

Company Profile

DECORATORI®
BASSANESI
ITALIA ■ 1988

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Since 1988, Decoratori Bassanesi has expressed the values of handmade artistic decoration in the field of ceramic tiling.

In 2017 the brand reinterpreted the theme of decoration that marked the history and success in a more modern taste, in line with contemporary interiors. New stylistic paths and production techniques are the result of an intertwining with the design world, which make Decoratori Bassanesi a landmark of the high-end ceramic market worldwide.

Decoratori Bassanesi, between history and ideas.

**Paolo Serraiotto's idea: to recover the ceramic tradition
of a unique land, Bassano del Grappa.**



Paolo Serraiotto

The expertise of Decoratori Bassanesi has its roots in the know-how of a territory and forms part of the personal history of the CEO and founder, Paolo Serraiotto.

High-level economic training and years of experience in the family business characterise the professional career of Paolo Serraiotto, who founded Decoratori Bassanesi in 1988 in a land renowned for its artistic ceramics. Devotee to beauty and marketing expert, Serraiotto has brought the company to success without losing the link with the territory and its artistic styles.

An international team,
created from
vision and symbolism.

**Decoratori Bassanesi selects some of the most interesting names
of interior and contemporary design**

The designers

Creatives who know how to interpret the brand and give a special imprinting to surfaces.



Nendo - Oki Sato Collections:
Windy



Federica Biasi Collections:
Wabi-Sabi



Norm Architects Collections:
Copenhagen



Paola Navone Collections:
Brush, Bonbon,
Vedononvedo



Margherita Rui Collections:
Pin



Guglielmo Poletti Collections:
Segments



Sebastian Herkner Collections:
Tartan



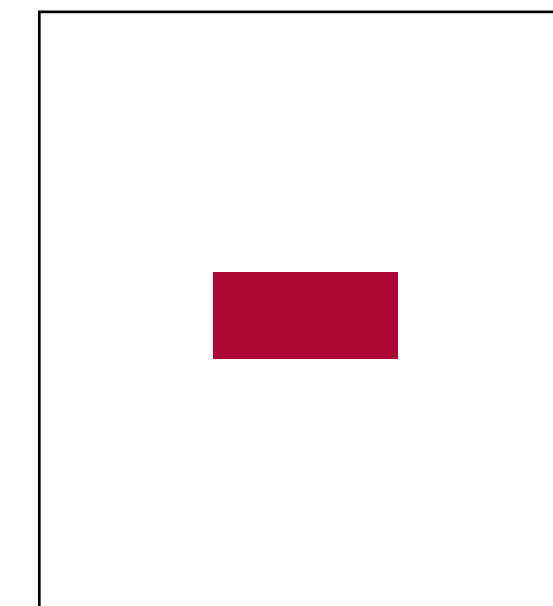
Keiji Takeuchi Collections:
Shades



Alissa+Nienke Collections:
Imprint



Lex Pott Collections:
Linea



DB Studio Collections:
Colours, Evolution, Tela,
Trax90, Seeds, Silk,
Luci di Venezia

The unique balance between **business** and design

Two philosophies that merge for a single goal.

Philosophy

Company

Narrating the poetry of the ceramic surface to markets around the world. Decoratori Bassanesi was created from this need. Tradition and modernity meet to create unique collections that enhance and complete spaces, including local craftsmanship, planning and international aesthetic vision. Two souls that proceed along a single path, two different approaches for one single product.

Philosophy

Design

From the research of the designers come products and creations capable of transmitting simultaneously an architectural and decorative character. Efficiency, technology and style dress surfaces with the ability to develop creative process from the idea to form, creating collections of tiles linked together, cohesive, modular and compatible.

Beauty is **Balance**: surfaces
made of different **materials**.

