

MIRAGE[®]

INSPIRING BETTER LIVING

MIRAGE PARTICIPATES TO CERSAIE

From September 23 to 27, Mirage returns to the International Exhibition of Ceramic Tile and Bathroom Furnishings in Bologna, showcasing the latest collections and projects, **with a special focus on sustainability and contemporary design trends.**

Pavilion 25 - Stand A266-B267



Pavullo nel Frignano, 23 September 2024 - Mirage, the internationally recognised company specialising in ceramic surfaces for architecture, is pleased to announce its participation in **Cersaie 2024**, one of the most important international events dedicated to the world of ceramics and bathroom furnishings.

This event represents a perfect showcase for unveiling new collections and, most importantly, for introducing the ReSource project, a product line designed to meet the growing demands for sustainable living.

The **ReSource** Project is the heart of Mirage's offerings at Cersaie this year and marks a significant step forward in the company's mission towards a more ecological and environmentally conscious future. It stands out for its use of **over 60% pre-consumer recycled materials**, transforming what was once industrial waste into valuable raw materials.

The **ReStone** and **ReConcrete** collections, part of this project, represent a new approach to ceramic surface design, characterised by eco-design that aligns with **principles of sustainability and environmental respect**.

In particular, **ReStone** reinterprets the timeless elegance of natural stone, drawing inspiration from the beauty of Limestone and Chauvigny Stone, but with a modern sensibility that emphasises environmental care. **ReConcrete**, on the other hand, offers a contemporary take on the texture of polished concrete, presenting surfaces that combine materiality with refinement. Both collections are aimed at professionals and consumers who are mindful of both design and the environmental impact of their choices.

Alongside the ReSource project, **Mirage** introduces other significant innovations, including **Atelier Mirage**, a true creative laboratory involving collaborations with some of the most prestigious players in international architecture and interior design, with the goal of pushing the boundaries of stylistic research.

Among the collections presented within this Atelier Mirage, **Nagomi**, designed by *Hadi Teherani*, takes centre stage. Nagomi translates the harmony between space and design into forms, elevating ceramics to an aesthetic gesture of profound environmental sensitivity. **Furthermore, by incorporating a significant percentage of glass derived from recycled cathode tubes**—once the heart of monitors and television screens—Mirage, with this collection, pays homage to a sustainability narrative that intertwines past, present, and future.

Another example of this synergy between nature and innovation is **Plumage**, by *Alfonso Femia*, which explores the beauty of feathers through a fusion of technology and natural inspiration. Finally, **Indomita**, created with *Letizia Ballotti*, celebrates local art and talent, with a design that combines utility and beauty.

Also at Cersaie, Mirage expands its catalogue with three new collections that further enrich its core product range: **Onyce**, a refined reinterpretation of onyx in porcelain stoneware, harmonising with the aesthetic and functional needs of contemporary spaces. **Izumi**, three quality selections in three colour expressions, each designed to harmonise with various interior styles, from modern rustic homes to more minimalist and elegant spaces. **Gyliane**, an interpretation of vintage woods in porcelain stoneware, with a distinctive and authentic character.

Mirage is committed to offering solutions that combine innovation, quality, and sustainability, meeting the demands of an increasingly discerning market that pays attention to international trends.

The booth at Cersaie (**Pavilion 25 - Booth A266-B267**) is much more than just an exhibition space: it represents a meeting and reflection point for all those who wish to explore how ceramic surfaces can transform the environments we live in, through solutions that integrate aesthetics, functionality, and environmental respect. Mirage invites visitors to discover a new way of living spaces, in harmony with the values of conscious living and a focus on the future.

ReStone Collection

The new Mirage offering with over 60% recycled material.



ReStone collection by Mirage

ReStone is the new Mirage collection that reinterprets Limestone and Chauvigny Stone in porcelain stoneware. It stands out for its elegant finish and natural details that bring a sense of sobriety and refinement to spaces. ReStone is particularly suited for minimalist and contemporary environments, where aesthetics meet a deep focus on sustainability. Each surface is designed to meet the needs of conscious design, combining beauty with eco-friendliness.

ReStone is the first product to join Mirage's new ReSource family, a collection made **with over 60% pre-consumer recycled materials**. This approach results in a regenerative process that integrates a precise mix of natural raw materials (39.8%), manufacturing waste (48.6%), and post-firing recycled materials (11.6%).

This composition reduces the use of virgin resources and helps minimise the environmental impact of production.

The ReSource project is based on the principles of **ReUse, ReDuce, and ReSpect**, guiding every phase of production and distribution. This approach aims to optimise efficiency and reduce emissions, demonstrating a commitment to more responsible and less impactful manufacturing. Choosing ReStone means embracing a design that not only enhances aesthetics but also promotes a more conscious use of resources, while maintaining high standards of quality and beauty.

ReConcrete Collection

To rediscover concrete in ceramics with over 60% recycled material.



ReConcrete collection by Mirage

ReConcrete is the latest addition to the ReSource family, reaffirming the brand's commitment to the responsible use of materials. This collection, featuring over 60% pre-consumer recycled content, is a clear example of how innovation can harmoniously coexist with sustainability, offering advanced aesthetic solutions for contemporary architecture.

