**Design Week 2022: Lea Ceramiche presents *Perspectives* by Ferruccio Laviani:**

new kaleidoscopic perspectives for architecture and living

During Design Week 2022, Lea Ceramiche will encourage the public to discover one of the most fascinating and intimate glimpses of Milan, by visiting an installation that extols its paths and perspectives, by Architect **Ferruccio Laviani.**

***Perspectives*** will come to life in Giardino dei Platani of the Humanitarian Society of Milan: a green area next to the Cloisters of San Barnaba, a stimulating scenario to depict the beauty, opportunities and innovation conveyed by the ceramic material. Along the walkways of this green space, Laviani envisaged **a path through ceramics to investigate the kaleidoscopic perspectives that unfold for architecture.**

A sequence of ultra-thin interspersed ceramic slabs creates a sort of perspective telescope achieved through clefts that recall natural ravines where the eyes can reach the bottom.

*"I devised an installation halfway between installation and land art, recalling Thomas Demand's 'Grotto' material layering, the pages of Stephen Doyle's sculpted books or, again, the contemporary labyrinth of Pieterjan Gijs and Arnout Van Vaerenbergh.* *A different way of experiencing ceramics, combining minerals and nature, architecture and art, experience and visual perception, through the language of the LEA Ceramiche collections."* Ferruccio Laviani.

A sequence of shaped partitions covered with very thin, barely visible white ceramic slabs, ends in colored planes: after the initial whiteness, *Perspectives* will take in a new horizon, where colour becomes a metaphor for the multiplicity of architectural scenarios that Lea Ceramiche wishes to investigate.

To create this path, Lea Ceramiche offers **the best of its Slimtech 3plus collections:** large laminated porcelain stoneware, **extraordinarily light, thanks to the ultra-thin thickness of only 3.5mm.** A versatile and resistant material, offering new perspectives in the world of architecture and living, expression of a technology that remodels the traditional production process to reach a completely new and sustainable solution. The thickness, reduced by 2/3 compared to traditional tiles, in fact requires a lower consumption of raw materials, energy and water, reduces transport pollution and CO2 emissions. Furthermore, the large thin slabs also lend themselves **to a sustainable renovation of spaces:** they can be laid overlapping existing materials, (without therefore creating construction waste) without the use of adhesive, to be recovered in a real logic of circular economy.

*"Thanks to Perspectives Ferruccio Laviani masterfully interprets one of our flagships:* *the large ultra-thin slabs.* *With an installation that is anything but obvious, we explain how ceramics can open up and constantly reveal new scenarios, new possibilities, fully expressing the innovative spirit that outlines Lea Ceramiche.* *We are a vanguard brand, also thanks to extraordinary interpreters, unusual language expressions for porcelain stoneware, able to stimulate the best innovative projects.* *Currently, we like to illustrate how to work with the infinite potential architecture offers us.* *Without forgetting the greatest challenge:* *the utmost respect for sustainability."* Sustains Andrea Anghinetti, brand manager of Lea Ceramiche.

During Design Week, Lea Ceramiche will encourage enthusiasts and designers to enter a new dimension with renewed ceramics, a combination of minerals and nature, architecture and art, experience and visual perception, through the most innovative language of ceramics.

***Perspectives***

Chiostri San Barnaba - Via Daverio 7, Milan

7 – 12 June

Tuesday to Saturday: from 10:00 a.m. to 8:00 p.m.

Sunday: from 10:00 a.m. to 3:00 p.m.

***Press preview:***

7 - 8 June from 10:00 a.m. to 2:00 p.m.

**LEA CERAMICHE**

Lea Ceramiche is the perfect synthesis of visionary design and technological performance. It is the partner of creativity anywhere in the world, for every single type of architectonic project which seeks distinction through a unique and recognisable style. Continuous innovation, absolute performance reliability and a daring approach have made it an undisputed star of global architecture, enabling it to clench significant and prestigious partnerships with internationally acclaimed designers and project design professionals.

The company’s innovation is based on constant experimentation which, thanks to the development of cutting-edge production systems and technologies, enables Lea Ceramiche to offer its customers a wide range of top-quality products, earning it prestigious awards around the world, both for its excellent technical performance and design content.

Constant and significant investments oriented towards achieving an offer of collections for each season which exude personality have now culminated in Slimtech, the revolutionary ultra-thin design laminated stoneware available in 3.5, 5.5mm and 6mm and extra-sized up to 100x300 cm and 120x278 cm, suitable for uses which to date have remained inaccessible to traditional ceramics.

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**PANARIAGROUP**

*Lea Ceramiche is part of Panariagroup Industrie Ceramiche S.p.A., an Italian multinational group, world leader in the production and distribution of ceramic surfaces for floor and wall coverings. With over 1,700 employees, more than 10,000 customers, 6 production plants (3 in Italy, 2 in Portugal and 1 in the USA) Panariagroup is one of the leading players in the high-end and luxury segment of its sector.*

*Specialized in the production of porcelain and laminated stoneware, through its commercial brands (Panaria Ceramica, Lea Ceramiche, Cotto D’Este, Blustyle and Maxa in Italy, Margres and Love Tiles in Portugal, Florida Tile in the United States and Bellissimo in India), Panariagroup offers high-quality and prestigious solutions for all the needs of residential, commercial and public architecture.*

*Panariagroup is an international company present in Italy, Portugal, the United States, India and in over 130 countries worldwide with a large and widespread sales network.*

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