

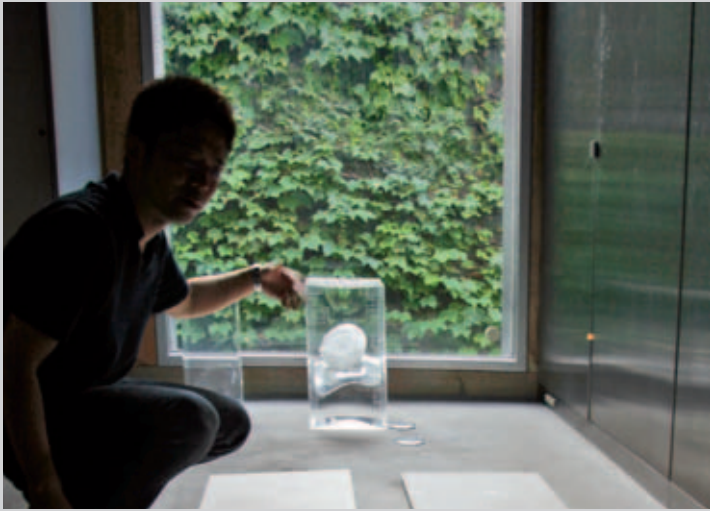
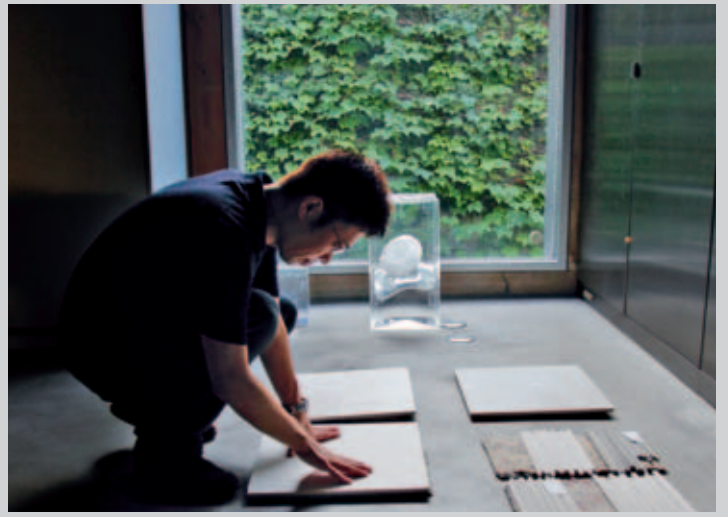
phenomenon

mutina + tokujin yoshioka

" Un'azienda che guarda al futuro in
maniera così positiva non può che giungere a
visioni così alte. Intuitivamente ho
percepito la dimensione visionaria di Mutina."

"A company
who looks further into the future
with positive thoughts can only have such high
visions. And I have had an intuitive feeling
that Mutina has visionary ideas."

Tokuji Yoshioka



tokujin yoshioka

Vincitore di molti premi, con pezzi esposti al MoMA e al Cooper Hewitt di New York, al Victoria & Albert di Londra come al Vitra Design Museum, nasce nel 1967 in Giappone. Formatosi con Shiro Kuramata e Issey Miyake, Tokujin Yoshioka ha aperto il proprio studio nel 2000 e collaborato con aziende giapponesi e internazionali come Hermès, Toyota, BMW, Swarovski, disegnando showroom e installazioni. Con il successo della paper chair Honey-pop del 2001 si sono stretti maggiormente i legami con il mondo del design d'interni, sviluppando progetti per Driade, Moroso e Kartell, tra gli altri. Cifra caratteristica del suo lavoro, la poesia e la leggerezza onirica delle sue opere - siano essi prodotti, interni, installazioni - che nascono da un'attenta e sofisticata ricerca su materiali semplici abbinata alla sperimentazione tecnologica. Tra i riconoscimenti, Design Miami, Designer of the Year 2007, Wallpaper Design Awards 2008, e Elle Decoration International Design Award, Designer of the Year 2009. Grazie alla collezione Phenomenon disegnata per Mutina, nel 2011, ha ricevuto il Wallpaper Design Award e l'Elle Decoration Design Award.

Born in Japan in 1967 and the winner of a large number of awards, with pieces on display at the MoMA and the Cooper Hewitt in New York, the Victoria & Albert in London and the Vitra Design Museum. Tokujin Yoshioka trained along with Shiro Kuramata and Issey Miyake, opened his own studio in 2000, and has worked with Japanese and international companies such as Hermès, Toyota, BMW and Swarovski, designing showrooms and installations. As a result of the success of the Honey-pop paper chair in 2001, he began establishing increasingly close links with the world of interior design, developing projects for Driade, Moroso and Kartell, amongst others. The signature feature of his creations is their poetic, light, dreamlike quality; his products, interiors and installations are the result of painstaking, complex research carried out on simple materials, combined with experimental technology. The awards he has received include Design Miami, Designer of the Year 2007, the Wallpaper Design Awards 2008, and the Elle Decoration International Design Award, Designer of the Year 2009. Thanks to the Phenomenon collection designed for Mutina he has received the Wallpaper Design Award and the Elle Decoration Design Award 2011.

phenomenon collection winner of

WALLPAPER DESIGN AWARD 2010
EDIDA 2011



"... un design che
commuova il cuore e rimanga
impresso nella memoria ..."

"... a design, which
stirs one's heart and imagination and
remains deep in one's memory..."

Tokujin Yoshioka





Negli ultimi tempi, ho provato a incorporare i fenomeni naturali e le leggi della natura nella concezione dei miei progetti e a creare lavori che esprimessero originalità. Collaborando con Mutina, ho considerato l'idea di realizzare ceramiche che ricordassero le texture di materiali derivati dal mondo naturale. E' mia intenzione non manipolare l'aspetto della natura, ma creare un design che commuova il cuore e rimanga impresso nella memoria. Phenomenon combina piccoli materiali producendo profondità e vastità. Le diverse espressioni di Phenomenon, quali nidi d'ape, cristalli di neve, formazioni di ghiaccio e cellule vegetali, evocano nella memoria scenari naturali.

In recent days, I have intended to incorporate the natural phenomenon and the laws of nature into the idea of design and create works, which displays originality. In collaboration with Mutina, I have pondered on designing tiles, which expresses the textures of material derived from the nature. My intention is not to manipulate the appearance of nature, but to create a design, which stirs one's heart and imagination and remains deep in one's memory. Phenomenon integrates small substances and produces both depth and width. Various expressions of Phenomenon, such as honeycombs, snow crystals, icicles, plant cells evoke one's memory of the scenery in nature.





mosaics

this is ... phenomenon



rain C bianco - rock bianco





rain B bianco - honeycomb A bianco





honeycomb B bianco - rain A bianco





rain B grigio - rock grigio





honeycomb B moka - rain C moka



"Collaborando con Mutina, ho considerato l'idea di realizzare ceramiche che ricordassero le texture di materiali derivati dalla natura. La mia intenzione non è quella di manipolare l'aspetto della natura, ma di creare un design che commuova e rimanga impresso nella memoria."

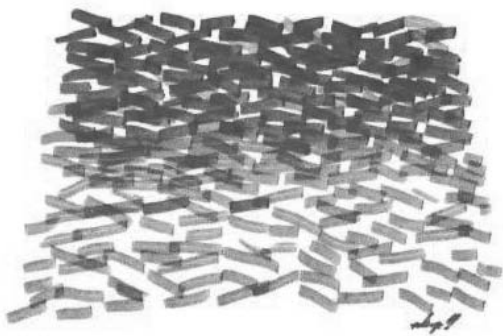
"In collaboration with Mutina, I have pondered on designing tiles which expresses the textures of material derived from the nature. My intention is not to manipulate the appearance of nature, but to create a design, which stirs one's heart and imagination and remains deep in one's memory."

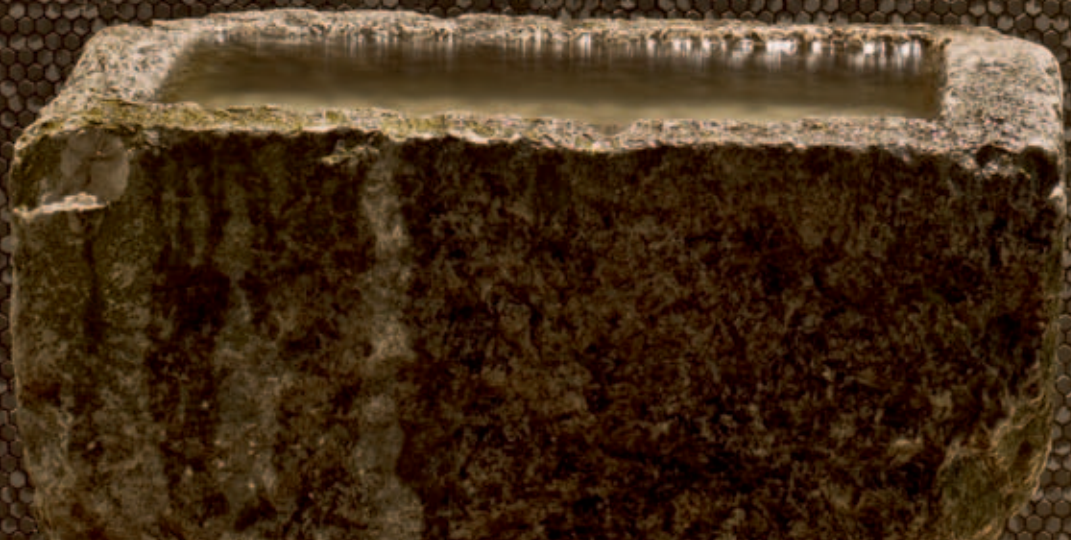




"Phenomenon combina piccoli ma-
teriali producendo profondità e
vastità."

"Phenomenon integrates small
substances and produces both
depth and width."