ReConcrete reinterprets polished concrete with a modern twist. The presence of small clasts integrated into the surfaces gives each slab a distinctive visual texture, combining the strength of concrete with the refinement of stone. This approach not only enhances the aesthetic appeal of the surfaces but also emphasises the versatile and minimalist nature of concrete, now considered a fundamental element in both architecture and interior design.

ReConcrete embodies Mirage's ambition to merge sustainability, functionality, and aesthetics in products that set global design trends, showcasing the company's ongoing commitment to a future where beauty and environmental responsibility coexist in harmony.

Nagomi x Hadi Teherani, Atelier Mirage



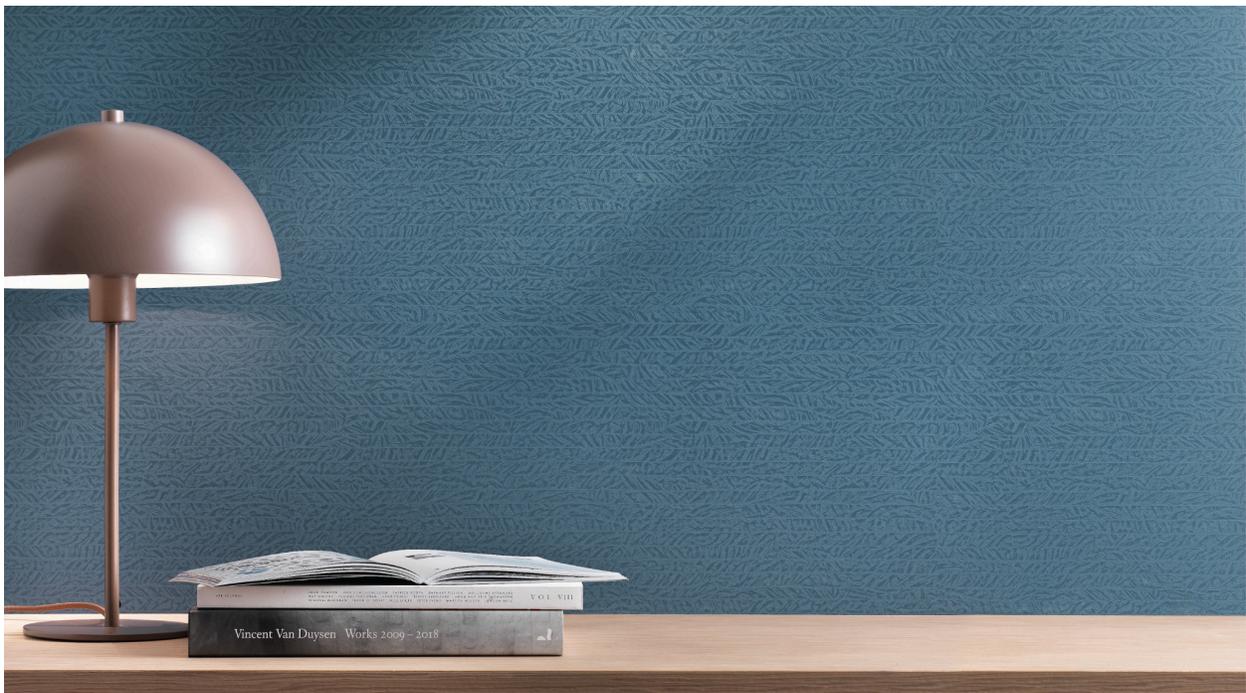
Nagomi x Hadi Teherani, Atelier Mirage

The **Nagomi** collection is the result of the collaboration between Mirage and architect and designer Hadi Teherani. This collection represents a perfect balance between aesthetics and environmental responsibility, drawing inspiration from the Japanese concept of harmony and serenity. Nagomi is designed to create spaces that integrate naturally and harmoniously, reflecting a refined fusion of beauty and environmental sensitivity.

A distinctive feature of the Nagomi collection is **its significant use of recycled glass, sourced from cathode tubes** that were once the heart of monitors and televisions. This choice not only **reduces environmental impact but also celebrates a sustainability narrative that connects past, present, and future, emphasising Mirage's commitment to environmentally responsible practices.**

Nagomi reinvents the traditional concept of mosaic, **balancing the uniqueness and typical imperfections of artisanal techniques with the precision of industrial production methods.** The result is a material richness, a texture that evokes the decorative tradition of craftsmanship, reinterpreted through the lens of innovation and production efficiency.

Plumage x Alfonso Femia, Atelier Mirage



Plumage x Alfonso Femia, Atelier Mirage

The **Plumage** collection, designed by architect *Alfonso Femia* for **Atelier Mirage**, represents an innovative synthesis of nature and technology, establishing a new paradigm in contemporary ceramic design. Inspired by the refined and intricate beauty of bird feathers, this collection transforms each tile into a narrative that skillfully merges innovation with craftsmanship. These fragments intertwine with the history of ceramics, an ancient material reimaged through innovative processes that enhance its expressive and functional potential. Alfonso Femia uses ceramics to explore new visions, where each tile tells a story of artisanal beauty enriched by the precision of modern technology.

