

# TEX

design Raw Edges



MU  
TIN  
Å

“Se ci guardiamo intorno, ci accorgiamo che quasi ogni oggetto ha una particolare finitura, sia esso un materiale naturale, sia esso handmade. Più che creare noi ex novo altre texture, abbiamo ricercato l’effetto impronta e costruito un nostro book tattile di riferimento ricavando calchi in plastilina delle superfici di oggetti e materiali per noi interessanti”.

“Looking around us, almost every object has its own particular texture, whether it is a natural or a handmade material. Rather than designing new textures by ourselves, we have reached a print effect and created our reference tactile library by placing plasticine on objects and materials we thought were interesting”.

Yael Mer - Shay Alkalay

## LA COLLEZIONE

L'idea di una collezione ceramica ricca e multicolore ispirata alle texture tessili è stato il punto di partenza del progetto sviluppato dallo studio Raw Edges di Londra per Mutina. "Riuscire a creare una texture tangibile è la vera sfida quando si disegnano piastrelle in ceramica", affermano i due giovani designer. "A sorpresa sono state proprio le texture tessili a condurci alla definizione della nuova collezione Tex. La forma della piastrella è un ingrandimento semplificato della lavorazione a maglia di base: osservando attentamente un tessuto lavorato a maglia, si può vedere una ripetizione di cuciture, allineate in file simmetriche una di fianco all'altra. I rombi possono essere disposti in tre pattern principali, ognuno dei quali ha un impatto differente. La collezione ha 8 differenti colori, ciascuno declinato in tre tonalità, un mix ispirato proprio al design tessile, dove un solo tipo di tessuto può essere costituito dalle diverse sfumature di un filato. Per amplificare l'effetto sorpresa e stimolare la creatività e personalizzazione, le tre tonalità saranno inserite in modo casuale nel packaging di Tex così che, durante la posa delle piastrelle, si potranno ottenere composizioni inaspettate. Allo stesso modo, sono previsti i Runner, installazioni su rete con pattern predefiniti, simili a mosaici. I Runner permetteranno di collocare gli elementi grafici in posizioni particolari sia a rivestimento che a pavimento (ad esempio a cornice, come elemento centrale o pattern lineare). La produzione di Tex esalta la varietà delle texture, l'autenticità dei colori e le qualità tattili dello smalto. Inoltre la verniciatura colorata e naturale applicata alla ceramica crea una lucentezza irregolare in alcuni luoghi e più satura in altri".

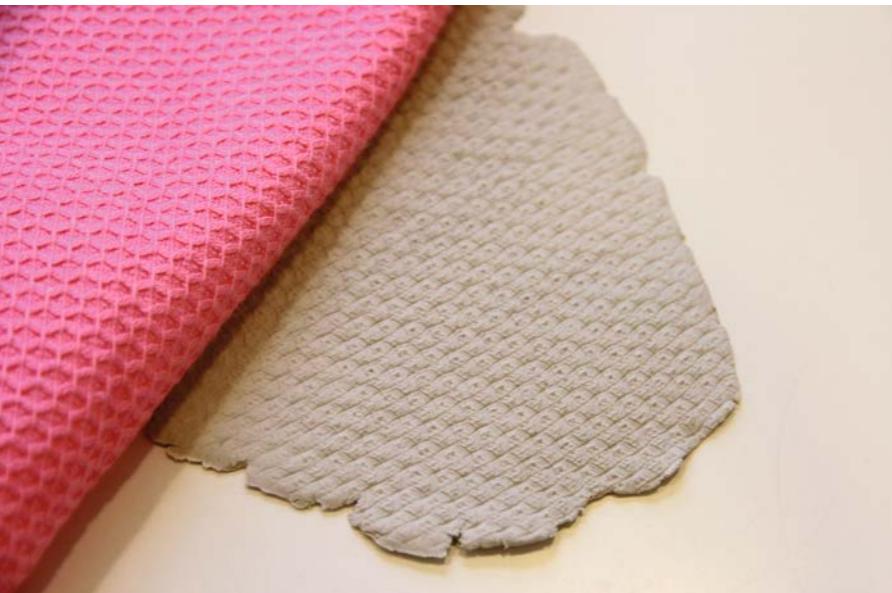


## THE COLLECTION

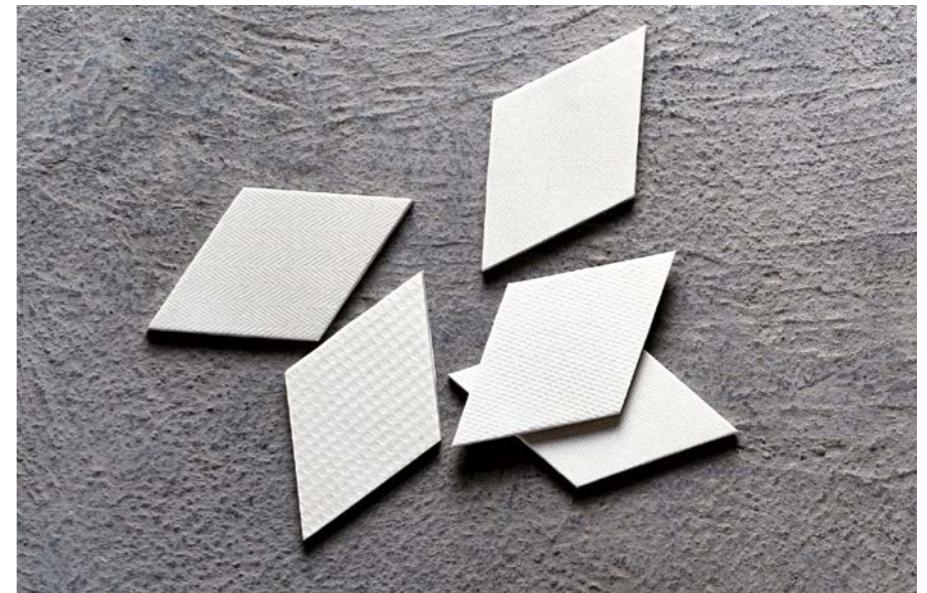
A rich multi-colored ceramic tile collection inspired by textiles textures was the starting point of the new project designed for Mutina by Raw Edges studio in London. "Creating a tangible texture is one of the challenges when designing ceramics tiles", the two young designers state". To our surprise, it were the textures taken from textiles, which have led us to define the new collection Tex. The shape of the tile is a simplified enlargement of the basic knitted stitch: when looking carefully into a knitted textile, a repetition of stitches can be seen aligned in symmetric rows next to each other. This rhombus can be arranged in three main fashions, each of which has a different impact. The collection has eight different colors, each of which contains a group of three shades. This triple shade mixture was inspired as well by textile design, re-creating the feel of the different tones of the yarn. To enhance the surprise effect and to increase the creativity and personalization, the three shades will be placed randomly in the packages; by this, when installing Tex, arbitrary arrangements could be achieved. On the other hand, in addition to the single tiles installation, premade patterns named Runner, will be arranged on a mesh similarly to mosaics settings. These meshes will allow locating graphic elements in particular places on the wall or on the floor (for instance, as a frame to the room, a central element or a linear pattern). The production of Tex enhances a large multiplicity of textures, the variety of colors and the tactile qualities of the glaze. In addition, the colorful and natural glaze applied on ceramic creates an irregular effect in certain places, while a more saturated one in others".



