

**CERAMICHE PIEMME PRESENTS
HOMEY PAPER CLAY BY PAOLA PARONETTO**

MAISON&OBJET _ 16-20 JANUARY 2025

Ceramiche Piemme introduces **Homey Paper Clay**, a new ceramic collection by internationally renowned artist **Paola Paronetto**, whose delicate and intimate poetic vision creates symbolic and animated objects that blur the lines between art and design.

Created to diffuse a sense of calm and serenity, the new collection by Paola Paronetto embodies a harmonious blend of art and nature, distinguished by its **gentle textures and soft, matte pastel tones**.

Homey Paper Clay brings renewed attention to craftsmanship, bridging the **industrial world** of Ceramiche Piemme with the rich **tradition of artistic ceramics**, where patience and the slow rhythm of expert hands shape each piece.

The collection celebrates the mastery of craftsmanship, a core value of **Made in Italy**. In an increasingly globalized world where uniqueness and authenticity are at risk of being lost, Homey Paper Clay serves as a **tribute to the beauty of Italian "know-how"**. Each piece reflects passion and expertise, the result of a meticulous design and production process that successfully translates Paola Paronetto's creative vision into an industrial product.

Its fluid and dynamic surfaces capture and reflect light in an endless interplay of reflections and shadows. As the day progresses, these surfaces transform, evoking new emotions with every glance. **Homey Paper Clay** is not just a product of exceptional quality but also provides an **immersive sensory experience**.

Simone Bartolini, General Manager of **Piemme**, shares the story behind this project: "Homey represents our interpretation of decorative and design coverings, embodying Piemme's vision. Collaborating with an artist and designer who has a deep understanding of ceramics felt like the natural next step in offering our clients something even more refined and exclusive..."

The new **Homey Paper Clay** collection emerges as a sincere fusion of tradition and innovation, inviting us to rediscover the beauty of things made with care.

Colours: cipria, sabbia, verde, avio, nuvola, neve, muschio, antracite.
Format: 60x120 cm, Thickness 9.5mm.

ceramiche-piemme.com

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