

azulej

mutina + patricia urquiola

"Con la collezione Azulej volevamo rivalorizzare
la memoria del cemento idraulico,
sperimentando una tecnica di stampa innovativa
orientata verso un prodotto di larga diffusione.
I pattern combinano linguaggi volutamente diversi:
di memoria, geometrici, floreali, sviluppati sia in
senso longitudinale che in diagonale.

Un processo sviluppatosi in modo esponenziale,
dove siamo riusciti soltanto ad abbozzare le
prime combinazioni....E ora, it's up to you!"

"With the collection Azulej, we would like to
evaluate the memory of the hydraulic cement,
experimenting an innovative digital printing
technique which enables the production of a high
diffusion product. The patterns deliberately
combine different aesthetic languages: memories,
geometrical schemes, floral design, all developed
both in a longitudinal and diagonal direction.

The process has exponentially developed, and
we have managed only to sketch some possible
combinations..and now, it's up to you!"

Patricia Urquiola



patricia urquiola

"Professionalmente nasco in Italia, da figure di maestri come Bruno Munari, padre intellettuale della scuola milanese. Però io mi considero molto spagnola: una asturiana di discendenza basca", così si definisce l'architetto e designer nata a Oviedo nel 1961 con una formazione accademica al Politecnico di Madrid e di Milano. Nel capoluogo lombardo ha lavorato con Vico Magistretti e Achille Castiglioni prima di aprirvi nel 2001 il proprio studio. A progetti di product design per le maggiori aziende internazionali - da Alessi a B&B Italia, Moroso, De Padova, Rosenthal, Axor, per non citarne che alcune - alterna quelli per architetture residenziali, alberghi, showroom. Numerosi i riconoscimenti internazionali: Wallpaper Design Awards nel 2006; Elle Decoration International Design Award, Designer of the Year per la prima volta nel 2003 e molte altre volte ancora negli anni successivi, tra gli altri, nel 2009, proprio per la collezione Déchirer di Mutina. Le sue creazioni, tra le quali anche Déchirer di Mutina, sono state inoltre selezionate per l'ADI Design Index e The International Design Yearbook. Nel 2011 riceve il prestigioso premio del governo spagnolo Medalla de Oro al Mérito en las Bellas Artes 2010.

