

Cersaie 2023

CATALOGO NOVITÀ


mediterranea®
Ceramica Km 0


terra mea.





CERAMICA ITALIANA A KM ZERO

CERAMICA MEDITERRANEA SPA

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IT

Ceramica Mediterranea è l'unico produttore di Grès Porcellanato Italiano a km zero, e realizza in Sardegna creazioni per i brand Mediterranea e Abitzaì. L'azienda nasce dalla tenacia e visione imprenditoriale di Bernhard e Claudia Mazohl che acquistano la fabbrica di Guspini nel 2001 e nel corso di vent'anni trasformano la produzione e il marchio in una delle realtà più interessanti della ceramica Made in Italy. Contraddistinto da un forte impegno sociale e agenda sostenibile, il marchio promuove la salvaguardia e la rigenerazione del territorio. In collaborazione con Enel X e Enel Green Power, nel 2021 lancia il Progetto Isola Verde, con l'obbiettivo di raggiungere una produzione ad impatto zero e l'indipendenza da fonti fossili. Seguendo un modello di business responsabile fortemente legato al territorio, l'azienda lavora nel più possibile rispetto dei ritmi della natura e della terra che la ospita.

EN

Ceramica Mediterranea is an Italian porcelain stoneware company. It creates collections for the brands Mediterranea and Abitzaì in Sardinia, featuring locally sourced raw materials and an on-site production powered by an unmatched social and sustainable agenda. The brainchild of Bernhard and Claudia Mazohl, its story began in 2001 with the purchase of the factory in Guspini, Sardinia. The family embarks on a twenty-year journey to create a sustainable porcelain stoneware production within Italy and a house of brands representing a unique reality in the Ceramic landscape. The company's responsible business model promotes circular practices and the preservation and regeneration of the territory. In partnership with Enel X and Enel Green Power, Ceramica Mediterranea launches The Green Island Project to reach carbon-neutral production and independence from fossil fuels. Honouring its profound ties to the Island, the business works with the utmost respect towards the environment, the local community and the rhythm of nature.

*abit*zai
terra mea.

ITALIAN FLAIR, MEDITERRANEAN SOUL



IT

Lanciato nel 2021, Abitzai è il brand premium della produzione Ceramica Mediterranea. Ricercato e sofisticato, fonde design e funzionalità in un mondo sospeso tra la tradizione e il contemporaneo. In un viaggio emozionale dove la passione per la Sardegna si trasforma in pensiero estetico e omaggio alla culla dell'occidente, l'eleganza mediterranea incontra uno stile minimale, colori caldi e matericità. La terra diventa materia per narrare luoghi, legami e territorio. I colori si ispirano alla natura, le grafiche e i decori modernizzano iconografie attraverso linee sinuose e geometrie femminili. Il risultato è una ceramica fuori dal coro, una visione lontana da trend e omologazione, che promuove l'unicità attraverso un linguaggio moderno. Una celebrazione di queste terre tra Europa, Africa e Medio Oriente che tra storia, bellezza e mistero intrigano e seducono.

EN

Launched in 2021, Abitzai is the premium brand of Ceramica Mediterranea production. Curated and sophisticated, it blends function and design in a unique world of modern heritage. Mediterranean elegance meets tactile, warm minimalism. The island nature inspires a palette of signature colours while traditional iconography translates into fluid, feminine patterns and graphics. In Abitzai, the Sardinian soil transforms into raw matter to recount the Mediterranean lifestyle and its history, craft and beauty. A vision that moves away from fleeting trends and the status quo to promote uniqueness through modernity, to celebrate this captivating world tied between Europe, Middle-East and Africa.

IT

Ricaviamo le materie prime responsabilmente in partnership con cave locali che garantiscono il totale ripristino della vegetazione e la rigenerazione del territorio. Recuperiamo e riutilizziamo tutte gli scarti cotti di produzione e li reintegriamo nel ciclo produttivo, così da poter ridurre la temperatura di cottura e l'impatto energetico.

Per ridare vita ai materiali, utilizziamo impianti e processi tecnologici avanzati che abbattano i costi di smaltimento e risparmiano il nuovo utilizzo di materie prime. Attraverso tecnologie innovative, ricicliamo tutte le acque di lavorazione riutilizzandole nel ciclo produttivo, per ridurre al minimo il consumo d'acqua di processo e di falda. Alimentando il nostro impianto produttivo con pannelli fotovoltaici e recuperando il calore residuo dai forni, evitiamo l'emissione di migliaia di tonnellate di CO².

