

PALMIRA

A dialogue of stones.

The new Mirage porcelain stoneware collection with a stone effect.

PALMIRA: the stone that does not exist in nature. Mirage presents the new collection born from the material hybridization of three lithic natures.

There are surfaces born from the earth. Others are born from an idea. PALMIRA belongs to the second category. The new Mirage porcelain stoneware collection does not reinterpret an existing stone. It invents a new one through a process of material hybridization that fuses three distinct stone references into its own unique aesthetic, with no equivalent in nature. The mineral sobriety of limestone, the stratified memory of Breccia Imperiale, and the refined balance of Augustus Grey converge into a surface of measured and surprising visual depth, where every layer tells a different origin. The result is a collection that defies the logic of simple replication. In a rapidly growing stone-effect market, where most proposals compete on reinterpreting well-known natural references, PALMIRA introduces a different approach. Not another recognizable stone, but a material born from the in-depth study of three different stone natures. Six chromatic variations, from off-white to earth tones, bring this material into the shades required by contemporary architecture and interior design. Six stones that nature has never produced, designed for the way we live and design today. A complete range of sizes, from 60x60 to the large 120x278 format, with 20 mm thickness solutions for outdoor applications, ensures aesthetic and performance continuity from indoors to outdoors without changing the design language. PALMIRA will be officially presented at **Coverings 2025 in Las Vegas**. The most authentic material is the one we have the courage to invent.

IL CONCEPT. MATERIAL HYBRIDIZATION

Where three natures converge, a new language is born.

PALMIRA stems from a specific design question. Not "which stone to reproduce," but "which stone can be generated from what the best stones have taught us." The process is what Mirage defines as material hybridization. Three stone natures, each carrying specific aesthetic and structural qualities, are analyzed, decomposed, and recombined into an original synthesis. It is not about overlapping textures or mixing patterns. It is about studying the deep grammar of three stones and generating a fourth, which contains traces of its origins without belonging to them anymore. Their convergence is not a compromise between identities. It is a third way. A surface that possesses the depth of natural stone without having to respect its aesthetic, geographical, or chromatic constraints. A free material.

PRODUCT IN-DEPTH ANALYSIS

A transversal surface, not a neutral one.

PALMIRA is not a neutral surface. It is a transversal surface that actively participates in the project, adapting its character to the context without sacrificing its identity. Precisely because it arises from the convergence of three identities, PALMIRA does not belong to a single style. It is a surface that speaks multiple languages, capable of dialoguing with different design aesthetics without ever losing coherence. From residential to hospitality, from public spaces to domestic environments, its adaptability does not stem from being generic, but from the richness of its synthesis.

Six colors. The chromatic grammar of the contemporary.

Six chromatic variations, from off-white to earth tones, designed to span the entire spectrum of contemporary design needs. Each color maintains the composite texture that characterizes the collection. Tonal variations, surfacing fragments, barely perceptible stratifications. No artificial uniformity, no decorative excess. Just depth and measure. From three stones, six natures that did not exist. Nature decides its own colors. Mirage has chosen its own, in the shades that contemporary architecture truly demands.

Sizes and Finishes

PALMIRA offers a complete system of sizes, from 60x60 to the large 120x278 format, designed to ensure maximum compositional freedom on every project scale.

The collection is available in three finishes, calibrated to respond to different intended uses, from residential interiors to the most demanding technical applications.

IN&OUT. The context changes, the language does not.

The 20 mm thickness in the 60x60 and 60x120 formats brings the identity of PALMIRA outdoors. Terraces, pathways, pool areas, with the performance required for outdoor settings. Same material, same depth. A single design language that crosses the boundary between interior and exterior without interruption.

ABOUT MIRAGE

Mirage is an Italian company with over fifty years of experience in the production of porcelain stoneware surfaces for architecture and interior design. Based in Pavullo nel Frignano, in the Modena Apennines, it is among the leaders of the Italian ceramic industry and represents the value of Made in Italy ceramics worldwide, distributed through the best showrooms and leading international distributors in the ceramic and bathroom furnishing sectors. In London, Milan, Paris, and Dubai, Mirage has dedicated brand spaces designed as reference points for architects and designers.

PRESS OFFICE CONTACTS

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For high-resolution images, interviews with the designers, and additional materials, please contact the press office.