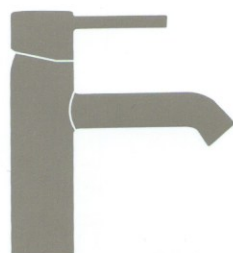
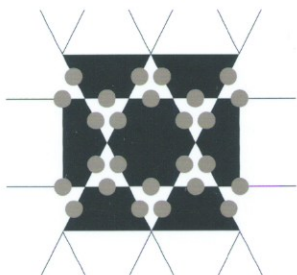
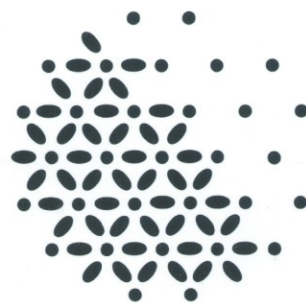


VitroA
BATHROOM ICONS



Fancy Lines

Tiles

Third firing ceramic

Dima Loginoff, 2012



— About the same time as the opening of its first factory in Russia, VitrA joined forces with a Russian designer to develop an innovative line of tiles. The principal pattern, which is extremely strong, combines the pattern and colors of three complementary tiles.

In order to keep the original design strength intact, considerable thought was given to the most suitable size and type of manufacturing technique. Third firing technology offered the best solution for the aesthetic appearance sought by the project.

Thus, the product came into being just as the designer wanted, with 11 layers of printing. Aside from attracting much admiration and curiosity, it was impossible for competitors to copy, due to its technical complexity.