



Porcelanatto

The recreation of the brand
La recreación de la marca

a brand, new times
una marca, nuevos tiempos



Recrear una marca es un gran proyecto
y reto empresarial.

Es regenerar la confianza en su gestión.
Es rehacer las estructuras organizativas
Es producir con la máxima calidad.
Es innovar, tener nuevos caminos en el
diseño internacional.
Es creer que el nuevo Porcelanatto va a
ocupar un lugar importante, fiable y único
en el porcelánico de gran moda.

Una marca, nuevos tiempos
La recreación de la marca.

To build up a brand name is always a
great challenge.

It implicates trust in its arrangement.

An extructured organization.

A top quality production outlet.

An innovation following new
international trends.

And to believe the new Porcelanatto will
make room into the top fashion porcelain
tiles.

A brand, new times
The recreation of the brand.

The recreation of a brand, new times.

LUXURY
CONCEPT
NET
MASSIMO

POETIC
DESIRE
SENSORY
EMOTION

Kantin NO-STALGIA

Proyecto Con.nexo



COLORTECH
ANTICO
ROCK
MATÉRICO

on of the brand

LUXURY

60 x 60 cm / 24 x 24''

luxury pearl | 3UN



luxury amber | 3UK



luxury aquamarine | 3UL



luxury garnet | 3UM



luxury shadow | 3UO



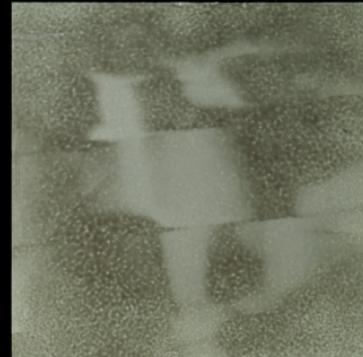
luxury pearl décor | 3VF



luxury amber décor | 3VC



luxury aquamarine décor | 3VD

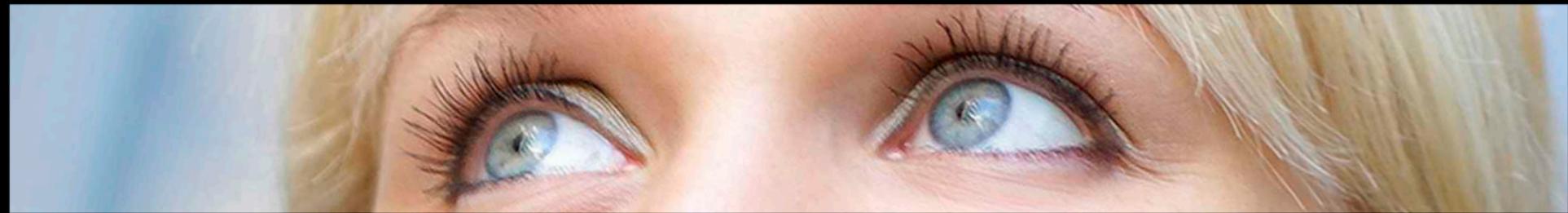


luxury garnet décor | 3VE



luxury shadow décor | 3VG





mirar... metal, lujo, colores
look at... metal, luxury, colours

a brand, new times
The recreation of the brand



mirar... conceptual, futuro, relieve
look at... conceptual, future, relief

a brand, new times
The recreation of the brand

CONCEPT

45 x 90 cm / 18 x 36 ''

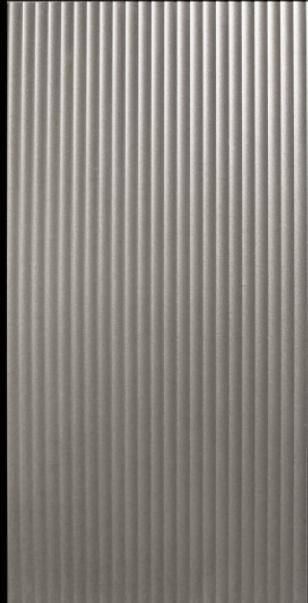
concept white | 3UE



concept pearl | 3UC



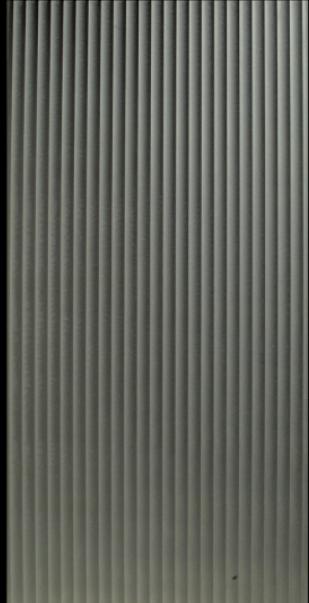
concept silver | 3UD



concept garnet | 3UB



concept aquamarine | 3UA



concept amber | 3U9



NET

60 x 60 cm / 24 x 24''