**The collections signed by Decoratori Bassanesi:
an alphabet to compose infinite stories.**



Windy



Copenhagen



Wabi-Sabi



Bonbon



Brush



Shades



Segments



Tartan



Linea



Imprint



Evolution



Tela



Trax90



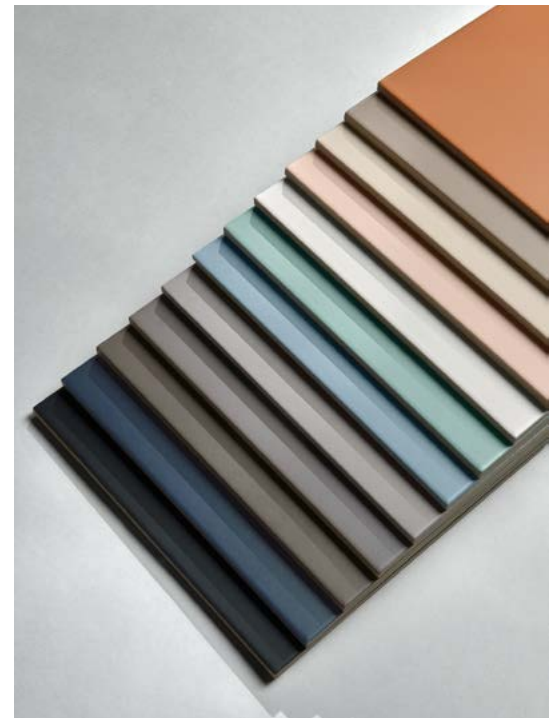
Seeds



Silk



Vedononvedo



Colours

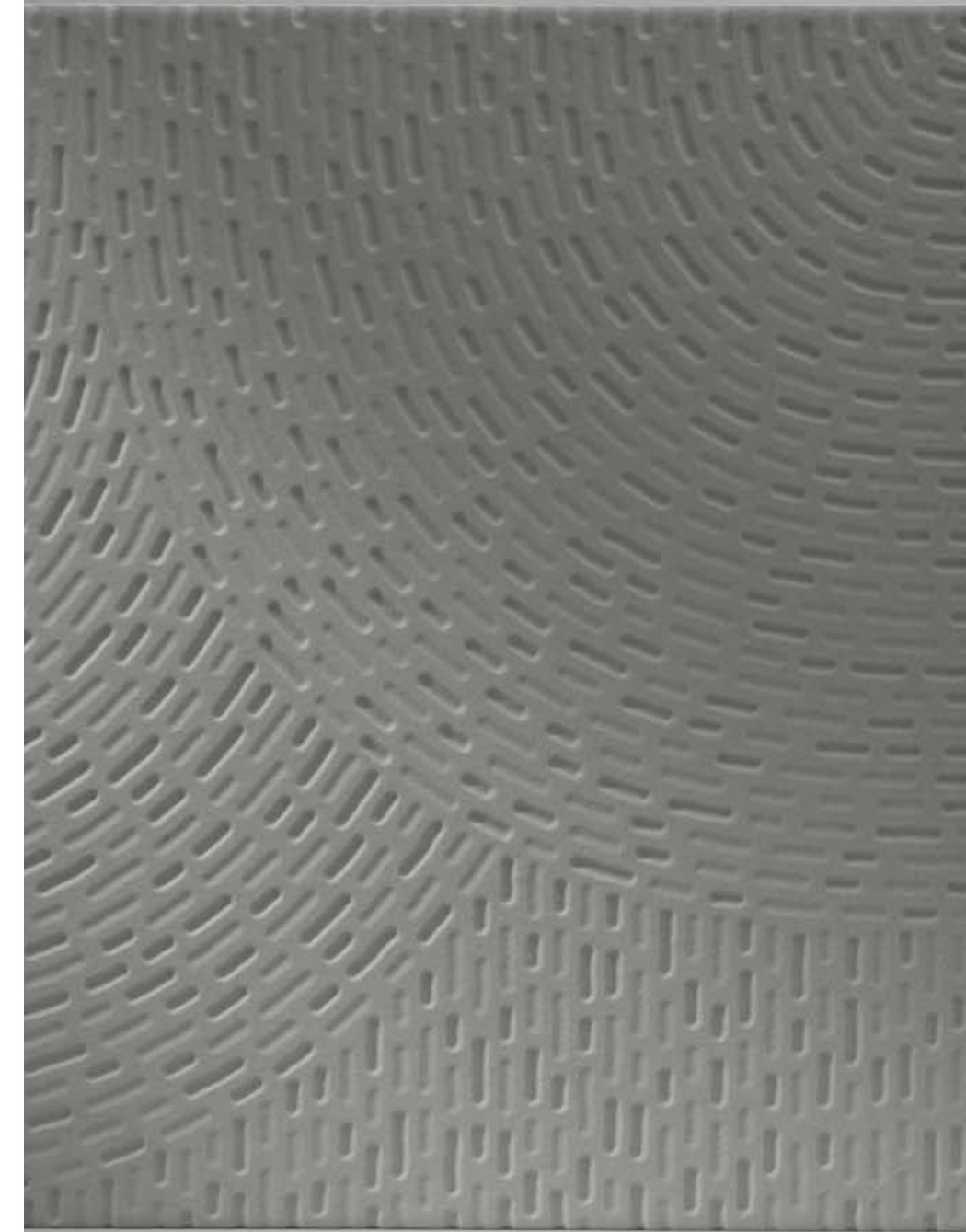
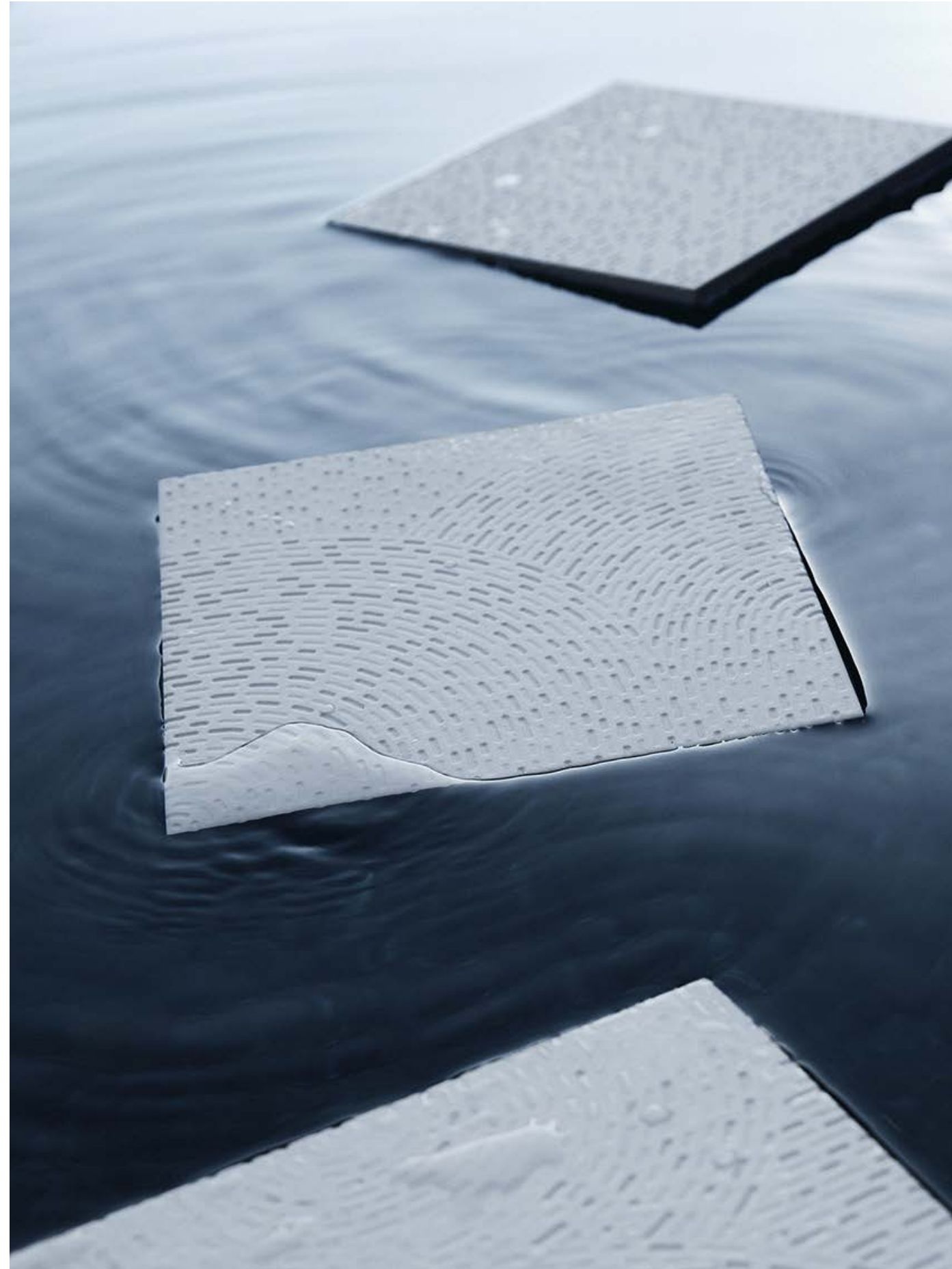


Luci di Venezia

Windy Design Nendo

The ceaseless wind and the ripples, swirls, and patterns it creates on water, across rice paddies and grasslands have inspired the new Windy collection by Oki Sato, chief designer and founder of Japan's renowned Nendo design studio.





Wabi-Sabi Design Federica Biasi

Wabi-Sabi is name literally means “imperfect beauty”, a concept that characterises the craftsmanship and processes of the Japanese world that are based on the acceptance of small imperfections.

As for the dualism that is core to the concept of Wabi-Sabi, the Federica Biasi collection is also characterised by two different but complementary textures.





Copenhagen Design Norm Architects

Norm Architects has created a collection capable of interacting with our senses and playing with the contrast between light and shadow, allowing surfaces to change appearance throughout the day, while maintaining a “soft minimal” style with a calm and balanced character. The collection is structured around two different textures: the first is linear and three-dimensional, the second has a smoother surface. The design allows you to create material combinations reminiscent of those you might encounter when walking through Copenhagen’s oldest neighbourhoods: places packed with unique and imperfect details, which are also understated and very welcoming.





Evolution Design DB Studio

Matter and light design the new Bassanesi Decoratori ranges which, with their neutral colours, become the perfect background for a design interior.



