

ENG



CASE HISTORY

BESPOKE CERAMIC SURFACES FOR
INTERIOR AND ARCHITECTURE DESIGN

TEAMWORKITALY
BESPOKE CERAMIC TILES

via Secchia 2
42048 Rubiera (RE)
ITALY

www.teamworkitaly.com
info@teamworkitaly.com
+39 0522 621332

TEAMWORKITALY

BESPOKE CERAMIC TILES

CONTENT

CASE HISTORY

Stella McCartney stores | 04

Cafè Tengo | 18
Hotmess design Studio

Flannels flagship store | 22
P+P Architecture

we are able to customize colors and sizes





Stella McCartney stores

Teamworkitaly has designed and developed several custom series of made-to-measure ceramic tiles for english fashion brand Stella McCartney.

The London designer has chosen us to create her ceramic coverings ever since the opening of the brand's first flagship store.

Client

Stella McCartney stores

Locations

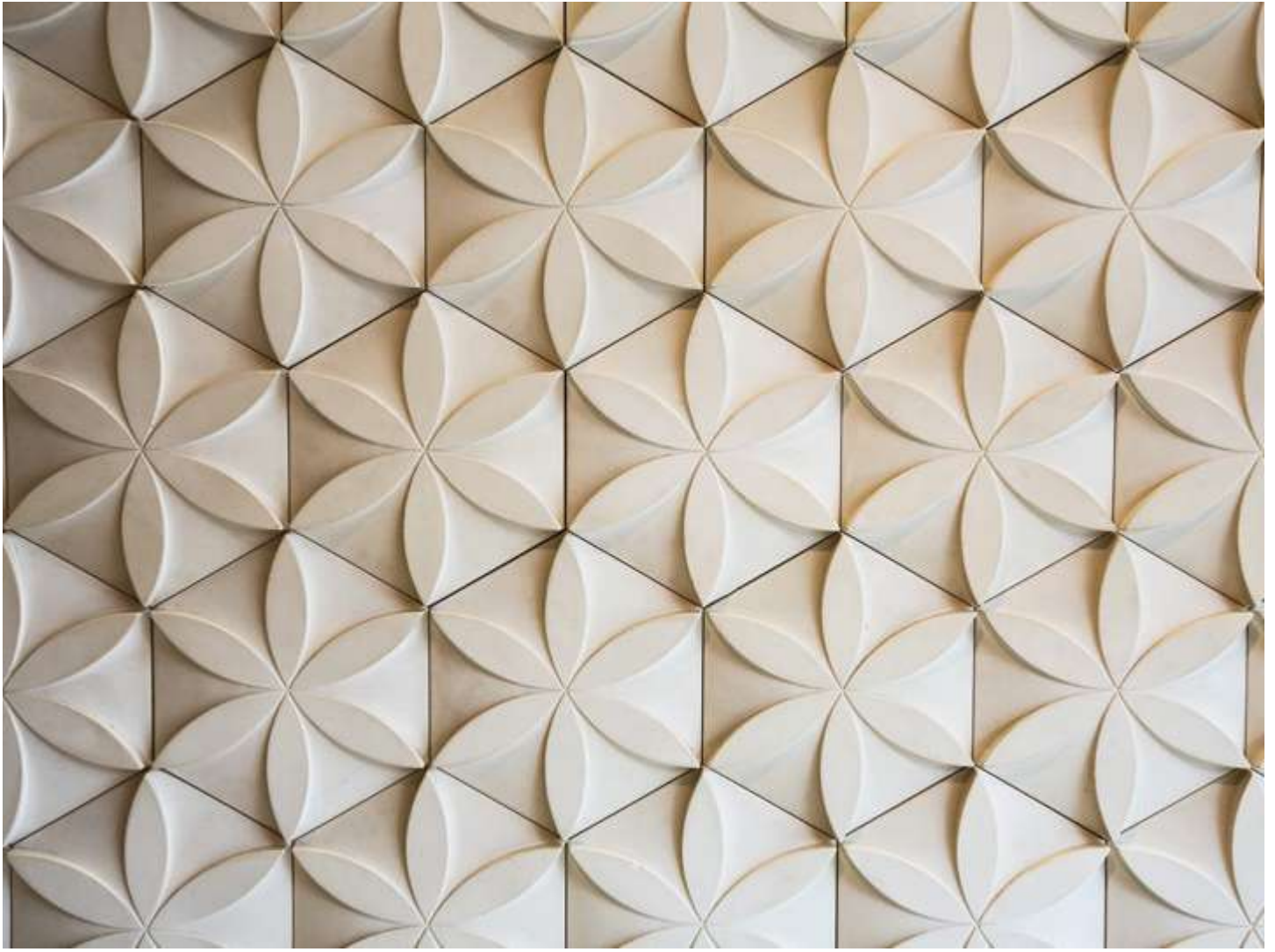
worldwide stores and flagship stores

Bespoke tiles

floral hexagon | diamond shape flat and 3D | fluted large







floral hexagon

The first bespoke tile, styled by London design firm Barber Osgerby, consisted of a unique floral hexagon, which won Teamworkitaly a British Design and Art Direction Academy award in the Environment Design and Architecture category.

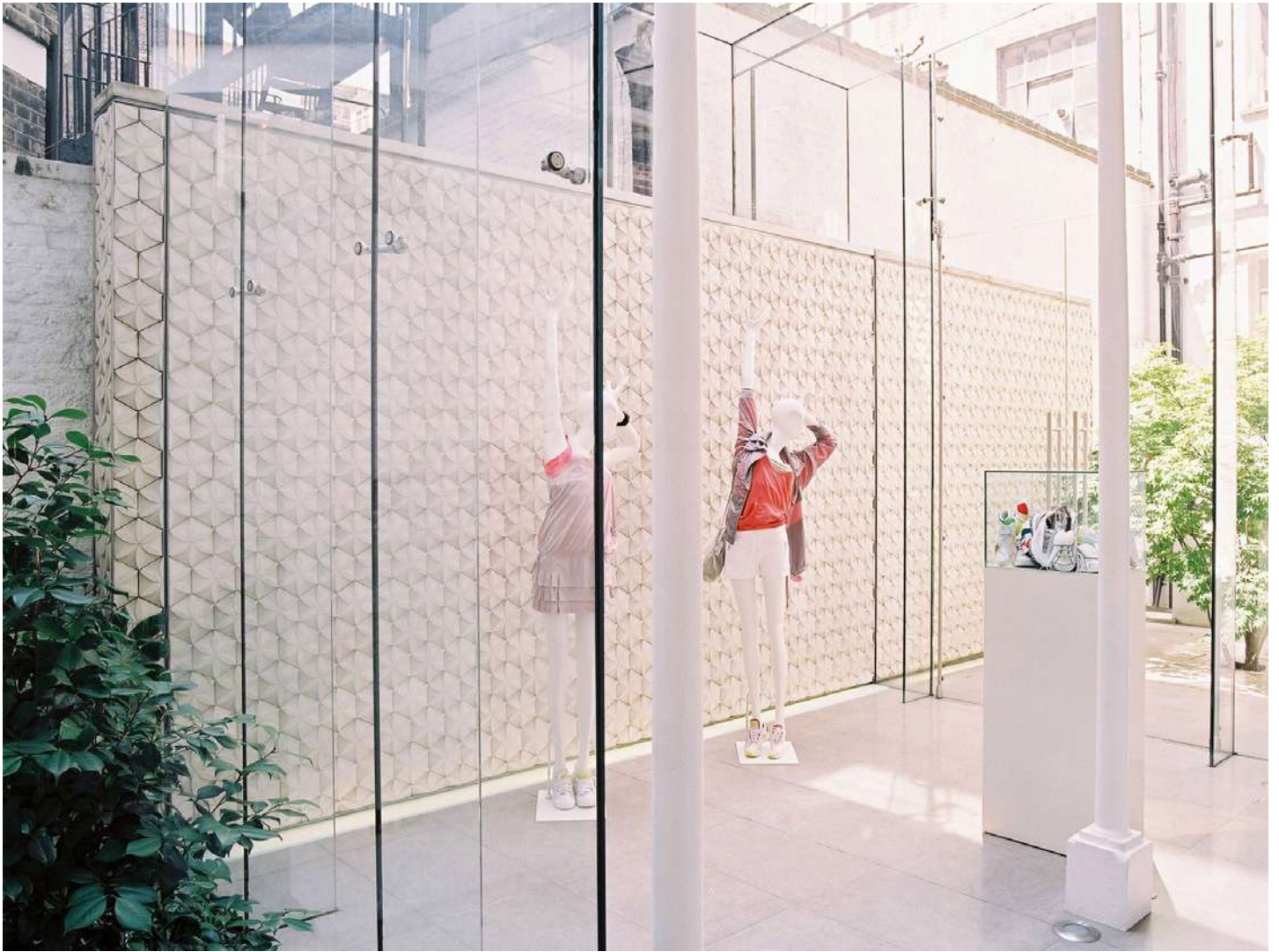
The tile was used for the interiors of the first Stella McCartney flagship store in New York in Manhattan in the Meatpacking District (opened in 2003 and then moved to Soho in 2012).

