

FROM REVOLUTIONARY 3D REACTIVE® TECHNOLOGY



  
**LA FENICE**  
CERAMICHE

FROM REVOLUTIONARY **3D REACTIVE**<sup>®</sup> TECHNOLOGY

Marble Velvet è un grande progetto ceramico che comprende sei tra le più raffinate ispirazioni naturali: marmi dalla bellezza limpida e seducente, selezionati per dar vita a un lusso discreto, in equilibrio tra classico e moderno. Vellutata e delicatamente luminosa, la superficie matt è caratterizzata da venature e da cristallizzazioni preziose e suggestive ottenute grazie a 3D Reactive®, in grado di restituirci l'autentica eleganza del marmo.

# Marble Velvet

**silky marble look**

01

Marble Velvet is a ceramic project that includes six among the most elegant sources of inspiration in nature: marbles, whose beauty is effortless and sophisticated. These marbles were chosen to bring to life a discreet kind of luxury that finds its perfect balance between a contemporary style and a more classical one. The matt surface has a smooth and slightly glazed appearance, enriched by realistic marbling and precious crystallizations. These effects are the result of the new 3D Reactive® technology which confers our products the authentic elegance of marble.

Marble Velvet est un grand projet céramique qui comprend six des inspirations naturelles les plus raffinées : des marbres ayant une beauté claire et séduisante, sélectionnés pour donner vie à un luxe discret, en équilibre entre classique et moderne. Veloutée et délicatement lumineuse, la surface mate se caractérise par des veines et des cristallisations précieuses et suggestives, obtenues grâce à 3D Reactive et capables de nous rendre l'élégance authentique du marbre.

●  
design  
innovazione  
tecnologia

REACTIVE®  
3D



VIEW VIDEO

02

**3D Reactive® è una nuovissima tecnologia produttiva frutto del solido know-how ceramico de La Fenice Ceramiche e di tecniche decorative tra le più evolute nel settore. Progettata per creare superfici tridimensionali di grande naturalità, impiega smalti riservanti a base d'acqua per arricchire la superficie della piastrella con rilievi e raffinati effetti tattili perfettamente coerenti col pattern grafico. 3D Reactive® non impiega solventi tradizionali ma solo materie totalmente eco-compatibili che agiscono per idrorepellenza, senza generare alcuna reazione chimica. Questa tecnologia aggiunge alla straordinaria risoluzione grafica della decorazione digitale convenzionale infiniti effetti materici, portando l'estetica ceramica a inediti livelli di fascinazione.**

3D Reactive® is a brand-new production technology born from La Fenice Ceramiche's deep know-how of ceramic industry and the most advanced decoration technologies. 3D Reactive® was conceived to create realistic three-dimensional surfaces by making use of water-based enamels which recreate precious reliefs and tactile effects on the tile surface, in accordance with the graphic pattern. 3D Reactive® does not use traditional solvents but only totally eco-friendly materials that work by water repellence, which prevent any chemical reaction. This technology enriches the extraordinary graphic resolution of conventional digital decoration with infinite material effects, which elevates the aesthetics of ceramics to unprecedented levels of fascination.

3D Reactive est une toute nouvelle technologie de production issue du savoir-faire céramique de La Fenice Ceramiche et des techniques décoratives les plus avancées du secteur. Conçue pour créer des surfaces tridimensionnelles très naturelles, cette technologie utilise des émaux de réserve à base d'eau qui enrichissent la surface du carreau avec des reliefs et des effets tactiles raffinés et parfaitement conformes au motif graphique. 3D Reactive n'utilise pas de solvants traditionnels mais uniquement des matériaux totalement éco-compatibles qui agissent par déperlance, sans générer aucune réaction chimique. Cette technologie enrichit l'extraordinaire résolution graphique de la décoration numérique conventionnelle avec des effets de matière infinis, ce qui rehausse l'esthétique de la céramique à des niveaux de fascination sans précédent.





04

WALL: Florida Warm mosaico Elegance **36x30** - 13"x12" rett.  
FLOOR: Florida Warm **90x90** 36"x36" rett.

# florida warm

05

**Sul fondo cristallino di questo celebre marmo fioriscono scenografiche venature screziate da preziose nuvolature dorate. Il bianco dominante assume, così, una delicata tonalità color avorio che infonde un senso di calda eleganza.**

Spectacular veins flourish on the crystalline background of this famous marble, together with precious golden clouds. The dominant white thus takes on a delicate ivory tone which instils a warm sense of elegance.

