

# BITS & PIECES: Quad + Facet

Designed by Gordon Guillaumier



Prefazione	02	Formati + Colori	22
Bits & Pieces: Quad + Facet	03	Finiture + Dettagli	25
Ⓜ Bits Residential		Piemme Maxi Formati	37
Kitchen	04	Pezzi Speciali	38
Living	08	Imballi	39
Bathroom	10	Caratteristiche Tecniche	40
Living	12	Norme per la posa e la manutenzione	41
Ⓜ Bits Public Spaces			
Bar	14		
Restaurant	18		






Certe volte bisognerebbe avere una macchina del tempo, per attraversare epoche distantissime tra loro: e da ognuna imparare, o approfondire, anche aspetti del nostro presente. Oppure, si può studiare il passato per inventare il futuro attraverso un altro presente possibile. Gordon Guillaumier ha sicuramente studiato molto bene: attingendo dal passato soggetti decorativi da introdurre nel procedimento industriale di Piemme, creando una nuova collezione e giocando con la scoperta dello scarto come matrice di preziose texture e trame. L'arte del decoro della Roma antica, dell'opus incertum e del lapis porphyrites, sono reinterpretati secondo le tecnologie contemporanee, mantenendo intatto il fascino del riuso esaltato nella serialità dell'industria. Non solo, Gordon Guillaumier sposta l'attenzione dal fintamente vero al veramente finto: in una dichiarazione di intenti che autentica l'intero percorso intellettuale del progetto. Sostituire il tozzetto di marmo con lo spacco di legno è un'operazione grafica geniale: oltre che controcorrente, rispetto al diffuso, e anche riuscito, tentativo di riprodurre l'effetto ligneo con la ceramica. In questo caso, il legno diventa texture che, per assonanza, si sostituisce ai marmi di una palladiana, diventando trama intrusa su un fondo di cemento, graniglia e pietra: proprio questa intrusione svela la ricchezza del progetto Bits, che nella declinazione Quad e Facet, propone declinazioni grafiche differenti ma storicamente impossibili. Fino a oggi.

Sometimes it would be nice to have a time machine, to travel through what are very different periods of time. From each of which we should learn, or become better acquainted with aspects of our present. Or else, we should study the past to invent the future through another possible present. Gordon Guillaumier has certainly studied very well: drawing from the past decorative subjects to be introduced into the Piemme industrial process, creating a new collection and playing with the discovery of rejects as a matrix of precious textures and patterns. The art of decoration of ancient Rome, of the opus incertum and lapis porphyrites, are reinterpreted according to contemporary technologies, maintaining intact the charm of reuse exalted in industrial mass production. Besides this however, Gordon Guillaumier shifts attention from really fake to fake reality: in a declaration of intents that authenticates the entire intellectual journey of the project. Replacing a marble tozzetto tile with a slit of wood is a clever graphic operation: besides going against the grain, with respect to the norm, it is also a successful attempt to reproduce the wood effect with ceramics. In this case, wood becomes texture, which by assonance, replaces the marble of a terrazzo flooring, becoming an intrusive pattern on a base of concrete, grit and stone: and it is precisely this intrusion which reveals the richness of the Bits project, which in the Quad and Facet versions, presents different but historically impossible graphic theories. Until today at least.

# Quad + Facet

Colori + Strutture

Decori

<p><b>BITS PEARL GRAY</b>                      120x120 cm (48"x48")                      60x60 cm (24"x24"), 30x60 cm (12"x24")  <b>Antislip R11</b> 30x60 cm (12"x24")  <b>Quad</b> 60x60 cm (24"x24"), 30x60 cm (12"x24")  <b>Muretto</b> 30x60 cm (12"x24")  <b>Mosaico</b> 30x30 cm (12"x12")</p>	<p><b>QUAD</b></p> 
<p><b>BITS PEAT BROWN</b>                      60x60 cm (24"x24")                      30x60 cm (12"x24")  <b>Antislip R11</b> 30x60 cm (12"x24")  <b>Quad</b> 60x60 cm (24"x24"), 30x60 cm (12"x24")  <b>Muretto</b> 30x60 cm (12"x24")  <b>Mosaico</b> 30x30 cm (12"x12")</p>	<p><b>QUAD</b></p> 
<p><b>BITS PITCH BLACK</b>                      60x60 cm (24"x24")                      30x60 cm (12"x24")  <b>Antislip R11</b> 30x60 cm (12"x24")  <b>Quad</b> 60x60 cm (24"x24"), 30x60 cm (12"x24")  <b>Muretto</b> 30x60 cm (12"x24")  <b>Mosaico</b> 30x30 cm (12"x12")</p>	<p><b>QUAD</b></p> 
<p><b>BITS PEWTER SMOKE</b>                      120x120 cm (48"x48")                      60x60 cm (24"x24"), 30x60 cm (12"x24")  <b>Antislip R11</b> 30x60 cm (12"x24")  <b>Facet</b> 60x60 cm (24"x24"), 30x60 cm (12"x24")  <b>Muretto</b> 30x60 cm (12"x24")  <b>Mosaico</b> 30x30 cm (12"x12")</p>	<p><b>FACET</b></p> 
<p><b>BITS POWDER BONE</b>                      120x120 cm (48"x48")                      60x60 cm (24"x24"), 30x60 cm (12"x24")  <b>Antislip R11</b> 30x60 cm (12"x24")  <b>Facet</b> 60x60 cm (24"x24"), 30x60 cm (12"x24")  <b>Muretto</b> 30x60 cm (12"x24")  <b>Mosaico</b> 30x30 cm (12"x12")</p>	<p><b>FACET</b></p> 