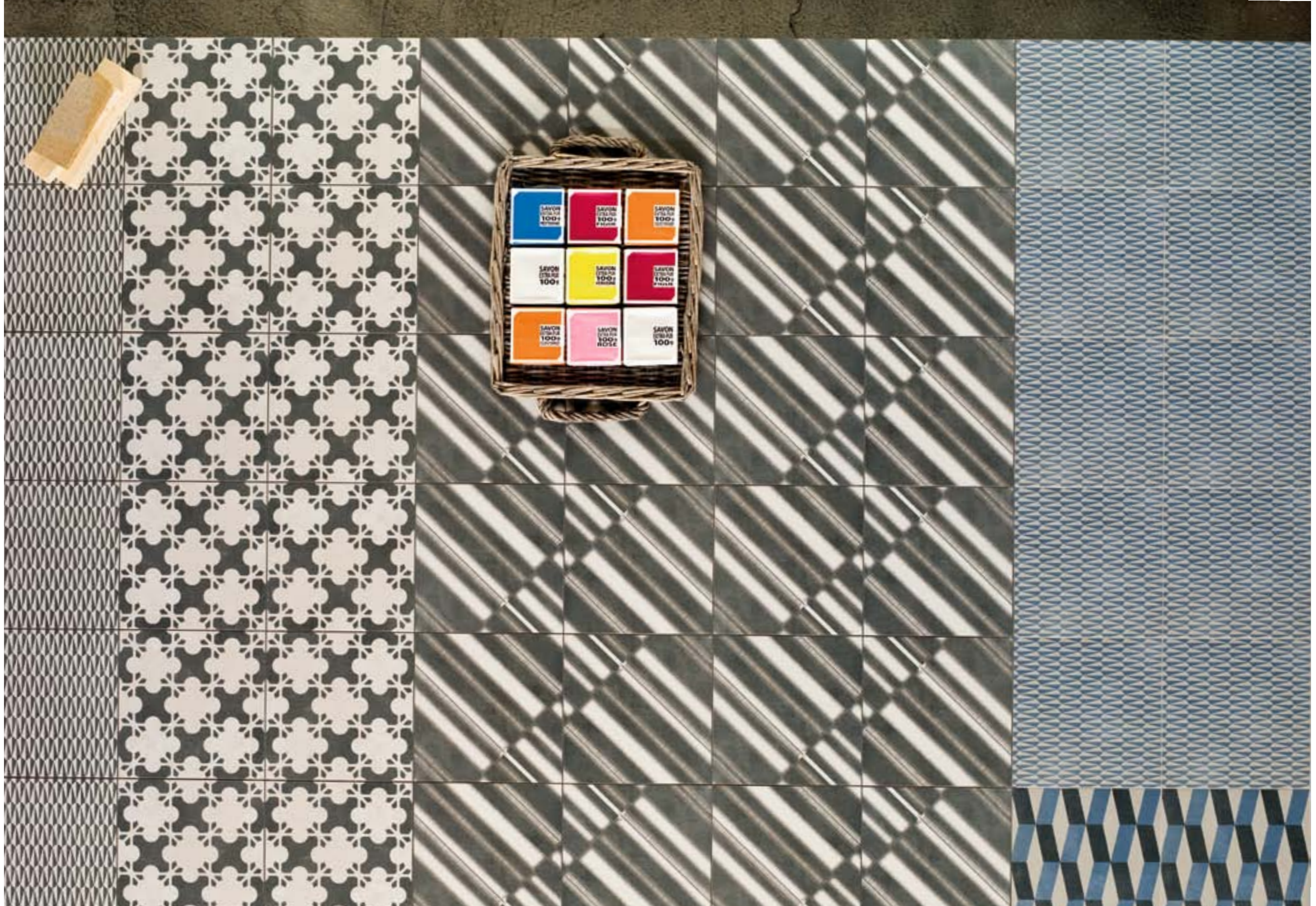
"My professional career began in Italy, influenced by towering figures such as Bruno Munari, the intellectual founding father of the Milan school. However, I consider myself very much a Spaniard, or rather an Asturian of Basque descent". This is how Patricia defines herself. Born in Oviedo in 1961, she trained at the Polytechnic Universities of Madrid and Milan. In Milan she worked with Vico Magistretti and Achille Castiglioni before opening her own studio there in 2001. She alternates product design projects for major international companies - from Alessi to B&B Italia, Moroso, De Padova, Rosenthal and Axor, to mention but a few - with architecture projects for private homes, hotels and showrooms. Patricia's work has earned her numerous international awards: the Wallpaper Design Awards in 2006, Elle Decoration International Design Award, Designer of the Year for the first time in 2003 and several times also in the following years, as in 2009 with Mutina Déchirer collection. Her creations, among which Déchirer, have been also selected for ADI Design Index and The International Design Yearbook. In 2011 receives the prestigious award of the Spanish Government Medalla de Oro al Mérito en las Bellas Artes 2010.

La nuova collezione di ceramiche Azulej che Patricia Urquiola progetta per Mutina, riprende la memoria delle antiche maioliche artigianali, a base di cemento idraulico. Questa tradizione - rivisitata in chiave contemporanea - viene realizzata serialmente in formato 20 x 20 cm. E' una rivisitazione acuta della composizione a patchwork: un mix and patch innovativo, volutamente casuale, che abbina disegni astratti e colori non saturi, neutri, appena consumati; colori che si fissano al materiale di supporto in modo naturalmente irregolare. Un risultato unico e sorprendente, che regala libertà compositiva e unicità di disegno, mantenendo intatte le caratteristiche del 'fatto a mano', con le prestazioni di un materiale ad alta tecnologia adatto sia a pavimenti che a rivestimenti.

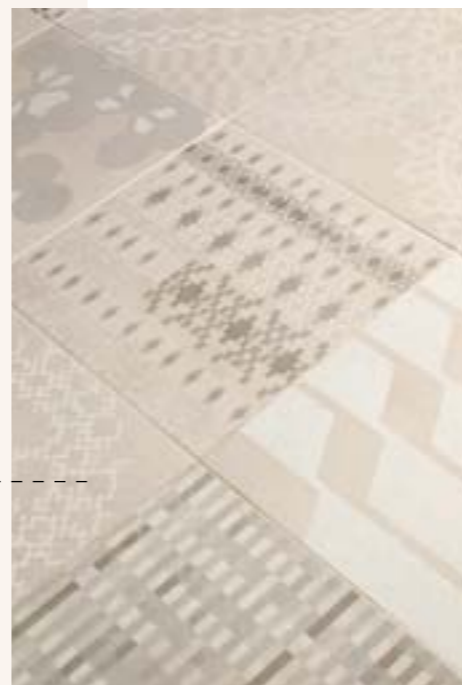
Azulej, the new tiles collection which Patricia Urquiola has designed for Mutina, reminds of the ancient handcrafted majolica, made of hydraulic cement. This tradition - revised with a contemporary look - is serially realized in 20x20 cm. It is a strong review of the patchwork composition: an innovative mix and patch, deliberately random, which combines abstract patterns and subtle, neutral colors, a little used. The colors are fixed on the material in an irregular and natural way. A unique and surprising result, which offers compositional freedom and a distinctive design, which preserves the handmade features and combines them with the performances of a high technology material suitable for floors and walls.







