

Front cover

a touch of Japan 2010



a touch of
Japan 2010

projects for KERAMA MARAZZI 

Alberto Corbetta Graphic & Interior Design 



In 2009 Alberto Corbetta designed “*Japan 2010*” for Kerama Marazzi. This set of tiles was previewed at Mosbuild 2010, Russia’s largest trade exhibition.

Its design and its name are both the result of a deep thinking on the Japanese figurative culture where both elegance and simplicity are part of each detail and accuracy combines tradition with modernity.

After its launch, the collection exceeded all forecasts: 1.512.596 of inserts and listels has been sold in the first semester of 2010.

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花 Bloom 20x30

"Bloom" represents the basic motif of Japanese fabrics but in a more modern and engaging way. Three versions have been designed to satisfy different tastes: from modern, to glamour and sparkling style.

The design of the flower, traditionally drawn on kimonos, has a new spatial and colorful dimension inside dynamic and vivid composition. The tile is complemented by two different inserts that create continuity and make flowers gradually grade to monochrome.

"Violet Bloom" is the perfect solution for a warm and elegant interior. The shade of flowers on a black background reminds of Japanese fabrics.

"Red Bloom" is the perfect solution for a contemporary and refined setting that is ideal for both modern and contemporary home furniture.

"Pop Bloom" is the youngest version of the range. The flower reminds of Japanese tradition while colors reveal a pop taste. Inspired by young Japanese artists, both inserts are designed to beam walls with color and grace. The lightness of the tile together with polychromy of the inserts underline a delicate transition from monochrome to color.

