



ORGANIZED BY

**ITALIAN
EXHIBITION
GROUP**
Providing the future

IN COLLABORATION WITH



ACIMAC
Association of Italian Manufacturers of
Machinery and Equipment for Ceramics



WITH THE SUPPORT OF



Ministero degli Affari Esteri
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DECORTECH
conference

Rimini Palacongressi - Italy

14 JUNE 2023





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Tecnografica[®]
surface design

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Introduction

- Greeting and introduction
- **Stefano Lamberti**, Marketing Manager of Tecnografica S.p.A.
- Focus on **innovations in surface design**, specifically *ceramics* and *digital decoration*



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About Us

Our history in the world of coatings begins in **1992**.
The basic idea that guides us from the beginning is to offer **products of excellent quality**, shaped through **the most cutting-edge design and technology**.



What has always characterized us is the **ability to go further**, to push ourselves further, to seek ever **new aesthetic solutions**, able to amaze and be industrially made.

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About Us

We have never traveled the easy roads. Sometimes we have chased impossible dreams, as in an eternal challenge between fantasy and reality. The commitment and passion that drive and sustain us have always left something that has served to carry out other projects able to amaze.

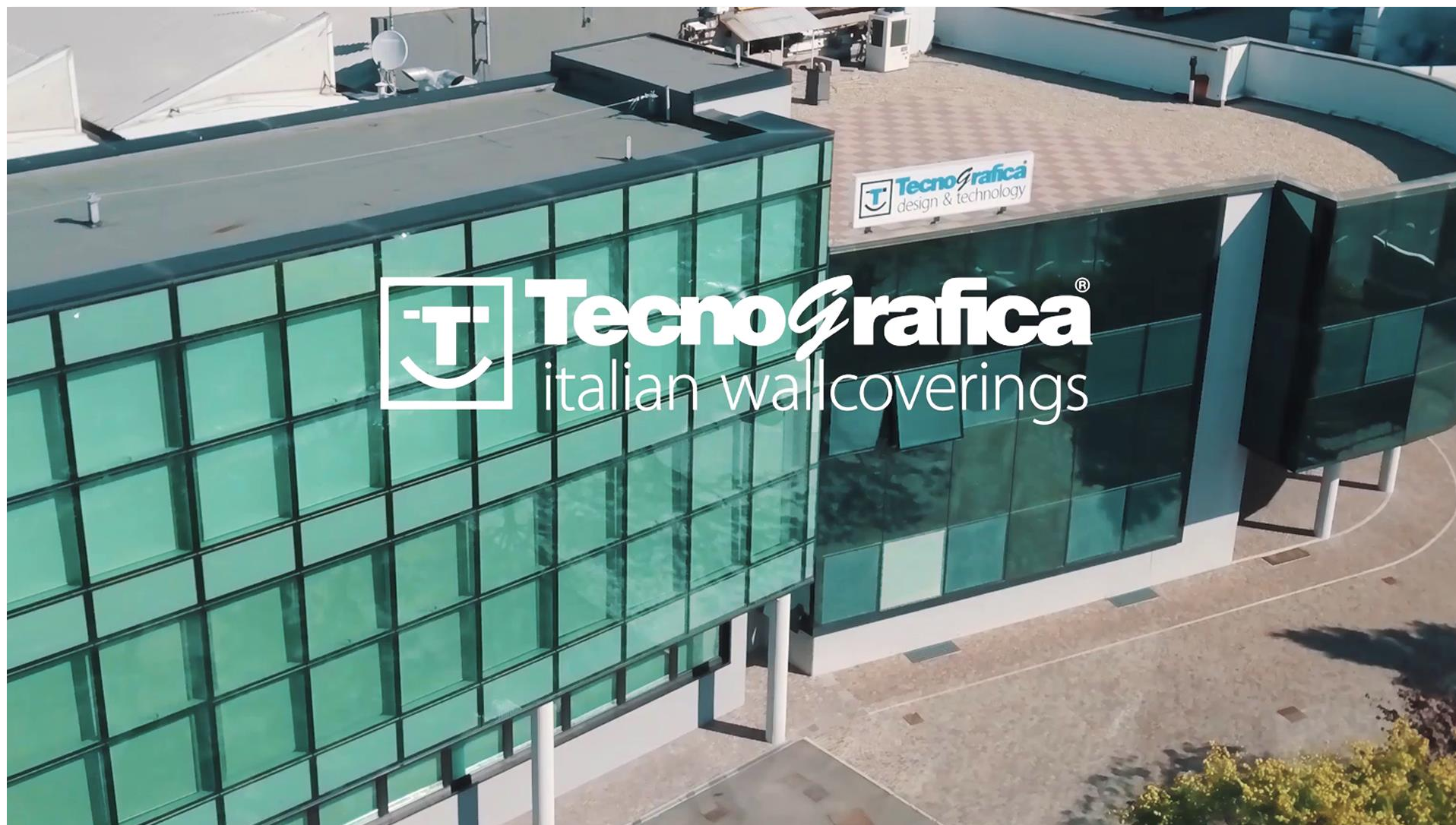
World leader in the ceramic industry design sector, Tecnografica draws from his experience and graphic expertise to create the ***Tecnografica Italian Wallcoverings*** brand, which creates and produces **wallpapers and decorative panels.**