unico formato 11,5x20 cm - only size 11,5x20 cm



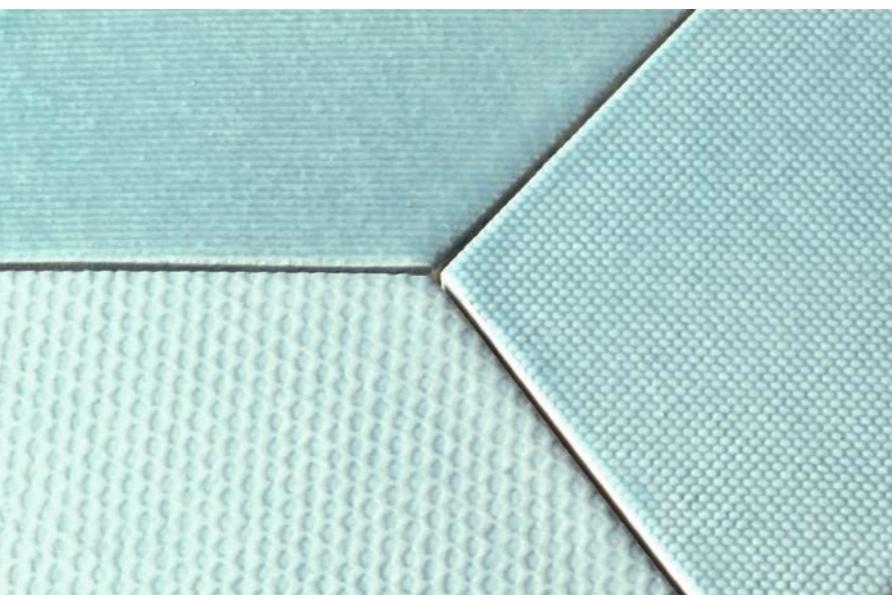
texture tattili - tactile textures



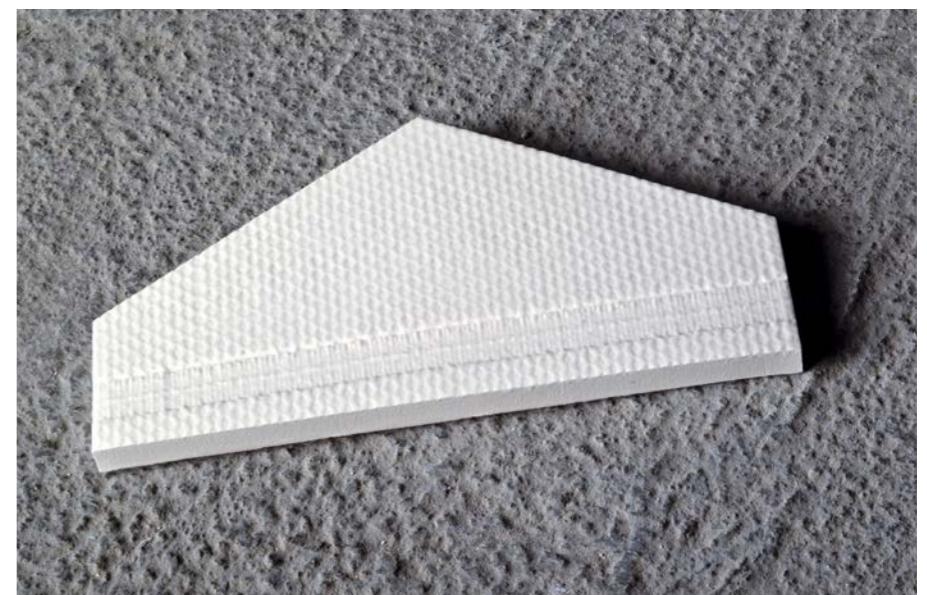
5 texture miscelate random - 5 textures mixed randomly



8 colori - 8 colours



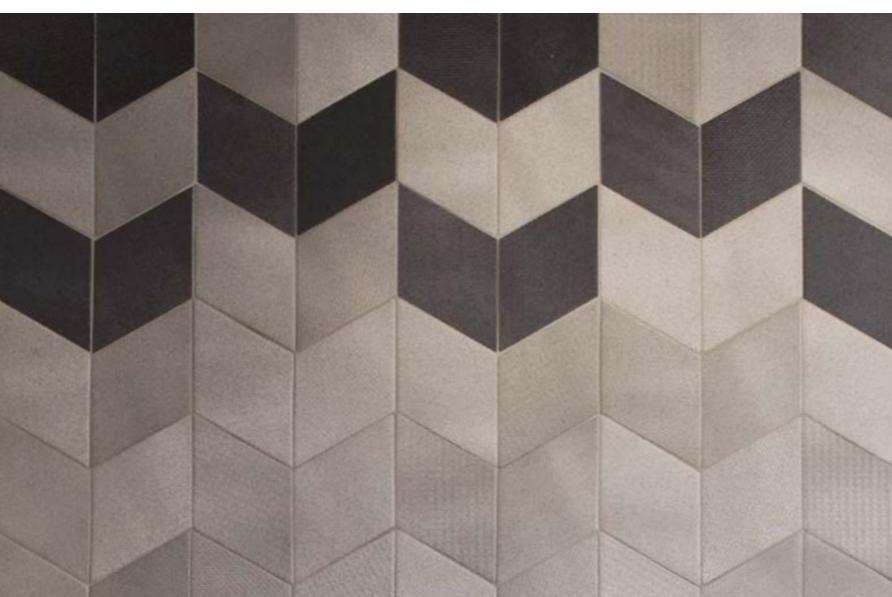
3 tonalità per ogni colore - 3 shades four each colour



