

# LE PIASTRELLE SEGNATE

BY

fornace  
brioni

DESIGN BY  
GIOVANNI BARBIERI



reddot winner 2022  
best of the best

INTRODUCING A NEW COLLECTION

THAT HAS ALREADY RECEIVED PROBABLY THE MOST IMPORTANT AWARD IN ITS SECTOR.

THE RED DOT PRODUCT DESIGN BEST OF THE BEST 2022

DECREED THE VALUE OF WHAT FORNACE BRIONI WITH GIOVANNI BARBIERI ACHIEVE.

AND EVERY GREAT PERFORMANCE CREATES ITS ICON.

FOR THOSE WITH A COLLECTIVE MENTALITY TO SHAPE WHAT WILL COME NEXT.

FOR THOSE WHO PERPETUALLY BELIEVE IN THE MERITS OF TRUE PROGRESS.

FOR THOSE WHO BELIEVE THAT MOVE ONLY MEANS GROWING.

FOR THOSE WHO HAVE PURE PROGRESSIVENESS AS A NATURAL STATE.



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## LE PIASTRELLE SEGNATE

A COLLECTION OBTAINED FROM THE FIRST BUILDING MATERIAL CREATED,  
STILL PRODUCED TODAY, MAINTAINING THE SAME GENUINE  
AND SIMPLE PROCESS OF MANY DECADES AGO.

A RESULT THAT THANKS TO A CERTAIN KIND OF PASSION AND DEEP  
REASONING WITHOUT INSPIRATIONAL REFERENCES, CAN EXPRESS ITSELF  
AS A PURE PROJECT, SIMPLY THROUGH THE HARMONIOUS AND  
NEVER REPETITIVE RESULTS OF THE DIFFERENT LENGTHS OF THE RELIEFS  
OBTAINED, ALMOST AS IF IT WERE A CUSTOM MADE EXECUTION,  
WITH THE ALTERNATIVE OF USING THE SAME  
TO FADE FROM VERY DENSE UP TO THE BACKGROUND FLAT TILE,  
OR WITH A COLORED RELIEFS VERSION TO ACCENTUATE THEIR CHARACTER.

SIMPLY THROUGH THE LEVEL OF GENUINE PLEASURE THAT YOU FEEL  
IN PERCEIVING ITS AESTHETIC VALUE OBTAINED,  
OBSERVING THE RESULTS OF THE INFINITE SET POSSIBLE  
THANKS TO THEIR VERSATILITY AND INFINITE INTERPRETATIONS.

IN SHORT, "LE PIASTRELLE SEGNATE"  
HAS BEEN CREATED AS IT WAS DONE MANY DECADES AGO,  
AND WHICH ARE NOW AVAILABLE,  
PROVOKING THE SAME EMOTIONS AS IN THE PAST,  
THANKS TO THE HEART, MIND AND HANDS  
OF FORNACE BRIONI. WITH GIOVANNI BARBIERI



SABBIA



CENERÈ



TERRA

# COLORS & DIMENSIONS



CM 20 - 8"

CM 20 8"