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<https://youtu.be/Akj5rrLKuns>



ABOUT US





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A Brief History Of Ceramic Decoration

(comic edition)





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Ceramics in ancient times

Ceramics have been used since ancient times.

The oldest artifacts date back to the **Neolithic age** and have been found in Japan.

The introduction of the **lathe** improved the production of symmetrical objects such as **vases and containers**.

Vitreous coatings have been applied to ceramic objects since the 2nd millennium BC in Mesopotamia.

Porcelain was invented in China around the 8th century AD.

After the Middle Ages, **more sophisticated colors and decorations** were introduced.





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Ceramics in the industrial era



In the early 20th century, industrial ceramics began to emerge.

Tile technology was invented in Italy in 1902, specifically in the area of **Modena**.

The technology was similar to the process used for **firing biscuits**. The main goal was to use **local clays** to produce durable wall and floor coverings suitable for domestic environments, particularly **bathrooms and kitchens**.



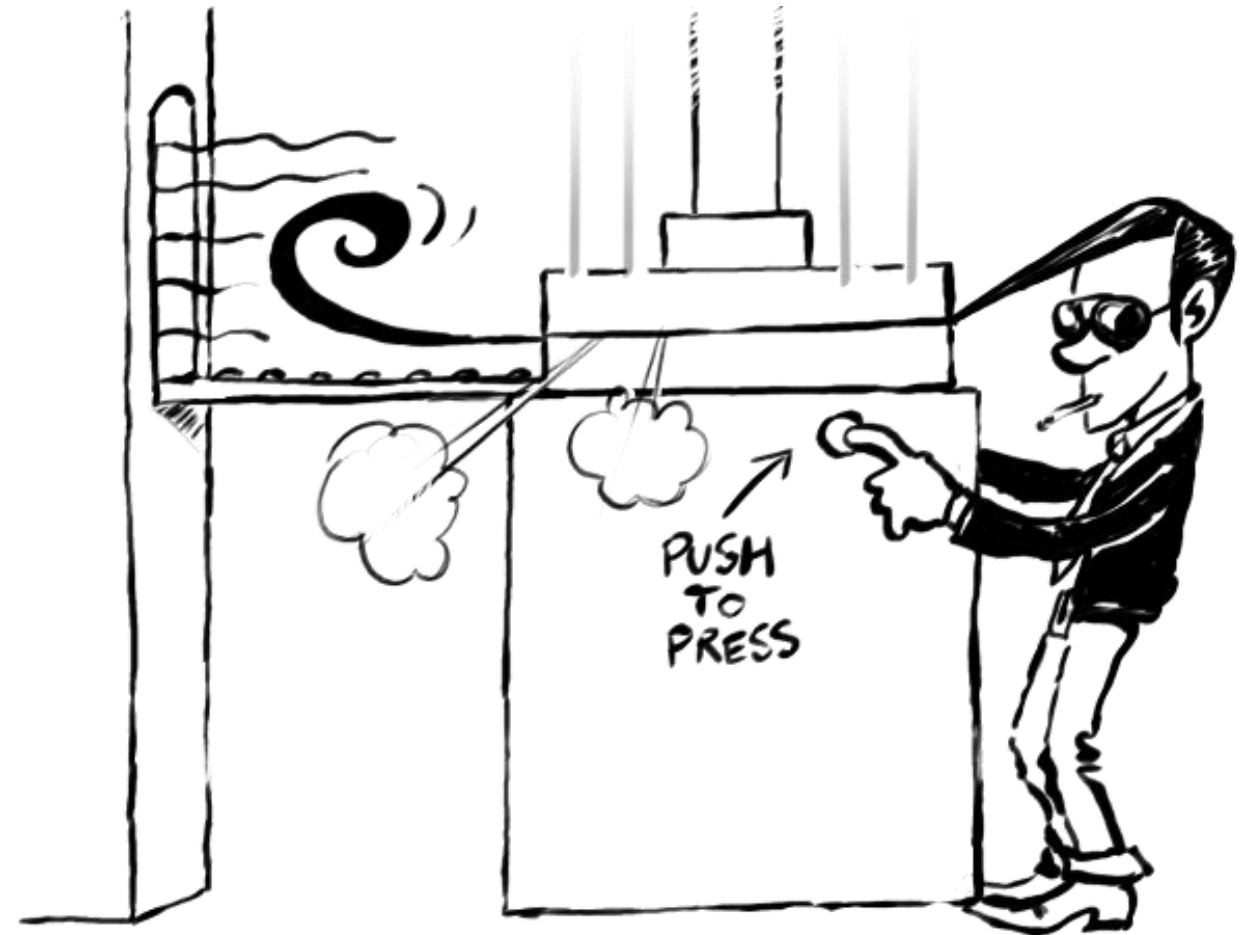


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The '50s: the first technological innovations

In the '50s, two great technological innovations were introduced: the **automatic press** and the **tunnel kiln** that allowed the first industrial productions on a medium-large scale.

At that time, the primary goal was that of **increasing companies' productivity** to meet the demand of a fast-growing market.





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The '60s: the Boom

Ceramics enjoyed a great development in the '60s and early '70s in Italy.