1 elemento battiscopa - 1 skirting element



3 schemi di posa differenti - 3 main laying patterns



**ALL TEX**



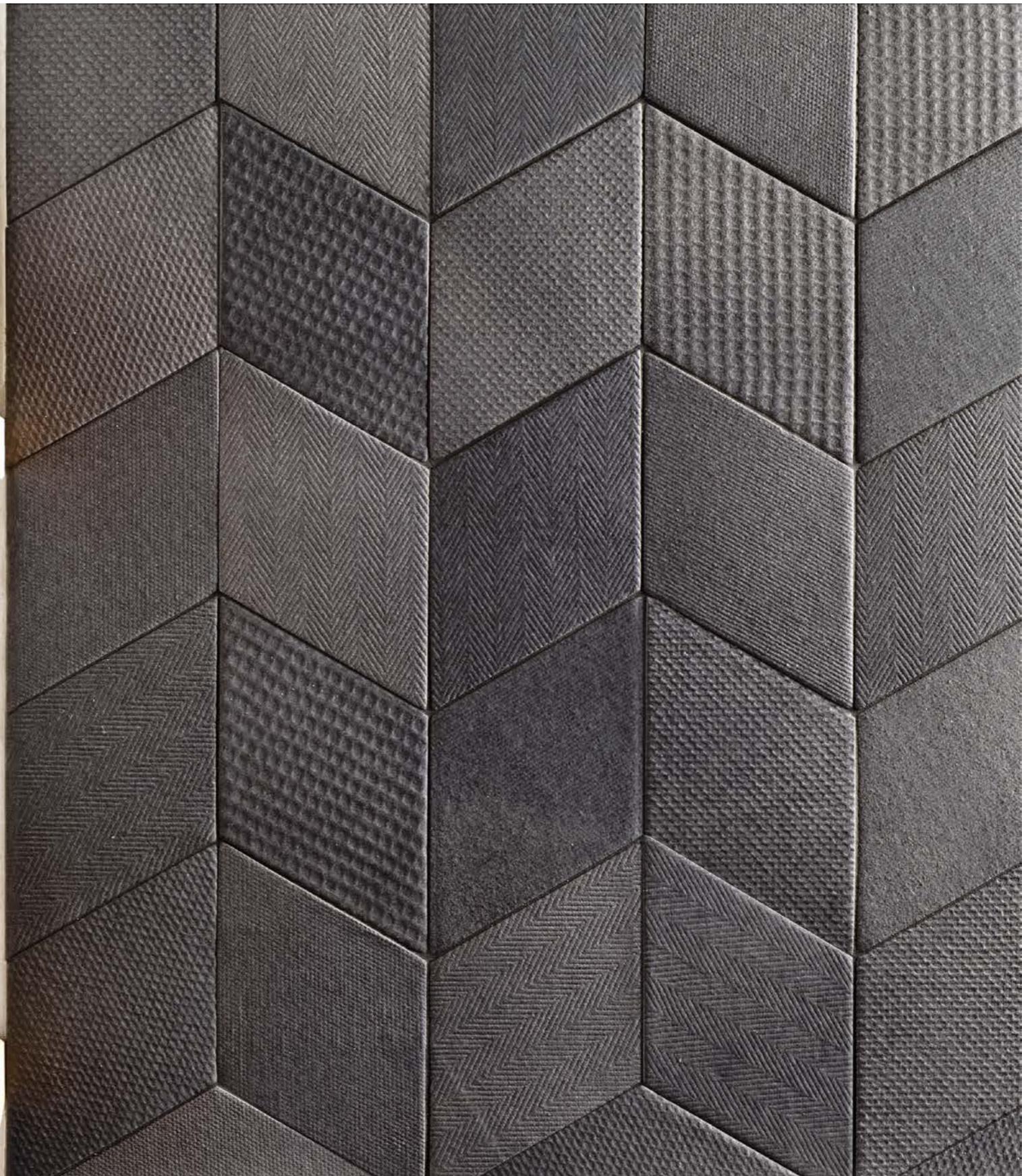
**TEX** / white - cream - yellow



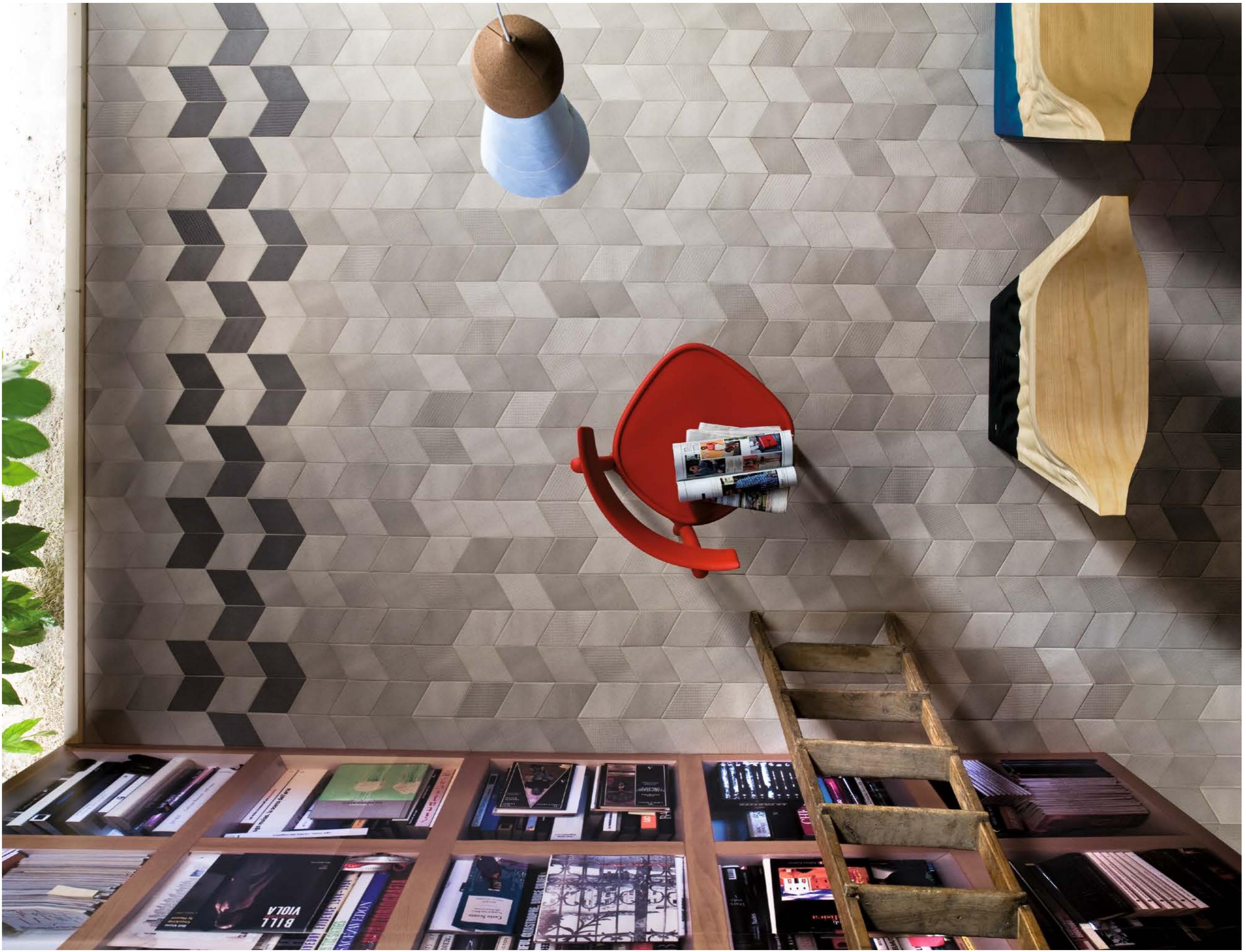
TEX / white - cream - yellow



**TEX** / olive - black battiscopa



**TEX** / black



**TEX** / grey - black

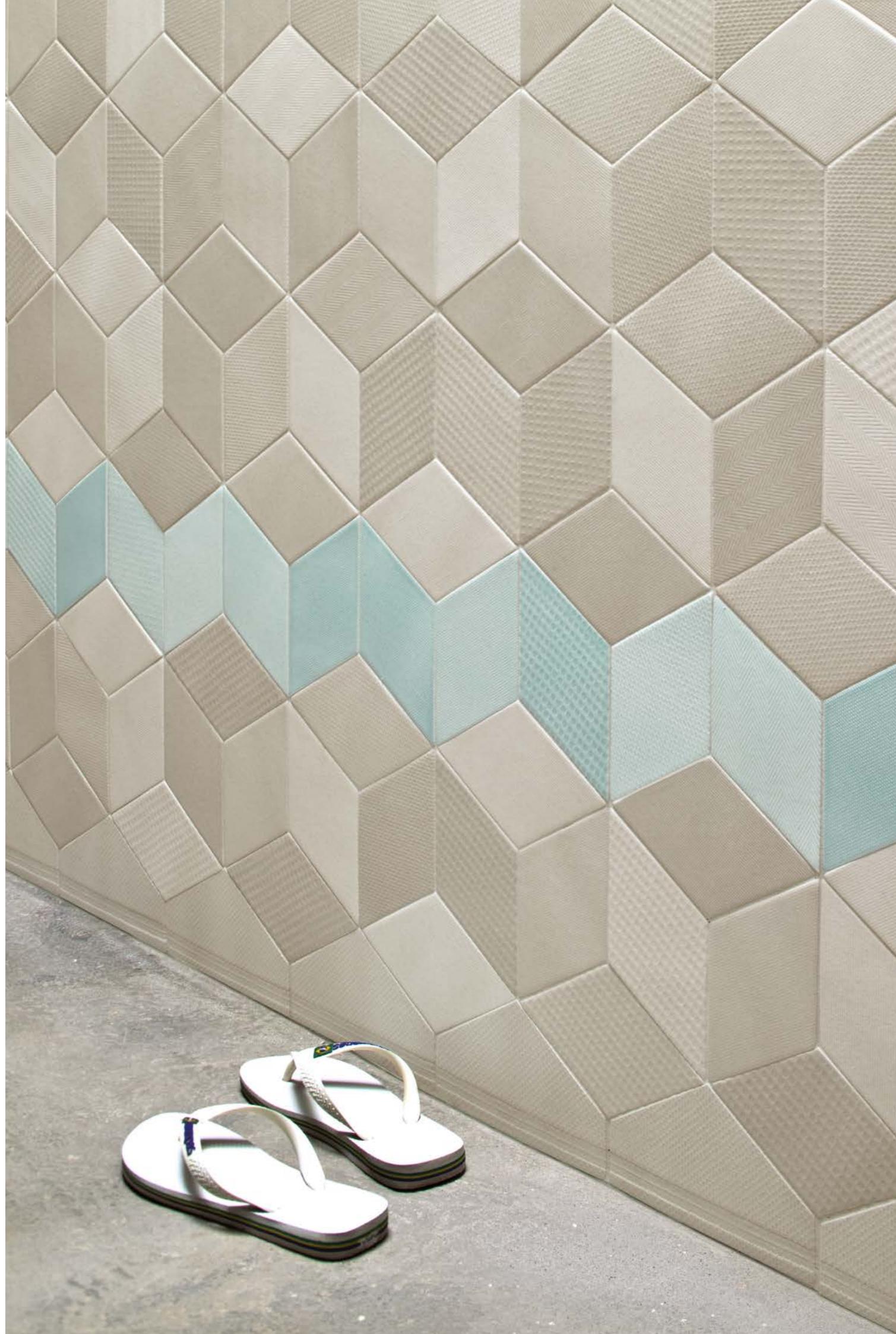
## TEX

/ grey - black





**TEX** / cream - blue



**TEX**

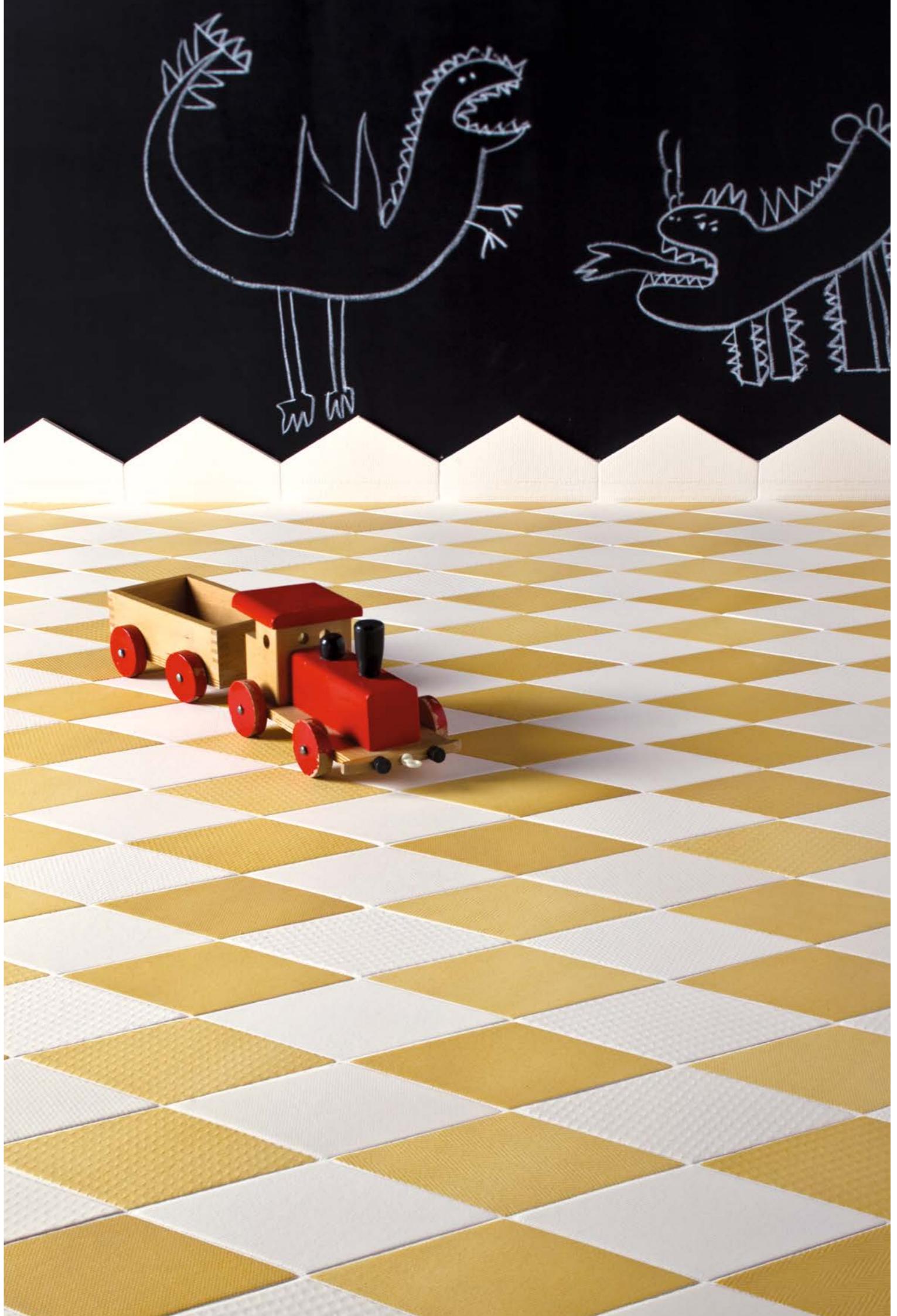
/ cream - blue - cream battiscopa



TEX / brown

## TEX

/ yellow - white - white battiscopa





TEX / blue - cream - white - blue battiscopa



**TEX**

/ blue - cream - white - blue battiscopa

## RAW EDGES

Nati a Tel Aviv, Yael Mer e Shay Alkalay hanno studiato alla Bezalel Art & Design Academy di Gerusalemme per poi approdare a Londra, dove, dopo il diploma al Royal College of Art nel 2006, hanno fondato il Raw-Edges Design Studio. Yael ama piegare come fogli sottili strati dei materiali più vari, generando volumi curvi e forme funzionali. Shay ha un profondo interesse per il modo in cui le cose si muovono, funzionano e interagiscono. I due diversi approcci convergono nella creazione di progetti inediti, frutto di una spicata sensibilità ambientale. Il 2009 è stato un anno importante: oltre a ricevere l'Elle Decoration International Design Award per Stack di Established & Sons, nella sezione Furniture, a Design Miami/Basel sono stati insigniti del Designers of the Future Award 2009. Collaborano con diversi produttori e brand internazionali come Cappellini, Established & Sons, Moroso, Kvadrat, Stella McCartney, Arco, Golran, Moustache and Lema. I loro lavori sono presenti nelle collezioni permanenti del MoMA di New York e altri musei a livello internazionale. Occasionalmente Yael e Shay producono limited edition e installazioni basate su esperimenti sviluppati all'interno del loro studio londinese. Nel 2015, il duo ha presentato una nuova installazione su larga scala alla Chatsworth House, dove colorati pavimenti macchiati ricoprono la galleria di sculture e sedute dal pattern legnoso crescono dal pavimento.

Both born in Tel Aviv in 1976, Yael Mer and Shay Alkalay studied at the Bezalel Art & Design Academy in Jerusalem before moving to London, where after obtaining a diploma from the Royal College of Art in 2006, they founded the Raw Edges Design Studio. Yael likes to fold slim layers of all sorts of material creating curved volumes and functional forms. Shay has a passionate interest in the way things move, function and interact. These two different approaches come together to create a series of original projects, resulting from a strong environmental awareness. 