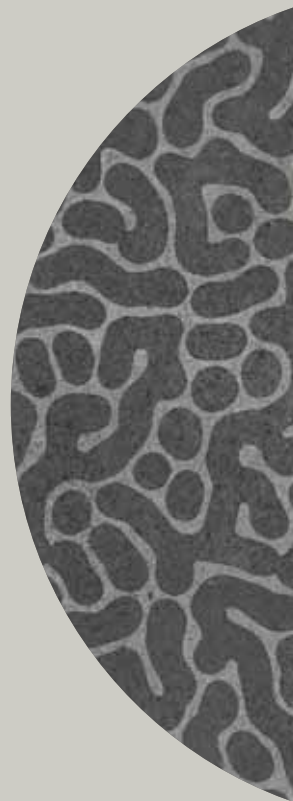
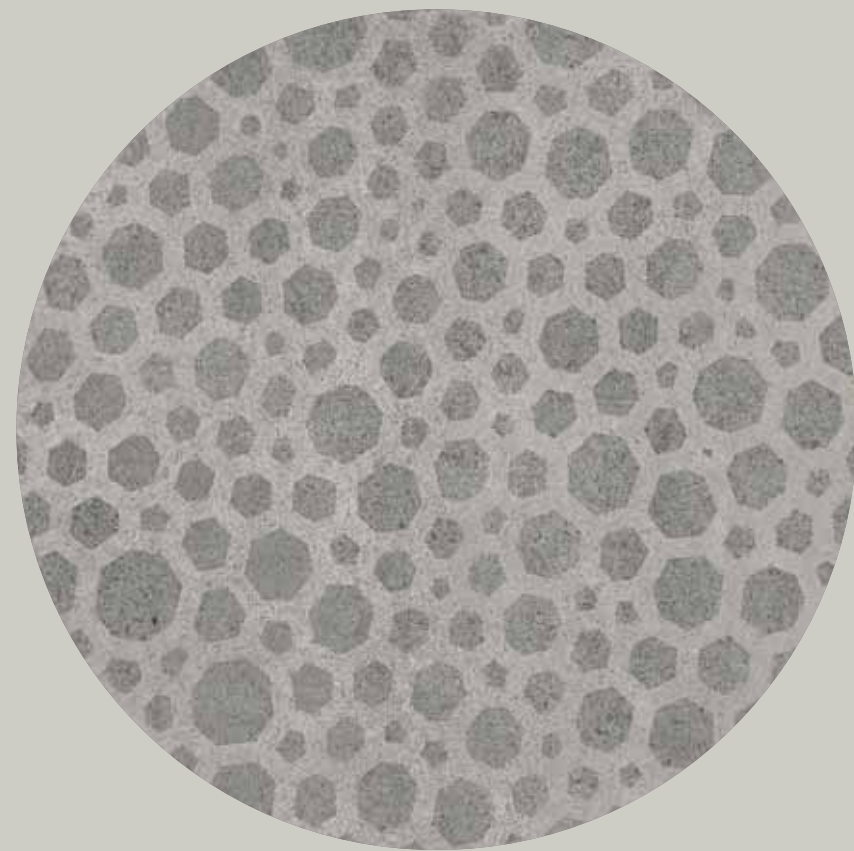
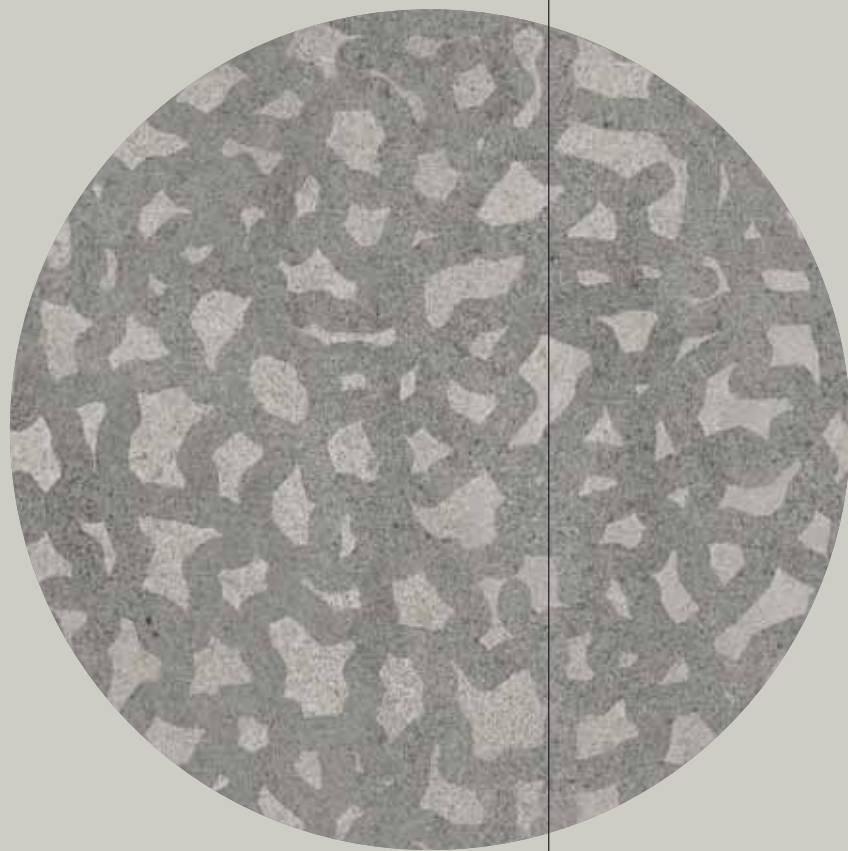


