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MDW2024 - Superstudio

**GLOCAL & Giulio Cappellini: a design dialogue**

Part of the new Atelier Mirage project, presented during MDW2024 at the Superstudio venue, the Glocal collection represents an exploration of the intersection between local identity and global influence in the contemporary design landscape, offering a fresh perspective on cultural interconnection and the richness of traditional craftsmanship in an increasingly interconnected world.

From the collaboration between Mirage and Giulio Cappellini, a leading figure in Made in Italy design, the Glocal collection is reborn. The expansion of the range - first presented at Cersaie 2023 - includes a variety of new colors and textural decorations that reinterpret its eclecticism with contemporary aesthetic codes.

Glocal is Mirage's iconic collection inspired by polished concrete and embodies, from its name onwards, the philosophy of a product that combines a global vision with the values of locally made Italian production. The extraordinary success of the collection led Mirage to rethink Glocal, choosing Giulio Cappellini to restyle it. The collection has been enriched and updated, maintaining its original identity intact and revealing an even more contemporary version that fully reflects the excellence of Italian design. A emblematic figure in the Italian design scene, his work is internationally recognized for meticulous attention to detail and his natural ability to combine innovation with craftsmanship tradition. The color range has been expanded with 8 new colors and contemporary decorative elements. The grays soften, becoming less metallic, lighter, and warmer, and in other shades acquire hints of blue, green, or terracotta. Neutral but decisive tones, with softer nuances than in the past, which give personality and new life to the collection. Color comes to life on the surface thanks to tone-on-tone details. For the decorations, round and square elements inspired by modern architectures, particularly Japanese ones, are impressed onto the slabs recreating a bas-relief effect. The finishes alternate between rough and smooth textures achieved with the latest industry technologies but evoke the mastery of the human hand.

High technology and craftsmanship, the elements upon which Italian production excellence is founded, come together in this new series of decorative interventions, transforming porcelain stoneware slabs into true architectural elements that allow for a variety of compositions.

Glocal bears witness to the post-industrial era in which the industry, accustomed to mass production, becomes flexible and ready to respond to expressive and design customization

requests. A renewed collection that maintains its original spirit unchanged, embodies the excellence of Italian design, and positions itself as a "timeless classic".

*“Cappellini has led a respectful reworking, enriching the collection with new elements that enhance the existing ones, without depriving Glocal of its original charm,” explains Massimiliano Croci, Marketing Director of Mirage. “Collaborating with Cappellini has allowed us to highlight and enhance the different aspects of Glocal, making it an even more efficient and effective solution to meet the needs of the contemporary designer.”*

Technical specifications for the Glocal collection by Mirage:

* 20 colors
* Sizes: ranging from 30x30 cm to 120x278 cm, including particularly contemporary format solutions such as 80x80 or 80x160. The range is also enriched by products suitable for outdoor application (Evo 2/e project).
* Decorations: contemporary decorative solutions that combine the essential minimalism of concrete with bold chromatic contrasts and surface variations.

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