2009 was an important year: in addition to the Elle Decoration International Design Award for Stack by Established & Sons, in the Furniture section, at Design Miami/Basel the duo received the Designers of the Future Award 2009. They work with a number of international brands and producers, such as Cappellini, Established & Sons, Moroso, Kvadrat, Stella McCartney, Arco, Golran, Moustache and Lema. Their works can be found within the permanent collections of the MoMA in New-York and in other museums internationally. In addition, Yael and Shay produce from time to time unique and limited-edition designs and installations, usually based on experiments they develop within their London studio. In 2015 the duo presented a new large scale installation at Chatsworth House, where colorful stained floors cover the sculpture gallery and where wooden patterned seats grow from the ground.



**Tex collection winner of**

INTERIOR INNOVATION AWARD 2014

# TEX

sizes  
colours  
technical features  
packing

La collezione Tex viene realizzata in gres porcellanato con assorbimento < 0,5% ed è quindi adatta ad un utilizzo sia da pavimento che da rivestimento, in interni ed esterni. Presenta cinque diverse texture ottenute imprimendo sulla superficie dei disegni a rilievo. Viene smaltata attraverso un processo automatico che consente di realizzare per ciascun colore tre toni in ugual percentuale prima di indirizzarla verso un ciclo di cottura in cui si raggiungono temperature fino a 1.200°. Il prodotto così ottenuto presenta una superficie assolutamente opaca, leggermente strutturata ma morbidissima al tatto, facile da pulire perché pensata all'utilizzo sia a rivestimento che a pavimento. Ciascun rombo in formato 11,5x20 cm ed avente spessore 10 mm, pur presentando piccole irregolarità dimensionali volute dai designer, si posa agevolmente con l'impiego di distanziatori da 2 mm e stuccando le fughe in tono su tono.

Tex collection body is realized in porcelain stoneware < 0,5% absorption. This production makes it suitable either for floors and walls, indoor and outdoor. It presents five different textures, obtained by pressing on the surface relief-patterns. The tile is then glazed using an automatic process, which enables the realization in the same percentage of three different shades for each color. The tile finally undergoes a baking process which reaches temperatures up to 1.200°. The obtained product has an absolutely matt surface, slightly structured but very soft to the touch, which is also very easy to clean since thought both for wall and floor covering. Each rhombus in size 11,5x20 cm and with thickness 10 mm, is easily fixed using 2 mm spacers and using a matching grout, even if they have some small size irregularities made on purpose by the designers.