1 **Alberto Corbetta** Graphic & Interior Design



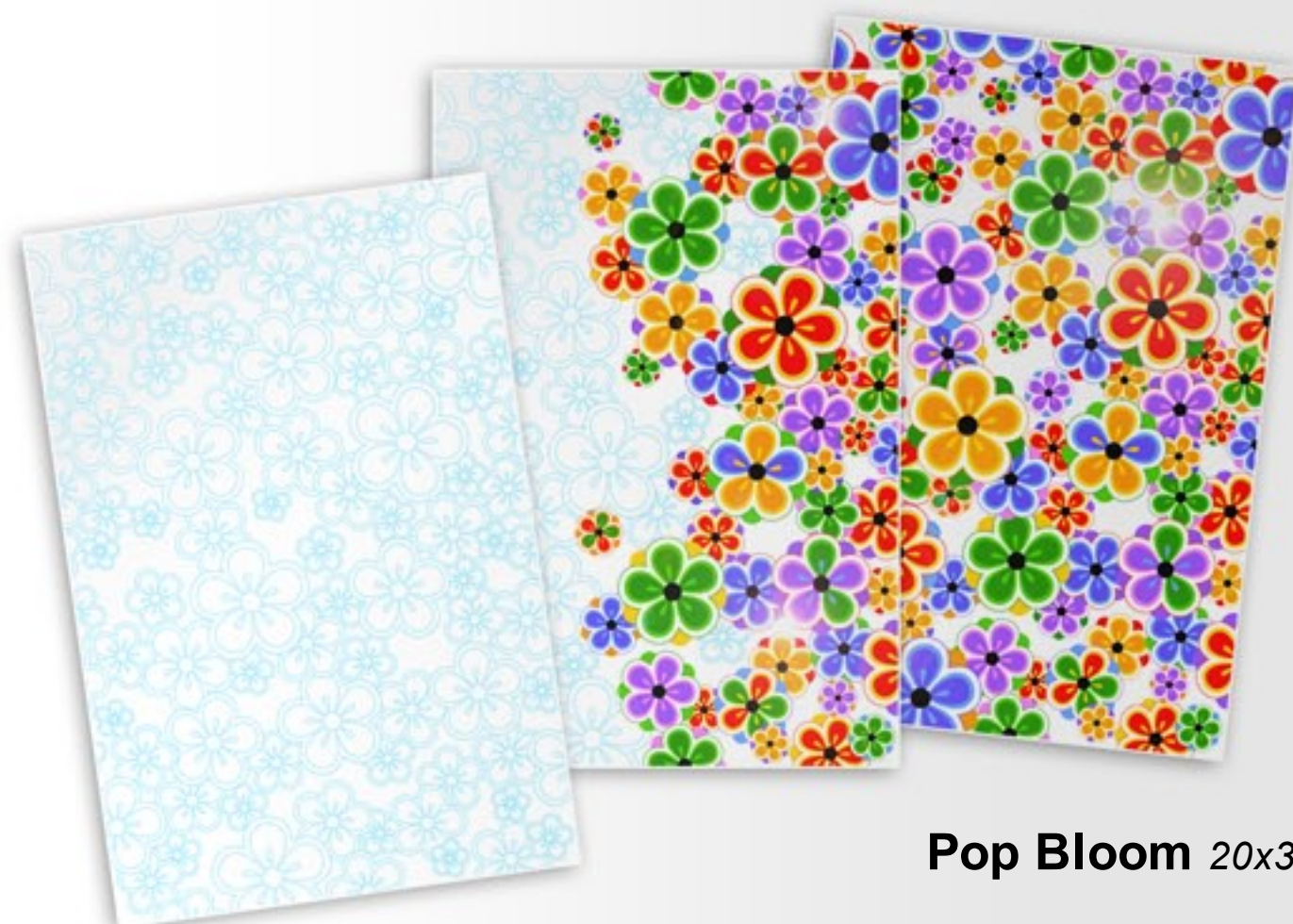
Violet Bloom 20x30

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Red Bloom 20x30



Pop Bloom 20x30



414.700
of inserts and
listels sold in
the first semester
of the year.



鮓 Sushi 10x10

“**Sushi**” is the perfect solution for a cool kitchen, a sushi bar or a stylish restaurant. Japanese cuisine is fresh, minimal and characterized by the most important ingredient in the Far East: rice.

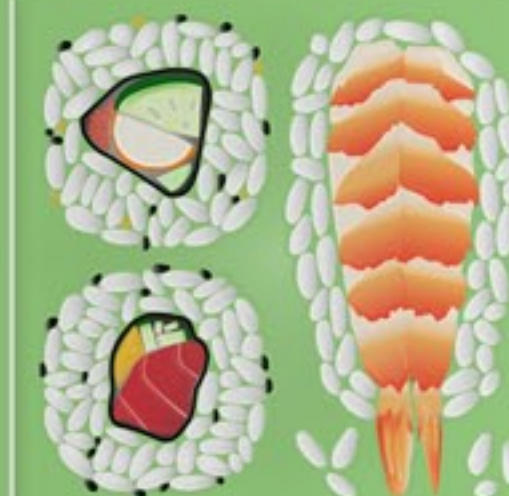
The insert Hosomaki represents a bidimensional maki. It uses grains weightlessness that move along the wall like petals.

The tile half-decorated with rice, represents a new bright way to cover the wall. The design of the size 10x10 is enhanced by pastel colors.

The design of this product is inspired by the traditional purity of Japanese art.



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47.000

of inserts sold in the first semester of the year.



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竹 Bamboo 20x30

"Bamboo" is an elegant solution that interprets one of the most important decorative elements of the Japanese Art – bamboo. This plant, admired for its perseverance under harsh conditions, is known as the "Friends of Winter" and is drawn on ceremonial clothing as a symbol of integrity.

"Bamboo" is inspired by Japanese painting and fabrics and reinvents bamboo as a thick weave of trunks, a forest where leaves fly like butterflies.

The thick pattern of the design covers walls with harmony and rhythm. The different colors available, makes lining versatile and suitable for every kind of home interior. Pearl gray, pink and light green color bamboo in the tile, while the insert complete entirely the design.

"B&W Bamboo": the black and white tile matches with an insert decorated with red leaves. An ideal solution for an elegant and minimal home interior.

"Red Bamboo": the pink tile matches with both black and white insert to create a warm and oriental atmosphere.