Tela Design DB Studio

Matter and light design the new Bassanesi Decoratori ranges which, with their neutral colours, become the perfect background for a design interior.



Shades Design Keiji Takeuchi

“Since the beginning of the project, I was drawn to create tiles that tacitly enrich the atmosphere of the space rather than creating a graphic that is permanently in our presence.”

Keiji Takeuchi

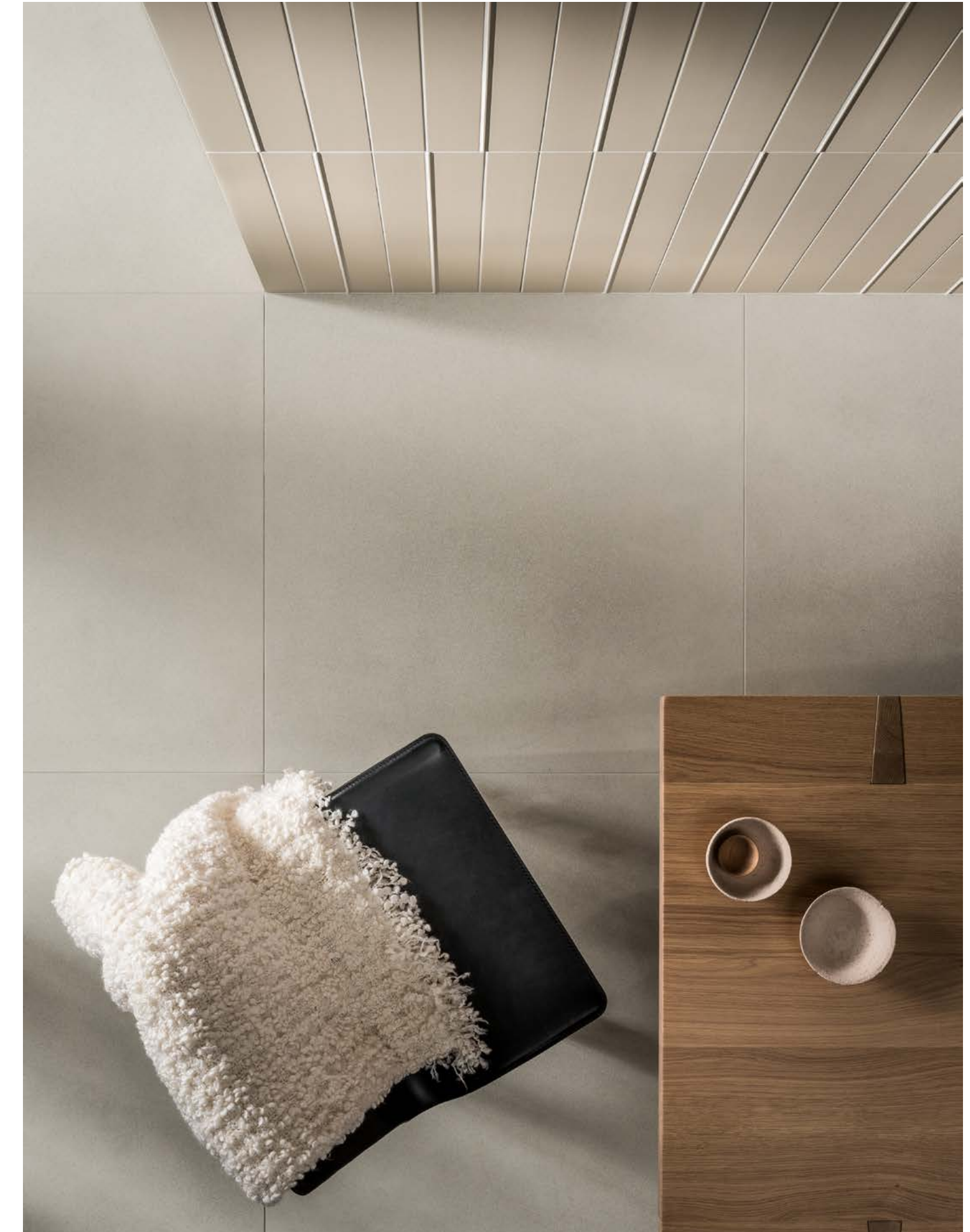




Segments Design Guglielmo Poletti

A simple sign that in its repetition creates a great visual impact. The graphic element with strong tactile appeal covers internal spaces with class, with a formal rigour that offers new impressions. The skill of Guglielmo Poletti designs a collection of great beauty.



