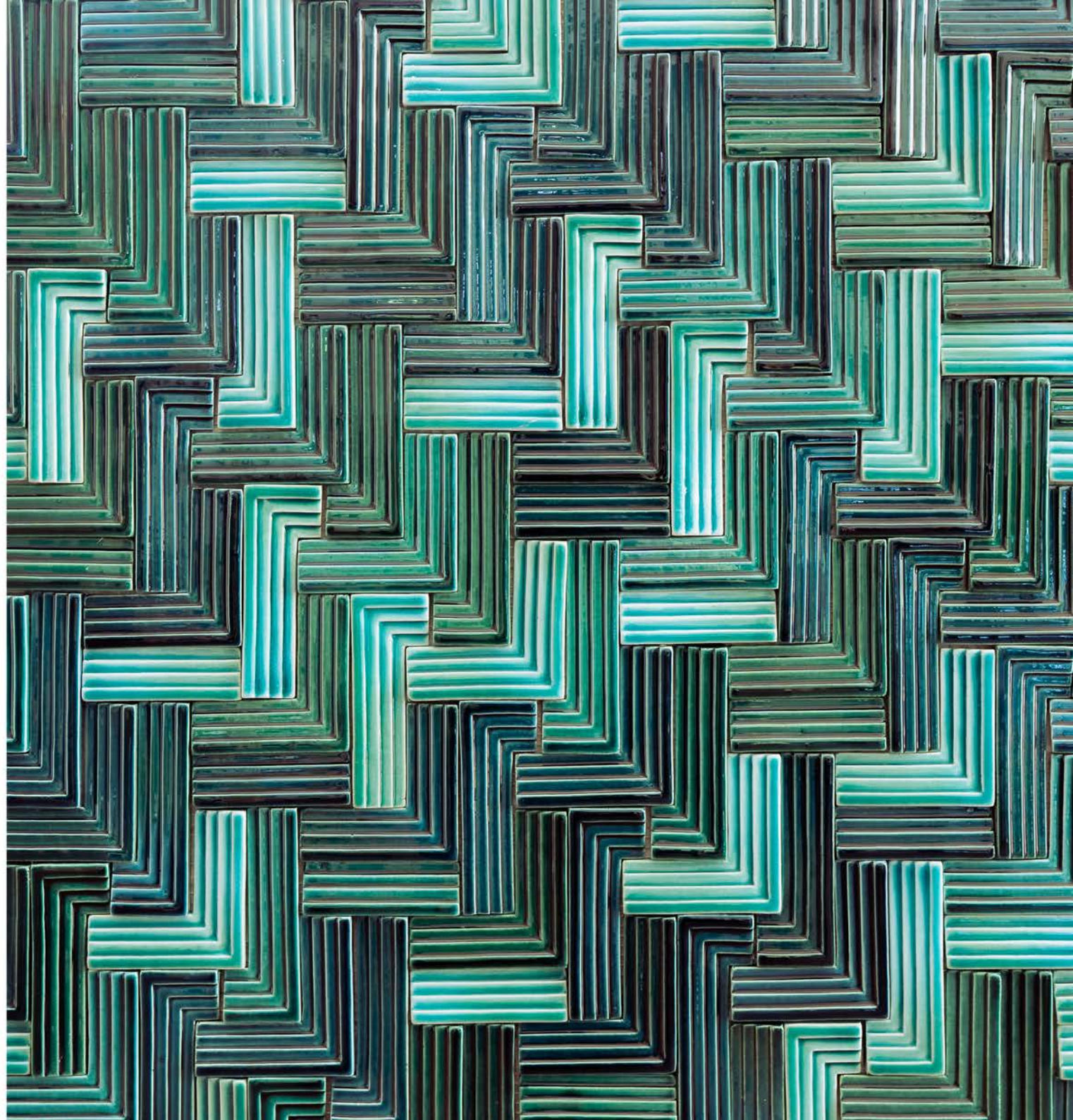


BOTTEGANOVE

**HAIKU**  
COLOR CHART



## Mosaic | Tile Shade Variation Categories



### **V0 - Very Uniform Appearance**

Pieces of the same shade value are very uniform and smooth in texture, they can be measured for small color differences and are in compliance with color uniformity requirements.



