ART COMMUNITY

Passion for Art

MAGAZINE Fall 2015 · Issue 1



Teamwork is better

From the editor...



INTERNATIONAL ARTISTIC AND IMAGE DIRECTOR

Federica Bisazza

Passion for Art Magazine is a quarterly magazine shared throughout our organization and created to make known to the whole world some of the beautiful artistic projects developed by our Trend offices.

The goal of this magazine is to surprise and excite our readers by telling, directly through the voice of Art Designers, some of the most interesting projects that are becoming reality.

From European locations to those overseas, each project is handled with care and professionalism by our Artistic Offices, which work together every day as a single team. Working in a group always brings great satisfaction because we believe it is the only effective way to transfer knowledge.

Passion for Art Magazine is born as a communication tool and will present updates on major projects realized by Trend, thanks to all of the people who work every day with great passion in this company.

An exceptional community forunique design



Artistic department



RAFFAELLA SALATA ART DESIGNER · MIAMI, USA

How do you spend your free time? I like itinerant travels: to move from one place to another and see different things every day. Hike cooking, taking long walks, going dancing with friends, and reading nonfiction stories.

What is the design object of your desires?

"Radio Cube" by Brionvega.



RIMA KONSTANTINOU ART DESIGNER · MIAMI, USA

How do you spend your free time?

I like to be outdoors. Whether it be exploring at a park near my home or taking my dog outside for an adventure, I like to feel the sun.

What is the design object of your desires?

I believe that if a home has a solid foundation, then it is faultless.

For me, this foundation is the floor

of the home; the canvas to design.

My ideal home is a space that feels

What is your ideal home and

How long have you been

favorite room?

warm and inviting.

working for Trend?

2 years in September.



SILVIA SIGNORIN ART DESIGNER · VICENZA, ITALY

How do you spend your free time?

I love reading, going to the cinema and practicing yoga. I often travel with my family to know new places and get inspired by different cultures.

What is the design object of your desires?

"TRACCIA" table by Simon.

What is your ideal home and favorite room?

White, bright and with a large terrace, of course in the downtown. My favourite room is the bathroom. The wellness room, relaxing...

How not to chose it!

How long have you been working for Trend?

I have been working for Trend since 2009, almost 6 years now.

"I am the grandma of the team" Raffaella

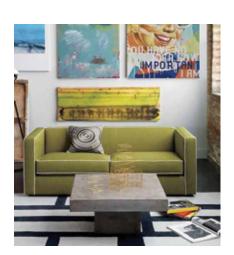
What is your ideal home and favorite room?

My utopian dream of the ideal house is to buy an old, big rural home and renovate it. My favorite room is the place that links the house with the outside; the veranda. I like to sit down to read and relax, looking at the landscape outside.

How long have you been working for Trend?

13 years, I am the grandma of the team!











ALICE TRENTIN ART DESIGNER · VICENZA, ITALY

How do you spend your free time?

I like to visit antique markets looking for unique pieces to personalize my home and be with my daughters.

What is the design object of your desires?

60s sofa lined modern style.

What is your ideal home and favorite room?

A small house with shutters, white portico and garden to be restored with the latest technology. My favourite is the living room to share with my family, at the dinner table.

How long have you been working for Trend?

I have been working for Trend for 12 years now.



YASMINE BENETTI ART DESIGNER · VICENZA, ITALY

How do you spend your free time?

I have discovered a passion for live music. I love going to live clubs and to outdoor concerts to listen to the artists I like the most.

What is the design object of your desires?

Lounge chair by Charles and Ray Eames from 1956.



PAOLA MOSELE ART DESIGNER · VICENZA, ITALY

How do you spend your free time?

I love walking in nature, reading a book and playing with my kids.

What is the design object of your desires?

Ancient ceramic plates to hang on the walls.

"I am the youngest on this team"

What is your ideal home and favorite room? My favourite room in the house is the gardenpatio. I do love the cool, Moroccan style colors, combined with contemporary designs & objects.

How long have you been working for Trend?

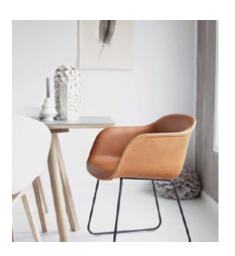
I have been working for Trend for 1 year, now. I am the youngest on this team!