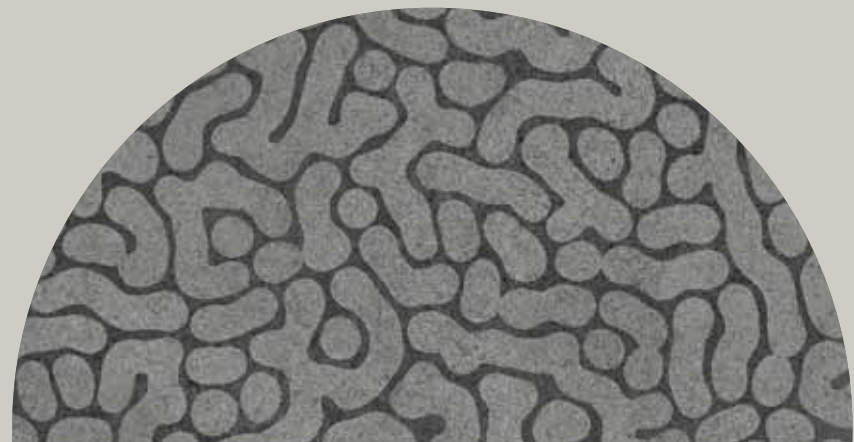
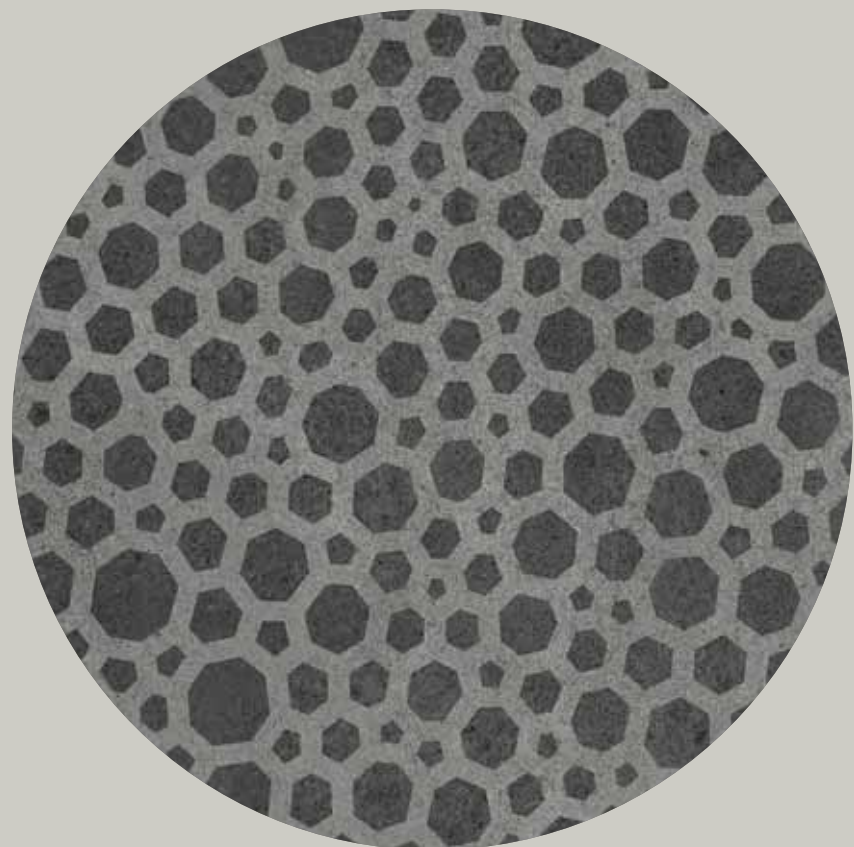
# Zoom.

