

Decoratori Bassanesi appoints Federica Biasi as new artistic director

Decoratori Bassanesi relies on the artistic direction of Federica Biasi, a renowned Italian designer, to convey the beauty of its surfaces in which decoration is com-



bined with an ongoing quest for contemporary solutions made from cutting-edge materials.

Federica Biasi will work towards extending the canons of tradition, which has always been Decoratori Bassanesi's mission, developing a new visual identity capable of enhancing the firm's historical essence and, at the same time, the material and poetry of the production processes, both of which are themes very dear to the new artistic director

Biasi states: *"Designing claddings is not just about designing a product, but about imagining a space through a distinct, minimalist and harmonious architectural vision. My aim for Decoratori Bassanesi is to convey the sophistication of the company's surfaces through its tradition and the innovative outlook of the designers called upon to develop the new collections."*

The Wabi-Sabi cladding collection, designed by Federica, is emblematic of the new stamp the designer wants to place on the firm. Its name literally means "imperfect beauty", a concept that characterises Japanese craftsmanship and artisanal processes based on the acceptance of small imperfections.

A further example of the direction in which Biasi intends to take the company can be seen in the decision to call upon the renowned Danish studio Norm Architects, adding to the series of prestigious design names that have been creating avant-garde collections with a strong identity for Decoratori Bassanesi since 2008.

Paolo Serraiotto, founder and chair of Decoratori Bassanesi, also states how: *"By entrusting the creative direction to Federica Biasi, Decoratori Bassanesi is continuing to explore the full potential of ceramic material through innovative and bold collections distinguished by high quality standards. We rely on Biasi's vision to make the most of our catalogue and expertise, and to further expand our boundaries through new collections and collaborations."*