

			9	ninefifty[•]	
				5	0



Alfabeto

**Cotto manuale
smaltato**
Glazed, hand-made
terracotta

**Cotto industriale
smaltato**
Industrial glazed
terracotta

**Lava con base
smaltata**
Lava stone with
base glaze

**Lava con base
naturale**
Lava stone without
base glaze

^{IT} Alfabeto cotto manuale smaltato

15×15 cm; base bianco burro,
decori 01–16 viola mosto, rosso
melograno, rosso mattone;

posa sfumata: *schema 4* → p. 60

Tessere cotto manuale smaltato

15×15 cm; bianco burro.

^{EN} Alfabeto hand-made glazed terracotta

15×15 cm; base bianco burro,
decorations 01–16 viola mosto, rosso
melograno, rosso mattone;

gradient layout: *schema 4* → p. 60

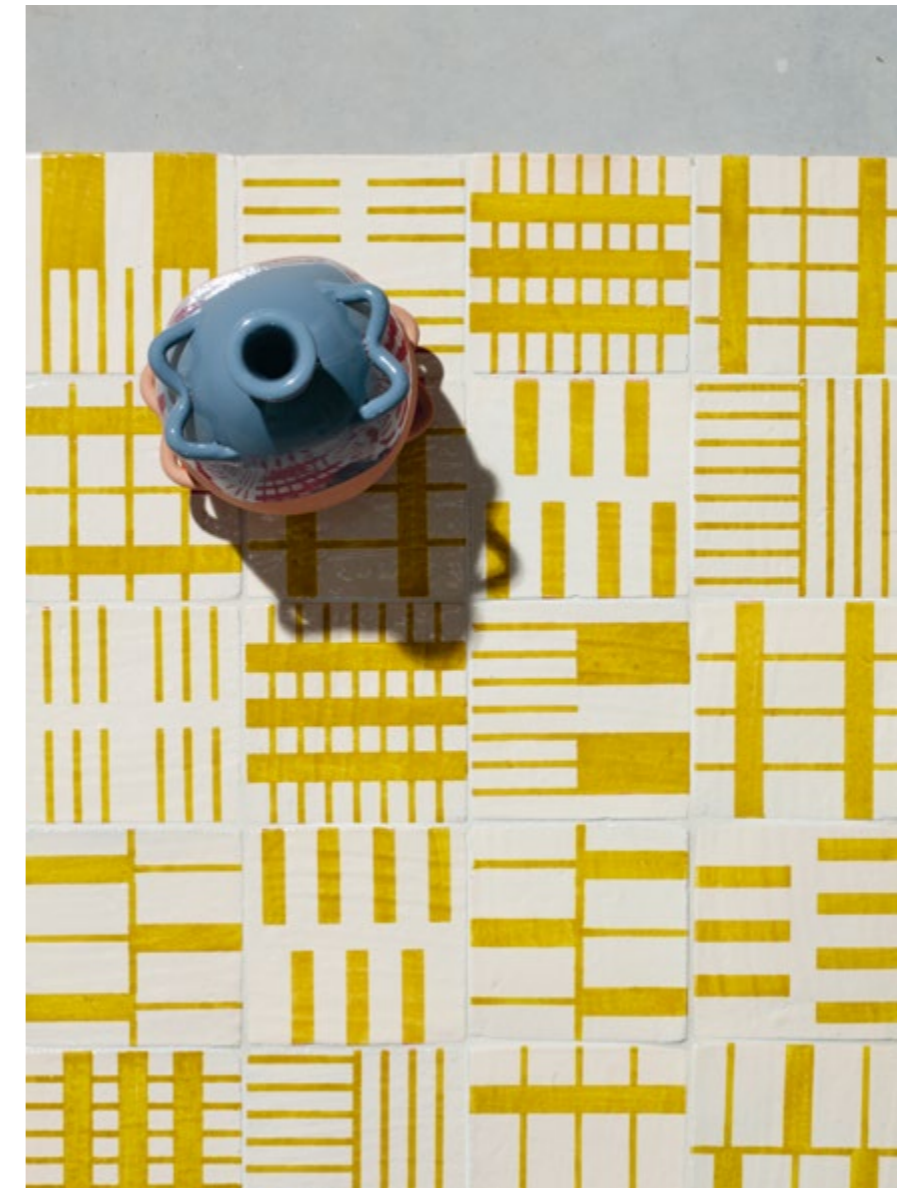
Tessere hand-made glazed terracotta

15×15 cm; bianco burro.

“Quando ho disegnato Alfabeto volevo ricreare il ritmo di forme e colori delle ceramiche di Caltagirone. Solo però astraendone le forme: da figurative a segniche, geometriche. Anche le tonalità sature ne sintetizzano i colori. Diventano segni di un alfabeto con cui scrivere storie”.

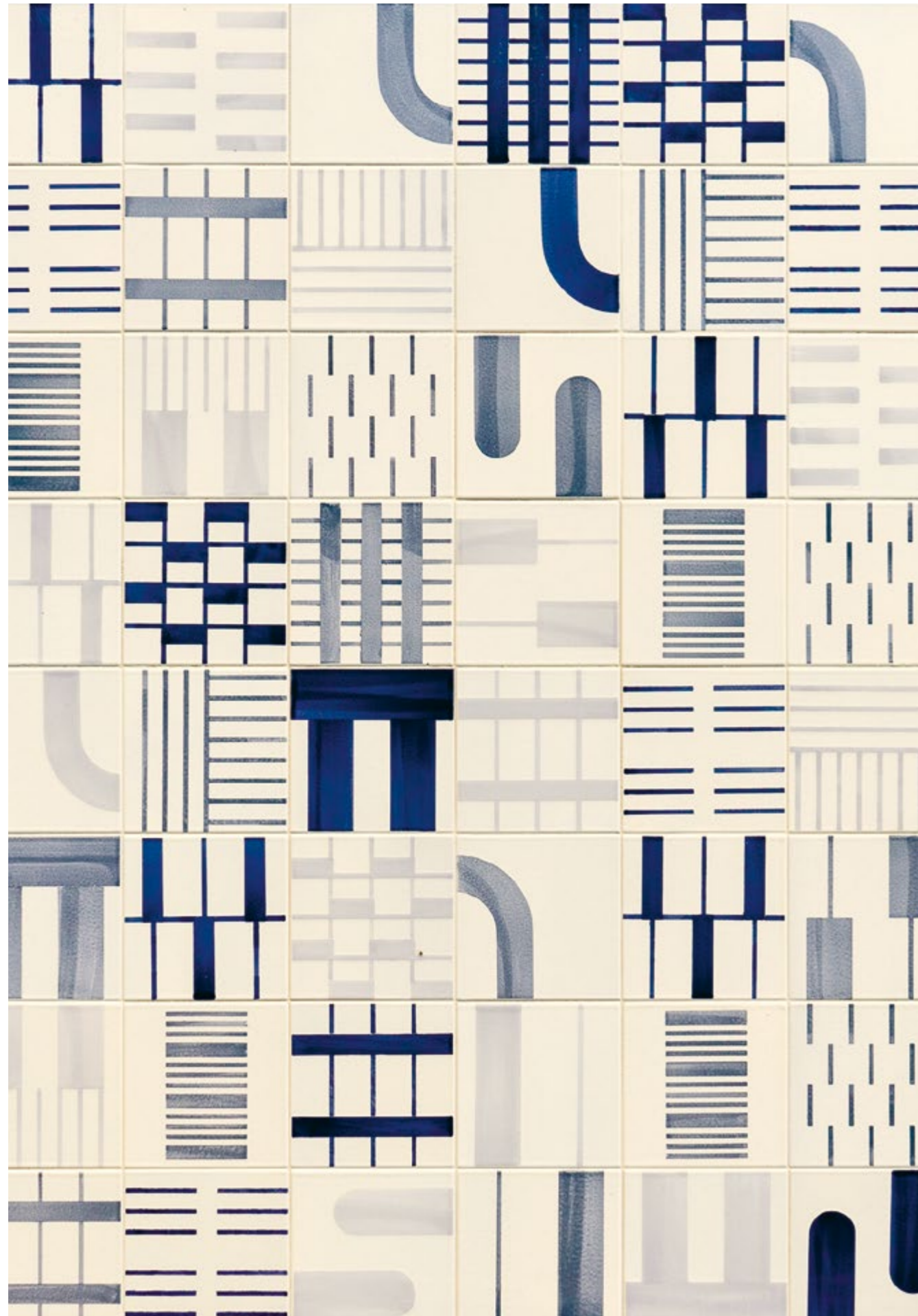
“With the Alfabeto designs, I wanted to recreate the rhythms of form and colour that characterise the ceramics from Caltagirone, only this time, abstracting the figurative forms into pure signs, geometric shapes, and with saturated tonalities that offer a distillation of the traditional colour schemes. They become the marks of an alphabet with which to write new stories.” M.R.





^{IT} Alfabeto cotto manuale smaltato
15×15 cm; base bianco burro, decori
01, 03, 04, 11, 12, 14, 15, 16 giallo zolfo;
posa random.

^{EN} Alfabeto hand-made glazed terracotta
15×15 cm; base bianco burro, decorations
01, 03, 04, 11, 12, 14, 15, 16 giallo zolfo;
random layout.