What is your ideal home and favorite room? Cottage in the countryside and my favourite place of all is the kitchen! My ideal kitchen is modern but with a touch of old, fresh, clear, white, bright, with wood matched to steel, large windows.

Vasmine

How long have you been working for Trend?

I have been working for Trend for 8 years now, as a graphic and art designer.







Graphic department



FEDERICO SANSON GRAPHIC DESIGNER · MIAMI, USA

How do you spend your free time?

Since I have arrived in Miami I do not have much free time. I like to walk on the beach or swim in the ocean. Usually I enjoy visiting art exhibitions and museums.

What is the design object of your desires?

I would like to have a picture of Andy Warhol. I know it is not a design object and it is a little expensive! However IKEA makes beautiful stuff.

What is your ideal home and favorite room?

My favorite home is of course one on the beach.

How long have you been working for Trend?

I have been working for TREND USA for 11 months, but I started to work for the company 10 years ago.





GIULIA CIGNACCO GRAPHIC DESIGNER · VICENZA, ITALY

How do you spend your free time? I love reading, leafing through fashion magazines, travelling and tasting local food and, last but not least, listening to jazz music while I cook.

What is the design object of your desires?

The coffee pot "La Cupola" by Aldo Rossi.

What is your ideal home and favorite room?

My ideal house is a Palladianstyle villa, on which rooms are all different, decorated with wallpapers. My favorite space is the living room where you can relax but also invite friends to dinner.

How long have you been working for Trend?

I have been working for Trend for more than a year now.



How was the magazine born?

For us it is always very interesting to see how a project is born and evolves in the Artistic Department.

From the first material sent by the customer, to the development of the project with the color book "My colors" and samples in their hand, the transformation of the images in mosaic tiles and color combinations are the most exciting phase of a process that can transform an idea in tangible reality.

We hope that this magazine will be an inspiration to those who read it. We want to thank the team of Trend Artistic Department who work every day with passion and professionalism.

Content

01

Private house · Venice, Italy

Custom CAD decor \cdot 1 x 1 cm \cdot 3/8' x 3/8'

This is a Custom CAD size 1×1 cm project. In order to be as close as possible to the original chromatic drawing we have used 65 colours from our range, achieving a good result with the softer shading as well. Vitreo colours were the most used beside the Brillante and Shining colours making a shiny effect to the light.

02

Caffè Raimar · Berlin, Germany

Custom CAD decor \cdot 1 x 1 cm \cdot 3/8' x 3/8'

The shading colours for this project were all in the wide range of beige and brownish, some exceptions were made; in fact, the artist Mrs. Julia Bornefeld, wanted some light and dark green colour mosaic tiles to make the final effect of the spiral more intense.

03

Bank of Hawaii · Miami, USA

Artistic Technique 1 x 1 cm · 3/8′ x 3/8′

This kind of painting is one of the best types of artwork to be used for the artistic technique. The study of colours was done by choosing the very light colour shades, replacing the intensive shades by those lighter ones to recall the watercolour effect which the artist used for his painting. 04

Illycaffè · Manifesto Illy, Italy

Custom CAD decor \cdot 1 x 1 cm \cdot 3/8' x 3/8'

Indeveloping this project, what was really important to respect here, were the original colours of the manifest, which at the beginning was a watercolour painting. The shading colours going from blue to red have been truly reproduced with 1 x 1 cm size tile.

05

Tatiana Yatch · Fliesen Meyer

Custom CAD decor \cdot 1 x 1 cm \cdot 3/8' x 3/8'

The client, for the realisation of this swimming-pool décor, chose the 1 x 1 cm size tile, with some blue shade colours, the black to underline the geometric drawing details and the modern Aureo to light up this detailed décor.

06

Basilica Arautos · Brasil

Artistic Technique 1 x 1 cm \cdot 3/8' x 3/8'

Each architectural element is designed with decorative and/ or different colours, alternating symmetries forms, such as diamond shapes in red arches; interchanging the light greens and dark greens, like the central recesses, interchanging colours in pink with blue decorations lower.

1.

