

LA FORNACE

UP^{or}DOWN

Italian Traditional Terracotta



URBAN FEELINGS
BEYOND, ITALY

A tribute

*to the tradition of terracotta,
an art form that has always been part of the history of Italy,
with a mix of colors inspired by the nature that surrounds us.*

Since humanity started creating art, they always took inspiration from the nature surrounding them, both in terms of colors and form. A clear example of this is traditional terracotta, which typically used the color of natural clays. It shouldn't be surprising that even with glazed terracotta, where almost all colors are virtually possible, the idea of nature was always present, strongly influencing every artistic vision.

The idea for the Tradition collection is born out of simplicity and elegance, of an old look that has been made modern by the choice of colors combinations, to showcase the blending of both visions. The collections is characterized by a color palette that is heavily inspired by the different elements of nature, with all its shades and tone differences. To better showcase the idea of nature, we studied four different blends, combining shades that remind the viewer of the element of inspiration, and mix together with perfect harmony. Besides the blends, we also created a selection of single colors that would create the best result as a full wall look; different shades of blues and greens to reflect the idea of water and plants, characteristics of what makes our planet liveable for humans and so the most important.

The beauty of handmade terracotta is what makes our La Fornace material so special. Each piece is shaped by the hands of the artisans, dried in traditional kilns and then glazed one by one, so that every piece is unique and never the exact same as the others.

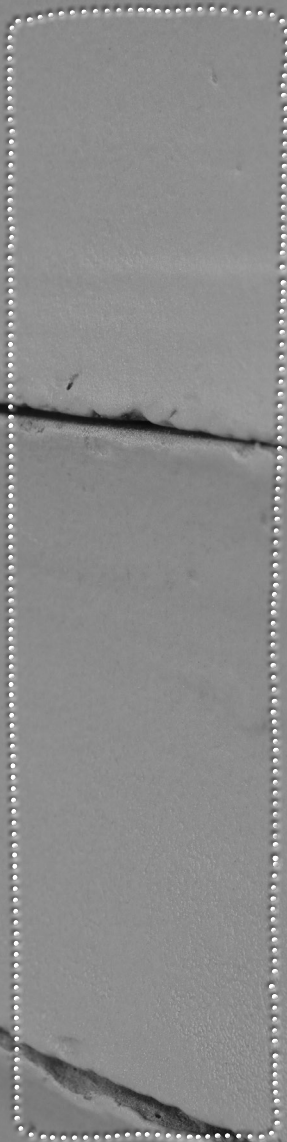
Urban Feelings

Design Studio Team

An aerial photograph of a vast, rolling landscape in Tuscany, Italy. The hills are covered in golden-brown fields, likely harvested wheat, with visible furrows and patterns. A winding road cuts through the landscape, and a small cluster of tall, slender cypress trees stands prominently in the foreground. The sky is blue with scattered white clouds.

RETTANGOLO
75x300 mm
3x12 inches

TECHNICAL DETAILS



RETTANGOLO

SCALE 1:2

75x300 mm

(3x12 inches)

COMBINES DIFFERENT SHAPES

the Up or Down series features 3 different tile shapes: flat, concave and convex. You can combine these formats as you like to create highly dynamic installations or choose just one of them.

COMBINES DIFFERENT COLOURS

In the series there are 4 colors: Pergamena, Verde, Ocra and terracotta. You can choose to create a mix between the various colors or opt for a monochromatic installation.

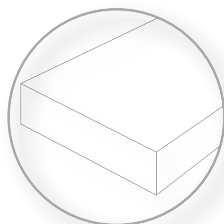
THE BEAUTY OF ARTISANAL PRODUCT

The tiles are produced in Umbrian, Tuscan clay or in a mix of both. They have a glazed coating, useful for installing a wall covering. The craftsmanship guarantees each tile a unique and characterizing surface, able to blend perfectly with the others.

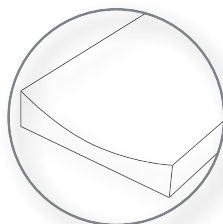
TECHNICAL DETAILS

3

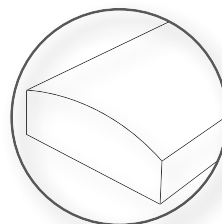
DIRECTIONS



FLAT (Level)



CONCAVE (Down)



CONVEX (Up)



PERGAMENA

Rettangolo



UP

DOWN

FLAT



VERDE

Rettangolo



UP

DOWN

FLAT



OCRA

Rettangolo



UP

DOWN

FLAT



MATTONE

Rettangolo



UP

DOWN

FLAT



PERGAMENA

RETTANGOLO

SCALE 1:2

75x300 mm

(3x12 inches)



VERDE

RETTANGOLO

SCALE 1:2

75x300 mm

(3x12 inches)



OCRA

RETTANGOLO

SCALE 1:2

75x300 mm

(3x12 inches)



MATTONE



RETTANGOLO

SCALE 1:2

75x300 mm

(3x12 inches)



UPorDOWN

Rettangolo 75x300 mm (3x12 inches)

MATTONE Matt Down Installation





UPorDOWN

Rettangolo 75x300 mm (3x12 inches)
OCRA Matt Flat Installation



 **URBAN FEELINGS**
BEYOND, ITALY

www.urbanfeelings.it