



URBAN FEELINGS

BEYOND, ITALY

La Fornace

TRADITIONS

Italian Traditional Terracotta

A tribute

*to the tradition of terracotta,
an art form that has always been part of the history of Italy,
with a mix of colors inspired by the nature that surrounds us.*

Since humanity started creating art, they always took inspiration from the nature surrounding them, both in terms of colors and form. A clear example of this is traditional terracotta, which typically used the color of natural clays. It shouldn't be surprising that even with glazed terracotta, where almost all colors are virtually possible, the idea of nature was always present, strongly influencing every artistic vision.

The idea for the Tradition collection is born out of simplicity and elegance, of an old look that has been made modern by the choice of colors combinations, to showcase the blending of both visions. The collections is characterized by a color palette that is heavily inspired by the different elements of nature, with all its shades and tone differences. To better showcase the idea of nature, we studied four different blends, combining shades that remind the viewer of the element of inspiration, and mix together with perfect harmony. Besides the blends, we also created a selection of single colors that would create the best result as a full wall look; different shades of blues and greens to reflect the idea of water and plants, characteristics of what makes our planet liveable for humans and so the most important.

The beauty of handmade terracotta is what makes our La Fornace material so special. Each piece is shaped by the hands of the artisans, dried in traditional kilns and then glazed one by one, so that every piece is unique and never the exact same as the others.

Urban Feelings
Design Studio Team



LISTELLO
55x260 mm
2x10 inches

LOSANGA
75x255 mm
3x10 inches

RETTANGOLO
75x225 mm
3x9 inches

QUADRATO
100x100 mm
4x4 inches



TECHNICAL DETAILS



LISTELLO

SCALE 1:4

55x260 mm

(2x10 inches)

LOSANGA

SCALE 1:4

75x255 mm

(3x10 inches)

RETTANGOLO

SCALE 1:4

75x225 mm

(3x9 inches)

QUADRATO

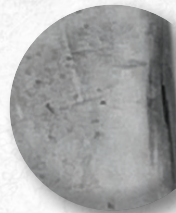
SCALE 1:4

100x100 mm

(4x4 inches)