PRIVATE HOUSE

VENICE, ITALY



Alice Trentin Art Designer Vicenza, Italy

Who is the client?

A well-known business manager in the textile field, who has commissioned this project for his private residence in Venice, Italy.

How was the relationship with the client?

The group of architects following this executive project contacted us, as had happened in the past, to study a unique room for his historic Venetian residence.





Hall Hotel Bellagio · Las Vegas Blvd South, Las Vegas, NV

This team proposed an unusual decoration: drawing up the picture of the ceiling in the hall of the famous Bellagio Hotel in Las Vegas.

The complex work of art "Fiori di Como" by Dale Chihuly, which includes more than 2.000 hand-painted glass blown flowers, has been photographed and turned into pastel colours to be shown on the walls of the bathroom in the master bedroom.

We turned the image into a regular pattern of our small mosaic tiles, size 1x1 cm, combining our folders' colours to the picture we got from the client. Walls and shower floor get a consistent and sinuous pattern almost to recall the softness of a jelly-fish.

What were the difficulties in managing this project?

Not so many difficulties, thanks to the precise and scrupulous architects in sending us all required figures like updated measurements from the Venetian site. The only hitch was the irregularity of the historic walls which required a more detailed study of the decoration to fit well in all surfaces.

What drew your attention most?

As usual, it is interesting to create the detailed and precious decoration that the team propose to the customer in order to ensure him of an exclusive and customized artwork. Furthermore, there is a great opportunity to use colours and innovative materials to make new experiences.



When a client doesn't have a specific idea how to finalize the project, I always try to understand the context and the materials already picked by the client, to reach the right combination. I often work with Pinterest, inspiring me to find sampling and setting, or even on leading websites and magazines specializing in decorations and locations.



"I think that this project is beautiful because colors are used in all of the shades, creating a fantastic effect." Alive





Do you think this project can be a kind of training to others?

Yes, I do. In this specific project, we had previously worked with this well-known client on other customized decors. Knowing Trend's professionalism and unique works, he once again approached us to deal with a new project. We have been working with this architect and studio for years now and the client trusts in Trend's products and services.

Rendering created by the Trend Artistic Department for the customer.

2.

CARRÈ RAIMAR RESIDENCE BERLIN, GERMANY



Silvia Signorin Art Designer Vicenza, Italy

Raimar is the pseudonym of Friedrich Rueckert, German poet who this complex of buildings is named after, as a redevelopment project in Berlin's Charlottenburg district.

Who is the client?

The final client is an important German construction company, but our contact was the Italian-German artist Mrs. Julia Bornefeld and her fiancé Mr. Gabriel Felder.





Rendering of the Carrè Raimar Residence · Berlin, Germany.

How was the relationship with the client?

Working with Mrs. Julia Bornefeld has been a great opportunity and experience for me.

Following her projects is always amazing. The artist let us have the images of the motifs, that she wanted to create, and, before finding the right colour combination, we had to create about a dozen versions. We had phone calls every day and email communication to improve and try to reach the idea she had in mind.

Having this direct comparison with such a sensitive and prepared artist, it has been really stimulating and efficient: her suggestions and comments are never out of place, and are telling and accurate.

What drew my attention was her way of trusting my skills and her listening to my advise and suggestions. This understanding and good relationship with Julia will allow me to follow her future projects easily and good results will be achieved.

What were the difficulties in managing this project?

Frequent checks and constant requests for changes, with the approaching delivery and expected production time, made the work very pressing sometimes, but each request made by the artist has never been trivial or superficial and every step was necessary to achieve the best result.

In the end all of our efforts were rewarded: the client is fully satisfied and proud with the final result and the residences have all been sold or rented much earlier than expected!

What drew your attention most?

After this experience I have found myself being more demanding even on other works: I am not satisfied with the first proposal and I pay more attention to all details!

Do you think this project can be a kind of training to others?

