

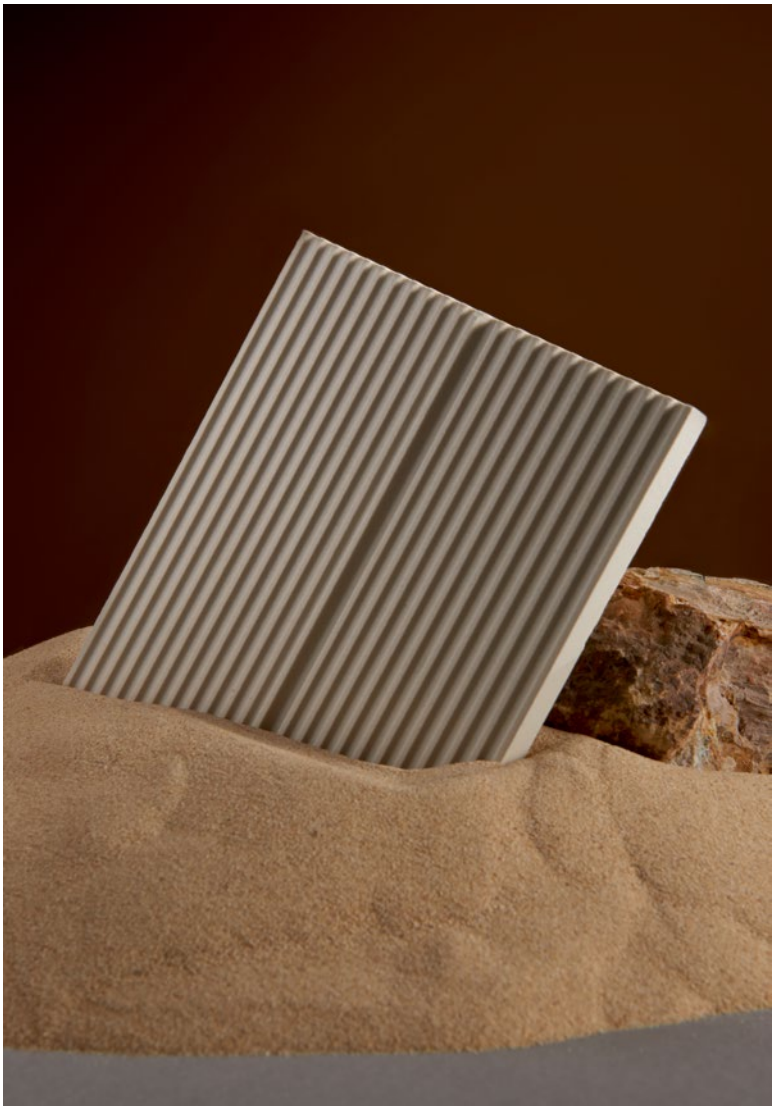
DECORATORI BASSANESI

(1)

JOURNAL

EDITION N. 1





Decoratori Bassanesi: surfaces that tell stories

(4)

C O M P A N Y P R O F I L E

JOURNAL N. 1



Decoratori Bassanesi stands apart with a bold, unconventional spirit and an unwavering commitment to innovation, qualities that have shaped the brand's identity since its founding. Established in 1988 thanks to Paolo Serraiotto's vision, the company aimed to reinterpret artistic decoration with a fresh, contemporary perspective. Since 2008, this vision has evolved further, pushing the boundaries of ceramic surfaces and collaborating with renowned designers to create collections of distinctive character.

The company has deep roots in Bassano del Grappa, a territory rich in tradition and historically known for ceramic craftsmanship. Decoratori Bassanesi draws on the area's past cultural heritage and transforms it into innovative, refined collections with a focus on the future, continuously pursuing beauty in every surface. It's a story told through decoration, reima-

gined with an authentic, visionary perspective. The firm prides itself on rigorous research, meticulous attention to detail, and bold experimentation with cutting-edge techniques. Every stage of creation reflects these core values, from the careful selection of raw materials and the precise blending of clays to painstaking study of pigments and shades, all expressions of deep artisanal expertise.

Decoratori Bassanesi's philosophy is based on the desire to experiment with the material to bring out its inner qualities. Forms play with volumes and textures, and decoration explores new languages, blending artisanal tradition with avant-garde techniques. The result: surfaces that offer unique sensory experiences, in collections that, while maintaining their individuality, harmonize with one another to create a cohesive system that offers myriad possibilities for composition.