MM 18  
3/4

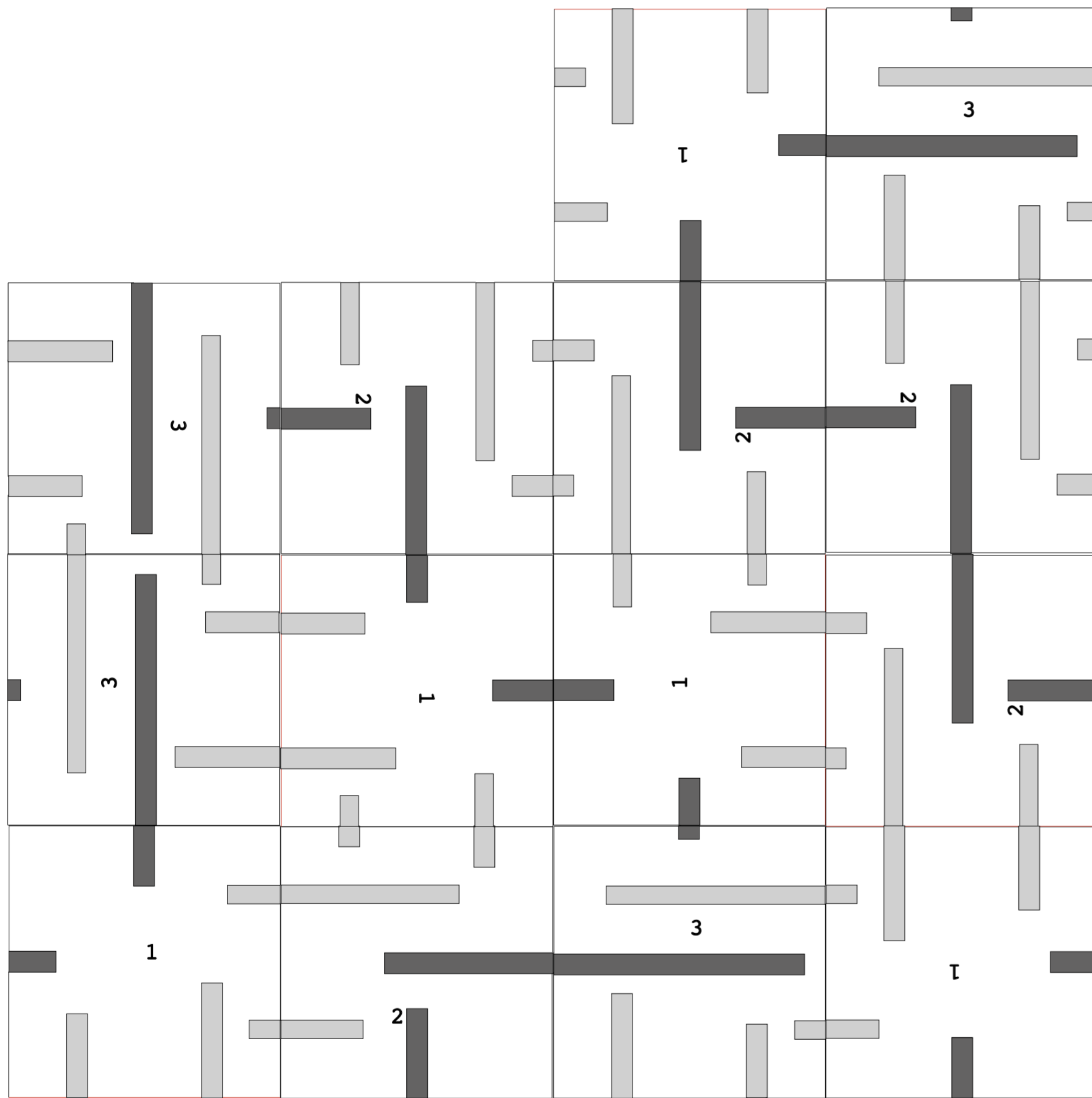
MM 25  
1"

BEING A COMPLETELY HANDMADE PRODUCT,  
THE MEASUREMENTS ARE NOMINAL AND MAY VARY.



# INSTALLATION LAY-OUT

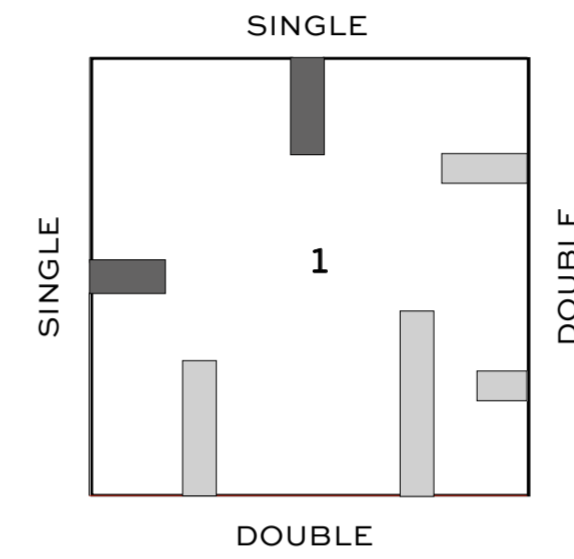
QUICK RANDOM INSTALLATION OBTAINING  
ALMOST NEVER REPETITIVE AND UNIQUE LOOK



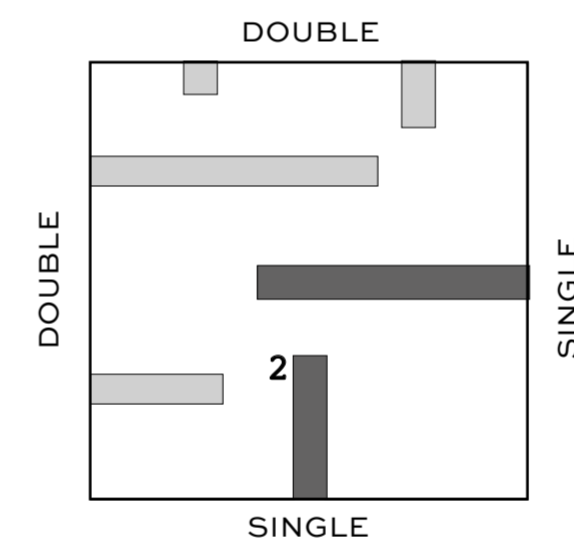
JUST SIMPLY TAKING CARE TO MATCH  
DOUBLE AND SINGLE SIGNS TILE SIDES EACH OTHER.  
START INSTALLATION OF UPPER LINE FROM A SINGLE SIDE  
OR IN THE MIDDLE, NEVER FROM DOUBLE DIFFERENT SIDES.