## TEX / sizes

Modello depositato n° 002193797-0001/0014 - data di deposito: 28/02/2013 - Registered design n° 002193797-0001/0014 - date of registration: 28/02/2013

**design** Raw Edges 2012-2017

**production** industrial

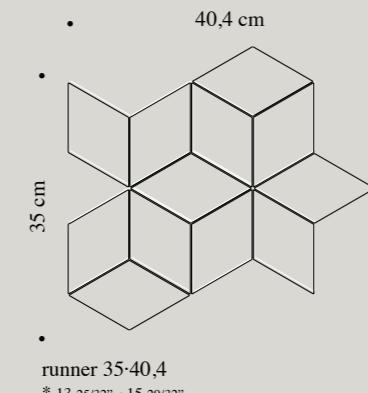
**material** gres porcellanato smaltato – glazed porcelain stoneware

**thickness** 10

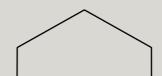
\*misure nominali - nominal sizes



11,5·20  
\* 4 1/2" · 8"



## complementary pieces

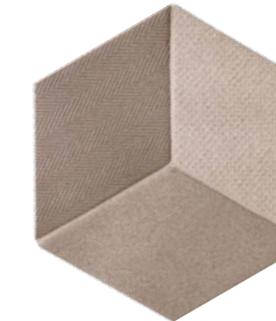


10,5·20  
\*4 1/8" · 8"  
battiscopa - skirting

## TEX / colours



cream



brown



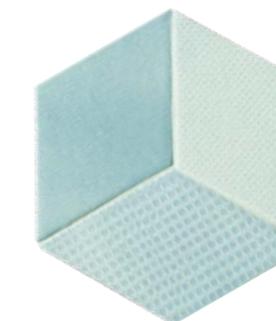
white



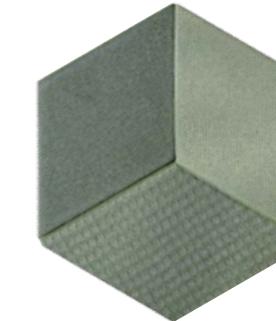
grey



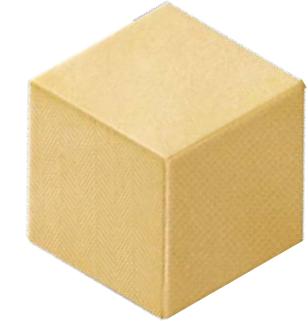
black



blue



olive

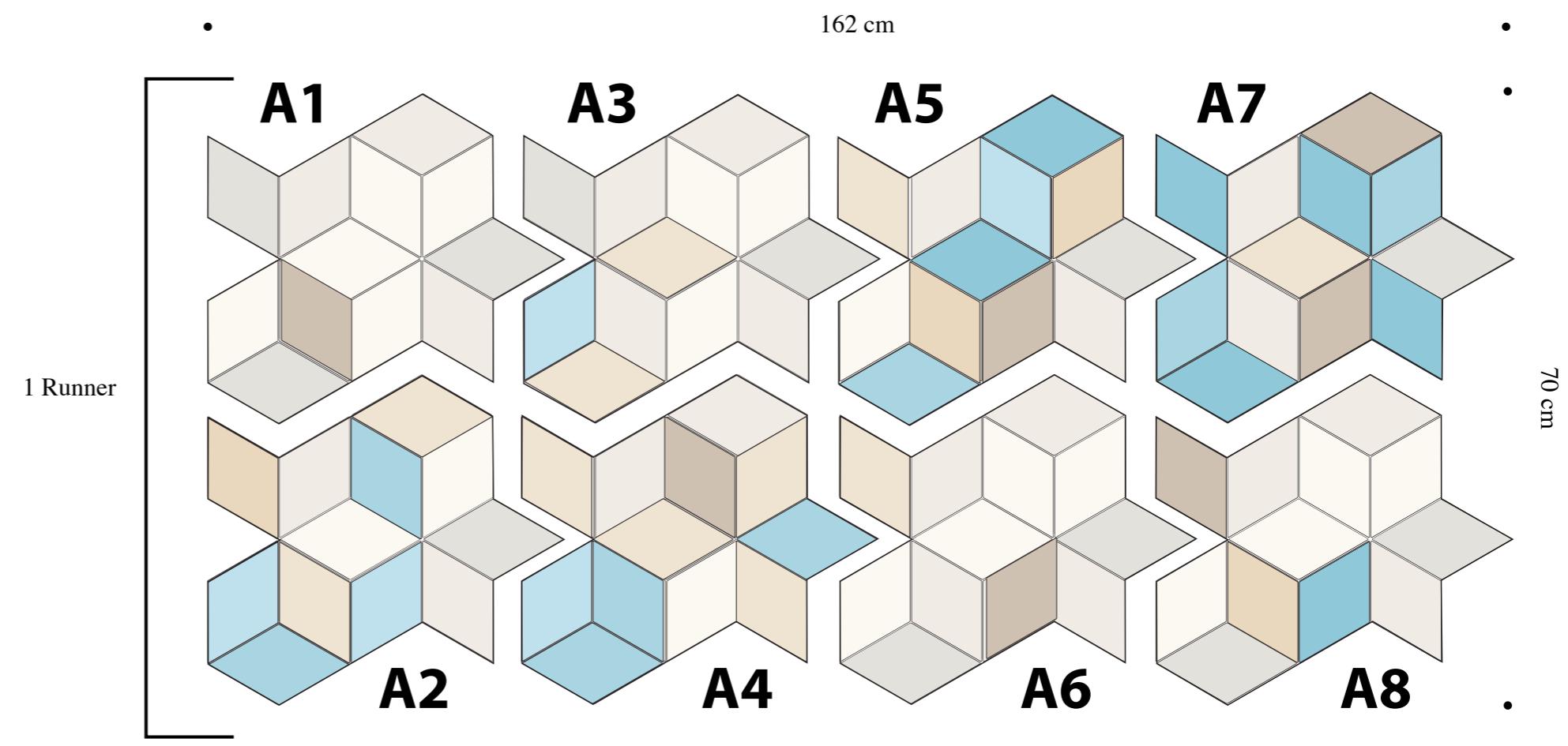
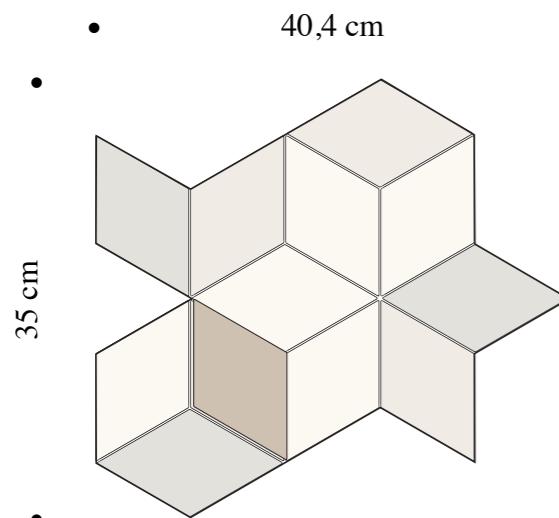


yellow

## TEX / runner

Il Runner è un elemento composto da 12 rombi di vari colori già posati su rete per la realizzazione facilitata di svariate decorazioni.

The Runner is an element composed by 12 rhombus of different colours already set on mesh, so to make the realization of several decors easier.



1 Runner = 8 moduli = 1,12 mq - 1 Runner = 8 patterns = 1,12 sqm

Esistono 10 Runner: ognuno abbinato a ciascun colore della collezione, per il colore white ce ne sono 3.

There are 10 Runners, each of which combined to every colour of the collection. For the white one there are 3 of them.

