

Apulia

Apulia nasce dall'idea sviluppata dal dipartimento marketing di ITA-ITILES per piastrelle in gres porcellanato ad effetto pietra dal carattere caldo e naturale. ITA-ITILES reinterpreta una pietra italiana dalla purezza ancestrale con forte richiamo alla cultura mediterranea, un progetto ceramico dalle tonalità calde con andamento armonico e naturale delle venature, delle granulometrie e delle delicate sfumature di fondo. Apulia ripropone un mélange di pietre calcaree, tipiche della Puglia, miscelate tra loro per creare un progetto capace di riprendere ogni dettaglio naturale e declinarlo in quattro diverse tonalità: dalle più tradizionali e luminose Milk e Ivory, passando per una versione di tendenza come il Cream, ed arrivando ad un colore di grande personalità come il Greige. La materia classica di ITA-ITILES pervade oggi gli spazi abitativi più moderni come trait d'union fra natura e cultura per un'armonia di contrasti sempre

piacevole ed equilibrata. Apulia è arricchita da una superficie tridimensionale ideale per la personalizzazione di rivestimenti a parete: la struttura "Carved" rappresenta un ritorno alle forme primitive, alla ricerca di geometrie essenziali, rassicuranti, legate ad un immaginario antico e puro in cui i sensi sono guidati dalla percezione tattile. Apulia è disponibile nei formati 30x60, 60x60, 60x120, 80x80 rendendosi ideale per interni ed esterni grazie ad una speciale versione antiscivolo che mantiene armonia stilistica con gli interni garantendo una maggiore presa al piede sia calzato che nudo.

Apulia di ITA-ITILES è un moderno prodotto ceramico 100% Made in Italy, dall'idea all'esecuzione finale e si presta ad arredare ambienti residenziali e commerciali interni ed esterni, grazie alla resistenza offerta dal suo cuore in gres porcellanato ed all'estetica superficiale calda ed avvolgente.

4 Colori - Colours



MILK

IVORY

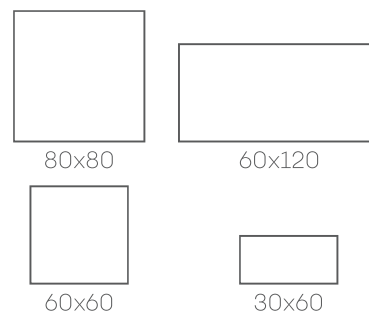
CREAM

GREIGE

Apulia originates from the idea developed by the ITA-ITILES marketing department for stone-effect porcelain stoneware tiles with a warm, natural character.

ITA-ITILES reinterprets an Italian stone of ancestral purity with strong links to Mediterranean culture. It is a ceramic project in warm colours with natural, tasteful veining and grain and delicate background shades. Apulia draws inspiration from an assortment of limestones typical of the Italian region of the same name, combined to create a project that picks up every natural detail and expresses it in four different colours, from the more traditional, brighter Milk and Ivory to the trendier Cream and then Greige, with its striking personality. ITA-ITILES transforms a classical material to meet the needs of today's most modern living-spaces, uniting nature and culture in an attractive, balanced, harmonious interplay

4 Formati - Sizes



80x80

60x120

60x60

30x60

of contrasts. Apulia's potential is extended by a three-dimensional surface ideal for bestowing individuality on wall coverings: the "Carved" structure represents a return to primitive forms, in search of simple, reassuring geometrical shapes evoking antique, pure images, where touch guides the other senses. Apulia is available in the 30x60, 60x60, 60x120 and 80x80 sizes and is ideal for indoor and outdoor use thanks to a special anti-slip version that maintains stylistic harmony with indoor areas while providing a better grip for both shod and bare feet.

Apulia by ITA-ITILES is a modern ceramic product 100% Made in Italy from idea to manufacturing and is suitable for furnishing indoor and outdoor residential and commercial locations thanks to the strength of its porcelain stoneware core and its warm, enticing surface aesthetic.



