

**PAMESA & AGATHA  
RUIZ DE LA PRADA:  
geometry, reliefs and  
colour to celebrate 20-  
year partnership**



- Pamesa turns **Agatha's iconic shapes** and original designs into creative reliefs. A world of multicoloured emotions at our feet, blending the charm of hydraulics with the most vibrant colours.
- Innovative **120x120 centimetre** format provides the springboard for the firm's new porcelain gres collections, inspired by nature, materials and timeless quality.

**Castellón, 20 February 2016.** Happiness begins at home. Pamesa Cerámica and Agatha Ruiz de la Prada celebrate a **two-decade working partnership** with new groundbreaking collections. The firm comes to Cevisama to present vibrant colours, original reliefs and expressive shapes embodied in ceramics, fashioning unique spaces where geometry, volume and colour are enriched with the creativity of the prestigious designer's emblematic motifs and icons.

**Vía Cuore and Vía Agatha** are the names of the collection that merges the charm and personality of hydraulics with the joy and energy of Agatha's colour palette. This ode to colour and geometric form in 22.3x22.3 centimetre porcelain gres pieces will transform and enliven any setting. A world of multicolour emotions at our feet for spaces that break away from the routine.

**Agatha Coeur and Mille Cuori** capture her emblematic icons, transferring their volume to wall tiles. In this profusion of sensory expression through 25x25 centimetre hearts, ceramics embody dynamism and cheer. This explosion of smooth surfaced shapes in white, yellow, orange, carmine, turquoise and pistachio astound with their ingenuity and creativity. A diverse, colourful and unique approach overflowing with energy and optimism.

**Pieces that 'grow'**

At the upcoming Cevisama fair, Pamesa's innovative use of digital technology is on show in the firm's new **120x120 centimetre** large format pieces, complementing the existing range of 30x60, 60x60, 37,5x75, 75x75, 20x120 and 60x120 centimetre formats. The intrinsic beauty of marble, the most avant-garde cement looks and the timelessness of neutral colours frame collections that meet every desire for natural authenticity. These porcelain gres ideas in both polished and natural finishes are designed to respond to all the architectural requirements of the most demanding large projects. Their designs go beyond the individual beauty of each piece as their singularity lies in their rich colours, the way they combine with other large formats and their blend of textures.

**The charm of hydraulics**

Pamesa's **Art** collection breathes new life into the mid-nineteenth century art nouveau tradition, a collection of **hydraulic-inspired tiles** in porcelain gres where artisan and vintage touches harmonise with cosmopolitan modernity. A blend of patterns, shapes and colours reminiscent of a splendid creative past, 22x22 centimetre pieces designed to enhance any setting and highlight the personality of each space. The collection's variety of patterns and colours make it a perfect option, adapting to any setting and creating decors that range from pure minimalist simplicity to the most retro aesthetic.

**Voluminous surfaces**

Due to huge professional demand, white body wall tiles have become one of Pamesa's enduring aesthetic references. The firm extends its Eden collection with ideas in 30.3x60.5 centimetre formats and **superior added value**, complemented with decorative pieces to create incredible visual and tactile sensations. A collection of smooth and relief pieces, neutral tones and textures that lend depth and volume to settings underscored by purity, serenity and neutrality, synonyms of distinction.

Innovations that respond to all professional architecture and interior design needs are waiting to be discovered at Pamesa Cerámica's stand in Feria Valencia, located on **Level 2, Pavilion 1, B42.**



## PRESS RELEASE

### **About Pamesa**

Pamesa Cerámica is the parent company of the Pamesa Group, committed to leading the field in design, manufacture and marketing of ceramic products that meet its customers' needs and guarantee excellent value for money and design.

With over 45 years of experience, the Pamesa Group has installations covering more than 700,000 m<sup>2</sup>, an annual turnover of 445,000,000 euros and production capacity exceeding 70,000,000 m<sup>2</sup> each year.

For further information, visit <http://www.pamesa.com/> and follow Pamesa Cerámica on Facebook, Twitter, Pinterest, Google Plus, Instagram, Youtube and Vimeo.

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