net blanco | 3V3



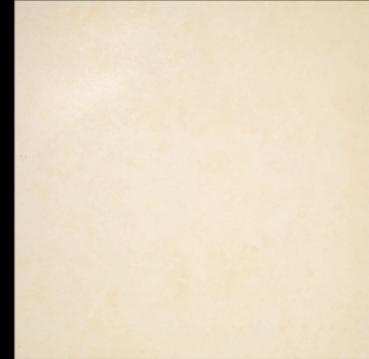
net gris | 3V4



net antracita | 3V1



net beige | 3V2



net marrón | 3V5





mirar... red, novedad, vanguardia
look at... network, novelty, avant garde

a brand, new times
The recreation of the brand



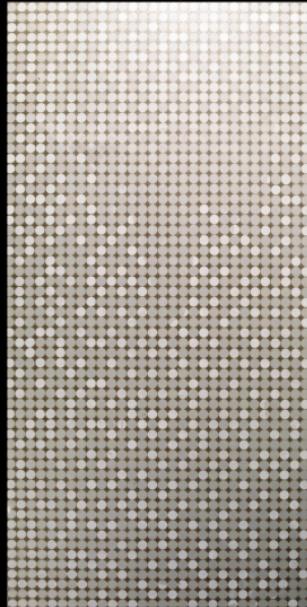
mirar... supremo, enorme, colosal
look at... supreme, huge, colossal

a brand, new times
The recreation of the brand

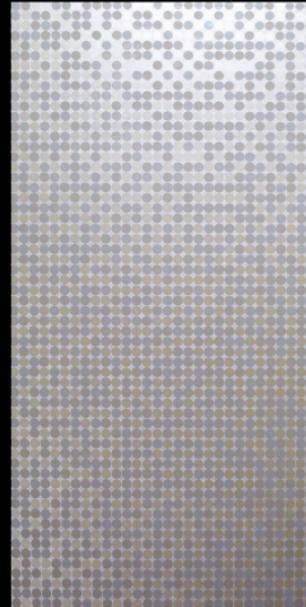
MASSIMO

60 x 120 cm / 24 x 48 ''

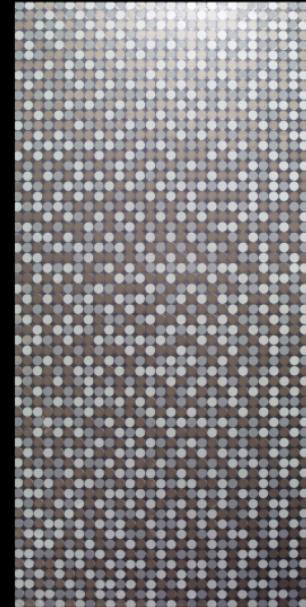
massimo C. oro | 3VR



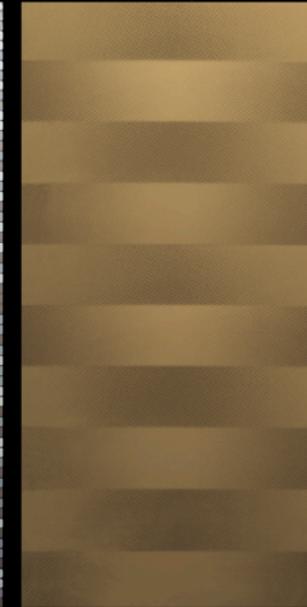
massimo C. argento | 3VN



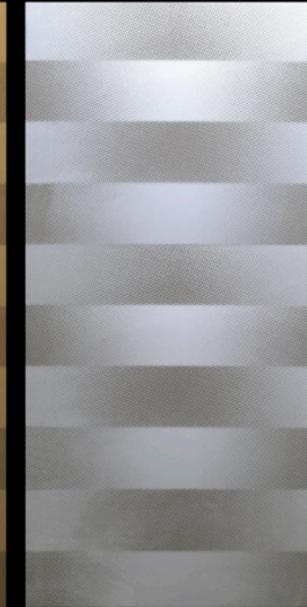
massimo C. nero | 3VP



massimo L. oro | 3VS



massimo L. argento | 3VO



massimo L. nero | 3VQ



Karim

no-stalgia

Karim Rashid's universe is geometry in movement, undulating color and forms that bring joy and inspiration to the senses. This universe of aesthetic harmony created by color and pattern envelops humans in their surroundings. The "No-Stalgia" collection colors a contemporary world that is beyond biases and subjective tastes. Karim's designs for Porcelanatto combine the effervescence, sensuality and fluidity that characterizes his work to create environments that are a dream come true.