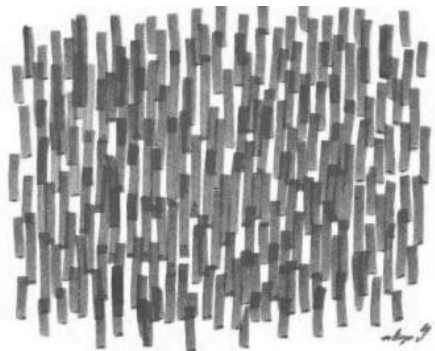






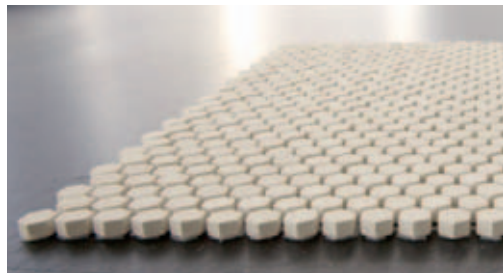
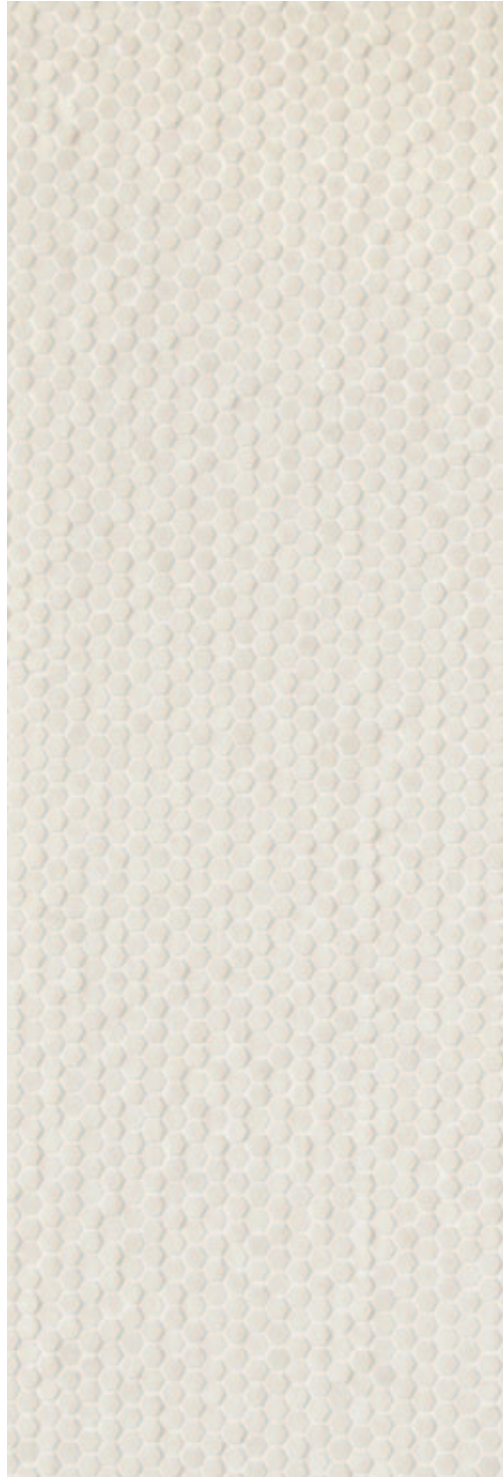
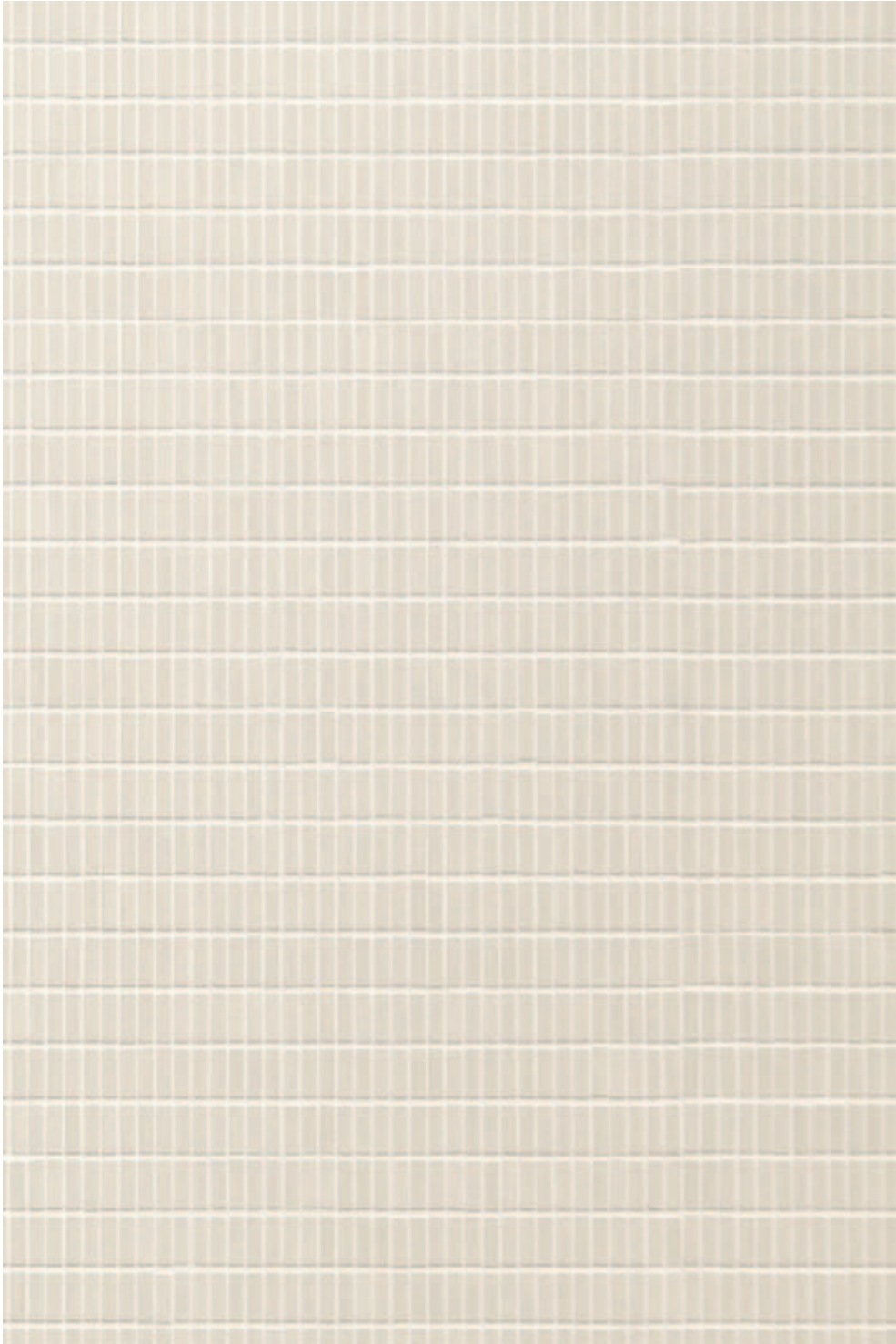
"Le diverse espressioni di Phenomenon , quali nidi d'ape, cristalli di neve, formazioni di ghiaccio e cellule vegetali, evocano nella memoria scenari naturali. "

"Various expressions of Phenomenon, such as honeycombs, snow crystals, icicles, plant cells evoke one's memory of the of the scenery in nature."

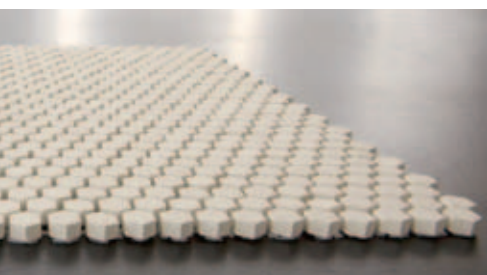
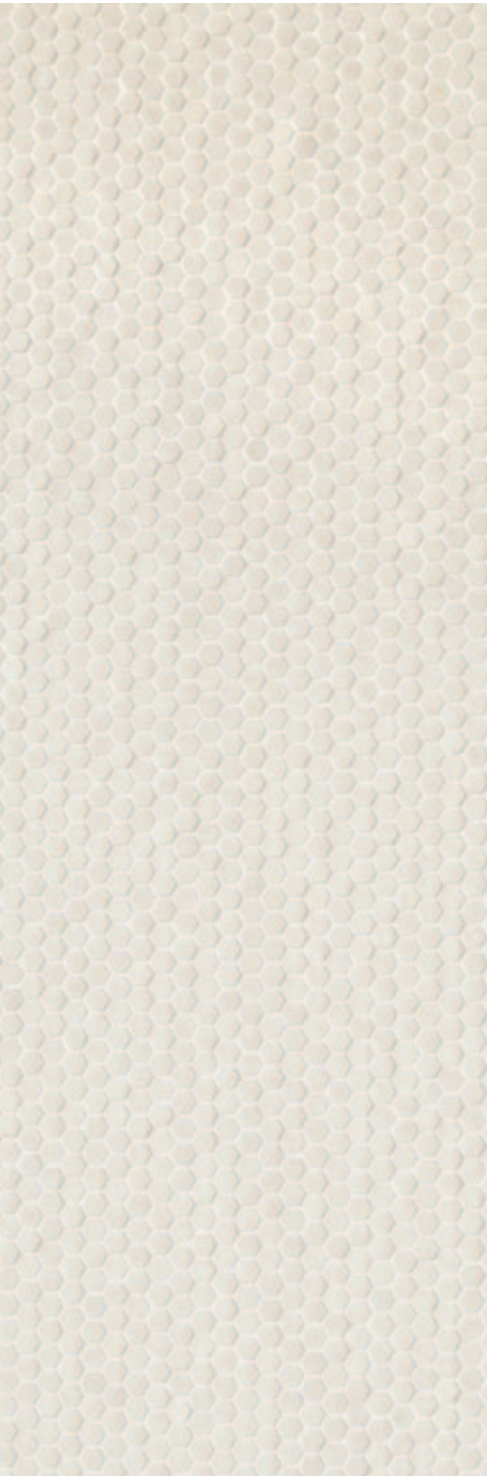