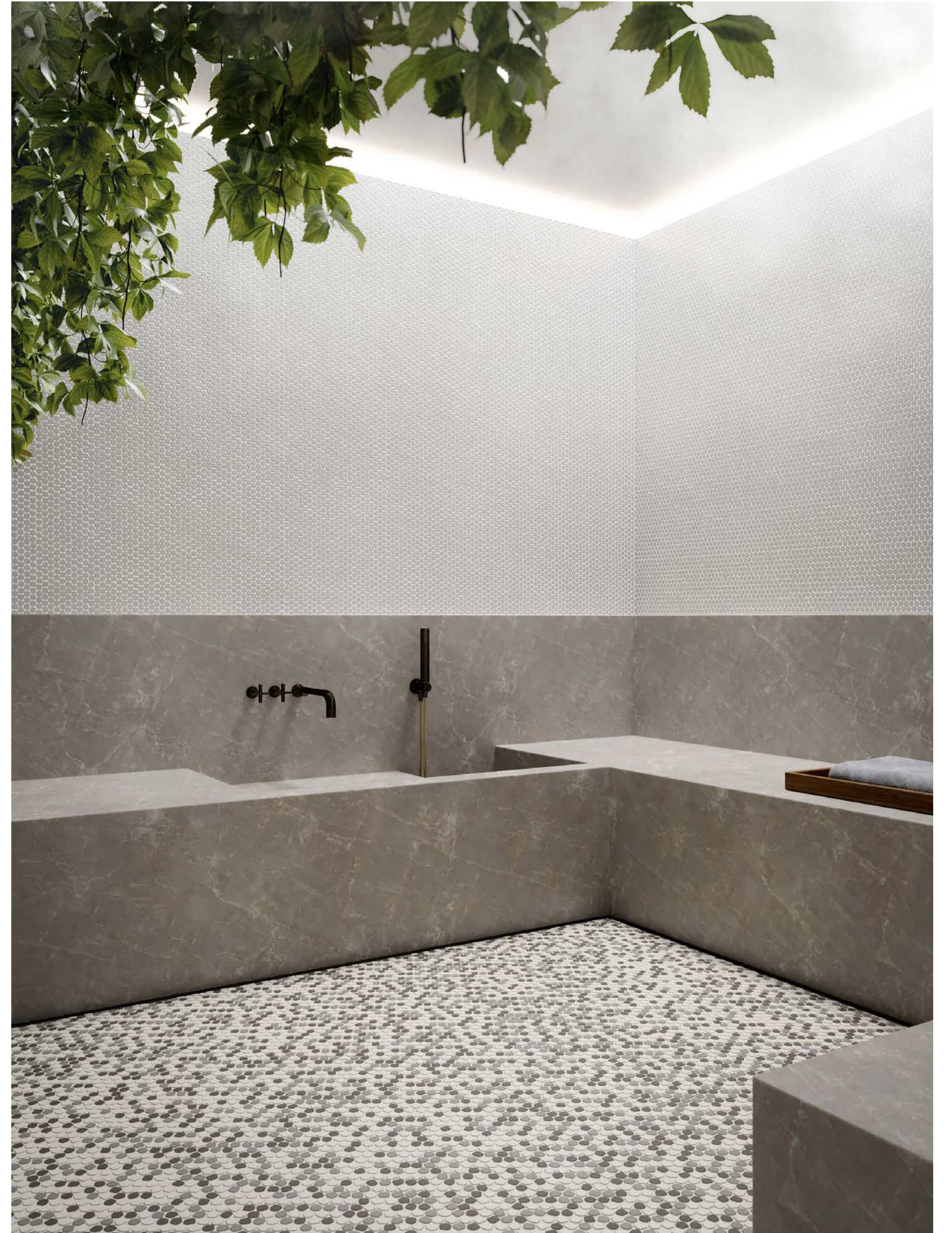




Bonbon Design Paola Navone

Irregularly shaped tiles, with soft and dusty colours, form an original mosaic. Paola Navone designs a collection with delicate and soft lines, but with a strong personality, which is skilfully ironic and fun. In the solid colour version it recalls the poetic beauty of tilings of the past. In the mélange version it plays with colours and shapes, resulting in unexpected effects.

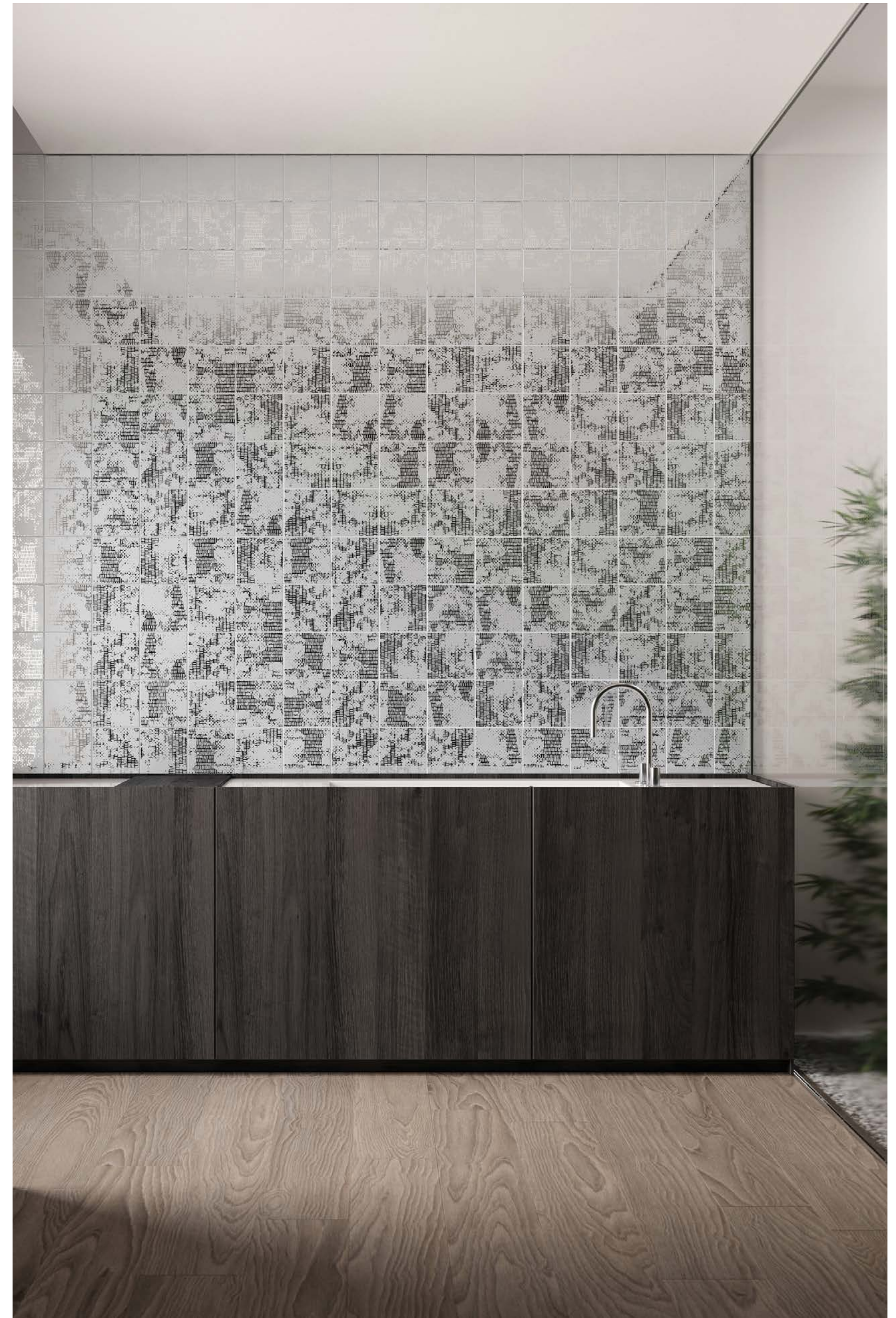
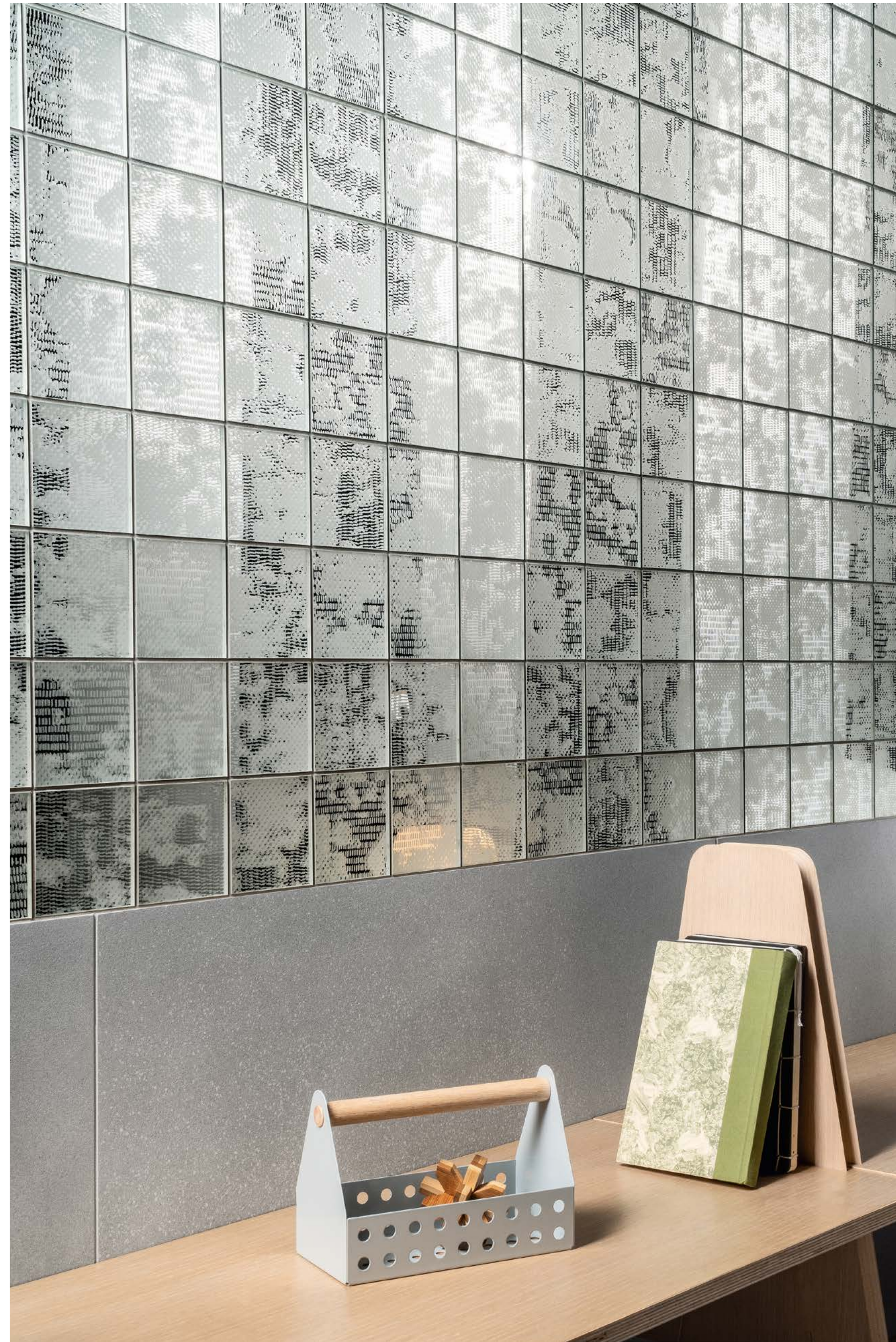