EN

Raw materials are sourced responsibly in partnership with local quarries that guarantee the preservation of the natural landscape and practise regenerative initiatives. During the manufacturing process, the waste from firing and baking is recycled and reused, in order to reduce baking oven temperatures and energy consumption. The integration of waste through the deployment of advanced technologies lowers the cost of garbage disposal and saves the usage of new raw materials. Water recycling is practised throughout the production cycle to curb consumption. By powering our production with solar panels and recouping residual heat from the furnaces to deploy in new processes, Ceramica Mediterranea is avoiding the emission of tons of CO².

Sostenibilità *Sustainability*

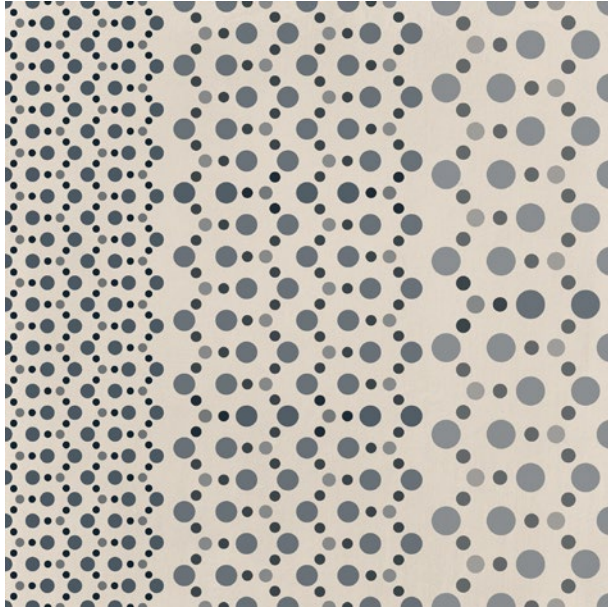
RESPONSIBLY MADE IN SARDINIA



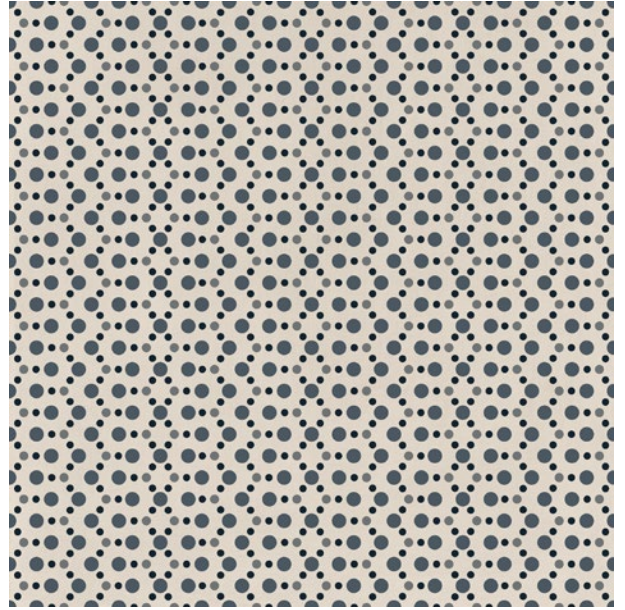


Novità Brand
Abitzai

COLLEZIONE ITE

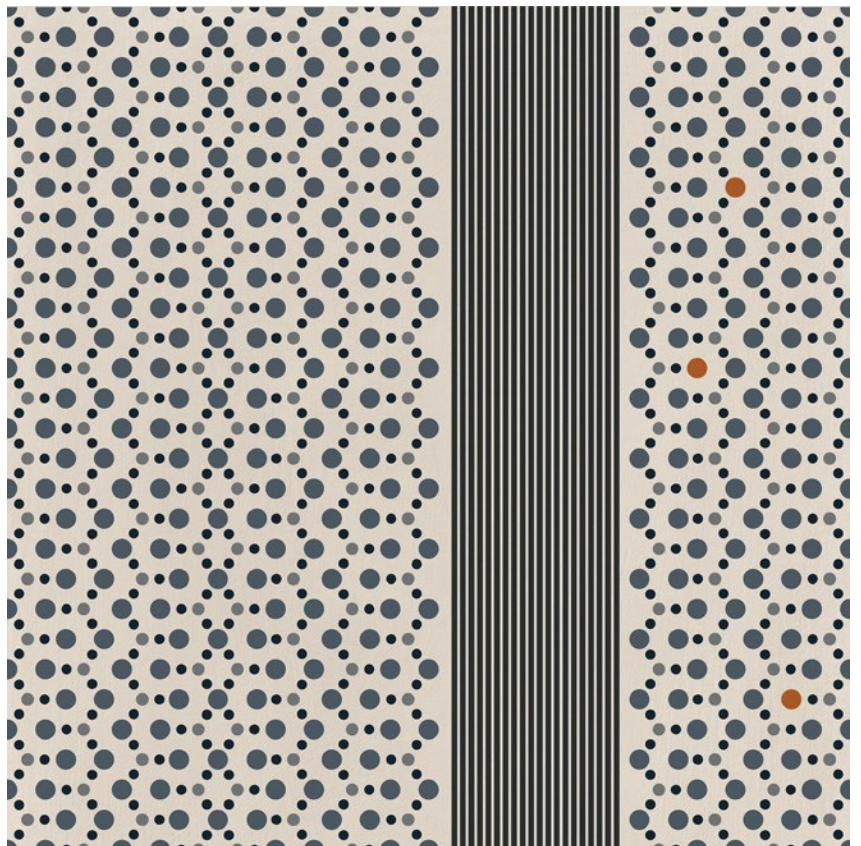


Decor 60X60 | *ITE 1 A*
6060RITE10A



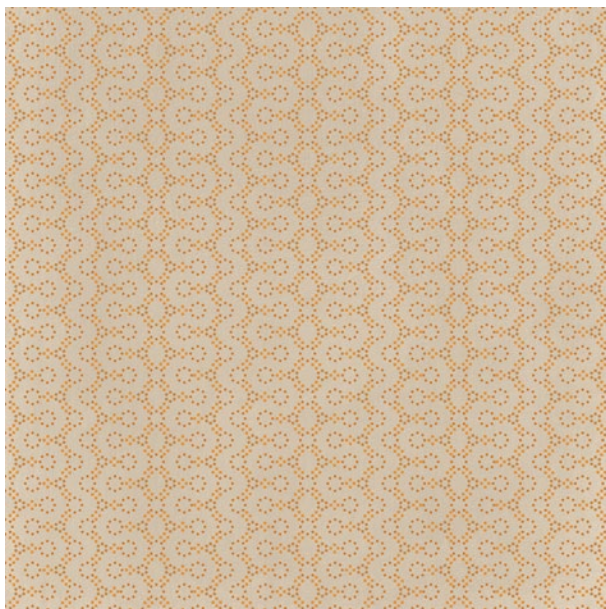
Decor 60X60 | *ITE 1 C*
6060RITE10C

Decor 60X60 | *ITE 1 B*
6060RITE10B