The **production cycle** was **completely automated** thanks to the creation of continuous production lines, the automation of the material handling and the development of the spray-drier that allowed press filters replacement during the bodies' wet preparation.





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The '80s: the energy crisis sharpens people's mind



In the early '80s the energy crisis, combined with the growing industrial production, led to **difficult times** that forced ceramists to develop **new technologies**.

First of all, the **single-layer quick firing technique** enabled significantly shorter firing times and, as a result, lower energy costs.



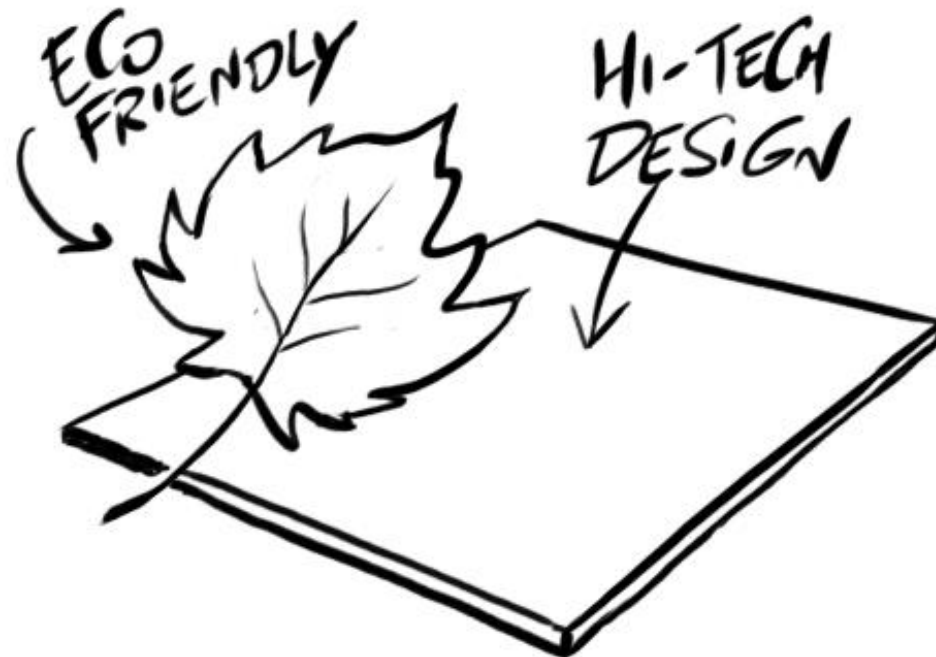


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From the '90s to nowadays: the design supremacy

Research in the 1990s onwards aimed for **eco-friendly and higher quality products**.

Advancements in design and technology now allow the production of **realistic tiles worldwide, mimicking natural materials**.



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The Digital Decoration Revolution: Single Pass in the Ceramic Sector

- The transformative **impact of digital revolution** on ceramic decoration
- The “**Single Pass**” technology and its benefits
- Traditional analog decoration
VS.
the **advantages of Single Pass printing**






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The Digital Decoration Revolution: Single Pass in the Ceramic Sector


Advantages:



Increased production speed




Higher precision and flexibility





Superior accuracy and quality




Customization possibilities



Reduction in steps and energy consumption 



Greater efficiency and waste reduction in ceramic tile production 



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The Future of Surface Design: Single Pass and Digital Decoration