Sur le fond cristallin de ce célèbre marbre fleurissent des veines spectaculaire, tachetées de précieux nuages dorés. Le blanc dominant prend une délicate teinte ivoire qui instille une sensation d'élégance chaleureuse.

06







WALL: Florida Warm mosaico Elegance 36x30 - 13"x12" rett.  
FLOOR: Florida Warm 90x90 36"x36" rett.



08



WALL: mosaico picket Elegance 23x25,5 - 10"x11" rett.  
FLOOR: Florida Warm 60x120 24"x48" rett.



WALL: Saint Laurent 60x120 24"x48" rett.

# saint laurent

**Attualissimo e insieme senza tempo, Saint Laurent riproduce in ceramica un marmo che è la quintessenza dell'eleganza. Fini venature bianche e oro disegnano il denso grigio antracite del fondo, colore tipico di questo sofisticato marmo ceramico.**

Saint Laurent marble reproduces in ceramic the quintessence of elegance, timeless by definition. Fine white and gold veins outline the dense anthracite background, which is the primary characteristic of this sophisticated ceramic marble.

Très actuel et à la fois intemporel, Saint Laurent reproduit en céramique un marbre qui est la quintessence de l'élégance. Des fines veines blanches et dorées dessinent le dense fond gris anthracite, la couleur typique de ce marbre céramique sophistiqué



WALL: Saint Laurent **90x90 36"x36"** rett. - Saint Laurent mosaico esagona **27,5x28 11"x11"** rett.  
FLOOR: Saint Laurent **90x90 36"x36"** rett.



WALL: Saint Laurent 60x120 24"x48" rett.  
Saint Laurent mosaico esagona 27,5x28 11"x11" rett.



FLOOR: Amani Light 60x120 24"x48" rett.



# ● amani white amani light

**Ispirato a un ricercato marmo molto apprezzato da progettisti e architetti, Amani presenta un fondo piuttosto compatto, impreziosito da fini vene più chiare. Le due versioni (White e Light) declinano la medesima texture grafica in un candido bianco e in un sofisticato grigio perla.**

Inspired by a refined marble extremely appreciated by designers and architects, Amani has a rather compact background which is enriched with fine lighter veins. The two versions of Amani (White and Light) feature the same graphic texture: one in pure white, while the other in a sophisticated pearl grey.

Inspiré d'un marbre raffiné très apprécié des designers et des architectes, Amani présente un fond plutôt compact, agrémenté de fines veines plus claires. Les deux versions (White et Light) déclinent la même texture graphique en blanc pur et gris perle sophistiquée.





WALL: Amani White 60x120 - 24"x48" rett.  
FLOOR: Amani Light 60x120 - 24"x48" rett. - decoro Frame Line 60x120 - 24"x48" rett.



WALL: Amani White 60x120 - 24"x48" rett. - decoro Frame Line 60x120 - 24"x48" rett.



WALL: Decoro Jolie 60x120 - 24"x48" rett.  
FLOOR: Amani Light 60x120 - 24"x48" rett.



WALL: Decoro Jolie 60x120 - 24"x48" rett.  
FLOOR: Invisible 90x90 36"x36" rett.

# invisible

**Capillari venature color rame, grigio e ottone frammentano lo sfondo avoriato di questo marmo ceramico che ben racconta la potenza creativa della natura. Nasce così un collage di nuance calde e rassicuranti di rara forza visiva.**

The ivory background of this ceramic marble is fragmented by capillary veins in copper, grey and brass colours - this effect perfectly illustrates how powerful and creative nature can be. The unique visual impact of this marble results in a collage of warm and reassuring shades.

Des veines capillaires en cuivre, gris et laiton fragmentent le fond ivoire de ce marbre céramique qui illustre parfaitement la puissance créatrice de la nature. Le résultat est un collage de nuance chaudes et rassurantes, d'une rare force visuelle.



WALL: Decoro Jolie 60x120 - 24"x48" rett.  
FLOOR: Invisible 90x90 36"x36" rett.







WALL: Statuario 60x120 - 24"x48" rett.

# statuario

25

**Classico e insieme moderno, Statuario ricrea in ceramica un marmo di grande pregio che deve il suo fascino intramontabile al bianco brillante del fondo. Inconfondibili sono anche le venature che passano in rassegna numerose sfumature di grigio.**

Classic and modern at the same time, Statuario recreates in ceramic a marble of great value which owes its timeless charm to its white and brilliant background. Furthermore, the veins that feature with countless shades of grey are its unmistakable characteristics.

Classique et moderne à la fois, Statuario recrée en céramique un marbre de grande valeur qui doit son charme intemporel au fond blanc brillant. Les veines qui parcourent des nombreuses nuances de gris sont également indéniables.

