



# Diarama

by Hella Jongerius

Diarama nasce dalla volontà di dare vita a una collezione caratterizzata da un ampio range di tonalità cromatiche che vengono alla luce in modo del tutto naturale e casuale, attraverso la stratificazione dei colori, così come avviene nei dipinti. È uno studio sul colore puro, applicato su diversi tipi di superfici ceramiche come fosse una seconda pelle.

La collezione è composta da diverse reference cromatiche smaltate applicate a 7 basi di argilla colorata e matt. Ogni reference è ricavata dall'applicazione dello stesso smalto ai diversi colori delle basi che reagendo in maniera inedita, va a creare un ventaglio di sfumature sempre nuove, classificate sotto i due macro gruppi denominati Light e Dark.

A questi si aggiungono Diarama Black e White dove lo smalto applicato alle 7 basi è rispettivamente nero, Iron, o bianco, Chalk. Usati insieme danno vita a Dusk, la combinazione black & white.

Con Diarama Mix, il principio viene ribaltato. Sulla stessa base nera o grigia vengono applicati diversi colori di smalto creando Black Chroma e Grey Chroma.

Il risultato finale è quindi sempre diverso a seconda della combinazione tra pasta e smalto. Al centro, una striscia di argilla colorata non smaltata fa da contrasto con il resto della superficie lucida.

Diarama comes from the desire of giving birth to a collection characterised by a wide range of chromatic shades, that come to light spontaneously and randomly by stratifying colours, as happens in paintings. It's a study about pure colour, applied on different ceramic basis like a second skin.

The collection is composed by various glazed chromatic references, applied on 7 different matt coloured clay bases. Each reference comes from the application of the same glaze on the top of the different coloured bases, which react in an unpredictable way and create an array of always inedit nuances, distinguished in two macro-groups called Light and Dark.

These are complemented by Diarama Black and White, where the glaze applied on the 7 bases is respectively black, Iron, or white, Chalk. Combined together, they create the black & white combination: Dusk.

Diarama Mix overturns this principle. Different coloured glazes are applied on the same black or grey base, creating Black Chroma and Grey Chroma.

Depending on the combination between body and glaze, the result will always be singular. In the middle of the tile, a matt stripe of coloured clay creates a contrast with the polished surface.