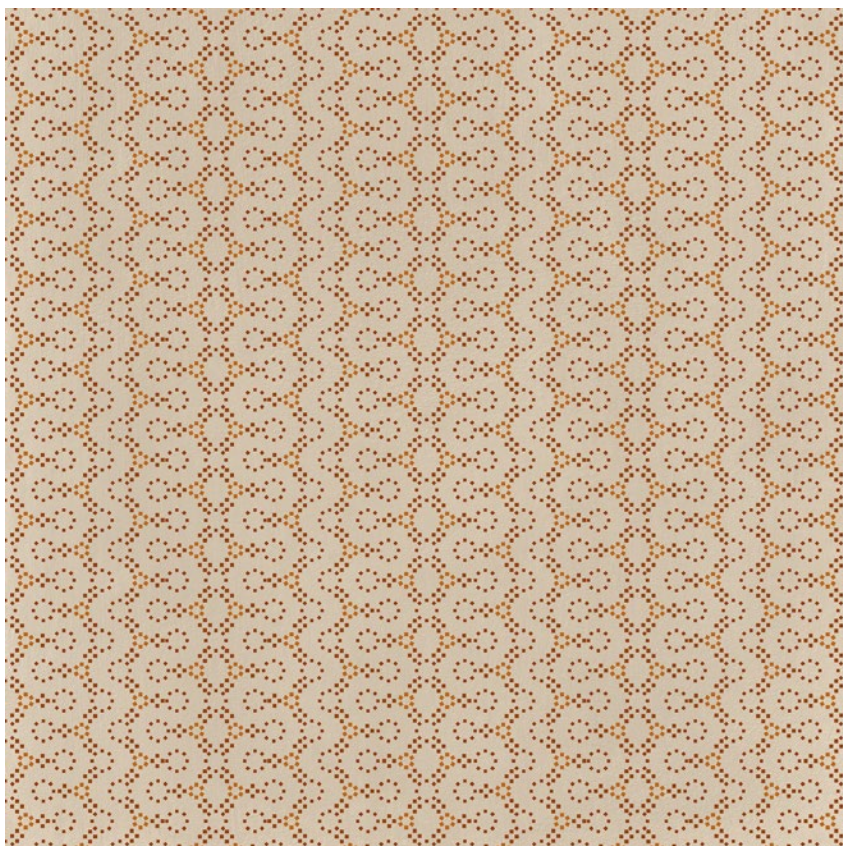
ITE Collection

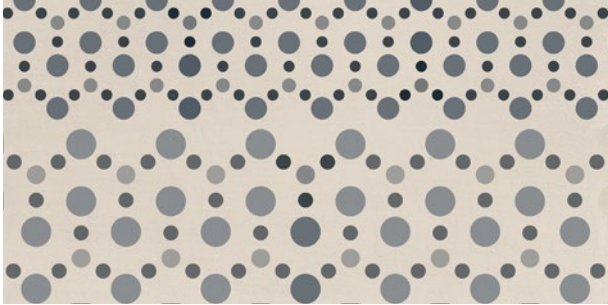
DESIGNER ANNALISA COCCO



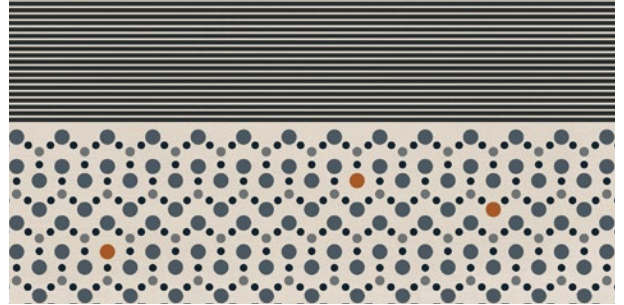
Decor 60X60 | *ITE 2 A*
6060RITE30A

Decor 60X60 | *ITE 2 B*
6060RITE30B

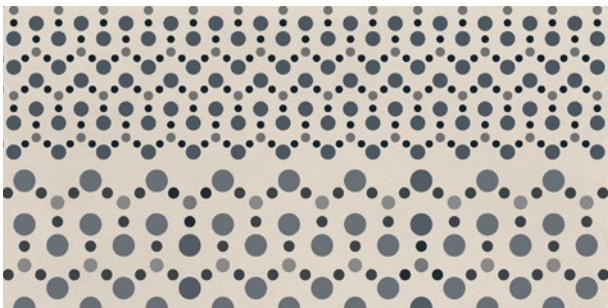




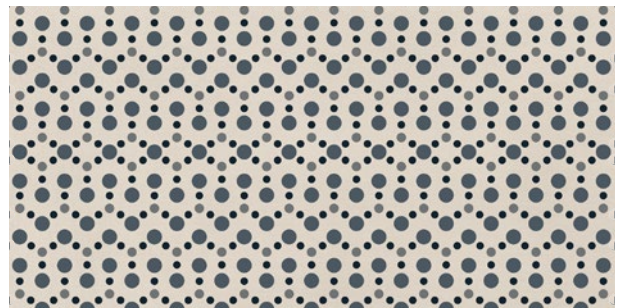
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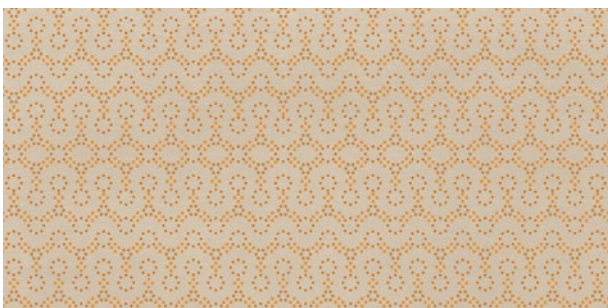
Decor 30X60 | *ITE 1 B*
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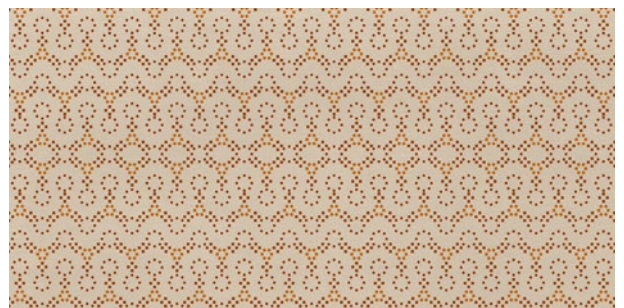
Decor 30X60 | *ITE 1 C*
3060RITE10C