### **V1 - Uniform Appearance**

Differences among pieces from the same production run are minimal.



### **V2 - Slight Variation**

Clearly distinguishable differences in color and/or texture within similar colors.



### **V3 - Moderate Variation**

While the colors and/or texture present on a single piece of tile will be indicative of the colors and/or texture to be expected on the other tiles, the amount of colors and/or texture on each piece may vary significantly. It is recommended that the range be viewed before selection.



### **V4 - Substantial Variation**

Random color and/or texture differ from tile to tile, so that one tile may have totally different colors and/or texture from that on other tiles. Thus, the final installation will be unique. It is recommended that the range be viewed before selection.

DS

### **Dark Brown Stoneware**

A mid fired fine-grained clay body that has a chocolate dark color. Great mechanical strength with little water absorption, sourced from German quarries. It is rich in Manganese oxide that reacts with specific glazes and creates particular effects.

**Destination of use:**

Vertical indoors surfaces and shower.

**Which collection used it?**

Clinker, Diamantino, Petali used this clay body our standard proposal.

M

### **Stoneware "M"**

A mid fired fine-grained clay body that has a grey/buff color, it's been formulated specifically for us from a local clay supplier. It matures in a strong, durable and vitreous ceramic in a mid fired range, enable to save energetic cost. It doesn't have a great workability so not all shape can be made with this body clay and not all the glazes can be used, but still represent a great less expensive option to the classic porcelain or stoneware porcelain body clay.

**Destination of use:**

Vertical indoors/outdoors surfaces, swimming pool, steam rooms shower and all kinds of severe conditions.

**Which collection used it?**

Plumage, Petali, Clinker, Diamantino, could use this clay body for specific destination of use like outdoor installation or other severe conditions of use.

P

### **Porcelain**

A high-firing fine-grained white clay body that matures to a durable, strong, vitreous ceramic. It is usually pure white because of its high kaolin content and lack of other ingredients like iron that can change the color and properties, sourced from French quarries.

**Destination of use:**

Vertical indoors/outdoors surfaces, swimming pool, steam rooms shower and all kind of severe conditions.

**Which collection used it?**

Plumage and Flora use this clay body in our standard proposal.

PS

### **Porcelain Stoneware**

A high-firing atomised ceramic mix of raw materials. It is particularly suitable to produce glazed porcelain stoneware with similar features as for the clay body used in the tiles industry.

**Destination of use:**

Vertical indoors/outdoors surfaces, floor, swimming pool, steam rooms, shower and all kinds of severe conditions.

**Which collection used it?**

Micromosaico used this clay body in our standard proposal

## Clay body | Overview on the clay we use

R

### **Refractory**

A mid fired semi coarsed-grained clay body that has a grey color after firing. It has an elevated amount of grog (crushed refractory rocks) inside the clay, that reduce the thermal expansion coefficient and enable to obtain nice craquelè glaze effect, with depth and vitreous glaze. At the same time the grog added guarantee a high stability during drying and firing process, particularly needed with bigger pieces (i.e. Flora collection).

#### **Destination of use:**

Vertical indoors surfaces and shower.

#### **Which collection used it?**

Flora used this clay body in our standard proposal.

S

### **Stoneware**

A mid fired fine-grained clay body that has a buff color which affects the color of the glaze. (i.e. For the Flora collection tiles we used this clay for the white satin finish because it obtains a more natural and warm color). It has more mechanical strength than white clay, with less water absorption, it is sourced from local suppliers close to our factory.

#### **Destination of use:**

Vertical indoors surfaces and shower.

#### **Which collections used it?**

Flora used this clay body in our standard proposal.

T

### **White clay (earthenware)**

A low firing fine-grained clay body that is typically white both in the raw state and after firing. It has a great workability combined with the white color that enabled it to play with colored glazes. This highly porous clay will remain highly absorbent. Locally we have different suppliers of this body clay available. It's been used for centuries in our town, Nove, and it is still used nowadays.

#### **Destination of use:**

Vertical indoors surfaces and shower. It's the best choice in terms of quality/cost.

