**CEDIT presents “*Chimera”* by Elena Salmistraro**

The *Florim Group’s* technological research coupled with *Elena Salmistraro’s* creative flair has resulted in “**Chimera**”, the new collection by the **CEDIT – Ceramiche d’Italia** (Made in Florim) brand.

Offering a completely original expressive interpretation, the designer reinvents the ceramic product in a unique, individual way **laden with symbolic meaning**. Highly decorative, “Chimera” invites **sensory enjoyment** and the **large porcelain stoneware slabs** create a fantastic universe inspired by nature and the chimera of the “grotesque” tradition, featuring very tactile and **striking carved or raised designs**.

**Chimera,** in Greek mythology, was a hybrid four-legged creature that had the appearance of a lion and dragon with a goat’s head grafted onto its central trunk. The decorative inspiration behind the collection is based on this mythological beast, the result of the imaginary combination of different creatures.

Born in 1983, **Elena Salmistraro** once again confirms her talent as an **artist and designer with incomparable communicative power**. Large ceramic slabs are the perfect backdrop for her inspiration. Through a three-dimensional process made possible by innovative technology, **the collection reproduces the texture of leathers and fabrics, creating an original, highly tactile layered effect.**

“Chimera” develops **four graphic themes** (Empatia, Radici, Ritmo and Colore) with motifs that blend different graphic and colour codes. In **Empatia** clown faces are mixed with Art Déco graphic references; in **Radici** the textures of different types of leather are used; **Ritmo** features a dialogue between the texture of the fabric and the designs of Gunta Stölzl and Anni Albers; finally, **Colore** has a spotted base juxtaposed with the dense presence of repeated silhouettes. The collection’s range is completed by a series of neutral continuous coverings. The result is a set of original ceramic coverings laden with symbolic meaning.

Always on the lookout for new talents and projects designed to investigate the boundaries of ceramic and its encroachment into the realm of art and design, the CEDIT – Ceramiche d’Italia brand has recognised Elena Salmistraro as a leading contemporary creative spirit.

“*This collection is an introspective work,”* explains the designer, *“focusing on my life and the way I design. Chimera is like a book with four different chapters: I set out to differentiate these graphic motifs to create four totally different stories. The collaboration with CEDIT has been very stimulating; it was a wonderful challenge that allowed us, together, to create something new, experimental and fascinating."*

**Press Kit**

[https://florimgroup-my.sharepoint.com/:f:/g/personal/comunicazione\_florim\_it/Ep3s2Y4Ck9pBm1sNTtB-kwUBnEnSeYVKjBOXKAjkPpSf5w?e=Y6MjHM](https://florimgroup-my.sharepoint.com/%3Af%3A/g/personal/comunicazione_florim_it/Ep3s2Y4Ck9pBm1sNTtB-kwUBnEnSeYVKjBOXKAjkPpSf5w?e=Y6MjHM)

**Video link**

[https://florimgroup-my.sharepoint.com/:v:/g/personal/comunicazione\_florim\_it/EddJsy3Vz35BmJ3W2G7lV\_UBe23X\_BoFtVeCA9latduNsg?e=rN4hWi](https://florimgroup-my.sharepoint.com/%3Av%3A/g/personal/comunicazione_florim_it/EddJsy3Vz35BmJ3W2G7lV_UBe23X_BoFtVeCA9latduNsg?e=rN4hWi)

#### <https://www.florim.com/en/cedit/>

#### Fiorano Modenese, May 20th 2020

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#### *Italian in origin and international in spirit, CEDIT - Ceramiche d’Italia is a Florim Group brand relaunched on the market in 2016. Its core values are strong local roots, a clear vocation for ground-breaking design and a determination to help shape the living-spaces of tomorrow. Over the years, CEDIT has worked with the biggest names in Italian design, including Achille and Pier Giacomo Castiglioni, Ettore Sottsass, Enzo Mari and Alessandro Mendini, making it a key contributor to the history of the design universe. Today, CEDIT continues to promote contemporary creativity in keeping with this great tradition, creating ceramic collections conceived by top Italian designers, with a unique, original style.*