Bits: Quad + Facet  
Categoria: Residential  
Kitchen

#### Bits, das andere Morgen

Man müsste eine Zeitmaschine haben, um weit voneinander entfernt liegende Epochen zu durchqueren und aus jeder auch Aspekte unserer Zeit zu erlernen und zu vertiefen. Man kann aber auch die Vergangenheit erforschen, um durch eine andere Gegenwart die Zukunft zu erfinden. Gordon Guillaumier war mit Sicherheit ein guter Student: Er entnahm Dekors aus der Vergangenheit, fügte sie in die Industrieverfahren von Piemme ein und schuf somit eine neue Kollektion, im Spiel der Entdeckung von Abfallmaterial als Ursprung edler Texturen und Muster. Die Verzierungskunst des Alten Roms, des Opus incertum und Lapis porphyrites, den zeitgenössischen Technologien entsprechend neu interpretiert, unter Beibehaltung der Magie einer überschwänglichen Wiederverwendung in der Serienmäßigkeit der Industrie. Und nicht nur, Gordon Guillaumier versetzt die Aufmerksamkeit von der vorgetäuschten Echtheit auf die echte Vortäuschung: mit einer Absichtserklärung, die den ganzen geistigen Weg des Projekts beglaubigt. Der Ersatz des Marmorquadrats durch das Stück Holz ist eine geniale grafische Handlung und ist nicht nur eine Gegensätzlichkeit, sondern auch der gelungene Versuch, den Holzeffekt mit Keramik wiederzugeben. In diesem Fall verwandelt sich das Holz in Textur, die durch Assonanz den Marmor eines Bruchmosaiks ersetzt und zu einem Eindringling auf einem Untergrund aus Zement, Kies und Gestein macht. Gerade diese Eindringung enthüllt die Reichhaltigkeit des Projekts Bits, das in der Variante Quad und Facet unterschiedliche grafische Theorien vorschlägt, die vorher unmöglich waren. Bis heute.



