

S E N S I C O L O R E

Matteo Thun
MILANO

FORIM

VIAGGIO IN ITALIA



"Everything is different: the sky, the air, the customs,
the stone itself" — J. W. Goethe

INSPIRED BY GOETHE'S ITALIAN
JOURNEY, THE **SENSICOLORE**
COLLECTION CAPTURES THE ESSENCE OF
THE TERRITORY THROUGH A MATERIAL
AND CHROMATIC NARRATIVE. EACH
SURFACE BECOMES AN EXPRESSION
OF TIMELESS LANDSCAPES AND
ATMOSPHERES, A JOURNEY INTO THE
SOUL OF THE "BEL PAESE". A DESIGN PATH
THAT INVITES CONTEMPLATION, WHERE
MATTER, LIGHT, AND COLOR EVOKE
MEMORIES AND SENSATIONS, SHAPING A
SENSORY GEOGRAPHY ROOTED IN THE
DIALOGUE BETWEEN NATURE, CULTURE,
AND LOCAL IDENTITY.

THE COLLECTION

S E N S I C O L O R E

SensiColore places the sensory experience at the very heart of the collection, serving as its interpretive key.

Each surface becomes a narrative that begins with the material and evolves to define the architectural space, reflecting a dialogue between artisanal tradition and technological innovation.

The collection carries a profound bond with nature, conveying memory and emotion through the masterful use of textures and colors. SensiColore's surfaces turn into pages to be discovered, where every shade evokes unique feelings, memories, and personal associations.

It is not merely an aesthetic tribute to beauty, but an invitation to slow down, observe, and embrace every nuance of the landscape.

SensiColore embodies a sensory geography, a journey that connects human beings with the surrounding Nature, in an embrace that feels timeless.

Each surface, with its texture and color, tells a story that transcends the visual dimension, creating an immersive experience that invites us to explore the hidden beauty within every detail.

The color palette of SensiColore is born from a careful study of the Italian landscape,
unfolding into 5 chromatic groups and 15 natural shades.
Each color evokes a territory and tells its story.

The journey begins along the coasts of Sicily and Sardinia, with the luminous whites of the
Scala dei Turchi and the rosy hues of Sardinian sands. It continues through Tuscany
and the Marche, where ochres and warm oranges recall fields at sunset. In Emilia,
the warm browns speak of soil and tradition.

Abruzzo introduces deeper tones, amaranth and dark brown, drawn from the mountains
and stone architecture. Between Veneto and Trentino, green dominates,
a symbol of lush nature and harmony. Finally, the deep blue of the Piedmont lakes and the
Ligurian Sea closes the palette with a note of depth and openness, evoking silence,
introspection, and Mediterranean light.



BIANCO

GRIGIO

TORTORA

NEUTRI

AVORIO

ROSA

ROSSI

VINO

MIELE

CAMMELLO

GIALLI

MARRONE

SALVIA

MUSCHIO

VERDI

BOSCO

CERULEO

LAGUNA

BLU

BLUNOTTE



Scala dei Turchi — Agrigento, Sicilia

BIANCO 11,6×11,6 cm 4 1/4"×4 1/4"

VINO





Terme di Vulcano — Isole Eolie, Sicilia

GRIGIO 5,7×23,2 cm 2¼"×9¼"





Fiume Tagliamento — Friuli Venezia Giulia

TORTORA 11,6×11,6 cm 4¼"×4¼"





Matera — Basilicata

AVORIO 5,7×23,2 cm 2¼"×9½"





Bari Sardo — Nuoro, Sardegna

ROSA 5,7×23,2 cm 2¼"×9¼"