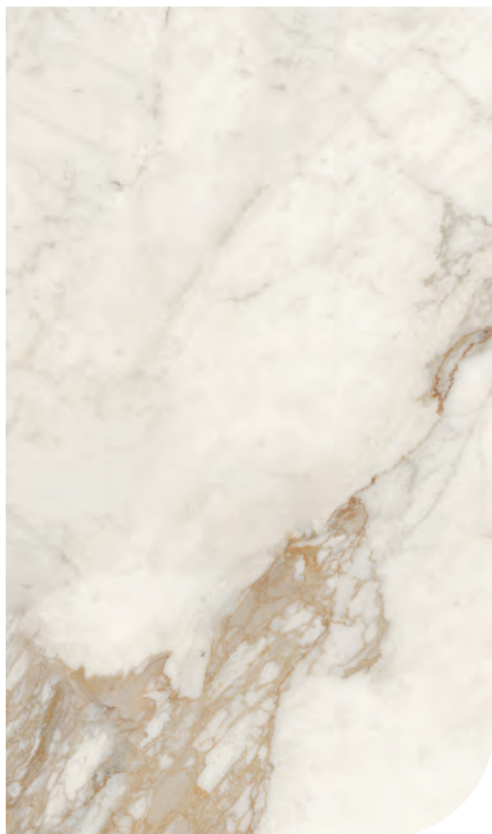




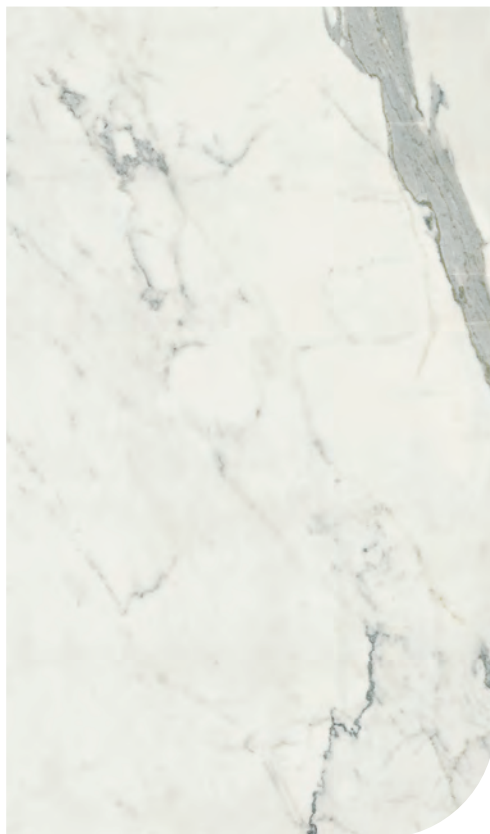
WALL: Statuario mosaico Fashion 30x41 - 12"x15"  
FLOOR: Statuario 60x120 - 24"x48" rett.

# Marble Velvet

gres porcellanato smaltato  
glazed ceramic stoneware . grès cérame émaillé



28 florida warm






statuario




saint laurent

## formati sizes . formats

|               |  |  |  |
|---------------|---|---|---|
|               | <b>60x120 rett.</b><br>24"x48"  | <b>60x60 rett.</b><br>24"x24"   | <b>90x90 rett.</b><br>36"x36"   |
|               | 9 mm  | 9 mm  | 9 mm  |
|               | -   | -   | -   |
|               | soft  | soft  | soft  |
| florida warm  | <b>F61</b>  | <b>F61</b>  | <b>F61</b>  |
| statuario     | <b>F61</b>  | <b>F61</b>  | <b>F61</b>  |
| saint laurent | <b>F61</b>  | <b>F61</b>  | <b>F61</b>  |
| amani white   | <b>F61</b>  | <b>F61</b>  | <b>F61</b>  |
| amani light   | <b>F61</b>  | <b>F61</b>  | <b>F61</b>  |
| invisible     | <b>F61</b>  | <b>F61</b>  | <b>F61</b>  |
| PCS/BOX       | 2   | 4   | 2   |
| MQ/BOX        | 1,44  | 1,44  | 1,62  |
| KG/BOX        | 30,00   | 28,50   | 33,00   |
| BOX/PALLET    | 35  | 30  | 45  |
| MQ/PALLET     | 50,40   | 43,20   | 72,90   |
| KG/PALLET     | 1050  | 855   | 1485  |