combination
composta da 27
pattern diversi
combination
made up of 27
different patterns



azulej bianco

composizione libera di
pattern diversi
free composition of
different patterns



9 pattern individuali
9 single patterns



azulei_bianco_combination









azulej_bianco - azulej_bianco_combination



azulei_bianco_trevo



azulei_bianco_estrela



azulei_bianco_flores - azulei_bianco_renda

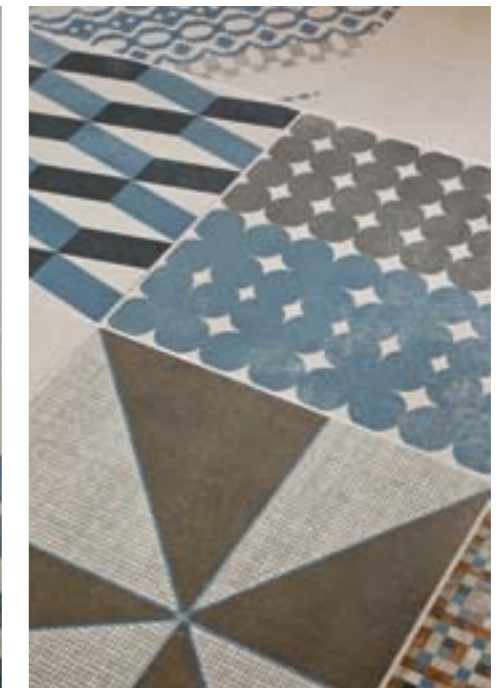


azulej bianco trama - estrela - trevo

azulej_bianco_estrela - azulej_bianco_trama

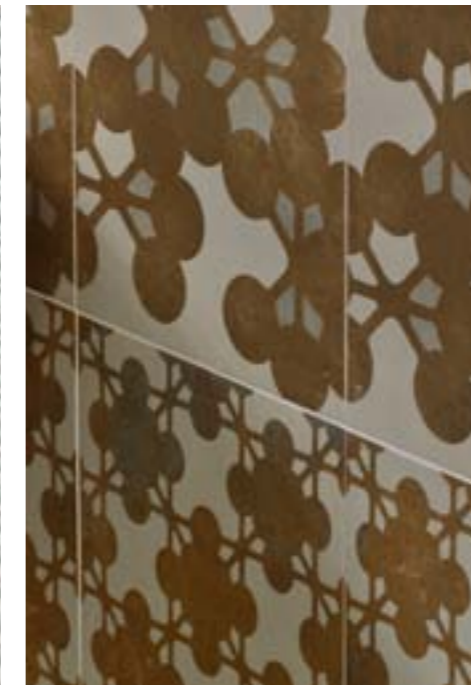
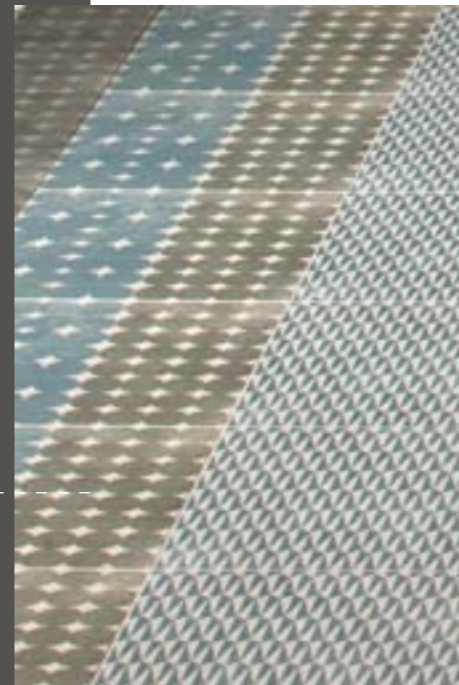