Preview Cersaie | 2024



Apulia Ivory Rett 80x80



Apulia



Apulia Greige Rett 60x120





Apulia Milk Rett 60x120 - Apulia Ivory Romance Rett 60x120 - Apulia Ivory Carved Rett 30x60



Preview Cersaie | 2024



Apulia Cream Rett 60x60 - Apulia Cream Carved Rett 30x60

Apulia

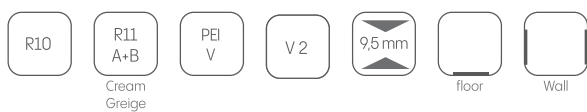




Apulia Greige Rett 60x120 - Apulia Greige Rett R11 60x120





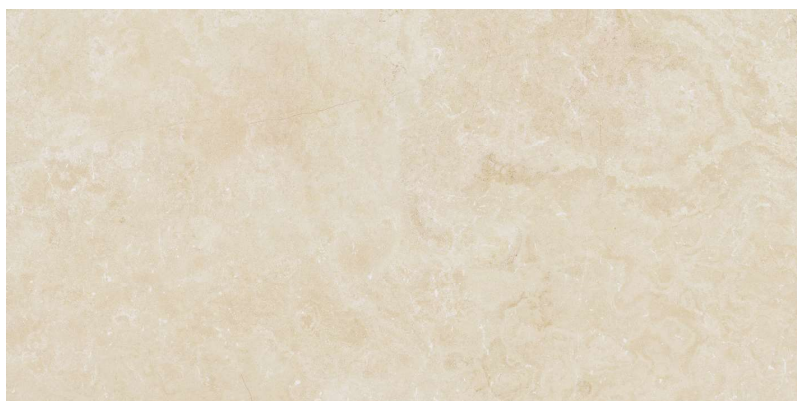


Gres Porcellanato Smaltato
Glazed Porcelain Stoneware

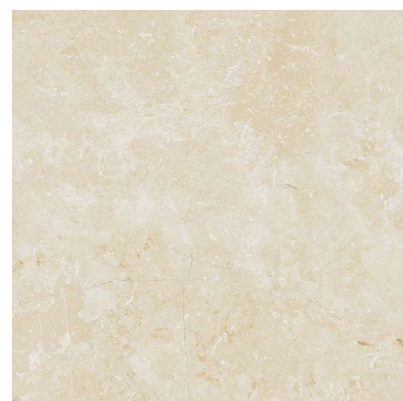
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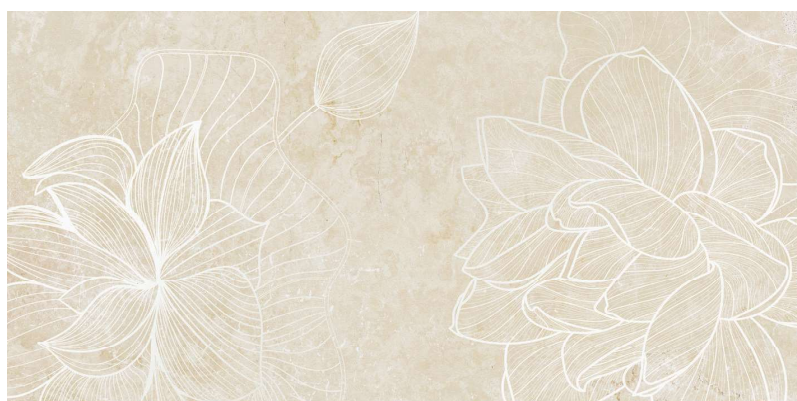
Milk