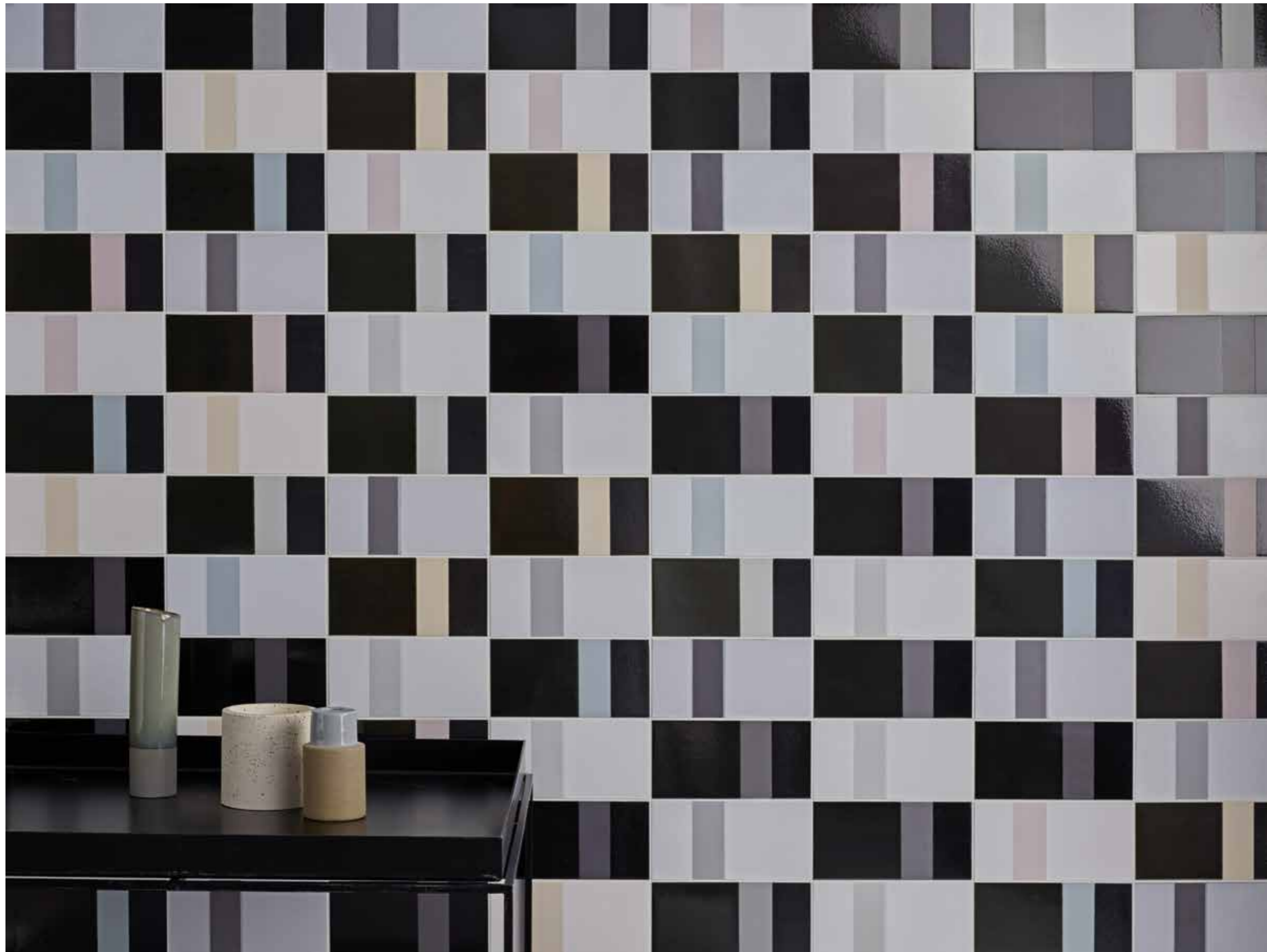


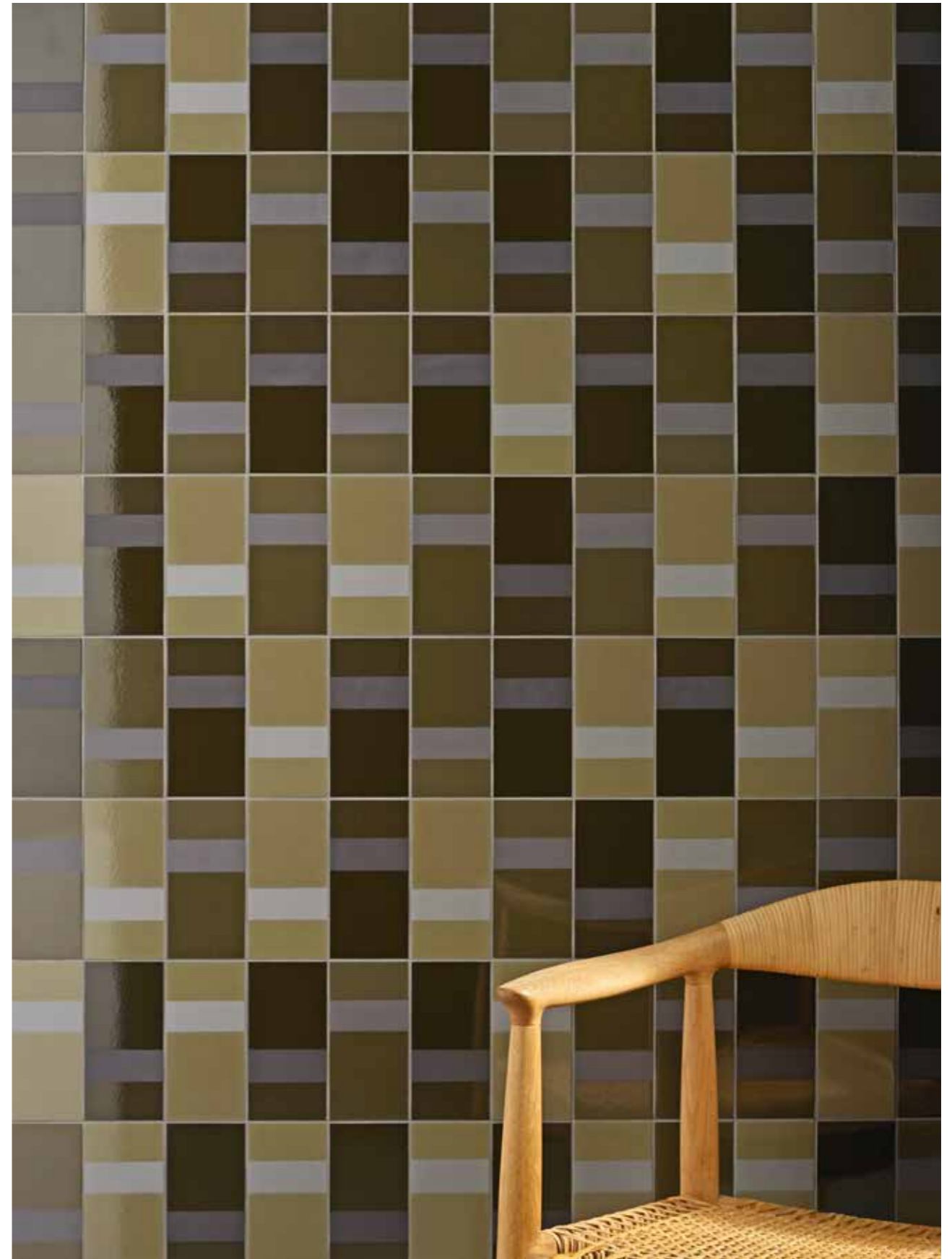
Ho utilizzato le piastrelle come fossero delle tele, così da capire in che modo diversi corpi di argilla colorata avrebbero reagito mettendovi sopra lo stesso smalto. Volevo che la superficie non sembrasse semplicemente colorata, ma mixata, come nella pittura ad olio. Poi però ho iniziato a domandarmi: che tipo di prodotto dovrebbe diventare? E Mutina ha chiamato. Penso che stessi aspettando la sua chiamata, è stata tempestiva. Erano il momento giusto e la giusta azienda.