El universo de Karim Rashid es geometría en movimiento, colores y formas onduladas que inspiran alegría a los sentidos. Este universo de la estética en armonía de color y diseño envuelve a los seres humanos en su entorno. "No-Stalgia" es una colección de colores para un mundo contemporáneo que está más allá de los prejuicios. Los diseños de Karim para Porcelanatto combinan la efervescencia, la sensualidad y la fluidez que caracteriza su trabajo para crear entornos que son como un sueño hecho realidad.

Today **poetic** design is based on a plethora of complex criteria: human experience, social behaviors, global, economic and political issues, form, vision and **desire** for contemporary culture. Now design is not about solving problems, but about a rigorous beautification of our built environments. Design is about the betterment of our lives poetically, aesthetically, experientially, **sensorially**, and **emotionally**. My real desire is to see people live in the modus of our time, to participate in the contemporary world, and to release themselves from nostalgia antiquated traditions, kitsch and the meaningless. We should be conscious and attune with this world in this moment. If human nature is to live in the past - to change the world is to change human nature.

Félix

Hoy en día el diseño poético se basa en un gran número de criterios complejos: la experiencia humana, comportamientos sociales, globales, los temas económicos y políticos, la forma, la visión y el deseo por la cultura contemporánea. El diseño actual no solo sirve para resolver problemas, sino más bien para embellecer nuestros entornos ya existentes. El diseño trata sobre la mejora de nuestra vida poética, estéticamente sensorial y emocional. Mi deseo es ver a la gente vivir en nuestro tiempo, participar en el mundo contemporáneo, y liberarse de la nostalgia, las tradiciones anticuadas, el kitsch y el sentido. Debemos ser conscientes y sintonizar con este mundo en este momento. Si la naturaleza humana es vivir en el pasado, para cambiar el mundo necesitamos cambiar la naturaleza humana.



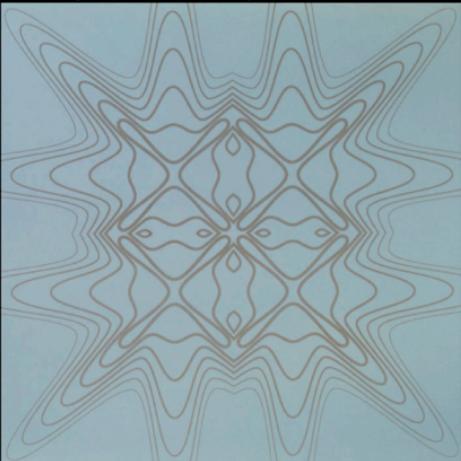
Karin

no-stalgia

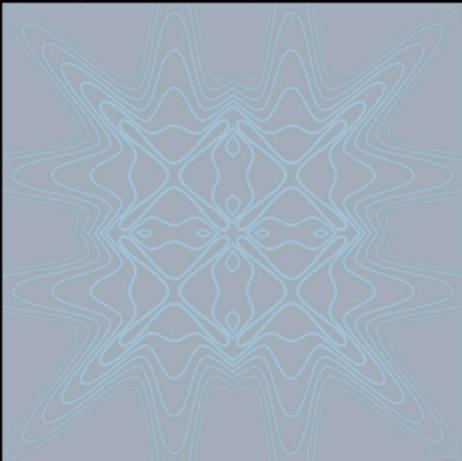
POETIC

60 x 60 cm / 24 x 24"

