

# CLOUD

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AKI MOTOYAMA / *Domus Academy Design*



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## **TRADIZIONALMENTE I GIAPPONESI USANO IL PAVIMENTO COME UN ELEMENTO DI ARREDO.**

Ispirato a questa idea, **CLOUD** introduce un concetto di morbidezza e calore nella piastrella. **CLOUD** consiste in quadrati di 5 misure diverse che vengono assemblati in maniera casuale come un mosaico. Ripetendo questo pattern iniziale, **CLOUD** produce onde come accade sulla superficie delle nuvole. **CLOUD** è disponibile nei colori bone, clay, mud e in tre differenti finiture: matt, shine e mix.

## **TRADITIONALLY, JAPANESE PEOPLE UTILIZE FLOOR AS FURNITURE.**

Inspired by such lifestyle, **CLOUD** introduces soft and warm impression to a tile. **CLOUD** consists of squares in 5 different sizes that are randomly placed like mosaic. By repeating this one single form, **CLOUD** generates flows like a surface of a cloud. **CLOUD** is available in bone, clay, mud colors and in three different finishings: matt, shine and mix.

# BRIX / Domus Academy

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## “THE EXCEPTION TO THE RULE” master in design

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**DOMUS ACADEMY IN COLLABORATION WITH BRIX - SEPT / NOV 2010**

Nell'anno accademico 2010 Brix è stata invitata da Domus Academy a coordinare un Master in Design rivolto agli studenti dell'ultimo anno.

Brix ha fornito un brief rispetto al tema “progettazione di una forma”.

Ogni 2 settimane Brix e i Project Leaders si sono incontrati per visionare le proposte degli studenti e dare loro nuove indicazioni per lo sviluppo dei progetti.

La presentazione dei progetti è avvenuta il 23 novembre 2010.

Il progetto di Aki Motoyama è stato selezionato da Brix come il più interessante del Master.

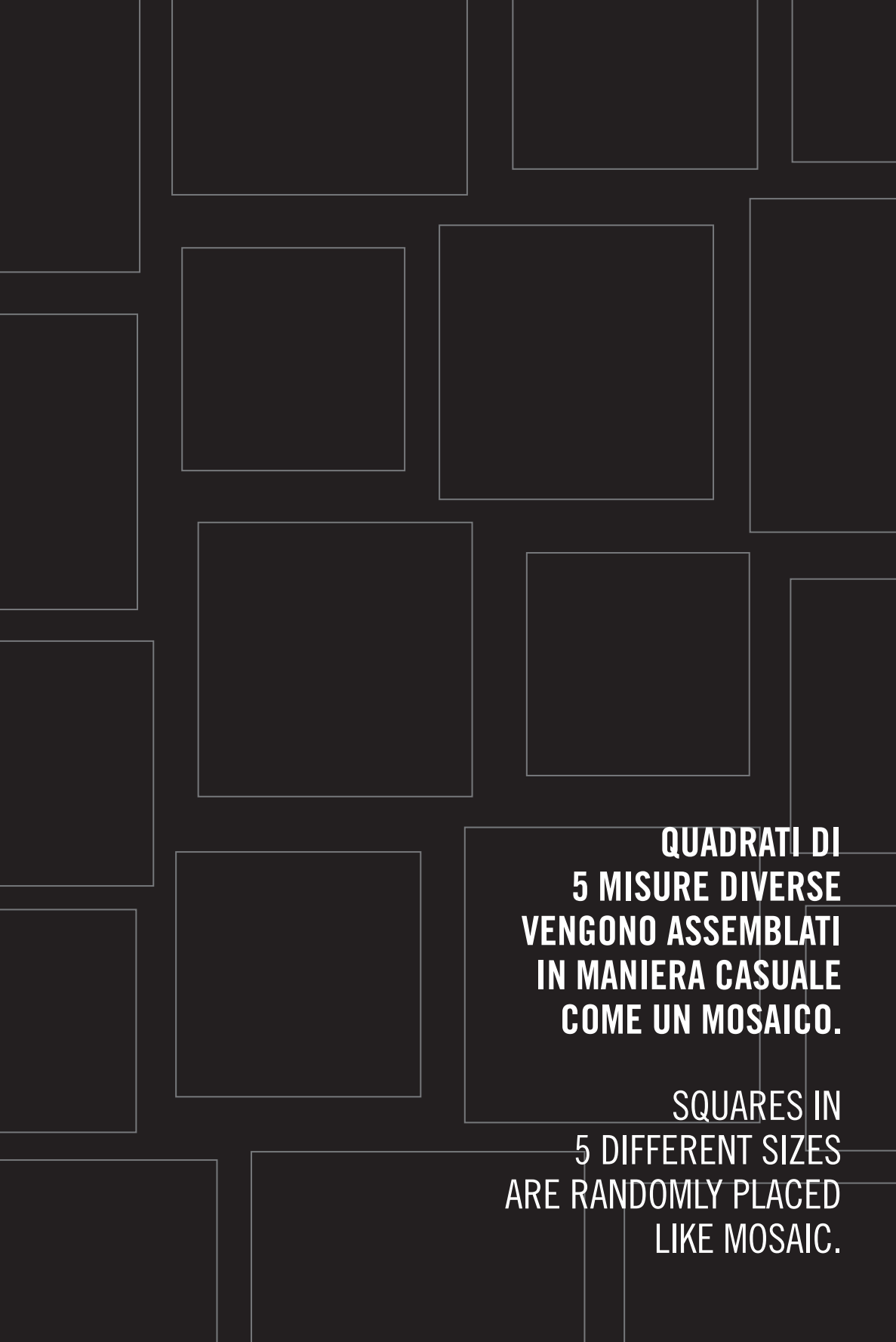
During the 2010 academic year, Domus Academy invited Brix to coordinate a Master in Design course for students in their final year.