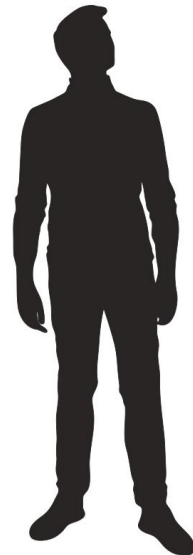
- The future of **design and technology in digital decoration**
- Focus: the possibilities of **Single Pass technology**
- The potential for **perfect reproduction of structured and three-dimensional surfaces**



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Large Ceramic Slabs: A Canvas for Creativity

- Introducing **large-format ceramic slabs** and their significance
- The **advantages** of using large slabs in design
- The **impact of large slabs** on interior design and creative possibilities



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Kitchen Countertops and Other Applications

- The **versatility** of large ceramic slabs
- The application as **kitchen countertops**
- **Other potential uses** in design and architecture



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Designing for Textured Surface Technology

- The challenge of reproducing **structured surfaces on large-format ceramic slabs**



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Designing for Textured Surface Technology

- The **three main techniques** developed are:

1

Carving Technique

2

**Glue and Grit
Technique**

3

**Digital Application
of Relief Glazes**

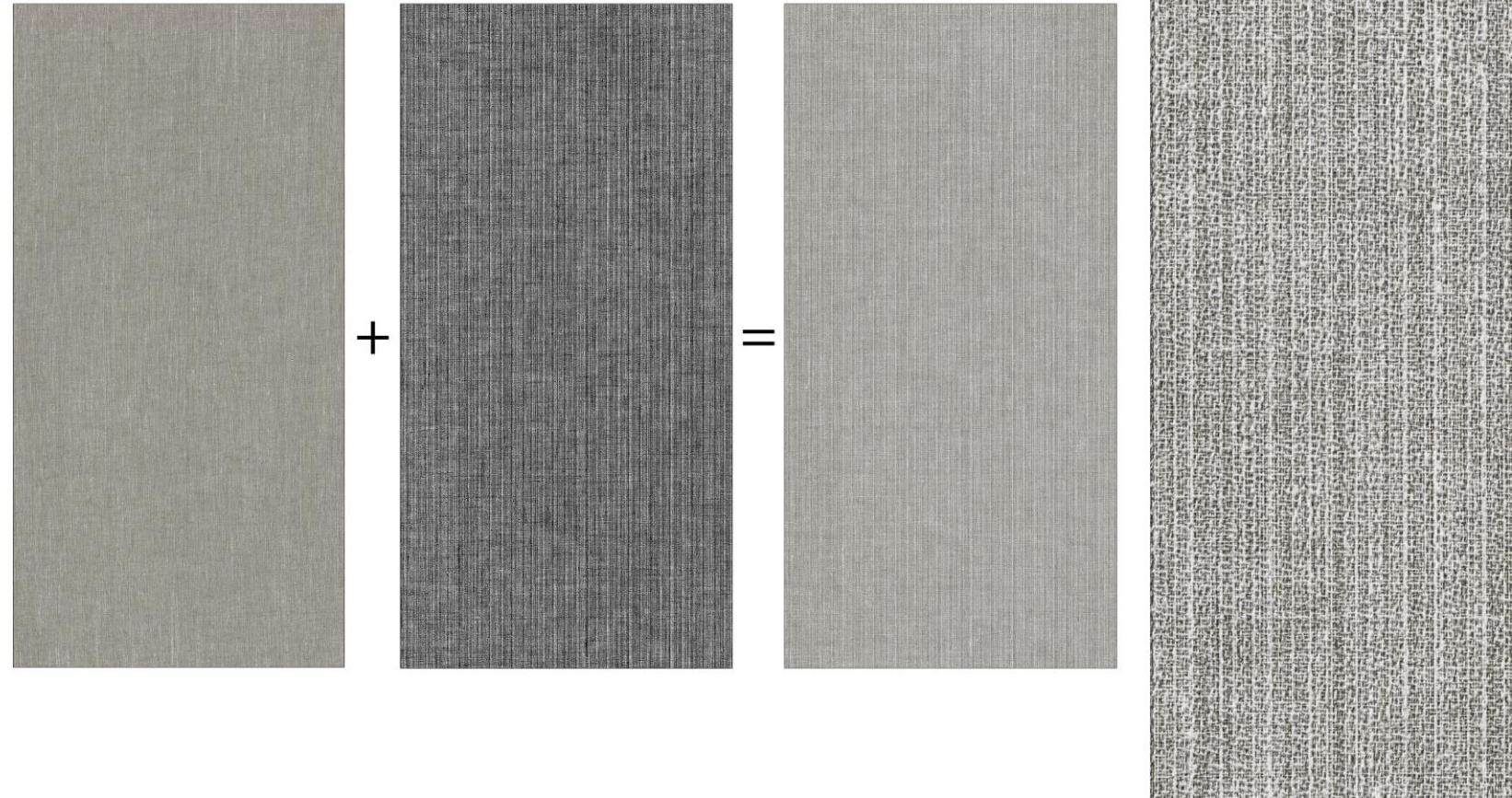




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Carving Technique

- The process of the **Carving Technique**
- How it creates **light 3D effects** corresponding with graphics
- Suitable for reproducing **delicate textures or stones**