Cava di Bauxite — Otranto, Puglia

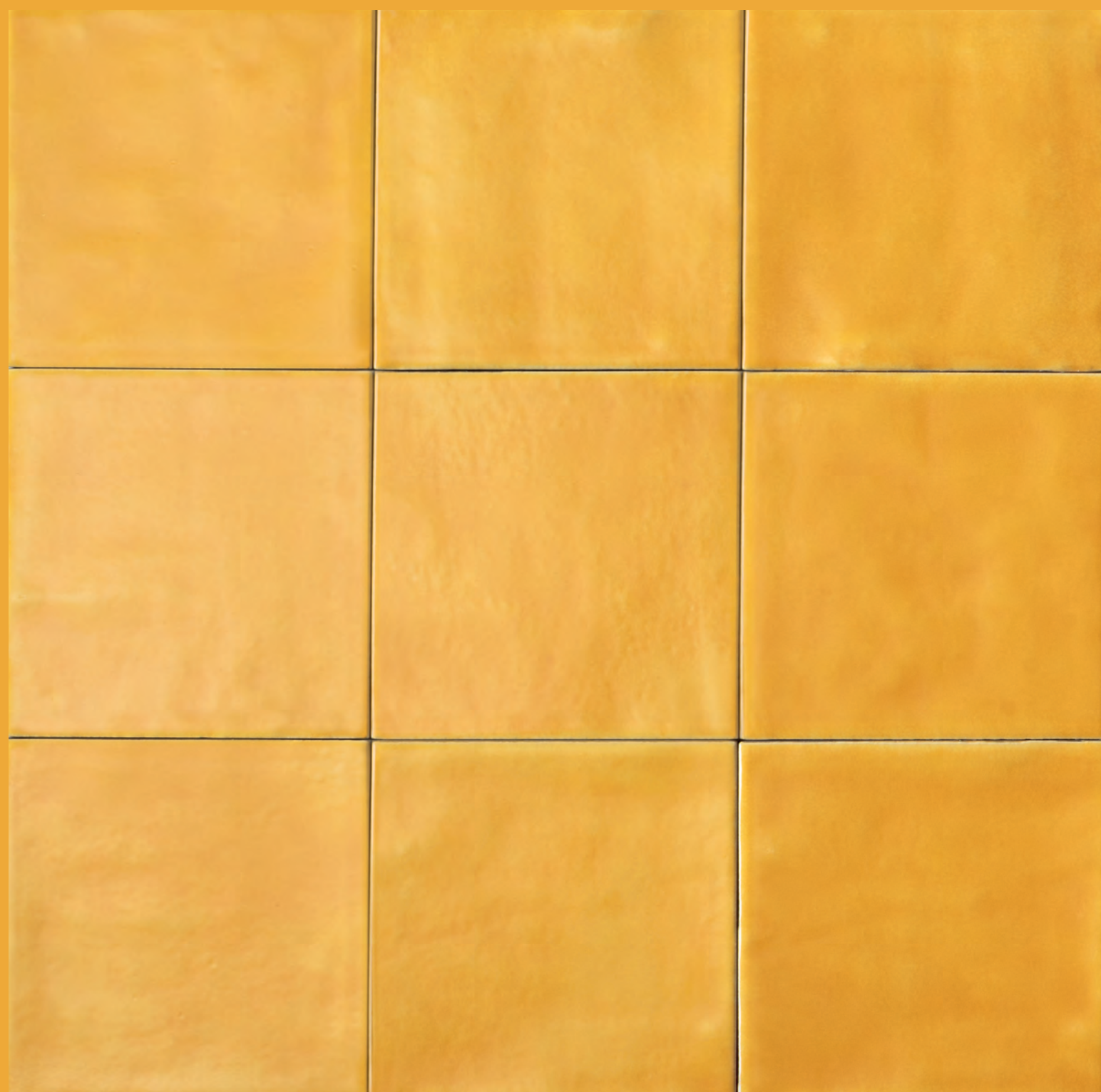
VINO 11,6×11,6 cm 4¼"×4¼"





Campi Arati — Marche

MIELE 11,6×11,6 cm 4 7/8"×4 7/8"





Tramonto in Val d'Orcia — Grosseto, Toscana

CAMMELLO 5,7×23,2 cm 2¼"×9¼"





Campo Imperatore — L'Aquila, Abruzzo

MARRONE 5,7×23,2 cm 2¼"×9¼"





Ulivu Secolari — Calabria

SALVIA 11,6×11,6 cm 4¼"×4¼"