Apulia Milk Rett 60x120



Apulia Milk Rett 60x60



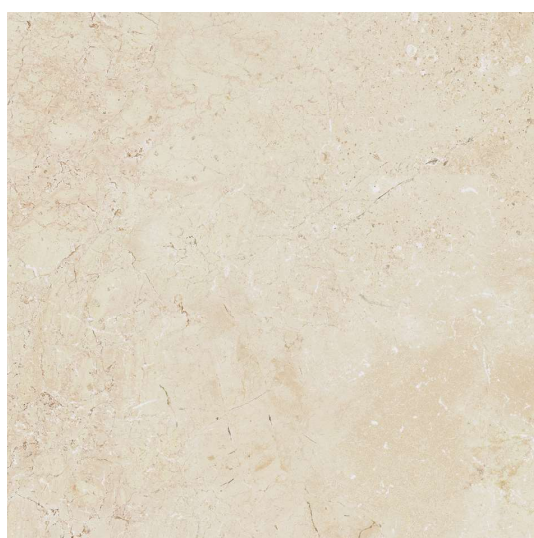
Apulia Milk Romance Rett 60x120



Apulia Milk Rett 30x60



Apulia Milk Carved 30x60

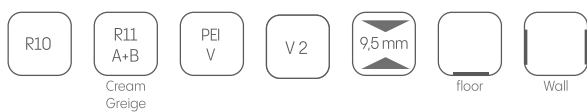


Apulia Milk Rett 80x80



Apulia Milk Romance Rett 30x60



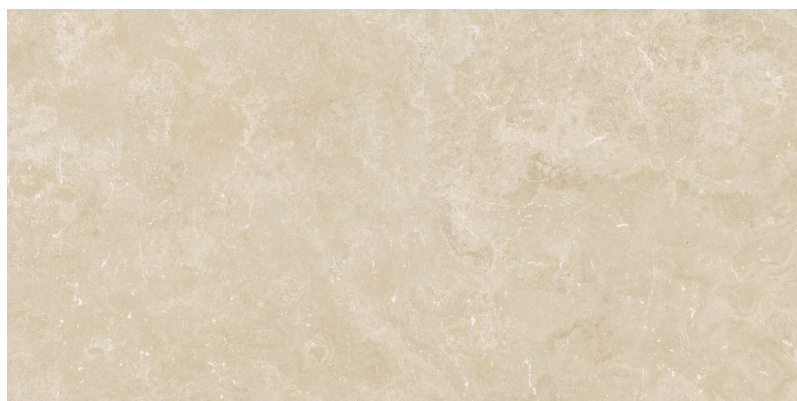


Gres Porcellanato Smaltato
Glazed Porcelain Stoneware

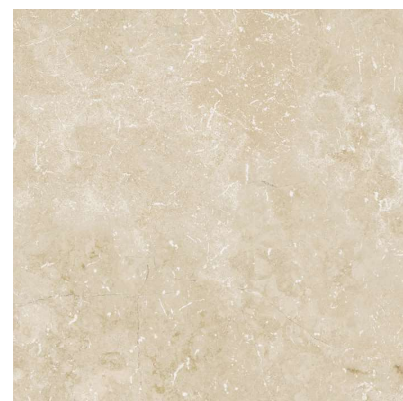
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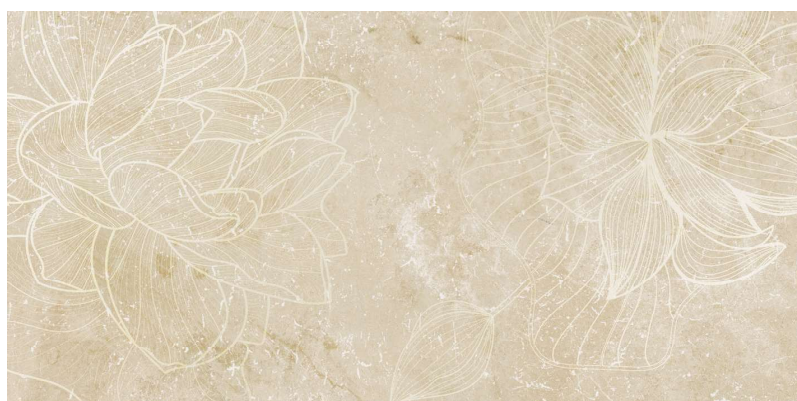
Ivory



