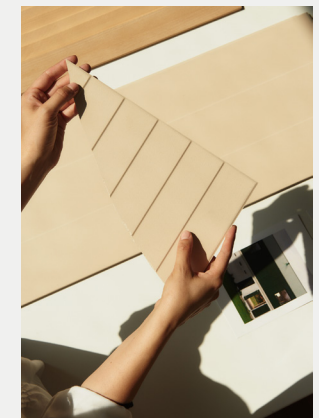


The DB News

Discover more

2023 News — From Nature: New Exhibition for Cersaie 2023
— Nendo with the newly Windy Collection and Federica Biasi
with Lofoten collection.

DECORATORI®
BASSANESI



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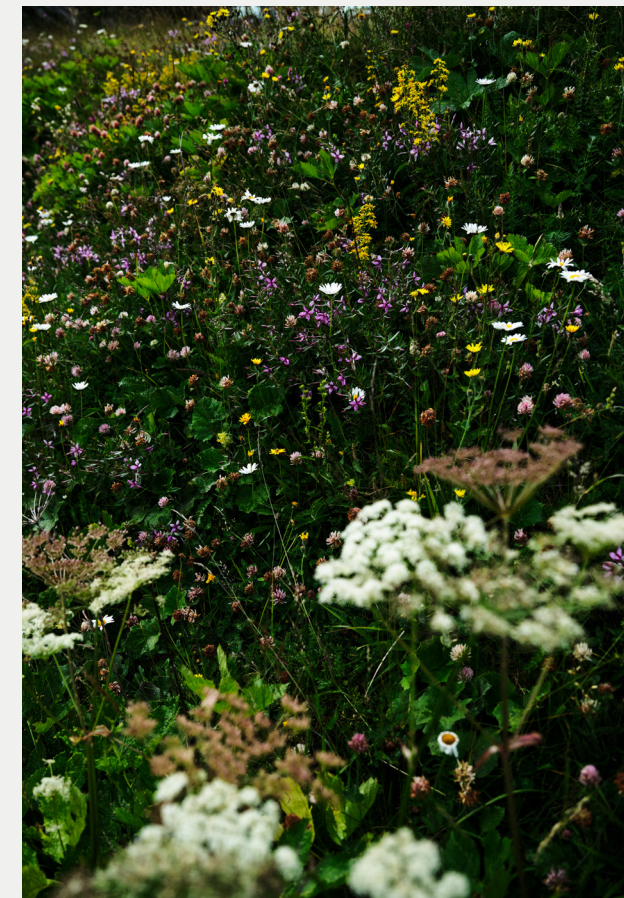
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From Nature

Photography by Andrea Olivo

‘From Nature’, is the common theme behind the new Collection Windy and Lofoten born from the desire to tell the connection between man’s art and the beauty of nature.



From Nature

“From Nature” aims to epitomise the connection between human art and nature’s beauty.

Questions & Thoughts by Federica Biasi

As Decoratori Bassanesi’s art director, you came up with this year’s concept, “From Nature”. Can you tell us more about it?

“From Nature” aims to epitomise the connection between human art and nature’s beauty. As I see it, nature isn’t just an inspiration. It shapes my approach to design. It’s a continuing relationship, a never-ending dialogue with the territory, creating textural and chromatic harmony.

This year, we’ll present two new collections embodying this concept: Windy and Lofoten. Windy by Nendo draws inspiration from a natural element – the wind – and the ripples it creates on water and across rice paddies.

Conversely, the Lofoten collection is a testimony to how architecture can fit harmoniously into a natural environment, just like rorbuer huts do in Norway’s Lofoten Islands.

This new collaboration with Nendo is also very important. Can you tell us how it came about?

I’ve always admired Oki Sato and Studio Nendo for their approach to design and architecture. I believe no other designer can make you fall in love with a path, a project, or an idea and express concepts as poetically as Oki Sato.

When I came up with the “From Nature” concept, I instantly thought of Nendo. And when I saw the

collection, I was delighted with my choice. Windy is the perfect expression of the concept. It’s all about the patterns the wind creates. The wind is invisible, but it always leaves a mark.

This year’s collections have a strong impact. Tell us more about the Lofoten collection you designed.

This collection was inspired by a trip to Norway’s Lofoten Islands. The idea was to create a simple product. That’s why the company provided me with a specific brief and format.

I must say I am in love with Northern Europe. I wanted to replicate the typical cladding of the



rorbuer, the typical fishermen’s huts built on stilts. I love how these houses blend harmoniously with the natural landscape while maintaining their features and bright colours.