The colour palette of the collection evokes the lightness and freedom of feathers, natural elements that oscillate between visual delicacy and symbolic strength. From subtle tones to more vibrant hues, each colour expresses variety and beauty, embodying a concept of lightness that defies gravity. The surface of the tiles, with their micro tactile and visual irregularities, invites to reflect on the role of design in the environment, highlighting how it can shape our perceptions of space and time. In Plumage, ceramics transcend their functionality to become a subtle narrative, a continuous dialogue between art and technology that reflects our aspiration for a more harmonious integration between humanity and its habitat.

Indomita x Letizia Ballotti, Atelier Mirage



Indomita x Letizia Ballotti, Atelier Mirage

The **Indomita** ceramic collection, created for **Atelier Mirage** by Emilian-based artist and upcycler *Letizia Ballotti*, draws inspiration from powerful and symbolic animal figures reinterpreted through vibrant and dynamic textures. Each piece not only highlights the depicted subjects but can also be appreciated as a standalone decorative artwork, capable of adding character to any space.

The collection also embraces the concept of "Positive Eyes", a central theme that transforms stylized and colourful eyes into symbols of optimism. These elements are not mere decorative details but represent an invitation to view the world with positivity, strength, and beauty.

Indomita reflects Mirage's ongoing commitment to celebrating local art and talent, merging cultural roots with contemporary visions.

Onyce



Onyce collection by Mirage

The **Onyce** collection encapsulates the aesthetic heritage of onyx, transforming it into porcelain stoneware surfaces that combine natural elegance with contemporary practicality. A versatile and durable solution, it is ideal for refined and functional environments where the collection's various finishes and tones enhance creative possibilities, allowing for harmonious integration of the tiles into both modern and traditional settings.

This project opens new perspectives for spaces that reflect personality and innovation. Each element of the collection is designed to inspire and transform, enabling those who adopt it to reinterpret their environments with a distinctive touch of originality. Historically, onyx has always been a symbol of luxury. Through the Onyce collection, this exclusivity continues to define spaces that embody style and prestige.

Izumi



Izumi collection by Mirage

Izumi represents a harmonious fusion of industrial innovation and the tradition of oak wood, offering a porcelain stoneware collection that impresses with its exceptional realism. The name

"Izumi", which means "spring" in Japanese, evokes purity and origin, serving as a tribute to nature and its perpetual renewal. This collection is distinguished by three colour variants that reflect the natural hues of oak: *Light*, *Hazelnut*, and *Honey*. Each shade is designed to integrate seamlessly with a variety of interior styles, ranging from modern rustic homes to more minimalist and refined settings.

Izumi not only offers different shades but **also features three distinct quality selections**: "Selected", free of knots and cracks, ideal for those seeking a clean and modern surface. "Classic", celebrating the distinct character of wood with knots and natural vein variations. "Authentic", showcasing visible knots, cracks, and natural imperfections, embodying the beauty of real wood.

Izumi transforms any space into an ode to natural simplicity and the unique beauty of wood. Here, the charm of oak wood merges with the innovation of porcelain stoneware, creating timeless stylish environments.

Gyliane



Gyliane collection by Mirage

The **Gyliane** collection embodies freedom and uniqueness, inspired by the vastness and variety of natural landscapes that evoke a continuous sense of discovery. This collection challenges traditional aesthetic conventions of wood flooring, offering a bold and unconventional approach.

Gyliane captures the essence of freedom and individuality, reflecting the rebellious spirit of wild landscapes and nomadic cultures. With a distinctly non-conformist attitude, Gyliane defies conventional aesthetics of wood-effect ceramic flooring, proposing a more audacious approach.

The collection reinterprets the soul of antique and reclaimed wood in porcelain stoneware. This process not only creates spaces that tell stories of distant lands and adventures but also highlights the irregular characteristics of floors that break away from traditional patterns, showcasing a strong aesthetic character and unparalleled visual vibrancy.

NOTES FOR THE EDITORS

Mirage at Cersaie - International Exhibition of Ceramic Tile and Bathroom Furnishings Pavilion 25 - Booth A266-B267

Monday, September 23 - Friday, September 27 2024

Opening hours:

Monday to Thursday from 9:00 AM to 7:00 PM

Friday from 9:00 AM to 6:00 PM

ABOUT MIRAGE

Founded in 1973 in Pavullo nel Frignano, within the ceramic district of the Modenese Apennines, Mirage is an international company that has been designing and producing porcelain stoneware flooring and wall coverings for commercial, public, and residential spaces for over 50 years. Deeply rooted in the Made in Italy ceramic tradition, Mirage proudly and passionately carries forward this heritage in over 150 countries worldwide. Mirage is committed to creating a 'comprehensive project' that starts with the development of low-environmental-impact design materials and extends to a broader concept of solutions that serve creativity, social well-being, and sustainability.

www.mirage.it

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