Brix briefed the students on the theme, “designing a shape”.

Every two weeks Brix and the Project Leaders examined the student's proposals, giving them suggestions and feedback for the development of their projects.

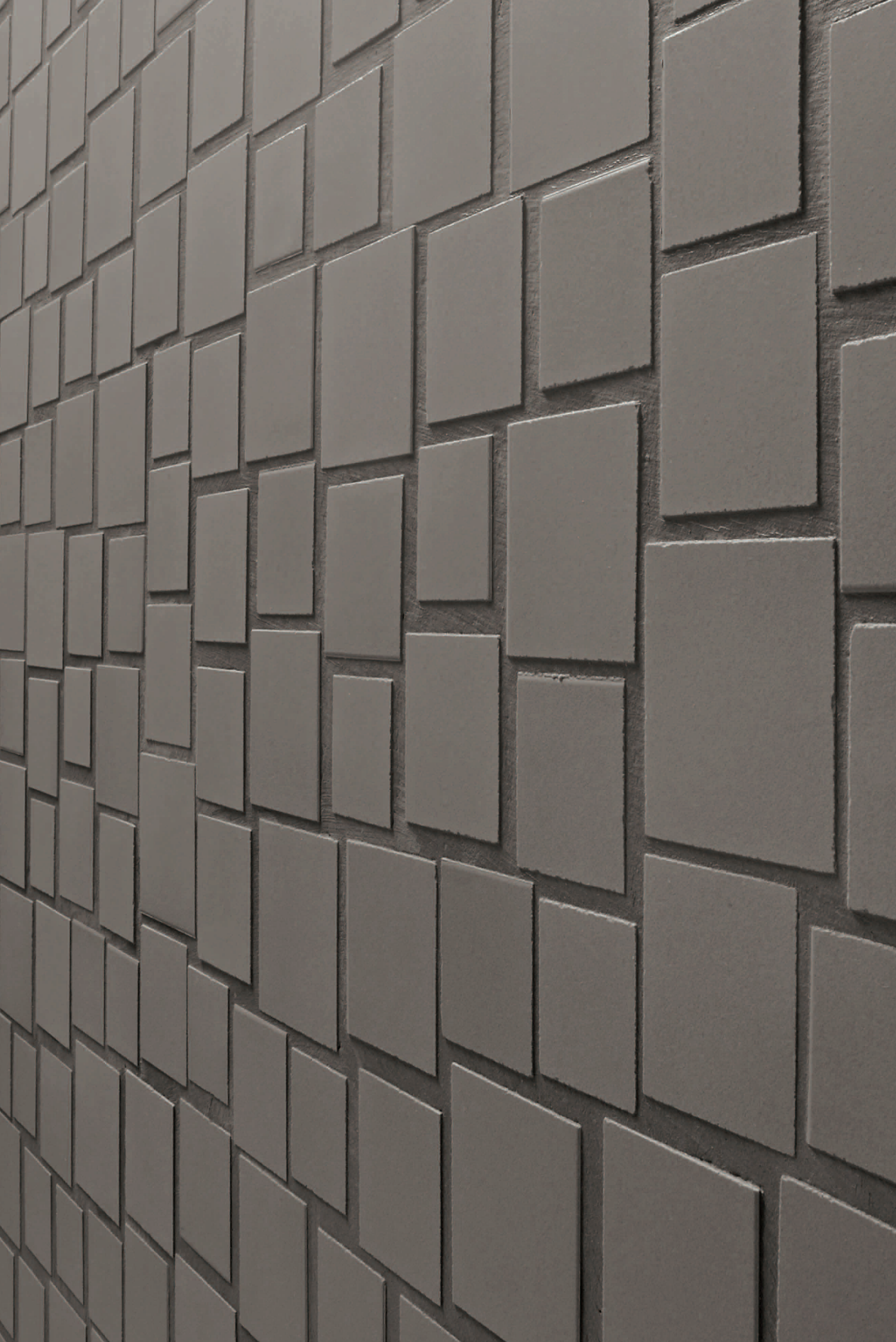
On November 23, 2010, all the projects were presented.

