



CLOSE YOUR EYES

to see better



I have always believed that dreams do come true and CERAMICA VIVA is my dream come true. I started with absolutely nothing and with that I created a team able to make ceramic into something absolutely unique.

With this book, I would like the phenomenon of "true" ceramic to become an opportunity that ignites your fantasy, offering an experience that makes you dream and imagine new combinations, an experience that allows you to travel towards the unpredictable.

It will not be easy, once you have turned these pages, to open a ceramic catalogue and look at tiles in the same way, or even to imagine tiles as everyday objects that merely border our existence.

Not after having seen these tiles that Silvia Stanzani has designed with such passion, and that Giancarlo Pradelli has captured with his gifted photographer's eye. Tiles that are brought to life, tiles that free us from the belief that our surroundings are a familiar but rigid confinement...

Fabrizio Zanfi

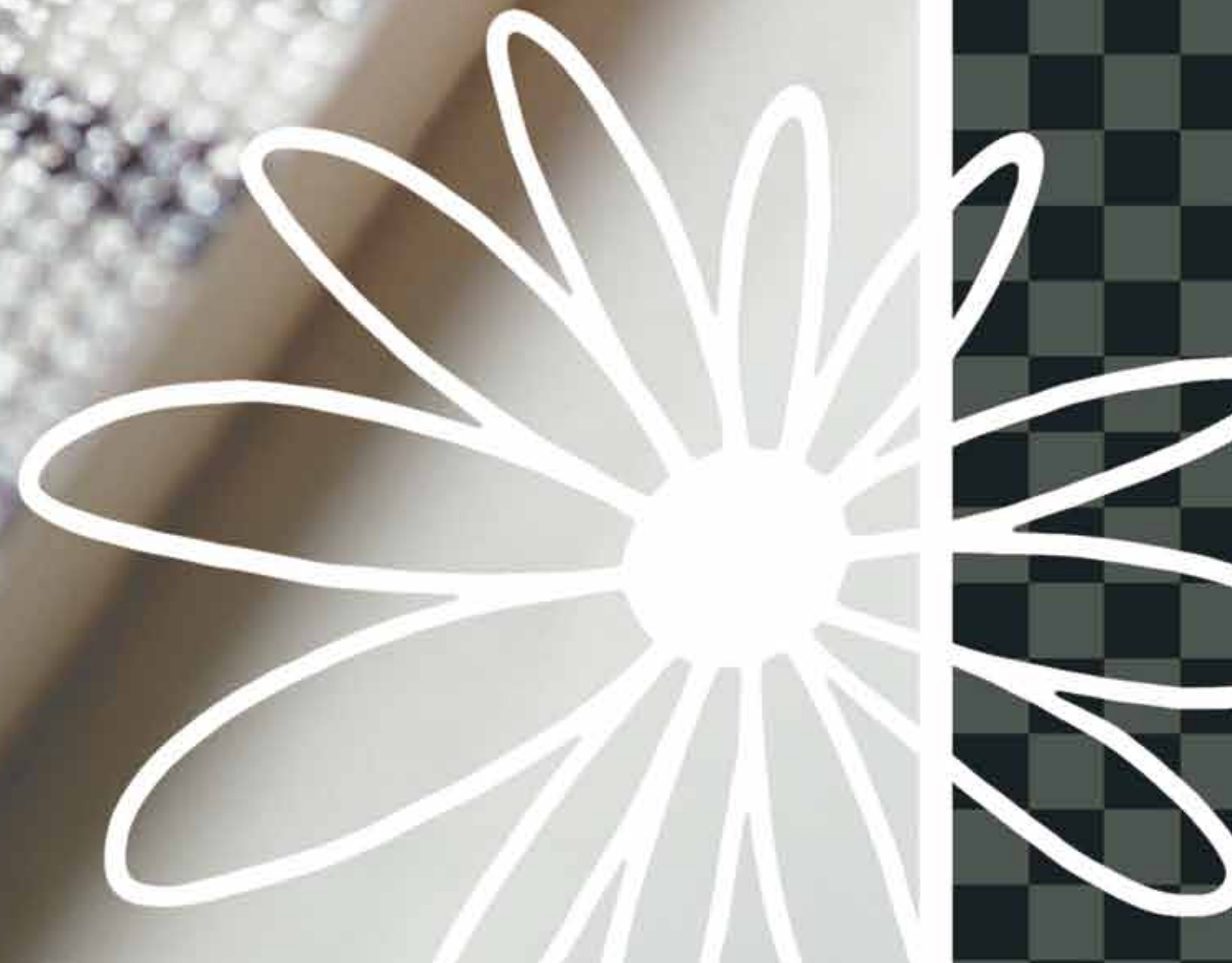
s e e t h e s c e n t





BREATHE COLORS

touch the fragrance



WHITE

just white

pure light

w i n t h e s h a d o w s

Within darkness we learn to see.

Every experience of life that leads us toward
ourselves is what we truly treasure (remember
our childhood fear of the dark?) and that
changes the way we confront reality.

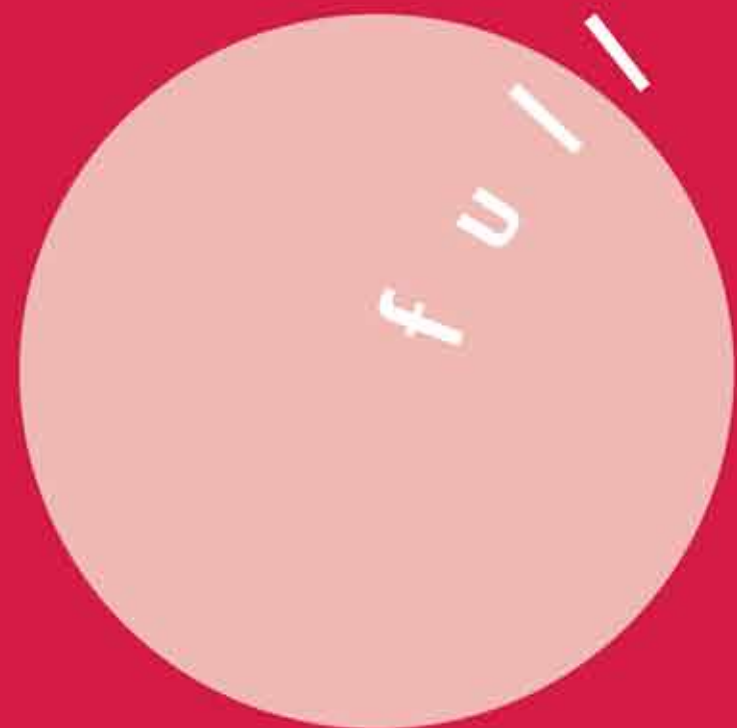
Love is used to seeing in the

a s o l d a s t h e e a r t h

rediscovering textures, surfaces, materials

UNDER THE LIGHT





c i r c / e



total happiness reflected in carefree choices



BREAK THE RULES

seek refuge in inner freedom

People and things do not always appear as they truly are - do we see candy, sweets or shards of glass? Let's remember that the journey towards the discovery of something new is simultaneously an exploration of the past, and an examination of the present that surrounds us. Both are so deeply embedded within us that at times we are prevented from seeing... but sometimes it requires so little to clear the mist...

...look further



it is every where

RAINBOW



skyline of VIVA TOWN



The background is a complex abstract composition. On the left, a vertical panel features a light blue and white swirl pattern above a solid purple band. To its right is a dark vertical strip with a series of concentric circles in red, white, and grey. The right half of the image is dominated by several vertical stripes in shades of grey and white. A solid yellow vertical band runs along the far right edge. In the lower-left foreground, a circular object with a brown and white spiral pattern is positioned. The text 'sinking feeling find your way' is centered horizontally across the middle of the image.

sinking feeling find your way



neither beginning nor end

roll it up

A close-up, slightly blurred photograph of a stack of books. The top book has a white cover with a large, curved, abstract shape in shades of pink and blue. Below it, a book with a yellow cover is visible. The bottom book has a red cover with a blue and white geometric pattern. The books are stacked on a light-colored surface.