#### **Which collections used it?**

Plumage, Petali, Diamantino, Haiku, New Town used this clay body in our standard proposal.

WS

### **White Stoneware**

A mid fired fine-grained clay body that has a white color, it has more mechanical strength than Stoneware with buff color and the same water absorption. Sourced as well from local suppliers.

#### **Destination of use:**

Vertical indoors surfaces and shower.

#### **Which collections used it?**

Barene used this clay body in our standard proposal.

## HAIKU

*Design Studioepepe*

Haiku, a collection designed by Studioepepe, comes in three shapes combined to create different models. Just as with haiku, that in its essence involves long and patient linguistic reflection, the Haiku Collection conceals not just a challenge from a technical point of view, requiring considerable refinement at the early stage, in other words infinite patience and manual dexterity, but also the use of perpendicular lines, at odds with the very nature of the ceramic material and thus all the more striking.

Haiku è la collezione disegnata da Studioepepe, composta da tre forme che si abbinano tra loro per creare diversi modelli. E come l'haiku, che nella sua essenzialità racchiude un lavoro paziente sulla lingua, la collezione Haiku nasconde più di una sfida dal punto di vista tecnico, dalla rifinitura manuale eseguita quando il pezzo è ancora crudo, e dunque richiede grande accuratezza nella movimentazione, all'uso di linee perpendicolari, contrario alla natura stessa del materiale ceramico e per questo ancora più sorprendente.





**MOTHER OF PEARL**

THK\_L001



**WHITE GLOSS**

THK\_S003



**IVORY GLOSS**

THK\_S012



**WHITE DOVE GLOSS**

THK\_S013



**GREY GLOSS**

THK\_C001C



**GREY SATIN**

THK\_C001D



**IRIS GLOSS**

THK\_S009



**CIPRIA SATIN**

THK\_C001A



**CIPRIA GLOSS**

THK\_C001B



**DUSTY ROSE GLOSS**

THK\_S010



**TERRACOTTA SATIN**

THK\_S002



**TERRACOTTA GLOSS**

THK\_C002A



**COPPER GLOSS**

THK\_M002



**BRASS GLOSS**

THK\_M003



**DARK TERRACOTTA**

THK\_C004A



When the picture isn't available the sample is replaced by an illustration that resembles the finish.