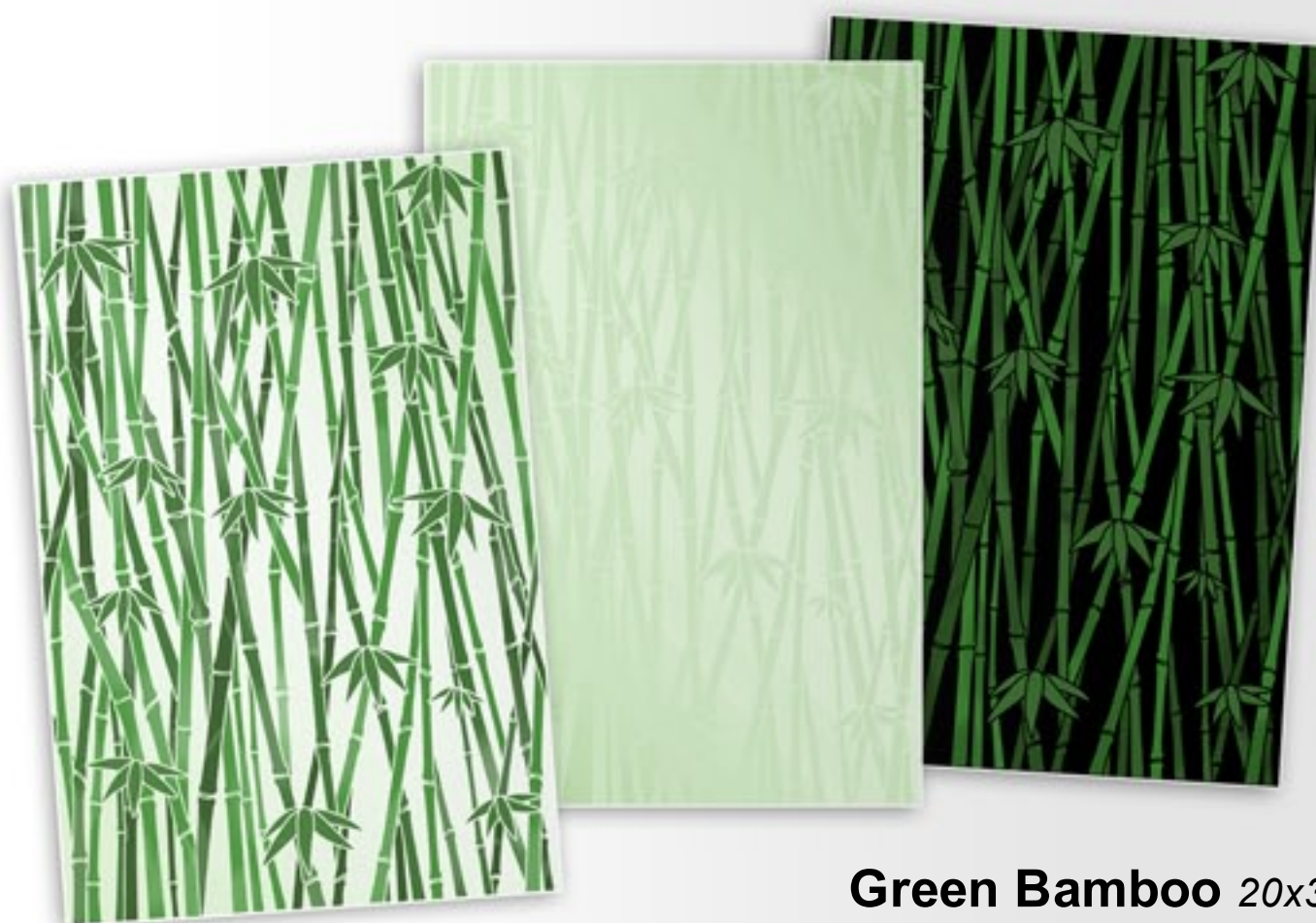
"Green Bamboo": the tile matches with a black or a white insert. Three possible combinations to satisfy modern tastes.