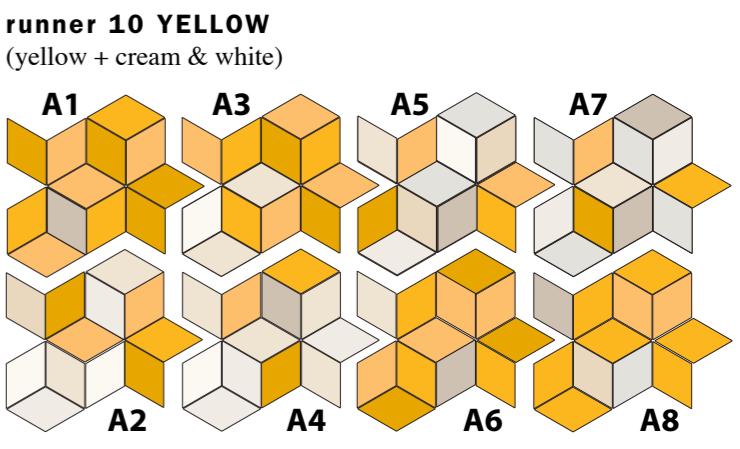
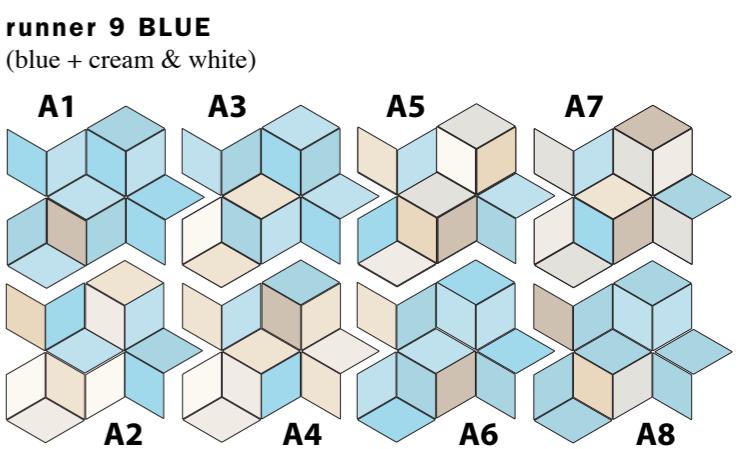
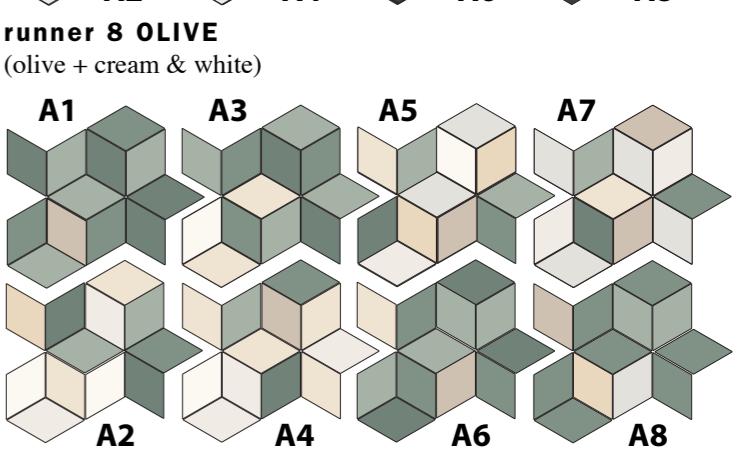
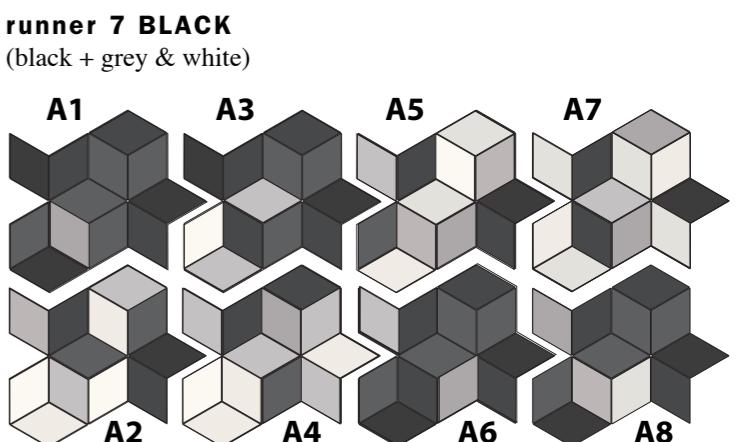
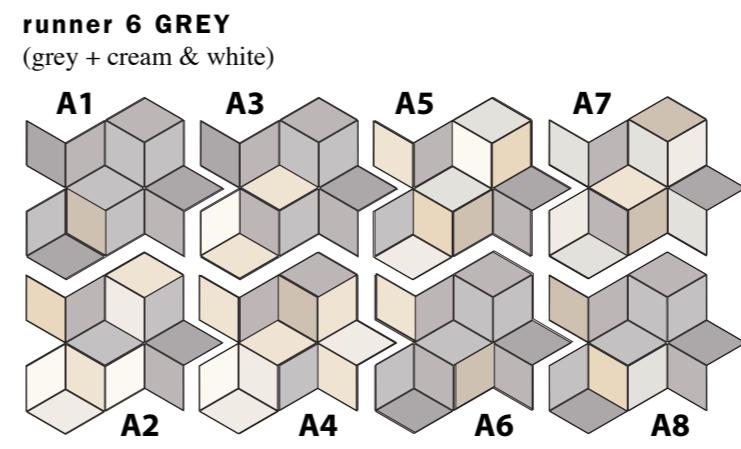
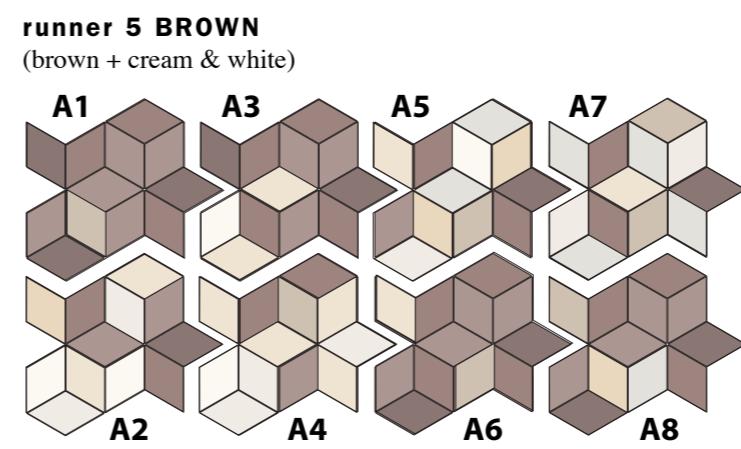
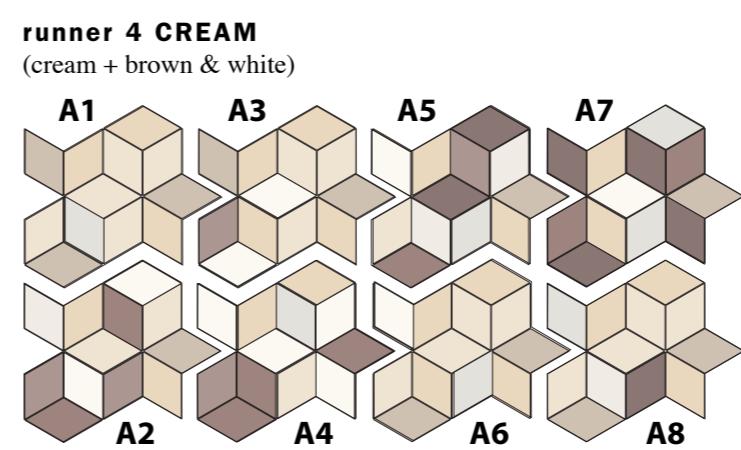
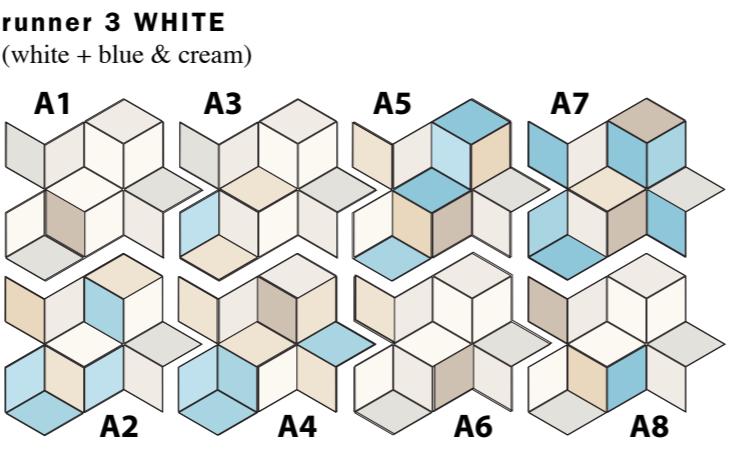
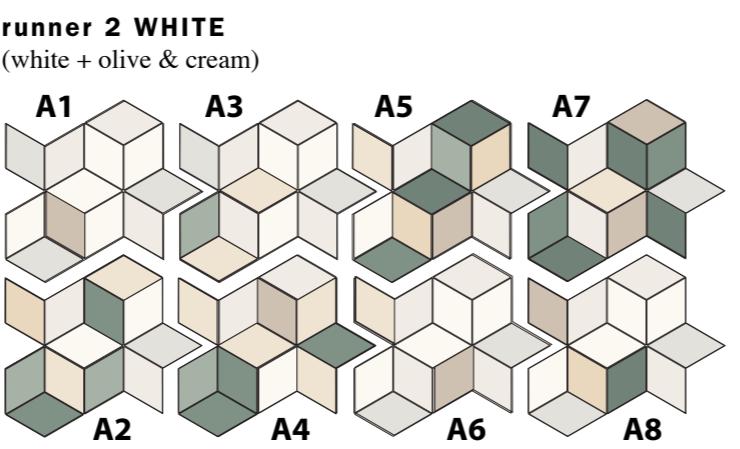
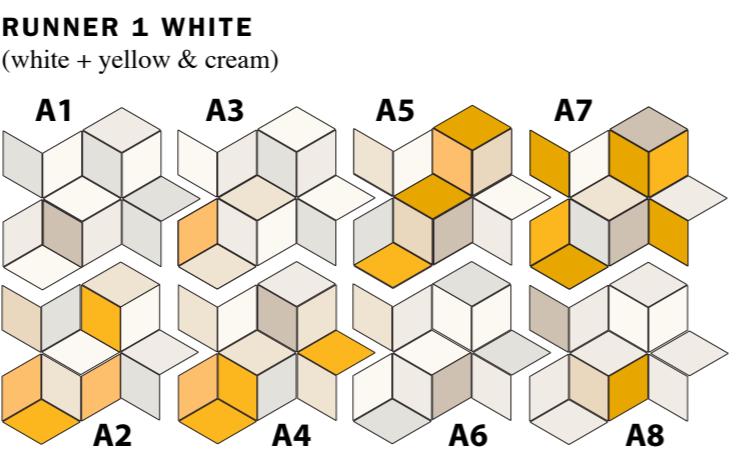
Ogni Runner è composto da 8 moduli diversi, non vendibili separatamente ed inclusi in un unico imballo, che permettono di creare molteplici combinazioni.