rock



honeycomb A

honeycomb B

rock/honeycomb mosaics



rain A



rain B

rain C

rain mosaics

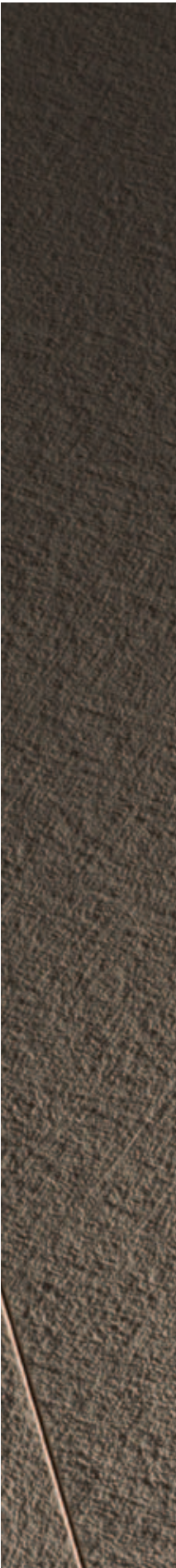
floors

this is ... phenomenon

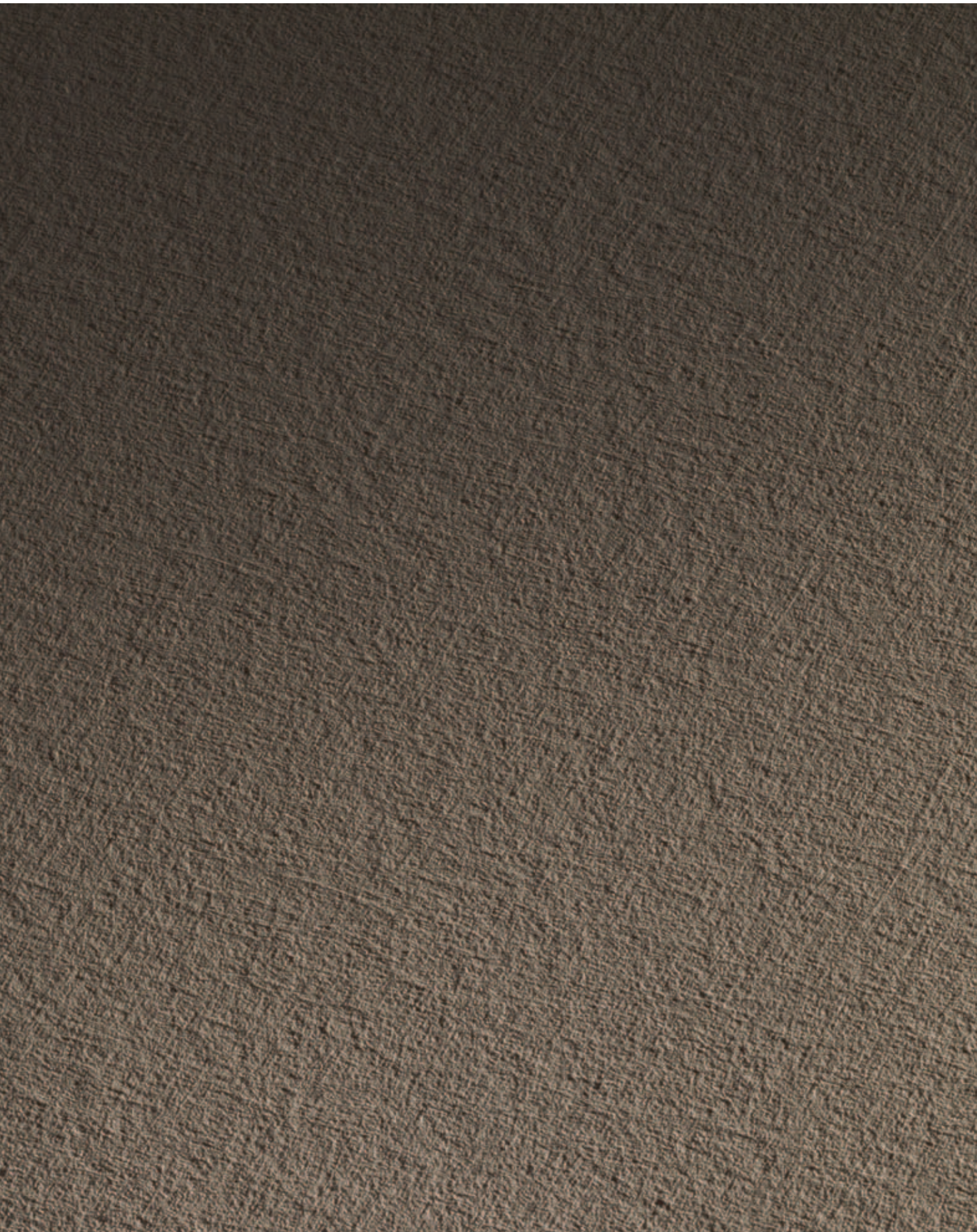


snow bianco





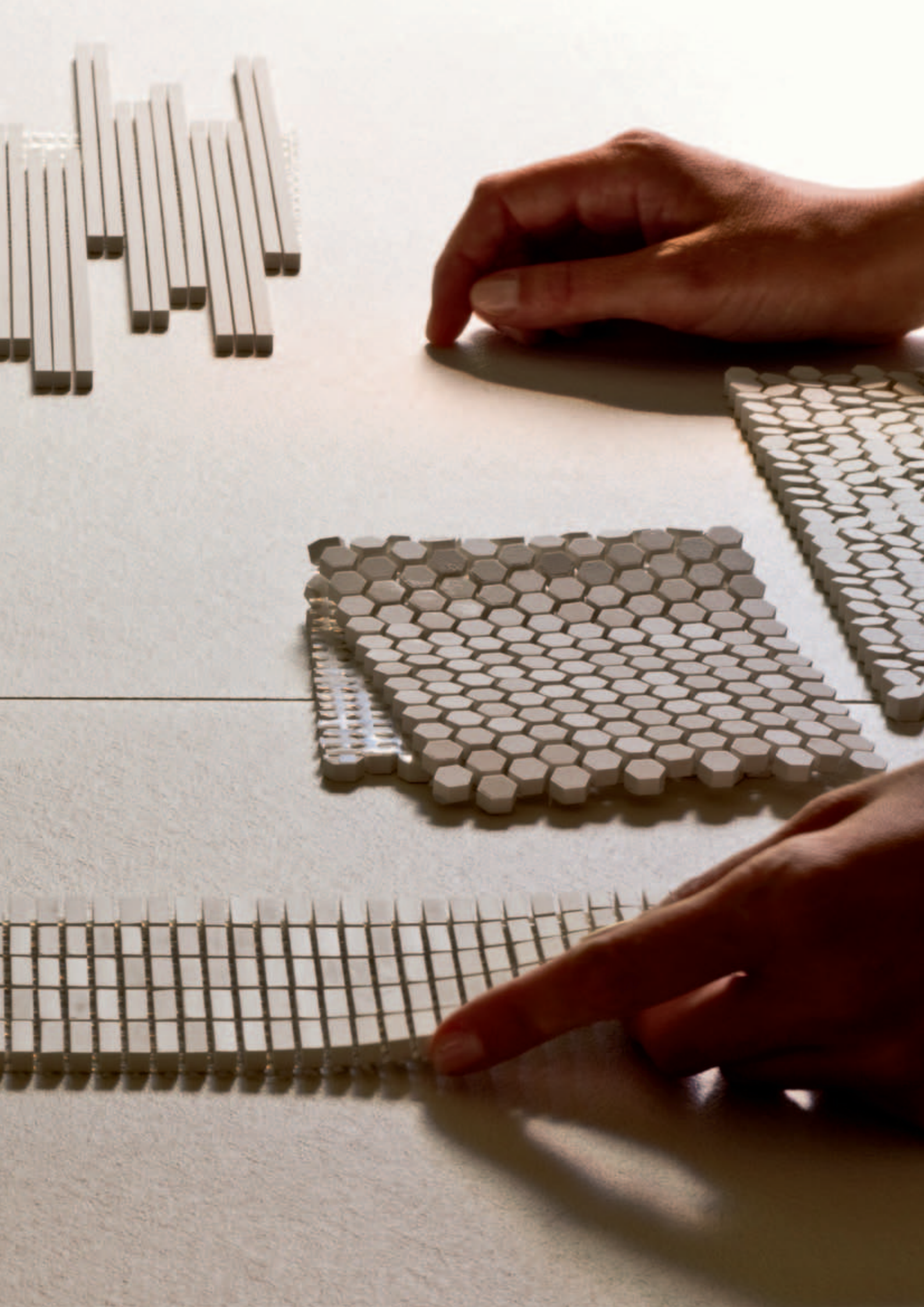
snow grigio

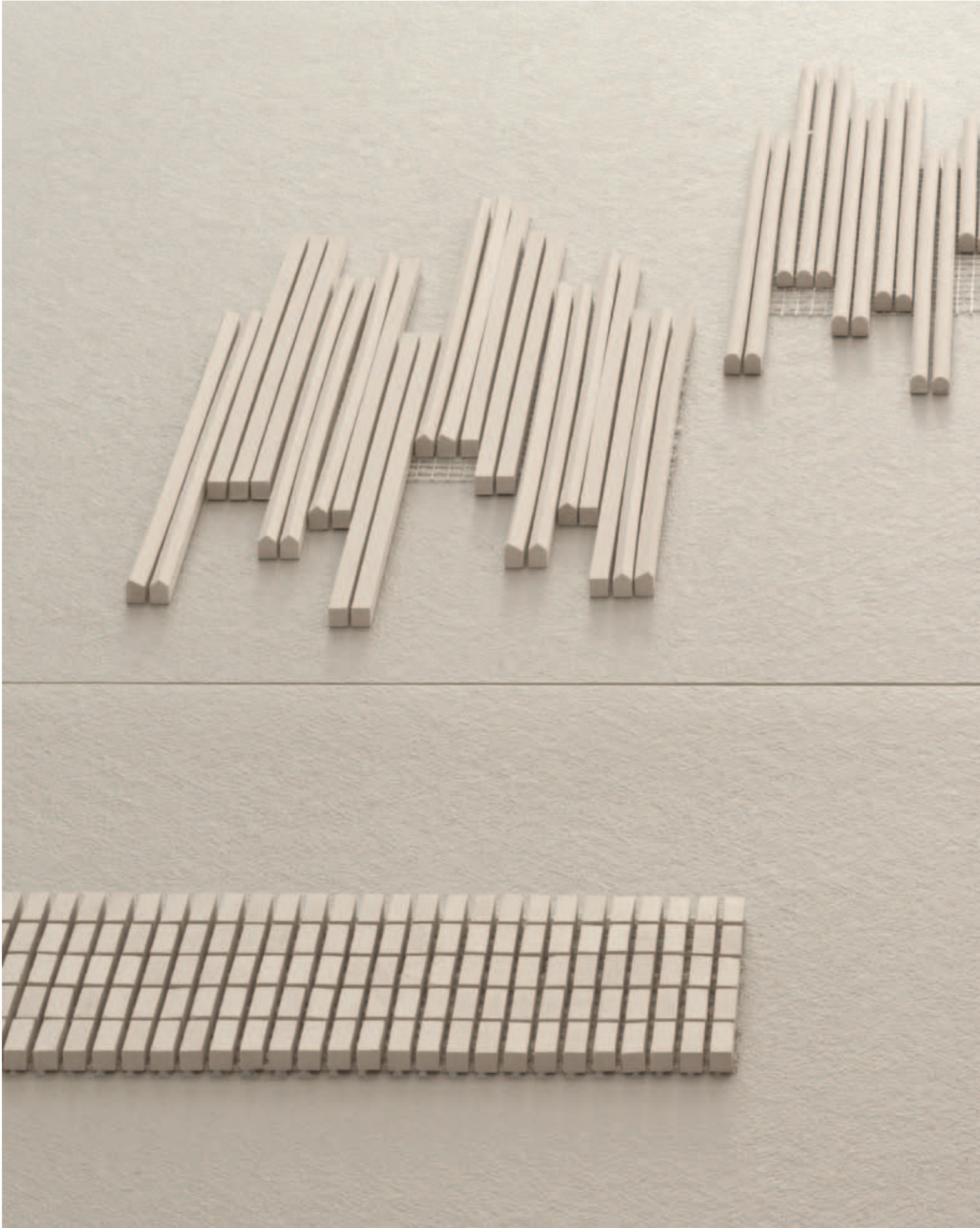


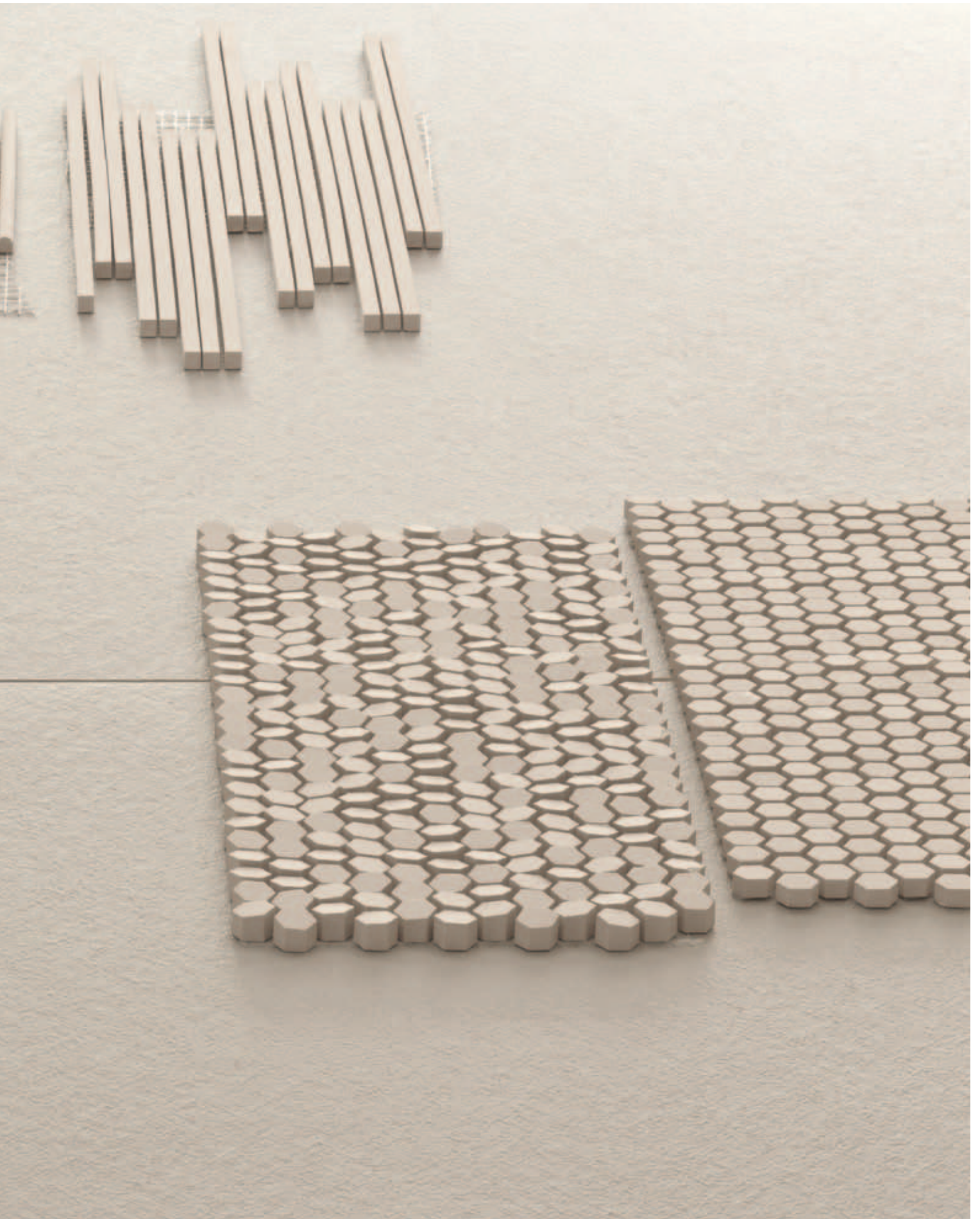
Abbiamo realizzato un prodotto che coniuga sia le ultime tecnologie disponibili a livello industriale, sia l'abilità e la manualità necessaria per una produzione artigianale "su misura". Phenomenon con i suoi mosaici Rain A-B-C, Honeycomb A-B e Rock, è la massima espressione dell'abilità di esperti maestri artigiani italiani. Le grandi lastre in gres porcellanato non