B&W Bamboo 20x30



Red Bamboo 20x30



Green Bamboo 20x30



117.170

of inserts and
listels sold in
the first semester
of the year.





庭 Zen Garden 30x60

“Zen Garden” is inspired by the observation and interpretation of a typical aspect of zen gardens influenced by Zen Buddhism: “dry landscape” using neither trees nor water but just sand and stones.

The design enhances the plasticity of the sand that draws geometric patterns historically connected with the millenary tradition. The composition of the different designs on the wall is inspired by typical asymmetry of the Japanese garden.

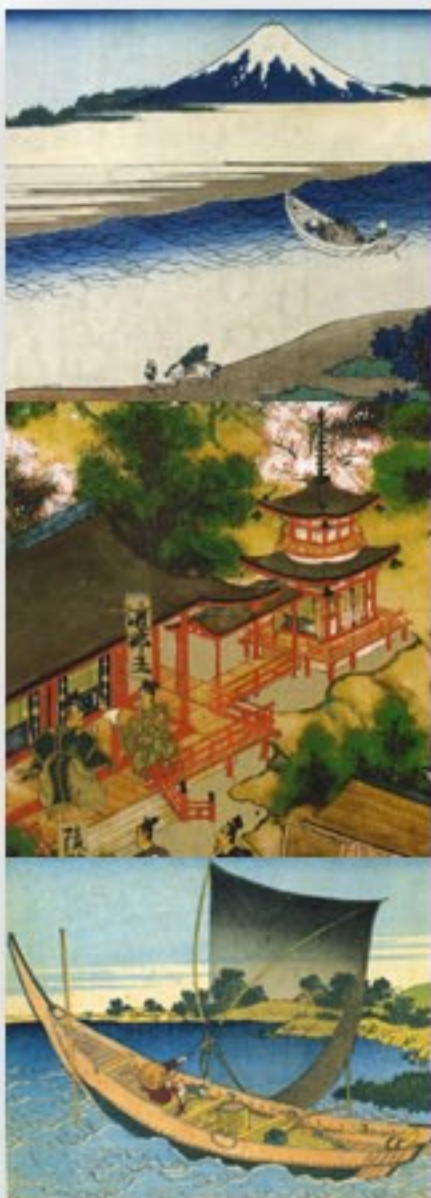
“Zen Garden” thanks to the various combination available, can be used in elegant and refine settings requiring a touch of oriental taste. This makes it the perfect solution for home interior and commercial contexts like restaurants, bars, wellbeing centers and shops.



19.056

of inserts sold in the first semester of the year.





浮世絵 Ukiyo-e 20x50

“**Ukiyo-e**” is inspired by the so-called “pictures of the floating world” featuring motifs of landscapes, tales from history and everyday life. The design is the result of an accurate study of the most famous artists living during the Edo period (1615-1867).

Some of the most renowned Japanese landscapes are reinterpreted in a most innovative and contemporary way.

The preciousness of gold, and the warm color of wood perfectly match with the design for creating a minimal and refined tile.

“Ukiyo-e” is ideal for cosy, precious and elegant environments.



40.300

of inserts and
listels sold in
the first semester
of the year.