Inspired by nature and its forms, the piece is characterized by a relief floral motif inserted inside a cell structure.

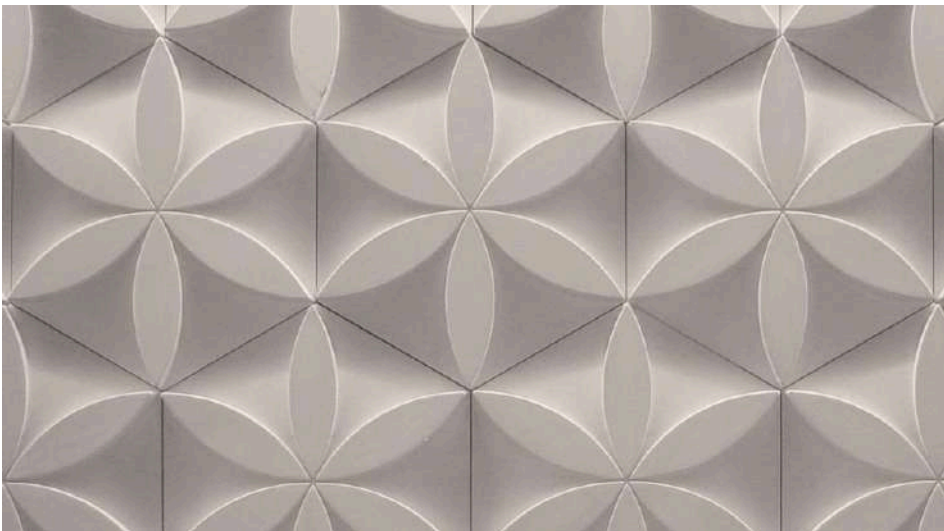
Floral ceramic tiles are a key element intended to generate a coherent visual identity for the Stella McCartney stores.