Clara Von Zweigbergk

Federica Biasi

Nendo

Norm Architects

Keiji Takeuchi

Paola Navone

(6)

DESIGNERS

JOURNAL N. 1

(7)

DESIGNERS

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Guglielmo Poletti

Simone Bonanni

Sebastian Herkner

Margherita Rui

Alissa + Nienke

Lex Pott

The new collection
by Clara von Zweigbergk

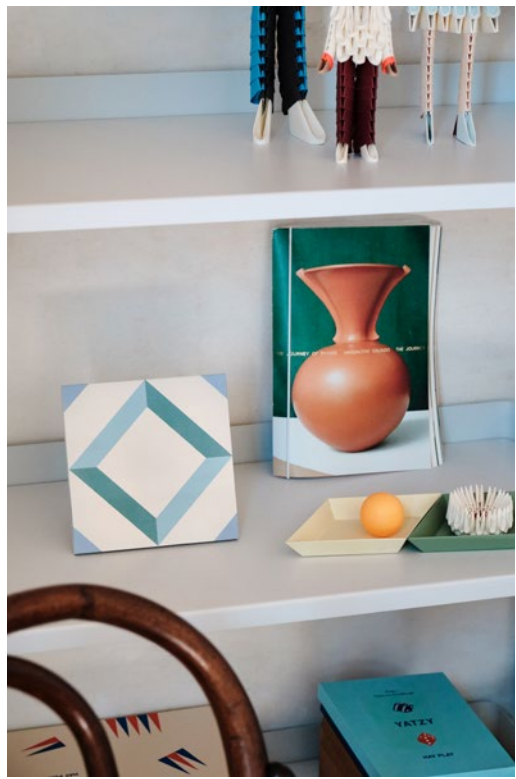


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QUADRILLE COLLECTION

JOURNAL N. 1

Quadrille



(10)

QUADRILLE COLLECTION

JOURNAL N. 1



INTRODUCING Q U A D R I L L E

CLARA VON ZWEIGBERGK

Quadrille explores the relationship between formal balance and chromatic vibrancy. The designer's background in graphic design brings a refined sensibility to a collection of tiles that feel light and graceful, intense yet meticulously composed.





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INTRODUCING

Q U A D R I L L E

CLARA VON ZWEIGBERGK

The collection takes its name from the dance that originated in France and gained popularity across Europe in the late 18th and 19th centuries. Based on the intricately choreographed interaction between four couples, the quadrille creates geometric formations when viewed from above. In a similar way, the collection builds visual rhythm through the repetition of graphic elements, marrying a delicate aesthetic with a deep appreciation for geometry and symmetry.

Federica Biasi, the poetry of a global vision

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ART DIRECTION

JOURNAL N. 1

Since 2022 Federica Biasi has been the Creative Director at Decoratori Bassanesi, tasked with developing a new language for the brand that lends value to its historic and poetic essence, expressing an idea of surfaces not just as materials, but as narrative tools that can generate emotions.

“Every collection is an exercise in small-scale architecture, a dialogue between space, light and material.” Her first project for the company, before taking on its creative direction, was the Wabi-Sabi collection, which embraced the Japanese concept of “imperfect beauty.” The following year she brought in the renowned Danish studio Norm Architects to join an already-established international team of designers that included Sebastian Herkner, Paola Navone and Keiji Takeuchi. To the way of thinking that guides her creative direction, “The surface is not decoration, it’s skin: it tells stories, evokes emotions and awakens the sense of touch.” Continuing on this path, in 2023

Federica Biasi invited the Japanese studio Nendo to collaborate on the creation of Windy, which expresses movement and lightness through ceramic surfaces. In 2024 Federica Biasi returned to designing for Decoratori Bassanesi, creating two new collections that proved to be great successes: Kimono and Wà, both inspired by unique textures and a new exploration of color, opening a new chapter for the brand. “Color becomes structure – it’s a design alphabet I use to compose emotional architecture.” The following year, in 2025, she brought in designer Clara Von Zweigbergk to create a collection conceived as schematic visual compositions with a distinctly vintage tone. The design pays homage to the firm’s origins, reinterpreting them through Clara’s unmistakable graphic touch and contemporary vision: Federica Biasi describes it as one of the most exciting and meaningful collaborations in Decoratori Bassanesi’s creative journey.