smaltato ad impasto omogeneo realizzate in formati nuovi per Mutina (80x80, 40x80) costituiscono invece il fulcro della collezione di produzione industriale.

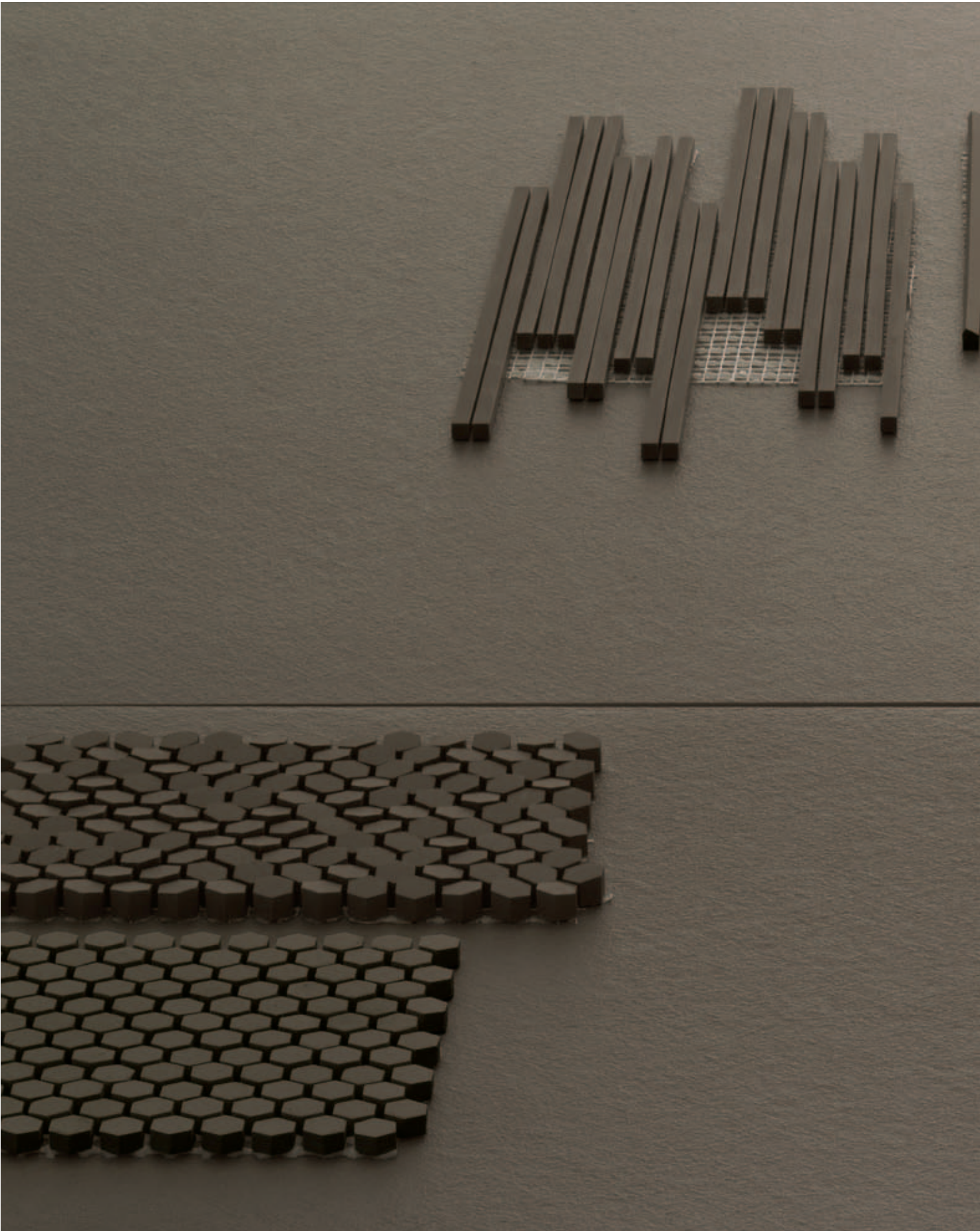
We created a product enables to combine the latest industrial technology available with the skills and craftsmanship necessary to create a bespoke product with a "handmade look". The porcelain stoneware mosaic tiles Rain A-B-C, Honeycomb A-B and Rock of the series Phenomenon are suitable for both indoor and outdoor walls, and represent the finest of modern-day Italian craftsmanship. The new large-size (80x80 and 40x80 cm) homogeneous porcelain stoneware slabs are the keystone of the collection derived from the industrial collection.