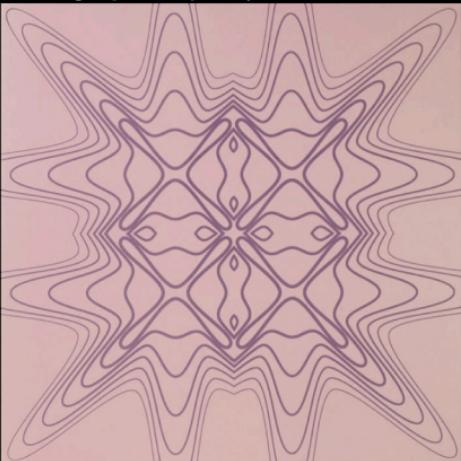
no-stalgia poetic aura | 3TV



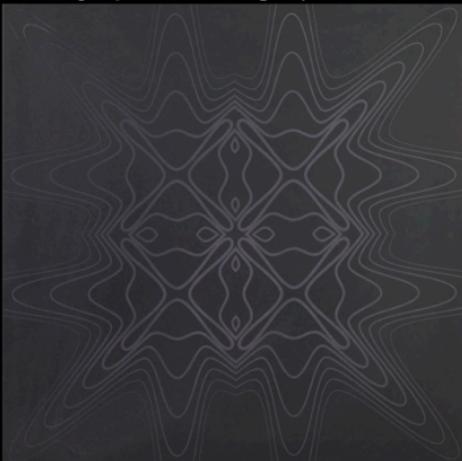
no-stalgia poetic blue | 3TX



no-stalgia poetic pink | 3TY



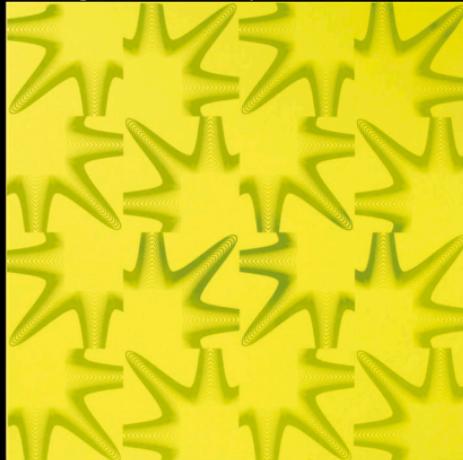
no-stalgia poetic midnight | 3TW



no-stalgia desire violet | 3TN



no-stalgia desire lime | 3TQ



no-stalgia desire grey | 3TP



no-stalgia desire jet | 3TO



fantin
no-stalgia

DESIRE

60 x 60 cm / 24 x 24''

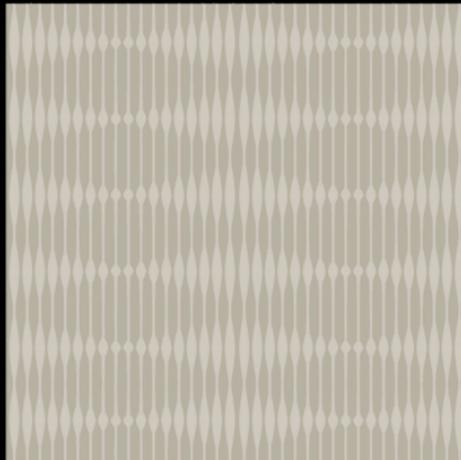
Karin

no-stalgia

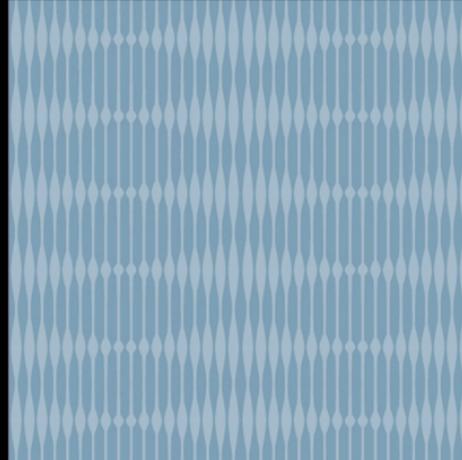
SENSORY

60 x 60 cm / 24 x 24"