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ART DIRECTION

JOURNAL N. 1

“Tactility is the design’s primary language – we perceive the soul of the material through touch.”

DECORATORI BASSANESI

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IDENTITY

JOURNAL N. 1



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DESIGN, MATERIAL AND ARTISANAL PROCESSES COME TOGETHER IN DECORATORI BASSANESI'S NEW IDENTITY: VISUAL DESIGN THAT BLENDS HISTORIC HERITAGE AND INNOVATION.

Decoratori Bassanesi's new brand identity marks an evolution towards bolder, more contemporary design. Long renowned for superior aesthetics and artisanal excellence in the world of ceramic surfaces, the company is unveiling a new image, anchored by a bold, streamlined logo and clear, authentic, forward-thinking visual language. Color, typography, and graphics come together in a cohesive, distinctive vocabulary that powerfully expresses the brand's core values and elevates its creative vision. More than a redesign, it's a real manifesto: the new identity reflects a contemporary perspective that blends authenticity, strength, and an imaginative vision for the future of surface design. A pure, confident logotype that captures the spirit of Decoratori Bassanesi; a clean, contemporary graphic symbol that connects the brand's artisanal roots with a design language that looks toward tomorrow.

DECORATORI BASSANESI

NEW LOGO TYPE

100 %

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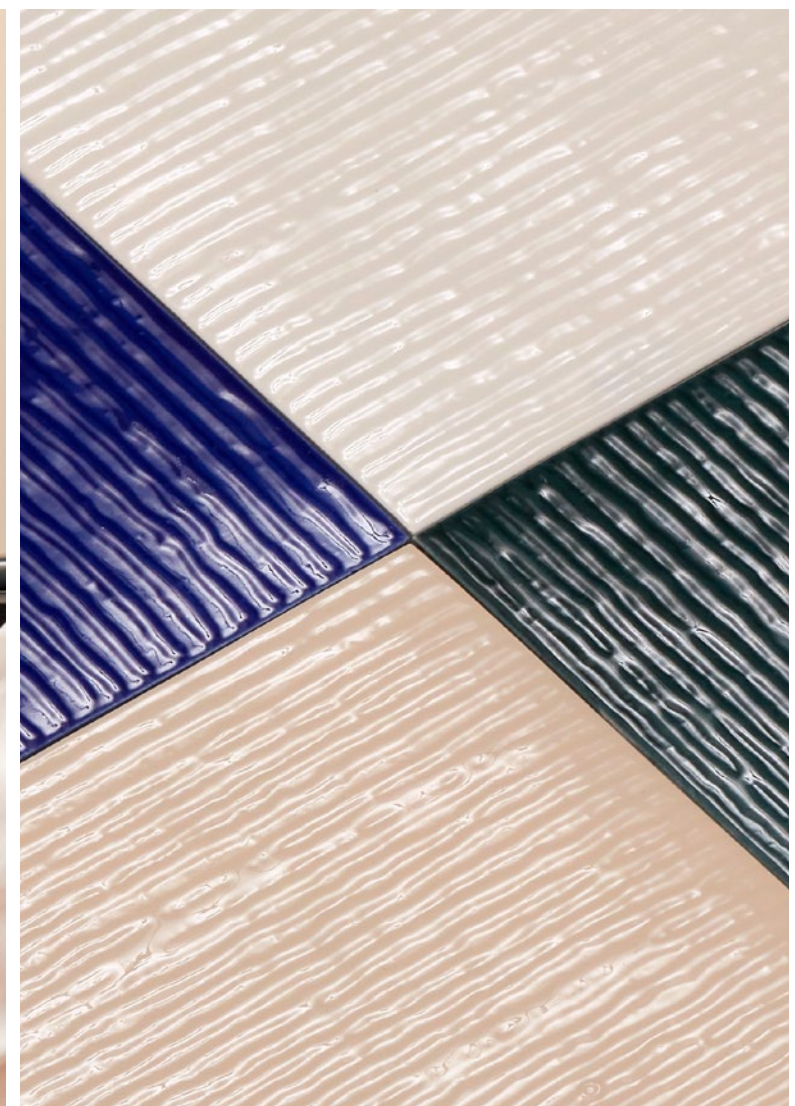
(16) (IV) NEW IDENTITY JOURNAL N. 1

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Federica Biasi combines a contemporary design vision with a deep respect for artisanal history and traditions. Her narrative-oriented approach lends added value to designs through photography, transforming the collections into visual stories.