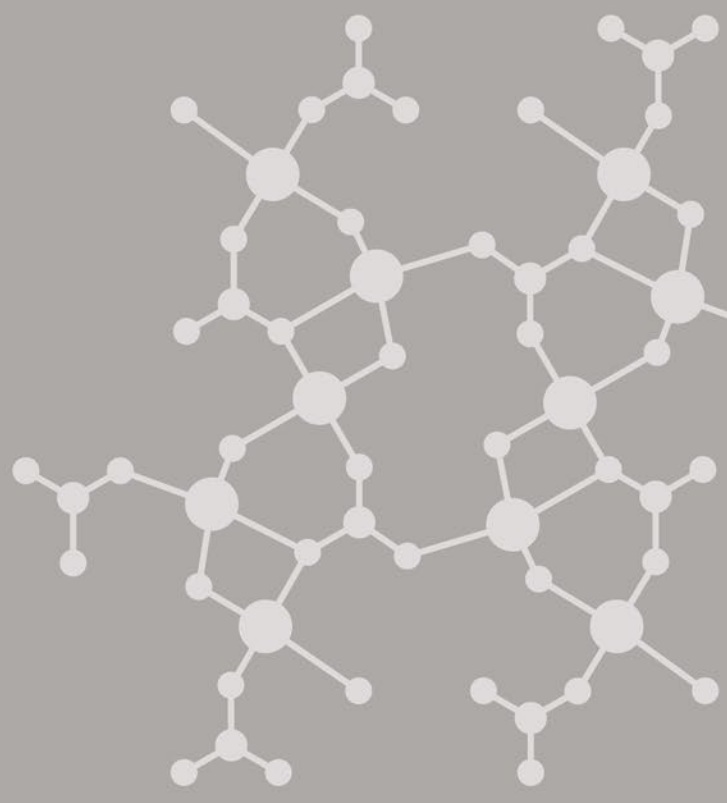
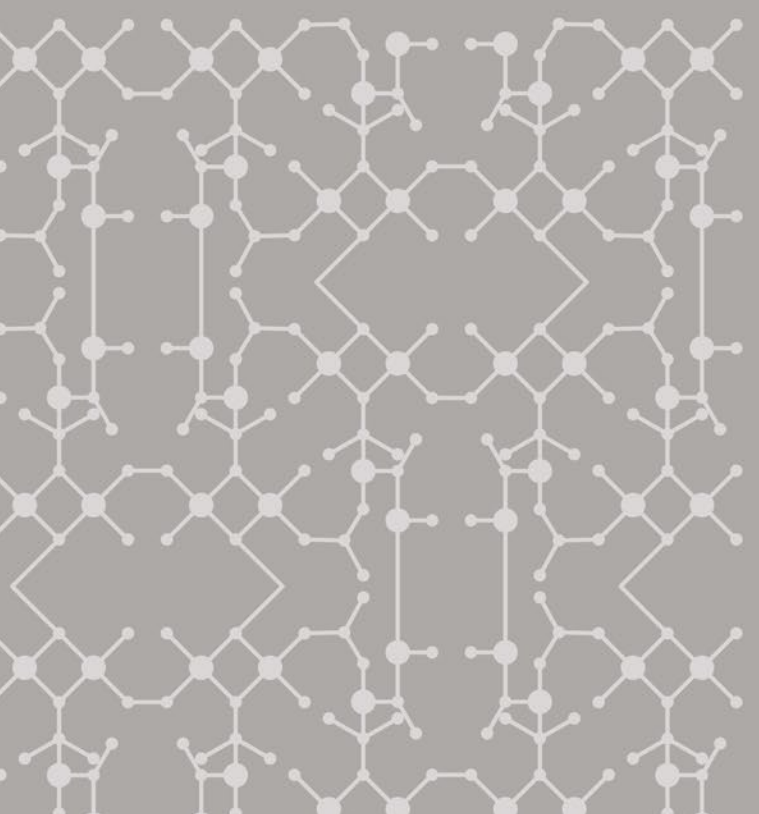
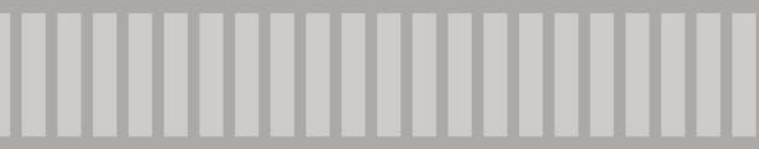
