

## **Pamesa opts for large formats in high traffic spaces**

**Castellón, 9 February 2014.** The evocation of wood, cement surfaces, hydraulic tiles, natural stones and marbles all provide the inspiration for the innovations Pamesa Cerámica will present at the Cevisama fair. The firm will display floor and wall tiles that open up new architectural and interior design options from 9 to 13 February at stand B42 located on Level 3, Hall 1 of the Feria Valencia.

Innovative techniques have paved the way for the launch of formats 75x75, 37.5x75, 60x60 and 30x60 in the Compactto Pedra family. These new porcelain ranges not only offer the highest decorative looks, but because of their extraordinary resistance are also the optimum product for areas with heavy footfall. With its roots in cement, Provenza falls between the warmest vintage and industrial styles, and Danau is even stronger than the cement it takes its inspiration from. The firm will also present stone-look Cloister, ideal for a sense of purity in environments with Cloister Relieve.

Due to high demand from professionals, high gloss polished finishes and 75x75 large format continue to be the hallmark of aesthetic reference for Pamesa, which has extended its catalogue in the Compacglass and Leviglass families. These lustrous large format pieces are available in series like Kashmir, Venato, Luni, Sardes, Quarry and Tajin, whose potential for different combinations is now even more versatile with the launch of the 37.5x75 format. New models are also available in square (60x60) and rectangular (30x60) forms.

Following the natural line, Pamesa brings new wood effect concepts such as Kingswood and in relief, Kings Deck, in 22x85, which perfectly highlight their attractive contrasts, giving the feel of a lived-in space. This balance of colour, nature and avant-garde is a creative winner with its wide range of possible combinations. The company proposes a medley of unique creations, like the hydraulic Provenzal, launched in 75x75, as one of this seasons must haves.

### **Colours and textures**

The pace of design is set by Casa Maiolica, a collection conceived to stimulate sensations, favouring strong single colours, geometry and energetic textures as the language of decoration. Andria, Ancona, Artisan, Aviz and Asti take aesthetics to unknown heights, giving a focal point for environments, breathing life into interiors and taking a lead role in each space. Their 20x60 format combines smooth geometric pieces to guarantee a uniform visual effect laden with perceptions. This new generation of wall tiles with a traditional flavour makes a comeback in a range of colours that combine and contrast with the season's ranges to become first class allies in decoration.

The exuberance of fine materials returns with Sand, marbles in 45x45 and 25x50 formats reflecting the current prevailing trends: quality, durability and elegance.

These proposals are joined by solutions in ceramic tile formats 20x60 (Kenya and Kenya 3D) 31.6x60 (Nile and Cube Nile), 31.6x45.2 (Clay and Clay Cube), 45x45 (Kenya) and 60x60 (Regal).

Collections that inspire dreams in a big way, ideal for those who love energy and visual subtlety as reflections of good taste. Innovations to keep in mind for the most demanding projects.