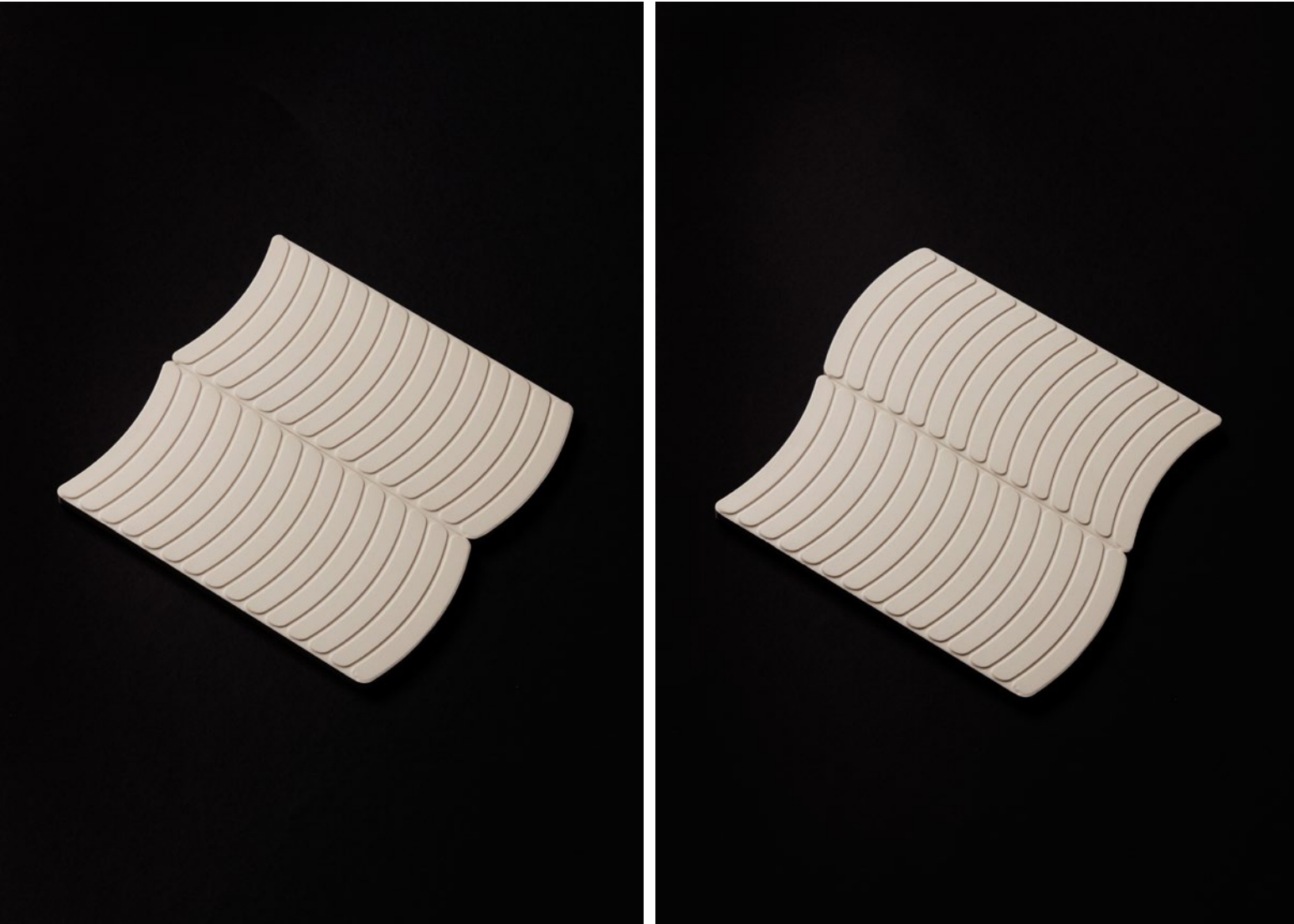
Wă, ancient rooftops become a contemporary motif.

(21)

WĂ COLLECTION

JOURNAL N. 1

Inspired by memories of travels in Asia, Wǎ sprang from the designer's observation of the layered terracotta tiles that made up ancient roofs. The collection translates that image into a striking, harmonious, repeatable architectural module that incorporates both structure and decoration. In full-body porcelain available in four natural tones, Wǎ integrates elegantly into a variety of settings, contributing to defining their visual identity.