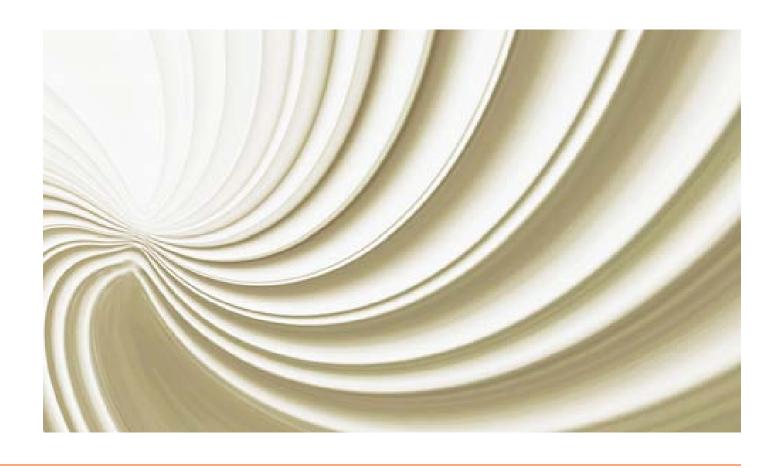
As a matter of fact, having our product being used on big surfaces, and in a different context rather than the classic standard ones, can be surely stimulating for other designers.

Glass mosaic can be used for much more than only bathrooms and swimming pools! It's interesting even the cultural and social impact that such a project can generate: mosaic as an artwork but still next to all of us.

Choice of color with the original artist drawing, single tiles and the color book "My Colors".



"Working with Julia Bornefeld was a great opportunity and experience for me."





3.

BANKOF HAWAII

MIAMI · FL, USA



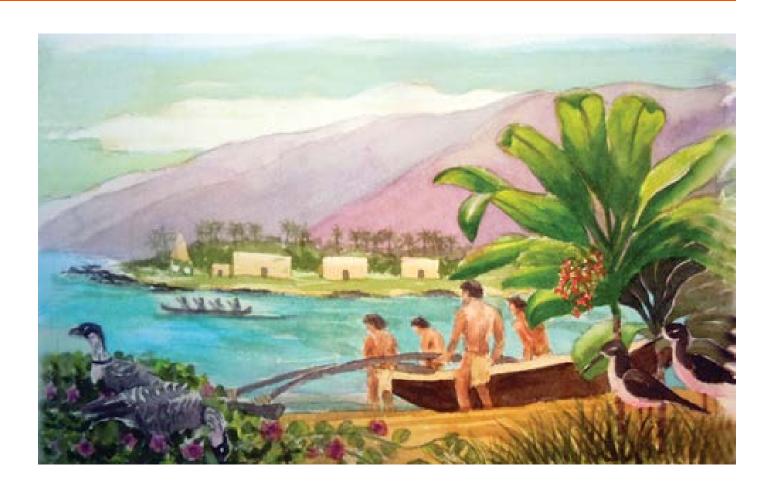
Rima Konstantinou Art Designer Miami, USA

Who is the client?

Bank of Hawaii, founded in 1897, the largest independent financial institution in Hawaii.

How was the relationship with the client?

Little to no communication with final client. All communication was done through email exchange and phone calls from Jeff Pompidur, ceramic tiles consultant, who then speaks to the client.He is a very passionate worker!



Sabado Art Studio · 1980 Main st. #1 · Wailuku, HI 96793.

I get a frantic call from Debra Pompadur, his wife, trying to play catch-up with his projects. She mentioned to me that he was in the hospital because he had a really bad accident. Nothing too serious, but he would be out for a week or two.

During this time, I worked with Debra to proceed with the proposals. No worries! Jeff was back in about a week and he proceeded from where we left off with no problems or complaints.

What were the difficulties in managing this project?

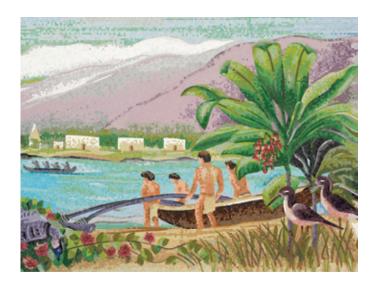
The difficulties with this project came from communication as a whole. From the initial request presented to me in the first email from Jeff Pompadur, ceramic tile consultant, to the final approved rendering sent to me from the Indian workers. The process is long, and very meticulous.