Appennino Tosco-Emiliano — Toscana e Emilia Romagna

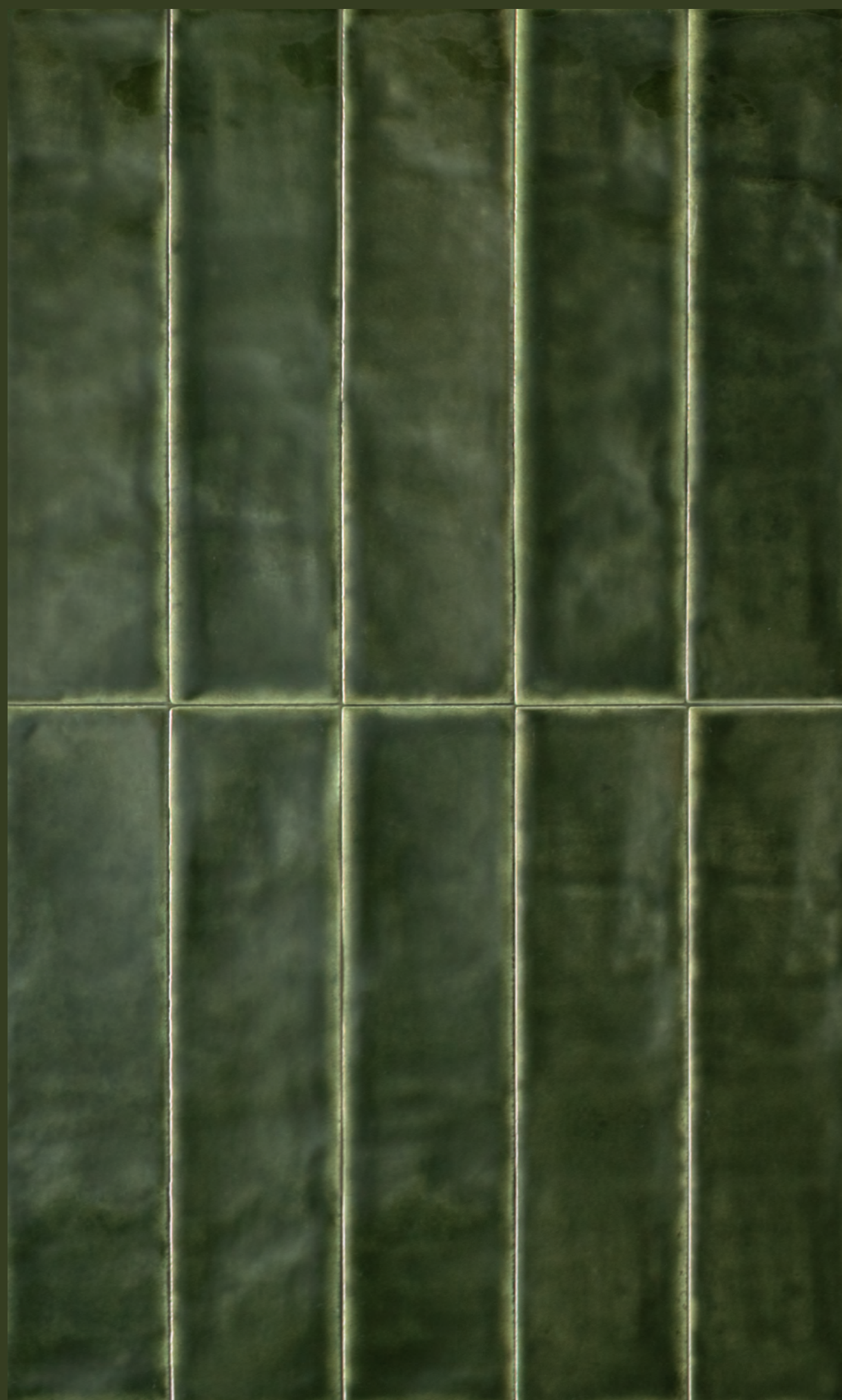
MUSCHIO 5,7×23,2 cm 2¼"×9¼"





Dolomiti — Trentino Alto Adige

BOSCO 5,7×23,2 cm 2¼"×9¼"