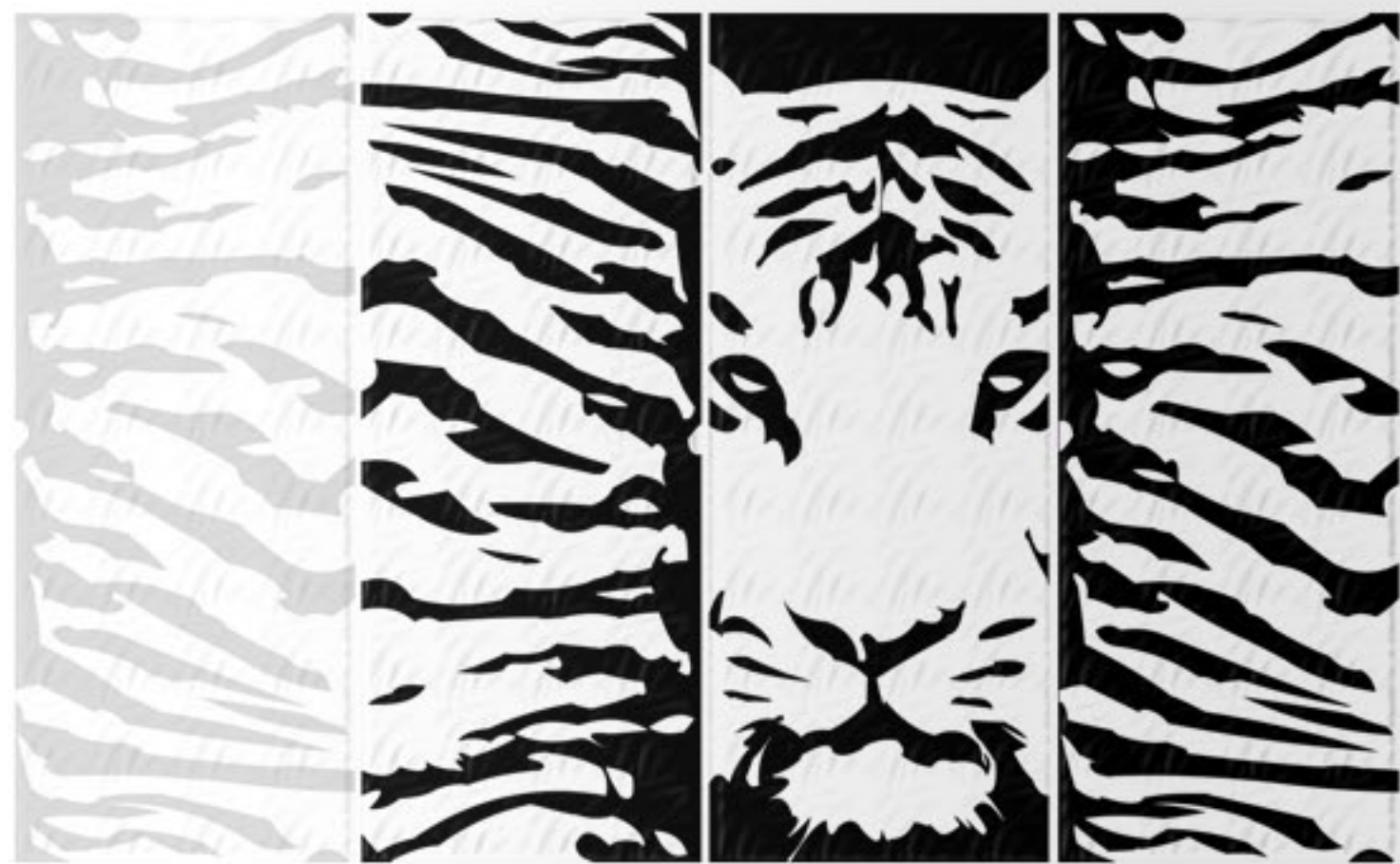
虎 Tiger 20x50

The white tiger is a mythological creature of the Far East culture, one of the four symbols of the constellations: azure dragon, vermillion bird, black tortoise. Tiger is associated with West and autumn, and in Japan its breath symbolizes the wind. Power, strength, wildness and beauty belong to the tiger, not only in traditional oriental art, but also in modern Japanese anime and manga.

“**Tiger**” draws the animal strength through a design that provokes a strong visual and emotional impact. The ceramic tile is made in a big size to enhance tiger stripes, while the design shows every detail of the snout.

White tiger is ideally suited to classic and elegant settings, violet tiger is designed for cool, aggressive and modern environments, while the tiger with its real natural colors is ideal for warm and cosy interiors.





29.100
of inserts sold in
the first semester
of the year.



屏風 Byobu 20x50

“**Byobu**” is a modern wall covering that interprets the typical ductility of the Japanese screen: a piece of furniture that perfectly adapts to all lifestyles.

Byobu offers multiple combinations to reach a fashionable style and is ideally suited to classic, refined and glamour settings.