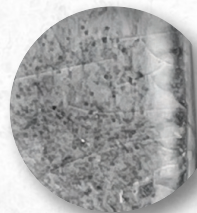
HANDSHAPED

- each piece is made **by artisan**



ROUNDED EDGES

- taking care to the **shapes**



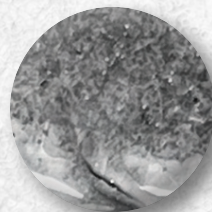
GLAZED

- for your **eyes**



TEXTURE VARIATION

- for your **touch**



SHADED SURFACE

- to create an immersive **feeling**

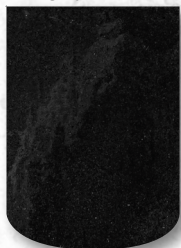


COLOUR PALETTE

SINGLE COLOURS: 11

NOTTE

Listello/Losanga
 Rettangolo/Quadrato



FUMO

Listello/Losanga
 Rettangolo/Quadrato



NUVOLA

Listello/Losanga
 Rettangolo/Quadrato



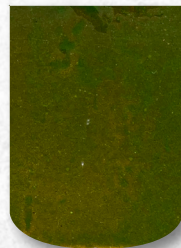
OCRA

Listello/Losanga
 Rettangolo/Quadrato



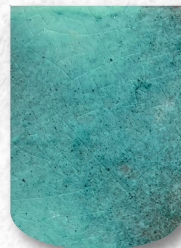
MUSCHIO

Listello/Losanga
 Rettangolo/Quadrato



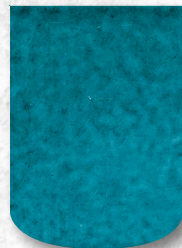
VERDE ACQUA

Listello/Losanga
 Rettangolo/Quadrato



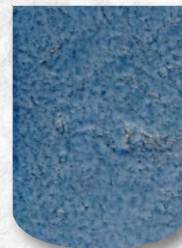
MEDITERRANEO

Listello/Losanga
 Rettangolo/Quadrato



LAVANDA

Listello/Losanga
 Rettangolo/Quadrato



BORGOGNA

Listello/Losanga
 Rettangolo/Quadrato



CORALLO

Listello/Losanga
 Rettangolo/Quadrato



ROSA

Listello/Losanga
 Rettangolo/Quadrato



NOTTE



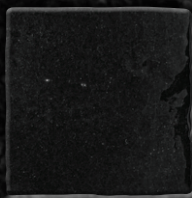
LISTELLO
SCALE 1:4



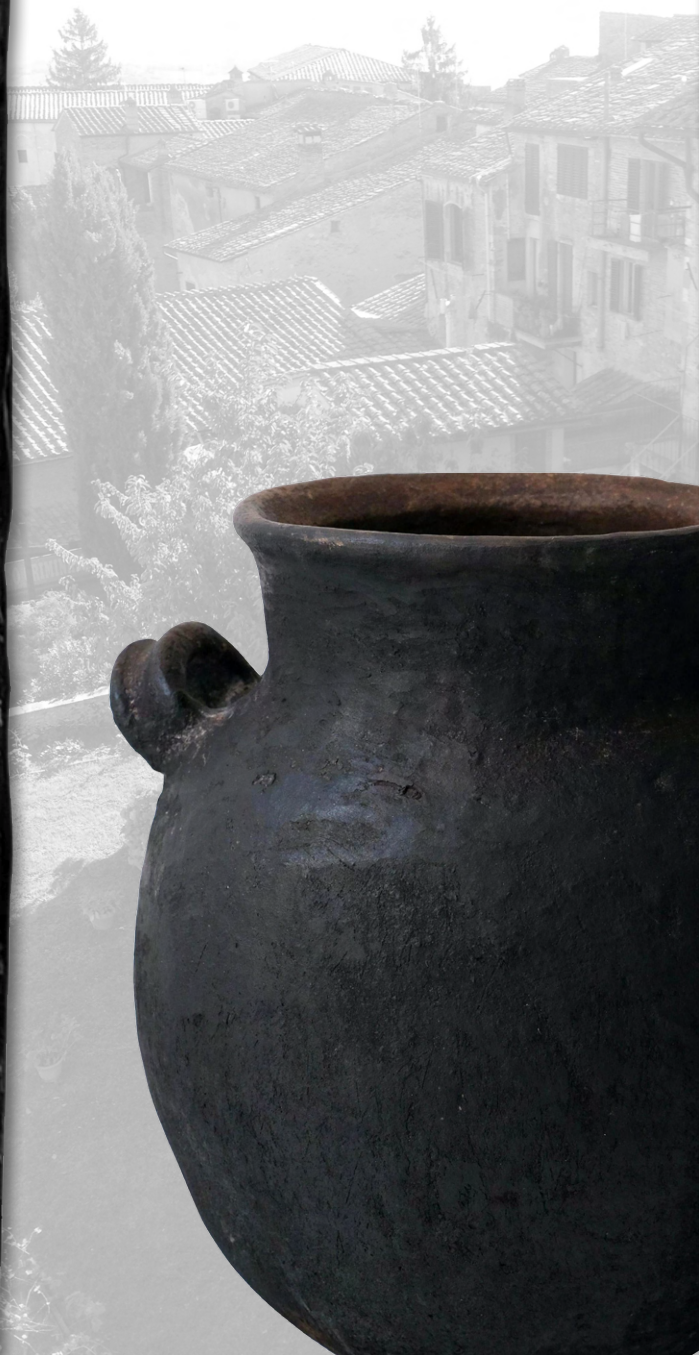
LOSANGA
SCALE 1:4



RETTANGOLO
SCALE 1:4



QUADRATO
SCALE 1:4



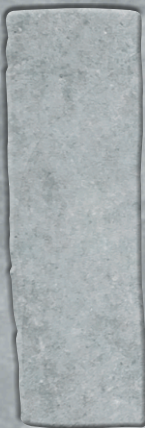
FUMO



LISTELLO
SCALE 1:4



LOSANGA
SCALE 1:4



RETTANGOLO
SCALE 1:4



QUADRATO
SCALE 1:4



NUVOLA



LISTELLO
SCALE 1:4



LOSANGA
SCALE 1:4



RETTANGOLO
SCALE 1:4



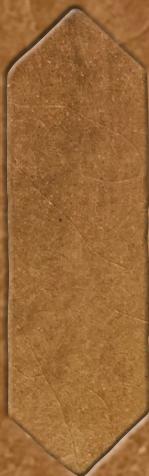
QUADRATO
SCALE 1:4



OCRA



LISTELLO
SCALE 1:4



LOSANGA
SCALE 1:4



RETTANGOLO
