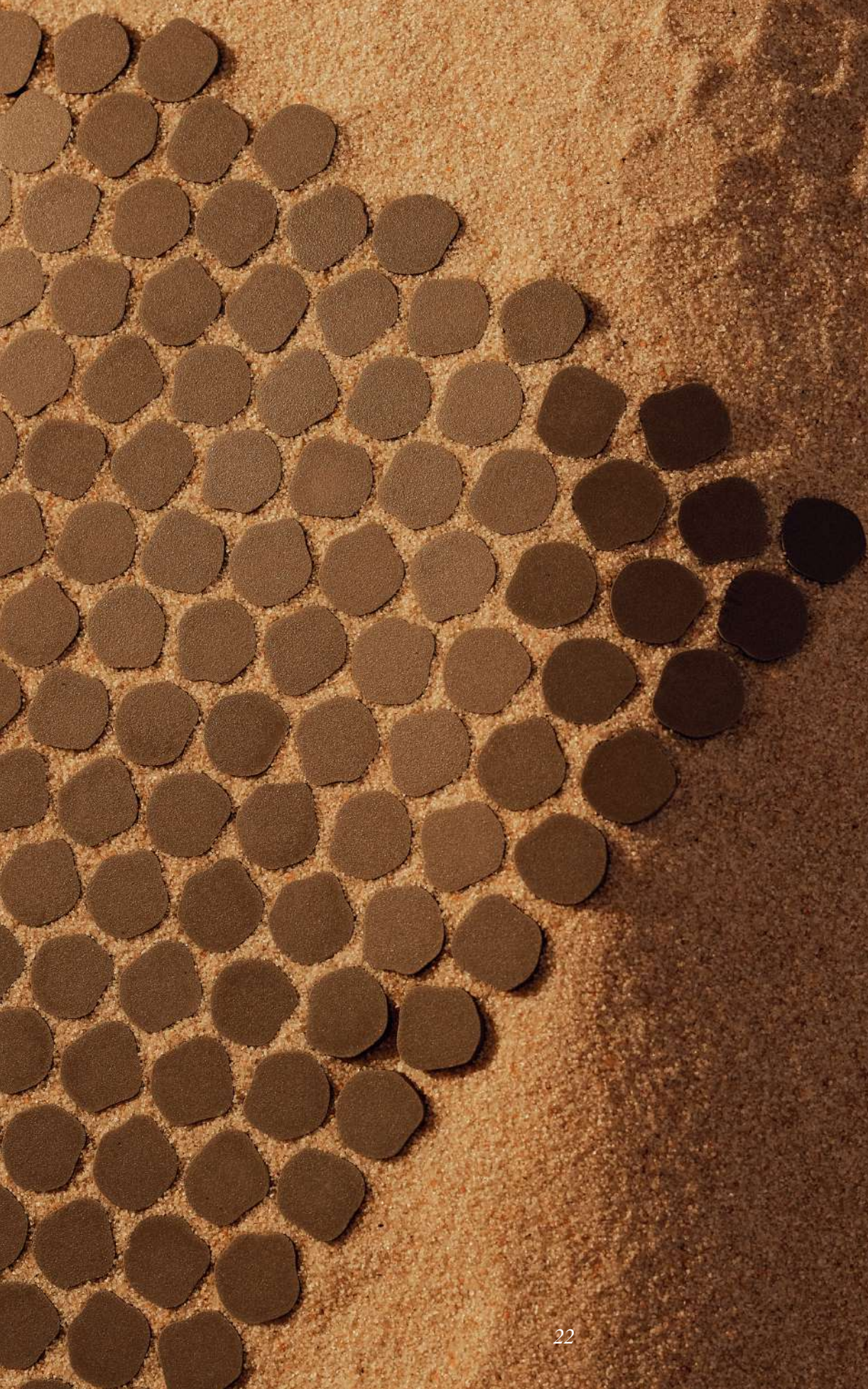
Impression

Photography by Andrea Olivo

Impression is a photographic project resulting from the collaboration between Federica Biasi and South African photographer Andrea Olivo, who was invited to interpret the company's products with his photographic language.



Models are called upon to wear our tiles, becoming the perfect canvases for imprinting the product textures.



Born and bred in Durban, South Africa, Andrea soon falls in love with photography and relocates in Milan in 2003. There he begins a career in fashion and portrait photography. With a great technique Andrea can create beautiful and elegant images, rich with many references from his vast cinematic and photographic culture. His women are sexy and free but never trivial, and their personality comes

out strongly from each shot. His style is nowadays well recognizable and appreciated by important magazines like Vanity Fair, Cosmopolitan, Glamour, Grazia, Gioia, Highsnobiety, Elle, GQ and many other independent mags, as well as clients like Versace Jeans Couture, Fendi, Max Mara, Diesel, Marionnaud, Jeremy Scott, Carrera, Aperol, Bmw, Porsche, Sportmax, Campari, etc.