**GOLD GLOSS**  
THK\_M001



V1



**ECRU GLOSS**  
THK\_S008



V2



**GREEN**  
THK\_C003D



V2



**VERDE GLOSS**  
THK\_C003G



V2



**TEAL BLUE 1**  
THK\_C003E



V2



**TEAL BLUE**  
THK\_C003C



V2



**OCEAN BLUE**  
THK\_C005A



V2



**TEAL GREEN 1**  
THK\_C003F



V2



**TEAL GREEN**  
THK\_C003B



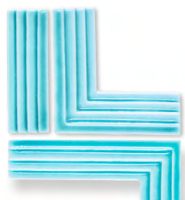
V2



**DARK TURQUOISE**  
THK\_C005B



V2



**TURQUOISE**  
THK\_C003A



V2



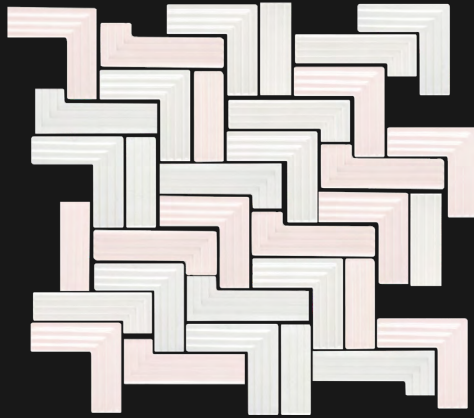
**BLACK SATIN**  
THK\_S001



V1

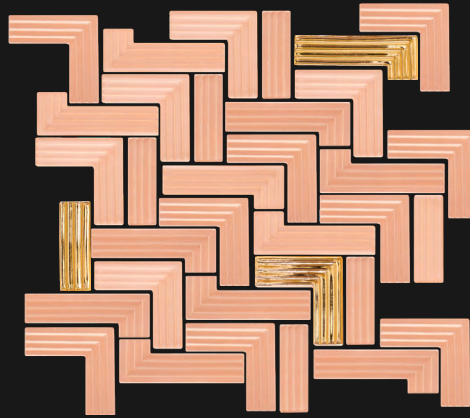
# HAIKU

STANDARD COLOR COMPOSITION PROPOSED



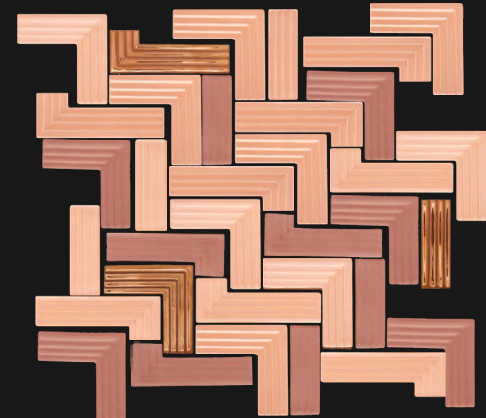
**AGAVE GREY/ PINK PALETTE**  
THK\_C001

THK\_C001A + THK\_C001B +  
THK\_C001C + THK\_C001D



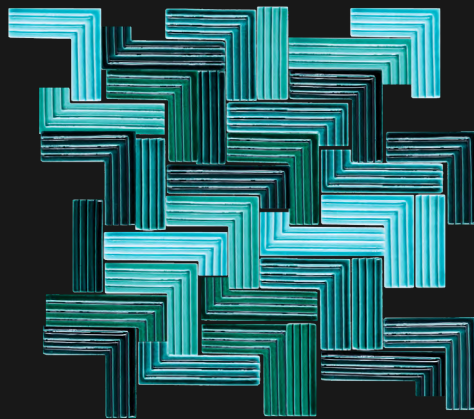
**GOLD GLOSS AND TERRACOTTA PALETTE**  
THK\_C002

THK\_C002A (45%) + THK\_S002 (45%) + THK\_M001 (10%)



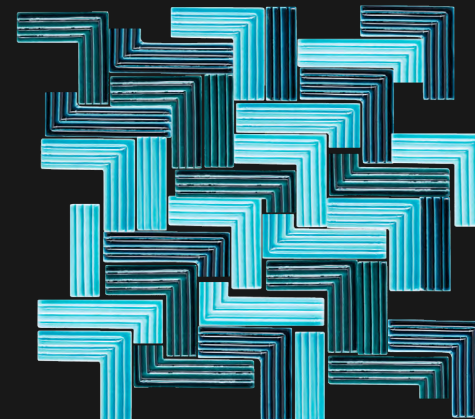
**TERRACOTTA PALETTE**  
THK\_C004

THK\_M003 + THK\_C004A +  
THK\_C002A + THK\_S002



**GREEN PALETTE**  
THK\_C003

THK\_C003A + THK\_C003B + THK\_C003C +  
THK\_C003D + THK\_C003E + THK\_C003F



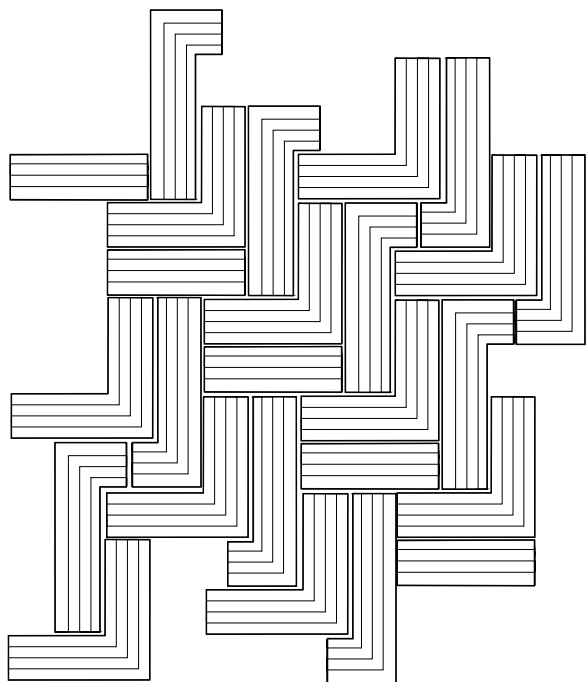
**BLUE PALETTE**  
THK\_C005

THK\_C003E + THK\_C003A +  
THK\_C005A + THK\_C005B



**TECHNICAL INFORMATION:**

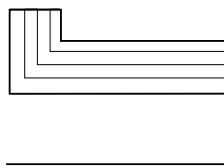
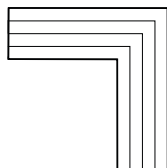
\* For more details please consult our collection data sheet.