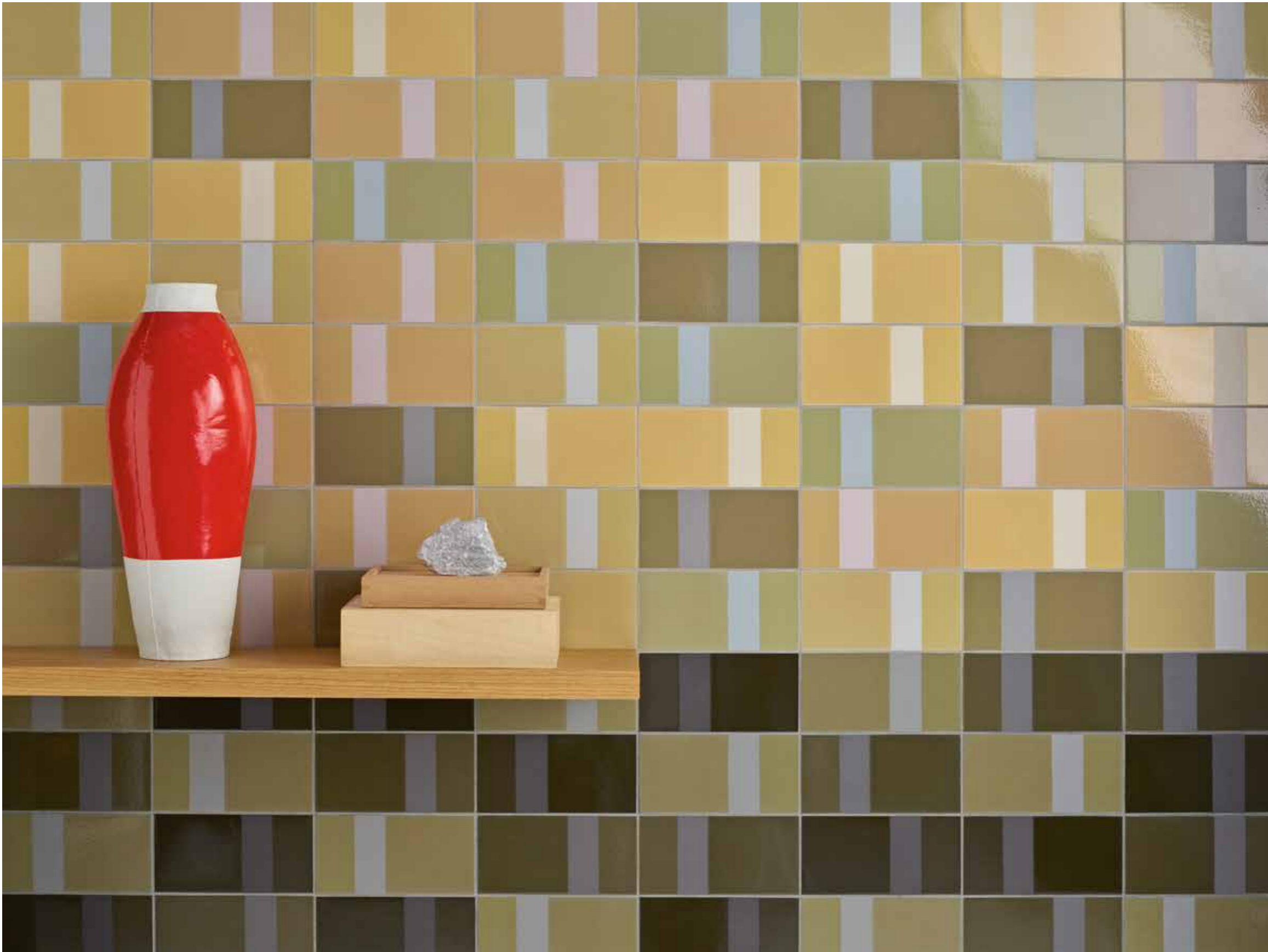
I've used the tiles as canvas, to see how different bodies of colored clay reacted when a glaze was applied on top of them. I didn't want the upper surface to simply appear colored, but mixed, as if it were an oil painting. But then I started wondering: what kind of product should this become? And then I got a call from Mutina. I think I was waiting for that call, it was well-timed. It was the right moment and the right company.

