

BATIMAT

28-31 March 2017 - Moscow
Pavilion 2 Hall 8 Booth 8-230

The innovative LAMINAM ceramic slabs for the world of building

Coinciding with the **opening of the new Dobrino Village production plant** near Moscow, scheduled for **27 March**, LAMINAM, specialist in the production of large-size ceramic slabs with minimum thickness, will be taking part in **Batimat**, the trade fair for the building sector.

One of the leading events in the sector, Batimat offers an international showcase for these large-size porcelain stoneware surfaces featured in a broad range of collections, in both natural and more technical and shimmering surfaces.

The dual artistic and practical appeal of the LAMINAM slabs is illustrated at the fair in an exhibition space that highlights the aesthetic properties of the product and the three main settings in which it is used: from architecture to the world of furnishings and interior design.

Thanks to the distinctive characteristics of the product (it is hygienic, easy to clean, resistant to mould and fungi, fire and heat, wear and scratching, cleaning products and detergents and a variety of weather conditions, and the colour remains unaltered over time), the LAMINAM surfaces are ideal for use both in the home and outdoors.

One of the most innovative uses of porcelain stoneware is illustrated in the backdrop to the exhibition space, reproducing a large facade featuring a combination of the 1000x3000mm slabs from the **Filo** collection, in the colour **Mercurio** and with a 3+ thickness, with those from the **I Naturali** series in the **Pietra di Savoia Grigia** finish, with a thickness of 5mm. On the wall, the slabs are framed by a number of elements of breakage, creating a perspective effect and different levels, for an immediately striking impact.

Filo Mercurio combines technology with material and style research, and features a surprising texture created by the image of a shimmering thread, intertwined and repeated endlessly to form a textile, a shiny metal skin, while the hallmark of the slabs in the Pietra di Savoia Grigia is the fluid, highly textured surfaces that mimic the technical and aesthetic essence of the material they take their inspiration from.

A profoundly nuanced effect is created on the floor by the surfaces chosen from the floor, taken from the **Calce** collection, in the colour **Nero** and the 1000x3000x5mm size, inspired by wet plaster and industrial cement, for a strikingly contemporary impact. A sense of visual continuity is created by the reception desk, also covered with slabs from the Calce Nero collection, in the 1620x3240x12mm size for the top and the 1000x3000x3mm size for the external covering.

The inside area is made more inviting thanks to the furnishings, surrounded by a striking backdrop that creates a warm, welcoming atmosphere and an area it is pleasant to stop and socialise in. Designed in the style of a typical Parisian café, the area features a large number of small round tables visitors can meet and chat around. To give a sense of uniformity and contrast, the table tops are in Filo Mercurio and **Oxide Bianco**, 3+ thickness. Thanks to an exclusive layering technology, Oxide Bianco reproduces the effect of oxidized metal that reacts to the elements, the sun and the passage of time.

The material depth characteristic of the slabs and the sophisticated colour combinations thus create a series of original, sophisticated three-dimensional effects, for a total look suitable for use both indoors and outdoors that can be adapted to any style, from the extreme to the most classic.

www.LAMINAM.it
<https://www.batimat.com/>

LAMINAM S.p.A.

Specialising in the production of large-size, minimum-thickness ceramic slabs for architecture, interiors and furnishings, Laminam is the first company to have fully industrialised the manufacturing process.

LAMINAM was founded in 2001, when engineer Franco Stefani had the idea of patenting the technology of this innovative production process and imagining how it could be used. These ceramic surfaces are produced using the cutting-edge machinery created by System Group, Laminam's parent company. The main factory, in Fiorano Modenese, Italy has been joined by two new facilities set to triple production capacity: one in Borgotaro (Parma, Italy), dedicated entirely to 1620x3240mm size slabs, and another in Russia, located in Dobrino Village, not far from Moscow, reserved exclusively for 1000x3000mm slabs.

Extremely flat, extremely light and with excellent material properties, these large-size, minimum-thickness ceramic slabs are the natural choice for applications in architecture and furnishings; with a catalogue of over 130 surfaces, LAMINAM offers a wide range of options designed to satisfy all tastes and styles, with soft, natural colours and ultra-modern, industrial, three-dimensional textures.

With a consolidated turnover of about 68 million in 2016 and a growth trend of 30%, Laminam exports to Europe and North America, the Gulf States, Russia and the Far East, and its products are distributed in all 5 continents. LAMINAM boasts an extensive portfolio of projects created all over the world, and has established a number of important partnerships, in particular with the Japanese giant Toto Ltd, thanks to which LAMINAM is also able to offer the innovative photocatalytic treatment Hydrotect®, which gives the slabs air purifying and self-cleaning properties.

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