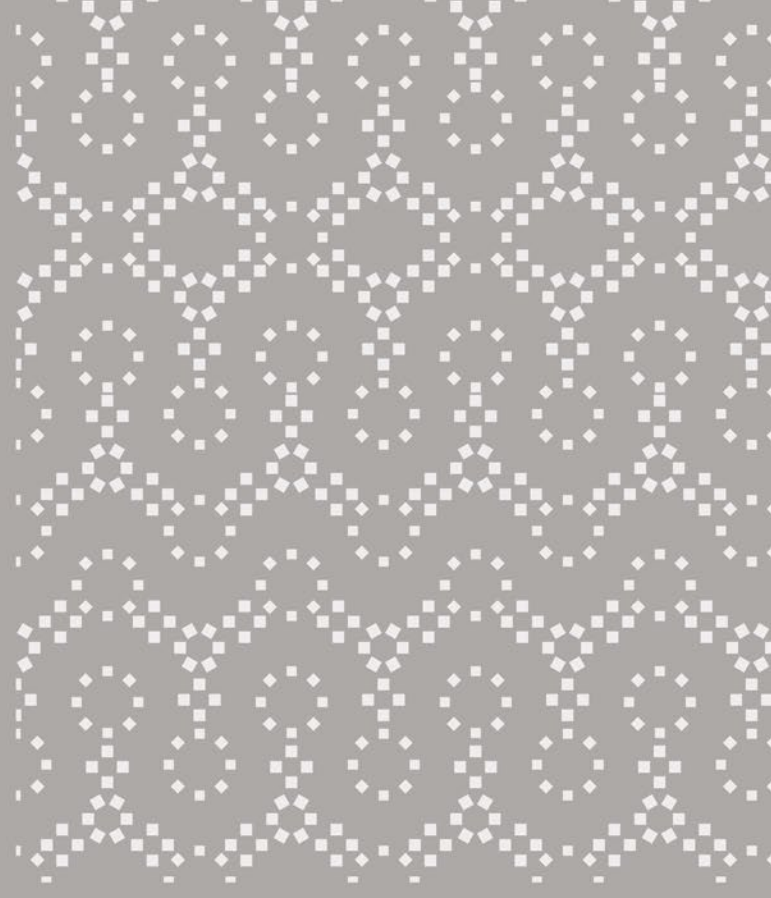
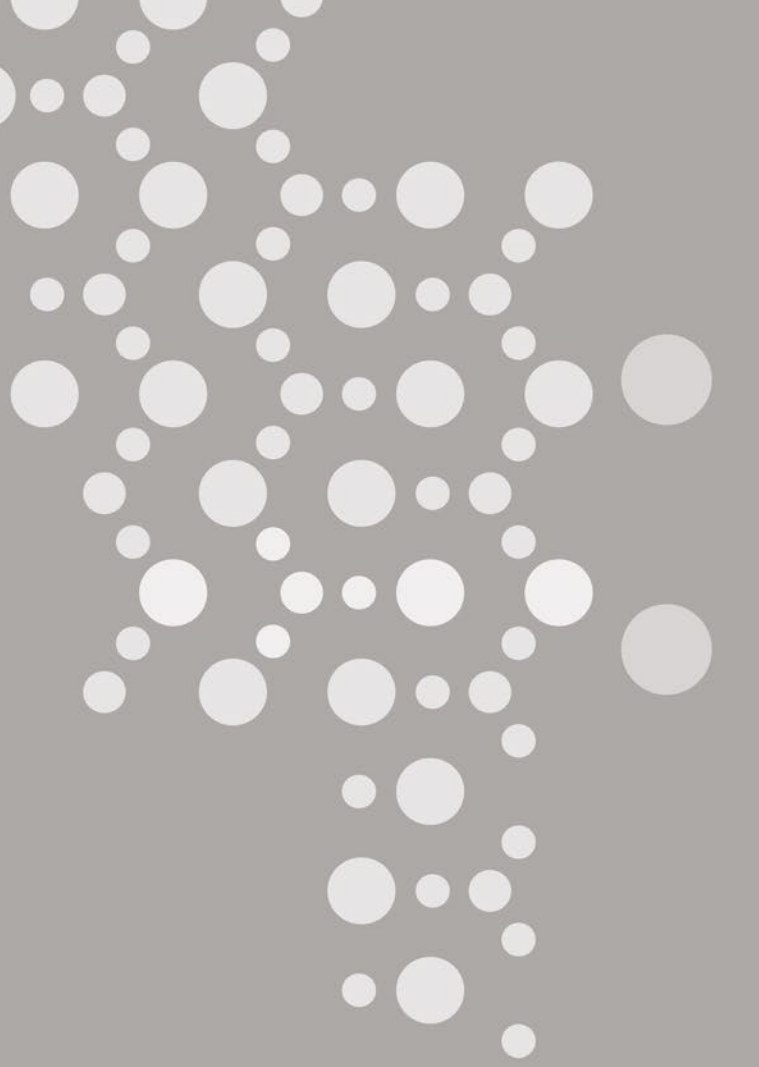
Decor 30X60 | *ITE 1 D*
3060RITE10D