The shots are the synthesis and crossover of seemingly distant worlds: the human body, fashion, and ceramic coatings. The models are called upon to “wear” the tiles, becoming the perfect canvases for imprinting the product textures, thus implicitly illustrating the traces of their tactility.

**The skin implicitly tells
the traces of the tiles
tactility.**

Copenhagen by Norm Architects

Photography by Sandie Lykke Nolsoe, Norm Architects - Portrait by Jonas Bjerre-Poulsen

A collection that comes from the roots, the heart and the history. Highlighting the tactile and crafted details of their danish local cityscape. A collection of tiles that “speaks” to our human senses, as well as play with light, shadow and the entire space.

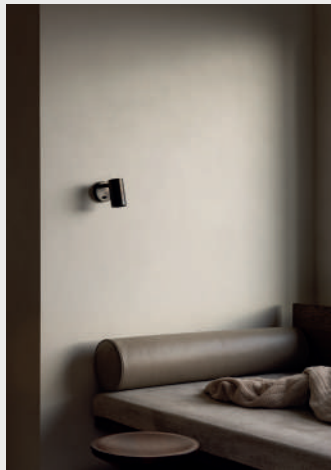


“Architecture becomes thoughtful, minimalism acquires softness and visual matter assumes haptic qualities.”

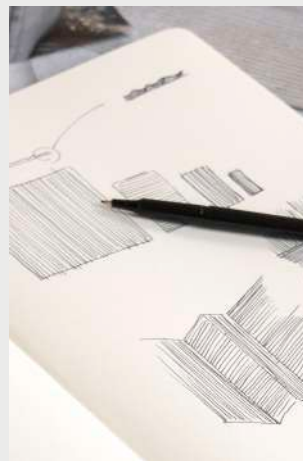
Norm Architects was founded in 2008. They work in the fields of industrial design, residential architecture, commercial interiors, photography and art direction. Each project—whether architecture, interiors, design or creative direction—is imbued with the same intrinsic quality: a simplicity that carries bigger ideas. Guided by the body and mind rather than by trends or technology, their projects explore ideas that not only look good but that also feel good.

Situated on one of the oldest streets in Copenhagen, Denmark, they respect the context and build on the traditions of Scandinavian design—of timeless aesthetics, natural materials and upholding Modernist principles of restraint and refinement. Through exploring what it is that heightens the human senses regardless of personal preference, our projects strip spaces, objects, ideas and images back to their simplest form.

Copenhagen



Copenhagen collection represents a moodboard of Norm Architects design and this is how a tile is transformed into architecture and architecture into a tile. The collection is proposed in two different finishes, smooth or textured finish, depending on use. This allows to create textures combinations which you may see strolling around the oldest parts of Copenhagen, a place rich in crafted details yet understated and very inviting.



“By looking at our immediate surroundings - our own neighborhood, we have sought to create a concept that is rooted in the architectural history of Copenhagen.”

Questions & Thoughts by Norm Architects

“We strive to create objects that embody a soft minimal aesthetic; objects where there is nothing you can add or take away to make the product better, but with a welcoming and natural character.” Norm Architects

How did your collaboration with Decoratori Bassanesi start?

As many of our talented colleagues in the industry seem to be collaborating with DB, we found more and more of the collections and projects to have a unique and interesting approach - as well as aligning with our internal design philosophy. Through connecting with the brand director, Federica Biasi - the idea to create a collection, with inspiration in our home town of Copenhagen, Denmark, started to spark.

We have seen that you are working more and more in Italy. Do you think it is the added desire to work with Italian brands?

We have always been inspired and interested in the long and impressive design history of Italy. Not only from an aesthetic, but also from a production point of view.

There seems to be a genuine respect and admiration in the craftsmanship - and even with ever changing

trends, high quality materials always serve as the foundation. Something that we treasure and pursue in our work as well.

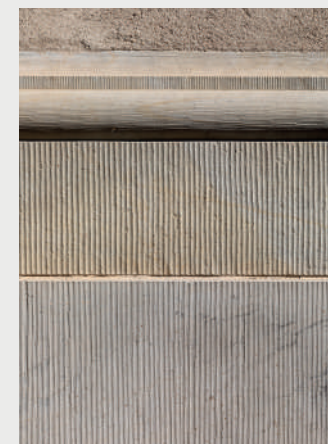
What is your project approach to product design as also being architects?

Our approach is always rooted in the way we as humans experience our environment through all of our senses. We truly believe that it's the holistic approach to a project that determines its success. Therefore we don't see architecture, interior design or product design as independent practices, but rather a part of a whole.



“We wish to make designs that we, as humans, truly connect to, through the right choice of materials, colors and shapes, and respectfully tell the stories of connected traditions and cultures.”

Norm Architects



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Art Direction

Federica Biasi Studio

Photographs

Andrea Olivo - Matteo Imbriani

Stefania Zanetti - Matteo Bellomo

Sandie Lykke Nolsoe, Norm Architects

Jonas Bjerre-Poulsen

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