SCALE 1:4



QUADRATO
SCALE 1:4



LAVANDA



LISTELLO
SCALE 1:4



LOSANGA
SCALE 1:4



RETTANGOLO
SCALE 1:4



QUADRATO
SCALE 1:4



MUSCHIO



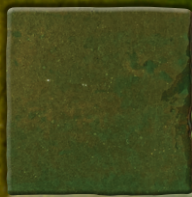
LISTELLO
SCALE 1:4



LOSANGA
SCALE 1:4



RETTANGOLO
SCALE 1:4



QUADRATO
SCALE 1:4



VERDE ACQUA



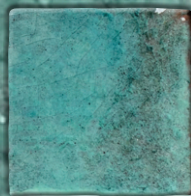
LISTELLO
SCALE 1:4



LOSANGA
SCALE 1:4



RETTANGOLO
SCALE 1:4



QUADRATO
SCALE 1:4



MEDITERRANEO



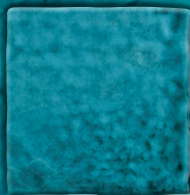
LISTELLO
SCALE 1:4



LOSANGA
SCALE 1:4



RETTANGOLO
SCALE 1:4



QUADRATO
SCALE 1:4



BORGOGNA



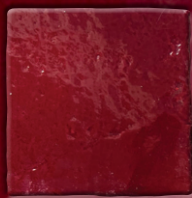
LISTELLO
SCALE 1:4



LOSANGA
SCALE 1:4



RETTANGOLO
SCALE 1:4



QUADRATO
SCALE 1:4



CORALLO



LISTELLO
SCALE 1:4



LOSANGA
SCALE 1:4



RETTANGOLO
SCALE 1:4



QUADRATO
SCALE 1:4



ROSA



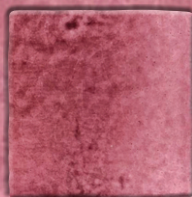
LISTELLO
SCALE 1:4



LOSANGA
SCALE 1:4



RETTANGOLO
SCALE 1:4



QUADRATO
SCALE 1:4





TRADITIONS

Quadrato 100x100 cm (4x4 inches)
Verde Acqua

BLEND PROPOSAL

Customizable percentage of single colors in the composition of the mix.

FORESTA

MUSCHIO_NUVOLA_OCRA

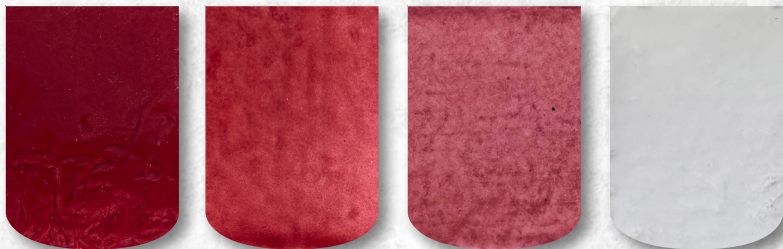
Listello/Losanga
 Rettangolo/Quadrato



CORALLO

BORGOGNA_CORALLO_ROSA_NUVOLA

Listello/Losanga
 Rettangolo/Quadrato



MARE

MEDITERRANEO_VERDE ACQUA_MUSCHIO

Listello/Losanga
 Rettangolo/Quadrato



TRADITIONS

Quadrato 100x100 mm (4x4 inches)
Blend Mediterraneo





TRADITIONS
Quadrato 100x100 mm (4x4 inches)
Blend Corallo



TRADITIONS

Listello 55x260 mm (2x10 inches)
Blend Corallo



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www.urbanfeelings.it