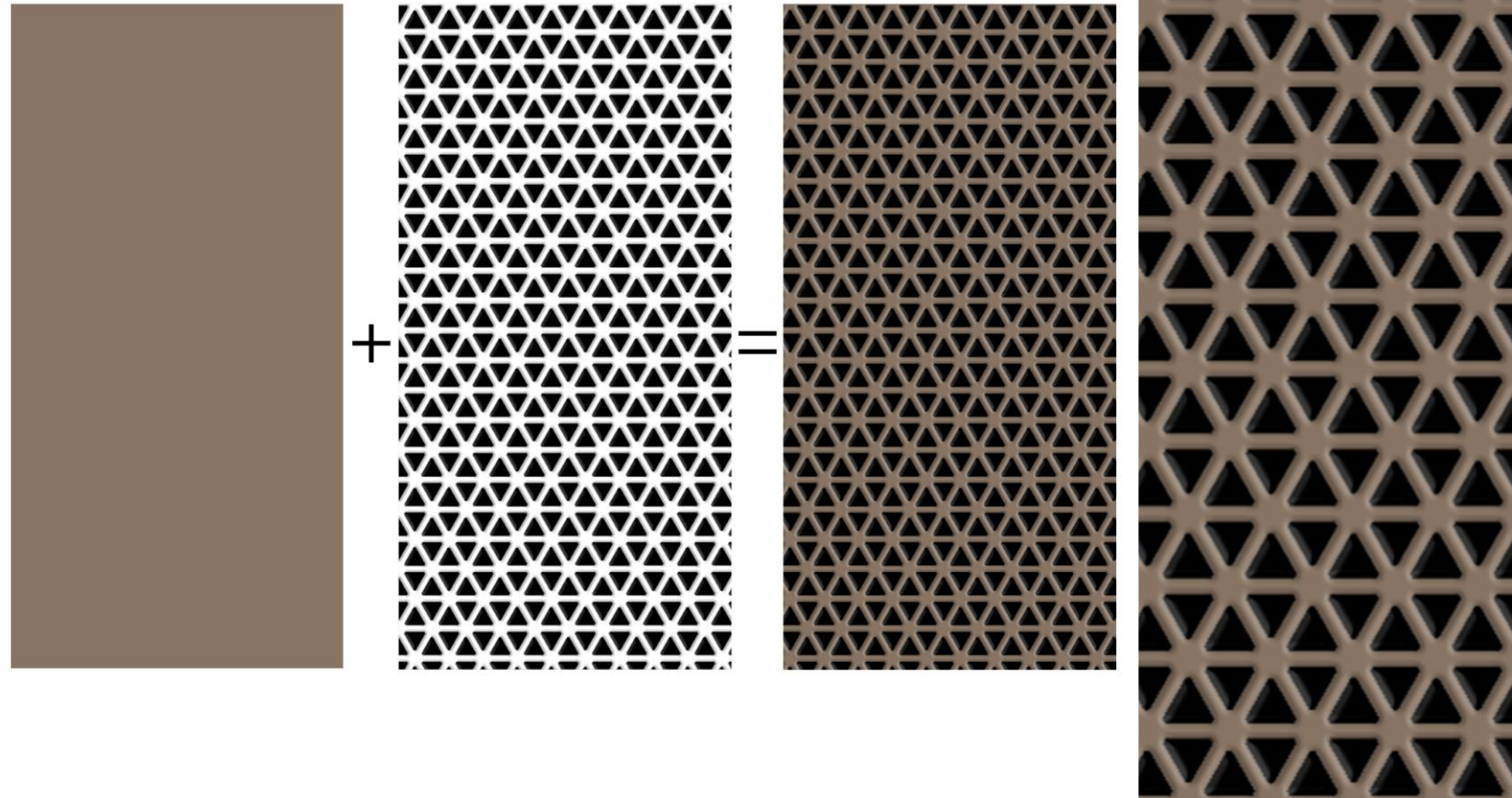




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Glue and Grit Technique

- What the **Glue and Grit Technique** is
- How glue and grit are used to create **relief effects**
- The possibility of achieving an **antique surface appearance**



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Digital Application of Relief Glazes