Apulia Ivory Rett 60x120



Apulia Ivory Rett 60x60



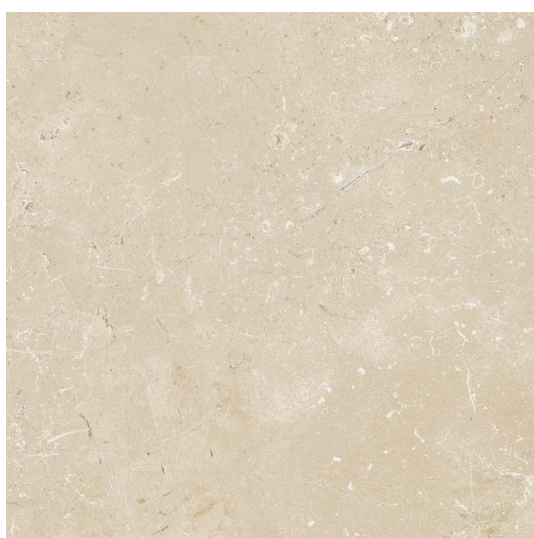
Apulia Ivory Romance Rett 60x120



Apulia Ivory Rett 30x60



Apulia Ivory Carved 30x60

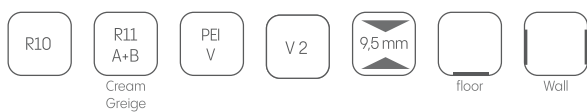


Apulia Ivory Rett 80x80



Apulia Ivory Romance Rett 30x60



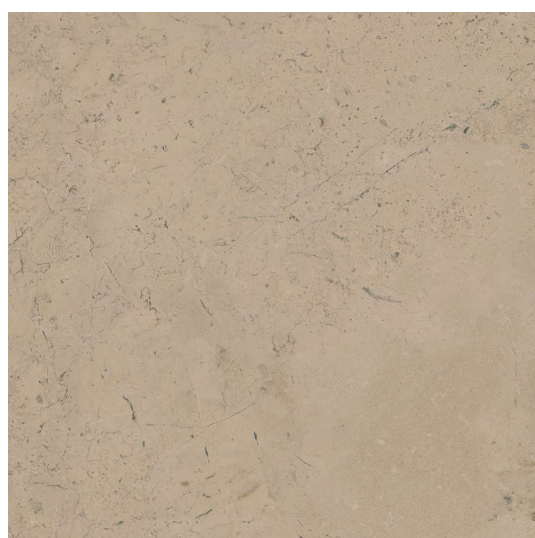
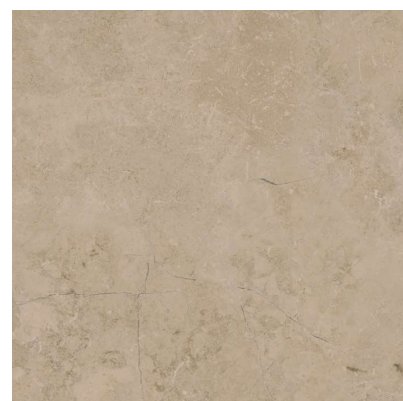
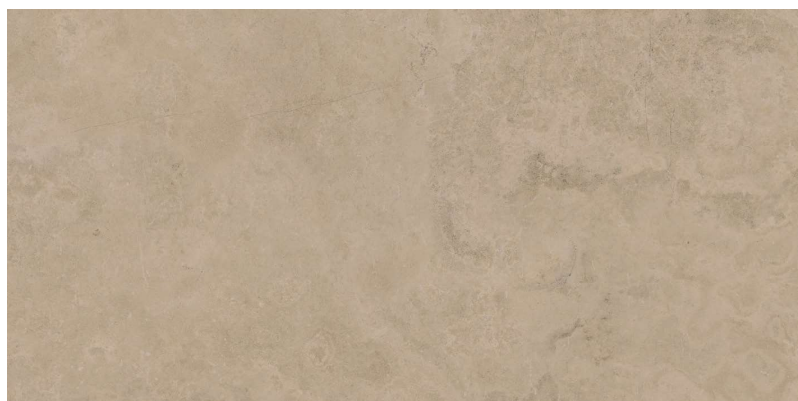


Gres Porcellanato Smaltato
Glazed Porcelain Stoneware

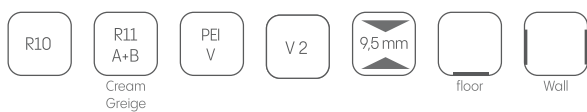
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Cream







Gres Porcellanato Smaltato
Glazed Porcelain Stoneware

Rettificato
Rectified

Tecnologia Digitale
Digital Technology

Greige