1 Bits Muretto Cold Ret  
30x60 cm (12"x24")



1

1 Bits Muretto Cold Ret  
30x60 cm (12"x24")

Bits: Quad + Facet  
Categoria: Residential  
Living



1 Bits Powder Bone Nat/Ret  
30x60 cm (12"x24")



2

4

5

3

1

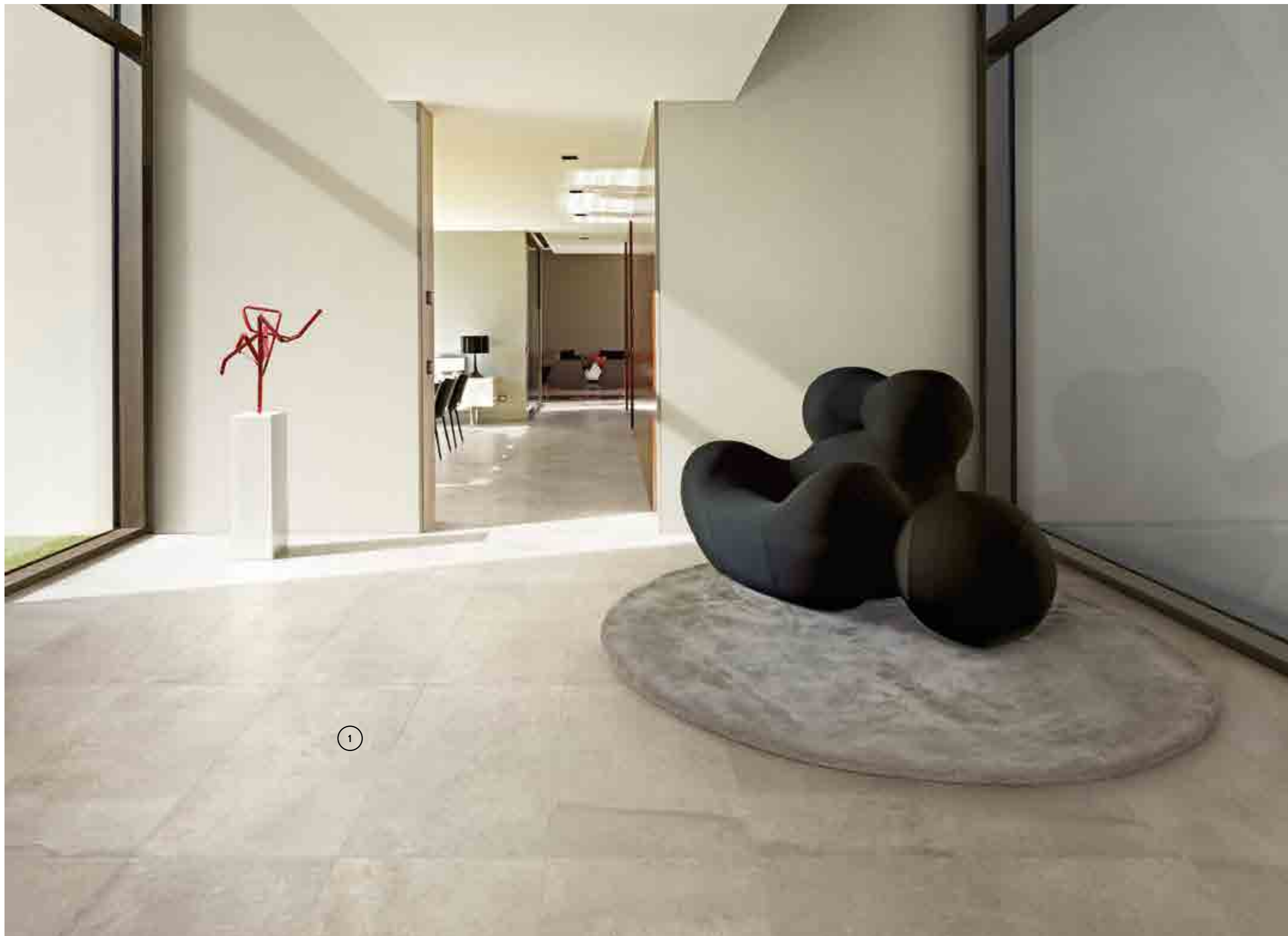
1 Bits Facet Powder Bone Nat/Ret  
60×60 cm (24"×24")

2 Bits Powder Bone Nat/Ret  
30×60 cm (12"×24")

3 Bits Powder Bone Nat/Ret  
60×60 cm (24"×24")

4 Bits Facet Powder Bone Nat/Ret  
30×60 cm (12"×24")

5 Bits Powder Bone Antislip Ret  
30×60 cm (12"×24")



①

1 Bits Pearl Gray Nat/Ret  
30×60 cm (12"×24")



Bits: Quad + Facet  
Categoria: Public Spaces  
Bar

#### Bits, l'autre demain

Il faudrait parfois avoir une machine à remonter le temps pour pouvoir traverser des époques très distantes les unes des autres, et pouvoir apprendre de chacune d'elles ou approfondir des aspects de notre présent. On peut aussi étudier le passé pour inventer le futur à travers un autre présent possible. Gordon Guillaumier a sûrement très bien appris en puisant du passé des sujets décoratifs à introduire dans le processus industriel de Piemme, en créant une nouvelle collection et en jouant avec la découverte du déchet comme matrice de textures et de trames précieuses. L'art de la décoration de la Rome antique, de l'opus incertum et du lapis porphyrites, a été réinterprété selon les technologies modernes, en préservant le charme du recyclage dans la sérialité de l'industrie.

Mais pas seulement, car Gordon Guillaumier déplace l'attention du faux vrai vers le vrai faux dans une déclaration d'intention qui authentifie tout le parcours intellectuel du projet. Remplacer le cabochon de marbre par un éclat de bois est une opération graphique géniale, en plus d'être à contre-courant de la tentative diffuse et réussie de reproduire l'effet bois avec la céramique. Dans ce cas, le bois devient une texture qui remplace, par assonance, les marbres d'une palladienne, en devenant une trame sertie dans un fond de ciment, grenaille et pierre. Le projet Bits exprime parfaitement cette intrusion, qui dans les déclinaisons Quad et Facet, propose des théories graphiques différentes, mais historiquement impossibles. Jusqu'à aujourd'hui.