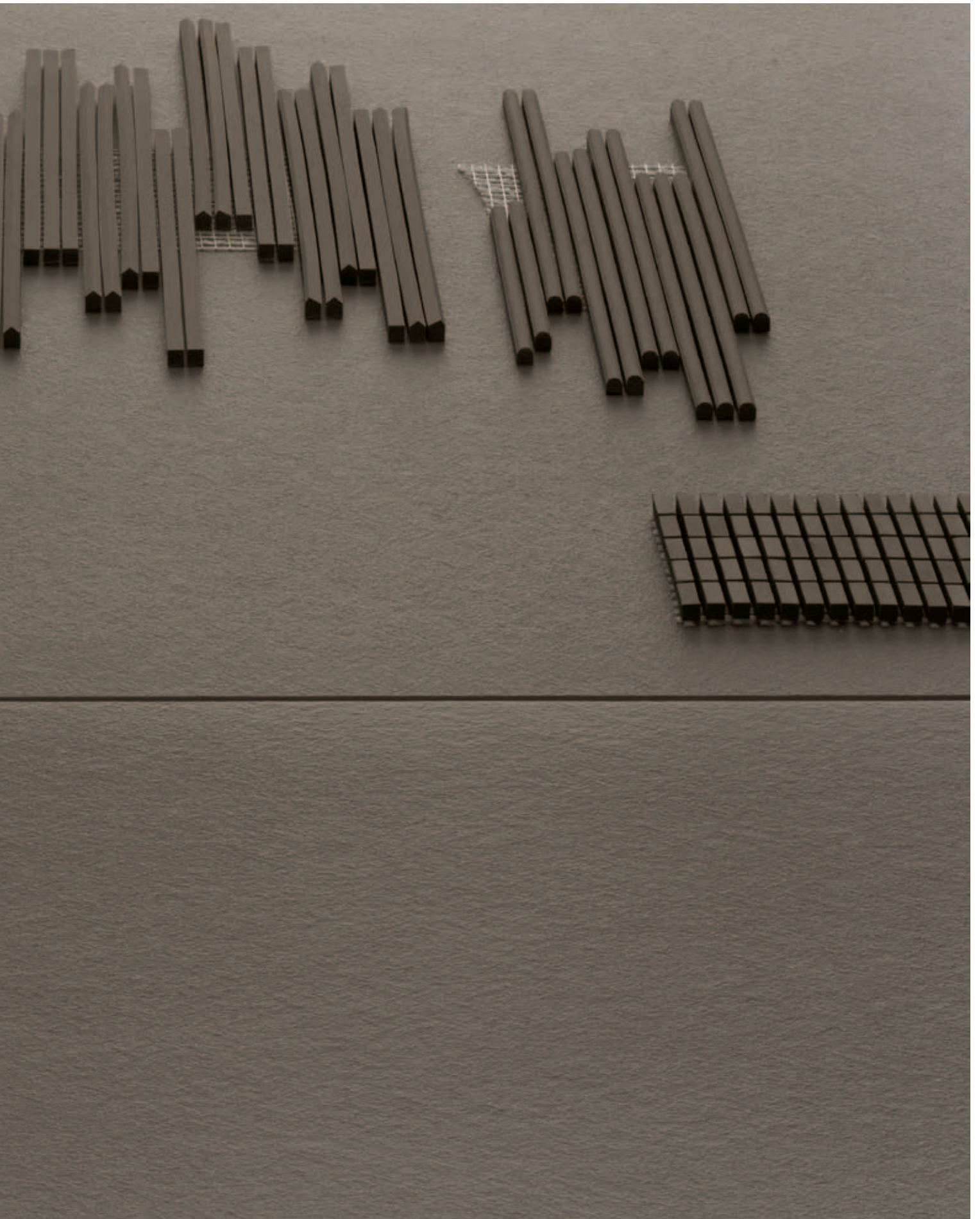
this is ... phenomenon

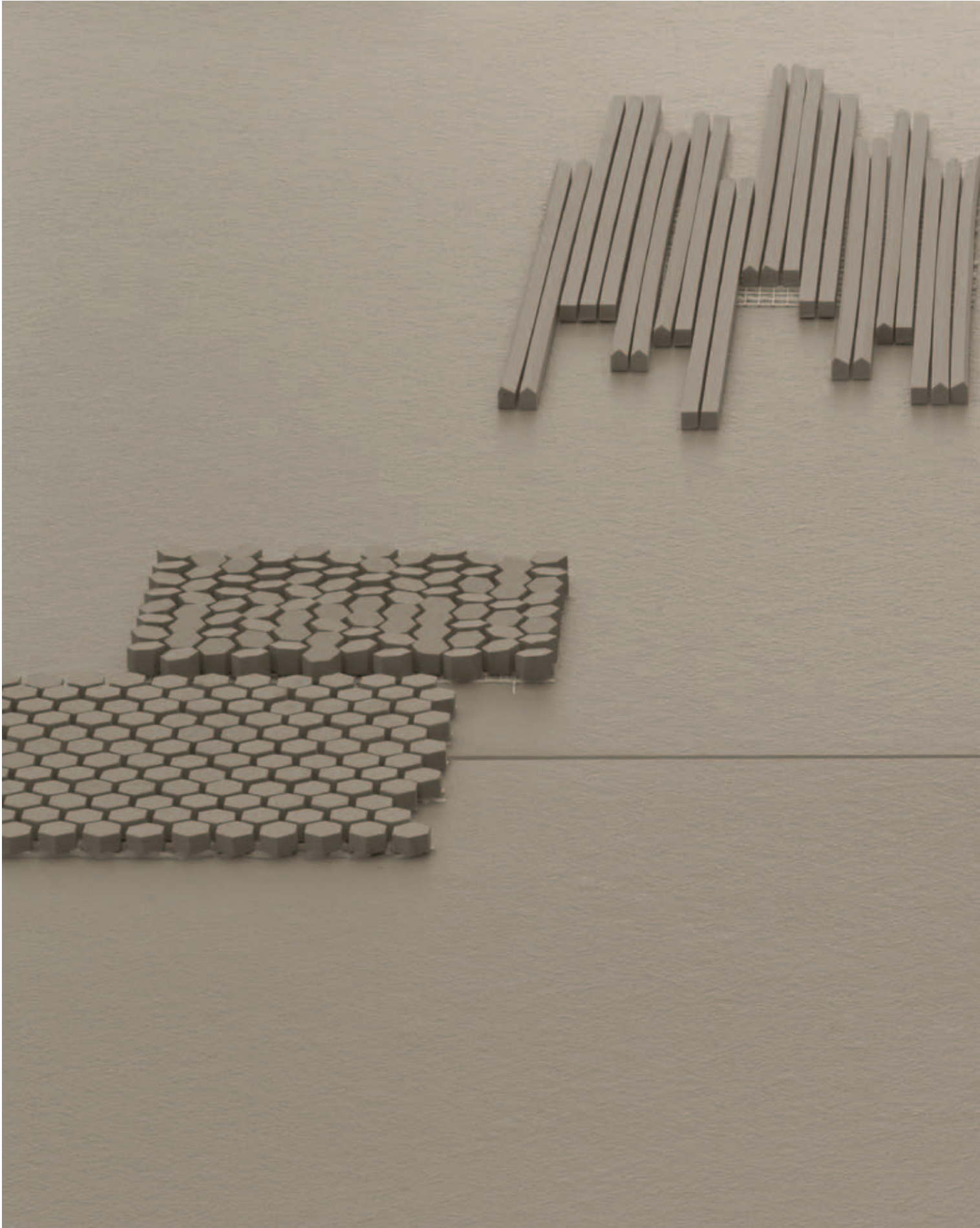


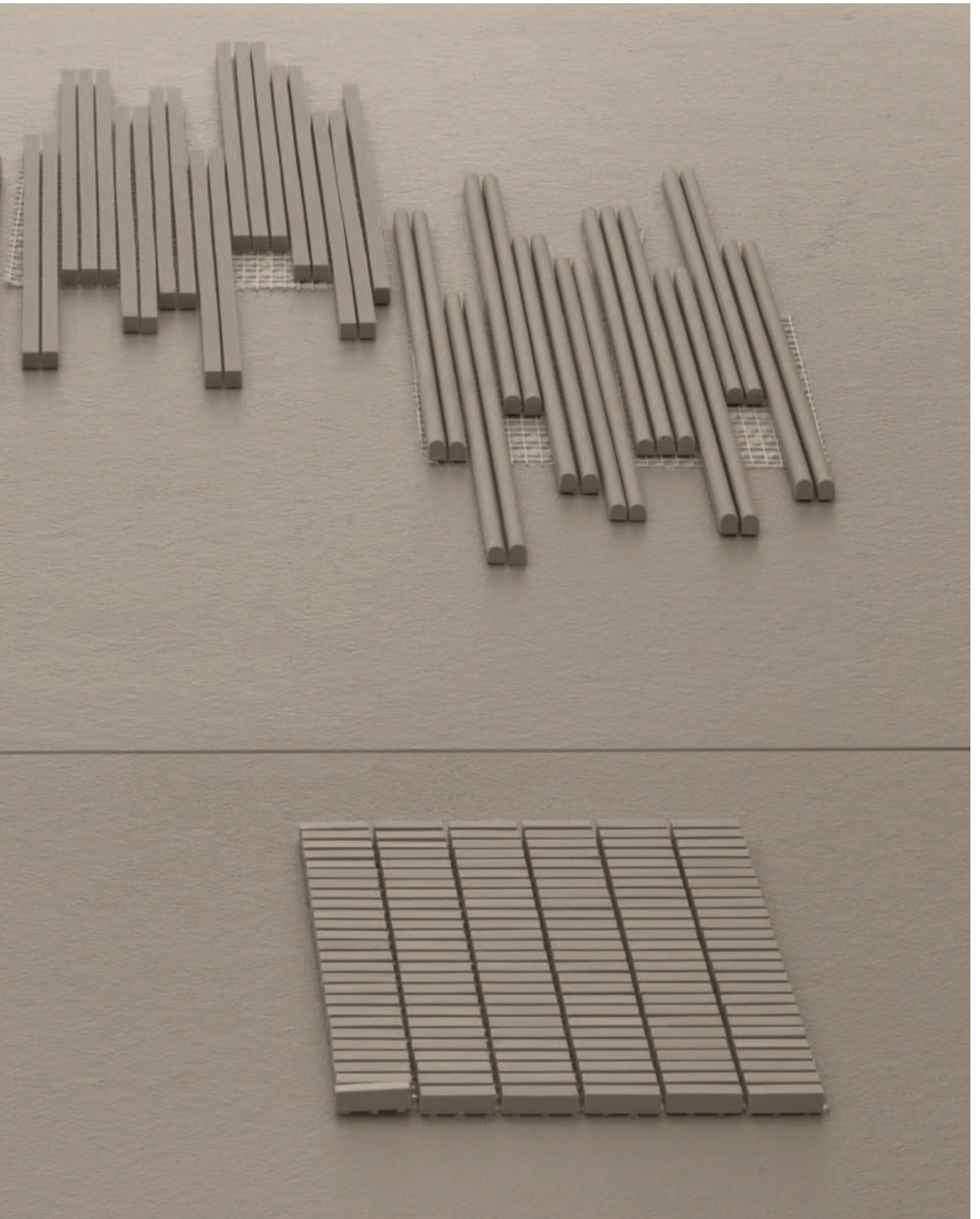












eco-friendly

Il rispetto per la natura diventa una prerogativa della collezione che viene realizzata reintroducendo nel sistema produttivo gli impasti in esubero, in assenza di smalti e senza l'emissione di elementi nocivi, con un contenuto in parte riciclato degli impasti utilizzati ed infine in assenza di V.O.C. (Volatile Organic Compounds) ossia di quelle sostanze chimiche volatili in grado di evaporare facilmente a temperatura ambiente (come il benzene, il cloroformio, l'etanolo, il butanolo e la formaldeide) la cui esposizione prolungata in spazi chiusi può provocare effetti sia acuti che cronici alla salute.

Respect for the environment has become a prerogative for the collection, which is created by re-introducing into the manufacturing system leftover mixtures, without glazes and the emission of elements that are dangerous to the environment, with part of the content recycled from the mixtures used and without V.O.C. (Volatile Organic Compound), i.e. those volatile chemical substances are able to evaporate easily at room temperature (such as benzene, chloroform, ethyl alcohol, butyl alcohol and formaldehyde), prolonged exposure to which in closed spaces may have both acute and chronic effects on health.

this is ... phenomenon





technical specifications

Phenomenon con i suoi mosaici Rain A-B-C , Honeycomb A-B e Rock, è la massima espressione dell'abilità di esperti maestri artigiani italiani. In queste creazioni, tutte in gres porcellanato adatte sia da rivestimento di interni che di esterni, ogni elemento viene pressato singolarmente, lavorato con destrezza e precisione da operatori che, con il loro prezioso lavoro, realizzano prodotti di un carattere assolutamente innovativo. L'inedito formato quasi microscopico e la leggerezza di ogni