The Lofoten collection means a lot to me. It’s like a pop representation of a personal memory. My aim was to capture the colours and authenticity of those houses immersed in extraordinary nature.

What about your relationship with Paolo Serraiotto, the owner of Decoratori Bassanesi? How do new ideas and collaborations come about?

I have a solid and efficient relationship with the company. Sometimes we have the same ideas. Every time I propose a design or communication project, there’s always a “four-handed” experimentation involved.

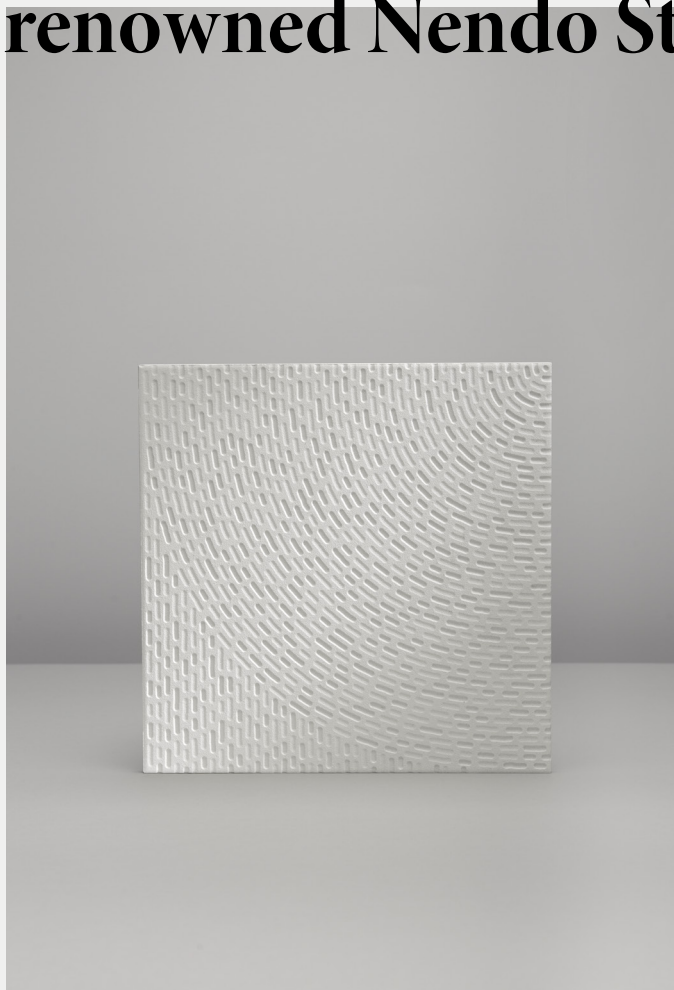
Decoratori Bassanesi’s strength is that they trust us creatives and always manage to elevate our ideas from an industrial and commercial point of view.



Windy by Nendo

Photography by Masahiro Ohgami

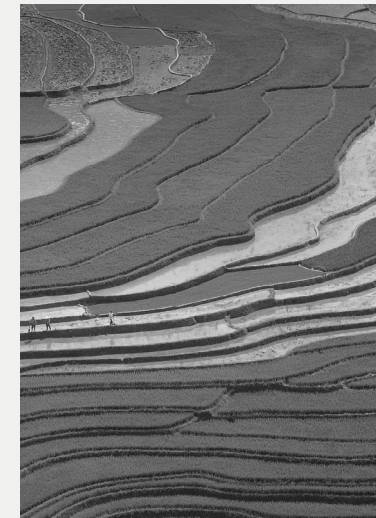
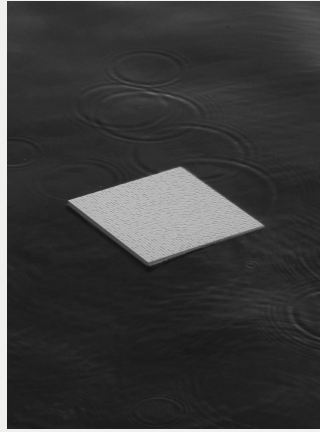
Capturing the invisible. The slight breath of the wind, the ripples and the traces left by its passage across the water and rice paddies have inspired the new Windy collection by Oki Sato, chief designer and founder of Japanese renowned Nendo Studio.



