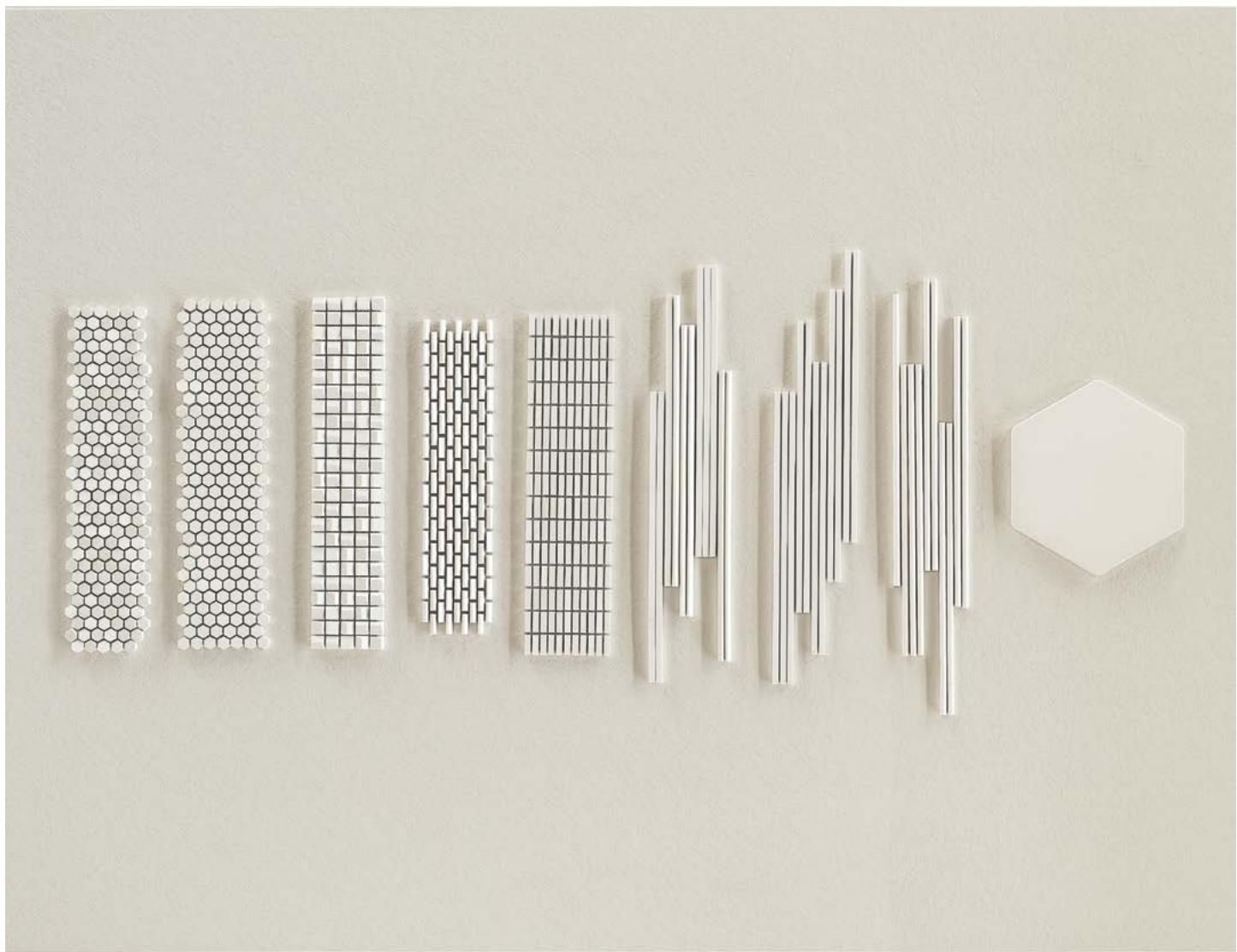


# PHENOMENON

design Tokujin Yoshioka



MU  
TIN  
Å

“Collaborando con Mutina, ho considerato l’idea di realizzare ceramiche che ricordassero le texture di materiali derivati dalla natura. La mia intenzione non è quella di manipolare l’aspetto della natura, ma di creare un design che commuova e rimanga impresso nella memoria.”

“In collaboration with Mutina, I have pondered on designing tiles which express the textures of material derived from the nature. My intention is not to manipulate the appearance of nature, but to create a design, which stirs one’s heart and imagination and remains deep in one’s memory.”