singola tessera, hanno indotto l'azienda a depositare un Brevetto a protezione della collezione (Brevetto Industriale depositato il 02/09/2010 con n°: MO2010A000247). Le grandi lastre in gres porcellanato non smaltato ad impasto omogeneo realizzate in formati nuovi per Mutina (80x80, 40x80), costituiscono invece il fulcro della collezione di produzione industriale. Queste ceramiche rispondono alla normativa UGL Classe Bla, requisiti di un prodotto tecnico, adatto sia ad uso residenziale che all'impiego in grandi spazi pubblici. L'estrema compattezza e omogeneità di Phenomenon, impediscono inoltre la penetrazione di qualsiasi liquido, macchia, agente chimico o batterico, rendendo facile, efficace ed igienico ogni intervento di manutenzione e pulizia.

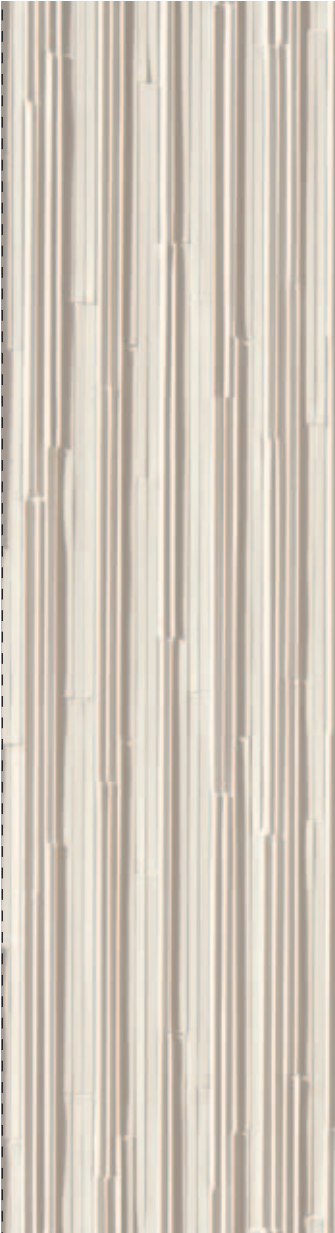
The porcelain stoneware mosaic tiles Rain A-B-C, Honeycomb A-B and Rock of the series Phenomenon are suitable for both indoor and outdoor walls, and represent the finest of modern-day Italian craftsmanship: each element is pressed individually, skilfully and accurately crafted by expert hands that have allowed us to obtain products that are 100% innovative. These innovative mosaics are so slim and light that the company has filed a patent application in order to protect the collection (Industrial Patent filed on 02/09/2010 under number: MO2010A000247). The new large-size (80x80 and 40x80 cm) homogeneous porcelain stoneware slabs are the keystone of the collection derived from the industrial production. These tiles comply with the UGL Class Bla standard, meaning they are a non-glazed, perfectly technical product, suitable both for the residential market and for large-scale projects. The extremely compact composition of Phenomenon also makes it impermeable to all kinds of liquids, stains, chemical and bacterial agents, making all maintenance and cleaning operations exceptionally easy and effective and guaranteeing perfect hygiene.

