

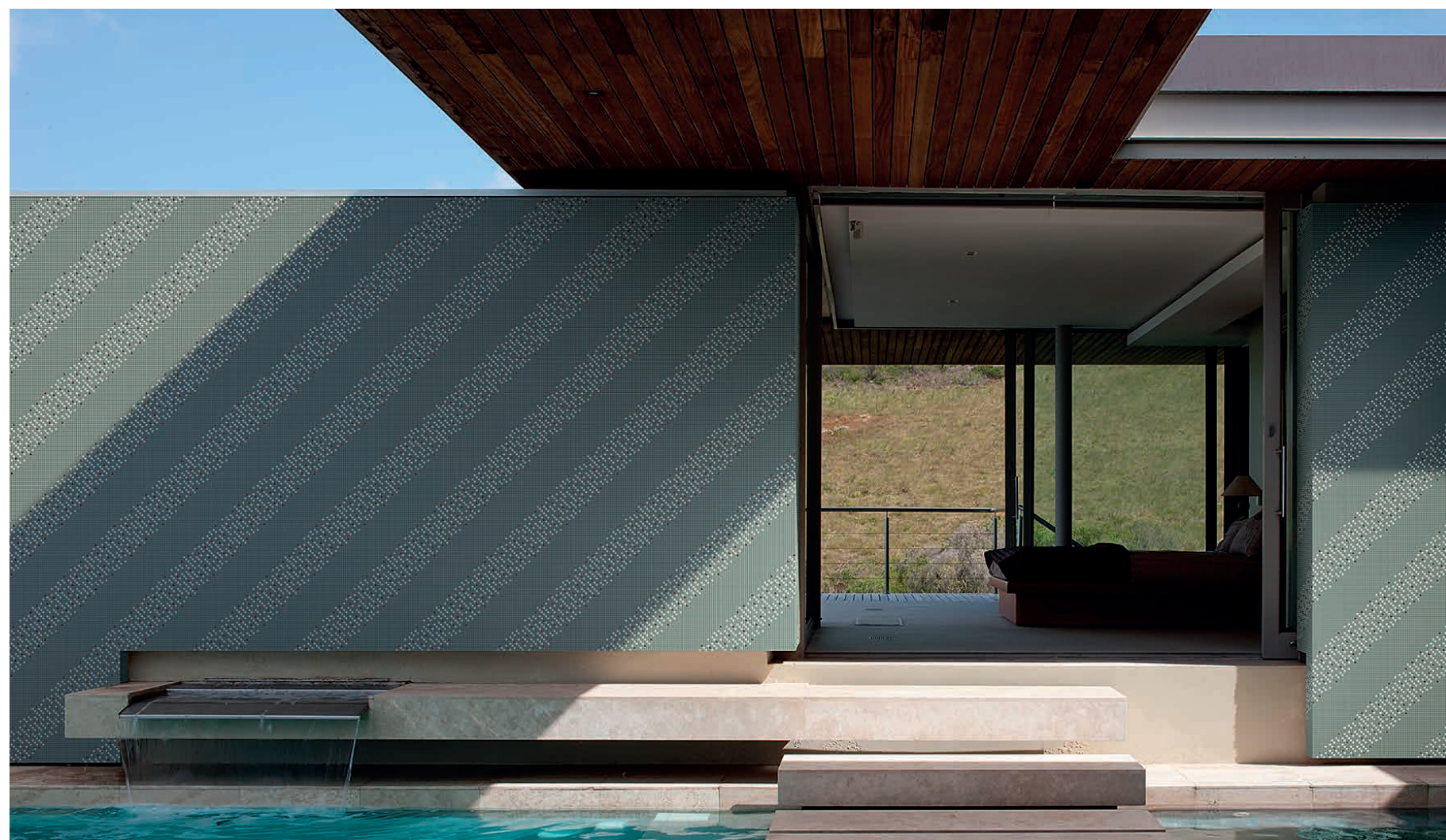
Appiani FUD, a happy meeting oriented to the future

The Appiani brand, which is part of the industrial group Altaeco, grows and evolves. It does so with the collaboration of FUD Brand Making Factory. The brand of Lombardini22, devoted to branding and communication, has embarked on the rich and stimulating path of the general creative direction of the historic brand of Italian ceramics for architecture. The cross consultancy focuses on the different aspects of the brand thanks to which the creative spirit of Appiani is expressed, starting from the research and development of new products and finishes, which is conducted through a continuous and dynamic dialogue between the company and the studio in Milan. "Another fundamental part of the collaboration between Appiani and FUD is the new editorial concept for the catalog system" states Andrea Martelli, marketing director of Altaeco. "The shared objectives have been those of rationalizing the contents, improving the functionality and readability of the technical aspects of every products and of enhancing the images of possible scenarios and of the final product". The reading is clear and pleasant, ranging from the more technical consultation to a faster and more agile reading. The stand of Cersaie 2017 is the earliest record of the artistic direction at events and

exhibitions. FUD helped the company in the selection of products and suggestions to show and highlight. The exhibition was conceived by FUD through a dual path with the new collection – Metric – exposed on large freestanding unit designed as monoliths. Other innovations are told through panels on the walls of the stand. All collections are displayed through render and more specific images on the possible uses. The general supervision of the image of Appiani and the color consultation guide and accompany every single task that FUD creates with enthusiasm and energy for Appiani.