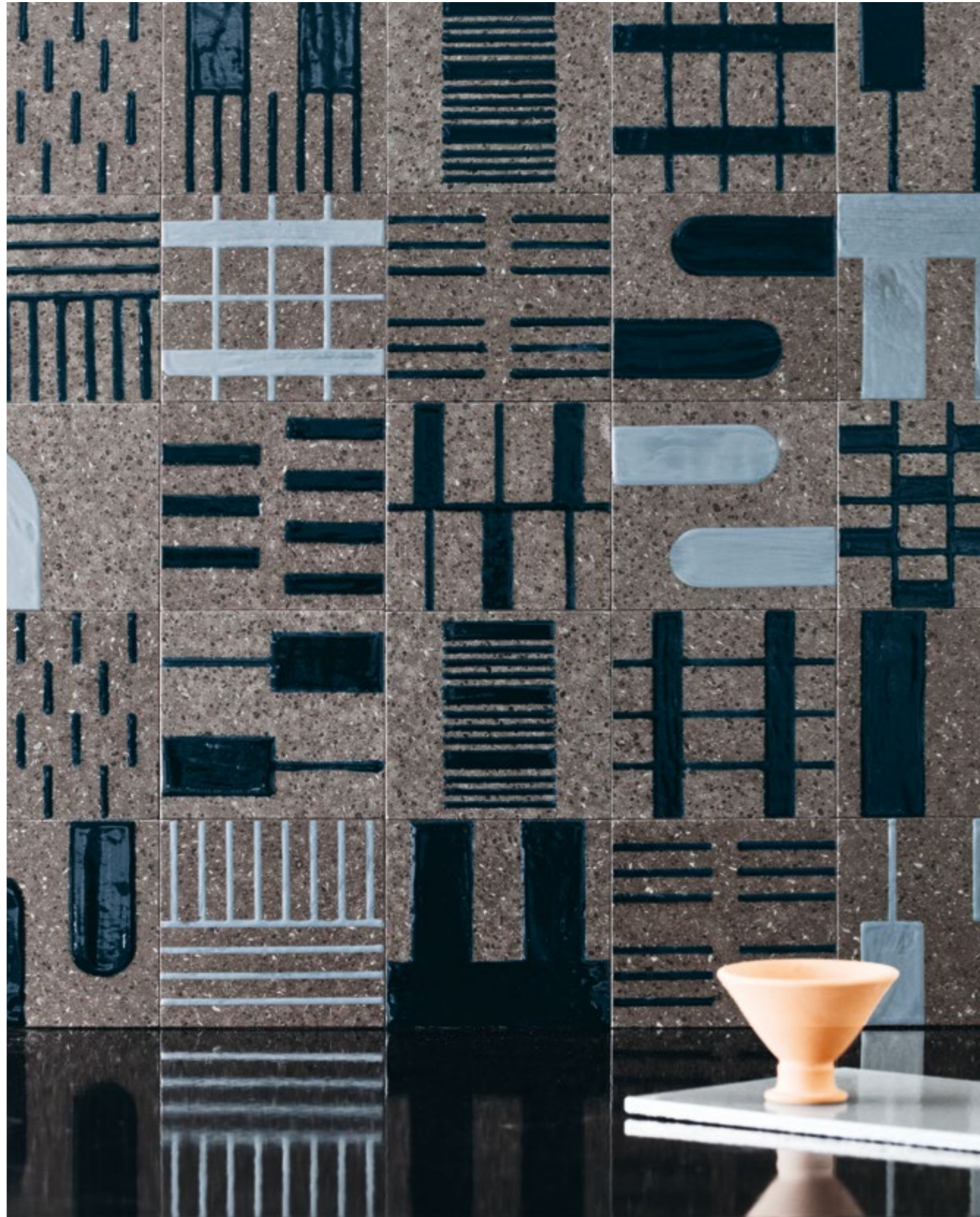
^{IT} Alfabeto cotto industriale
 15x15 cm base burro, decori 05, 06R,
 07–10, 12, 13, 15, 16, azzurro polvere;
 decori 01, 02, 07, 08, 11, 15, 16 blu notte;
 decori 01–04, 06–09, 12, 13, 15 grigio
 calcare; posa random: *schema 8* → p. 62

^{EN} Alfabeto industrial terracotta
 15x15 cm base burro, decorations 05,
 06R, 07–10, 12, 13, 15, 16, azzurro polvere;
 decorations 01, 02, 07, 08, 11, 15, 16 blu
 notte; decorations 01–04, 06–09, 12, 13,
 15 grigio calcare; random layout: *schema*
8 → p. 62

^{IT} Alfabeto lava con base smaltata
15×15 cm; base bianco burro,
decori 03, 06, 06R blu notte;
posa ordinata: *schema 7* → p. 61

^{EN} Alfabeto lava stone with base glaze
15×15 cm; base bianco burro,
decorations 03, 06, 06R, blu notte;
well-ordered layout: *schema 7* → p. 61





^{IT} Alfabeto lava con base naturale
15×15 cm; decori 01–16 blu notte, azzurro
polvere; posa random: *schema 16* → p. 66

^{EN} Alfabeto lava stone without base glaze
15×15 cm; decorations 01–16 blu notte, azzurro
polvere; random layout: *schema 16* → p. 66

Cotto industriale smaltato

Industrial glazed terracotta

Scheda tecnica

Data sheet

Spessore
Thickness **1 cm**

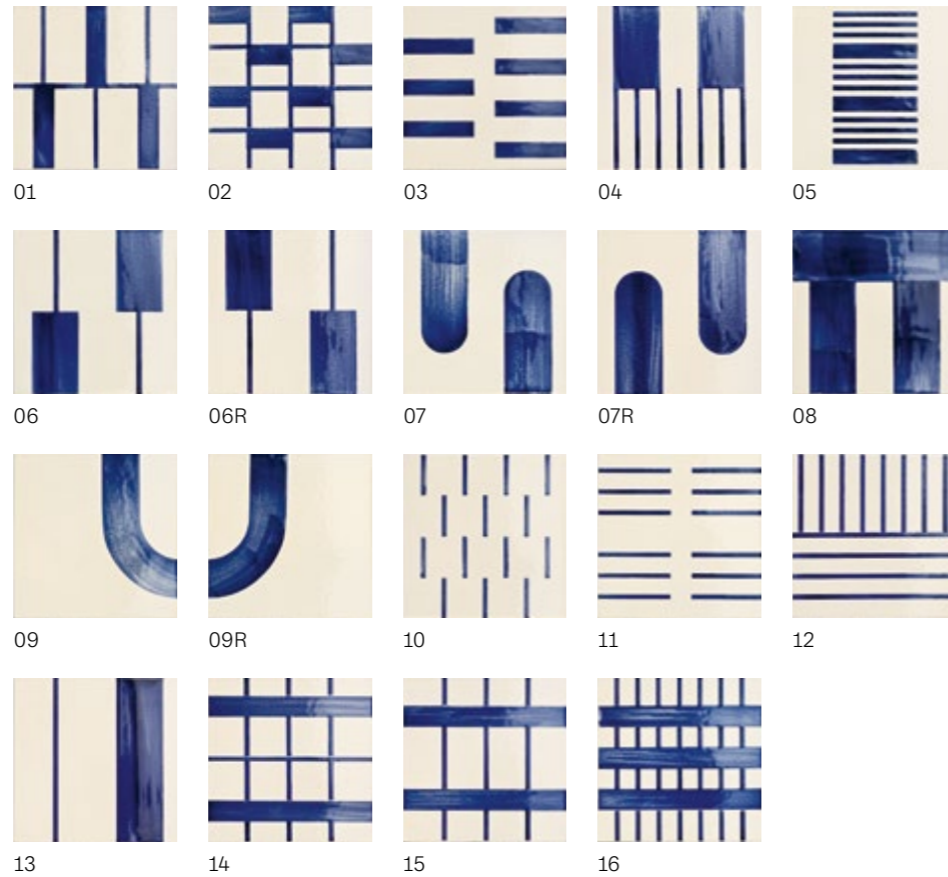
Piastrelle x mq
Tiles per m² **44**

Dimensioni
Dimensions **15x15 cm**



Decori, base bianco burro

Decoration options,
bianco burro
base glaze



Note

Notes

È possibile selezionare a piacere colori e abbinamenti. Altre dimensioni, tinte e formati speciali su richiesta.

Colours and patterns can be mixed and matched as desired. Other sizes, colours and special formats available on request.