Lago di Como — Como, Lombardia

CERULEO 5,7×23,2 cm 2¼"×9¼"





Lago d'Orta — Novara, Piemonte

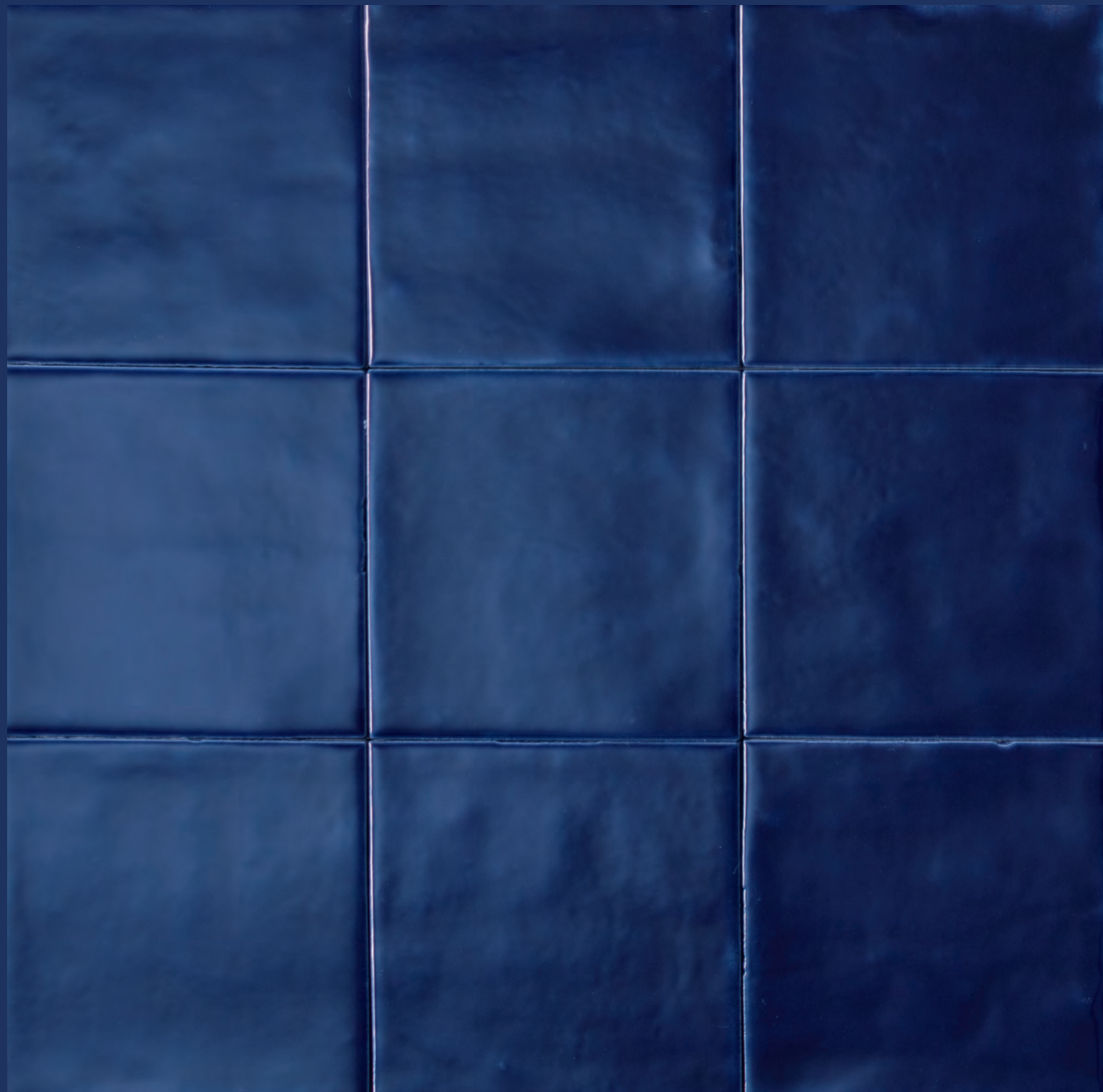
LAGUNA 5,7×23,2 cm 2¼"×9¼"