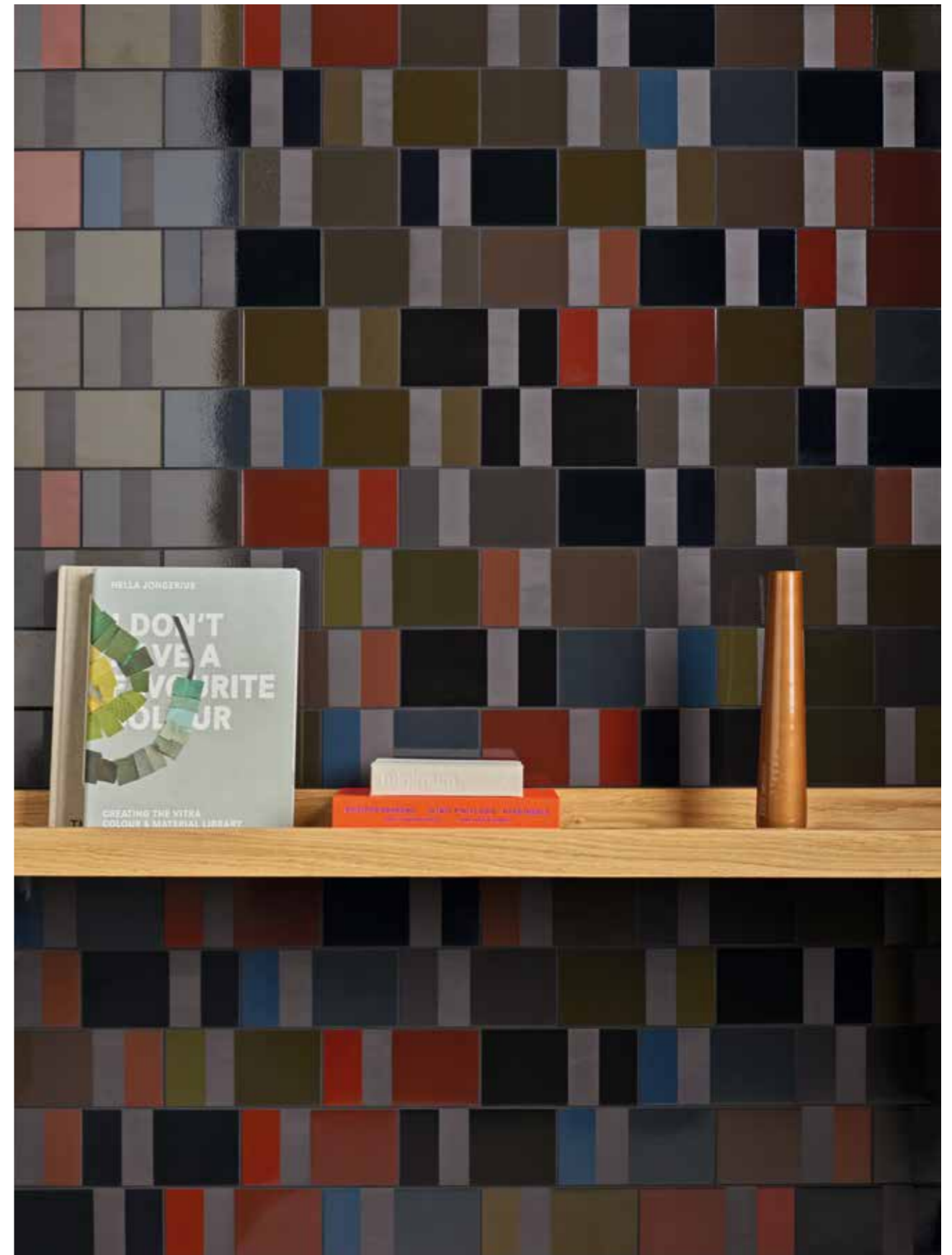
Hella Jongerius

Diarama Colors  
Diarama Black & White  
Diarama Mix







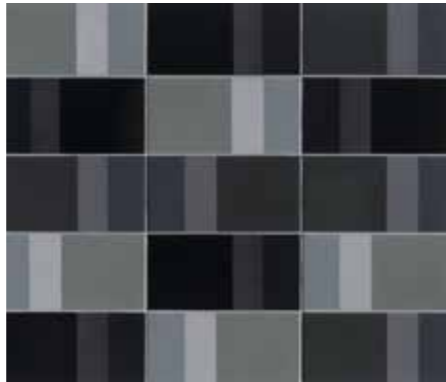




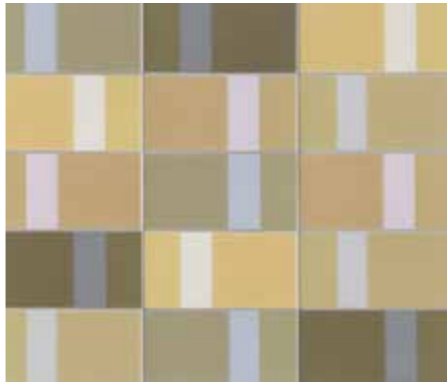
Diarama Colors



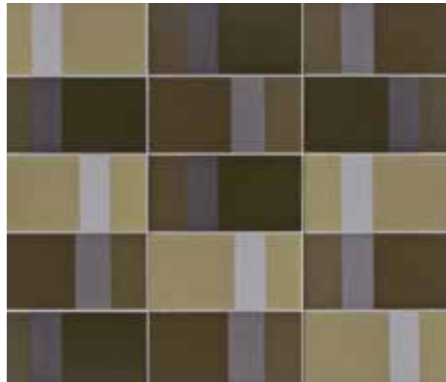
ASH Light



ASH Dark



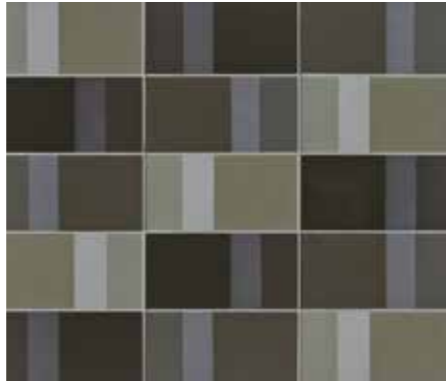
MAIZE Light



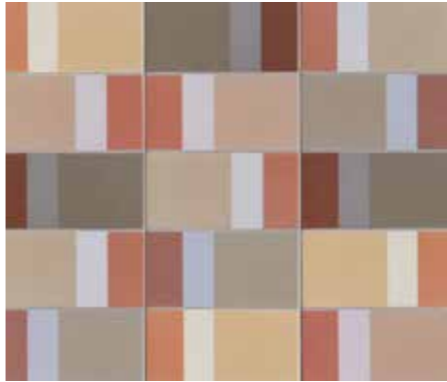
MAIZE Dark



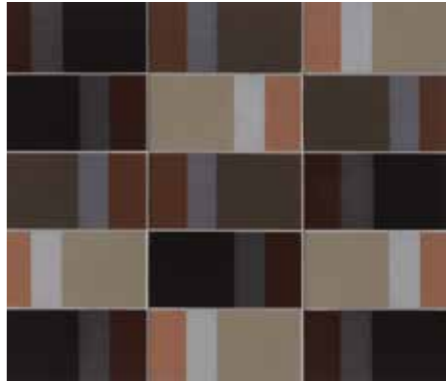
SEAWEED Light



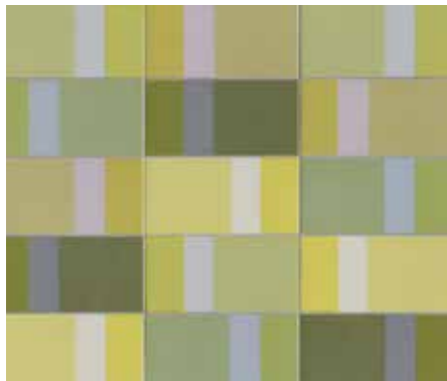
SEAWEED Dark



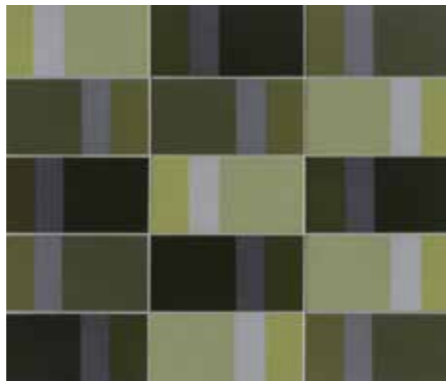
BLUSH Light