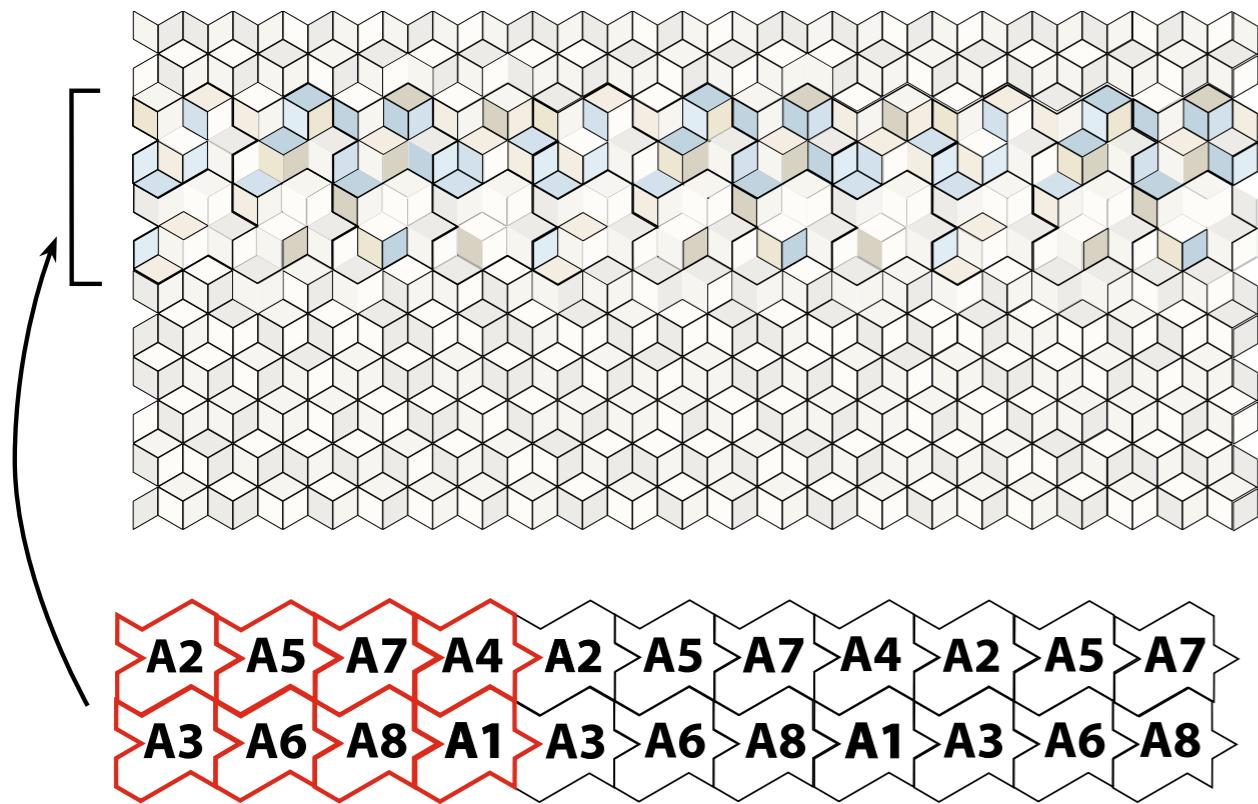
Each Runner is composed by 8 different patterns, not singularly sold and already included in one single package, which enable the realization of many combinations.

## TEX / runner colours

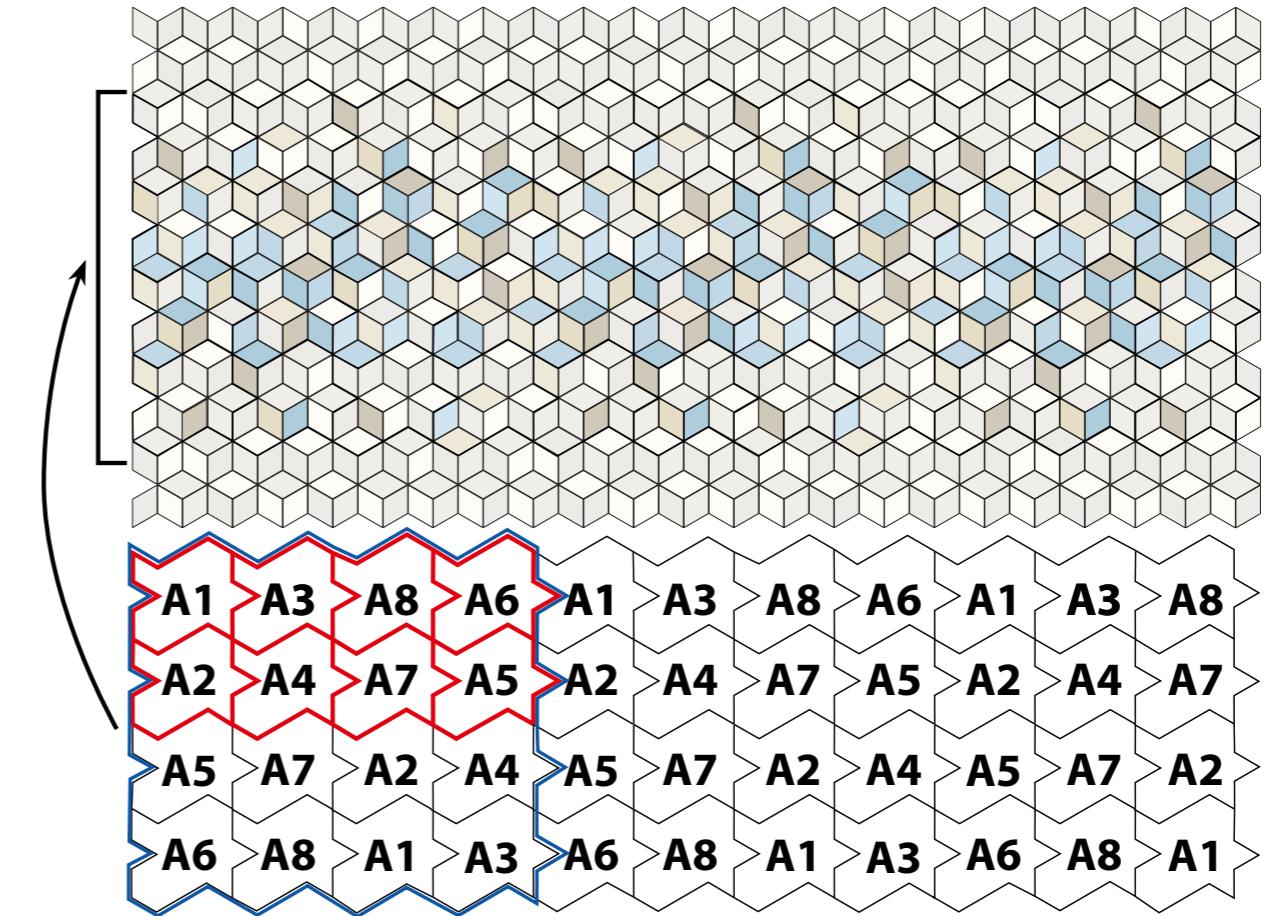
10 Runner, ognuno composto da 8 moduli diversi, in abbinamento ai colori della collezione.