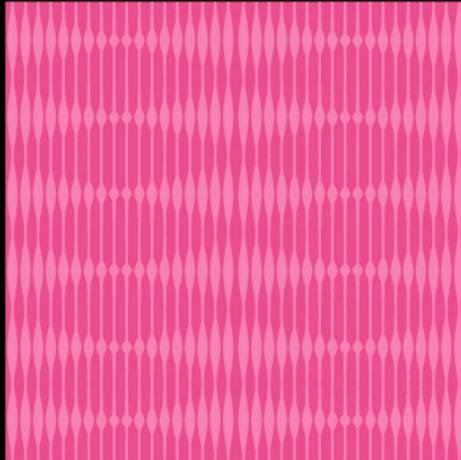
no-stalgia **sensory nude** | 3TZ



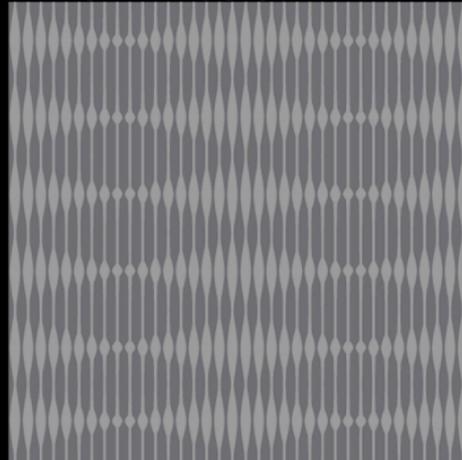
no-stalgia **sensory blue** | 3U0



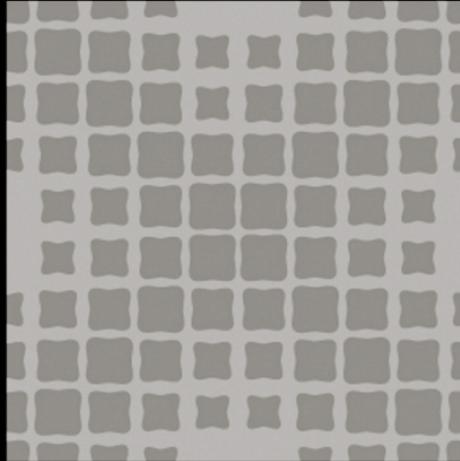
no-stalgia **sensory pink** | 3U2



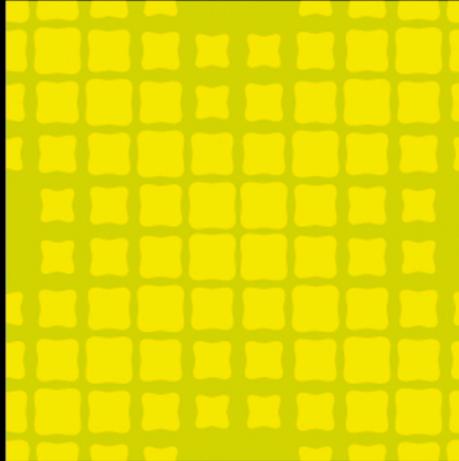
no-stalgia **sensory grey** | 3U1



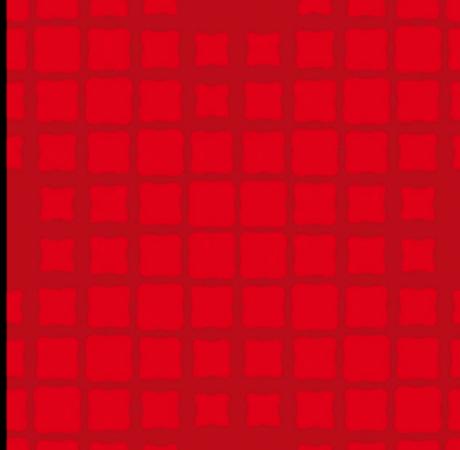
no-stalgia emotion grey | 3TS



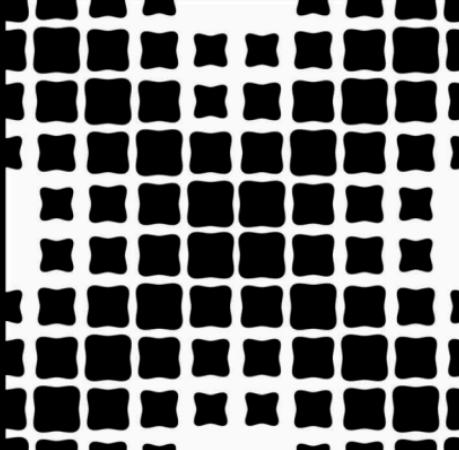
no-stalgia emotion lime | 3TU



no-stalgia emotion fire orange | 3TT



no-stalgia emotion carbon | 3TR



Karin
no-stalgia

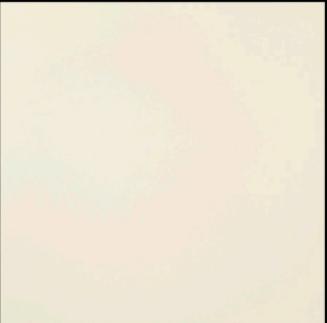
EMOTION

60 x 60 cm / 24 x 24"

COLORTECH

60 x 60 cm / 24 x 24 '' // 60 x 120 cm / 24 x 48 ''