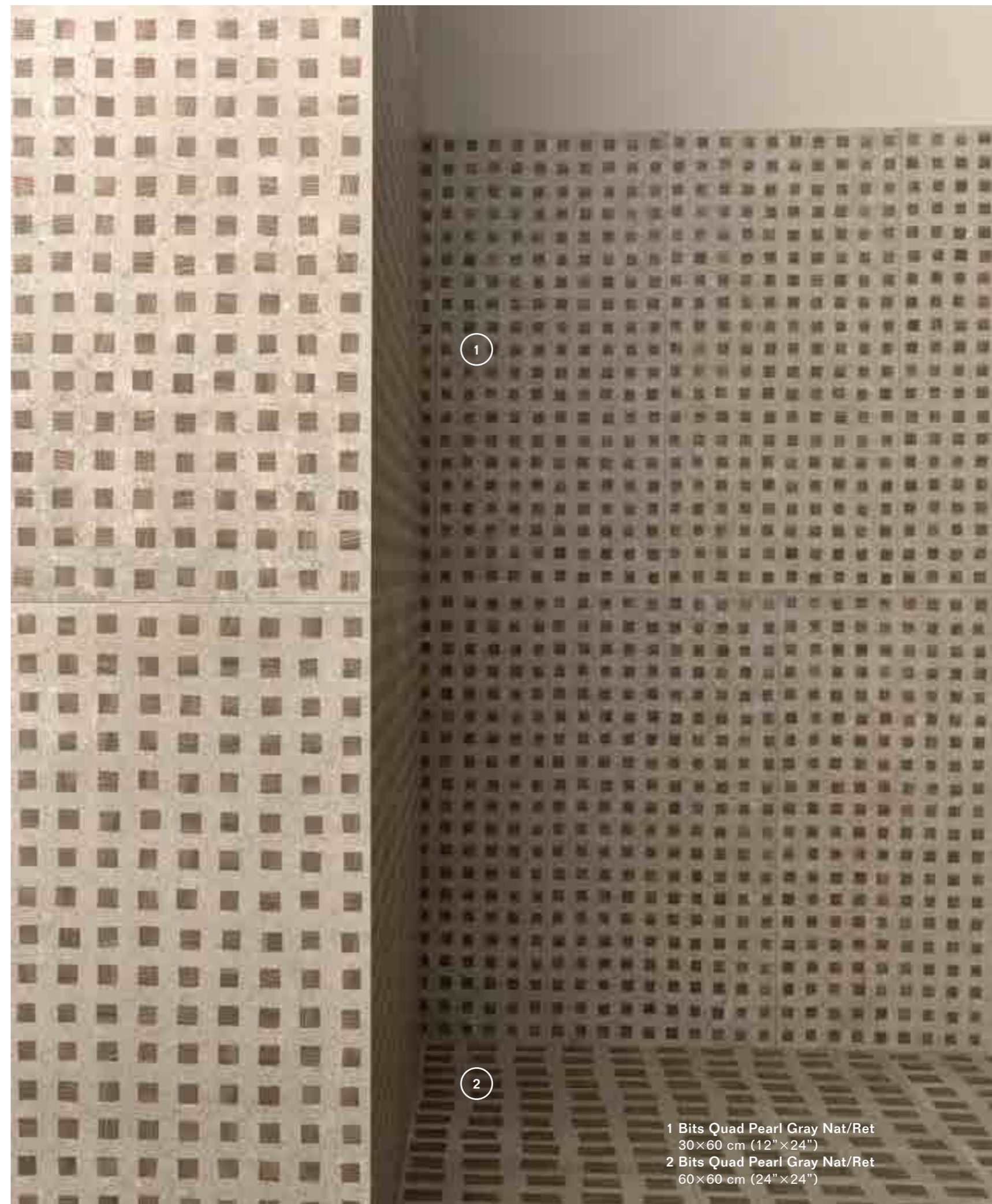
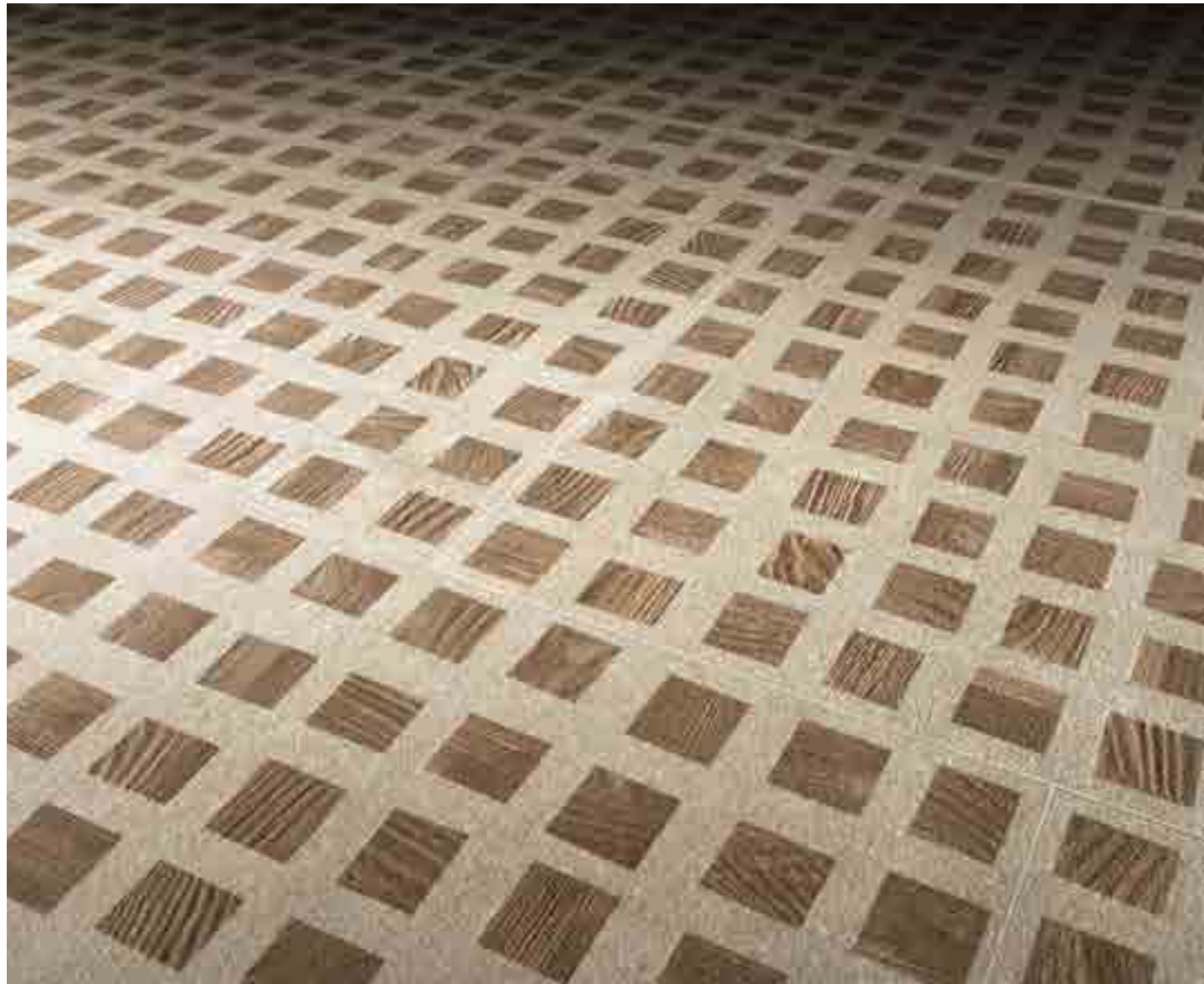
1 Bits Quad Pitch Black Nat/Ret  
30×60 cm (12"×24")  
2 Bits Pitch Black Nat/Ret  
60×60 cm (24"×24")

