**New Future Treasures**

A timeless, virtual **museum** invites you to a new experience of art and design. For this edition of Milan Design Week, **CEDIT – Ceramiche d’Italia** (a Florim brand) is looking to the **metaverse** with a digital project that explores *non-fungible tokens* (**NFTs**), creating a bridge between Florim’s innovative approach and the experimental identity of the CEDIT brand.

The **ten CEDIT ceramic collections** launched from 2016 to the present day take centre stage in a veritable art gallery that has a physical entrance on Foro Buonaparte and continues with a virtual experience via your smartphone/device. The exhibition allows you to explore and view dynamic NFTs. Ten ***New Future Treasures*** are presented as ‘**objects found in the future**’ in a landscape where references and symbolism leading back to the historical ruins of classicism coexist. A journey between art and design that interweaves different expressive languages to arrive in an almost dreamlike world suspended between past, present and future.

This project perfectly encapsulates CEDIT’s identity, which is strongly inclined towards **experimentation** and firmly rooted in the culture of beauty, art, design and architecture. The ten NFTs uniquely seal the individual works/collections as **digital artefacts**, making their representation unique.

A muffled, darkened room in the Spazio CEDIT is the gateway to the virtual museum, which can be visited through a **large screen** placed inside. The presence of an **interplay of mirrors** makes the experience even more **immersive**. Finally, the showroom windows complete the set-up, recalling the project’s coordinated image.

To access the exhibition gallery, simply go to [**https://thebithall/newfuturetreasures-cedit.com/**](https://thebithall/newfuturetreasures-cedit.com/) with your device or scan the QR codes on the Spazio CEDIT signage. Once you enter the virtual world, you can let yourself be guided through the visit by the call to actions highlighted along the way. The ten *New Future Treasures* are for sale on the *Rarible* platform, one of the leading online marketplaces for digital works.

With this project, CEDIT is looking through the lens of innovation at the art and design world, while always incorporating its innate poetic flair.

The proceeds from the sale of the NFTs will be donated to the international charity Save The Children.

**OUR LOCATION**

***Spazio CEDIT*** – Foro Buonaparte 14/A – Milan

* **6-10-11-12** **June** 10 am – 7 pm
* **7-9** **June** 10 am – 8 pm (aperitif 6 – 8 pm)
* **8 June** 10 am – 8 pm + **evening event until 11 pm**

**Social**

@ceditceramicheditalia - #ceditceramicheditalia - #cedit

**DOWNLOAD** CEDIT Press Kit and also Florim Press Kit

[**Florim\_Salone - Fuorisalone 2022**](https://florimgroup-my.sharepoint.com/:f:/g/personal/comunicazione_florim_it/EtMgacMBIc1KlndI9Rpx0BEBN8Vphz8wFeeppSkBkG0hgQ?e=FowJ6T)

**NFT abstract**

**New Future ARALDICA**

A large ceramic slab with a hypnotic charge releases its expressive power, standing out against a background surrounded by classical architectural features. A design work by versatile creative artist Federico Pepe, *Araldica* is inspired by marbled paper, with a carousel of allusive visual impressions evoked on its surface. In a timeless location populated with references and symbols that lead back to the historic ruins of the classical age, the slab is a projection from the future.

**New Future CHIMERA**

Immersed in a rural landscape with the ruins of a classical temple in its centre, large ceramic surfaces laden with symbolic meaning stand out like large columns. The splendours of the past meet modernity, recounted with flair and imagination by designer Elena Salmistraro on the slabs of the *Chimera* collection. A journey through time, where the imaginary universe inspired by nature and the chimera of the grotesque tradition becomes a manifestation of the future.

**New Future ARCHEOLOGIE**

Past *archaeology* and modern *archaeology* merge in a timeless space – steeped in classical references – that tells of the discovery of a relic-slab. Created by artist Franco Guerzoni in his painterly style, *Archeologie* comprises ceramic surfaces that recount the experiences, the memories, the signs and the symbols of what ancient walls have garnered over the centuries. The ‘stripping’ method of fresco painting is evoked in a coloured mantle destined to survive into the future and become a memory in its turn.