Phil Sabado, artist and final decision maker on tile technique, is very detail oriented and hands-on during the beginning stages of the design development. Once Sabado's approval is given to us to proceed with his exclusive artwork, the first rendering is created. From here, comes the longest, most tedious portion for all parties involved. The part that takes the most time. I receive an email from Jeff with 2 PDF documents, indicating numerically, the changes to be made on both murals. With this information, the careful communication on my end begins, organizing all of these calculated thoughts of the creator himself. Systematically, as always, I send my organized and clear email to my colleagues overseas. With this comes the final rendering; the green light to proceed to production!

What did you enjoy most?

I enjoyed seeing the artwork come to life with mosaic tile. It is incredible the things we can do with our hands and our minds.

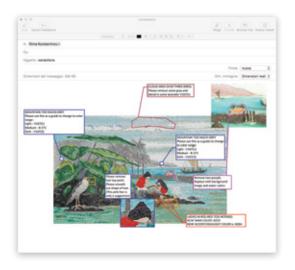
Art is a special talent that takes dedication and time. It makes me proud to be a part of these beautiful creations and help clients' dreams become their reality.



"They ask me a lot of corrections, even from the hospital but at the end the result was beautiful!"







Where do you get inspiration for your projects?

I am inspired by inspiring people. The art created around the world helps fuel my creativity, inspiring me to develop aesthetically pleasing works of art as per client requests.

Do you think that this project can be a kind of training to others?

A positive outlook on this project is that it was very clear and precise. The artist and final client knew exactly what they wanted and were able to communicate this with us in a systematic, organized way.

With this, others can learn and adopt the same methods that are deemed successful.

4.

ILLY CAFFE MANIFESTO

PIAZZA GAE AULENTI, MILANO · ITALY



Paola Mosele Art Designer Vicenza, Italy

Who is the client?

The client is Espressamente Illy Italia, a leading company in the production and distribution of coffee since 1930.

How was the relationship with the client? What were the difficulties in managing this project?

Often the client doesn't have a clear idea about what a final effect of the mosaic elaboration will look like, and with regard to this project, being addressed to a lot of stores, the job was to reduce the costs.



Illy Caffè, Piazza Gae Aulenti · Milan.

We have produced many elaborates using different techniques and formats (artistic and CAD 1x1), various colour shading and finally the 1x1 cm realization won the job.

What drew your attention most?

First of all I was impressed by the fact that Illy was the client, as for me Illy coffee is the best. Secondly, the processing of this image was interesting, as it was one of their commercials made by Xanti Schawinsky in 1934, a famous advertising designer dealing with the most famous brands during in the twentieth century.

Where do you get inspiration for the projects?

I think that inspiration is taken out of experience, from everyday life, events, exhibitions, magazines, TV programs, etc. Let's say when I start a project I try to do it myself, going into it with head and heart deeply, giving the best of my ability.

Do you think this project can be a kind of training to others?

Yes, I do. I think that choosing a representative icon for the branding and taking it throughout places like: stores, offices, hotels etc. can be a strong message for the cobranding. It's interesting to underline a project like this one, which remains active, as periodically we receive re-orders for new stores.

"For this project the version in artistic mosaic had also been proposed."

Paola



Manifesto for Illy Caffé, 1934. Alexander "Xanti" Schawinsky (1904-1979). Dimensions: 250 x 348 cm.





Artistic mosaic proposal.

Illy Caffè, Piazza Gae Aulenti · Milan.

5.

TATIANA YATCH

GERMANY



Yasmine Benetti Art Designer Vicenza, Italy

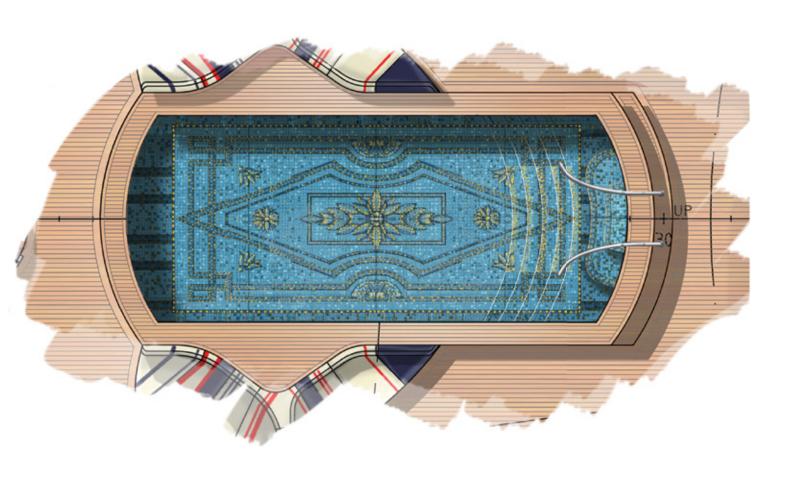
Who is the client?