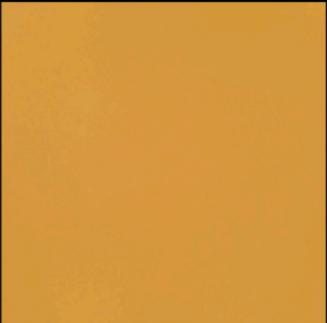
colortech 60x60 blanco / 3XK
colortech 60x60 blanco P / 3XU
colortech 60x120 blanco / 3YE
colortech 60x120 blanco P / 3YO



colortech 60x60 verde / 3XR
colortech 60x60 verde P / 3Y1
colortech 60x120 verde / 3YL
colortech 60x120 verde P / 3YV



colortech 60x60 amarillo / 3XI
colortech 60x60 amarillo P / 3XS
colortech 60x120 amarillo / 3YC
colortech 60x120 amarillo P / 3YM



colortech 60x60 gris / 3XN
colortech 60x60 gris P / 3XX
colortech 60x120 gris / 3YH
colortech 60x120 gris P / 3YR

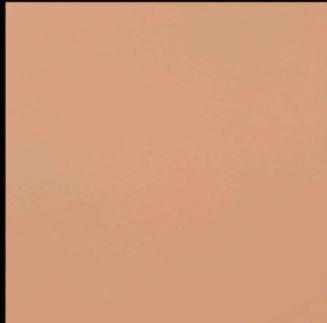


Esta serie cuenta con acabados natural y pulido // Natural and polished finish

colortech 60x60 coral / 3XL
colortech 60x60 coral P / 3XV
colortech 60x120 coral / 3YF
colortech 60x120 coral P / 3YP



colortech 60x60 rosa / 3XQ
colortech 60x60 rosa P / 3Y0
colortech 60x120 rosa / 3YK
colortech 60x120 rosa P / 3YU



colortech 60x60 fucsia / 3XM
colortech 60x60 fucsia P / 3XW
colortech 60x120 fucsia / 3YG
colortech 60x120 fucsia P / 3YQ



colortech 60x60 lila / 3XO
colortech 60x60 lila P / 3XY
colortech 60x120 lila / 3YI
colortech 60x120 lila P / 3YS



colortech 60x60 azul cobalto / 3XJ
colortech 60x60 azul cobalto P / 3XT
colortech 60x120 azul cobalto / 3YD
colortech 60x120 azul cobalto P / 3YN



colortech 60x60 negro / 3XP
colortech 60x60 negro P / 3XZ
colortech 60x120 negro / 3YJ
colortech 60x120 negro P / 3YT





mirar... tendencia, monocolor, actual
look at... trend, monochrome, current

a brand, new times
The recreation of the brand



mirar... esplendor, prestigio, tersura
look at... splendor, prestige, smoothness

a brand, new times
The recreation of the brand

ANTICO

60 x 60 cm / 24 x 24 ''

antico snow | 3WX



antico ocean | 3WP



antico desert | 3WQ



antico carbon | 3WR



ROCK

60 x 60 cm / 24 x 24 ''

rock relieve1 | 3w9



rock relieve 2 | 3wA





mirar... pétreo, naturaleza, textura
look at... petreous, nature, texture

a brand, new times
The recreation of the brand



mirar... materia, cuerpo, origen
look at... matter, body, origin

a brand, new times
The recreation of the brand

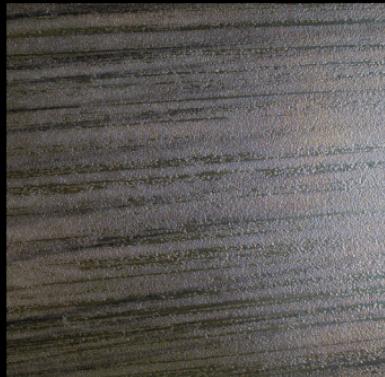
MATÉRICO

60 x 60 cm / 24 x 24 " // 60 x 120 cm / 24 x 48 "

matéraro pirita | 3WV



matéraro pirita | 3X7



matéraro blanco | 3X4



matéraro beige | 3X3



matéraro marrón | 3X5



matéraro negro | 3X6



LUXURY



CONCEPT

NET



MASSIMO



The new look of Porcelanatto

COLORTECH



ANTICO

ROCK



MATÉRICO

Las nuevas miradas de Porcelanatto

 **Porcelanatto**



Porcelanatto

The recreation of the brand

a brand, new times

www.newporcelanatto.com // contact@newporcelanatto.com