



**ECO-innovation**  
WHEN BUSINESS MEETS THE ENVIRONMENT

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## **Marazzi's showroom and showcases**

Inaugurated in 2015, on the company's eightieth anniversary, the Marazzi showroom in Sassuolo is an expression of strengths, such as research and experimentation, which have allowed the brand to anticipate changes by becoming the voice of the evolution of living, of architecture and design.

A single large exhibition area where architecture is the protagonist and at the same time the design meets the decoration and goes to design the space. From the project of architect Gianluca Rossi, of Uainot Architetti, the Marazzi showroom in Sassuolo is part of the important and extensive renovation that involved the historic headquarters, founded in 1935 in an area that would become the center at the international level in the creation of prestigious ceramic tiles: the Italian ceramic district. The showroom, of over 1500 square meters in interior and over 1000 in exterior, has a concept focused on the theme "Looking beyond". Starting from the four large monolith towers of 6 m height covered in ceramic that characterize it, everything revolves on the idea that ceramic tiles, in a different perspective than usual.

As four material pillars, the four towers are the focal point of the Marazzi showroom in Sassuolo, representing four key materials reinterpreted in the company's collections: marble, stone, wood and cement. Marazzi was the first company to feel the need to qualify the ceramic tile as an element of furniture and architecture, entrusting its creative direction to big names in design. So it is in the coffee area where you can admire the iconic pieces of the company such as the "Canne d'organo" coating by Nino Caruso, one of the first three-dimensional researches dated 1970, "La 4 volte curva" (1960) by Gio Ponti, entered the history of design with the name of Triennale, up to the new proposal Grand Carpet, small pixels printed on large format plates, by Antonio Citterio Patricia Viel.

Developed in various areas, the Marazzi showrooms in Sassuolo, Lyon and Castellon de la Plana, allow visitors to experiment and touch building languages ranging from architecture, to contract, to large-scale works or to the reduced scale of residential buildings. Wincer tiles are exhibited among the numerous Marazzi collections.

Design meets decoration and goes to design space, design meets architecture. In each showroom there is a corner dedicated specifically to designers in which, as in a forge, they can experiment with the elements of architecture. The designers and architects can touch the colors, surfaces and materials of all the collections, exhibited here in large boards, to find the ideal solution to compose their project.

A large space is also dedicated to the outdoors where, thanks to inspirational settings, you can appreciate the continuity of the materials between interior and exterior, but also examples of ventilated facades, various types of flooring and poses.

In addition to the space dedicated to architecture, great works and contract, there are areas where the focus is on the residential area with corners that reproduce living spaces. Here the visitor is guided on a journey through various domestic settings in which they can easily take inspiration for the realization of their spaces.

**Preliminary result of the showcase in Italy (Sassuolo)**

<b>Target group/stakeholders</b>	<b>Number of visitors</b>	<b>Feed-back from visitors Business opportunities (interest from 1 to 4)</b>
High-level architects/designers/ professionals working in the building sector	2000	2 Very interested in specific eco-friendly projects. They expressed curiosity about possible future developments in terms of aesthetics and variety of products in particular about formats.
Ceramic Tiles Enterprises	2500	3 Interested to the possibility of proposing an alternative and innovative material on projects or interlocutors interested in the theme of ecology. They are particularly interested in the price but believe that presented in an appropriate manner can reach a premium price.
Tilers, Companies and Workers in the Building sector	1000	4 Interested but concerned about the economic aspect and performance in terms of quality and cleanability of the product.
Green building companies i.e. specialized in adhesives for ceramic tiles	500	1 Very interested in the project from a point of view of both materials and certifications. They see in Wincer an adequate and finally high-level answer regarding the ceramic materials to be used in their projects.
Consumer	2000	4 Interested but concerned about the economic aspect and performance in terms of quality and cleanability of the product.
<b>Total</b>	<b>8000</b>	

**Preliminary result of the showcase in France (Lyon)**

<b>Target group/stakeholders</b>	<b>Number of visitors</b>	<b>Feed-back from visitors Business opportunities (interest from 1 to 4)</b>
High-level architects/designers/ professionals working in the building sector	400	2 Very interested in specific eco-friendly projects. They expressed curiosity about possible future developments in terms of aesthetics and variety of products in particular about formats.
Ceramic Tiles Enterprises	700	3 Interested to the possibility of proposing an alternative and innovative material on projects or interlocutors interested in the theme of ecology. They are particularly interested in the price but believe that presented in an appropriate manner can reach a premium price.
Tilers, Companies and Workers in the Building sector	400	4 Interested but concerned about the economic aspect and performance in terms of quality and cleanability of the product.
Green building companies i.e. specialized in adhesives for ceramic tiles	100	1 Very interested in the project from a point of view of both materials and certifications. They see in Wincer an adequate and finally high-level answer regarding the ceramic materials to be used in their projects.
Consumer	400	4 Interested but concerned about the economic aspect and performance in terms of quality and cleanability of the product.
<b>Total</b>	<b>2000</b>	

**Preliminary result of the showcase in Spain (Castellon de la Plana)**

<b>Target group/stakeholders</b>	<b>Number of visitors</b>	<b>Feed-back from visitors Business opportunities (interest from 1 to 4)</b>
High-level architects/designers/ professionals working in the building sector	350	2 Very interested in specific eco-friendly projects. They expressed curiosity about possible future developments in terms of aesthetics and variety of products in particular about formats.
Ceramic Tiles Enterprises	600	3 Interested to the possibility of proposing an alternative and innovative material on projects or interlocutors interested in the theme of ecology. They are particularly interested in the price but believe that presented in an appropriate manner can reach a premium price.
Tilers, Companies and Workers in the Building sector	400	4 Interested but concerned about the economic aspect and performance in terms of quality and cleanability of the product.
Green building companies i.e. specialized in adhesives for ceramic tiles	100	1 Very interested in the project from a point of view of both materials and certifications. They see in Wincer an adequate and finally high-level answer regarding the ceramic materials to be used in their projects.
Consumer	250	4 Interested but concerned about the economic aspect and performance in terms of quality and cleanability of the product.
<b>Totale</b>	<b>1700</b>	