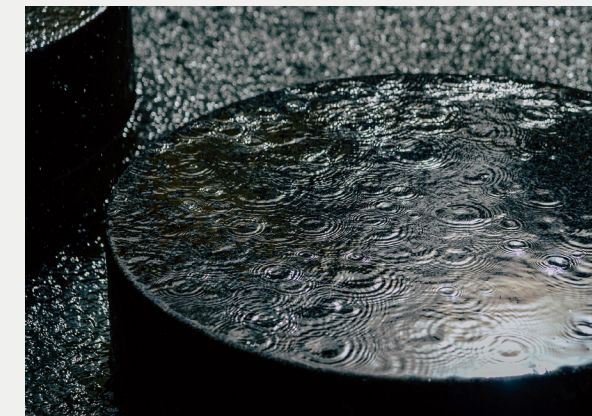
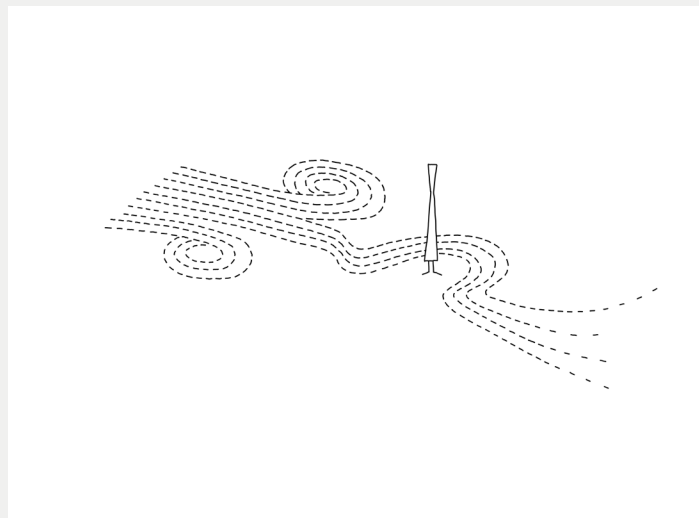
Nendo is a design studio based in Tokyo and Milan, founded in 2002 by Oki Sato. Representative works are stored in museums around the world, such as the Museum of Modern Art, New York (USA), Pompidou Center, Paris (France), and Victoria & Albert Museum, London (England).

He is also responsible for the Tokyo 2020 cauldron design. Currently, in addition to working on the design of the new French high-speed train TGV for the 2024 Paris Olympics, he is also the general producer of the Japanese Government Pavilion at the Osaka Kansai Expo scheduled to be held in 2025.





