**Florim presents “Sensi of Casa dolce casa” Designed by Matteo Thun**

“***Touch with your eyes, see with your fingers”*** (cit. J. W. Goethe)

Large ceramic surfaces that tell an ancient story made up of earth blended together and light mineral elements forged over time. This is what inspired the “***Sensi of Casa dolce casa***” collection designed by **Matteo Thun** for **Florim Ceramiche**, which takes the form of large tiles designed to be touched with your eyes and caressed with your fingers.

The **collaboration between *Florim* and the *Matteo Thun & Partners* architecture and design firm**, two internationally renowned Italian companies, has produced a project that unites the **harmony of nature** with the **power of innovation** to furnish living spaces that communicate a sense of comfort and balance. “*Sensi*” expresses the perfect combination between the **creative design of the Casa dolce casa – Casamood brand** and the interdisciplinary approach of **Matteo Thun’ design style.**

Perfect synthesis of **innovation** and **sustainability**, "*Sensi*" was developed with close attention to **environmental and energy impact**, making it a virtuous example of **circular economy**. The collection is made of **natural raw materials** and with the **60% of recycled materials**. "*Sensi*" is the result of **up to 100% sustainable production process**, both in terms of water consumption and self-generated electricity.

The charm of the patina of time, the strength of durability and the power of nature are the genes in the “*Sensi*” collection’s DNA, inviting you to discover the fusion of **nature**, **creation and technique** in ceramic material.

The collection’s **neutral, soft and natural colours** and **very thin finish** give interiors a characterful touch, while the pattern’s light effects define a decorative concept inspired by “non-colour” and the graininess of the earth. “*Sensi*” is **solid, vigorous and concrete**.

*“We are proud to work with Matteo Thun and we believe that our Casa dolce casa – Casamood brand, which is synonymous with contemporary style and creative harmony, is perfectly aligned with their open and multidisciplinary approach. Almost sixty years of ceramic expertise and the latest manufacturing technologies are combined with a concrete design vision, resulting in ceramic products of the highest aesthetic value which reinforce the image of Italian-made beauty and design worldwide” –* stated**Claudio Lucchese**, Chairman of Florim Ceramiche.

*“Sensi is the result of dialogue, inspiration and friendship between the Florim team and our Matteo Thun & Partners firm. It emerges from different perspectives and does not “steal” from nature, but enriches the vocabulary of construction. As architects we are extremely happy to have found a perfect partner for porcelain stoneware slabs that meet our aesthetic and functional needs.” –* commented **Matteo Thun**, Founder at Matteo Thun & Partners.

Fiorano Modenese (Modena), June 11th, 2020

***Florim***

*Inspired by an innate passion for beauty and design, Florim has been producing porcelain surfaces to meet all the needs of the construction, architecture and interior design sectors for almost 60 years. Headed by Claudio Lucchese, son of its founder Giovanni Lucchese, the company has a past firmly rooted in the ceramics district at Sassuolo (Modena) and a present as an international industry trendsetter. Today, the Group employs 1,400 people worldwide and generates turnover of more than 400 million Euro. Famed for its quality, expertise and cutting-edge technology and design, it is known on the market through its high-end Italian brands and its brand dedicated to the North American market. With state-of-the-art production plants, distribution companies and partnerships in Europe, America and Asia and a number of flagship stores and single-brand showrooms, the company is well positioned in the world's top design districts. Its strategy focused on quality, innovation and sustainability combines with the creative drive and passion of its human resources to transform the value known as “made in Italy” into “made in Florim”. Florim has recently become Benefit Company changing its legal status and the company name into Florim S.P.A SB.*

[*www.florim.com*](http://www.florim.com)

***Matteo Thun & Partners***

*Matteo Thun & Partners is an architecture and design studio, headed by Matteo Thun and Antonio Rodriguez with headquarters in Milan, Italy. The studio’s designs are inspired by timeless simplicity and centred on the human scale. Founded in 1984, the company is operating internationally in the hospitality, healthcare, residential, offices and retail sectors and product design. Encompassing a team of 70 interdisciplinary architects, interior, product and graphic designers, Matteo Thun & Partners works from micro to macro scales with a focus on the management of highly complex projects. The work prioritises aesthetic durability, technological longevity, and the future lifespan of buildings and products. A profound respect for a project’s soul and a sensitive approach to the client’s individuality is key to all of Matteo Thun & Partners’ work. Specialising in hospitality, with a particular focus on luxury hotel projects and residences with character, Matteo Thun & Partners provides customised and turnkey concepts including architecture, interiors and lighting solutions. Wellbeing, too, is at the core of the design philosophy. This is expressed most clearly in healthcare projects, where the relationship between patients and their physical environment is the primary concern. Matteo Thun & Partners’ architecture and interior design is the result of an on-going dialogue between the clients, the location, its residents and its culture.*

[*https://www.matteothun.com/*](https://www.matteothun.com/)