

MARCA CORONA

CERAMICHE DAL 1741

Ceramiche Marca Corona at Maison et Objet 2025

16-20 January 2025



Marca Corona will be exhibiting its latest ceramic collections at **Maison&Objet Paris 2025**, the most important international event dedicated to decoration, interior design, architecture and lifestyle trends.

From January 16 to 20, 2025, Marca Corona will be located in the *Ceramics of Italy* collective (**Hall 7 - BOOTH I174**), which brings together all the best Made in Italy tile manufacturers. Come and visit us at our stand and read below or visit our website to find out more about the new collection:

Calcecreta, Longarine Calcecreta, Longarine Brio, Velo, Arialuce.

CALCECRETA

The new **Calcecreta** collection expresses **the beauty of imperfection**. Here, Marca Corona reinterprets the ancient technique of **lime painting** through an authentic, essential language that is never austere but instead comforting, imbued with collective memory. The density of lime painting is echoed by the enveloping look of natural tones.

Delicate trowel effects and decorative bas-relief traces give the collection a particularly textured surface. Calcecreta offers a wide range of solutions for floors and wall coverings: five sizes – from 30x60 to 120x278 cm – two thicknesses, two finishes, and five tones: Spuma, Argilla, Bisque, Terracotta,



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and Selva. Materials like lime, earth, and clay return to the forefront in the world of architecture and design, redefining interior spaces increasingly in harmony with the outdoors, to the point where the boundary between indoor and outdoor almost disappears.

LONGARINE CALCECRETA

LONGARINE is the Marca Corona collection in a 7.5x60 format, characterized by an elegant and versatile design. Its elongated rectangular shape allows for multiple stylistic combinations and unique surface effects. LONGARINE CALCECRETA, with natural tones and irregular surfaces, embodies the authenticity of handcrafted work, celebrating the elegance of imperfect details. With 7 neutral colors inspired by natural mixtures, this collection easily pairs with other materials like wood and metal. Ideal for those seeking refined aesthetics, combining versatility and sophistication.

LONGARINE BRIO

Longarine Brio celebrates the ancient artisan workshops that, with skill, enriched cement paste with finely ground natural pigments. Marca Corona's technology brings a delicate light-dark depth onto the satin surface of Longarine Brio. It is nature that inspires the 9 colours of the collection: the grey of birch bark, the black of blackberries, the blue of juniper berries, the intense green of myrtle leaves, the matte verdigris of agave, the delicate white of camellias, the cyan shades of cornflowers, the soft variations of bell peppers and oats.

VELO

The Velo collection by Marca Corona is inspired by the delicacy of watercolor on cotton paper. Surfaces are enriched with soft hues and chiaroscuro effects, where layered glazes transform walls into both ethereal and full-bodied fields. Available in neutral tones (Carta, Lino, Ninfea, Abisso) and tone-on-tone patterns (Onda Verde, Onda Blu, Onda Beige, Onda Mixture), the collection captures the fluid motion of the brush. The 50x120 cm format ensures easy installation and seamless aesthetics, with a textured finish that evokes watercolor paper, offering durability and easy cleaning.

Ceramiche Marca Corona

Established in 1741 as "Fabbrica della Majolica" (Majolica manufacturer), Ceramiche Marca Corona is the oldest ceramics company in the Sassuolo district, specialising in porcelain stoneware floor and wall tiles and white-body wall tiles, from small sizes to large slabs. It is distinguished by its history, and by the comprehensive offering, versatility and design character of its product range. In 1982 Marca Corona joined the Concorde Group, the largest European ceramics group with entirely Italian capital. Production is concentrated in an area of 200,000 m², to which a state-of-the-art, energy self-sufficient logistics hub will be added in 2024. With an annual production capacity of 7,500,000 m², 75% of which exported, Marca Corona now employs 250 people. It is committed to actions aimed at reducing its environmental impact and supporting the community. In 2010 it opened Galleria Marca Corona, the only Italian company museum dedicated to the history of the Sassuolo ceramic district, and it joined the national Museimpresa association in 2021. Connected to the world of art from its origins, in 2022 it launched the Marca Corona per l'Arte project and the Marca Corona Prize for artists under 35.

www.marcacorona.it - www.galleriamarcacorona.com