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azulej grigio

composizione libera di
pattern diversi
free composition of
different patterns



9 pattern individuali
9 single patterns









azulej_gridio - azulej_gridio_combination



azulej_gridio_flores - azulej_gridio_estrela









combination
composta da 27
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combination
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different patterns



azulej nero

composizione libera di
pattern diversi
free composition of
different patterns



9 pattern individuali
9 single patterns





59,7.59,7

azulej_nero - azulej_nero_trevo - trama - estrela





azulei_nero_combination





azulej_nero_trama - azulej_nero_estrela





azulej_nero_renda - estrela - trevo





azulej_nero - azulej_nero_flores



collection info

Azulej è una collezione completa che può essere impiegata per la creazione di ambienti molto decorati, ma anche minimal. E' composta da tre colori di base (bianco, grigio e nero) disponibili nel formato 20x20 cm, sul quale vengono realizzati 27 pattern diversi per comporre una combination, non vendibile separatamente, che si abbina al proprio fondo e che collocata random può essere ripetuta all'infinito. Da questa combination sono stati inoltre selezionati 9 pattern individuali per ogni colore di base che possono essere usati singolarmente, abbinati fra di loro o ai fondi, per creare anch'essi combinazioni senza fine adatti alla realizzazione di tappeti a centro stanza, di cornici oppure di magnifici pavimenti e rivestimenti decorati. Anche il colore di fondo rappresenta infine un'ottima soluzione in quanto riproduce una superficie neutra realizzata attraverso un melange di diversi toni dello stesso colore. Il materiale adatto sia a pavimenti che a rivestimenti può essere usato in tutti gli ambienti sia interni che esterni, viene commercializzato interamente rettificato e monocalibro. Per ottenere il miglior risultato estetico si consiglia di posarlo con una fuga di 1 o 2 mm.

Azulej is a very complete collection which can be used to create very decorated spaces but also minimal ones. It is composed by three base colors (white, grey and black), available in sizes 20x20 cm, with which 27 different patterns are created to compose a combination, not singularly on sale, which matches with the plain tile and can be randomly laid to be endlessly repeated. From this combination, 9 individual patterns for each base color have been selected to be singularly used, to be combined to each other or to the plain tile, to create endless compositions as carpets in the middle of a room or as stunning decorated floor and wall tiles. Also the base color represents an excellent solution both for the floor and for the wall, since it recreates a neutral surface with a mixture of different shades. The product is suitable both for floor and wall and can be used indoor and outdoor. It is rectified and mono-caliber and to obtain the best aesthetic result we suggest to fix it with a 1 to 2 mm joint.

sizes textures and colours
technical features
packing

azulej bianco

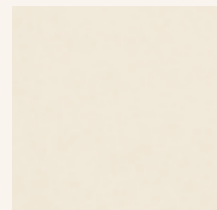
design Patricia Urquiola 2012

production industrial

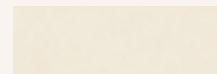
material gres porcellanato rettificato
smaltato con stampa digitale a freddo
rectified homogeneous porcelain stoneware
with cold digital printing glazing

thickness 10mm

*misure nominali - nominal sizes



bianco *20.20 - 8".8"



battiscopa *4,7.20 - skirting 2".8"

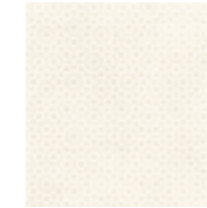
combination



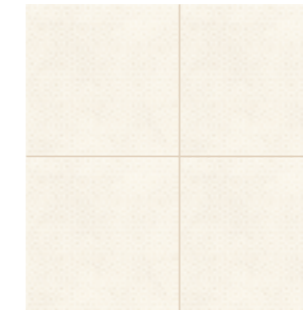
gira



renda



trevo



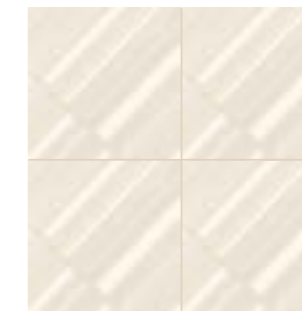
estrela



flores



diagonal



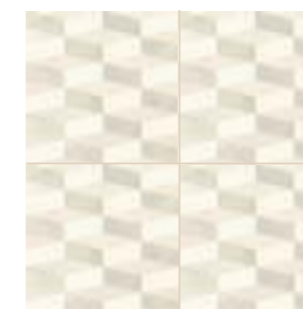
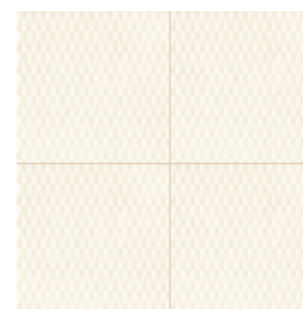
trama