- The latest technique involving **relief glazes**



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Digital Application of Relief Glazes



- The **high aesthetic quality and realism**
- The need for **further technological advancements**



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Designing for Textured Surface Technology

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Designing for Textured Surface Technology

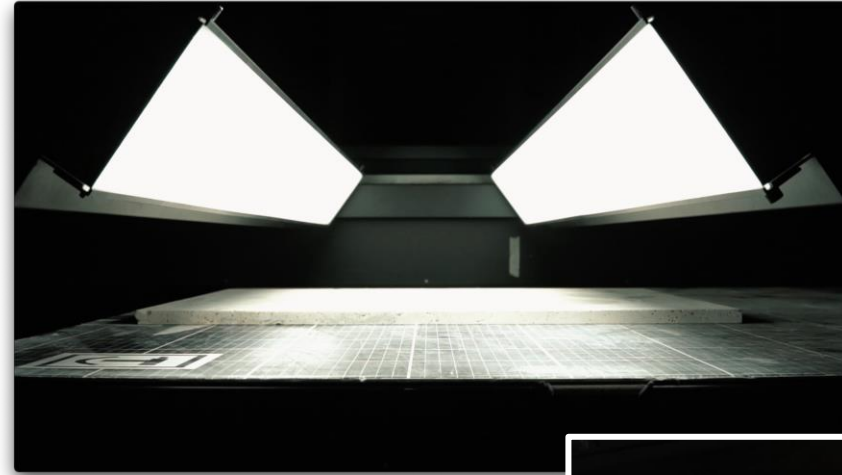
- The possibility of **combining multiple techniques** for **greater realism**
- The importance of starting with a **design created using technical tools**
- The collaboration with **machine manufacturers and paint factories**



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3D Scanning Technologies: Enhancing Results through Experience

In our journey, we have explored and utilized different machines and scanners to capture 3D surfaces. Through hands-on experience, we have fine-tuned these techniques, **tailoring equipment to match the logic of digital printing machines**. In this specialized industry, **profound process knowledge** is key to generating high-quality graphic files and achieving superior outcomes.