It is possible that for some projects we do not know the final client, like in this case.

From information it is a swimming-pool for a yacht with a shipyard in Germany.

What were the difficulties in managing this project?

The most difficult aspect was the communication and understanding of the changes the client required.



For a couple of weeks I had been in constant contact with our commercial dept. as the client was not completely sure about the colour and about some decors, and he wanted to change the wall decorations...

Thanks to the direct contact with the dealer Nils Meyer, from the company Fliesen-Meyer, we managed to elaborate the final definitive proposal which has been accepted with satisfaction.

It is not always necessary, but in a case like this one where the final client is very demanding and keen on details, direct communication is of great help and allows us to get to the point of making the client happy with the artwork.

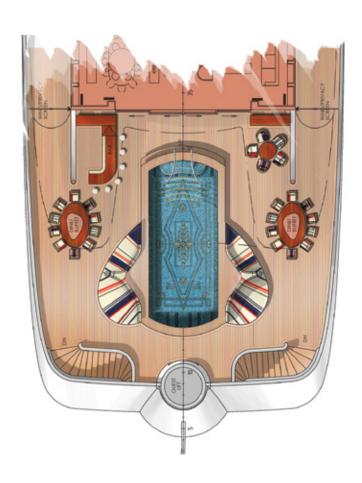
What drew your attention most?

During this project my attention was captured by the design process: from the geometrical design on paper we reached to the final layout of the elaboration, where the elegant blue tones light up with golden glows.

Besides I was astonished by the great job and workmanship made by the layers assembling each detailed panel of the whole decoration.

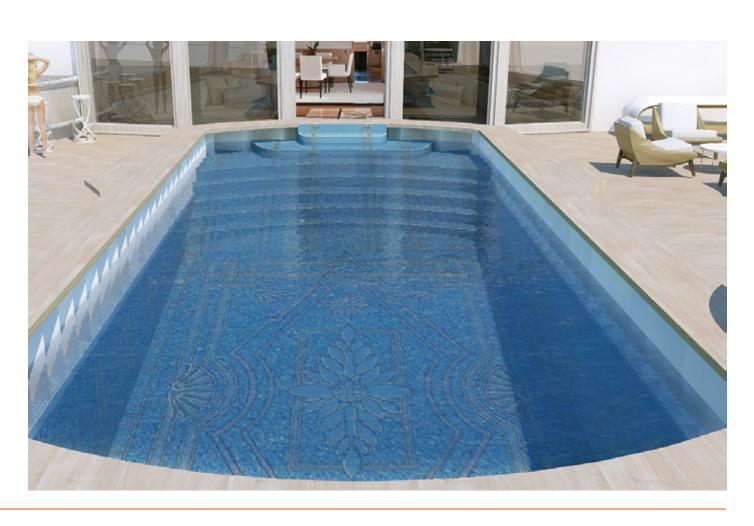
Where do you get inspiration for the projects?

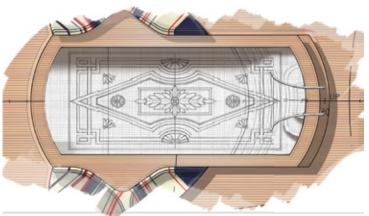
Basically, I take inspiration from my own life experience, which brings me sensations and well-detailed situations which unconsciously I remake into the projects I deal with. I like always getting part of myself in the project without moving in on too much on the style and the final client's decision.



"We reached the final layout where the elegant blue tones light up with golden glows."

Vasmine





6.

BASILICA ARAUTOS

BRASIL



Raffaella Salata Art Designer Miami, USA

Who is the client?

