

TERRAE X AMDL CIRCLE

When Matter Becomes Language.

THE STORY BEGINS WITH EARTH

There is one word that runs through all cultures, all architectural languages: Earth. Not only as a primordial element, but as the genetic code of every surface inhabiting space. From moucharabieh to Italian Renaissance tiles, from industrial resins to handcrafted plasters: matter always carries with it the memory of the gesture that shaped it.

Today, Mirage – the Italian company that for over fifty years has been transforming porcelain stoneware into architectural surfaces – opens a new chapter in its research with TERRAE, the collection developed in collaboration with AMDL CIRCLE, the multidisciplinary studio founded by Michele De Lucchi. Terrae is not just a collection, but a narrative system that reinvents the very concept of surface design.

“We wanted every surface to tell a story,” explains the Mirage team. “Not applied decoration, but matter itself, bearing the memory of gestures, techniques, and cultures that generated it.”

WHO IS MIRAGE: EXCELLENCE IN MOTION

Before telling the story of TERRAE, it is worth remembering who stands behind this innovation. Mirage is not just a ceramic manufacturer: it is a laboratory of ideas that for over half a century has interpreted the evolution of contemporary living.

Based in the heart of Italy’s ceramic district, Mirage has built its identity on three founding pillars: aesthetic research, technological innovation, and sustainability. Every surface leaving its facilities embodies Made in Italy excellence – the very quality architects and designers worldwide recognize and seek for their most ambitious projects.

But there is more: material experimentation and dialogue with craftsmanship have always been part of Mirage’s DNA, constantly interacting with disciplines such as architecture, design, and art to generate new languages.

“We don’t produce surfaces, we create tools for design” is the philosophy that drives every development. Surfaces designed for architects seeking uncompromising technical excellence, for designers in search of materials capable of evoking emotion, and for clients who invest in the quality of time.

AMDL CIRCLE: A HUMANISTIC VISION OF ARCHITECTURE

The choice of collaborating with AMDL CIRCLE was no coincidence. The studio founded by Michele De Lucchi represents one of the most authoritative voices in contemporary Italian architecture, with a vision that combines design rigor and human sensitivity.

AMDL CIRCLE does not simply design spaces: it designs relationships. Between people and environments, between contemporaneity and tradition, between function and emotion. In TERRAE, this philosophy translates into surfaces that do not merely clad but inhabit space with their material presence.

“Earth is a fragrance that envelops our mind and makes us dream,” says Angelo Micheli, Managing Partner at AMDL CIRCLE.

It is from this poetic yet concrete vision that the entire TERRAE project originates.

TERRAE: THREE LANGUAGES, ONE GRAMMAR

TERRAE is not a collection in the traditional sense: it is an expressive system articulated into three distinct languages – Atmo, Idro, and Lito – each with its own formal identity yet all governed by the same design grammar.

ATMO: The Architecture of Light

The Italian tradition of decorative tiles is reinterpreted in a contemporary key. Atmo transforms surfaces into light modulators, creating relief geometries that shift appearance throughout the day. This is not applied decoration: every element is designed to interact with natural and artificial light. Large 50×120 cm slabs ensure compositional continuity, while 20×20 cm modules enable infinite combinatorial games.

IDRO: The Poetics of Matter

Inspired by the aesthetics of industrial resins, Idro reinterprets this material typology through artisanal sensitivity. The Rain finish evokes the delicacy of rainfall on contemporary surfaces, creating textures that seem shaped by time and use.

Each slab is a landscape to contemplate: subtle tone-on-tone shades generate ever-changing visual depth, turning the wall into a living, mutable surface. It is the triumph of subtraction: eliminating the superfluous to highlight the essence of matter.

LITO: Where Architecture Meets Tradition

Lito embodies the boldest conceptual core of TERRAE. Inspired by the moucharabieh of Oriental architecture, Lito consists of three-dimensional decorative elements in extruded ceramics. But this is not mere citation: every 120×120×100 mm module is designed to meet the needs of contemporary architecture. Light modulation, acoustic control, spatial definition without physical barriers – Lito turns cladding into an architectural tool.

Intense color variations and natural or glazed finishes allow for endless expressive combinations. Every wall becomes a dynamic system that changes appearance depending on the point of view and the lighting.

The result is surfaces that breathe with space, elements that do not just clad but actively participate in shaping the environment. This is the evolution of ceramics: from two-dimensional surface to three-dimensional architectural element.

“We imagined shaping matter with our hands, momentarily forgetting the industrial process,” says Angelo Micheli of AMDL CIRCLE. “We wanted to restore to ceramics a more authentic, more direct meaning.”

AVAILABLE MATERIALS

- Visuals
- High-res images of settings created with the Terrae collection
- Macro details of Idro, Atmo, and Lito textures
- Behind the Scenes images of the production process

CONTACTS

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