BLUSH Dark



LIME Light



LIME Dark



SKY Light

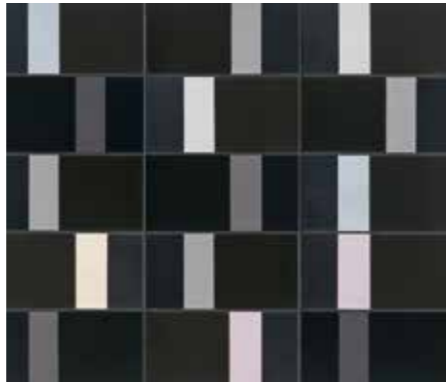


SKY Dark

Diarama Black & White



CHALK

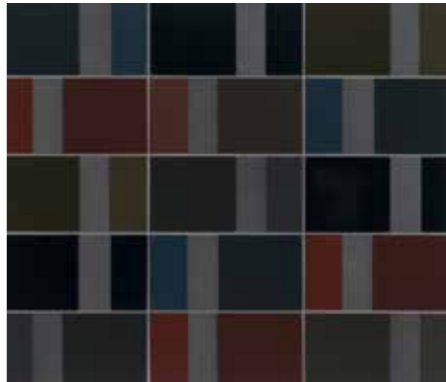


IRON

Diarama Mix



GREY CHROMA

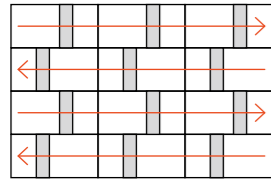


BLACK CHROMA

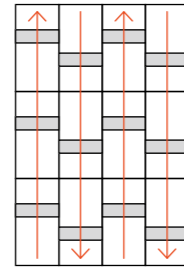


DUSK

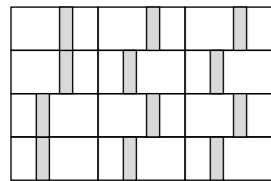
## Installation Ideas



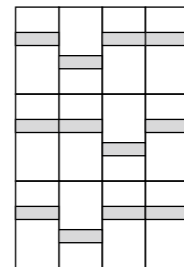
Alternato orizzontale  
Alternate horizontal



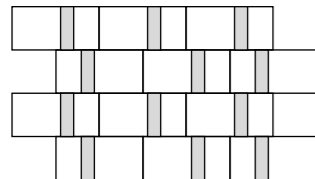
Alternato verticale  
Alternate vertical