Decor 30X60 | *ITE 2 A*
3060RITE30A



Decor 30X60 | *ITE 2 B*
3060RITE30B



Novità Brand
Mediterranea

COLLEZIONE HETH







1



7



2



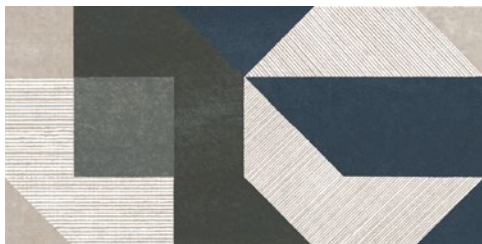
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3



9



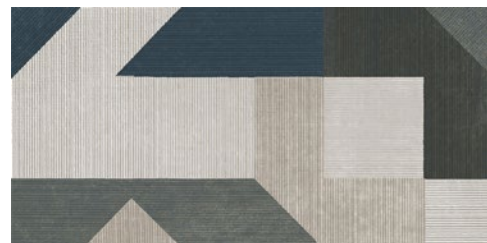
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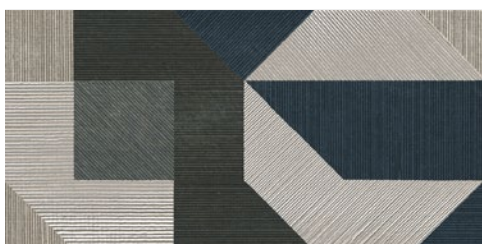
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5



11



6



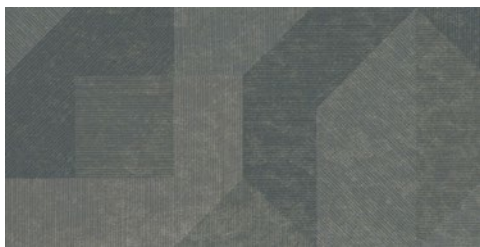
12

HETH Collection

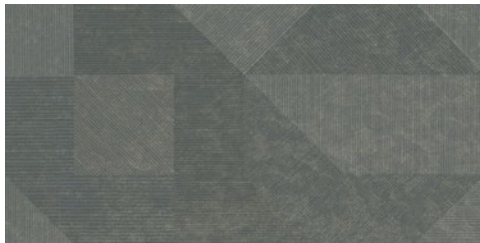
DESIGNER CELESTINO SANNA

Fondo 16.5X33 | *Salvia*

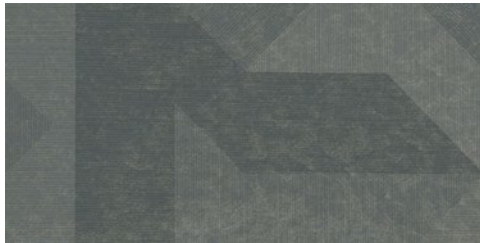
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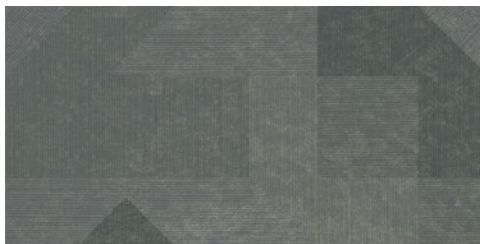
1



2



3



4

Fondo 16.5X33 | *Grigio*

16HT10



1



2



3



4



17 ./



1



7



2



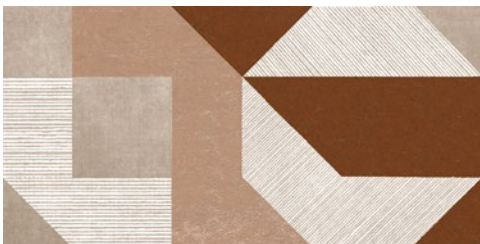
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3



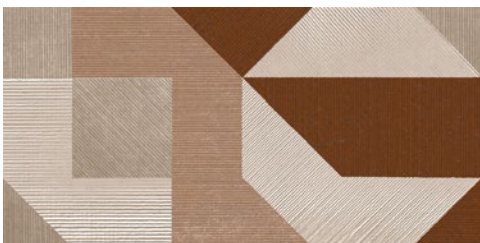
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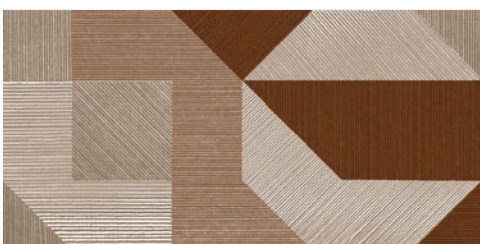
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5



11



6



12

HETH Collection

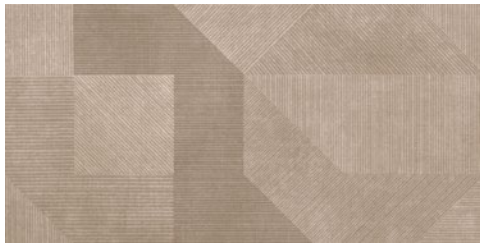
NOVITÀ CEMENT

Fondo 16.5X33 | *Beige*

16HT30



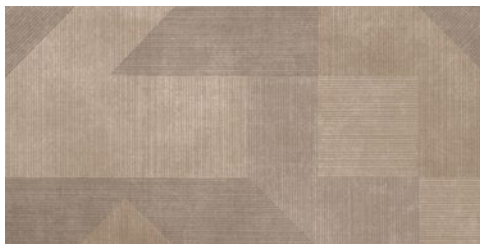
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2