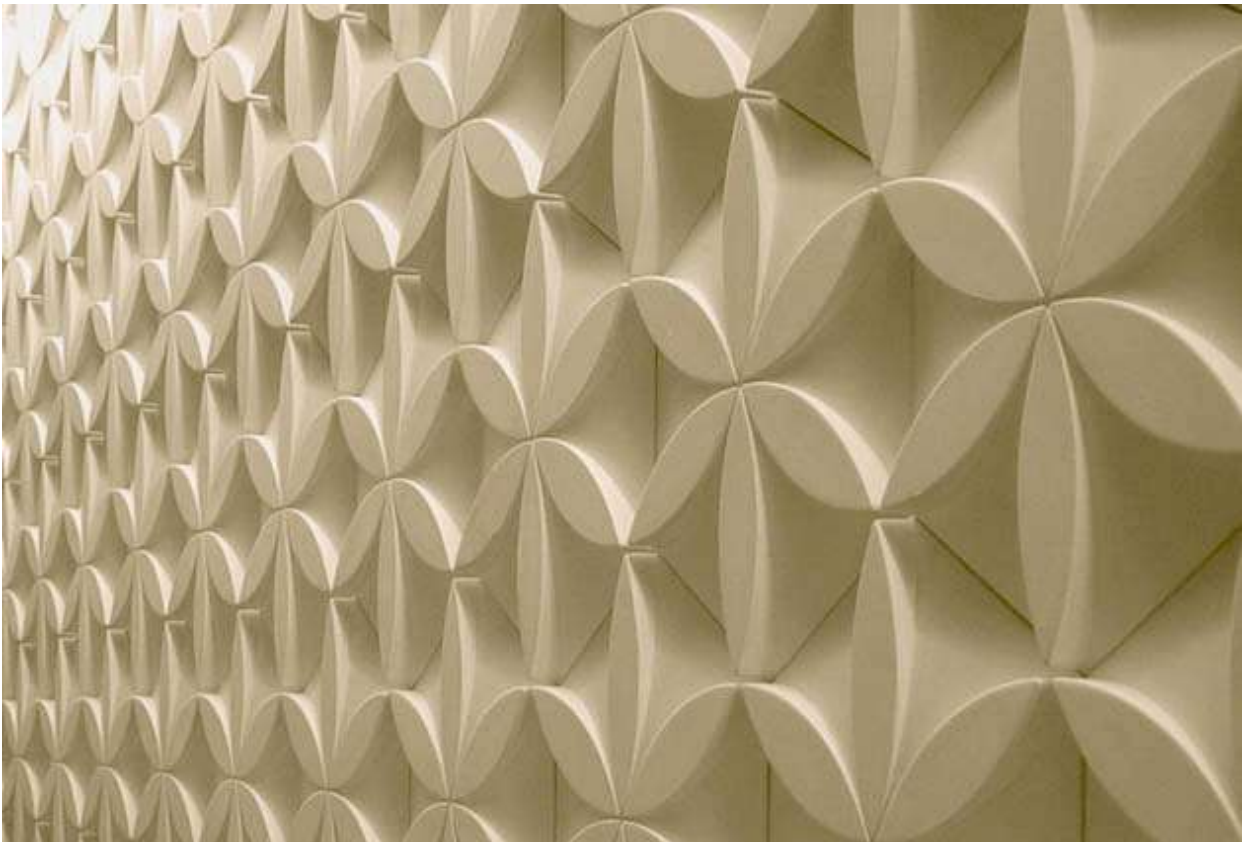
Stella McCartney store | New York



Stella McCartney Bruton Street store | London



Environment Design And Architecture
award winner





diamond shape

Teamworkitaly went on to produce a special diamond-shaped three-dimensional glazed ceramic tile for a series of Stella McCartney flagship stores.

The white glaze with shade variation and a pitted effect was subsequently developed on a larger range of colours, to match the other interior design features.



Stella McCartney Harrods boutique | London



Stella McCartney Chelsea flagship store | London





Stella McCartney boutique | Paris



Stella McCartney Mall of Emirates boutique | Dubai



fluted large

In recent years Teamworkitaly has designed and developed several three-dimensional tiles in 26×84 cm size in partnership with the brand's in-house design team.

Intended for use in a number of stores, this project embraces various products, all designed to meet the respective requirements.

The tiles were then used for the floor and wall coverings and also for the display shelves.



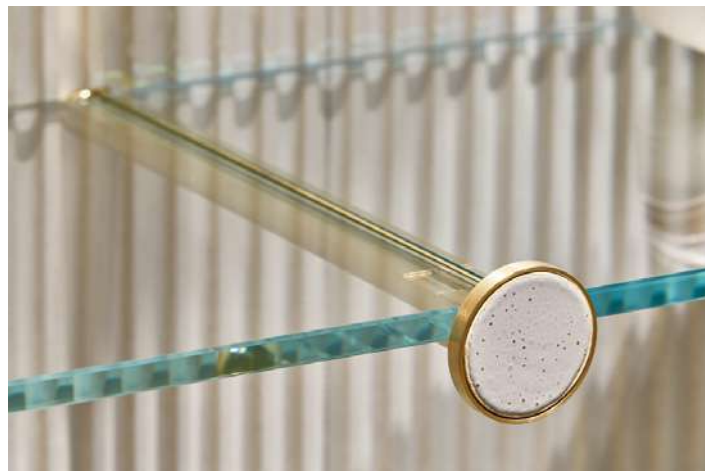
Stella McCartney boutique | Florence



Stella McCartney store | Paris

Fluted Large 26x84 cm
salt & pepper texture





Stella McCartney store | Miami



Stella McCartney store | New York



Cafè Tengo

For this project Teamworkitaly has developed together with the Hot Mess Studio a unique cladding in terms of shapes and effects to cover the external facade of the Tengo Cafè in St Austell (UK).