Brix selected Aki Motoyama's concept as the most interesting of the whole course.



**QUADRATI DI  
5 MISURE DIVERSE  
VENGONO ASSEMBLATI  
IN MANIERA CASUALE  
COME UN MOSAICO.**

**SQUARES IN  
5 DIFFERENT SIZES  
ARE RANDOMLY PLACED  
LIKE MOSAIC.**





**CLOUD è  
disponibile nei  
colori bone, clay,  
mud e in tre  
differenti finiture:  
matt, shine e mix.**

CLOUD is available in  
bone, clay, mud colors  
and in three different  
finishings:  
matt, shine and mix.

matt













RICHARD BRADSHAW American Dust John Edelman

shine





HAVE  
YOU  
BRUSHED  
YOUR  
TEETH?





# mix







# CLOUD

21

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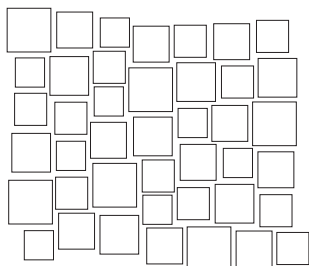
AKI MOTOYAMA / *Domus Academy Design*

**technical info**

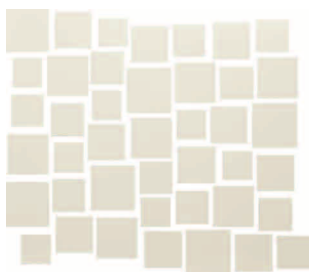
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# CLOUD

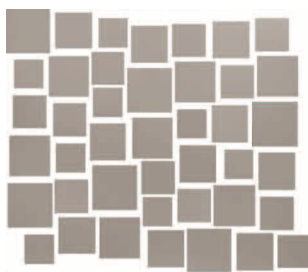
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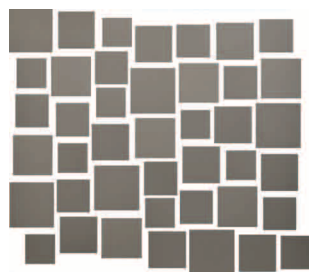
**CLOUD** 35x40,3 13<sup>7/9</sup>"x15<sup>5/7</sup>"