Bits: Quad + Facet  
Categoria: Public Spaces  
Bar



1 Bits Quad Pitch Black Nat/Ret  
30×60 cm (12"×24")  
2 Bits Pitch Black Nat/Ret  
60×60 cm (24"×24")

Bits: Quad + Facet  
Categoria: Public Spaces  
Restaurant





1 Bits Quad Pearl Gray Nat/Ret  
60×60 cm (24"×24")

# Formati + Colori

**PEARL GRAY**

Fondo 120x120 cm  
9,5 mm

Fondo 60x60 cm  
9,5 mm

Quad 60x60 cm  
9,5 mm

Fondo 30x60 cm  
9,5 mm

Antislip 30x60 cm  
9,5 mm

**PEAT BROWN**

Fondo 60x60 cm  
9,5 mm

Quad 60x60 cm  
9,5 mm

Fondo 30x60 cm  
9,5 mm

Antislip 30x60 cm  
9,5 mm

**PITCH BLACK**

Fondo 60x60 cm  
9,5 mm

Quad 60x60 cm  
9,5 mm

Fondo 30x60 cm  
9,5 mm

Antislip 30x60 cm  
9,5 mm

**PEWTER SMOKE**

Fondo 120x120 cm  
9,5 mm

Fondo 60x60 cm  
9,5 mm

Facet 60x60 cm  
9,5 mm

Fondo 30x60 cm  
9,5 mm

Antislip 30x60 cm  
9,5 mm

**POWDER BONE**

Fondo 120x120 cm  
9,5 mm

Fondo 60x60 cm  
9,5 mm

Facet 60x60 cm  
9,5 mm

Fondo 30x60 cm  
9,5 mm

Antislip 30x60 cm  
9,5 mm

**Cold**

Quad 30x60 cm  
9,5 mm

Muretto 30x60 cm  
9,5 mm

Mosaico 30x30 cm  
9,5 mm

Step 30x60 cm  
9,5 mm

Battiscopa 8x60 cm  
9,5 mm

Battiscopa 6,5x120 cm  
9,5 mm

**Warm**

Quad 30x60 cm  
9,5 mm

Muretto 30x60 cm  
9,5 mm

Mosaico 30x30 cm  
9,5 mm

Step 30x60 cm  
9,5 mm

Battiscopa 8x60 cm  
9,5 mm

**Cold**

Quad 30x60 cm  
9,5 mm

Muretto 30x60 cm  
9,5 mm

Mosaico 30x30 cm  
9,5 mm

Step 30x60 cm  
9,5 mm

Battiscopa 8x60 cm  
9,5 mm

**Cold**

Facet 30x60 cm  
9,5 mm

Muretto 30x60 cm  
9,5 mm

Mosaico 30x30 cm  
9,5 mm

Step 30x60 cm  
9,5 mm

Battiscopa 8x60 cm  
9,5 mm

Battiscopa 6,5x120 cm  
9,5 mm

**Warm**

**Cold**

Facet 30x60 cm  
9,5 mm

Muretto 30x60 cm  
9,5 mm

Mosaico 30x30 cm  
9,5 mm

Step 30x60 cm  
9,5 mm

Battiscopa 8x60 cm  
9,5 mm

Battiscopa 6,5x120 cm  
9,5 mm

# Pearl Gray



**01159A Bits Pearl Gray Nat/Ret** U4 P4 E3 C2  
**01173A Bits Pearl Gray Lev/Ret**

60×60 cm (24"×24")



**01278 Bits Mosaico Pearl Gray Nat/Ret**

30×30 cm (12"×12")



**01207A Bits Pearl Gray Nat/Ret** U4 P3 E3 C2

30×60 cm (12"×24")



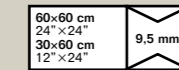
**01224A Bits Pearl Gray Antislip Ret**

30×60 cm (12"×24")



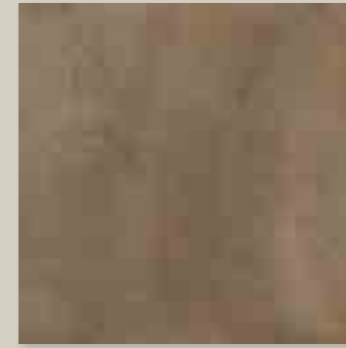
**01274A Bits Muretto Cold Ret**

30×60 cm (12"×24")



Gres fine porcellanato ad impasto colorato  
Coloured-Body Fine Porcelain Stoneware  
Tecnologia Digitale  
Digital Technology

# Peat Brown



**01160A Bits Peat Brown Nat/Ret** U4 P4 E3 C2  
**01174A Bits Peat Brown Lev/Ret**

60×60 cm (24"×24")



**01279 Bits Mosaico Peat Brown Nat/Ret**

30×30 cm (12"×12")



**01208A Bits Peat Brown Nat/Ret** U4 P3 E3 C2

30×60 cm (12"×24")



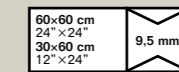
**01225A Bits Peat Brown Antislip Ret**

30×60 cm (12"×24")



**01275A Bits Muretto Warm Ret**

30×60 cm (12"×24")



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Pitch Black



01161A Bits Pitch Black Nat/ Ret U4 P4 E3 C2  
01175A Bits Pitch Black Lev/ Ret

60×60 cm (24"×24")



01281 Bits Mosaico Pitch Black Nat/ Ret

30×30 cm (12"×12")



01209A Bits Pitch Black Nat/ Ret U4 P3 E3 C2

30×60 cm (12"×24")



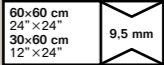
01226A Bits Pitch Black Antislip Ret

30×60 cm (12"×24")



01274A Bits Muretto Cold Ret

30×60 cm (12"×24")



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## Pewter Smoke



01158A Bits Pewter Smoke Nat/Ret U4 P4 E3 C2  
01172A Bits Pewter Smoke Lev/Ret

60×60 cm (24"×24")



01277 Bits Mosaico Pewter Smoke Nat/Ret

30×30 cm (12"×12")



01206A Bits Pewter Smoke Nat/Ret U4 P3 E3 C2

30×60 cm (12"×24")