We have created two 3d pieces with a rounded shape that refer directly to the concept of the studio. A concept that in the whitish-gold colors is inspired by the colors of the earth, in particular by the minerals present in the St Austell quarry, recalling to the enhancement of the beauty of the area.

Client

Cafè Tengo by HOTmess design Studio

Location

St Austell UK

Bespoke tiles

outdoor wall cladding | custom 3d and flat shapes



Café Tengó | Hotmess design Studio | St Austell UK

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Bespoke 3d and flat shapes with watercolor finish effects

The 3d tiles are meant to be used as pots for edible plants. Teamworkitaly has therefore created custom-made holes in the 3d bespoke pieces, to facilitate the irrigation of the plants, which further embellish the uniqueness of the wall. The natural flow of water made it necessary to create zero-absorption pieces: this is why high-quality clays fired at high temperatures were used, creating a zero-absorption porcelain material.



Production process of
bespoke tiles



Flannels flagship store

Teamworkitaly has collaborated with the italian architecture studio P+P for the creation of custom-made tiles for covering the floors and parts of the walls of the first London flagship store of the important multi-brand chain of clothes Flannels.

The project was born with the desire to create a unique and exclusive store in style and design. With this intent it was decided to create a suggestive flooring with particular characteristics.

These are two different sizes in cobalt blue and warm brown color, with a shaded drip effect hand made reproduced to emphasize the craftsmanship of the product.

Client

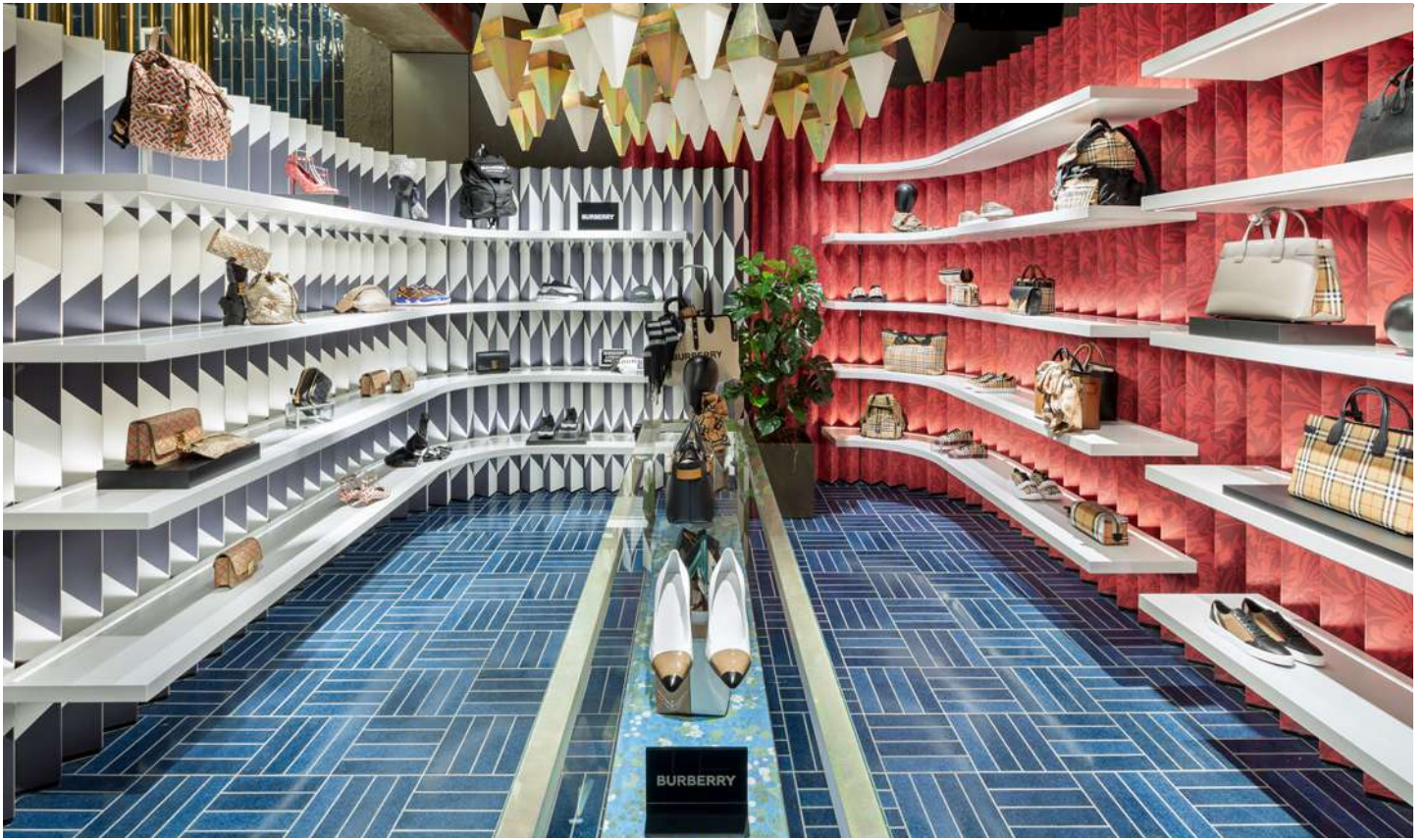
Flannels flagship store by P+P Architecture