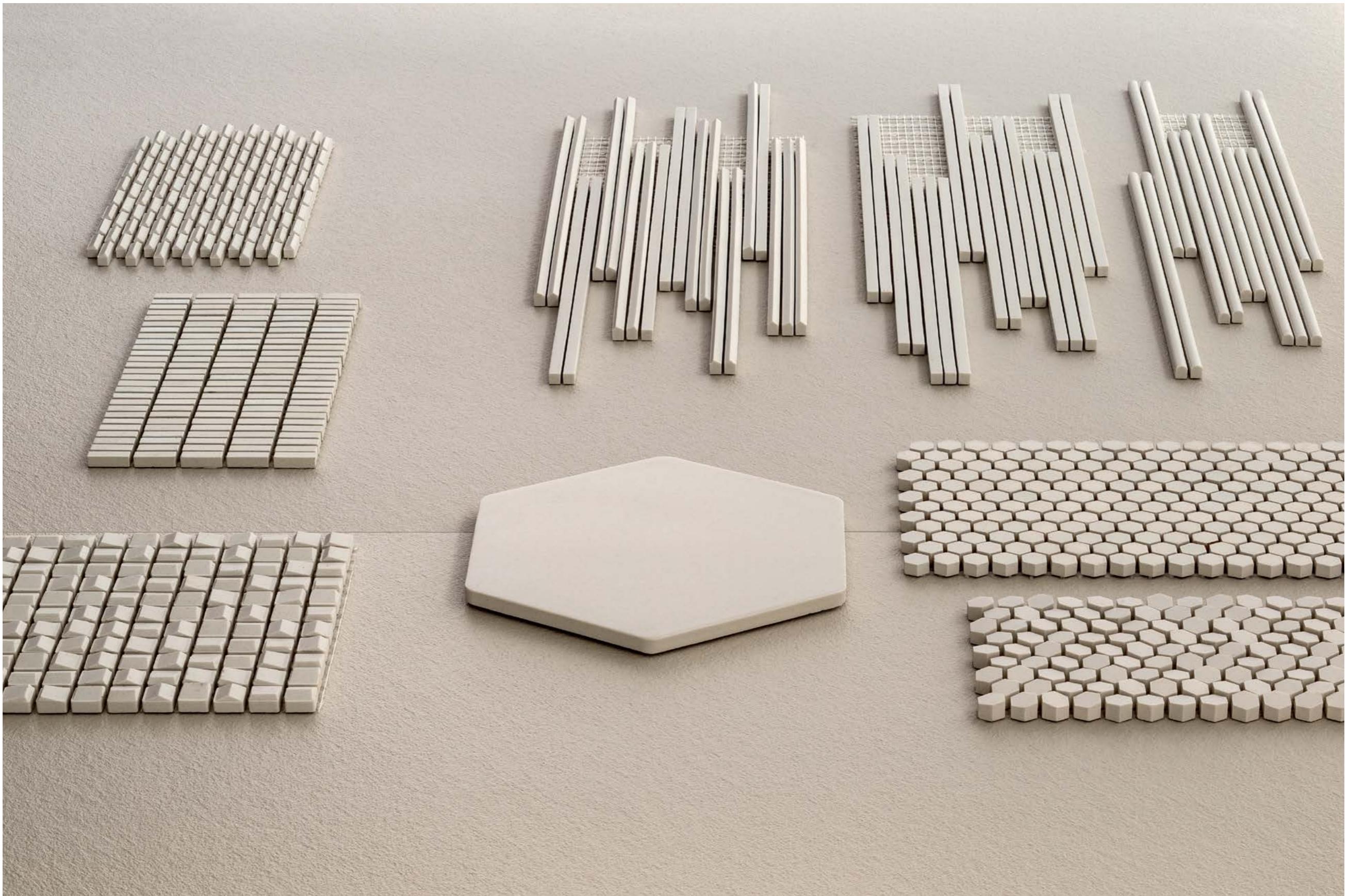
Tokujin Yoshioka

## THE COLLECTION

“Negli ultimi tempi, ho provato a incorporare i fenomeni naturali e le leggi della natura nella concezione dei miei progetti e a creare lavori che esprimessero originalità. Collaborando con Mutina, ho considerato l’idea di realizzare ceramiche che ricordassero le texture di materiali derivati dal mondo naturale. E’ mia intenzione non manipolare l’aspetto della natura, ma creare un design che commuova il cuore e rimanga impresso nella memoria. Phenomenon combina piccoli materiali producendo profondità e vastità. Le diverse espressioni di Phenomenon, quali nidi d’ape, cristalli di neve, formazioni di ghiaccio e cellule vegetali, evocano nella memoria scenari naturali.”