Gamma colori, base bianco burro

Colour range,
bianco burro
base glaze



Cotto manuale smaltato

Glazed, hand-made terracotta

Scheda tecnica

Data sheet

Spessore
Thickness **1,6 - 1,8 cm**

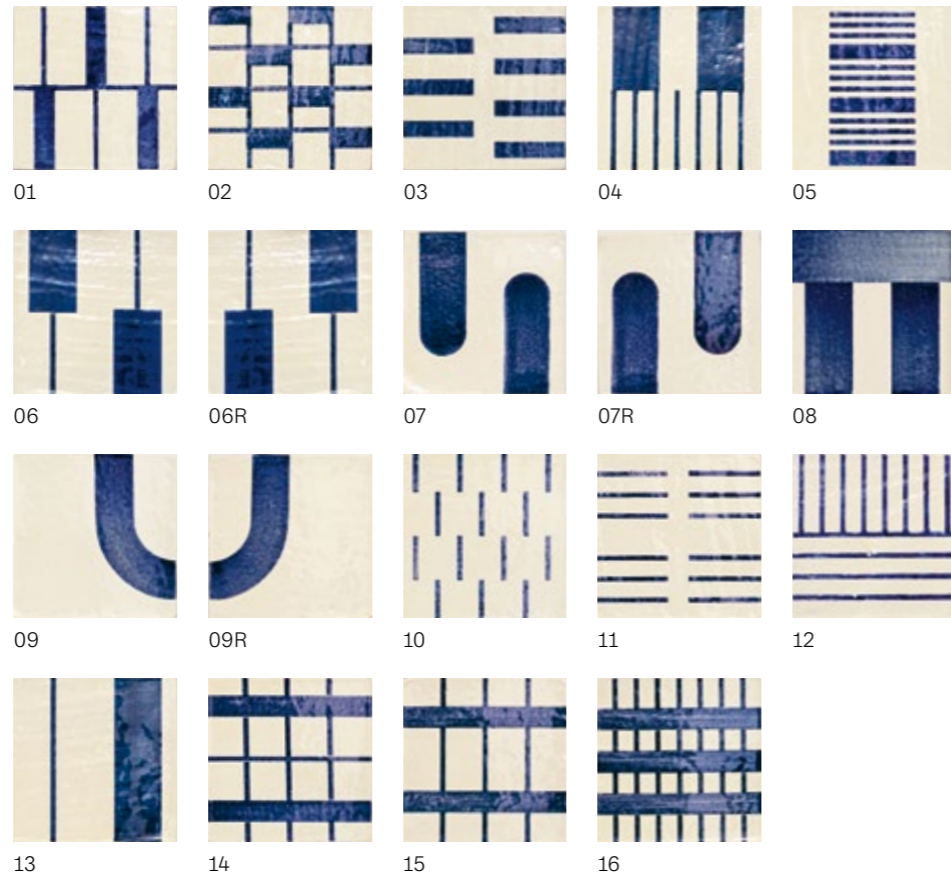
Piastrelle x mq
Tiles per m² **44**

Dimensioni
Dimensions **15x15 cm**



Decori, base bianco burro

Decoration options,
bianco burro
base glaze



Note

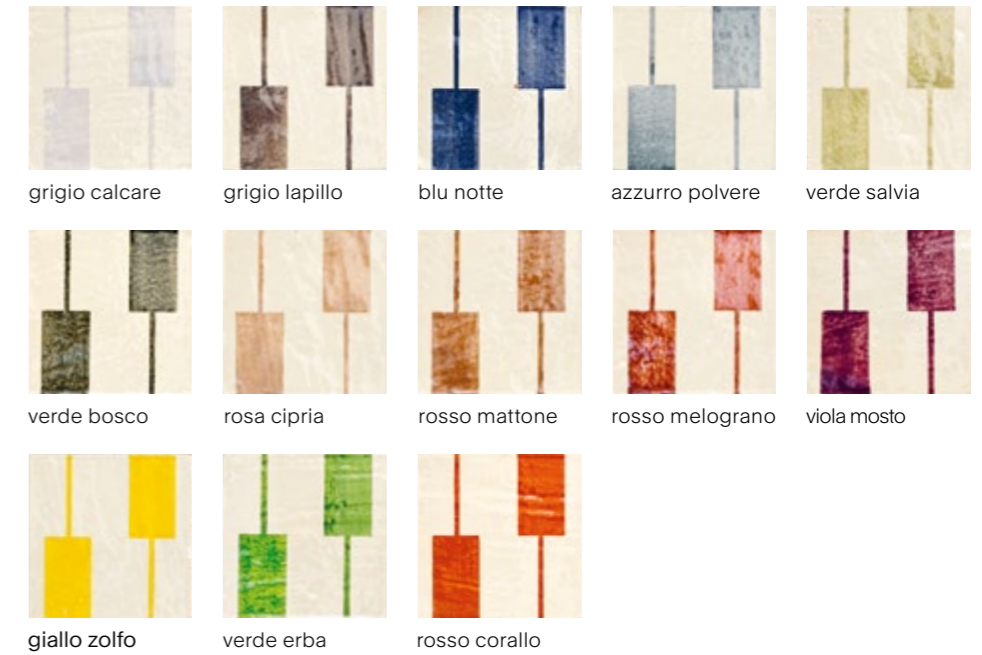
Notes

È possibile selezionare a piacere colori e abbinamenti. Altre dimensioni, tinte e formati speciali su richiesta.

Colours and patterns can be mixed and matched as desired. Other sizes, colours and special formats available on request.

Gamma colori, base bianco burro

Colour range,
bianco burro
base glaze



Lava con base smaltata

Lava stone with base glaze

Scheda tecnica

Data sheet

Spessore
Thickness **1 - 1,2 cm**

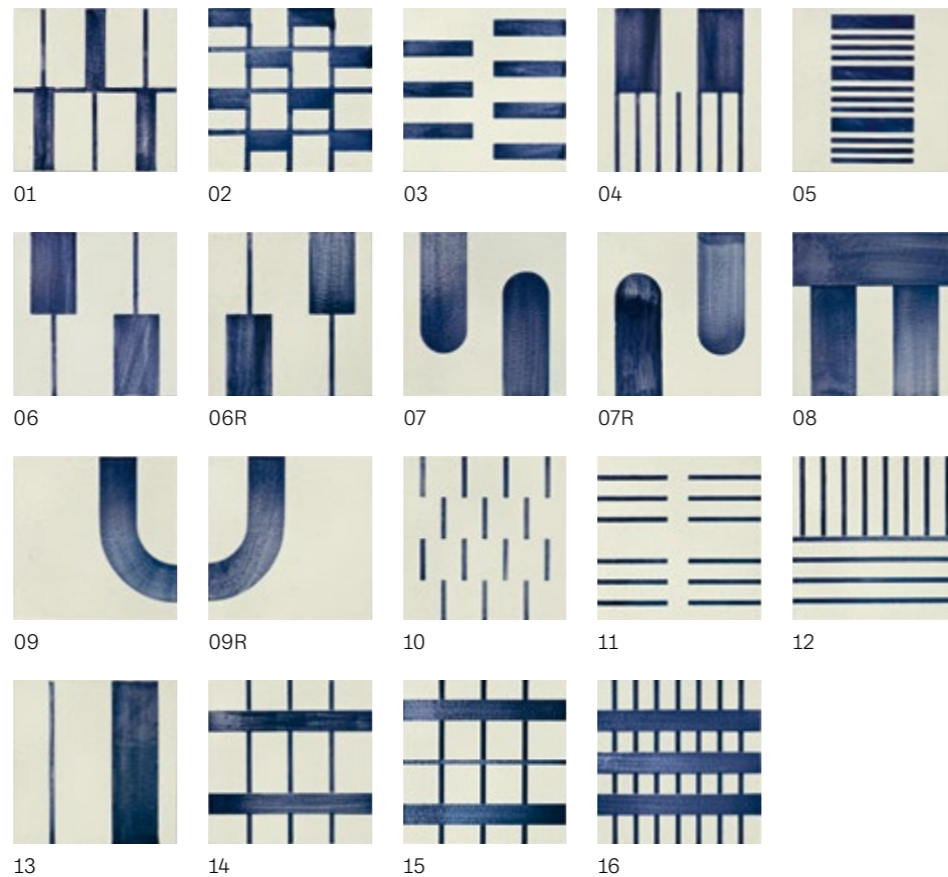
Piastrelle x mq
Tiles per m² **44**

Dimensioni
Dimensions **15x15 cm**



Decori, base bianco burro

Decoration options,
bianco burro
base glaze



Note

Notes

È possibile selezionare a piacere colori e abbinamenti. Altre dimensioni, tinte e formati speciali su richiesta.

Colours and patterns can be mixed and matched as desired. Other sizes, colours and special formats available on request.

Gamma colori, base bianco burro

Colour range,
bianco burro
base glaze



Lava con base naturale

Lava stone without base glaze

Scheda tecnica

Data sheet

Spessore
Thickness **1 - 1,2 cm**

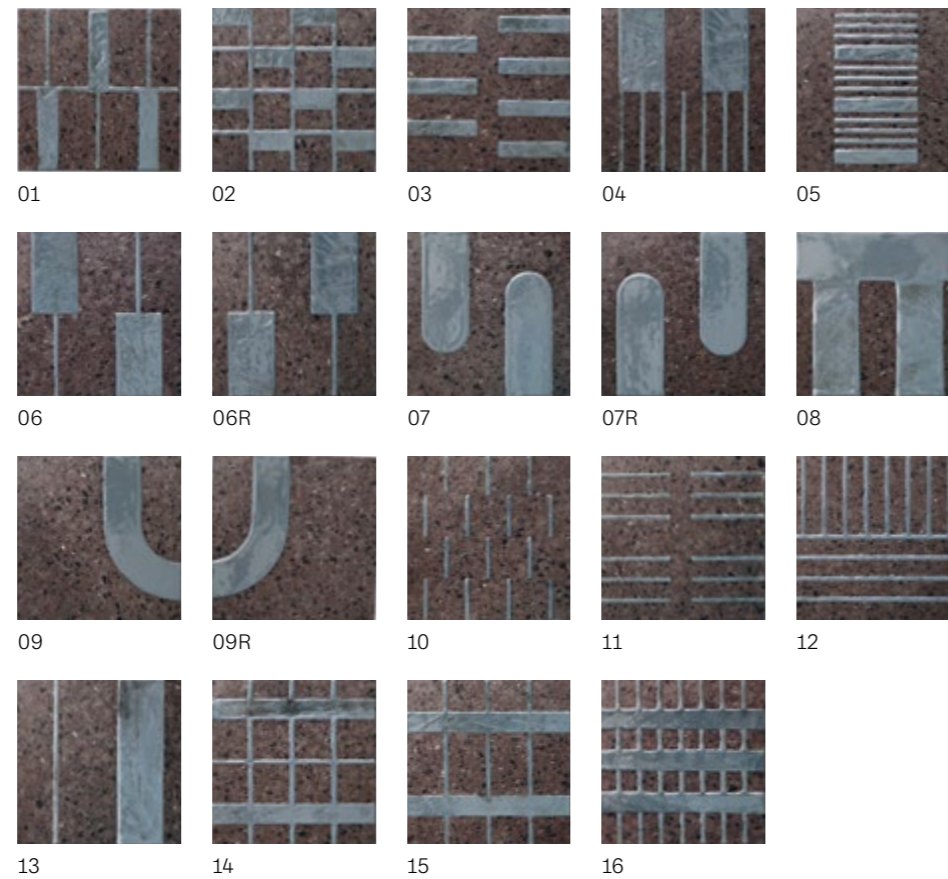
Piastrelle x mq
Tiles per m² **44**

Dimensioni
Dimensions **15x15 cm**



Decorì, lava con base naturale

Decoration options, lava stone without base glaze



Note

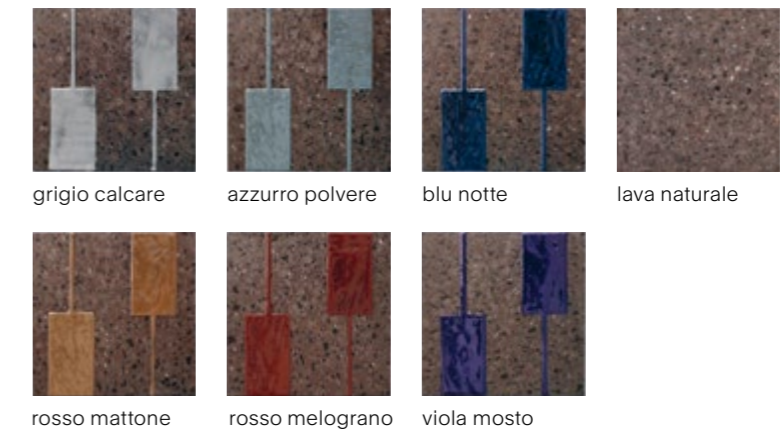
Notes

È possibile selezionare a piacere colori e abbinamenti. Altre dimensioni, tinte e formati speciali su richiesta.

Colours and patterns can be mixed and matched as desired. Other sizes, colours and special formats available on request.

Gamma colori, lava con base naturale

Colour range, lava stone without base glaze

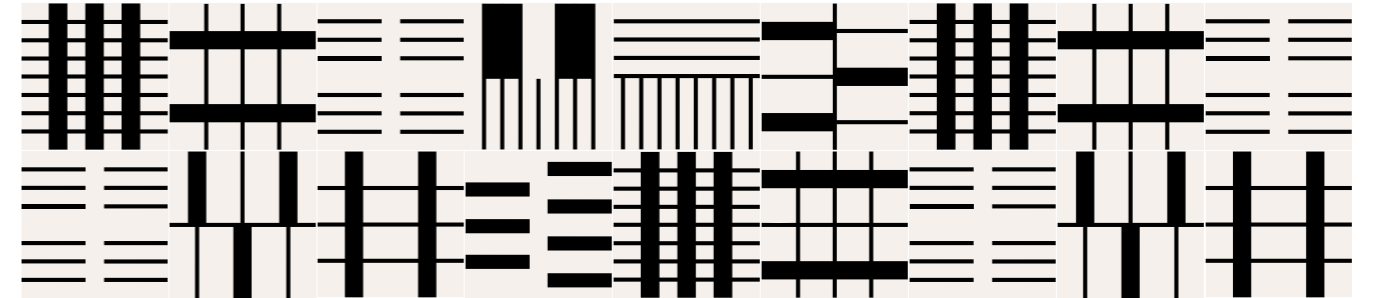


La collezione Alfabeto è progettata per creare dei disegni continui affiancando i decori composti da segni e linee che combaciano.