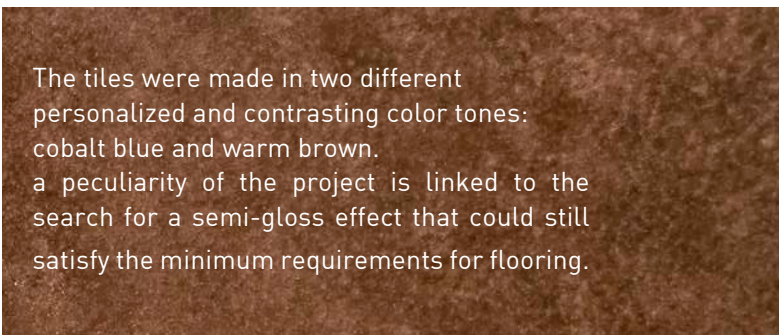
Location

London UK

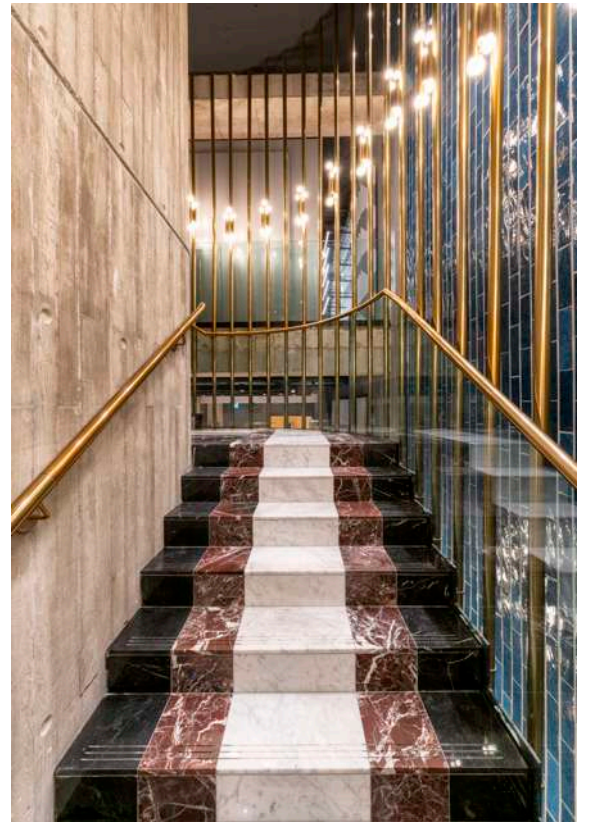
Bespoke tiles

flat tiles size cm 7x29.5 and 9.30x18.6, with drip and stonalized effect





The tiles were made in two different personalized and contrasting color tones: cobalt blue and warm brown. a peculiarity of the project is linked to the search for a semi-gloss effect that could still satisfy the minimum requirements for flooring.





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