Byobu is inspired by two particular Japanese architectural elements: paper and bamboo. The design not only requires eyesight but also touch. The delicate pattern of both paper and bamboo are represented in a naturalistic and sensual way while watercolor reminds of the ink drawings elegance.



97.200

of inserts and
listels sold in
the first semester
of the year.





花鳥 Flowers & Birds 20x30

"Flowers & Birds" has a definite oriental taste inspired by the delicate Japanese inks where beauty of the nature is the result of fresh and rapid licks of paint.

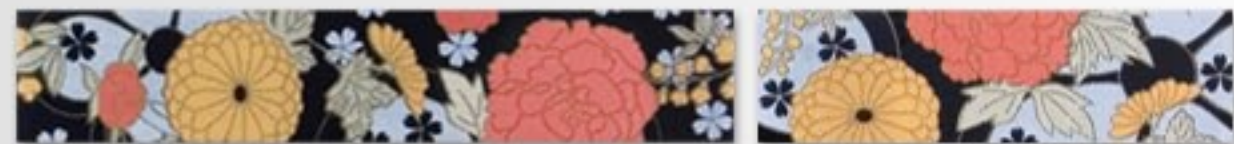
The design is the original interpretation of some classical and traditional aspects of the Japanese culture. Birds are drawn over a delicate floral pattern that seem little pearls. The result is a design full of color and poetry.

Flower & Birds is ideal to cover walls with floral design and decorative pattern that are reminiscent of wallpaper, tiling the walls of the contemporary home with elegance.



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122.600

of inserts and
listels sold in
the first semester
of the year.



projects for **KERAMA MARAZZI**

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亀 Sea Turtle 20x30

"*Sea Turtle*" merges clear sea of Okinawa archipelago with typical drawings of the sea made by the most renewed Japanese artists during the Edo period. This design is the original interpretation of underwater view of Japanese islands near the Equator.

The pattern of the listel reminds of turtle shells and complete the wall covering with a touch of elegance.

The dynamism of the design and the freshness of the colors characterize this set of tiles ideally suited to classic and modern environments.



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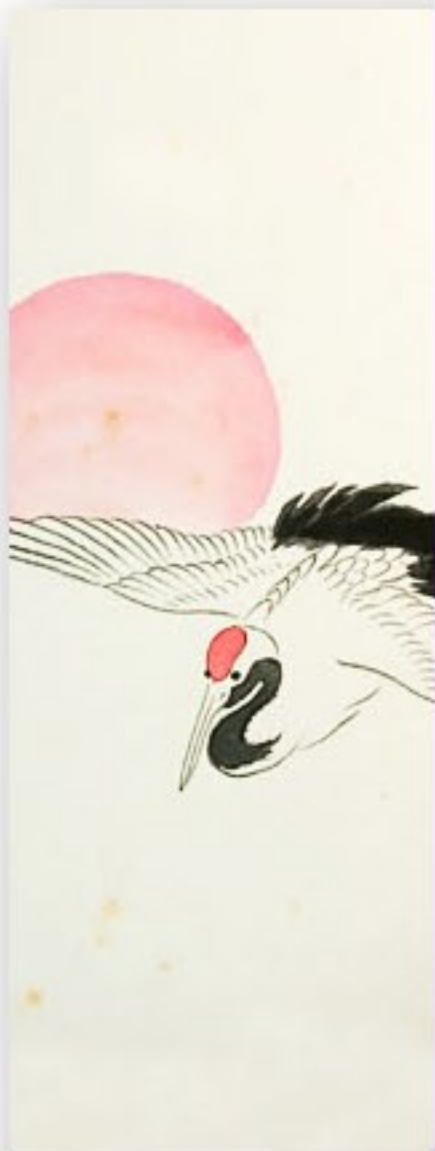
158.630

of inserts and
listels sold in
the first semester
of the year.



projects for KERAMA MARAZZI

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亀 Crane Flight 25x40

This wall covering is the original interpretation of a popular Japanese crane: *Grus japonensis* or Manchurian Crane, that is traditionally drawn on fabrics, pottery, origami paper and decorative objects. The crane symbolizes hope, longevity, happiness and loyalty.