cubo



prata



27 pattern diversi 20.20
27 different 20.20 (8".8") patterns

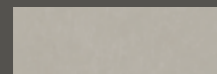
9 pattern individuali 20.20 che creano infinite combinazioni
9 single patterns 20.20 (8".8") create endless combinations

azulej grigio

design Patricia Urquiola 2012
production industrial
material gres porcellanato rettificato
smaltato con stampa digitale a freddo
rectified homogeneous porcelain stoneware
with cold digital printing glazing
thickness 10mm
*misure nominali - nominal sizes



grigio *20.20 - 8".8"



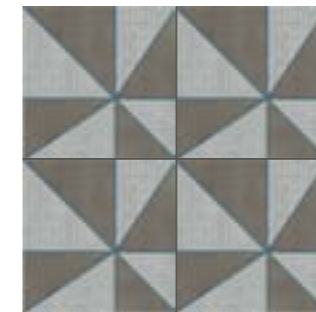
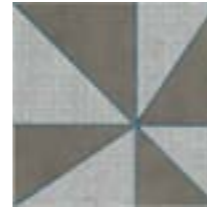
battiscopa *4,7.20 - skirting 2".8"

combination

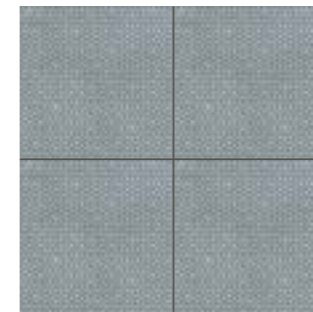
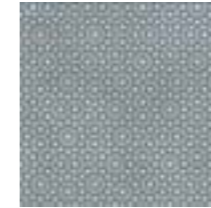


27 pattern diversi 20.20
27 different 20.20 (8".8") patterns

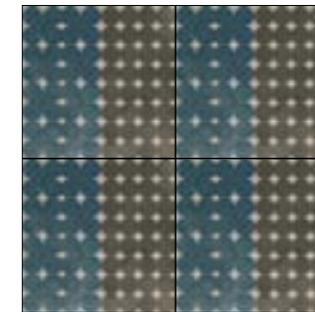
gira



renda



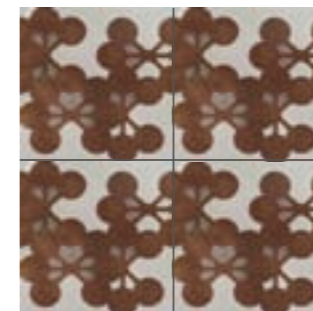
trevo



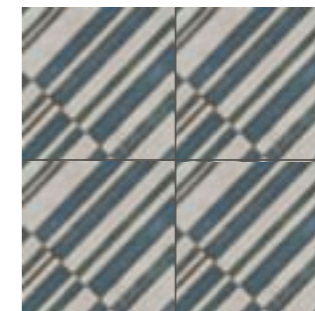
estrela



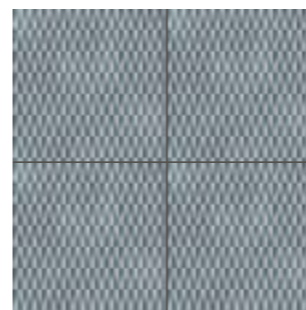
flores



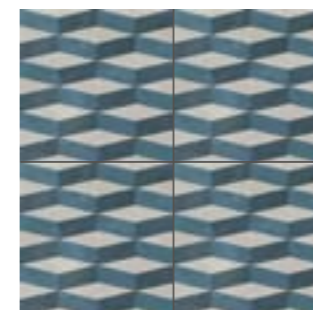
diagonal



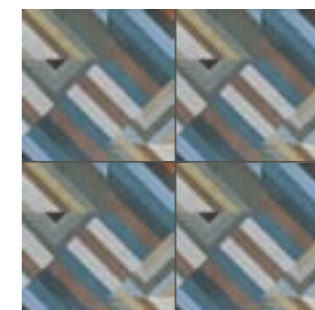
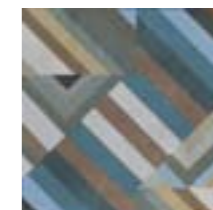
trama