The Alfabeto collection is designed to offer continuous patterns formed by aligning marks and lines.

Allineamenti Alignment

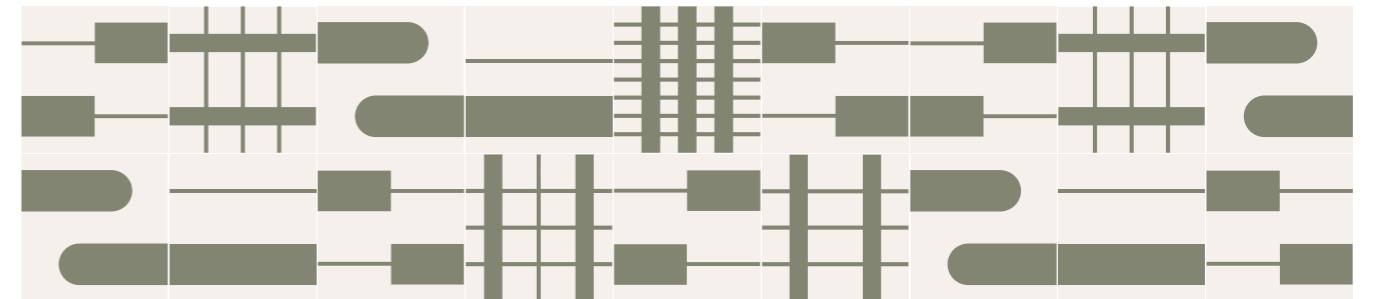
^{IT} Colori indicativi; per i colori reali, riferirsi alle schede tecniche.
^{EN} Indicative colors; please refer to datasheets for accurate tones.



Scheme 1

^{IT} Alfabeto 15×15 cm; base bianco burro, decori 01, 03, 11, 12, 14, 15, 16 blu notte.

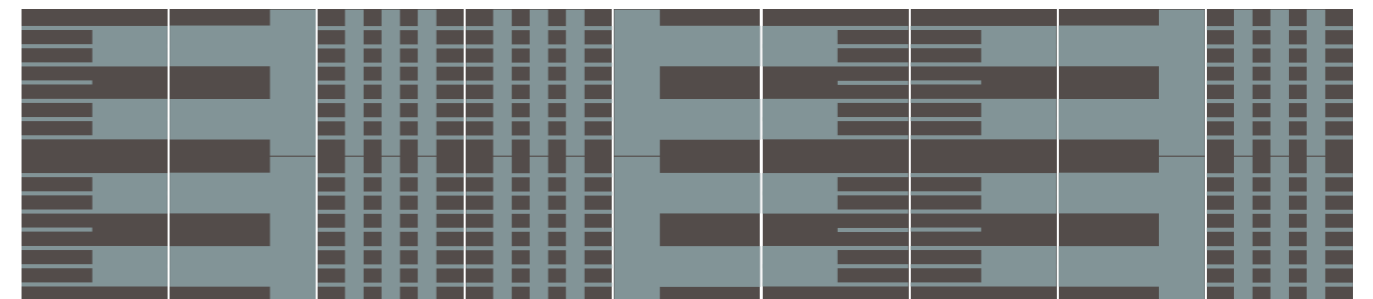
^{EN} Alfabeto 15×15 cm; base bianco burro, decorations 01, 03, 11, 12, 14, 15, 16 blu notte.



Scheme 2

^{IT} Alfabeto 15×15 cm; base bianco burro, decori 06, 06R, 07, 07R, 13, 14, 15, 16 verde salvia.

^{EN} Alfabeto 15×15 cm; base bianco burro, decorations 06, 06R, 07, 07R, 13, 14, 15, 16 verde salvia.



Scheme 3

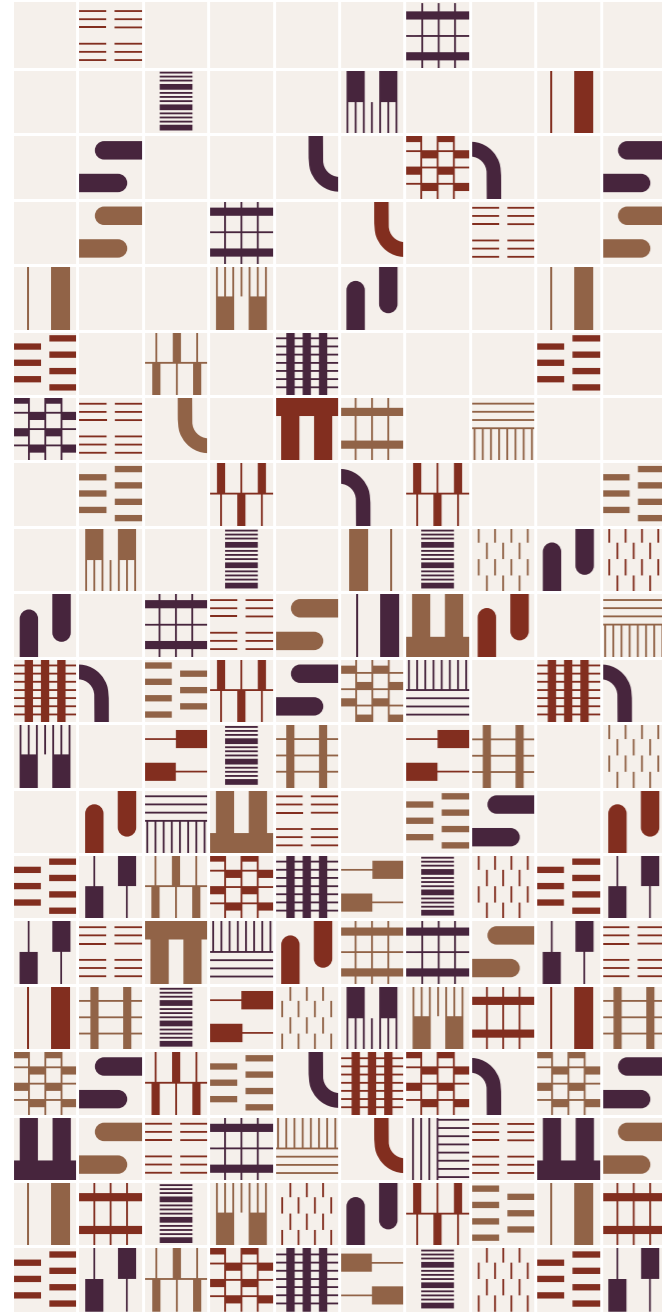
^{IT} Alfabeto 15×15 cm; base naturale, decori 04, 08, 16 azzurro polvere.

^{EN} Alfabeto 15×15 cm; without base glaze, decorations 04, 08, 16 azzurro polvere.

Esempi di schemi di posa (dimensioni 1,5×3 m)
Layout examples (dimensions 1.5×3 m)

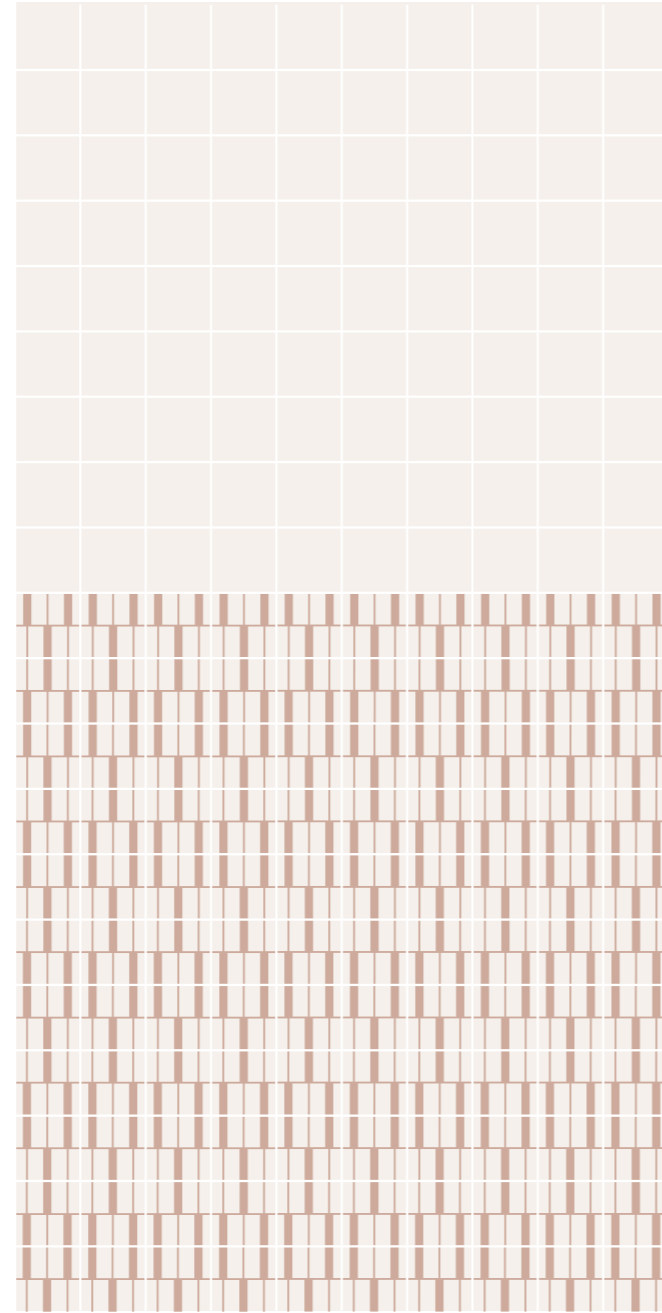
0,9 m

0,9 m



Scheme 4

^{IT} Alfabeto 15×15 cm; base bianco burro, decori 01–16 viola mosto, rosso melograno, rosso mattone. Tessere/Tasselli 15×15 cm; bianco burro; posa sfumata: *foto* → p. 41
^{EN} Alfabeto 15×15 cm; base bianco burro, decorations 01–16 viola mosto, rosso melograno, rosso mattone. Tessere/Tasselli; 15×15 cm; bianco burro; gradient layout: *photo* → p. 41