FUD Brand Making Factory

FUD Brand Making Factory is the brand of the group Lombardini22 devoted to branding and communication. It develops communication and brand design projects with a different style: it involves the customer from the definition of brief, needs, goals; it develops a cross research process on the different markets and dimensions of them; it designs integrated communication systems governing all phases of the workflow; it identifies the opportunity, develops the concept and the communication strategy, until the final production.



METRICA

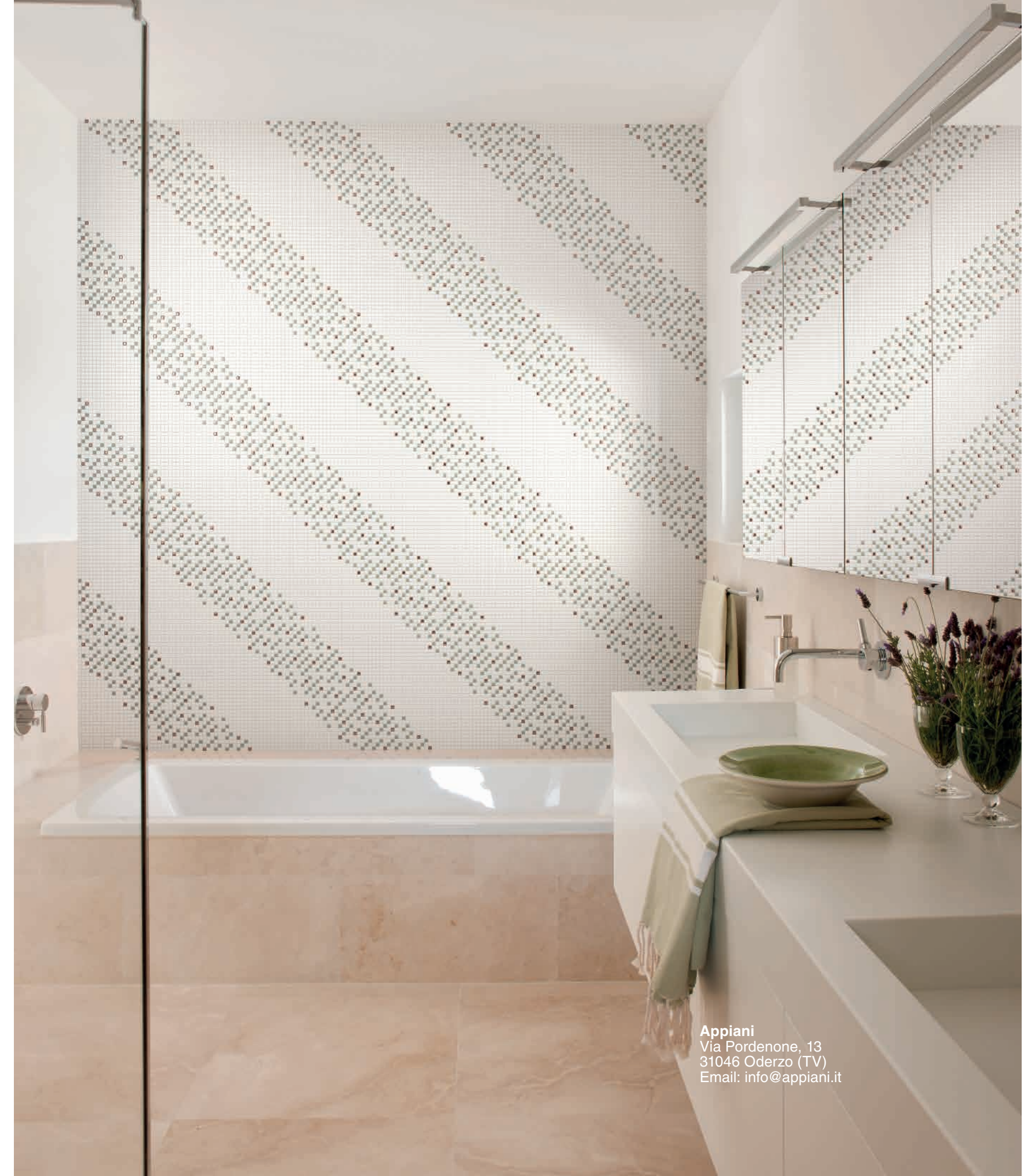
To all appearances, the periodic, regular and harmonious flow of geometrical elements gives rhythm to Metrica. Actually, the modulation is subtle, intermittent and unpredictable: the linearity of the geometry stops and moves following the bar and the rhythmic cadence, made of light and color. The alternation of accents is driven by a schema, that creates and defines new compositions.

In fact, the 4 décors of Metrica, available in 4 different shades, derive their essential and explicit names – Circles, Crosses, Dashes, Parallel – from the geometries that naturally create by placing multiple modules side by side. Combining the Circles modules a circumference is created; networks and intersections are generated by the Crossings modules; finally, the Dashes and

Parallel modules make up a movement of lines, diagonal and angles.

Technical characteristics

Type: ceramic mosaic (monpressocottura)
Surface: Glazed matt, glossy and metallic
Format: 1,2x1,2cm; 6,5 mm thickness on a 30x30 cm
Color range: 4 collections of decors



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