this is ... phenomenon

materials and colours
sizes
technical features
packing

phenomenon materials and colours - rain mosaics

rain A bianco



rain A grigio



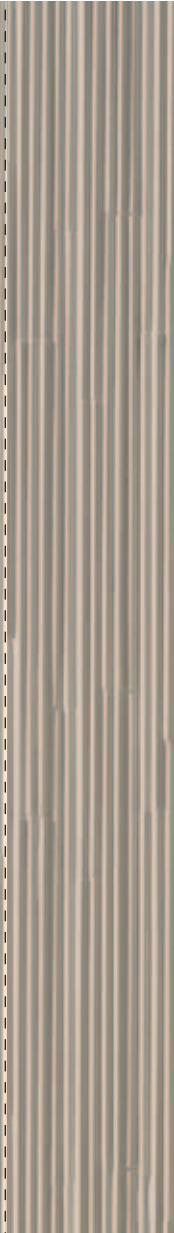
rain A moka



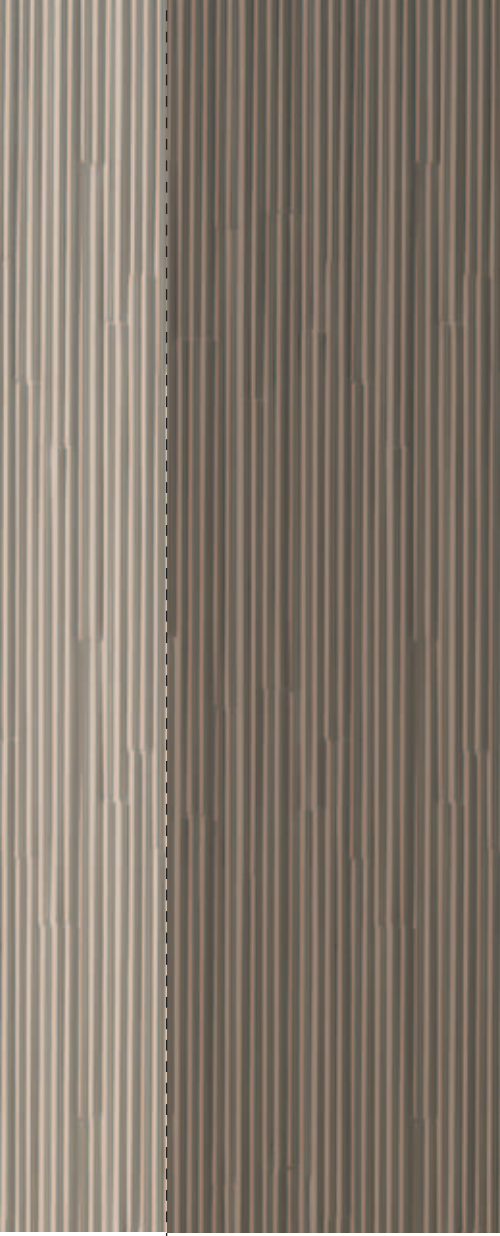
rain B bianco



rain B grigio



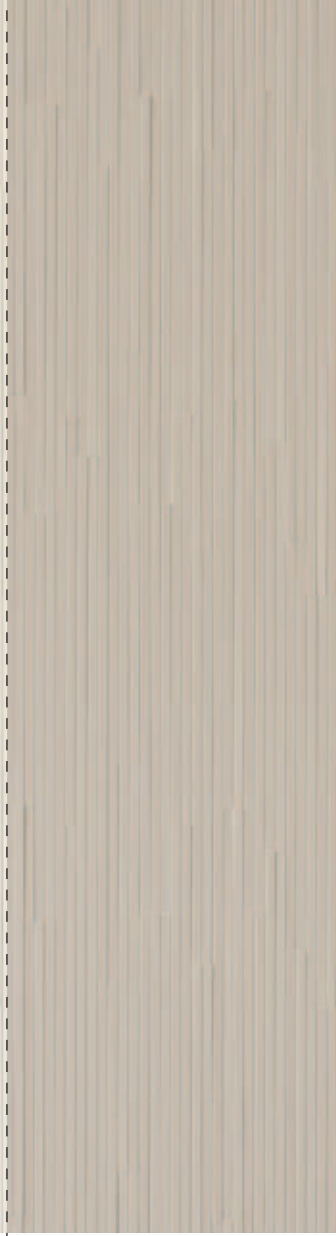
rain B moka



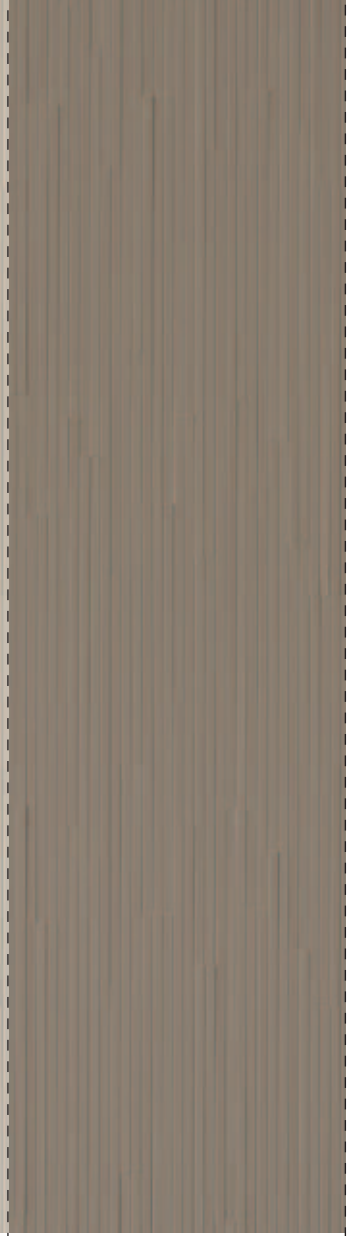
rain C bianco



rain C grigio

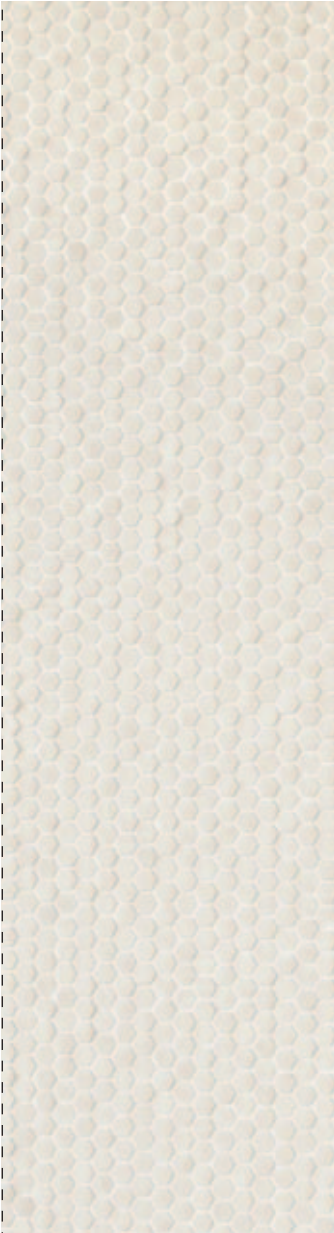


rain C moka



phenomenon materials and colours - honeycomb/rock mosaics

honeycomb A bianco



honeycomb A grigio



honeycomb A moka



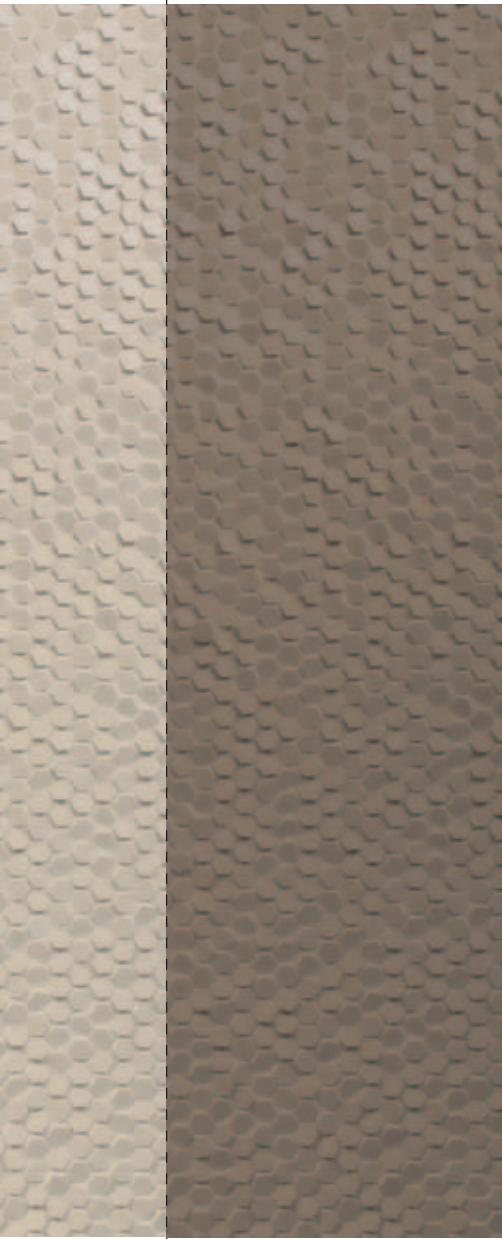
honeycomb B bianco



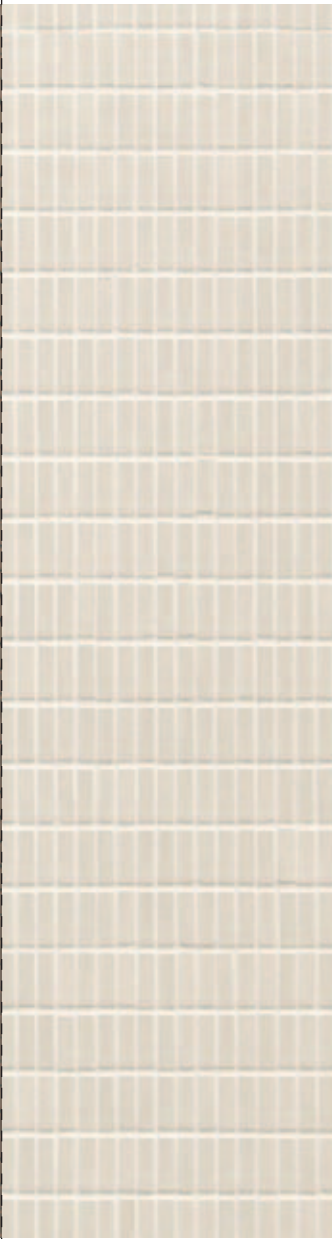
honeycomb B grigio



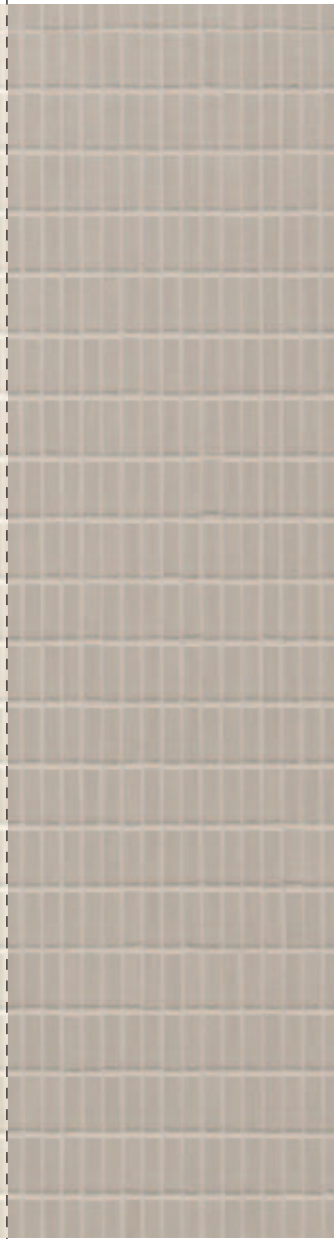
honeycomb B moka



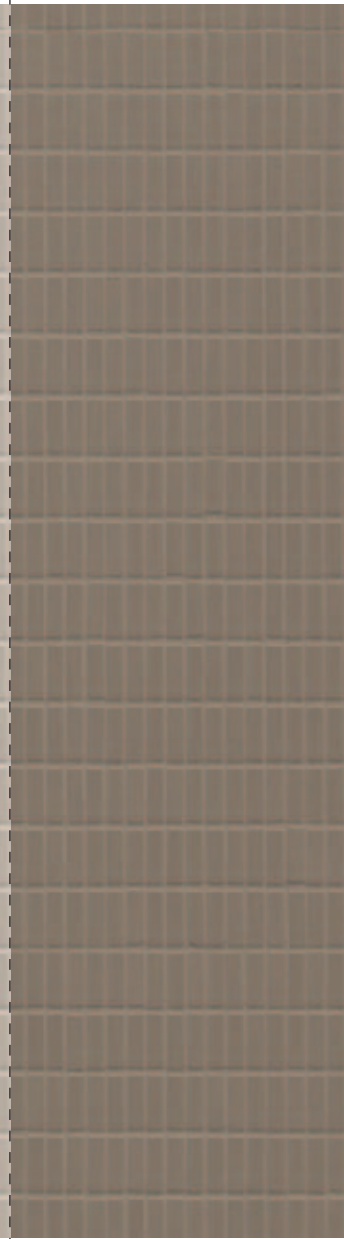
rok bianco



rok grigio



rok moka

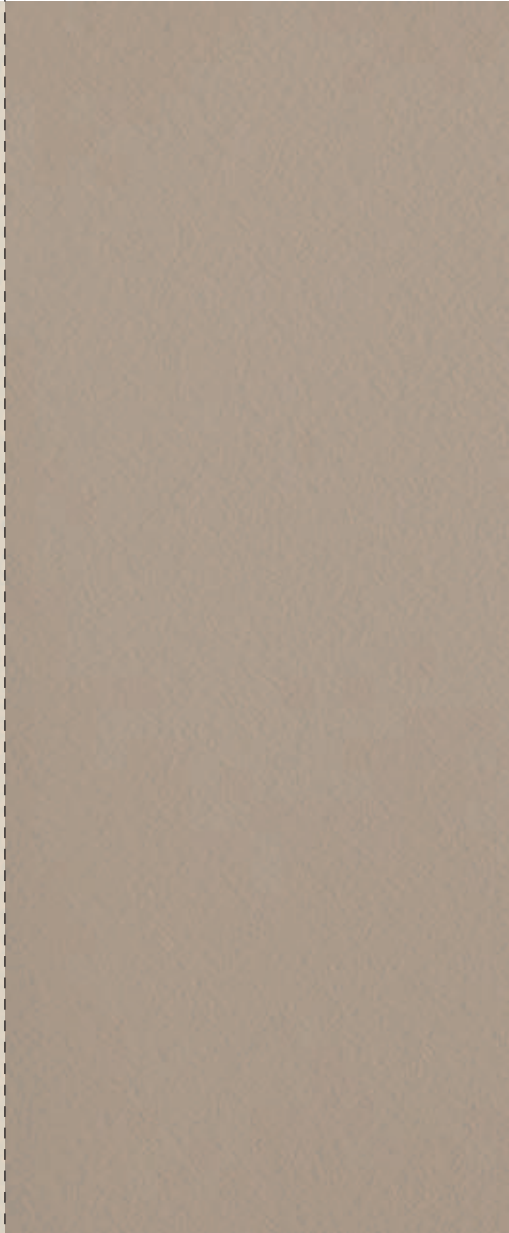


phenomenon materials and colours - snow

snow bianco



snow grigio



snow moka

phenomenon sizes - rain mosaics

Brevetto depositato n° MO2010A000247 - data di deposito: 02/09/2010
Patent Pending n° MO2010A000247 - date of patent: 2nd of sept. 2010

design Tokujin Yoshioka 2010

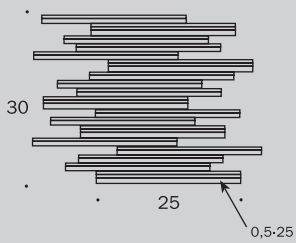
production artisanal

material bacchette di gres porcellanato non smaltate ad impasto omogeneo, pressate singolarmente e montate su rete - homogeneous porcelain stoneware straws, obtained by pressing and fixed on net

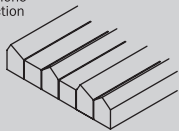
thickness rain A min 5mm-max 7mm; rain B min 5mm-max 7mm; rain C 5mm

*misure nominali - nominal sizes

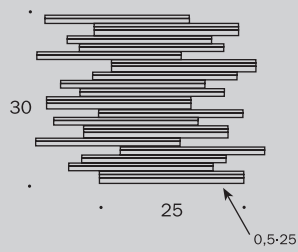
rain A



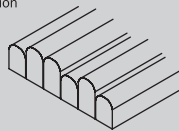
sezione
section



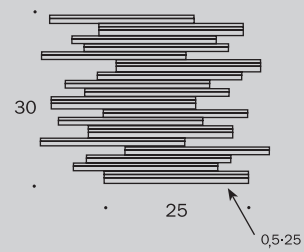
rain B



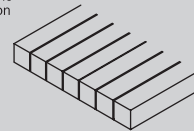
sezione
section



rain C



sezione
section





phenomenon sizes - honeycomb/rock mosaics

Modello registrato - Registered design

design Tokujin Yoshioka 2010

production artisanal

material tessere di gres porcellanato non smaltate ad impasto omogeneo, pressate singolarmente e montate su rete - homogeneous porcelain stoneware tesserae, obtained by pressing and fixed on net

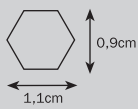
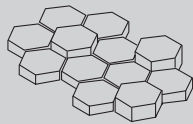
thickness honeycomb A min 5mm-max 6mm; honeycomb B min 6mm-max 8mm; rock 5mm

*misure nominali - nominal sizes

honeycomb A



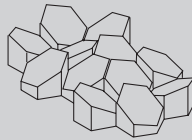
rete 30·30
net 30·30 - *12"· 12"



honeycomb B



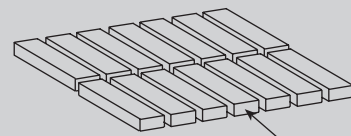
rete 30·30
net 30·30 - *12"· 12"



rock



rete 30·30
net 30·30 - *12"· 12"



0,5-1,8

phenomenon sizes - snow

design Tokujin Yoshioka 2010

production industrial

material gres porcellanato non smaltato ad impasto omogeneo
unglazed homogeneous porcelain stoneware

features lastre squadrate e rettificate ognuna esattamente uguale all'altra
squared and rectified slabs each one exactly the same as the others

thickness 10 mm