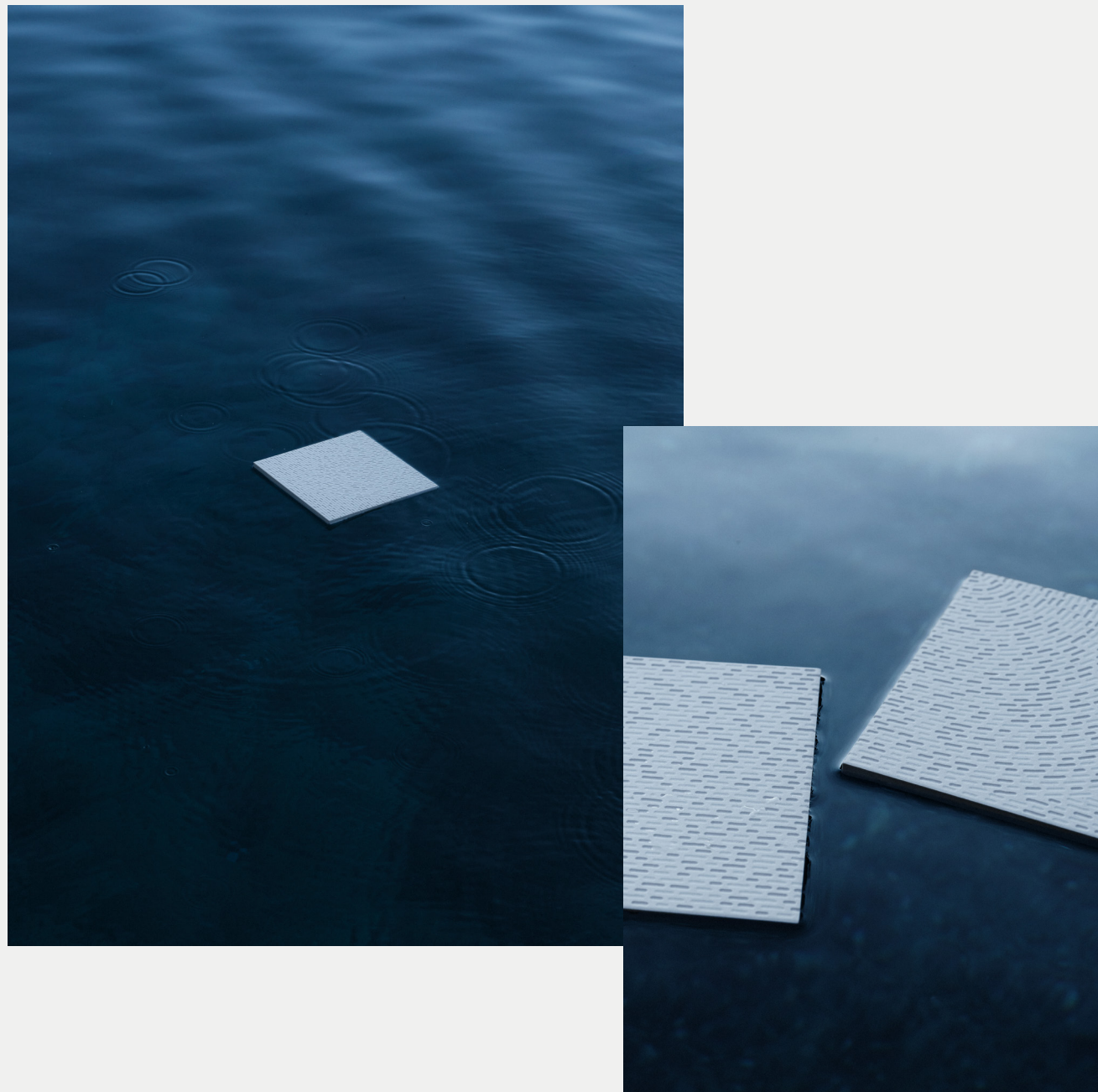
Windy draws inspiration from the wind, its natural force, and the patterns etched by its poetic dances. This collection's drawings and textures capture the wind's essence and movement as it ripples and swirls on water or across rice paddies and grasslands, creating unexpected, imprecise, yet harmonious shapes.