COLORS

e n e r g y

O

E

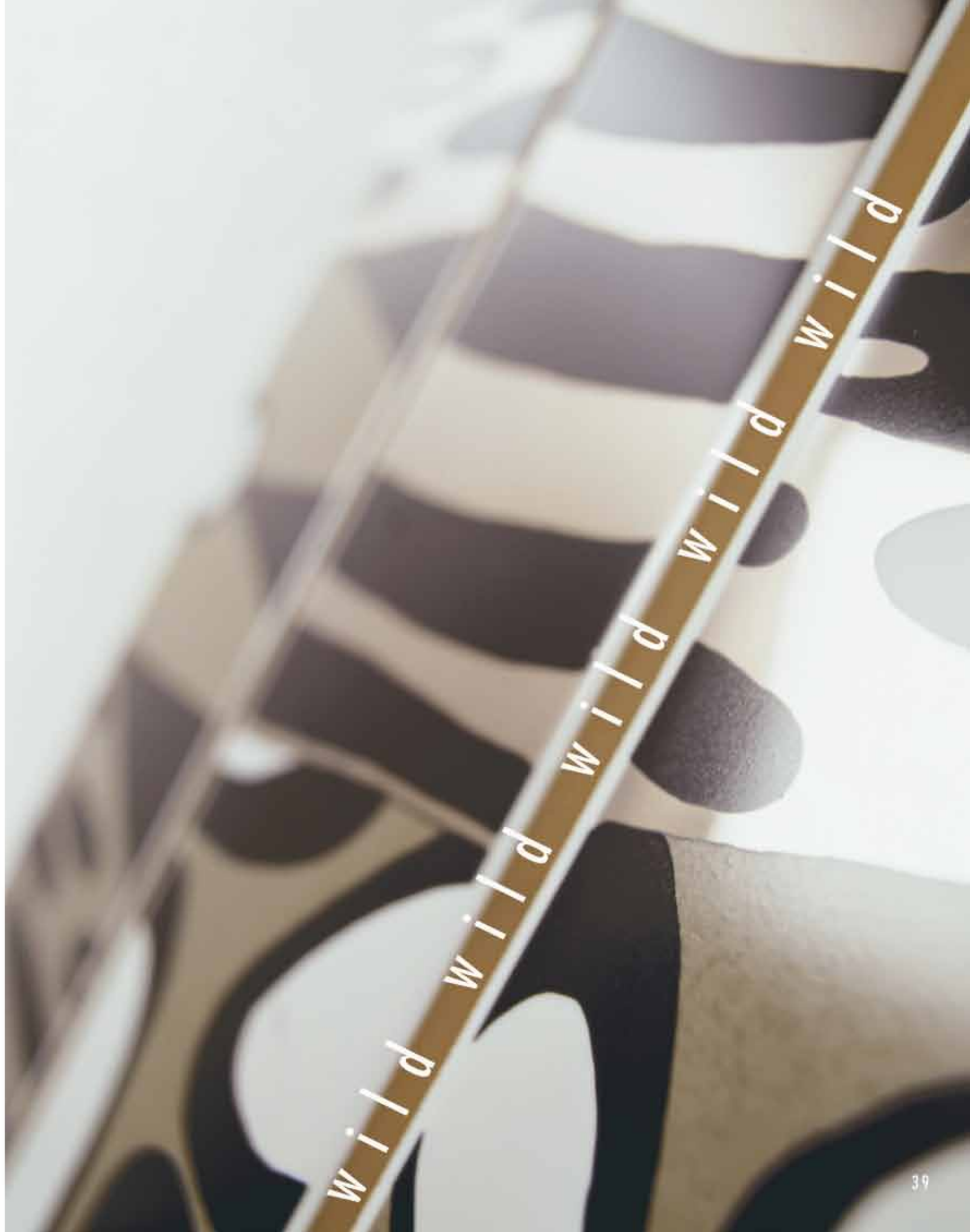
D

I

V



BLACK





s t o n e e v o l u t i o n

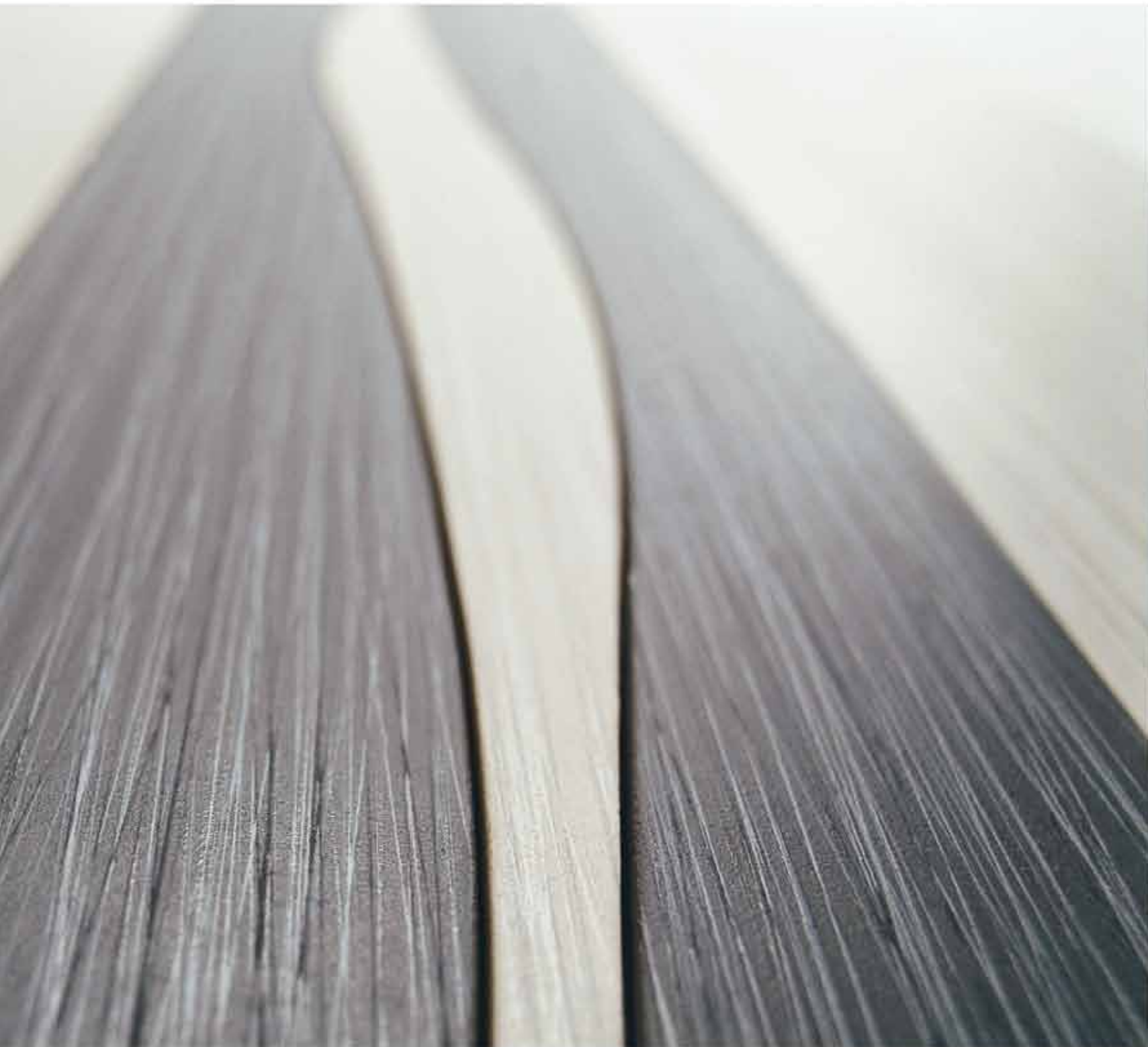


RECTIFIED ROCKS