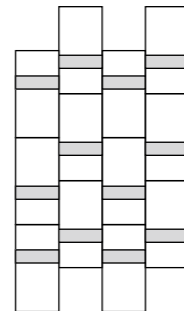
Random orizzontale  
Random horizontal



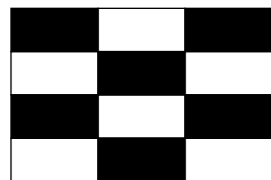
Random verticale  
Random vertical



Random a correre orizzontale  
Random horizontal running bond



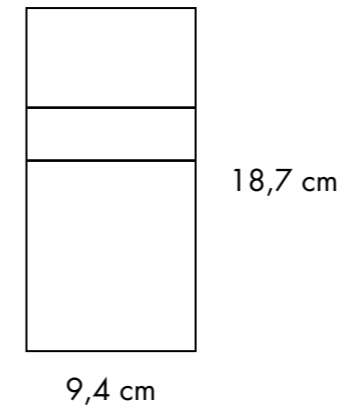
Random a correre verticale  
Random vertical running bond



Scacchiera (Diarama Dusk)  
Checkerboard (Diarama Dusk)

## Sizes & Colors

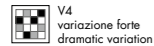
design	Hella Jongerius	2018
production	industrial	
material	gres porcellanato ad impasto omogeneo smaltato glazed homogeneous porcelain stoneware	
thickness	9 mm	
*	misure nominali/nominal sizes	
size	*9,4·18,7 cm / 3 <sup>45/64</sup> "·7 <sup>23/64</sup> "	



## Technical Features

UNI EN14411:2012 App. GI (Bla Group)

NORMA STANDARD	CARATTERISTICHE FEATURES	VALORE PRESCRITTO VALUE REQUIRED	DIARAMA
ISO 10545/2	DIMENSIONI/SIZES		
	lunghezza e larghezza/ length and width	± 0,6%	conforme in conformity with standard
	spessore/thickness	± 5%	
	rettilinearità degli spigoli/ straightness of edges	± 0,5%	
	ortogonalità/wedging planarità/flatness	± 0,5%	
ISO 10545/3	assorbimento d'acqua/ water absorption	< 0,5%	conforme in conformity with standard
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
ISO 10545/13	resistenza agli attacchi chimici resistance to chemical attacks	nessuna alterazione visibile no visible alteration	resiste resistant
ISO 10545/14	resistenza alle macchie stains resistance	classe 3 min minimum 3	5



## Packing

FORMATO SIZE	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
all colors 9,4x18,7	56,89	45	0,79	48	14,4	690	37,92
dusk, chalk, iron 9,4x18,7	56,89	42	0,74	48	13,3	640	35,52

## Hella Jongerius



Hella Jongerius, designer e ricercatrice instancabile, si è unita al team Mutina nel 2018. Ha progettato la collezione Diarama.

Nata in Olanda ma con base a Berlino, Hella Jongerius è conosciuta per la sua ricerca su colori e materiali in continua evoluzione, dove tradizione e contemporaneità si fondono con l'obiettivo di creare prodotti dalla forte individualità, coinvolgendo elementi artigianali all'interno del processo industriale.

Nel 1993 ha fondato Jongeriuslab, dove porta avanti progetti indipendenti e collaborazioni con importanti aziende del settore. La designer lavora anche come Art Director per Vitra, e come Design Director per Danskina, Kvadrat e l'atelier di tappeti Maharam ad Amsterdam.

Nel 2017 ha ricevuto il Sikkens Prize, grazie al suo speciale contributo nel campo dei colori. Molte delle sue creazioni, inoltre, si trovano nelle collezioni permanenti di alcuni famosi musei, come il MoMA (New York), il Victoria and Albert Museum (Londra) e il Boijmans van Beuningen Museum (Rotterdam).

Designer and tireless researcher Hella Jongerius joined the Mutina team in 2018. She designed the Diarama collection.

Born in the Netherlands but based in Berlin, Hella Jongerius is well known for her never-ending colour and material research, where she combines the traditional with the contemporary, in order to create products with individual character by including craft elements in the industrial production process.

She founded Jongeriuslab in 1993, where both independent projects and works for major clients are developed. The designer also acts as Art Director for Vitra and Design Director for Danskina, Kvadrat and Maharam's rug atelier.

In 2017, Jongerius received the Sikkens Prize, thanks to her special contribution to the field of color. Furthermore, many of her products can be found in the permanent collections of important museums, such as MoMA (New York), the Victoria and Albert Museum (London) and Boijmans van Beuningen Museum (Rotterdam).



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Diarama comes from the desire of creating a collection characterized by a wide range of chromatic shades, that spontaneously and randomly come to light by stratifying colors, as it happens in paintings.

Hella Jongerius



## CREDITS

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