The client is Arautos, an international and important evangelical devotee association. The church we are decorating is located in Brazil.

How was the relationship with the client?

I worked together with Enzo Marconi to translate and interpret the needs of the artist.

Our relationship with the client is good because Enzo filters the ideas of this Brazilian client.





Then, through phone calls, e-mails, drawings and pictures, I am able to understand and realize exactly what the client wants. I use the present because the church project is a work in progress so we are still developing other decorations for the external facade. This is the Brazilian church we are talking about if you want to have a look: http://basilica.arautos.org

What were the difficulties in managing this project?

The difficulty I faced when managing this project was to make the client understand the final result and get fast approval of the drawings just by working the images with our Photoshop software.

Sometimes Photoshop is good and fast for simulating a mosaic image, but it is hard to give the idea of real colors and it is hard to work with when changes are very detailed. There were a lot of changes in order to reach the final layout of the decors. Actually...

This is a normal procedure when working with artists because they are extremely meticulous but we have achieved the artist's satisfaction thus far! Another issue were the sizes. The last time we had to review and to change all the sizes of 48 arches because the site measurements were different. Finally we were able to send to production! And the work goes on...

Where do you get inspiration for your projects?

The inspiration is different for each project. It depends on the type of décor, the environment and the type of client. Usually, when the clients give us the freedom to create our own proposals, I think about creating something that I would love to buy too.

Every time, we have to find the right way to interpret the client's dreams into reality and it is often a challenge to get the approval for a décor.

Moreover, when a client asks for something like: "I want to smell the scent of the flowers..."

What did you enjoy most?

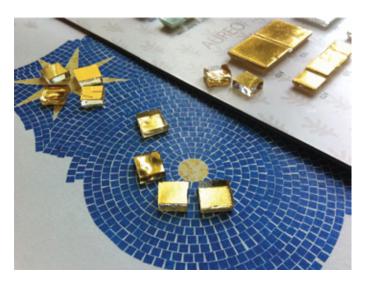
I have never followed such a religious and large project up until now. A church, as well as being a sacred temple, is meant to be a historic building and a piece of art which will remain forever. The mosaic itself is not like a painting, but lasts forever.

I feel honored to be actively involved in the decoration of this monumental project. Although I will be one of the unknown operators who work behind the big names of artists and architects, I am looking forward to receiving a special "blessing," at the very least!;)

Anyway, it's always a great satisfaction to follow the process of a project that comes true!

"I feel honored to be actively involved in the decoration of this monumental project."





Do you think that this project can be a kind of training to others?

Every project could be an inspiration and an example for future projects, but then again, every client would like to have something different; is it source of pride to always have something customized for themselves.

Since I started working here, I have realized that each project has to be different in order to have its own "spine." Public projects are the most important for Trend to be known and be successful in the future.



Artistic technique

With the artistic technique, you can reproduce any kind of image, graphics software, an exclusive property of TREND. This technique allows you to create subjects that are complex and rich in details. It lends itself to the development of classical subjects and natural motifs with soft and curvilinear trends. The artistic technique develops a fixing map of interlocking sheets with consecutive numbering.

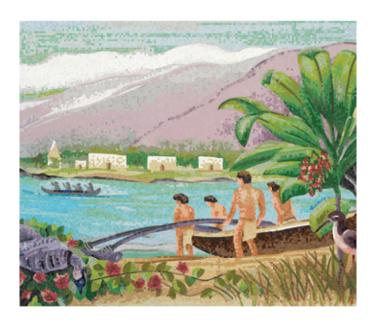
Generally pieces of small size, whole or cut are used, allowing you to be very faithful in the representation of the required subject.

Each tile is unique in color and shape and is positioned by hand, following the trends of decorum. To have total control of the final result, all the decorations are laid dry on the production site, before being divided into sheets and delivered to their destination.



Basilica Arautos · Brasile

Artistic Technique 1 x 1 cm · 3/8′ x 3/8′ Each group of recess is designed with decorative and/ or different colours, alternating symmetries forms, such as diamond shapes in red arches; interchanging the light greens and dark greens, like the central recesses, interchanging colours in pink with blue decorations lower. Each choice of colour and decoration was made both individually considering the small details of each decor, and based on the overall view, to give a harmonious effect to the façade. Key colours were bright pink 261 267 236 blue 239 green and gold smooth and corrugated.