The design reinterprets the crane in a modern and cool way in order to create a vivid and colored pattern for the tile. The final result is a decor that shows the different steps of the crane flight.

“Crane Flight” merges the elegance of the design with strong colors according to actual trends. The set of tiles is ideally suited to settings where innovation matches with tradition and sophistication.



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270.370

of inserts and
listels sold in
the first semester
of the year.



projects for **KERAMA MARAZZI**

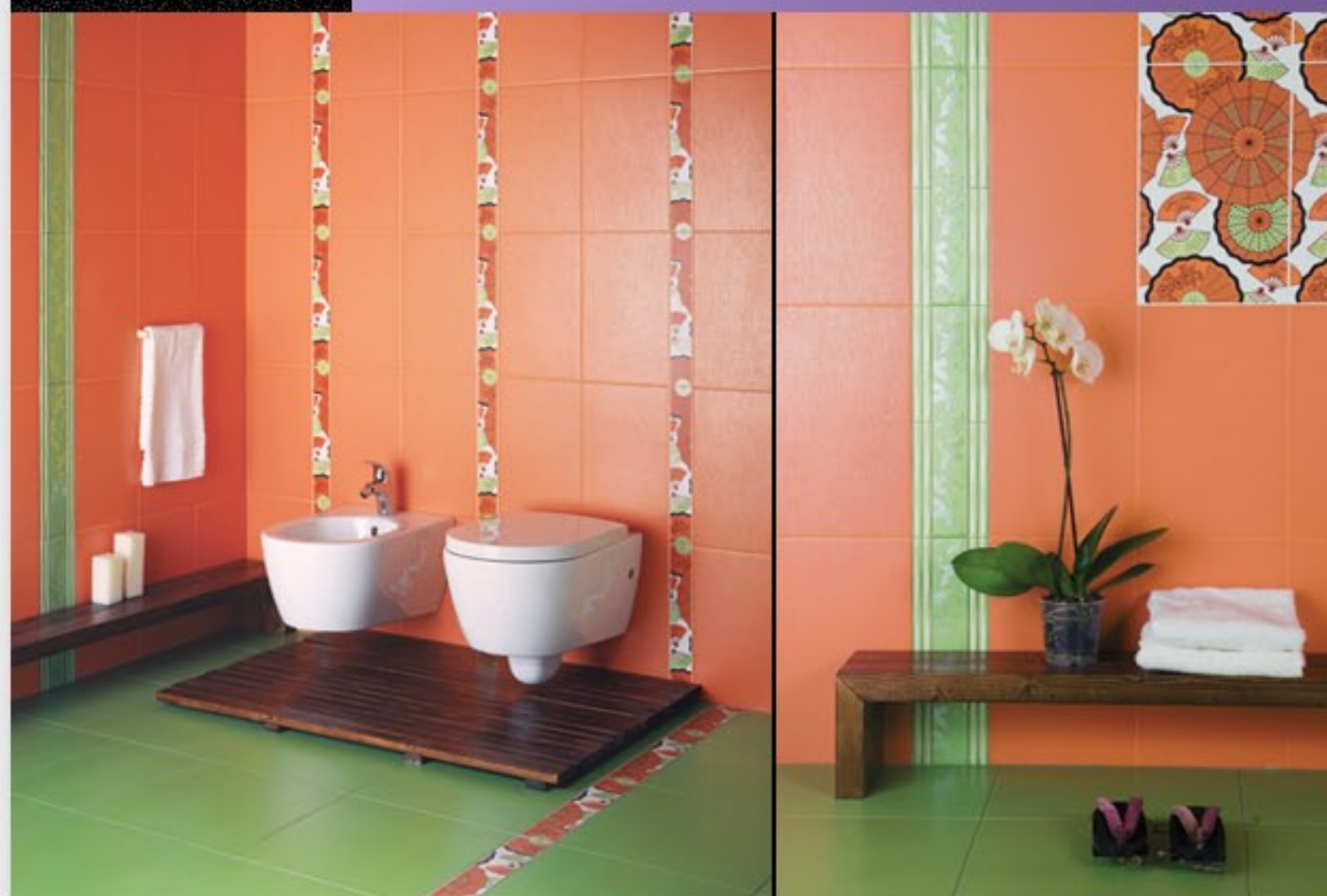
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傘 Umbrellas & Fans 25x40