**CL10** Cloud Bone



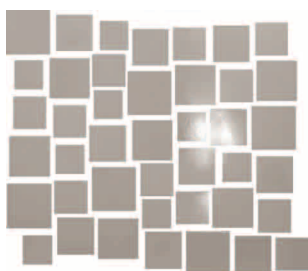
**CL60** Cloud Clay



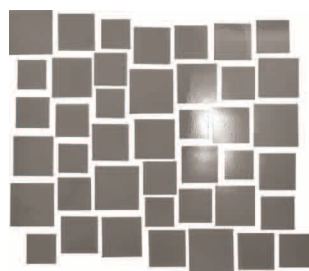
**CL70** Cloud Mud



**CLS10** Cloud Shine Bone



**CLS60** Cloud Shine Clay



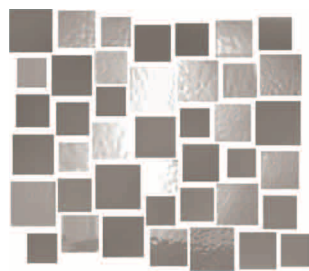
**CLS70** Cloud Shine Mud



**CLM10** Cloud Mix Bone



**CLM60** Cloud Mix Clay



**CLM70** Cloud Mix Mud

**MATT:** gres porcellanato non smaltato per uso interno ed esterno, per pavimenti e rivestimenti, per saune piscine e bagni turchi.  
MATT: unglazed porcelain stoneware for indoor or outdoor use, for floors and walls, for saunas, swimming pools and turkish bath.

**SHINE:** gres porcellanato smaltato lucido (per uso interno ed esterno).  
Cloud Shine può essere utilizzato solo ed esclusivamente a rivestimento.  
SHINE: glossy glazed porcelain stoneware for indoor or outdoor use. Cloud Shine can only be used for wall.

**MIX:** la variante Mix è formata per il 50% da quadrati Matt e per il 50% da quadrati Shine.  
Il loro assemblaggio segue una logica casuale. Cloud Mix può essere utilizzato solo ed esclusivamente a rivestimento.  
MIX: the Mix variant is made of 50% Matt squares and 50% Shine squares, arranged in a random way.  
Glossy glazed porcelain stoneware for indoor or outdoor use. Cloud Shine can only be used for wall.

| CARATTERISTICHE TECNICHE<br>TECH INFO                                                                                    | STUCCO CONSIGLIATO<br>SUGGESTED GROUT | CONSUMO DI STUCCO KG/MQ<br>GROUT REQUIRED KG/ S <sup>2</sup> M                               |
|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------|----------------------------------------------------------------------------------------------|
| <div>UGL</div> <div>GRES PORCELLANATO NON SMALTATO_MATT<br/>UNGLAZED PORCELAIN STONWARE_MATT</div>                       | CLOUD BONE<br>BGT10 BRIXGROUT WHITE   | CLOUD / CLOUD SHINE / CLOUD MIX<br>35x40,3    13 <sup>7/8"</sup> x15 <sup>6/7"</sup> 2,30 KG |
| <div>GL</div> <div>GRES PORCELLANATO SMALTATO_SHINE<br/>PORCELAIN STONWARE_SHINE</div>                                   | CLOUD CLAY<br>BGT50 BRIXGROUT MUD     | CLOUD / CLOUD SHINE / CLOUD MIX<br>35x40,3    13 <sup>7/8"</sup> x15 <sup>6/7"</sup> 2,30 KG |
| <div></div> <div>SPESORE<br/>THICKNESS<br/>5 mm_2"</div>                                                                 | CLOUD MUD<br>BGT50 BRIXGROUT MUD      | CLOUD / CLOUD SHINE / CLOUD MIX<br>35x40,3    13 <sup>7/8"</sup> x15 <sup>6/7"</sup> 2,30 KG |
| <div></div> <div>ASSORBIMENTO DELL'ACQUA<br/>WATER ABSORPTION<br/>≤ 0,5%    ≤ 0,10%</div>                                |                                       |                                                                                              |
| <div></div> <div>RESISTENZA AL GELO<br/>FROST RESISTANCE<br/>Resiste / Resists</div>                                     |                                       |                                                                                              |
| <div></div> <div>RESISTENZA ALL'ATTACCO CHIMICO<br/>RESISTANCE TO ACIDS AND ALKALIS<br/>Non attaccati / Unaffected</div> |                                       |                                                                                              |

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valore standard / required standard

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valore Brix / Brix value

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Photo: Oscar Morandi*