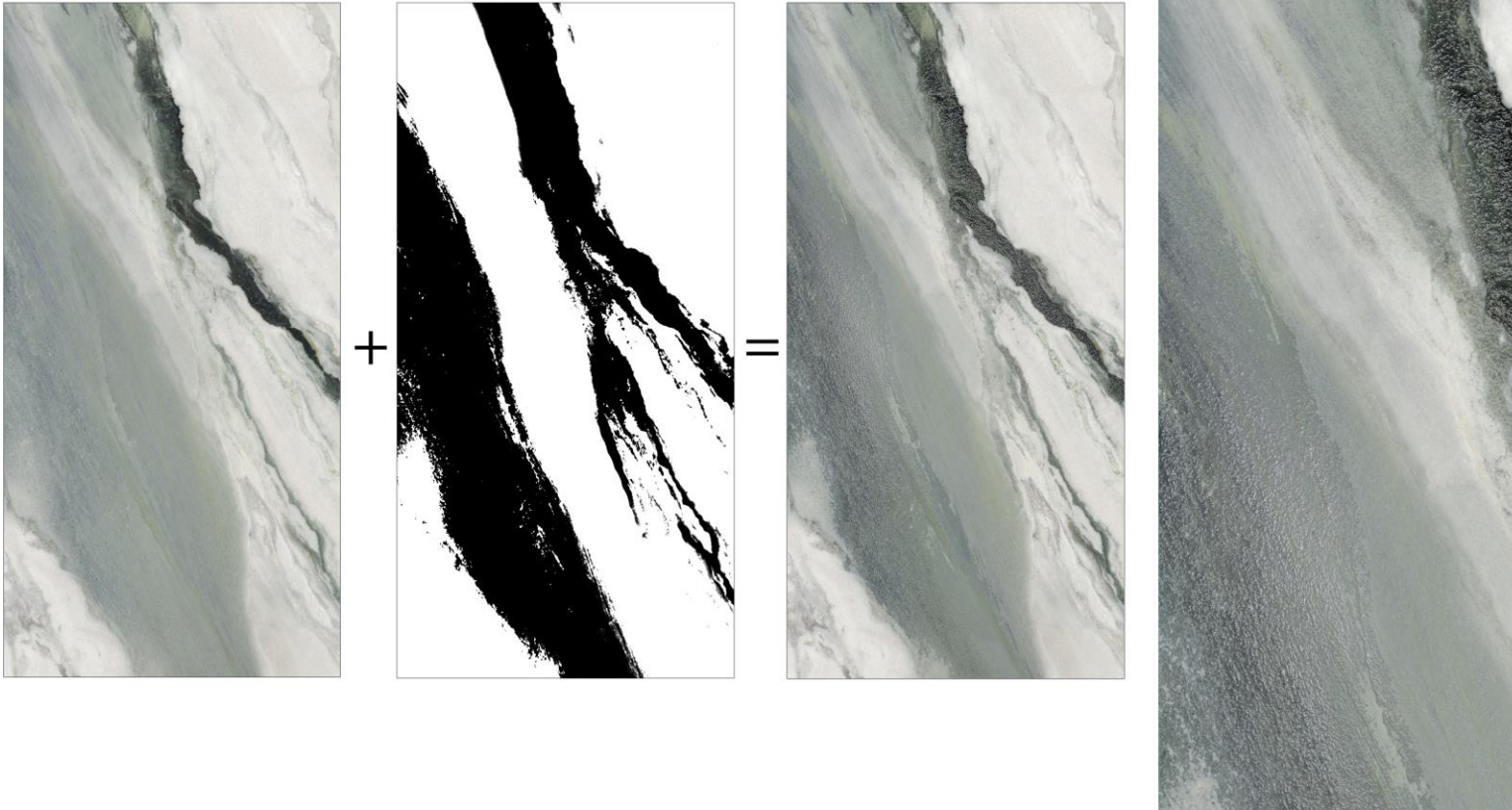


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Preparing Graphic Files for 3D Structures

Graphic files for 3D structures require **customized preparation** based on the desired aesthetic outcome and application technology. Our goal is to **continually enhance our knowledge and expertise** in materials chemistry and technology.

Here's an example of prepared graphic steps for digital applications.



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Surface Design in the Luxury Sector: Digital Wallpapers and Large Format Decorative Slabs



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<https://youtu.be/AxO6n1r8trs>



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Wallpapers

Our artistic projects combine **creativity and technology**.

Designs are **scanned, processed digitally**, and **printed** on special supports.

Personalized projects and **attentive customer service** are our priorities.

We offer **user-friendly adhesives** and **reliable shipping**.



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Wallpapers



WALLPAPERS DECORATIVE PANELS Tecnografica italian wallcoverings ABOUT US BLOG SHOP Q

HOTEL DE LA VILLE

Trinità dei Monti, Roma
Cliente: Studio Tommaso Ziffer – Progetto: carta da parati personalizzata.
Anno: 2019

Nell'ambito di una ristrutturazione totale, abbiamo partecipato al progetto come fornitori di carta da parati custom, realizzata con tecnica di stampa digitale, su disegno dello Studio Ziffer, ispirata alle print room inglesi. Vedute sul centro, continue citazioni storiche, gusto per l'antico. Come nei colti viaggi di formazione del '700.

Foto: Le Suggestioni della Natura

NUOVE ARMONIE
7 interni in cui la storia dialoga con la sensibilità contemporanea

SPECIALE AD YACHT
IL PERICOLO DEI COLTI VIAGGI



Fotografie di Massimo Listri.



Rimini Palacongressi - Italy

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Wallpapers



 **Tecnografica**
italian wallcoverings



Living room design by Georgios Kontaxakis

Kitchen design by Iqon Design





Bathroom design 'Pure Madness'
by Dana Dragoi Design

Bathroom design by OVA Design Studio

Wallpapers



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Wallpapers



Gold Suite&SPA by SS Studio

Seafront Duplex by Otomi Studio



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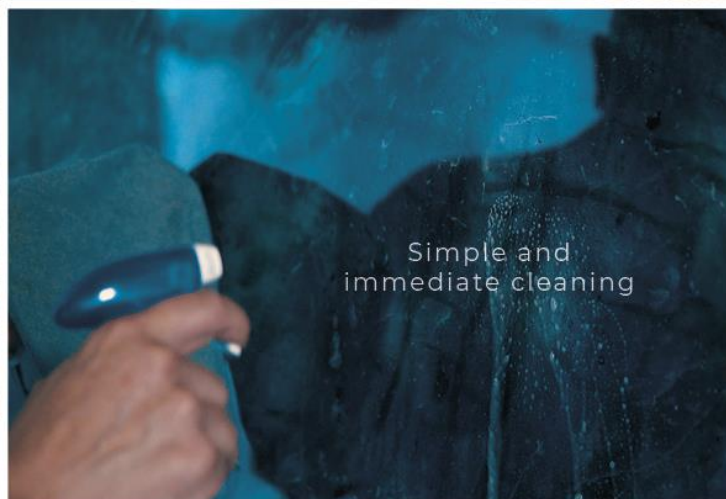
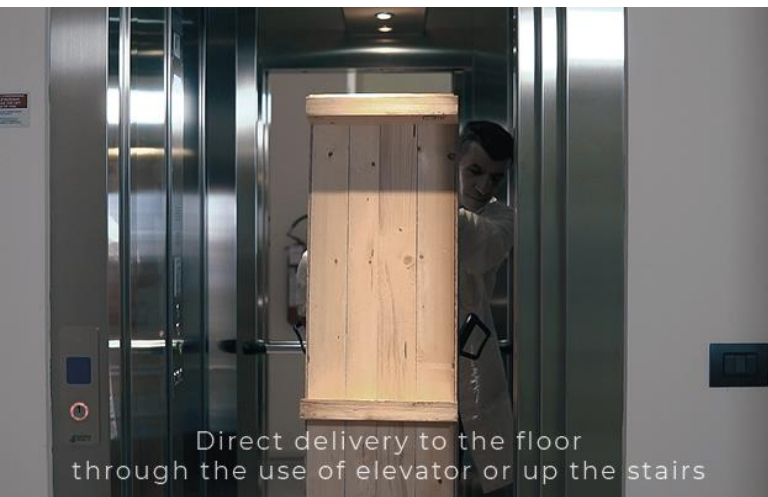
Decorative Panels: Smart Panels