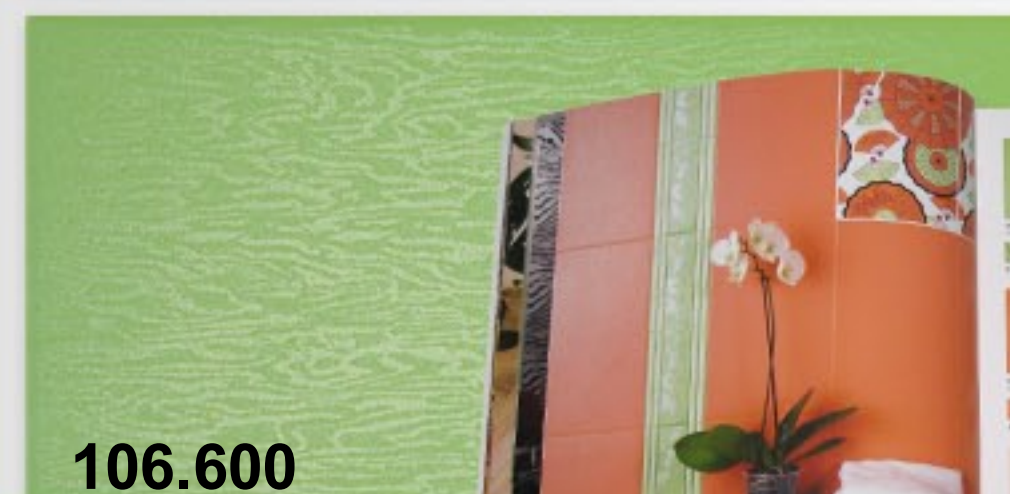
An happy composition of umbrellas and fans, decorated with traditional Japanese patterns, to furnish every residential setting and commercial context like hotels, restaurants or shops.

The design is inspired by quality and details typical of Japanese umbrellas and fans - antique everyday objects common for their practical and decorative function. Fans are also used in the martial art of the Japanese war fun - Tessenjutsu.

The continuity of the design offers the possibility to tile the entire wall.



27 **Alberto Corbetta** Graphic & Interior Design



106.600

of inserts and
listels sold in
the first semester
of the year.



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魚 Carp Pond 25x40

The elegant wall covering interprets a traditional element of Japanese figurative culture: the carp, that symbolizes determination, strength, bravery and success.

The sophisticated design suggests the presence of water inside the space thanks to its decorative pattern characterized by fish scales, water plants and waves.

The design of the carp breaks the continuity of the waves and opens the door to imagination towards the Far East gardens.

This wall covering is ideally suited to bathrooms, swimming pools, wellbeing centres and sauna.



72.900

of inserts and listels sold in the first semester of the year.





Alberto Corbetta lives in Milan where he follows his instinctive interest for interior and fashion design.

He makes every effort to anticipate trends and to understand different market needs. The specific design of each product aims at increasing sales and satisfying consumer's needs.

The growing demand of new innovative floor covering and textile fabric represents a motivating force that allows him to carry out projects for specific targets. His careful research activity is essential to convey the product's design and technological characteristics: accuracy for every single detail and precision that merge together with creativity.

Readings, travels and endless search represent the starting point of each project, from ideation to communication.

Curiosity and deep interest towards figurative arts combine perfectly with a boundless enthusiasm for every single aspect of the design.

Alberto Corbetta develops graphic & interior design projects that involve tiles, wallpapers, floors, fashion fabrics, home textiles and furnishings. He personally follows