Vedononvedo Design Paola Navone

Reflections of light and refined suggestions, thanks to the use of elements mirrored, scratched and sandblasted with wisdom. Paola Navone uses an abstract decoration on the reflective surface to create a fascinating see-through effect. Elegant walls with a strong visual impact are the result of this dialogue between light and matter.





Brush Design Paola Navone

The collection of ceramic surfaces Colours by Decoratori Bassanesi is decorated with the decisive line of Paola Navone.

The name of the new Decoratori Bassanesi range recalls the material experience of the brushstroke. The palette chosen by Paola Navone to characterise Colours recalls the foundation of the range that becomes the canvas and sheet of a new work.



Tartan Design Sebastian Herkner

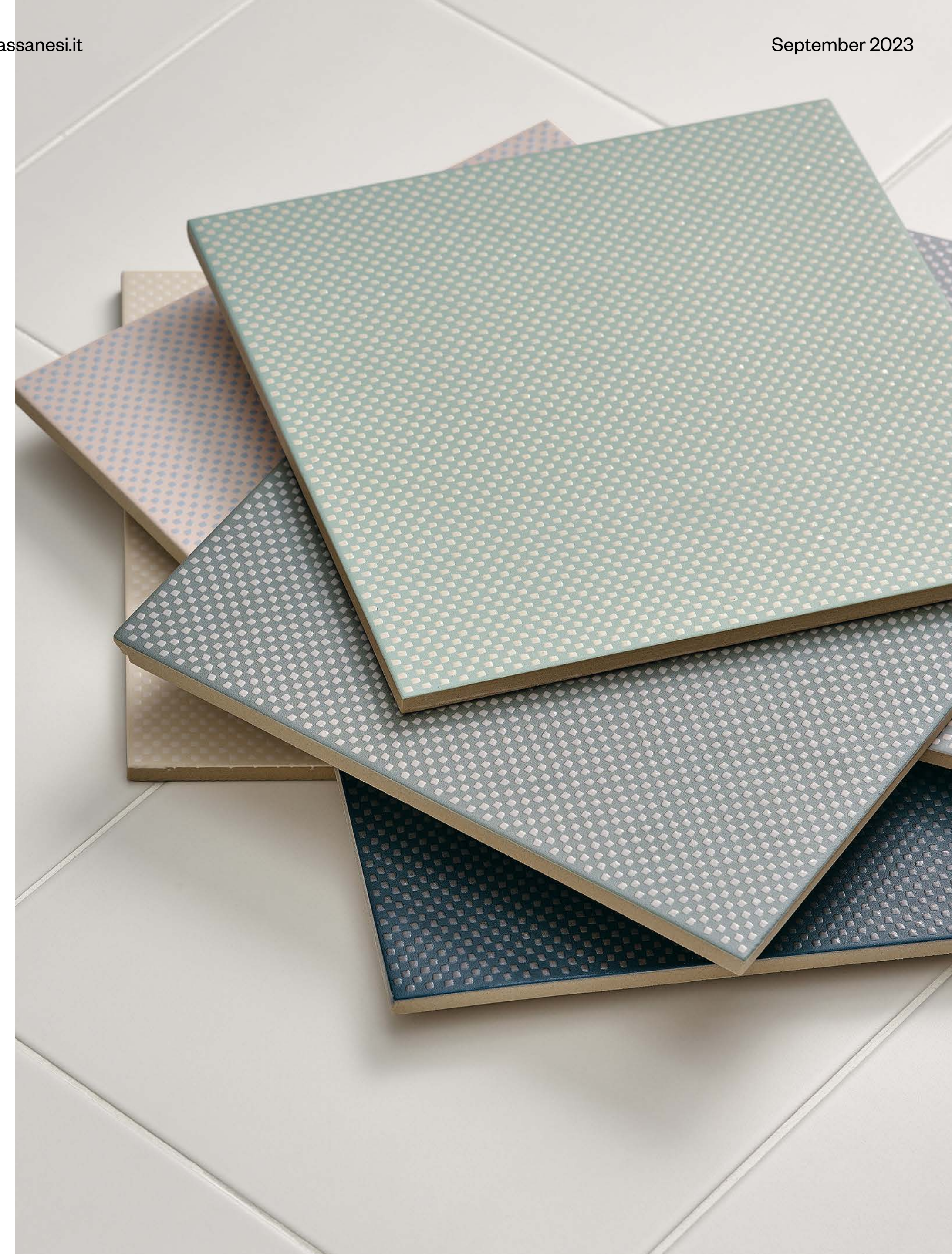
A new geometry of horizontal and vertical planes that skilfully become soft like fabric, giving shape to refined textures. Sartorial tradition and modernity intertwine in this innovative collection designed by Sebastian Herkner, which pushes decoration beyond its limits, creating new, fascinating tactile sensations.





Pin Design Margherita Rui

Pin is the new collection inspired by the textile world designed by Margherita Rui for Decoratori Bassanesi. The name comes from pincheck, the well-known fine “chequered” pattern created with different coloured yarns. The motif is graphically reinterpreted to create a true weave consisting of imperfect strokes and movements.



Colours Design DB Studio

The new Colours collection is a glazed porcelain stoneware with 12 colours in the range, 8.5 mm thick and 23.25x23.25 cm format.