misure nominali - nominal sizes

snow



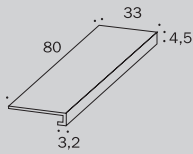
80·80

*31¹/₂"·31¹/₂"

40·80

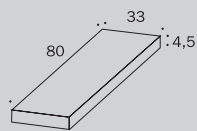
* 15³/₄"·31¹/₂"

complementary pieces



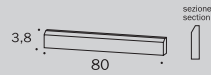
33·80·4,5·3,2

* 13"·31¹/₂"·1 7/8"·1 2/10"
gradone - step



33·80·4,5·3,2

* 13"·31¹/₂"·1 7/8"·1 2/10"
golare - corner tile



3,8·80

*1 2/1"·31¹/₂"

battiscopa - skirting



phenomenon technical features

norma standard	caratteristiche features	valore prescritto value required	phenomenon
ISO 10545/2	DIMENSIONI - SIZES		
	lunghezza e larghezza - length and width	± 0,6%	± 0,15%
	spessore - thickness	± 5%	± 5%
	rettilineità degli spigoli - straightness of edges	± 0,5%	± 0,10%
	ortogonalità - wedging	± 0,6%	± 0,2%
	planarità - flatness	± 0,5%	± 0,35%
ISO 10545/3	assorbimento d'acqua water absorption	<0,5%	0,50%
ASTM C373		<0,5%	0,50%
EN 101	durezza superficiale (scala mohs) surface hardness (scala mohs)	> 5	7
ISO 10545/9	resistenza agli sbalzi termici resistance to thermal shock	nessuna alterazione visibile no visible alteration	resiste resistant
ASTM C484		no samples must show visible defects	unaffected
ISO 10545/12	resistenza al gelo frost resistance	nessuna alterazione visibile no visible alteration	resiste resistant
ASTM C1026		unaffected	unaffected
ISO 10545/13	resistenza agli attacchi chimici resistance to chemical attacks	nessuna alterazione visibile no visible alteration	resiste resistant
ASTM C650			unaffected
ISO 10545/4	resistenza alla flessione breaking strength	≥35 N/mm ²	>40 N/mm ²
	forza di rottura N breaking strenght N	>1300N	>1700 N
BCRA	scivolosità anti-slip	> 0,40	cuoio asciutto 0,34 dry leather gomma bagnata 0,51 wet rub
DIN 51130 - 04		valori medi 6° ÷ 10° 10° ÷ 19° 19° ÷ 27° 27° ÷ 35° > 35°	R9 R10 R11 R12 R13
ASTM C1028		> 0,60	dry 0,87 wet 0,60

phenomenon packing

formato sizes	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
80-80	1,56	2	1,28	40	30,20	1220	51,20
40-80	3,13	3	0,96	56	22,66	1280	53,76
rain A rete/net 25-30	13,34	5	0,375	40	5,00	200	15,00
rain B rete/net 25-30	13,34	5	0,375	40	5,00	200	15,00
rain C rete/net 25-30	13,34	5	0,375	40	5,00	200	15,00
honeycomb A rete/net 30-30	11	8	0,72	60	6,40	384	43,20
honeycomb B rete/net 30-30	11	8	0,72	60	6,00	384	43,20
rock rete/net 30-30	11	11	1,00	60	5,00	300	60,00
gradone 33-80-4,5-3,2	-	2	1,6 ml	-	-	-	-
angolare 33-80-4,5-3,2	-	2	1,6 ml	-	-	-	-
battiscopa 3,8-80	-	10	8 ml	-	9,00	-	-



V1
variazione uniforme
uniform variation



credits

art direction Patricia Urquiola
concept Simona Bernardi and Mutina
styling Marco Viola Studio
photos Alessandro Paderni/EYE studio
photos Diego Toni
text Laura Maggi

thanks to:

Moroso
Botanica Santa Marizza

printed and bound in Italy. August 2011
Mutina all rights reserved under international
copyright conventions

MU
TINA
A[®]

CERAMICHE
&
DESIGN

CERAMICHE
MUTINA SRL
Via Ghiarola Nuova 16
41042 Fiorano MO
Italia
+ 39 0536 812800 T
+ 39 0536 812808 F
mutina.it