Bank of Hawaii · Miami, FL · USA

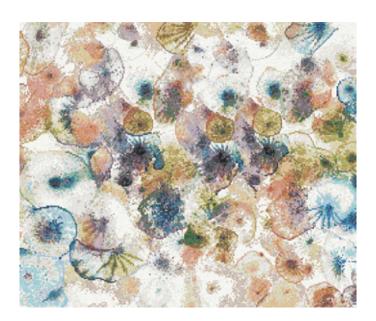
Artistic Technique $1 \times 1 \text{ cm} \cdot 3/8' \times 3/8'$ This kind of painting is one of the best types of artwork to be used for the artistic technique.

The study of colours was done by choosing the very light colour shades and replacing the intensive shades by those lighter ones to recall the watercolour effect which the artist used for his painting. The most used colours type were: Vitreo, having a wide range of clear colours, and Shining to make it brighter.

CAD technique

You can reproduce any kind of image, using the CAD technique, a graphic software, an exclusive property of TREND. This technique is particularly useful in the development of pictorial and photographic representations, current and contemporary, on large surfaces.

Each subject is fully realized by using whole tiles of size 1×1 or 2×2 cm, 3/8" x 3/8" or 3/4" x 3/4". This technique develops a full sheet fixing map with consecutive numbering. The subject is well-proportioned and built on the dimensions of the surfaces to be coated.



Private house · Venice, Italy

Custom CAD decor \cdot 1 x 1 cm \cdot 3/8′ x 3/8′ This is a Custom CAD size 1 x 1 cm project. In order to be as close as possible to the original chromatic drawing we have used 65 colours from our range, achieving a good result with the softer shading as well. Vitreo colours were the most used beside the Brillante and Shining colours creating a shiny effect to the light.

Shining: The iridescent effect is permanent and is not affected by chemical agents, temperature changes or frequent use.



Carrè Raimar Residence · Berlin, Germany

Custom CAD decor · 2 x 2 cm · 3/4′ x 3/4′

The shading colours for this project were all in the wide range of beige and brown, with some exceptions made; in fact, the artist Mrs. Julia Bornefeld wanted to get some light and dark green colour mosaic tile into the artwork, to make the final effect of the spiral more intense.

to make the final effect of the spiral more intense. Moreover, she also wanted to get some Brillante tiles, as having the "Avventurina" inside, the colour shading will be vibrating.

Brillante: These semi-transparent glass mosaic tesserae are coloured in fusion, then enriched with sparkling enamels and aventurina stone.



Illy Caffè · Manifesto Illy, Italy

Custom CAD decor \cdot 1 x 1 cm \cdot 3/8′ x 3/8′ Developing this project, what was really important to respect here, were the original colours of the manifest, which at the beginning was a watercolour painting. The shading colours going from blue to red have been truly reproduced with 1 x 1 cm - 3/8′ x 3/8′ size tile. The choice of using this size was the best solution for this kind of manifest, sizes 250 x 348 cm, that one can still see hanging on the Milano store wall, Illy Caffé, Gae Aulenti square. Dimension and final arrangement besides the observer's point of view, are very important details to be forwarded to the Artistic Department before starting the project.

By using all this information and technical details, the Artistic designers can suggest the best technique to realize the project.



Tatiana Yatch · Fliesen Meyer

Custom CAD decor \cdot 1 x 1 cm \cdot 3/8′ x 3/8′ The client, for the realisation of this swimming-pool décor , has picked up and chose the 1 x 1 cm size tile (3/8′ x 3/8′), with some blue shade colours, the black to underline the geometric drawing details and the modern Aureo to light up this detailed décor. The client could have also chosen modern Aureo 028, Platinum White, recommended for humid environments, being certified by Trend.

Aureo 028 Modern · Platinum Gold

Our finest mosaic material comes from the timehonoured combination of glass and that most precious metal, 24 carat gold.

This gold leaf mosaic is produced in three different designs: Traditional, Modern and Karma Mirage. This establishes TREND as the only company offering such a wide choice in this prestigious market, with designs that can satisfy many different aesthetic and budget requirements.