Capturing the Invisible: Windy by Nendo

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WINDY COLLECTION

JOURNAL N. 1

Wind is movement, vibration, invisible energy that shapes whatever it meets. Windy is inspired by close observation of this natural phenomenon and its capacity to leave light yet indelible marks on surfaces. The movement of air dancing on water, rice paddies and pastures is at the heart of a poetic collection in which forms designed by wind – circles, lines, weave patterns – are transposed to tactile, visually delicate surfaces. As if the material had captured the breath of something unseen. The Japanese studio Nendo, led by Oki Sato, managed to observe and interpret the language of the wind, transforming nature's "suggestions" into refined geometries. The idea arose from a desire to make the invisible visible; to read ripples, unsystematic but harmonious trajectories, signs of air caressing water or passing over cultivated landscapes. Each tile is a micro-surface in continuous interplay with light

and the surrounding environment. Windy is created through a meticulous manufacturing process to convey these sensations. Engraved fluting features subtle variations in depth and profile that modulate light, generating delicate, ever-shifting shadows. Nothing is static; everything is in constant transformation. The forms are intentionally not precise, but they are harmonious, expressing a poetics of imperfection inspired by Japanese philosophy.

Windy isn't just a decorative collection, it's a creative design statement that translates an impalpable force into concrete geometry. A ceramic covering that interacts with the space in a fluid, dynamic way, easily adapting to a variety of architectural settings. A collection designed for those seeking a material that offers not only function, but emotion, memory and a sense of the movement of time.



Windy springs from the idea of giving a form to something formless: the wind. Nendo translates the dance of the wind into sculpted surfaces with light engravings that create shadows and lend depth. Like air passing over water and field, the material seems to move, change, breathe.

● Windy, nominated for the Compasso d'Oro 2023 and included in the ADI Design Index 2024



A volume crafted in color and texture: Copenhagen by Norm Architects

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COPENHAGEN COLLECTION

JOURNAL N. 1

Norm Architects has designed a collection that translates design into sensory harmony, textural elegance, authentic minimalism. Drawing inspiration from Copenhagen and its understated yet welcoming, perfectly imperfect atmosphere, the collection explores the contrast between light and shadow, between sculptural surfaces and smoother textures, for walls that change subtly over the arc of the day, keeping rhythm with time and the shifting seasons. Quietly discreet architectural forms that encourage contemplation and dialogue with the surrounding space.

The collection comprises two different, complementary textures. The first features a striped, three-dimensional surface that lends depth and rhythm to the material, adding sensory appeal; the second, smoother and more subtle, creates a sensation of continuity, softness and calm. The interplay between the two generates new, tactile, visually dynamic compositions that dialogue with the space in a natural, simple, genuine way.

Each surface tells the story of a fragment of the urban landscape, evoking authentic materials and atmospheres typical of the historic neighborhoods of Copenhagen, where every wall and every architectural detail reveals layers of time and memory. The result is “soft minimal” design, where essentiality is achieved not through reduction, but evolved synthesis. Norm Architects reflects on the importance of taking away rather than adding, aiming for a subtle, restrained balance that only emerges when every element is in the right place.

"Observing the area around us, our neighborhood, we tried to create a concept that was rooted in the architectural history of Copenhagen."

Through simplicity and attention to detail, the collection stimulates the senses and lends intimacy to the domestic space. An exercise in restraint, depth and visual clarity, it's an invitation to slow down, look closely and engage through touch.