cubo



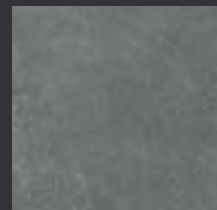
prata



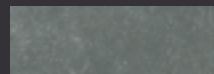
9 pattern individuali 20.20 che creano infinite combinazioni
9 single patterns 20.20 (8".8") create endless combinations

azulej nero

design Patricia Urquiola 2012
production industrial
material gres porcellanato rettificato
smaltato con stampa digitale a freddo
rectified homogeneous porcelain stoneware
with cold digital printing glazing
thickness 10mm
*misure nominali - nominal sizes



nero *20·20 - 8"·8"



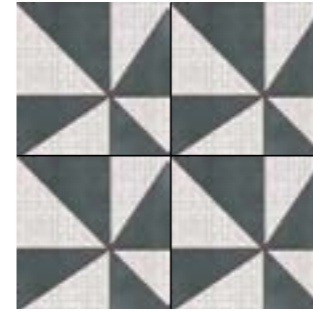
battiscopa *4,7·20 - skirting 2"·8"

combination

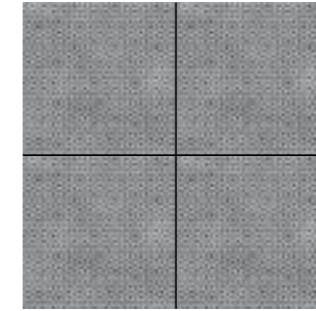
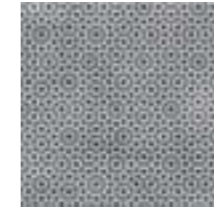


27 pattern diversi 20·20
27 different 20·20 (8"·8") patterns

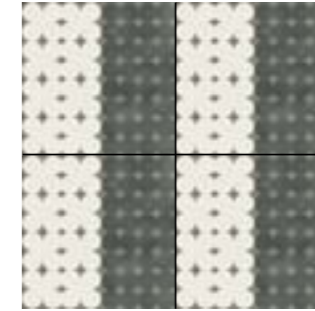
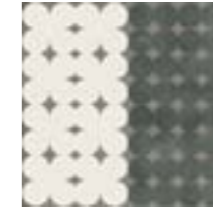
gira



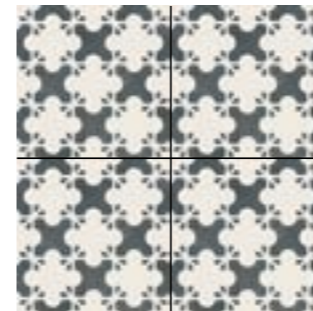
renda



trevo



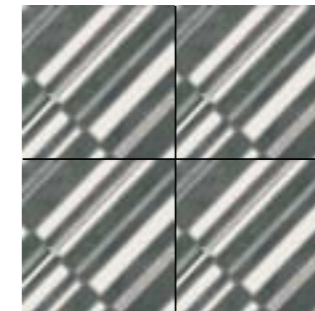
estrela



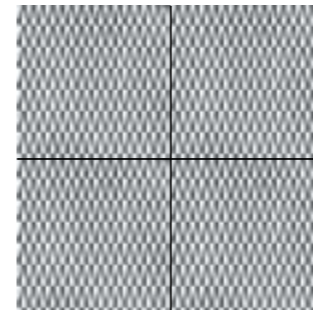
flores



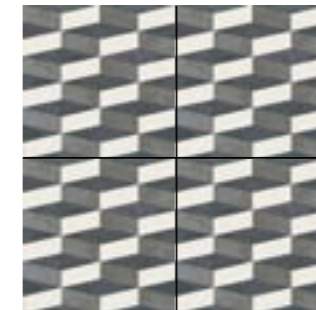
diagonal



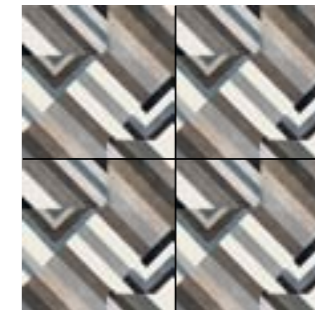
trama



cubo



prata



9 pattern individuali 20·20 che creano infinite combinazioni
9 single patterns 20·20 (8"·8") create endless combinations