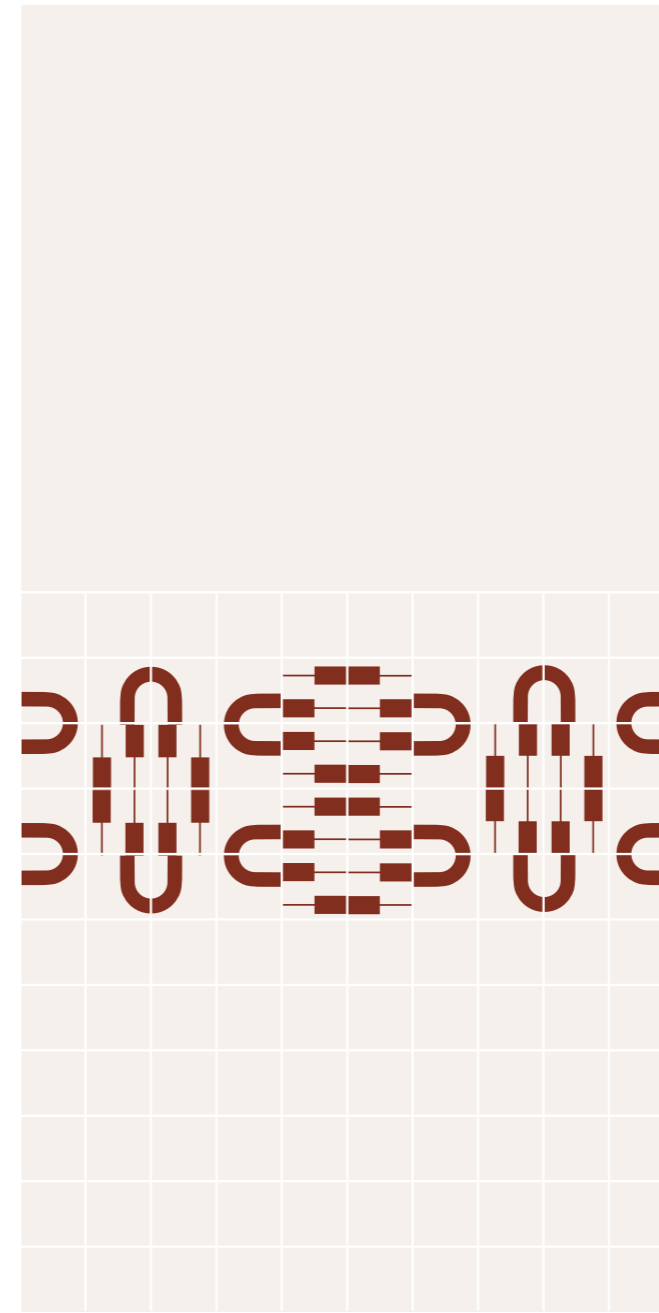
Scheme 5

^{IT} Alfabeto 15×15 cm; base bianco burro, decori 01 rosa cipria; posa ordinata.
^{EN} Alfabeto 15×15 cm; base bianco burro, decorations 01 rosa cipria; well-ordered layout.

^{IT} Colori indicativi; per i colori reali, riferirsi alle schede tecniche.
^{EN} Indicative colors; please refer to datasheets for accurate tones.

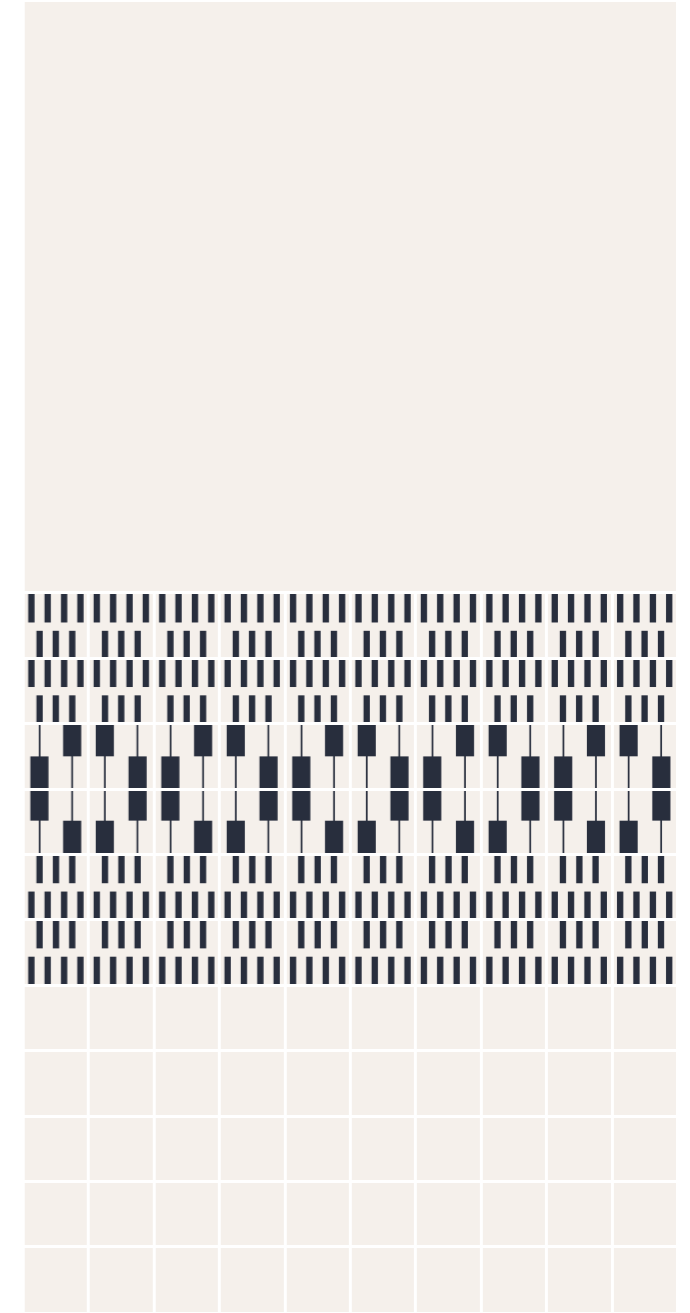
0,9 m

0,9 m



Scheme 6

^{IT} Alfabeto 15×15 cm; base bianco burro, decori 06, 06R, 09, 09R rosso melograno; posa ordinata.
^{EN} Alfabeto 15×15 cm; base bianco burro, decorations 06, 06R, 09, 09R rosso melograno; well-ordered layout.



Scheme 7

^{IT} Alfabeto 15×15 cm; base bianco burro, decori 03, 06, 06R blu notte; posa ordinata: *foto* → p. 47
^{EN} Alfabeto 15×15 cm; base bianco burro, decorations 03, 06, 06R blu notte; well-ordered layout: *photo* → p. 47

Esempi di schemi di posa (dimensioni 1,5×3 m)
Layout examples (dimensions 1.5×3 m)

0,9 m

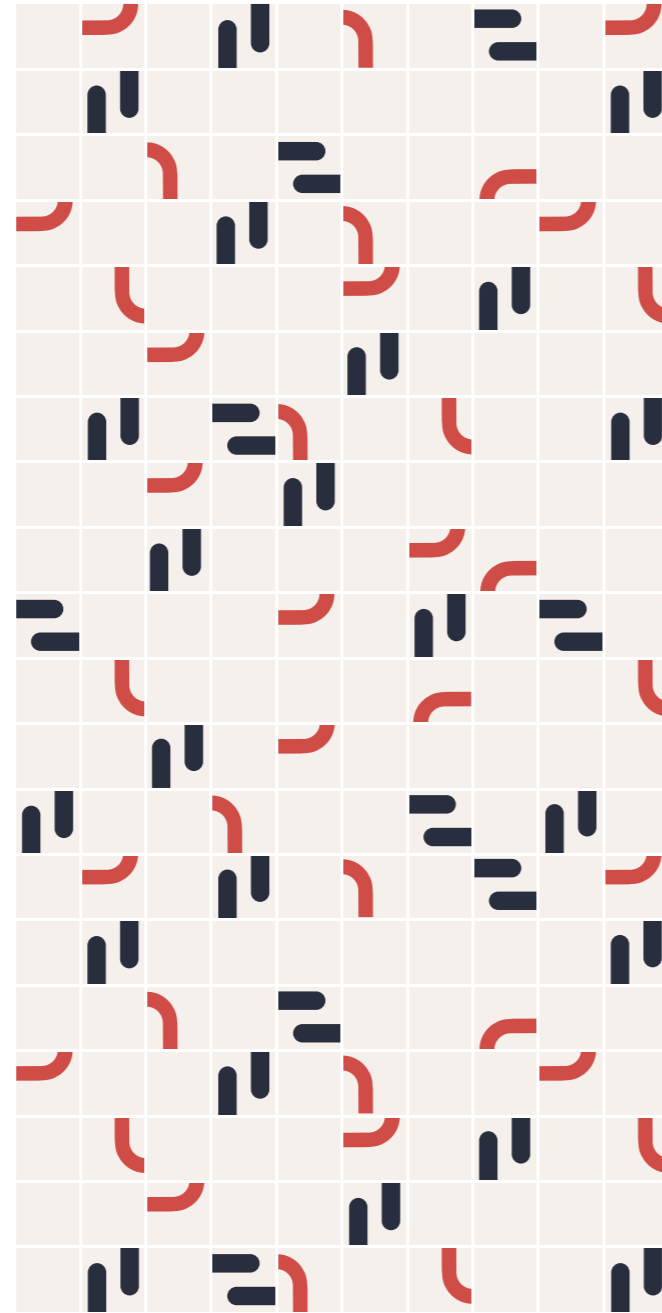
0,9 m



Scheme 8

^{IT} Alfabeto 15×15 cm; base bianco burro, decori 01–16 blu notte, rosso corallo, verde erba; posa random.

^{EN} Alfabeto 15×15 cm; base bianco burro, decorations 01–16 blu notte, rosso corallo, verde erba; random layout.



Scheme 9

^{IT} Alfabeto 15×15 cm; base bianco burro, decori 07R blu notte, 09 rosso corallo.

Tessere/Tasselli 15×15 cm; bianco burro; posa random.