[www.ceramichelea.it](http://www.ceramichelea.it)

design Fabio Novembre



**LEA**  
CERAMICHE



**“/ La chimica è una scienza esatta: ci permette di comprendere i dati più intimi degli elementi.  
/ E’ come se la materia possedesse al suo interno una carta d’identità, dei codici naturali che la inquadrano e la descrivono.  
/ Questa struttura molecolare, invisibile per l’occhio umano, ci nega un rapporto più intimo con il materiale stesso.  
/ Zoom diventa allora un artificio che consente di penetrare la natura del cemento e delle sue componenti organiche.  
/ Zoom è un potente microscopio che ci permette di analizzare le imprevedibili geometrie della natura.”**

“The chemistry is an exact science that allows us to understand the most intimate data of the elements. It is as if the material contains an identity card within it, the natural codes that determine it and describe it. This molecular structure, invisible to the human eye, denies us a more intimate relationship with the material itself. Zoom then becomes an artifice that allows us to penetrate within the nature of cement and its organic components. Zoom is a powerful microscope that allows us to analyse the unpredictable geometries of nature.”

Fabio Novembre

Zoom è la rappresentazione in chiave macro di quattro pattern che riflettono sull’organicità del cemento - Reef, Dry, Foam, Tide - estremizzati attraverso un tratto vigoroso e ingigantito. I motivi grafici vengono proposti in formato 60x60 cm per comporre veri e propri tappeti decorati, oltre che nel più classico formato 20x20 cm che reinterpreta in chiave inedita la tradizionale forma decorativa delle cementine.

Zoom is the macro-representation of four patterns that reflect on the organic nature of cement - Reef, Dry, Foam, Tide - carried to extremes through a vigorous and magnified stroke. The graphic motifs are proposed in the 60x60 cm format, able to compose actual decorated carpets, as well as in the more classic 20x20 cm format that reinterprets the traditional decorative shape of the cement tiles in a new way.