~ 34,2 cm - 13,46"

~ 29,2 cm - 11,49"

Haikucollection is supplied with back mesh mounted



7,2 cm - 2,83"

~ 9,7 cm - 3,81"

**STANDARD CLAY BODY AVAILABLE FOR HAIKU COLLECTION**



**White Clay (earthenware) > product code THK\_XXX**

It is the main clay body used as a standard for this collection. For clay properties refer to table pages 4-5. When the code begin with a "T" it means that either the pictures on this color chart and prices on the price list refer to a product made using this clay body.

**COLOR VARIATIONS ON DIFFERENT CLAY BODY:**

The same color on different clay bodies, could have from slight to substantial different appearance. It could also happen that some colors cannot be obtained on a specific clay body. For more information contact our technical office.



**Precious finishing:**

it is a finishing where metal or luster salt has been used to obtain a particular effect. Due to the nature of these components a special care may be required during installation and maintainance. For more information contact our technical office.



**Hand painted**

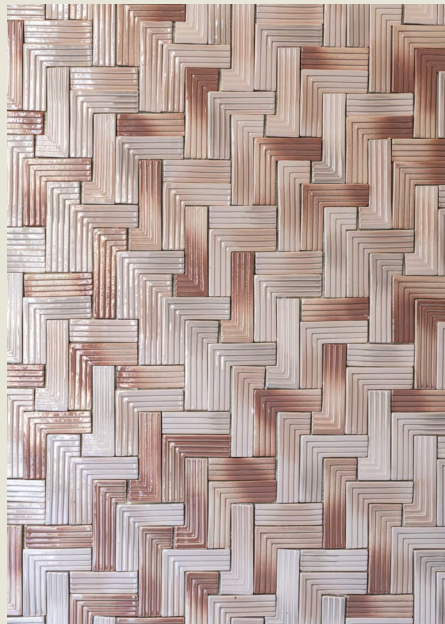
it is a finishing hand painted with a brush. This could be done either to obtain different color shade within the same piece and create balanced variations, or to apply precious finishes where every single stroke must not be wasted.

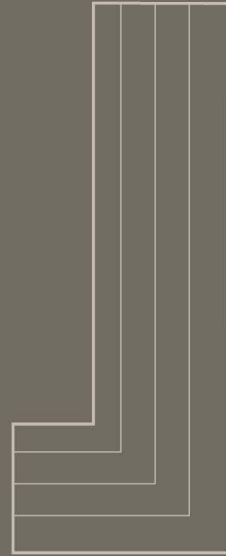


**DISCOVER THE DESIGNER:  
STUDIOPEPE**

**Studiopepe is a design, architecture and creative management agency in Milan, established in 2006 by Arianna Lelli Mami and Chiara Di Pinto. Studiopepe's philosophy is based on a conceptual and multidisciplinary approach, that is to say, it is both stratified and eclectic, rich in citations but, at the same time, rigorously iconographic. Among the recurring themes in their projects, which range from product design to the design of interiors, we can find art, the study of formal archetypes and experiments with different materials.**

Studiopepe è un'agenzia milanese di design, architettura e direzione creativa fondata nel 2006 da Arianna Lelli Mami e Chiara Di Pinto. La filosofia di Studiopepe si basa su un approccio concettuale e multidisciplinare al progetto e si traduce in un linguaggio stratificato ed eclettico, ricco di citazioni ma allo stesso tempo rigoroso ed estremamente iconografico. Tra i temi ricorrenti nei progetti di Studiopepe, che spaziano dal design di prodotto a quello d'interni, ci sono l'arte, lo studio degli archetipi formali e gli esperimenti





## **BOTTEGANOVE**

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