# 3 MODELS

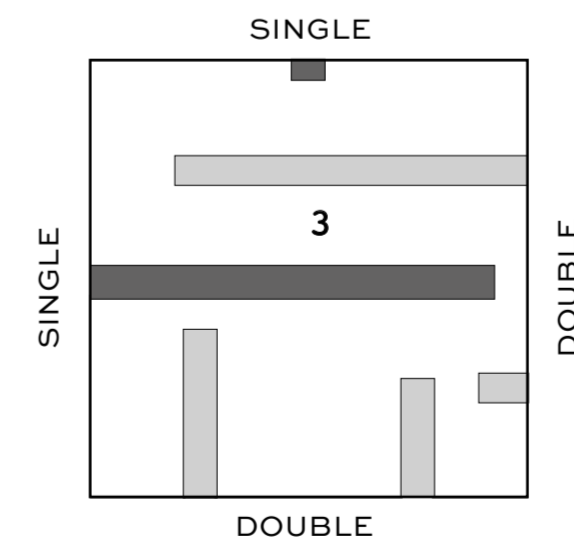
ALMOST NEVER REPETITIVE AND UNIQUE LOOK



MODEL #1



MODEL #2



MODEL #3

**FADE WALL**  
**MODEL #3 ON BOTTOM TO #1 ON TOP**



MODEL #1



MODEL #2



MODEL #3

“The shading of the three models, from very dense relief structures to field tiles,  
as well as the use of accessory elements,  
make it possible to realise a wide variety of decorative solutions.”  
(RED DOT AWARD JURY STATEMENT)



*"A wall covering must always appear  
in constant motion, never static,  
because it represents the times we are living in."  
Giovanni Barbieri.*



