



URBAN FEELINGS
BEYOND, ITALY



La Fornace

UP or DOWN

Italian Traditional Terracotta

An aerial photograph of a terraced landscape, likely in central Italy, showing rows of fields and hills. A large white rectangular box is overlaid on the center of the image, containing text. The sky is cloudy.

UPorDOWN...

...series was created with the intention of infusing new life into the classic formats of traditional terracotta. The presence of three different brick styles (flat, concave and convex) allows for a more dynamic installation, inspired by the landscapes of central Italy, from the Tuscan sea, to the hills of Umbria, up to the Apennine Mountain ridge: an inexhaustible succession of ups and downs, highs and lows. The natural and landscape theme can also be seen in the different shades that make up the color palette of the series, as in the case of ochres and reds typical of the Sienese lands, or the greens that recall the gentle hills in spring, the cool and shady oak forests. The double glossy and matt finish contribute, through plays of light and shadows, to sharpen the dichotomy between high and low, giving each environment using a unique dynamism and depth.

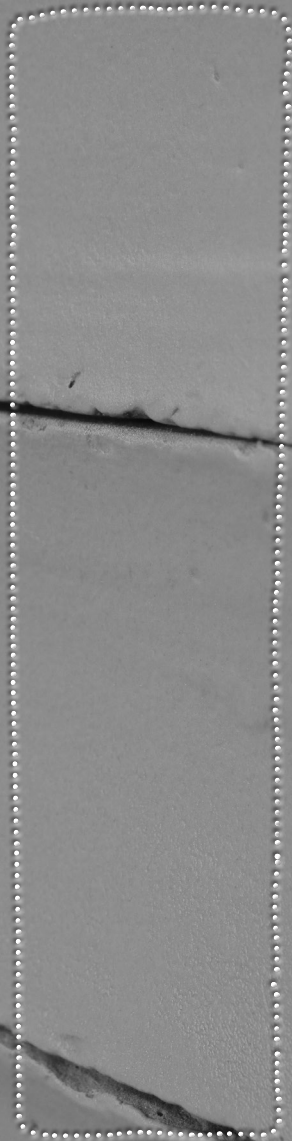
Urban Feelings

Design Studio Team



RETTANGOLO
75x300 mm
3x12 inches

TECHNICAL DETAILS



RETTANGOLO

SCALE 1:2

75x300 mm

(3x12 inches)

COMBINES DIFFERENT SHAPES

the Up or Down series features 3 different tile shapes: flat, concave and convex. You can combine these formats as you like to create highly dynamic installations or choose just one of them.

COMBINES DIFFERENT COLOURS

In the series there are 4 colors: Pergamena, Verde, Ocra and terracotta. You can choose to create a mix between the various colors or opt for a monochromatic installation.

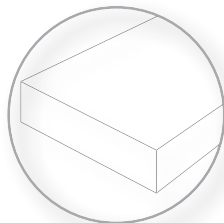
THE BEAUTY OF ARTISANAL PRODUCT

The tiles are produced in Umbrian, Tuscan clay or in a mix of both. They have a glazed coating, useful for installing a wall covering. The craftsmanship guarantees each tile a unique and characterizing surface, able to blend perfectly with the others.

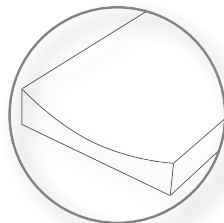
TECHNICAL DETAILS



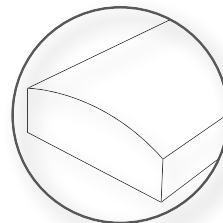
DIRECTIONS



FLAT (Level)



CONCAVE (Down)



CONVEX (Up)



PERGAMENA

Rettangolo



LEVEL DOWN UP



VERDE

Rettangolo



LEVEL DOWN UP



OCRA

Rettangolo



LEVEL DOWN UP



MATTONE

Rettangolo



LEVEL DOWN UP

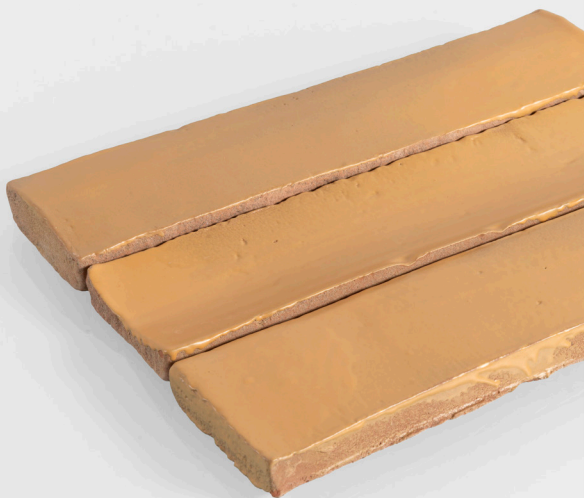




PERGAMENA



VERDE



OCRA



MATTONE

PERGAMENA

RETTANGOLO

SCALE 1:2

75x300 mm

(3x12 inches)



VERDE



RETTANGOLO

SCALE 1:2

75x300 mm

(3x12 inches)



OCRA



RETTANGOLO

SCALE 1:2

75x300 mm

(3x12 inches)



MATTONE



RETTANGOLO

SCALE 1:2

75x300 mm

(3x12 inches)



UPorDOWN

Rettangolo 75x300 mm (3x12 inches)
MATONE Matt Down Installation





UPorDOWN
 Rettangolo 75x300 mm (3x12 inches)
 OCRA Matt Flat Installation



UPorDOWN

Rettangolo 75x300 mm (3x12 inches)

VERDE Matt Flat Installation



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