the squaring of the circle

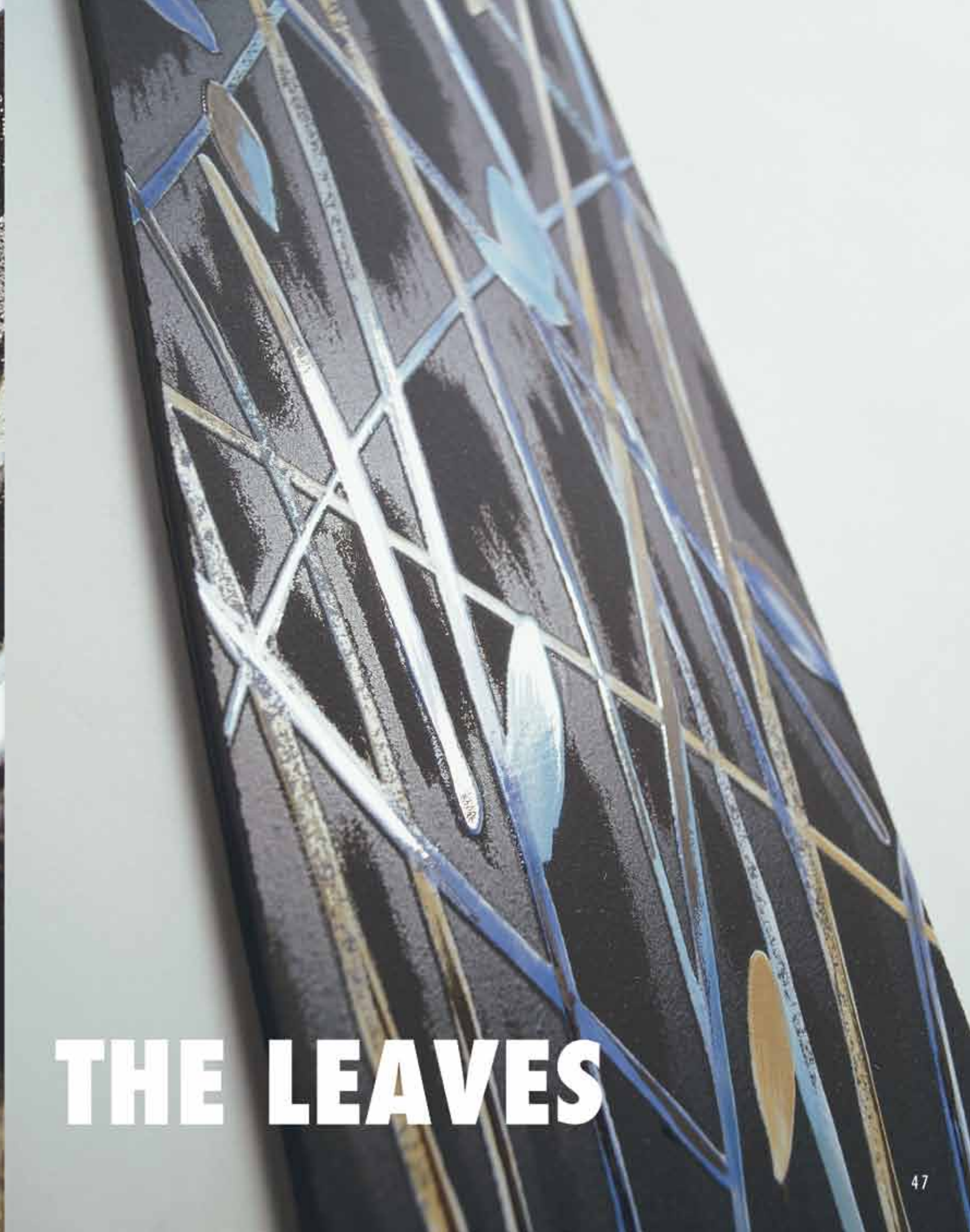
h i g h w a y t o h e a v e n



e n d l e s s g a m e



GET LOST AMONG



THE LEAVES

TEAR UP



the veil of appearances...



look watch

touch feel

enlightened by feelings

blinded by passions

happy to LIVE

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