



sensiterre by florim and matteo thun recreates renaissance artistry in ceramic surfaces

A COLLABORATION BETWEEN FLORIM AND MATTEO THUN

Florim re-explores the world of clay and earth with SensiTerre, a collection that bridges tradition and modernity in surface design. Developed in collaboration with **Matteo Thun**, the project draws inspiration from handcrafted **ceramics**, celebrating archetypal forms while reinterpreting them for contemporary architectural applications. Unique textures, such as gauze imprints, comb marks, and engravings, evoke the artistry of Renaissance craftsmanship, offering a tactile connection to tradition within modern environments.



Florim and Matteo Thun collaborate for SensiTerre | all images courtesy of Florim

SENSITERRE SURFACES EVOLVE FROM TERRACOTTA VASES

Born from a celebration of the tenth anniversary of the limited-edition 'Venere Bianca' terracotta vases, designed by Matteo Thun and Benedetto Fasciana in collaboration with Bitossi, SensiTerre evolves from artisanal to architectural dimensions, incorporating the precision of modern manufacturing techniques. The collection is produced in facilities that recover 100% of raw production waste and water, reflecting Florim's broader eco-conscious ethos. As a certified B Corp and Benefit Corporation, **the Italian company** minimizes its environmental footprint by using renewable energy and ensuring carbon neutrality through its CarbonZero project.



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CLAY TRANSLATED INTO CONTEMPORARY CLADDING SOLUTIONS

The colors and textures of SensiTerre capture the natural essence of clay, translating its charm into a versatile range of surfaces. Available in six earthy shades – Cotone, Sabbia, Rosato, Mattone, Amaranto, and Carbone – the palette brings warmth and depth to interiors, deepening the deliberate connection to tradition while offering versatility for contemporary applications.

The collection features four distinct surface finishes, each with its own tactile appeal. Naturale retains the original materiality of clay, while Grana, inspired by the ancient Roman *cocciopesto* technique, introduces a textured finish reminiscent of crushed brick and lime-based mortar. Cannettato and Rigatino recreate the engraved and combed patterns of the 'Venere Bianca' vases, adding a layer of artisanal detail.

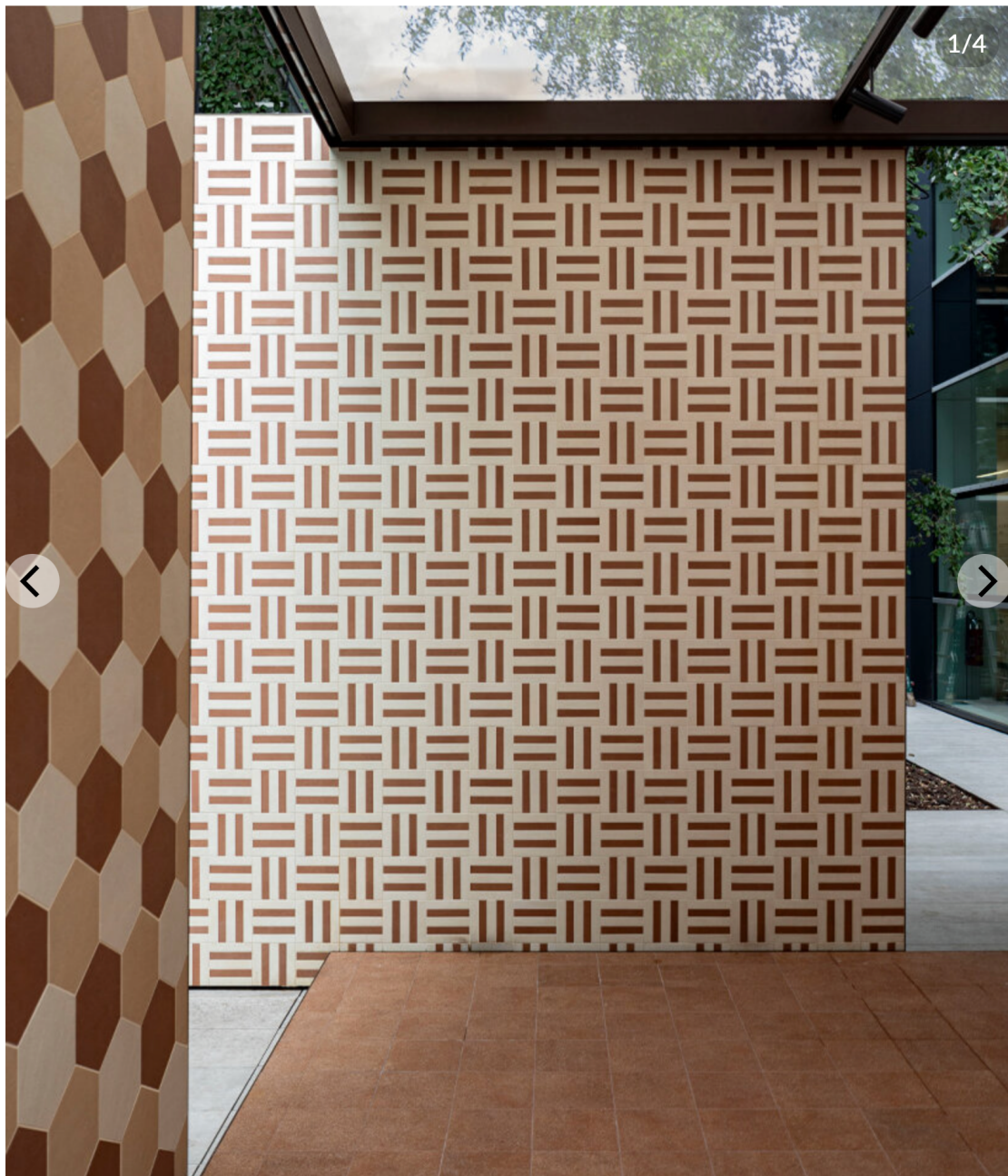


SensiTerre captures the essence of clay, translating its charm into contemporary surfaces

The SensiTerre finishes allow for versatile applications in both flooring and wall cladding, except for Cannettato, which is recommended for vertical walls. Modular formats, ranging from small to large dimensions, further enhance the collection's adaptability, offering architects and designers the flexibility to craft spaces that are both visually and texturally engaging.



The collection offers architects and designers to craft spaces that are visually and texturally engaging



project info:

name: SensiTerre

company: Florim | @florim_ceramiche

designer: Matteo Thun | @matteothun

material: Porcelain Stoneware

colors: Cotone, Sabbia, Rosato, Mattone, Amaranto, and Carbone

finishes: Naturale, Grana, Cannettato, and Rigatino

thickness: 6mm, 9mm, and 20mm

[lisa kostyra](#)

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