Thanks to its colours variety, Colours can be perfectly combined as a floor or wall covering with the other Decoratori Bassanesi collections, such as: Brush, Pin, Shades, Linea, Bonbon, Imprint and Segments.

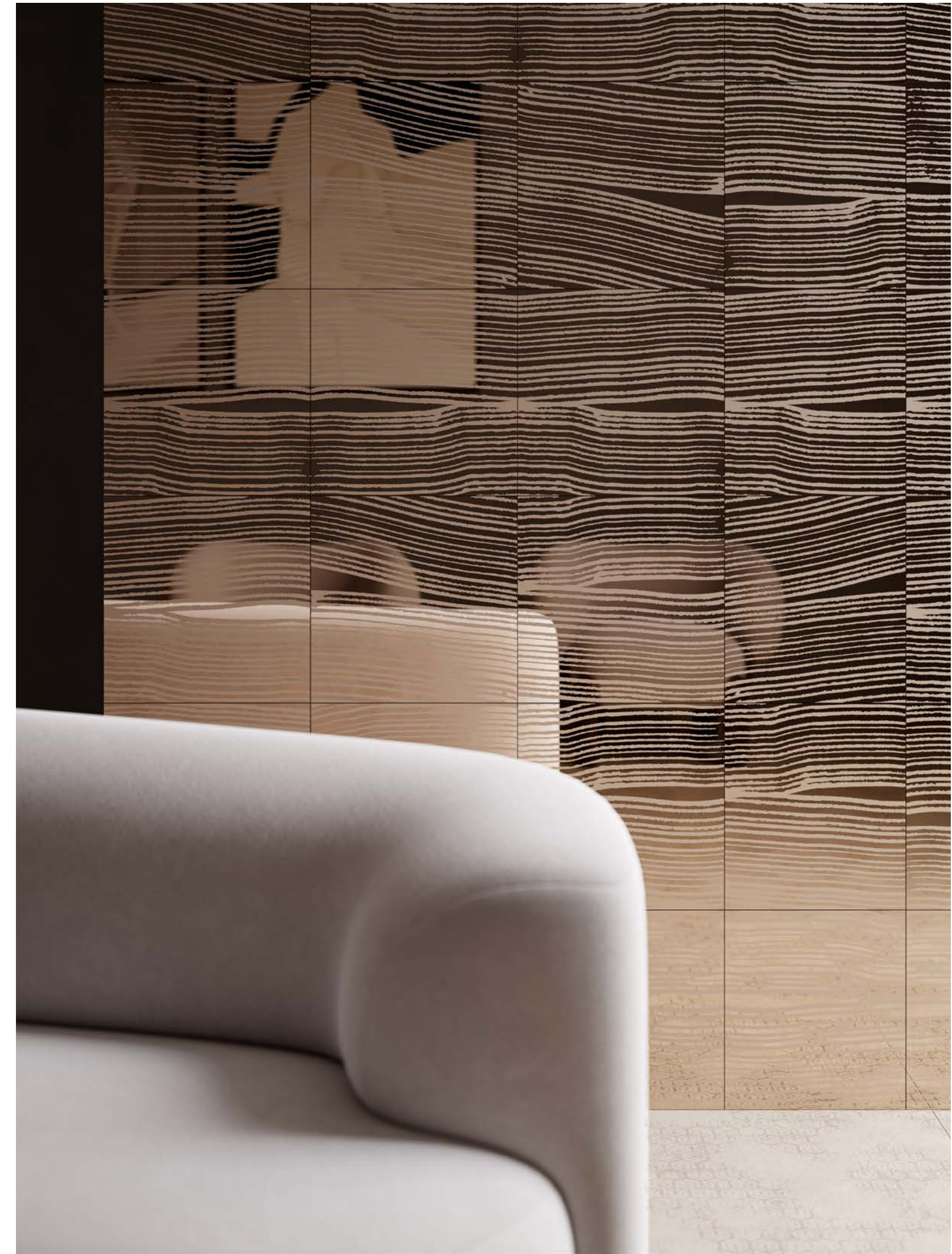




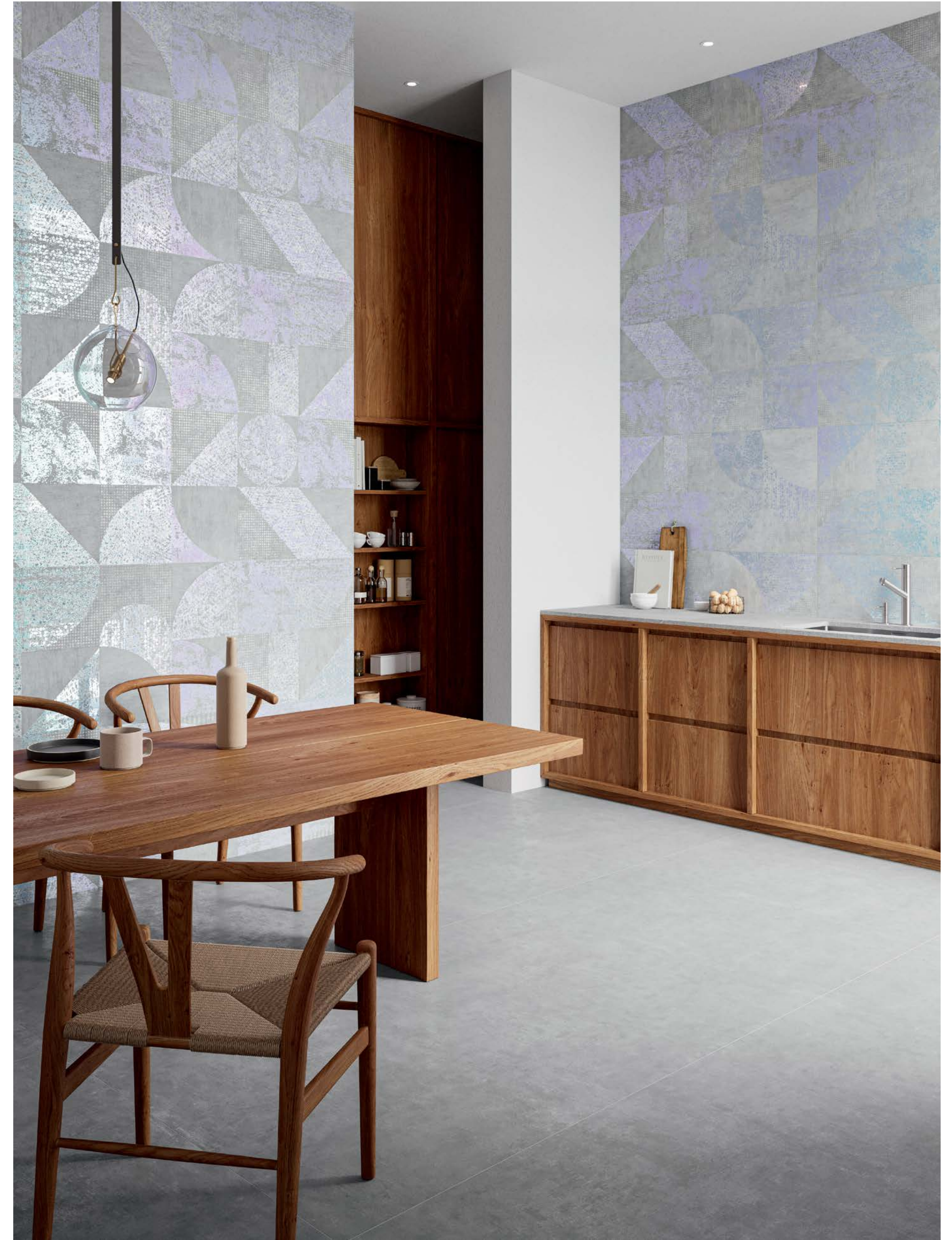
Luci di Venezia Design DB Studio

Different layers of matter, iridescent enamels and mirrors create unexpected light effects on the surfaces that modify the perception of colour according to the chosen observation point. The wide colour gamut, ranging from natural tones to the brighter tones, allowing comprehensive and structured use of the collection of Luci di Venezia, thereby creating softer atmospheres or environments with more powerful accents.