- Patented polycarbonate sheets
- Digital printing and fiberglass assembly
- Thickness: 2.7 mm, Weight: 3 kg/sqm
- Size: 150 x 300 cm
- Versatile and customizable
- Rollable for easy shipping
- Perfect for high-rise buildings



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Decorative Panels: Smart Panels



Progetto di: Yana K. - <https://www.yana-k-design.fr/>
Location: <https://www.le-grand-hotel-des-thermes.fr/>

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Decorative Panels: Smart Panels

Flexible panels on curved walls



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Decorative Panels: Dècora LED

- Patented plexiglass panels
- Full backlighting with LED technology
- Thickness: 23 mm
- Size: 148 x 300 cm
- Customizable designs
- Uniform backlighting for seamless installation
- Ideal for wellness centers, retail stores, and hospitality



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Decorative Panels: Dècora LED



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Decorative Panels: Dècora LED



Livingroom design by Christian Schuster

Office design - Bückle & Partner GmbH
by Raumplan Handels GmbH



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Decorative Panels: Dècora Glass



WALLPAPERS DECORATIVE PANELS **T Tecnografica** italian wallcoverings ABOUT US BLOG SHOP Q P H

HOTEL COSMOS

Cliente: Hotel Cosmos, Naxos
Progetto: pannelli decorativi in vetro
Anno: 2023

L'idea di usare pannelli decorativi è nata al direttore dell'hotel prima ancora che il progetto iniziasse. La signora Irina Kioulafi non è solo una generatrice di idee ma è anche la designer di interni dell'hotel!

Quando si è trovata sull'isola, volevamo mantenere un senso del profumo dell'isola, combinando eleganza, bellezza, calore, modernità e unicità. Ci hanno parlato con Tecnografica, abbiamo trovato esattamente ciò che cercavamo e sognavamo.

Abbiamo scelto Giant Agate, un design a grafica continua su 3 lastre di vetro Dècora Glass. C'è qualcosa di unico: un'immagine - scene diverse. Qualcuno vede un mare splendido con onde calme entrando nell'hotel, qualcuno avverte un pezzo di paradiso, qualcuno vede le ali astratte di una farfalla e qualcuno vede i coralli!"

"Questa è una scelta tua, questa è la tua immaginazione." (Irina)



Hotel Cosmos Gallery:
<https://cosmosnaxos.com/gallery/> (HOTEL COSMOS in NAXOS ISLAND)
Instagram: <https://www.instagram.com/cosmosnaxos/>

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Decorative Panels: Dècora Glass

- Luxurious glass panels
- Backlit with high-resolution printed film
- Thickness: 4 mm
- Size: Up to 148 x 300 cm
- Customizable and on-site cutting
- Stunning aesthetic impact
- Perfect for decorative walls and custom furniture



Conclusions

- **Innovative design and products** enhance our environment and enrich our visual experience.
- **Creativity, attention to detail,** and **original solutions** transform spaces into welcoming and aesthetically pleasing environments.
- Design and innovative products offer **infinite possibilities for expression and customization** in homes, offices, and public spaces.
- Design and innovation merge, transforming our daily lives and providing **extraordinary experiences.**





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We will continue to **pursue design excellence**,
foster innovation, and build a future in which
beauty and functionality come together
to enhance our quality of life.

Thank you, and best of luck to all of you
in pursuing your passion!

*Warmest regards,
Stefano Lamberti*





www.tecnograficasurfacedesign.net