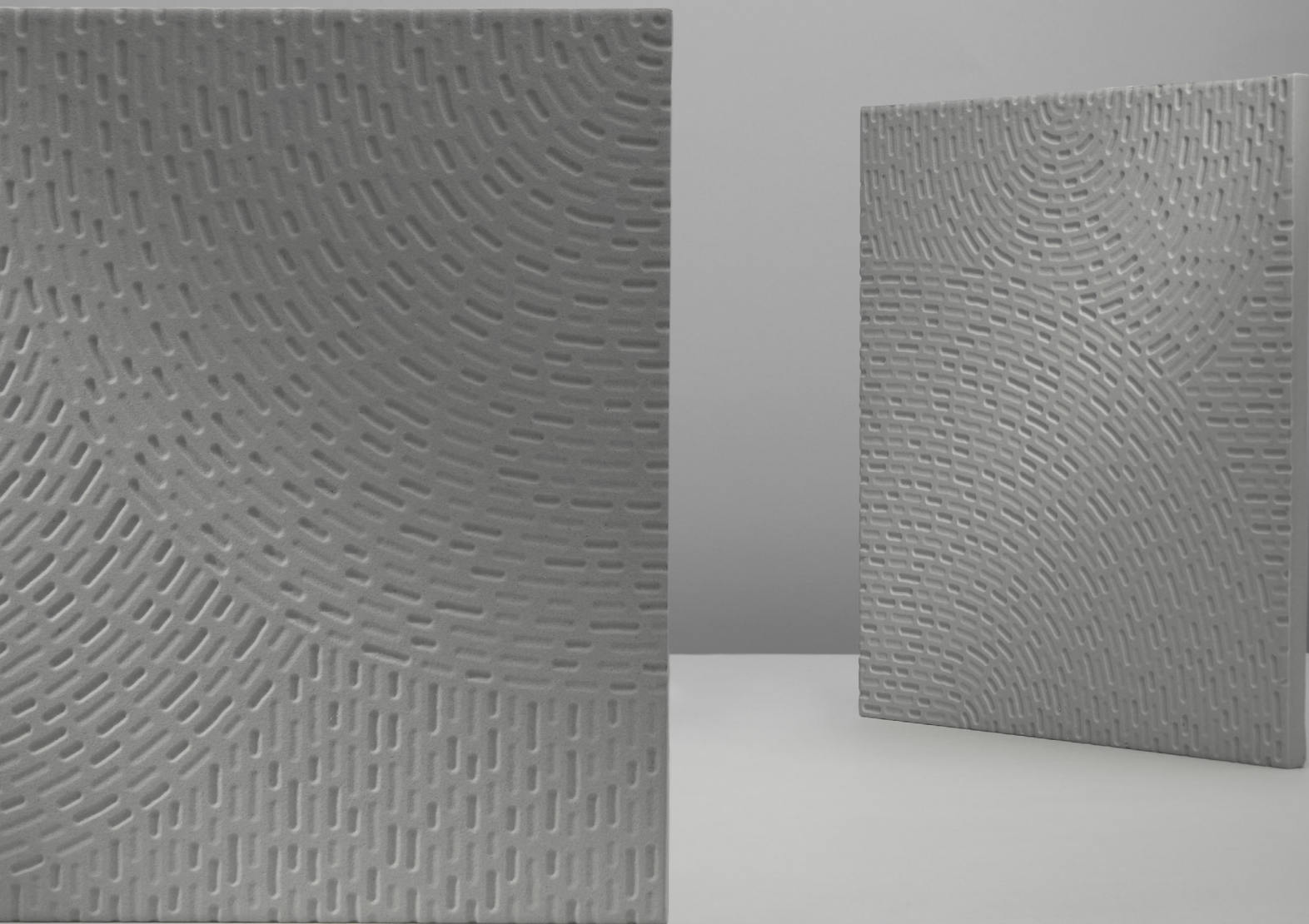


The shape of the wind

Nendo explored the dancing of the wind, which manifests through the shapes and patterns it creates on surfaces and in nature. Think of the circles, lines, and patterns it draws

when it blows over bodies of water or rice paddies. Nendo has skilfully translated these sensations into a tile collection that captures the wind's shape.





The Windy collection was made using chisels, drills, and bits in different shapes and sizes to create

grooves whose subtle differences in depth and cross-section change the perception of shadows.

Lofoten by Federica Biasi

Photography by Stefania Zanetti & Matteo Bellomo

As the name suggests, the Lofoten collection was inspired by a trip to the Lofoten Islands in Norway, their majestic nature and silent, breathtaking landscapes dotted with colourful little houses.





Lofoten takes us on a journey in enchanting, silent, distant lands characterised by colourful houses immersed in Nordic nature. Lofoten is inspired by rorbuer, Norway's traditional wooden fishermen's huts that blend harmoniously with the natural environment.



*Travel with your mind, remembering a simple sign.
Architecture surrounded by nature.*



This collection comes in various colours, ranging from the warm shades of rust, beige, and white of the rorbuer's roofs and structures to the shades of blue, grey, and woodland green evoking the Nordic landscapes. Tradition and modernity merge in the

Lofoten collection thanks to two textures inspired by the rorbuer's classic tongue-and-groove cladding, one with a narrower and one with a wider pitch. This way, these tiles create unique, versatile designs, adding dynamism and an impression of depth.

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.



Lofoten

About Company

Photography by Stefania Zanetti - Matteo Imbriani

Demonstrating the beauty of surfaces by expanding the canons of tradition has always been Decoratori Bassanesi's original goal. Today the company presents itself to the market with a completely refreshed look, maintaining the theme of decoration, reworked with an authentic and visionary perspective.



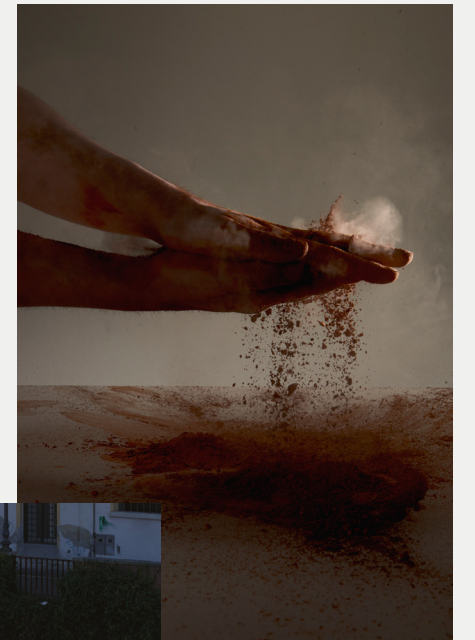
The careful choice of raw materials

Photography Stefania Zanetti & Matteo Bellomo

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 - Stefania Zanetti & Matteo Bellomo

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.



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.

About

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.

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