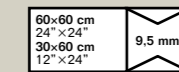
01223A Bits Pewter Smoke Antislip Ret

30×60 cm (12"×24")



01274A Bits Muretto Cold Ret

30×60 cm (12"×24")



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# Powder Bone



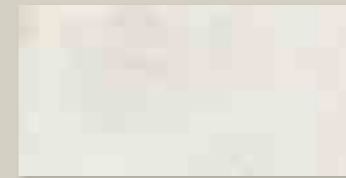
**01157A Bits Powder Bone Nat/Ret** U4 P4 E3 C2  
**01171A Bits Powder Bone Lev/Ret**

60×60 cm (24"×24")



**01276 Bits Mosaico Powder Bone Nat/Ret**

30×30 cm (12"×12")



**01205A Bits Powder Bone Nat/Ret** U4 P3 E3 C2

30×60 cm (12"×24")



**01222A Bits Powder Bone Antislip Ret**

30×60 cm (12"×24")



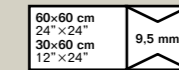
**01274A Bits Muretto Cold Ret**

30×60 cm (12"×24")



**01275A Bits Muretto Warm Ret**

30×60 cm (12"×24")



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# Decori

## Quad



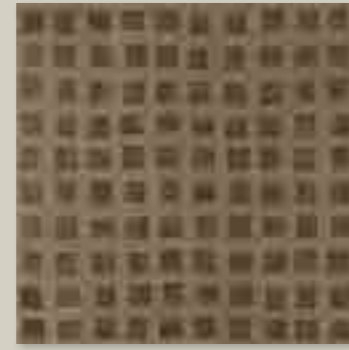
**01164A Bits Quad**  
Pearl Gray Nat/Ret U4 P4 E3 C2

60×60 cm (24"×24")



**01212A Bits Quad**  
Pearl Gray Nat/Ret

30×60 cm (12"×24")



**01165A Bits Quad**  
Peat Brown Nat/Ret U4 P4 E3 C2

60×60 cm (24"×24")



**01213A Bits Quad**  
Peat Brown Nat/Ret

30×60 cm (12"×24")



**01166A Bits Quad**  
Pitch Black Nat/Ret U4 P4 E3 C2

60×60 cm (24"×24")



**01214A Bits Quad**  
Pitch Black Nat/Ret

30×60 cm (12"×24")

## Facet



**01163A Bits Facet**  
Pewter Smoke Nat/Ret U4 P4 E3 C2

60×60 cm (24"×24")



**01211A Bits Facet**  
Pewter Smoke Nat/Ret

30×60 cm (12"×24")



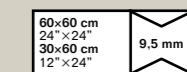
**01162A Bits Facet**  
Powder Bone Nat/Ret U4 P4 E3 C2

60×60 cm (24"×24")



**01210A Bits Facet**  
Powder Bone Nat/Ret

30×60 cm (12"×24")



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## Piemme Maxi Formati

I maxi formati sono la sintesi perfetta tra ricerca tecnologica d'avanguardia ed elevata resa estetica. Misure dedicate a luoghi dove l'ampiezza degli spazi necessita di essere valorizzata con gusto e cura per il dettaglio.

Maxi sizes are the perfect synthesis between cutting-edge technological research and high aesthetic yield. Measurements dedicated to places where the sheer size of the spaces requires enhancement with taste and care for detail.

Die Maxiformate sind die perfekte Synthese zwischen Spitzentechnologie und großer optischer Wirkung. Eigens für Orte konzipiert, in denen räumliche Weitläufigkeit geschmackvoll und mit Liebe zum Detail unterstrichen werden soll.

Les maxi formats sont la synthèse parfaite entre la recherche technologique d'avant-garde et le maximum du rendu esthétique. Des dimensions adaptées aux lieux où la grandeur des volumes requiert leur mise en valeur avec goût et attention pour le détail.

## Piemme Maxi Formati

### Pearl Gray



03404A Bits Pearl Gray Nat/ Ret

120×120 cm (48"×48")

### Pewter Smoke



03405A Bits Pewter Smoke Nat/ Ret

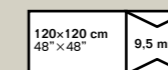
120×120 cm (48"×48")

### Powder Bone



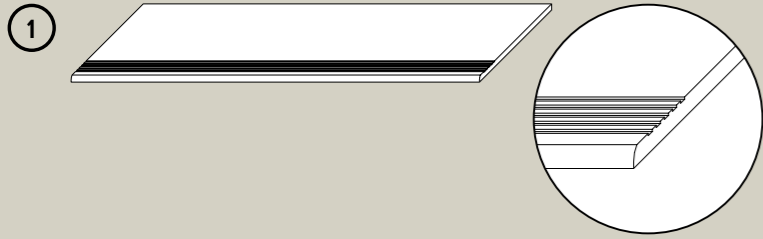
03403A Bits Powder Bone Nat/ Ret

120×120 cm (48"×48")