Portofino — Genova, Liguria

BLUNOTTE 11,6×11,6 cm 4¼"×4¼"

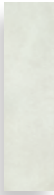


TECHNICAL FEATURES

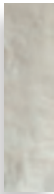
GRES FINE PORCELLANATO
Fine porcelain stoneware

I NEUTRI

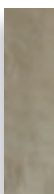
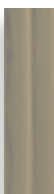
BIANCO  8,5 mm 3/8"

					
NOME Name	GLOSSY Wall/Floor	GLOSSY Wall/Floor	ONDA 2 GLOSSY Wall	ONDA 5 GLOSSY Wall	ONDA 7 GLOSSY Wall
FORMATO Size	11,6×11,6 cm 4⅞"×4⅞"	5,7×23,2 cm 2¼"×9⅞"	5,7×23,2 cm 2¼"×9⅞"	5,7×23,2 cm 2¼"×9⅞"	5,7×23,2 cm 2¼"×9⅞"
CODICE Code	785989	786004	787136	787160	787121

GRIGIO  8,5 mm 3/8"

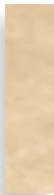
					
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FORMATO Size	11,6×11,6 cm 4⅞"×4⅞"	5,7×23,2 cm 2¼"×9⅞"	5,7×23,2 cm 2¼"×9⅞"	5,7×23,2 cm 2¼"×9⅞"	5,7×23,2 cm 2¼"×9⅞"
CODICE Code	785988	786003	787135	787159	787120

TORTORA  8,5 mm 3/8"

					
NOME Name	GLOSSY Wall/Floor	GLOSSY Wall/Floor	ONDA 2 GLOSSY Wall	ONDA 5 GLOSSY Wall	ONDA 7 GLOSSY Wall
FORMATO Size	11,6×11,6 cm 4⅞"×4⅞"	5,7×23,2 cm 2¼"×9⅞"	5,7×23,2 cm 2¼"×9⅞"	5,7×23,2 cm 2¼"×9⅞"	5,7×23,2 cm 2¼"×9⅞"
CODICE Code	785987	786002	787134	787158	787119

I ROSSI

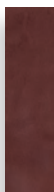
AVORIO  8,5 mm 3/8"

    					
NOME Name	GLOSSY Wall/Floor	GLOSSY Wall/Floor	ONDA 2 GLOSSY Wall	ONDA 5 GLOSSY Wall	ONDA 7 GLOSSY Wall
FORMATO Size	11,6×11,6 cm 4½"×4½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"
CODICE Code	785990	786005	787137	787161	787122

ROSA  8,5 mm 3/8"

    										
NOME Name	GLOSSY Wall/Floor		GLOSSY Wall/Floor		ONDA 2 GLOSSY Wall		ONDA 5 GLOSSY Wall		ONDA 7 GLOSSY Wall	
FORMATO Size	11,6×11,6 cm 4½"×4½"		5,7×23,2 cm 2¼"×9½"		5,7×23,2 cm 2¼"×9½"		5,7×23,2 cm 2¼"×9½"		5,7×23,2 cm 2¼"×9½"	
CODICE Code	785991		786006		787138		787162		787123	

VINO  8,5 mm 3/8"

    					
NOME Name	GLOSSY Wall/Floor	GLOSSY Wall/Floor	ONDA 2 GLOSSY Wall	ONDA 5 GLOSSY Wall	ONDA 7 GLOSSY Wall
FORMATO Size	11,6×11,6 cm 4½"×4½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"
CODICE Code	785992	786007	787139	787163	787124

I GIALLI

MIELE  8,5 mm 3/8"

					
NOME Name	GLOSSY Wall/Floor	GLOSSY Wall/Floor	ONDA 2 GLOSSY Wall	ONDA 5 GLOSSY Wall	ONDA 7 GLOSSY Wall
FORMATO Size	11,6×11,6 cm 4½"×4½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"
CODICE Code	785995	786010	787142	787166	787127