## ACCESSORIES



FIELD TILES



TERMINAL #1



TERMINAL #4



TERMINAL #2



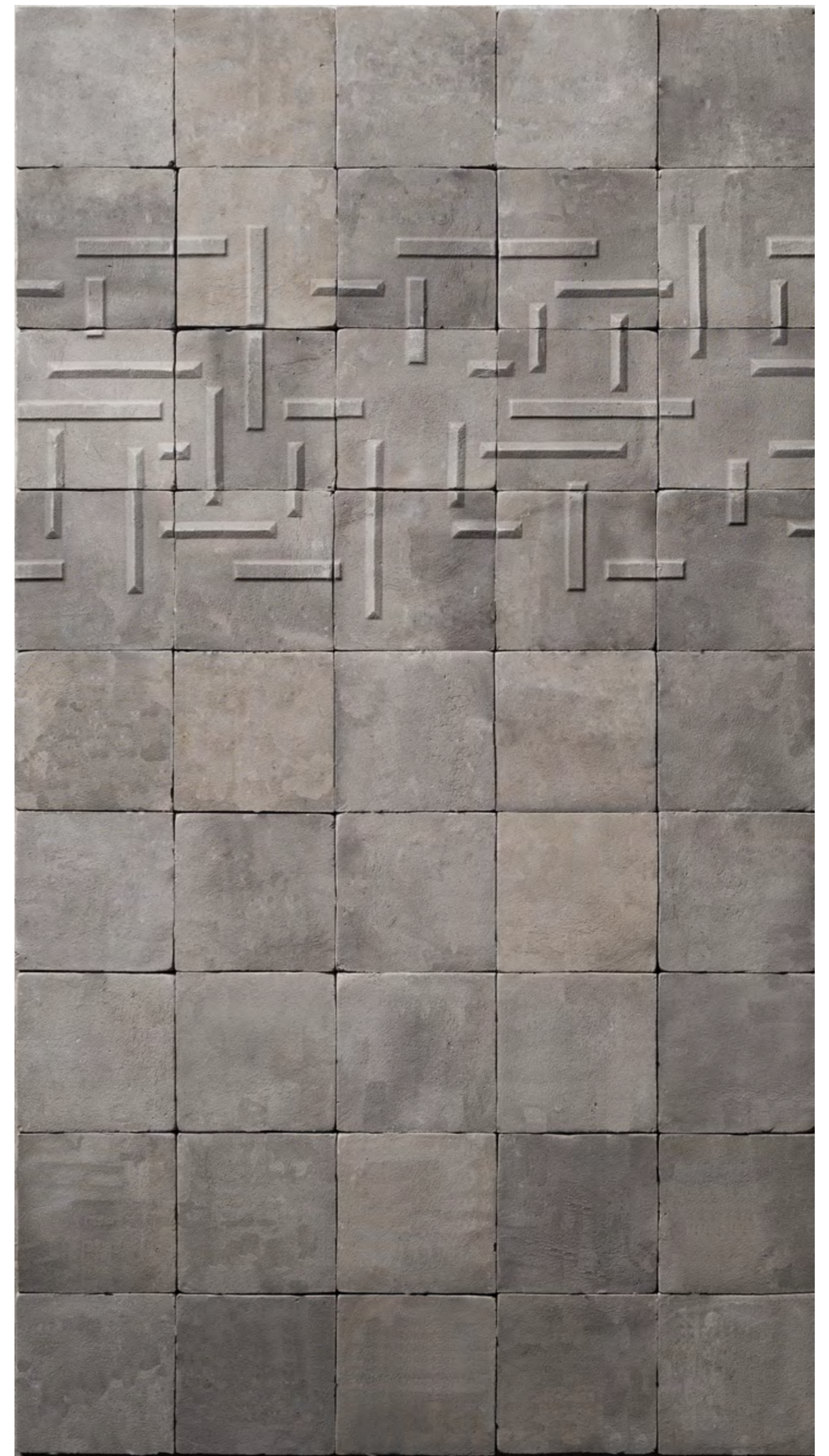
TERMINAL #5



TERMINAL #3



TERMINAL #6



*" The decorative tiles becomes the part in movement of an empty, static wall " G. B.*



“ A contemporary hieroglyphic “  
Giovanni Barbieri.



# THE RED DOT AWARD



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best of the best

“Le Piastrelle Segnate”

designed by Giovanni Barbieri

for Fornace Brioni,

received the

Red Dot Product Design

Best of the Best Award

for its groundbreaking design and

it is the highest award in the competition.

Style-defining structure.

Tiles have always had a special significance in architecture, and their design usually corresponds to the style of the respective epoch.

Le Piastrelle Segnate are wall and floor tiles that impart a distinctive presence through their relief structure of three-dimensional appearance.

The concept comprises three types of tiles measuring 20 x 20 cm, each distinguished by the density of the reliefs applied to it.

Their changing appearance goes hand in hand with the functionality of a simple and self-explanatory installation system.

Together, this makes it possible to achieve aesthetic results that are doubly unique, with an impressive effect of high visual impact.

On the one hand, the conjunction of different reliefs in the three models available creates structures of different lengths, resulting in fascinating plays of light and shadow.

This lends the installed tiles the appearance of a customised finish design, which in its effect goes far beyond the fact that there are actually only three standard models.

On the other hand, the shading of the three models, from very dense relief structures to field tiles, as well as the use of accessory elements, make it possible to realise a wide variety of decorative solutions.

In addition, the collection also includes the Jazzy version, which can be used to create special coloured reliefs.

Statement by the jury:

With these wall and floor tiles, the concept of varying the density of the relief applied to them leads to a striking aesthetic.

The resulting structures have a highly impressive effect, especially on large surfaces, and create distinctive atmospheres in interiors.

The perfectly thought-through design is also highly functional in terms of installation and allows seamless adaptation to individual preferences.

## DESIGNER BIOGRAPHY

Giovanni Barbieri have a highly awarded artisan designer life  
dedicated on floor and wall products sector, only.

He comes from a Veneto artisan family, and has been creating his designs since 1989.

His Family Artisan of natural stone was established since 1979.

For more than 20 years, he was an inspirational reference for largest American brands  
and a true source of cutting-edge design and processing technologies,  
some of which still are exclusive more than 20 years after their invention.

## FORNACE BRIONI FACTORY

The company was founded in 1920,  
following the acquisition of the so-called “Fornacione”  
(that according to certain documents still stands on its original location of 1883).  
This family-run company is now in its fourth generation, headed by Alessio and Alberto Brioni,  
who are planning the future of cotto maintaining their strong link with the past.  
Fornace Brioni was already a leader in the renovation of old flooring,  
and has over the years carried out constant research on the potential of this material  
that it produces in several versions, ranging from uniform and variegated cotto  
to glazed versions, in red and pink, and even light beige, grey and black  
to meet more contemporary tastes.

The tradition of cotto dates back thousands of years,  
and is the result of the subtle alchemy between water, earth, and fire.  
The Fornace Brioni in Gonzaga, a small town centre steeped in history  
and Renaissance culture in the plain around Mantua,  
produces cotto exclusively by hand,  
according to a savoir-faire that has been handed down through the generations,  
using the finest clays from the slow sedimentation of the floodplain of the Po River.



# fornace brioni

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