10 Runners, each of which is composed by 8 different patterns, matching with the colours of the collection.

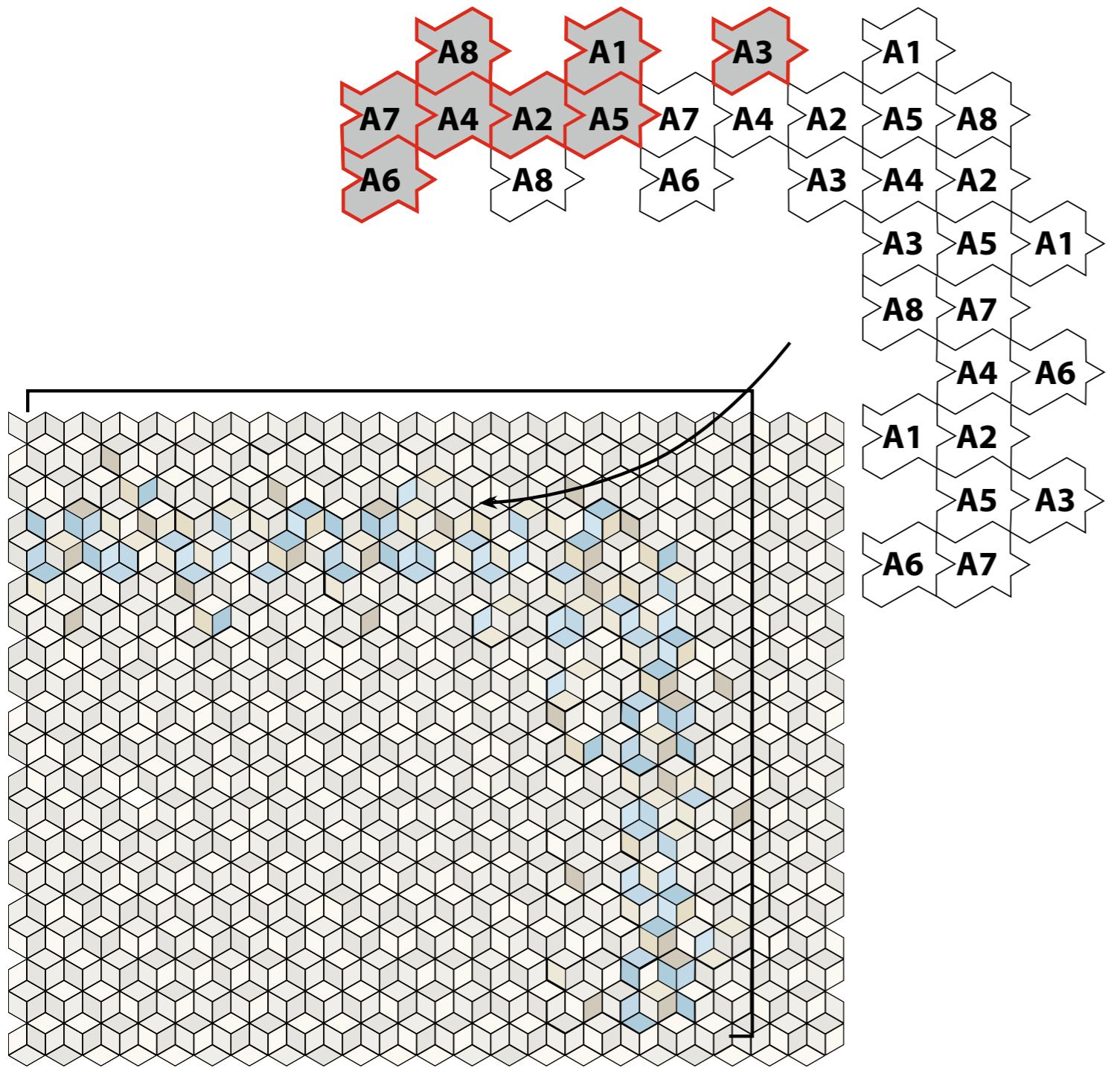




Esempio di posa 1 - Laying scheme 1  
Composizione singola - Single composition



Esempio di posa 2 - Laying scheme 2  
Composizione doppia - Double composition



Esempio di posa 3 - Laying scheme 3

Composizione libera - Free composition

## TEX / technical features

UNI EN14411:2012 App. GL. (Bla Group)			
norma standard	caratteristiche features	valore prescritto value required	TEX
<b>ISO 10545/3</b>	assorbimento d'acqua water absorption	<0,5%	<0,5%
<b>ASTM C373</b>		<0,5%	<0,5%
<b>EN 101</b>	durezza superficiale (scala mohs) surface hardness (scala mohs)	≥ 5	6
<b>ISO 10545/9</b>	resistenza agli sbalzi termici resistance to thermal shock	nessuna alterazione visibile no visible alteration	resiste resistant
<b>ISO 10545/12</b>	resistenza al gelo frost resistance	nessuna alterazione visibile no visible alteration	resiste resistant
<b>ASTM C1026</b>		unaffected	unaffected
<b>ISO 10545/13</b>	resistenza agli attacchi chimici resistance to chemical attacks	nessuna alterazione visibile no visible alteration	resiste GA - GLA - GHA resistant GA - GLA - GHA
<b>ASTM C650</b>		unaffected	
<b>ISO 10545/14</b>	resistenza alle macchie stains resistance	≥ classe 3 min	5
<b>ISO 10545/4</b>	sforzo di rottura (N) breaking strength (N)	Sp≥ 7,5 min 1300	resiste resistant
<b>DIN 51130 - 04</b>	valori medi 6° ÷ 10° 10° ÷ 19° 19° ÷ 27° 27° ÷ 35° > 35°	R9 R10 R11 R12 R13	R10
<b>DCOF</b>		> 0,42	0,58
<b>BCRA</b>	scivolosità anti-slip	> 0,40	leather on dry surface 0,53 rub on wet surface 0,49

LEED CERTIFICATION 4.1

24% recycled material

## TEX / packing

formato size	pz-mq pcs-sqm	pz-scat. pcs-box	mq-scat. sqm-box	scat.-pal. box-pal.	kg-scat. kg-box	kg-pal. kg-pal.	mq-pal sqms-pal
11,5-20	86,96	44	0,51	88	10,45	920	44,88
runner 50-46	0,91 set	1 set*	1,12	36	22,55	812	40,32
battiscopa 10,5-20	-	10	2,0 ml	-	3,25	-	-

\*1 set = 8 pcs



#### credits

**art direction** Patricia Urquiola  
**photos** Alessandro Paderni/EYE studio  
**styling** Raw Edges  
**graphic project** Simona Bernardi  
**text** Raw Edges

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Cappellini  
Fantini  
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Alessandro Pietri

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