3



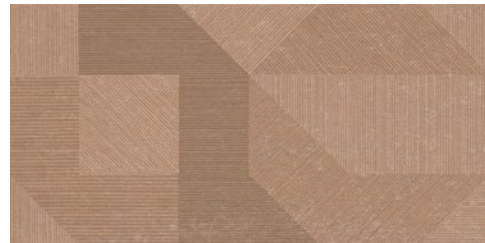
4

Fondo 16.5X33 | *Cipria*

16HT24



1



2



3



4



19 ./

Novità Brand
Mediterranea

COLLEZIONE LINE







Formato 60X120 | *Dark*
6020RLE92G



Formato 60X120 | *Sand*
6020RLE05G



Formato 60X120 | *Almond*
6020RLE36G

Formato 60X120 | *Smoke*
6020RLE18G



Formato 60X120 | *Brown*
6020RLE74G



LINE Collection

NOVITÀ STONE



Formato 60X60 | *Dark*
6060RLE92



Formato 60X60 | *Sand*
6060RLE05



Formato 60X60 | *Almond*
6060RLE36



Formato 60X60 | *Smoke*
6060RLE18



Formato 60X60 | *Brown*
6060RLE74



23 ./

Novità Brand
Mediterranea

COLLEZIONE ERA







1



2

1) Formato 60X120 | *Antracite*
60120RERA65G

2) Formato 60X120 | *Avorio*
60120RERA11G

3) Formato 60X120 | *Cappuccino*
60120RERA38G

4) Formato 60X120 | *Caffè*
60120RERA37G



3



4

ERA Collection

NOVITÀ STONE



Formato 60X60 | *Antracite*
6060RERA65



Formato 60X60 | *Avorio*
6060RERA11



Formato 60X60 | *Cappuccino*
6060RERA38



Formato 60X60 | *Caffè*
6060RERA37



27 ./

Novità Brand
Mediterranea

COLLEZIONE ARIA

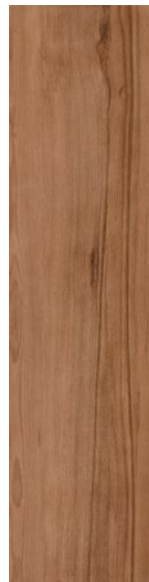






Formato 30X120 | *Miele*
3012RAR36G

Formato 30X120 | *Ciliegio*
3012RAR48G



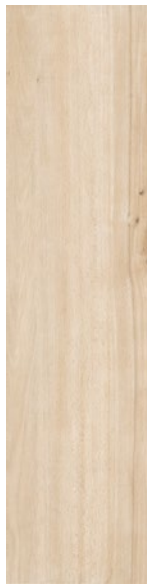
30 ./

▼
9mm
▲ **R10**



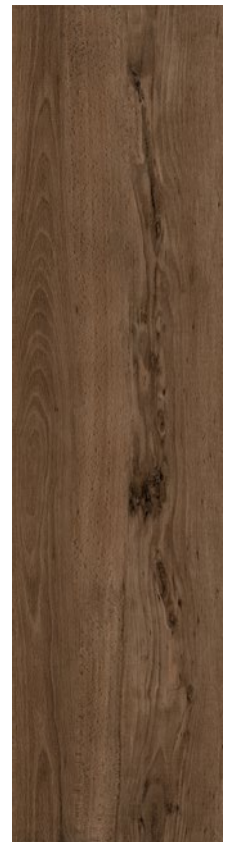
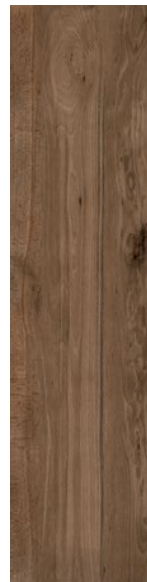
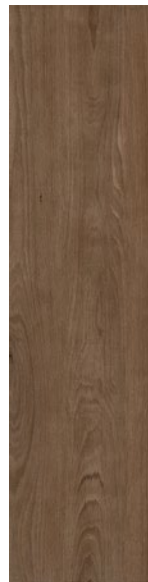
ARIA Collection

NOVITÀ WOOD



Formato 30X120 | *Acero*
3012RAR16G

Formato 30X120 | *Noce*
3012RAR71G



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