## decori decors . décorations

|            |  |
|------------|---|
|            | <b>60x120 rett.</b><br>24"x48"  |
|            | 9 mm  |
|            | -   |
|            | soft  |
| frame line | <b>F61</b>  |
| jolie      | <b>F61</b>  |
|            |   |
|            |   |
|            |   |
|            |   |
| PCS/BOX    | 2   |
| MQ/BOX     | 1,44  |
| KG/BOX     | 30,00   |
| BOX/PALLET | 35  |
| MQ/PALLET  | 50,10   |
| KG/PALLET  | 1050  |



amani white







amani light



invisible

mosaici



mosaics . mosaïques

|               | <br><b>elegance*</b><br><b>36x30</b><br>13"x12"<br>9 mm<br>-<br>soft | <br><b>picket*</b><br><b>23x25,5</b><br>10"x11"<br>9 mm<br>-<br>soft | <br><b>esagona*</b><br><b>27,5x28</b><br>11"x11"<br>9 mm<br>-<br>soft | <br><b>fashion*</b><br><b>30x41</b><br>12"x15"<br>9 mm<br>-<br>soft |
|---------------|---|---|--|--|
| florida warm  | D11   | mix colors<br>D11   |  |  |
| statuario     |   |   |  | D11  |
| saint laurent |   |   | D6   |  |
| amani white   |   |   | D6   |  |
| amani light   |   |   | D6   |  |
| invisible     |   |   | D6   |  |
| PCS/BOX       | 4   | 6   | 6  | 4  |
| MQ/BOX        |   |   |  |  |
| KG/BOX        |   |   |  |  |
| BOX/PALLET    |   |   |  |  |
| MQ/PALLET     |   |   |  |  |
| KG/PALLET     |   |   |  |  |

\* su rete . on net . su filet

pezzi speciali

special pieces . pièces spéciales

|               | <br><b>battiscopa</b><br><b>7,5x90 rett.</b><br>3,5"x36"<br>9 mm<br>-<br>soft | <br><b>battiscopa</b><br><b>6,5x120 rett.</b><br>2,5"x48"<br>9 mm<br>-<br>soft |
|---------------|--|---|
| florida warm  | B5   | B6  |
| statuario     | B5   | B6  |
| saint laurent | B5   | B6  |
| amani white   | B5   | B6  |
| amani light   | B5   | B6  |
| invisible     | B5   | B6  |
| PCS/BOX       | 10   | 10  |
| MQ/BOX        |  |   |
| KG/BOX        |  |   |
| BOX/PALLET    |  |   |
| MQ/PALLET     |  |   |
| KG/PALLET     |  |   |