Collections Overview



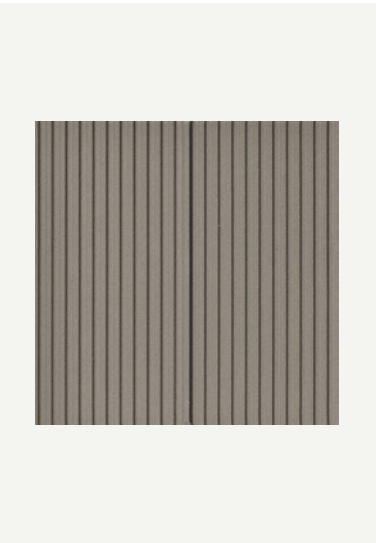
QUADRILLE
Clara von Zweigbergk



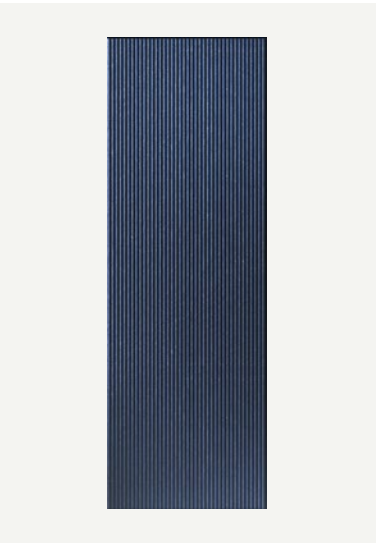
Wǎ
Federica Biasi



KIMONO
Federica Biasi



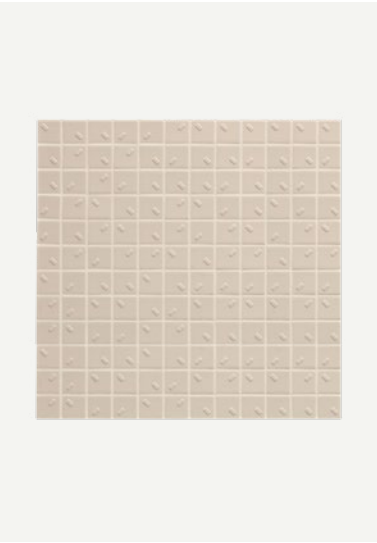
SEGMENTS
Guglielmo Poletti



SHADES
Keiji Takeuchi



PIN
Margherita Rui



RAIN
DB Studio



WINDY
Nendo



COPENHAGEN
Norm Architects



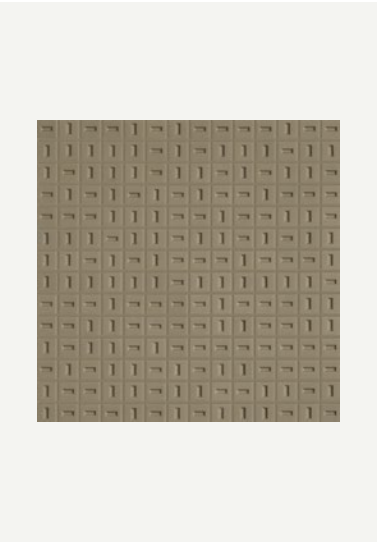
TARTAN
Sebastian Herkner



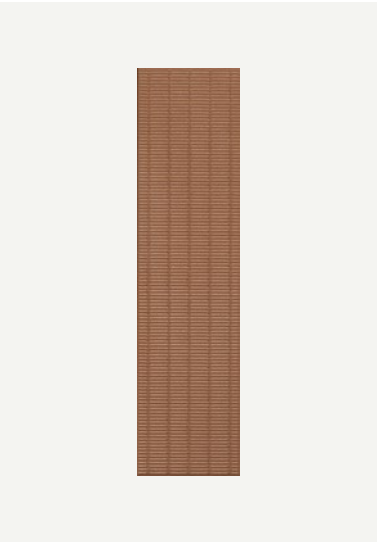
VEDONONVEDO
Paola Navone



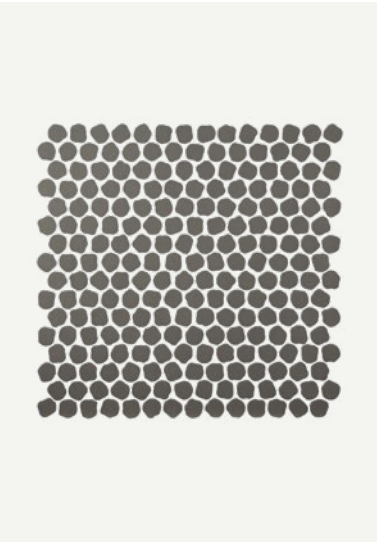
IMPRINT
Alissa + Nienke



FLICKER
Simone Bonanni



WABI-SABI
Federica Biasi



BONBON
Paola Navone



LINEA
Lex Pott

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Credits

Art Direction
Federica Biasi

Photography
Andra Olivo (pp. 1, 8, 12, 13, 25)
Stefania Zanetti, Matteo Bellomo (pp. 2, 3, 4, 5)
Dario Cervellin (pp. 10, 11)
Louis De Belle (pp. 15, 16, 17, 20, 22)
Simone Furiosi (pp. 18, 19, 26)
Masahiro Ohgami (p. 27)
Matteo Imbriani (p. 29)

Graphic Design
Stefano Lucchetti, Filippo La Duca

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