FLOOR  
Concrete Medium 60x60 nat  
Zoom Foam Shade 60x60

WALL

Concrete Dark 120x260



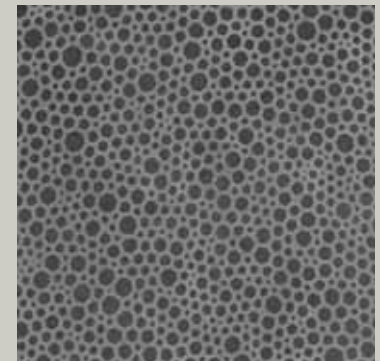
Zoom mix 20 20x20



WALL  
Concrete Light 120x260

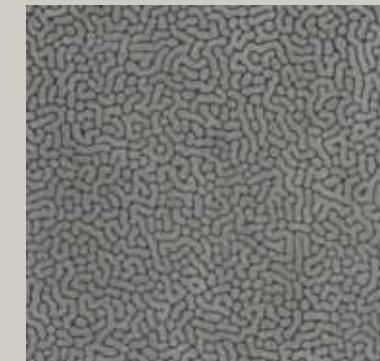
FLOOR  
Zoom Reef Glow 60x60

### Zoom Foam Shade



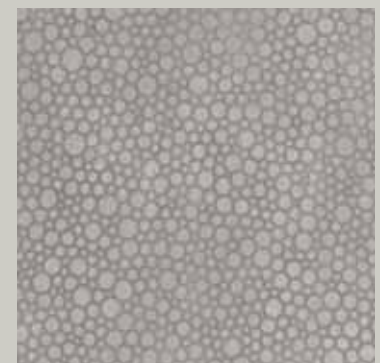
60x60cm  
24"x24"

### Zoom Reef Shade



60x60cm  
24"x24"

### Zoom Foam Glow



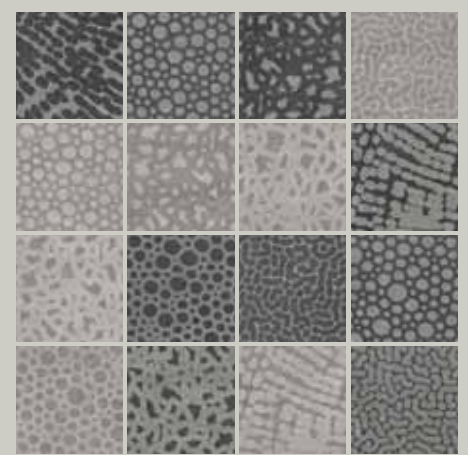
60x60cm  
24"x24"

### Zoom Reef Glow



60x60cm  
24"x24"

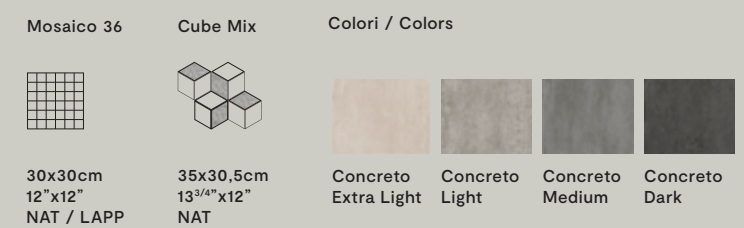
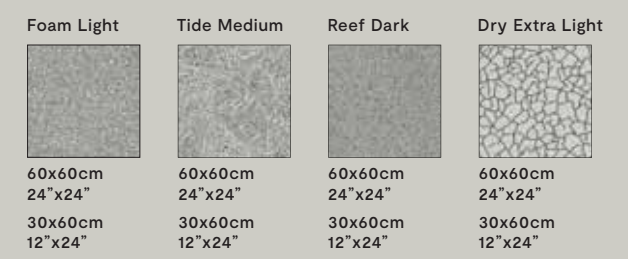
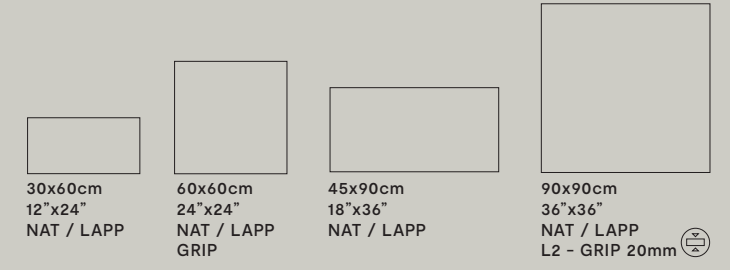
### Zoom Mix



20x20cm  
8"x8"      60x60cm  
24"x24"

### Concrete

Spessore/thickness: 10mm - 11mm (Lato/Side 90)



Zoom mix è composto da 16 grafiche differenti da miscelare con posa random.  
Zoom mix è composto da 16 grafiche differenti da miscelare con posa random.