Those who choose the brand embrace a **design-oriented** approach, because a well-designed product is a product you **fall in love with**.

Paolo Serraiotto, CEO

Retail network

The brand enjoys an international network of retailers.



Editorials

Decoratori Bassanesi is featured in newspapers and magazines that set trends in the world of design.



marie claire
Maison

ELLE DECOR

CORRIERE DELLA SERA
Living

ABITARE

CASA
VOGUE

DOMODECO
DECO ARCHI DESIGN

CORRIERE DELLA SERA
pregio
CASE SEMPLICEMENTE BELLE

Digital

The presence of Decoratori Bassanesi in the digital world is intensifying.

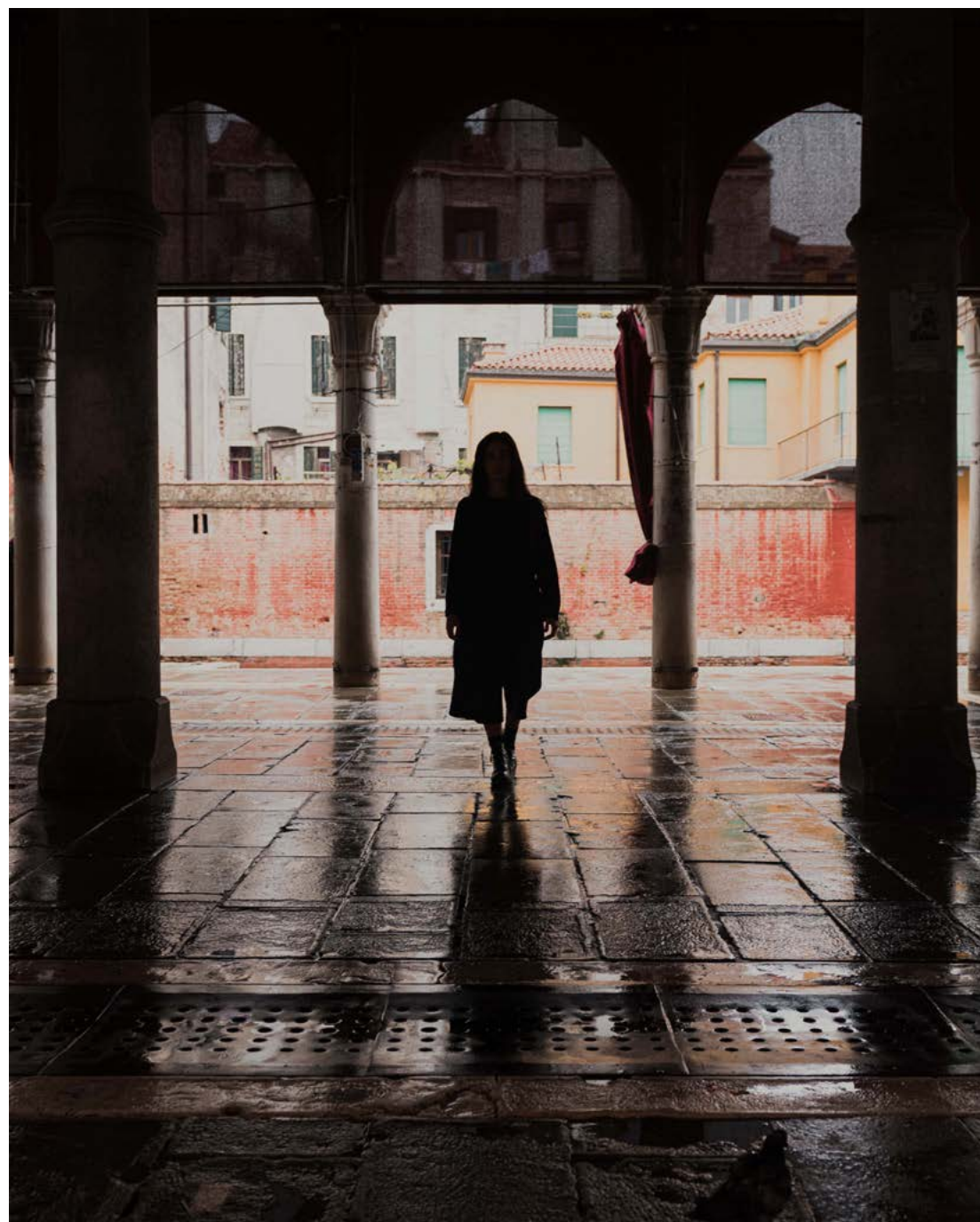
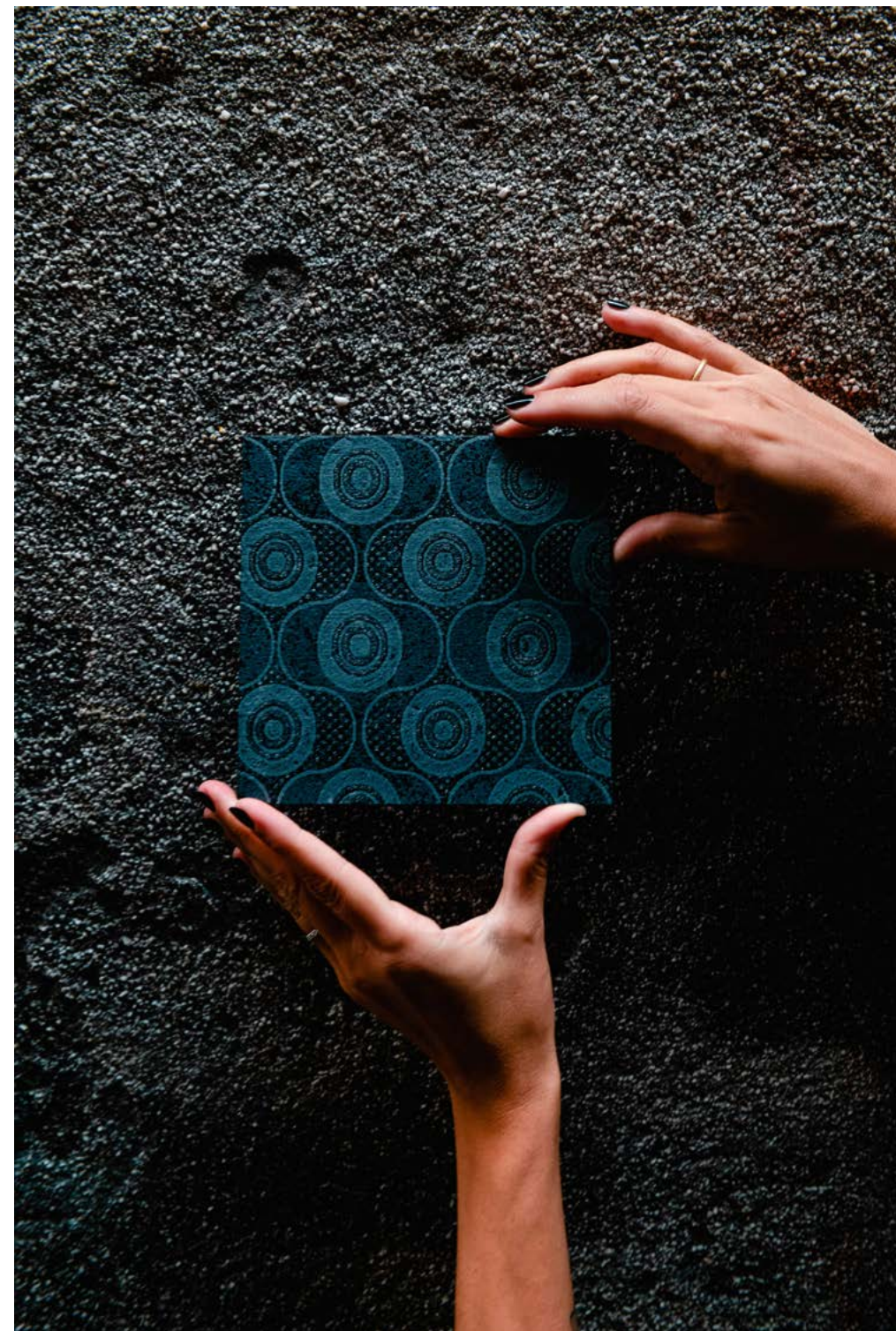
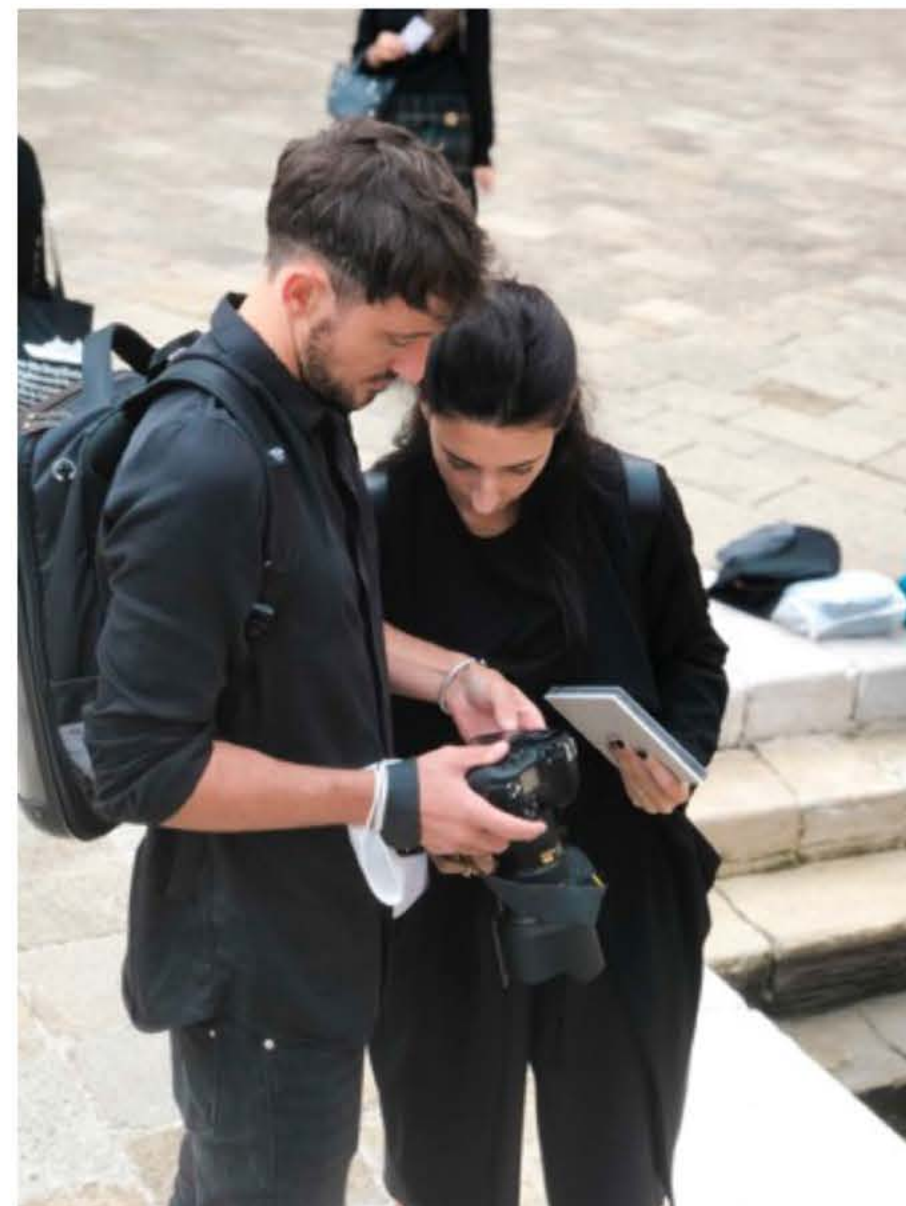
On 1 October 2020, Decoratori Bassanesi brought together five influencers in the **Le mie Luci di Venezia** event with a single goal: to be inspired by the city. The following persons attended: Elisabetta Rizzato alias Italianbark, architect and reference in the sector; Federico Graziati, Lifestyle & Travel blogger with a passion for photography; Christian Cappello, a Travel Blogger who allows his readers to travel virtually with the blogdiviaggi; Stefania Soma, better known as Petunia Ollister, a book influencer who talks about books and reading with a pop language suitable for social media and finally Carlotta and Davide, a couple at work and in life, who talk about interiors and design with the Unprogetto blog.





Le mie Luci di Venezia led to the sharing of approximately 105 instagram stories, 12 Facebook/Instagram posts (including teasers/ events/follow-ups) and 8 articles on dedicated blogs on the instagram profiles of the influencers.

It generated an increase in the fan base of Decoratori Bassanesi's Instagram profile of around 610 more followers in just over three weeks and resulted in more than **1 million views of the Decoratori Bassanesi Instagram profile in the period in question.**



Intense years of great
commitment and **emotions.**

Relevant trade fairs and events

Milano, September 2018

Segments wins
ADI Awards



Paris, January 2022

Maison & Objet

New York, November 2023

BDNY



Bologna, September 2023

Cersaie

Beauty is Balance

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