

**MIRAGE PRESENTS TERRAE X AMDL CIRCLE: REFLECTIONS
BETWEEN CERAMICS AND SPACE**

The new collection - a material dialogue where light and matter intertwine in a refined design expression - will be unveiled during Milan Design Week at the Mirage Project Point, in the heart of Brera.

7-13 April 2025



Milan, 24 March 2025 - Mirage, an excellence in Italian design specialising in ceramic surfaces for architecture, presents ***Terrae***, a new collection born from the collaboration with the Milan-based studio **AMDL CIRCLE**, founded by internationally renowned architect and designer **Michele De Lucchi**.

The Project will be showcased during **Milan Design Week** (7-13 April 2025) at the **Mirage Project Point** in **Via Marsala**, in the heart of the **Brera Design District**, through a special installation titled ***Terrae x AMDL CIRCLE: reflections between Ceramics and Space***. On this occasion, the Mirage showroom will be transformed to highlight this new collaboration, offering an immersive experience centered on materiality and light.

The collaboration between Mirage and AMDL CIRCLE stems from a shared desire to explore the emotional core of architecture and design. They celebrate the earth as the source of life and as a connective element between humans and nature. ***Terrae*** is conceived as a collection

that goes beyond the mere functional aspect of ceramics: each surface tells a story of memory and meaning, bridging tradition and innovation.



Atmo (left), Lito (right)

“The earth is a scent that envelops our minds and makes us dream. The earth is nourishment that sustains us and a medium through which we can shape unimaginable creations. The earth is a magical place where we live and coexist with other living beings,” says **architect Angelo Micheli of AMDL CIRCLE**.

Terrae unfolds through three main lines, each inspired by a different dimension of material and light:

- **ATMO** - A contemporary and elegant reinterpretation of the Italian tradition of ceramic tiles. Surfaces distinguished by refined embossed graphic patterns that interact with light to create geometric textures and effects of depth and dynamism. Available in 50x120cm formats and 20x20cm square tiles, *Atmo* offers sophisticated tones that enhance the ceramic texture and define the tactile rhythm of design.
- **IDRO** - A surface of delicate intimacy, characterised by soft nuances. *Rain* variation evokes the first moments of a gentle rainfall when droplets begin to form subtle, harmonious patterns. Through these delicate chromatic variations, *Idro* infuses spaces with a quiet sense of contemplation.

- **LITO** - A tribute to the architectural tradition of *moucharabieh*, reinterpreted in a contemporary way. Three-dimensional modules (12cm x 12cm x 10cm) with a sculptural character in extruded ceramic, playing with solids and voids to filter light and create ever-changing visual effects. *Lito* is not merely a partition element but a defining feature that established a continuous dialogue between light and shadow, evolving harmoniously throughout the day. In this way, ceramics transcend their original function, transforming into an active element that modulates both light and air, blurring the boundaries between interior and exterior, and fostering a fluid, dynamic relationship with the surrounding environment.



Terrae is part of **Atelier Mirage**, the brand's creative laboratory dedicated to material and design experimentation. With this collection, Mirage reaffirms its commitment to aesthetic and stylistic research, reflecting on the relationship between design and nature, the intrinsic beauty of materials, and the timeless stories that ceramics can tell.

NOTES TO EDITORS:

Terrae x AMDL CIRCLE: reflections between Ceramics and Space

7-13 April 2025

Mirage Project Point

Via Marsala 7

20121, Milan

Opening Hours:

09:30 - 19:00

Mirage

Founded in 1973 in Pavullo nel Frignano, in the ceramic district of the Modenese Appennines, Mirage is an international leader that has been designing and producing porcelain stoneware flooring and cladding solutions for commercial, public, and residential spaces for over 50 years. Deeply rooted in the tradition of Made in Italy ceramics, Mirage proudly carries this heritage to over 130 countries worldwide.

Mirage is committed to a “complete project” approach, from the creation of environmentally sustainable design materials to a broader concept of solutions serving creativity, social well-being and sustainability.

mirage.it | [@mirage_it](https://www.instagram.com/mirage_it)

AMD L CIRCLE

A multidisciplinary studio founded by Michele De Lucchi, internationally renowned for its humanistic and interdisciplinary approach, the studio offers projects spanning architecture, interior design, product design and graphic design. It conducts continuous research on the future of architecture and its responsibility in shaping projects that acknowledge, and where possible, inspire change. The studio has worked for both public and private entities, collaborating with major corporations such as Deutsche Bank, Intesa Sanpaolo, Novartis and UniCredit, as well as designing buildings and exhibition systems for institutions like the Neues Museum in Berlin, Triennale Milano and Gallerie d'Italia in Milan, Turin and Naples. The Milan-based studio has also designed lighting, products and furniture for Alessi, Artemide, Cassina, Hermès, Poltrona Frau and Unifor.

amdcircle.com | [@amdcircle](https://www.instagram.com/amdcircle)

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