# Marble Velvet

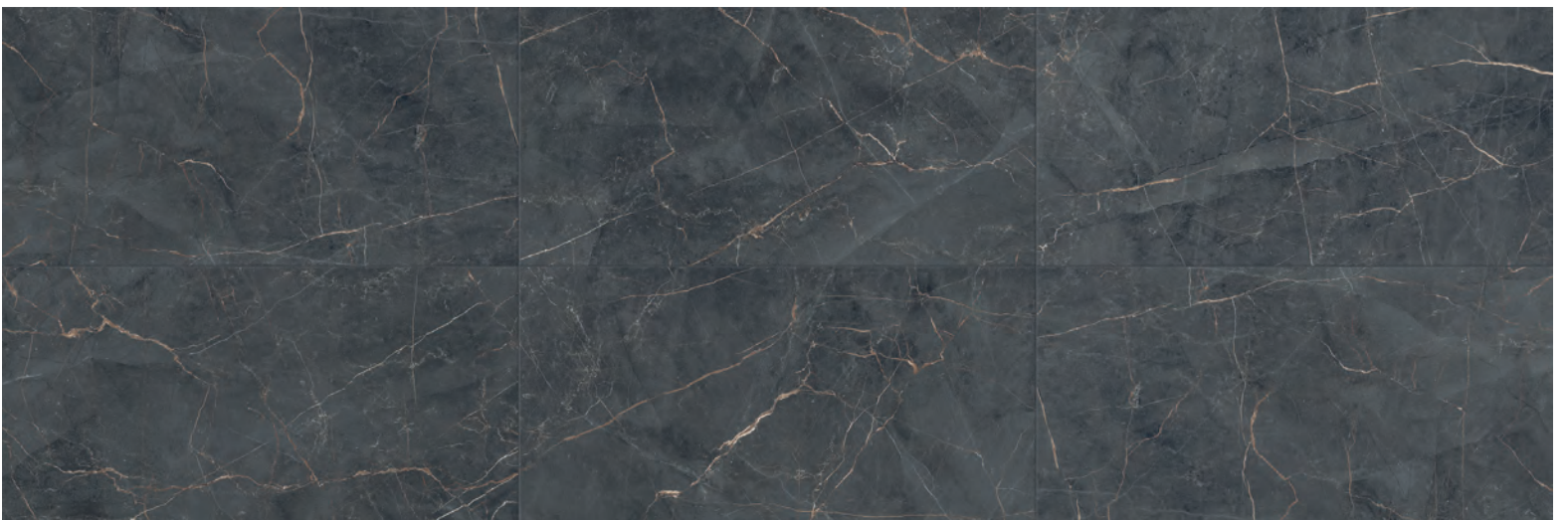


florida warm 60x120



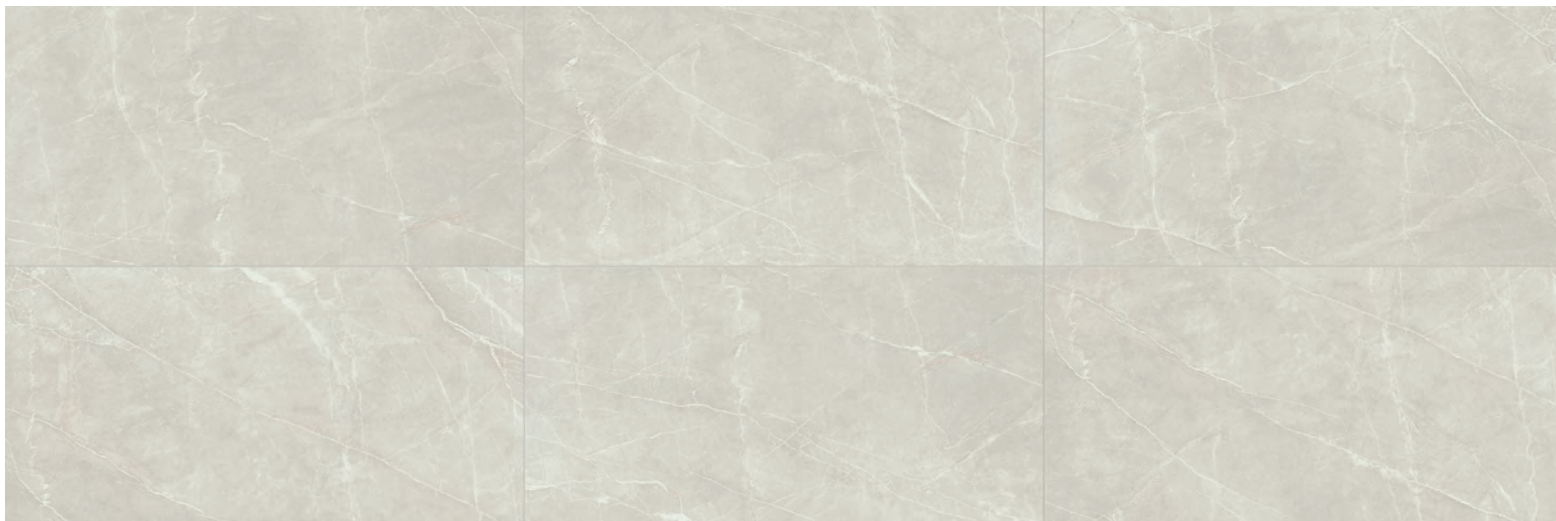
30

statuario 60x120



saint laurent 60x120





amani white 60x120



amani light 60x120



invisible 60x120

# Marble Velvet

gres porcellanato smaltato  
glazed ceramic stoneware . grès cérame émaillé

decori  
decors . décorations



32

60x120 24"x48" rett.  
decoro jolie



60x120 24"x48" rett.  
decoro frame line\*



\* 8 facce disponibili  
8 faces available . 8 faces disponibles



## FLOOR TILES + WALL TILES

marble & stone

### Porcellanato smaltato

Glazed ceramic stoneware . Grès cérame émaillé



SOFT



DIGITAL  
TECHNOLOGY

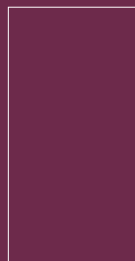


RECTIFIED

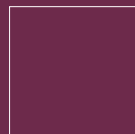


FROST  
PROOF

### sizes



60x120 rett.  
24"x48"



60x60 rett.  
24"x24"



90x90 rett.  
36"x36"

### decors



deco jolie  
60x120 rett.  
24"x48"



deco frame line  
60x120 rett.  
24"x48"

### mosaic



elegance  
36x30  
13"x12"



picket  
23x25,5  
10"x11"



esagona  
27,5x28  
11"x11"



fashion  
30x41  
12"x15"



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**marble velvet**