CAMMELLO  8,5 mm 3/8"

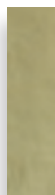
					
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FORMATO Size	11,6×11,6 cm 4½"×4½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"
CODICE Code	785994	786009	787141	787165	787126

MARRONE  8,5 mm 3/8"

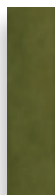
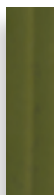
					
NOME Name	GLOSSY Wall/Floor	GLOSSY Wall/Floor	ONDA 2 GLOSSY Wall	ONDA 5 GLOSSY Wall	ONDA 7 GLOSSY Wall
FORMATO Size	11,6×11,6 cm 4½"×4½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"
CODICE Code	785993	786008	787140	787164	787125

I VERDI

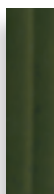
SALVIA 8,5 mm 3/8"

									
NOME Name	GLOSSY Wall/Floor	GLOSSY Wall/Floor	ONDA 2 GLOSSY Wall	ONDA 5 GLOSSY Wall	ONDA 7 GLOSSY Wall				
FORMATO Size	11,6×11,6 cm 4½"×4½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"		
CODICE Code	785996	786011	787143	787167	787128				

MUSCHIO 8,5 mm 3/8"

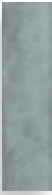
											
NOME Name	GLOSSY Wall/Floor	GLOSSY Wall/Floor	ONDA 2 GLOSSY Wall	ONDA 5 GLOSSY Wall	ONDA 7 GLOSSY Wall						
FORMATO Size	11,6×11,6 cm 4½"×4½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"					
CODICE Code	785997	786012	787144	787168	787129						

BOSCO 8,5 mm 3/8"

											
NOME Name	GLOSSY Wall/Floor	GLOSSY Wall/Floor	ONDA 2 GLOSSY Wall	ONDA 5 GLOSSY Wall	ONDA 7 GLOSSY Wall						
FORMATO Size	11,6×11,6 cm 4½"×4½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"					
CODICE Code	785998	786013	787145	787169	787130						

I BLU

CERULEO 8,5 mm 3/8"

					
NOME Name	GLOSSY Wall/Floor	GLOSSY Wall/Floor	ONDA 2 GLOSSY Wall	ONDA 5 GLOSSY Wall	ONDA 7 GLOSSY Wall
FORMATO Size	11,6×11,6 cm 4½"×4½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"
CODICE Code	786000	786015	787147	787171	787132

LAGUNA 8,5 mm 3/8"

					
NOME Name	GLOSSY Wall/Floor	GLOSSY Wall/Floor	ONDA 2 GLOSSY Wall	ONDA 5 GLOSSY Wall	ONDA 7 GLOSSY Wall
FORMATO Size	11,6×11,6 cm 4½"×4½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"
CODICE Code	785999	786014	787146	787170	787131

BLUNOTTE 8,5 mm 3/8"

					
NOME Name	GLOSSY Wall/Floor	GLOSSY Wall/Floor	ONDA 2 Wall	ONDA 5 Wall	ONDA 7 Wall
FORMATO Size	11,6×11,6 cm 4½"×4½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"	5,7×23,2 cm 2¼"×9½"
CODICE Code	786001	786016	787148	787172	787133

FLORIM

Un'innata passione per la **bellezza** e una grande **determinazione** ci hanno portato a sfidare i luoghi comuni riuscendo a trasformare ciò che tutti chiamano piastrella da oggetto funzionale ad **elemento di design**. Un passato di oltre **60 anni**, radicato nel distretto ceramico di Sassuolo (MO), si lega ad un presente da trendsetter internazionale.

An innate passion for **beauty** and great **determination** have led us to challenge clichés, succeeding in transforming what everyone calls tile into an **element of design**. With over **60 years** of history rooted in the Sassuolo ceramic district (MO), we are now a global trendsetter in the industry.

CREDITI

Quanto contenuto nel catalogo è indicativo
e non esaustivo riguardo alle grafiche,
decori e ai colori riportati.

Contents of this catalog is indicative and
not exhaustive with regard to graphics,
decors and colors shown.

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Catalogue by
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