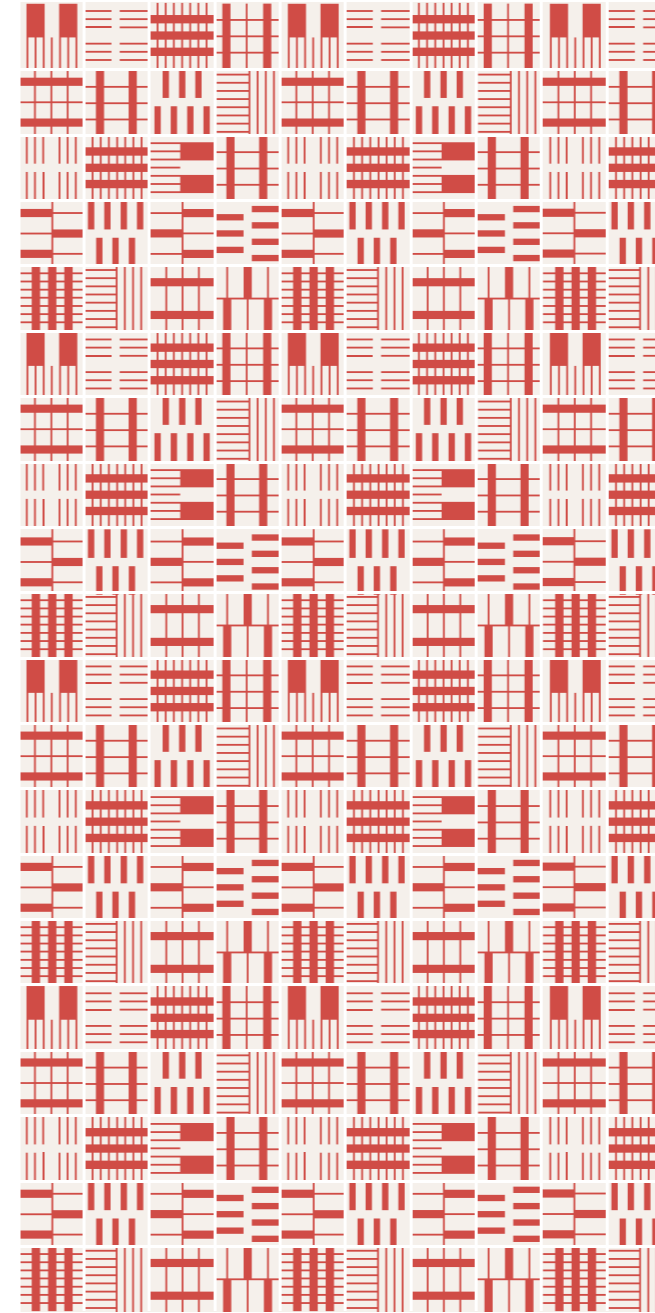
^{EN} Alfabeto 15×15 cm; base bianco burro, decorations 07R blu notte, 09 rosso corallo.
Tessere/Tasselli 15×15 cm; bianco burro; random layout.

^{IT} Colori indicativi; per i colori reali, riferirsi alle schede tecniche.

^{EN} Indicative colors; please refer to datasheets for accurate tones.

0,9 m

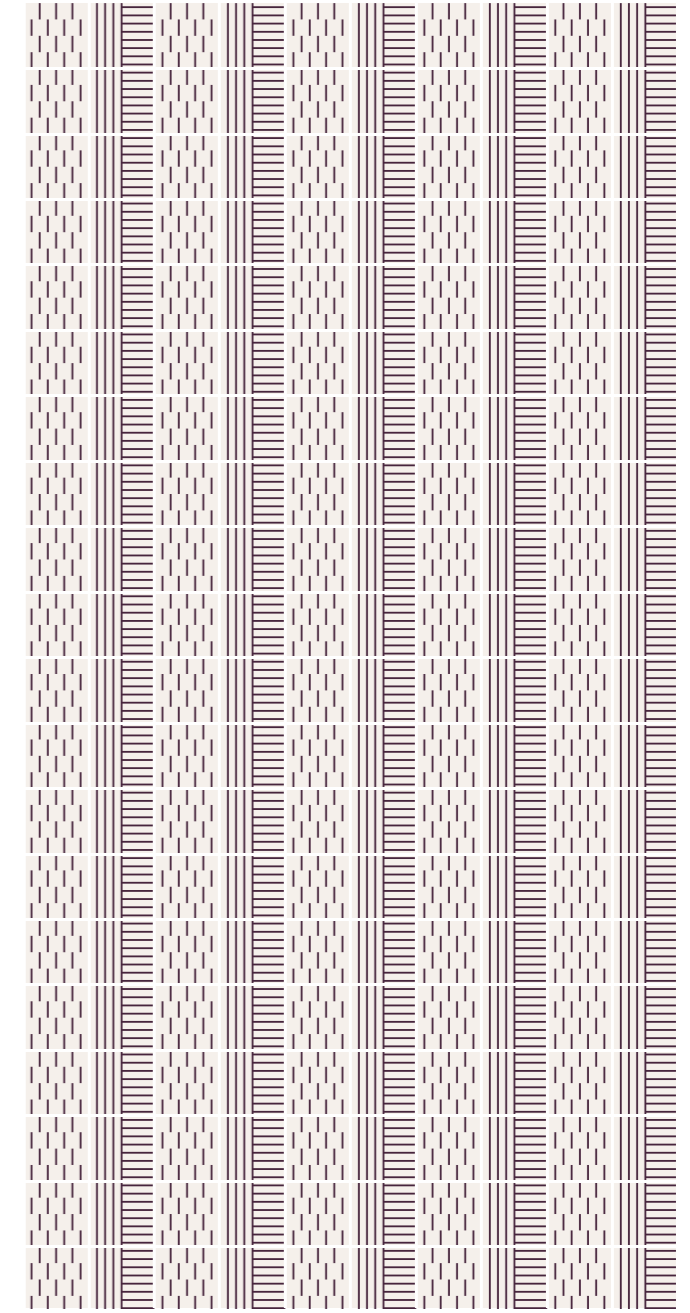
0,9 m



Scheme 10

^{IT} Alfabeto 15×15 cm; base bianco burro, decori 01, 03, 04, 11, 12, 14, 15, 16 rosso corallo; posa random.

^{EN} Alfabeto 15×15 cm; base bianco burro, decorations 01, 03, 04, 11, 12, 14, 15, 16 rosso corallo; random layout.



Scheme 11

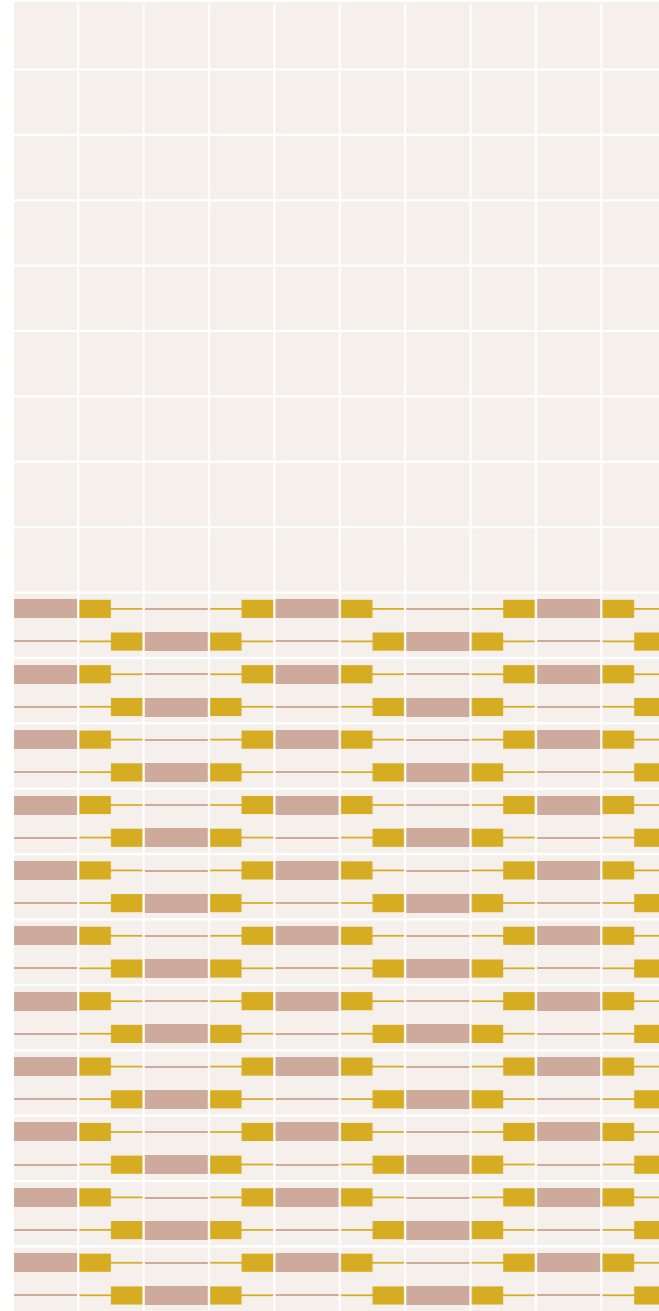
^{IT} Alfabeto 15×15 cm; base bianco burro, decori 10, 12 viola mosto; posa ordinata.

^{EN} Alfabeto 15×15 cm; base bianco burro, decorations 10, 12 viola mosto; well-ordered layout.

Esempi di schemi di posa (dimensioni 1,5×3 m)
Layout examples (dimensions 1.5×3 m)

0,9 m

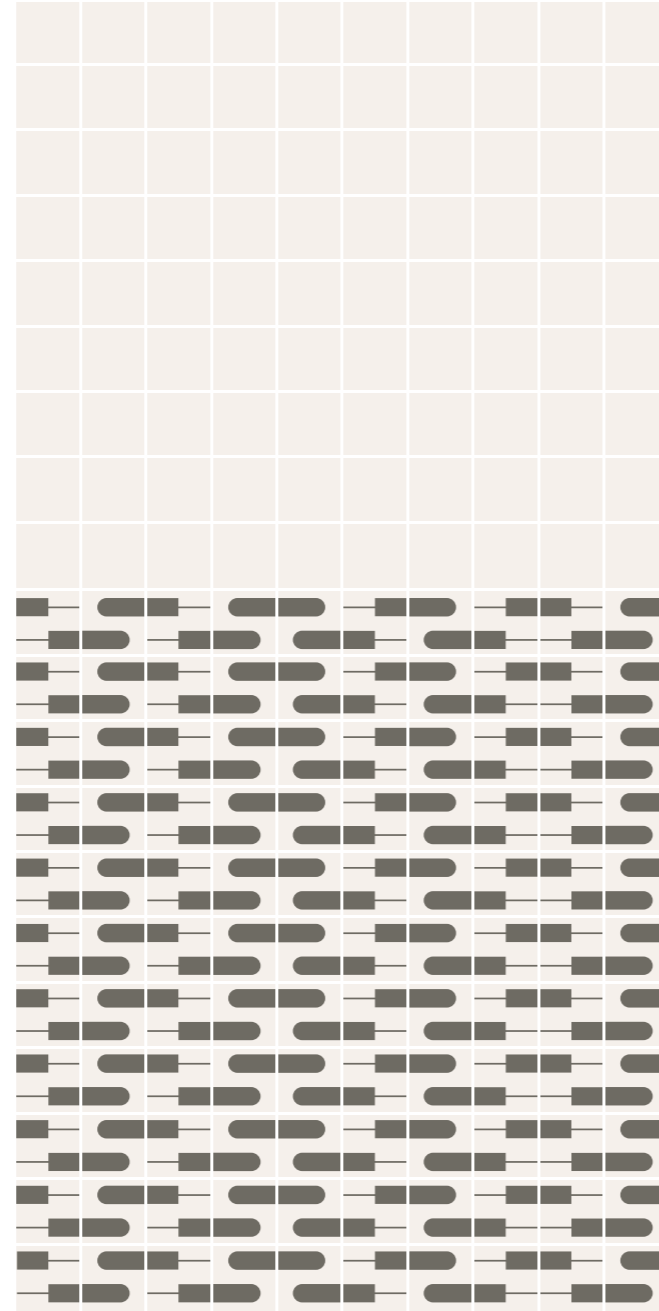
0,9 m



Scheme 12

^{IT} Alfabeto 15×15 cm; base bianco burro, decori 06, 06R giallo zolfo, 13 rosa cipria; posa ordinata.