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## Pezzi Speciali



### 1 – Step 30x60 cm - 12"x24" (Pz. box: 6)

- 01259 Step Bits Powder Bone Nat/Ret
- 01261 Step Bits Pewter Smoke Nat/Ret
- 01262 Step Bits Pearl Gray Nat/Ret
- 01263 Step Bits Peat Brown Nat/Ret
- 01264 Step Bits Pitch Black Nat/Ret

### 2 – Battiscopa 8x60 cm 3<sup>1</sup>/<sub>8</sub>"x24" (Pz. Box: 10)

- 01248 Battiscopa Bits Powder Bone Nat/Ret
- 01254 Battiscopa Bits Powder Bone Lev/Ret
- 01249 Battiscopa Bits Pewter Smoke Nat/Ret
- 01255 Battiscopa Bits Pewter Smoke Lev/Ret
- 01251 Battiscopa Bits Pearl Gray Nat/Ret
- 01256 Battiscopa Bits Pearl Gray Lev/Ret
- 01252 Battiscopa Bits Peat Brown Nat/Ret
- 01257 Battiscopa Bits Peat Brown Lev/Ret
- 01253 Battiscopa Bits Pitch Black Nat/Ret
- 01258 Battiscopa Bits Pitch Black Lev/Ret

### 3 – Battiscopa 6,5x120 cm - 2<sup>1</sup>/<sub>2</sub>"x48" (Pz. box: 8)

- 01401 Battiscopa Bits Powder Bone Nat/Ret
- 01402 Battiscopa Bits Pearl Gray Nat/Ret
- 01403 Battiscopa Bits Pewter Smoke Nat/Ret

## Imballi

Prodotti/Products		Bits							Imballi/Packing				
Formati Sizes	Spessori Thickness	Superficie Surface	Pearl Gray	Peat Brown	Pitch Black	Pewter Smoke	Powder Bone	Pz. scatola Box pcs	Scatola m <sup>2</sup> Box m <sup>2</sup>	Scatola Kg Box Kgs	Scatola Pallet Boxes Pallet	Pallet m <sup>2</sup> Pallet m <sup>2</sup>	Pallet Kg Pallet Kgs
120x120 (48"x48") 	9,5 mm	NAT/RET	•				•	2	2,88	58	22	63,36	1276
60x60 (24"x24") 	9,5 mm	NAT/RET LEV/RET	•	•	•	•	•	4	1,44	29 30	32	46,08	928 960
Quad/Facet 60x60 (24"x24") 	9,5 mm	NAT/RET	• Quad	• Quad	• Quad	• Facet	• Facet	4	1,44	29	32	46,08	928
30x60 (12"x24") 	9,5 mm	NAT/RET	•	•	•	•	•	7	1,26	25,30	40	50,40	1012
Antislip 30x60 (12"x24") 	9,5 mm R11	RET	•	•	•	•	•	7	1,26	25,30	40	50,40	1012
Quad/Facet 30x60 (12"x24") 	9,5 mm	NAT/RET	• Quad	• Quad	• Quad	• Facet	• Facet	7	1,26	25,30	40	50,40	1012
Muretto 30x60 (12"x24") 	9,5 mm	RET	• Cold	• Warm	• Cold	• Cold	• Warm Cold	7	1,26	25,30	32	40,32	809,6
Mosaico 30x30 (12"x12") 	9,5 mm	NAT/RET	•	•	•	•	•	5	0,45	8,5	60	-	-
<b>Pezzi speciali Special pieces</b>													
Step 30x60 (12"x24") 	9,5 mm	NAT/RET	•	•	•	•	•	6	1,08	22	36	-	-
Battiscopa 8x60 (3 <sup>1</sup> / <sub>8</sub> "x24") 	9,5 mm	NAT/RET LEV/RET	•	•	•	•	•	10	0,480	11	72	-	-
Battiscopa 6,5x120 (2 <sup>1</sup> / <sub>2</sub> "x48") 	9,5 mm	NAT/RET	•				•	8	0,624	14	48	-	-



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Colophon

Project Management  
Mktg Piemme

Bits & Pieces: Quad + Facet  
Designed by  
Gordon Guillaumier

Testi  
Massimiliano Di Bartolomeo

Carta  
Fedrigoni Materica  
Fedrigoni Symbol Tatami

Marzo 2024

FSC® è una certificazione che consente al consumatore finale di riconoscere i prodotti fabbricati con materie prime che vengono da foreste gestite in modo responsabile anche del punto di vista sociale.

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