azulej technical features

norma standard	caratteristiche features	valore prescritto value required	azulej
ISO 10545/3	assorbimento d'acqua water absorption	<0,5%	0,04%
ASTM C373		<0,5%	0,04%
EN 101	durezza superficiale (scala mohs) surface hardness (scala mohs)	> 5	6
ISO 10545/9	resistenza agli sbalzi termici resistance to thermal shock	nessuna alterazione visibile no visible alteration	resiste resistant
ASTM C484		no samples must show visible defects	unaffected
ISO 10545/12	resistenza al gelo frost resistance	nessuna alterazione visibile no visible alteration	resiste resistant
ASTM C1026		unaffected	unaffected
ISO 10545/13	resistenza agli attacchi chimici resistance to chemical attacks	nessuna alterazione visibil no visible alteration	resiste resistant
ASTM C650			unaffected
ISO 10545/4	sforzo di rottura (N) breaking strength (N)	Sp≥ 7,5 min 1300	2525,1
DIN 51130 - 04		valori medi 6° ÷ 10° 10° ÷ 19° 19° ÷ 27° 27° ÷ 35° > 35°	R9 R10 R11 R12 R13
ASTM C1028		> 0,60	dry 0,85 wet 0,77

technical info

La collezione Azulej rientra nella tipologia dei prodotti "industrial" di Mutina. Viene realizzata in gres porcellanato smaltato attraverso il moderno sistema di "decorazione in digitale a freddo" che consente di decorare in modo diverso ed indipendente durante il medesimo ciclo produttivo. La principale novità introdotta da Mutina nell'utilizzo di questa tecnologia, è il modo leggero di calibrare il mix dei colori in modo da rendere naturale e quasi materica la grafica realizzata senza l'effetto stampato ed artificiale di una mera riproduzione fotografica. Il rispetto per l'ambiente diventa una prerogativa della collezione che viene realizzata reintroducendo nel sistema produttivo gli impasti in esubero, senza l'emissione di elementi nocivi nell'ambiente, con un contenuto in parte riciclato degli impasti utilizzati ed infine in assenza di V.O.C. (Volatile Organic Compounds) ossia di quelle sostanze chimiche volatili in grado di evaporare facilmente a temperatura ambiente (come il benzene, il cloroformio, l'etanolo, il butanolo e la formaldeide) la cui esposizione prolungata in ambienti chiusi può provocare effetti dannosi sia acuti che cronici sulla salute.

The Azulej collection is part of the "industrial" products range by Mutina. It is manufactured in glazed porcelain stoneware using the latest "cold digital printing" technology, which enables to decorate the tiles in a different and independent way during a single productive process. The main innovation Mutina has introduced is that of using this technology not to merely reproduce a picture with a printing and artificial effect, but to lightly balance the colors mixture to make the graphics natural and material.

The respect for the environment becomes a prerogative of the collection which is obtained by re-introducing into the productive process the exceeding residues, without the emission of dangerous elements into the environment, with a partial use of recycled powders and finally with the absence of V.O.C. (Volatile Organic Compounds). These volatile chemicals (such as benzene, chloroform, ethanol, butane and formaldehyde) easily evaporate at room temperature and prolonged exposure to them can, in closed environments, cause both acute and chronic effects for the health.

this is ... azulej

 packing

	pz-mq pcs-sqm	pz-scat. pcs-box	mq-scat. sqm-box	scat.·pal. box-pal.	kg-scat. kg-box	kg-pal. kg-pal.	mq-pal sqms-pal
20·20	25	24	0,96	72	21,38	1540	69,12
pattern 20·20	25	24	0,96	72	21,38	1540	69,12
combination 20·20	25	27	1,08	48	24,06	1155	51,84
battiscopa 4,7·20	-	10	2 ml	-	2,23	-	-



V1
variazione uniforme
uniform variation



credits

art direction Patricia Urquiola
photos Alessandro Paderni/EYE studio
graphic project & styling Simona Bernardi
text Studio Urquiola

thanks to:

Creativebox
Danord
Fantini
Il te delle 5
Alessandro Pietri
Spillo
Studio Urquiola

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MU
TINA
A[®]

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&
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