^{EN} Alfabeto 15×15 cm; base bianco burro, decorations 06, 06R giallo zolfo, 13 rosa cipria; well-ordered layout.



Scheme 13

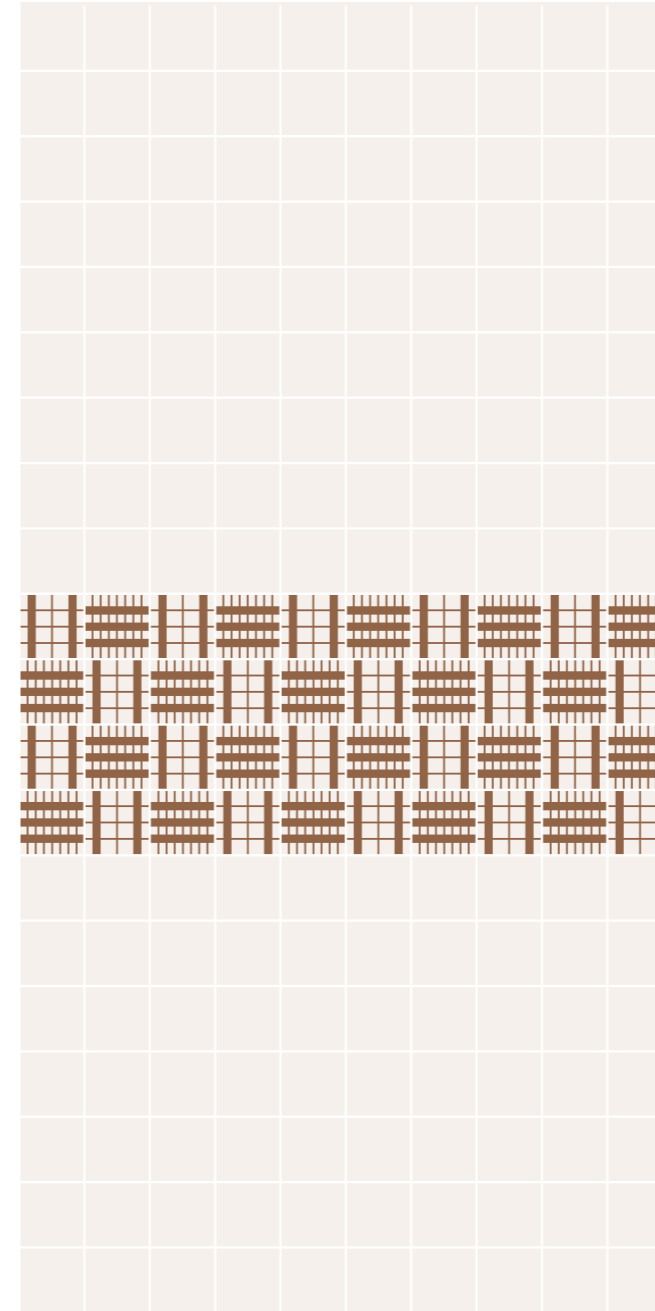
^{IT} Alfabeto 15×15 cm; base bianco burro, decori 06, 06R, 07, 07R grigio lapillo; posa ordinata.

^{EN} Alfabeto 15×15 cm; base bianco burro, decorations 06, 06R, 07, 07R grigio lapillo; well-ordered layout.

^{IT} Colori indicativi; per i colori reali, riferirsi alle schede tecniche.
^{EN} Indicative colors; please refer to datasheets for accurate tones.

0,9 m

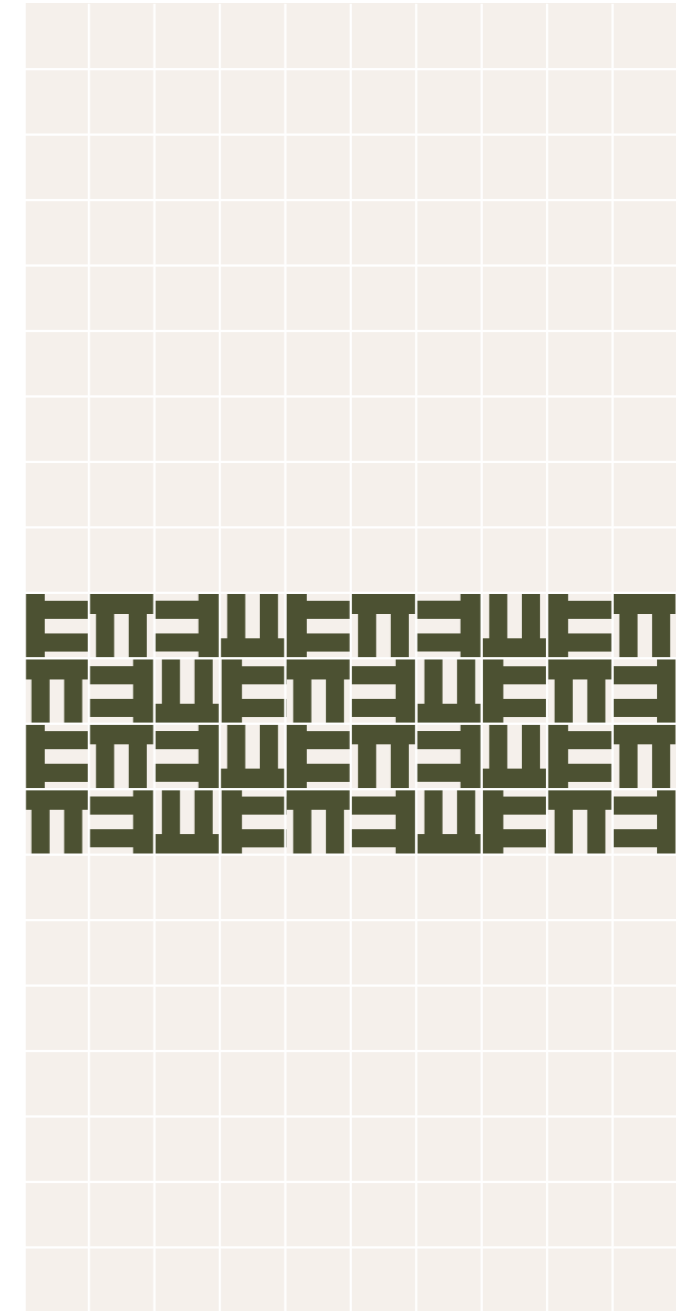
0,9 m



Scheme 14

^{IT} Alfabeto 15×15 cm; base bianco burro, decori 14, 16 rosso mattone; posa ordinata.

^{EN} Alfabeto 15×15 cm; base bianco burro, decorations 14, 16 rosso mattone; well-ordered layout.



Scheme 15

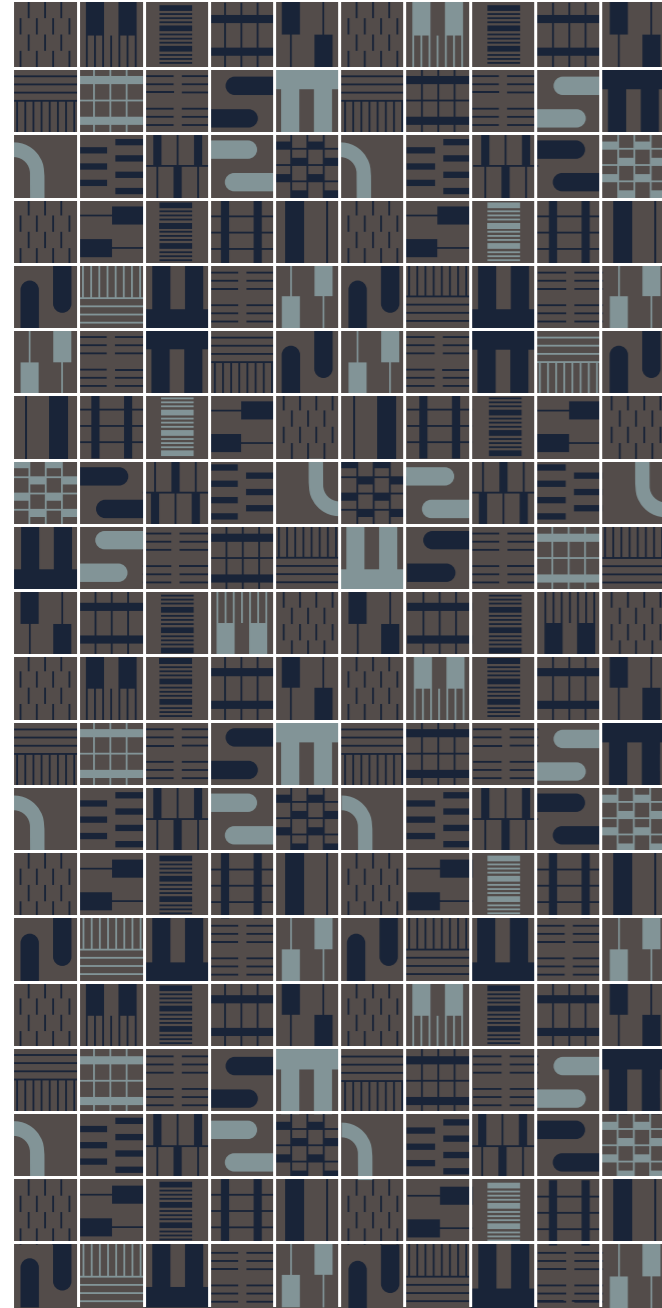
^{IT} Alfabeto 15×15 cm; base bianco burro, decori 08 verde bosco; posa ordinata.