**New Future RILIEVI**

Three-dimensional geometric features play on the ceramic surface to create an effect of light and shade that generates an impression of architectural depth. *Rilievi* is a design invention by Zaven: a ‘find’ from the future standing out in a timeless present steeped in evocations of classicism. *Rilievi*, a ‘rediscovery’.

**New Future CROMATICA**

A mysterious metaphysical landscape of objects linked only by the most tenuous of logical structures is the backdrop to *Cromatica*, a large pastel pink slab to which the eyes are drawn in the centre of the scene. This ceramic artwork is intentionally “broken down” into a series of mobile strip tiles that evoke a graduated sequence of colours and generate a sense of confusion. A visually and mentally entrancing dream, steeped in sensuality and mystery.

**New Future EURIDICE**

On a timeless wall lit by light reflected from water, a painting-slab succumbs to the sunset. The raw canvas of *Euridice* – which transfers the pictorial style of Giorgio Griffa to the ceramic surface – conveys a sense of apparent calm. Like a prehistoric relic, the slab bears a serious of signs that recall the artwork of Stone Age man. The past handed down to the future.

**New Future MATRICE**

On the ruins of the capital of a classical pillar, surrounded by water, *Matrice* basks in the warm rays of the sunset. A large ceramic slab designed with flair by BRH+ conveys a sense of solidity and elegance with its dense pattern of red geometric forms. An almost dreamlike landscape where the past gives way to the future.

**New Future POLICROMA**

The geometric recurrence of *Policroma* is camouflaged in a metaphysical landscape, in between of dreamlike and reality. The large ceramic slabs designed by Cristina Celestino interact with surroundings, intertwining mnemonic narratives with contemporary injections, constituting a new iconology of coverings.

**New Future STORIE**

Under a starry sky, amongst the ruins of a neoclassical portico, stands a fresco-slab that recalls the effects of the passage of time on matter. *Storie* features fragments of wall decorations and antique plasterwork, impressions that have always fascinated designers Zanellato/Bortotto, brought back to life on the ceramic surface and mysteriously immersed in a landscape more ancient than the one they themselves are able to evoke.

**New Future TESORI**

The exquisite patterns of *Tesori* unexpectedly emerge, with all their expressive power, amongst the sand-dunes of a desert. Around them, in a scene of apparent calm, ruins from a distant past rest undisturbed. The large ceramic surfaces of *Tesori,* designed by architect and designer Matteo Nunziati, unintentionally become the star of a journey through past, present and future, which takes the form of a fascinating cultural juxtaposition.

**CEDIT – Ceramiche d’Italia profile** | Italian in origin and international in spirit, CEDIT - Ceramiche d’Italia is a Florim Group brand relaunched on the market in 2016. Its core values are strong local roots, a clear vocation for ground-breaking design and a determi-nation to help shape the living-spaces of tomorrow. Over the years, CEDIT has worked with the biggest names in Italian design, including Achille and Pier Giacomo Castiglioni, Ettore Sottsass, Enzo Mari and Alessandro Mendini, making it a key contributor to the history of the design universe. Today, CEDIT continues to promote contempo-rary creativity in keeping with this great tradition, creating ceramic collections conceived by top Italian designers, with a unique, original style.

**FLORIM SPA SB**

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 over 60 years. Headed by Claudio Lucchese, son of its founder Giovanni Lucchese, the company has a past firmly rooted in the ceramics district and a present as an international industry trendsetter. The Group employs about 1,400 people worldwide and generates turnover of more than 480 million Euro with the brands FLORIM, CEDIT, FLORIM stone. 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 (Milan, New York, Moscow, Singapore, Frankfurt, London, Abu Dhabi, Paris, Rome). 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”. After changing its articles of association and becoming a Benefit Corporation, Florim obtained the B Corp certification in 2020 and has been since 2022 a member of Altagamma, the Foundation that brings together an elite of Italian companies considered as ambassadors of the Italian lifestyle around the world. | [www.florim.com](http://www.florim.com)