^{EN} Alfabeto 15×15 cm; base bianco burro, decorations 08 verde bosco; well-ordered layout.

Esempi di schemi di posa (dimensioni 1,5×3 m)
Layout examples (dimensions 1.5×3 m)

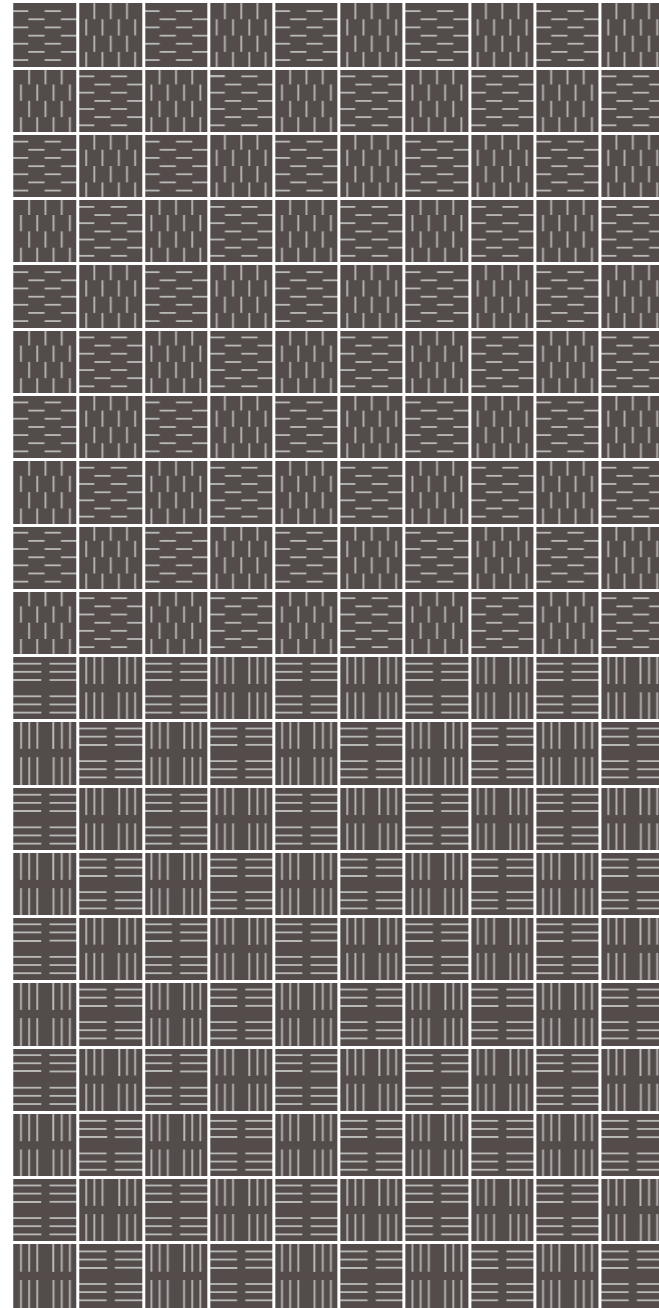
0,9 m

0,9 m



Scheme 16

^{IT} Alfabeto 15×15 cm; base naturale, decori 01–16 blu notte, azzurro polvere; posa random: *foto* → p. 49
^{EN} Alfabeto 15×15 cm; without base glaze, decorations 01–16 blu notte, azzurro polvere; random layout: *photo* → p. 49



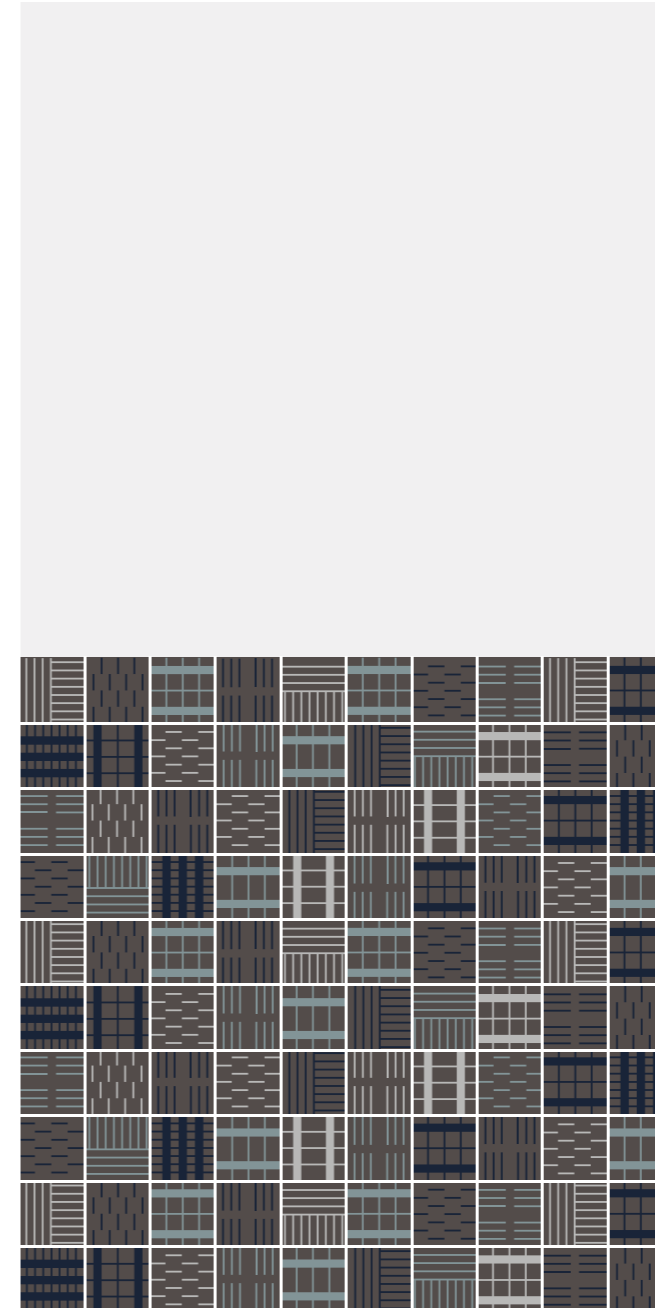
Scheme 17

^{IT} Alfabeto 15×15 cm; base naturale, decori 10, 11 grigio calcare; posa ordinata.
^{EN} Alfabeto 15×15 cm; without base glaze, decorations 10, 11 grigio calcare; well-ordered layout.

^{IT} Colori indicativi; per i colori reali, riferirsi alle schede tecniche.
^{EN} Indicative colors; please refer to datasheets for accurate tones.

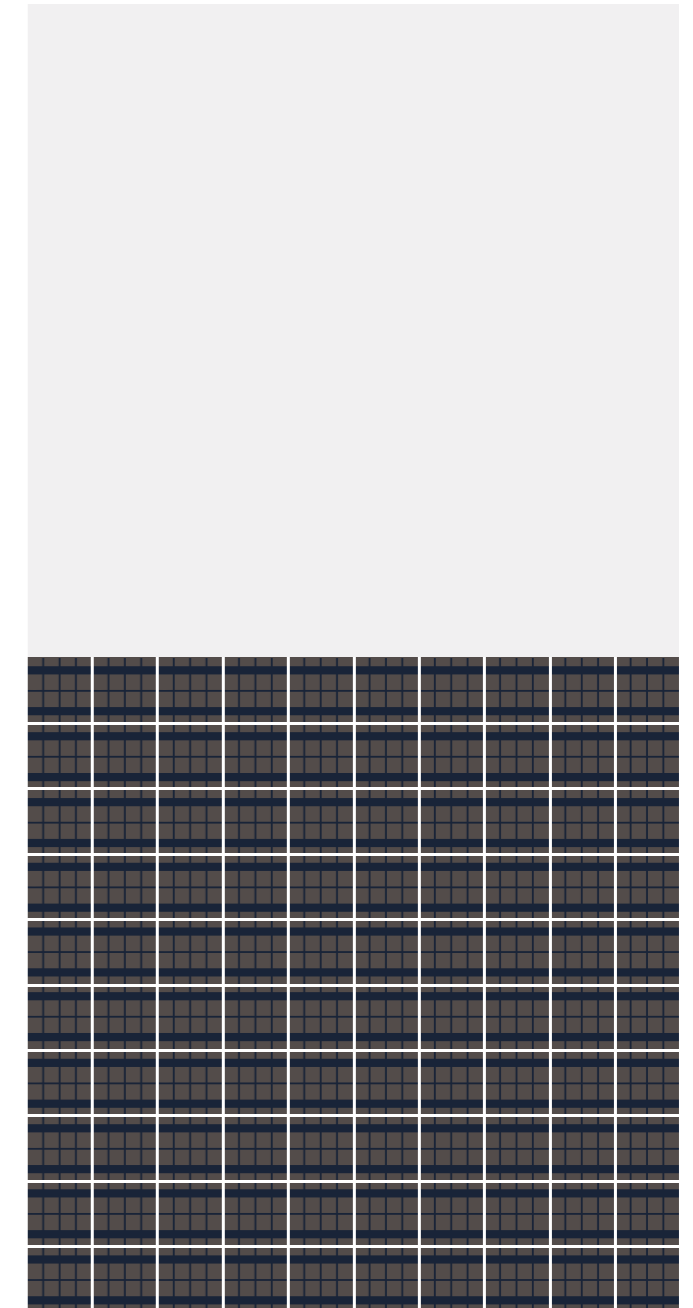
0,9 m

0,9 m



Scheme 18

^{IT} Alfabeto 15×15 cm; base naturale, decori 10, 11, 12, 14, 15, 16 blu notte, azzurro polvere, grigio calcare; posa random.
^{EN} Alfabeto 15×15 cm; without base glaze, decorations 10, 11, 12, 14, 15, 16 blu notte, azzurro polvere, grigio calcare; random layout.



Scheme 19

^{IT} Alfabeto 15×15 cm; base naturale, decori 14 blu notte; posa ordinata.
^{EN} Alfabeto 15×15 cm; without base glaze, decorations 14 blu notte; well-ordered layout.

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Margherita Rui

product design

Margherita Rui

**concept, art direction
and graphics**

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