“In recent days, I have intended to incorporate the natural phenomenon and the laws of nature into the idea of design and create works, which display originality. In collaboration with Mutina, I have pondered on designing tiles, which express the textures of material derived from the nature. My intention is not to manipulate the appearance of nature, but to create a design, which stirs one’s heart and imagination and remains deep in one’s memory. Phenomenon integrates small substances and produces both depth and width. Various expressions of Phenomenon, such as honeycombs, snow crystals, icicles, plant cells evoke one’s memory of the scenery in nature.”

Tokujin Yoshioka



**PHENOMENON BIANCO**



## PHENOMENON

/ Honeycomb A Bianco - Hexagon Bianco



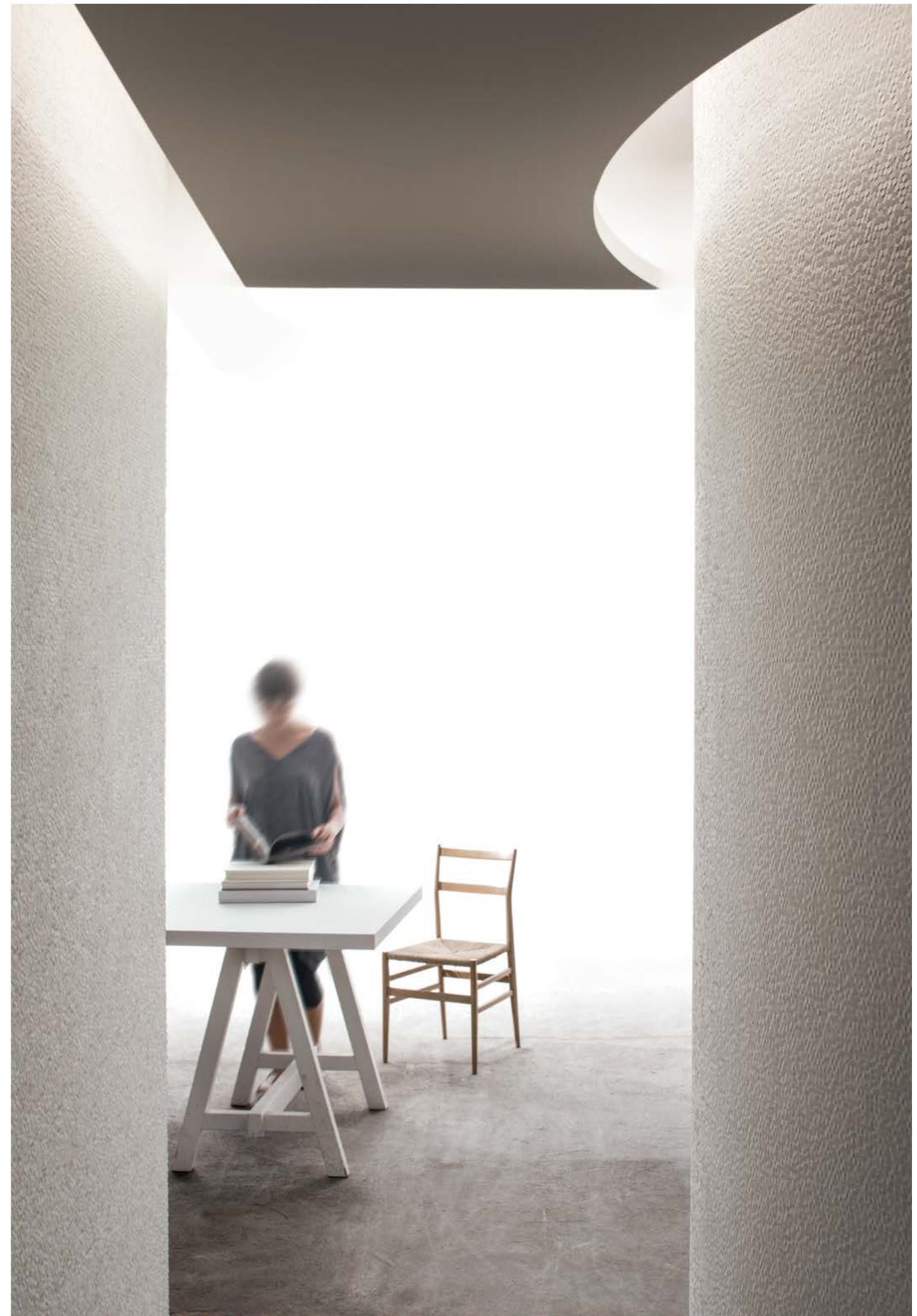
**PHENOMENON** / Hexagon Bianco



**PHENOMENON** / Honeycomb A Bianco

## **PHENOMENON**

/ Honeycomb B Bianco



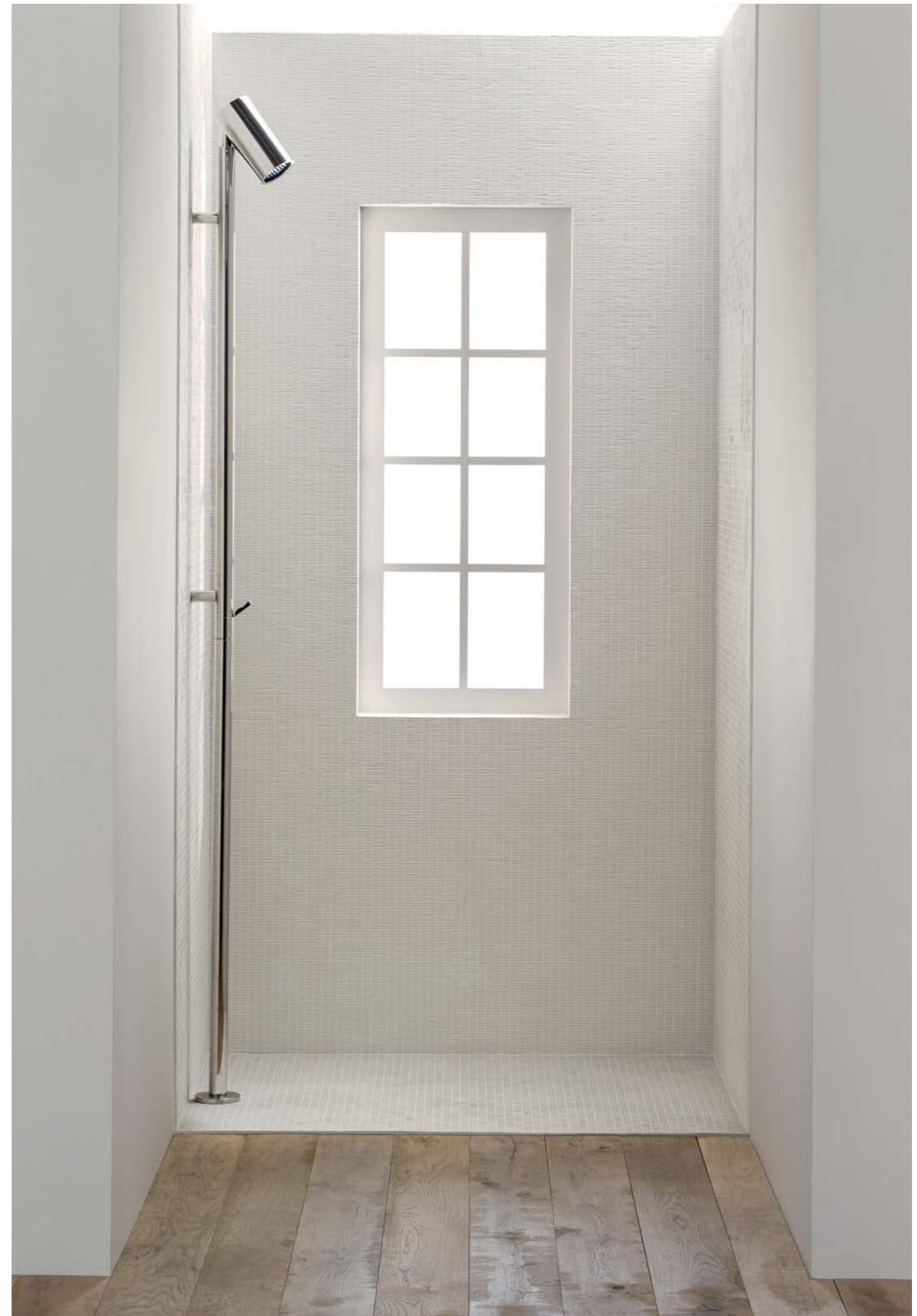


**PHENOMENON**

/ Honeycomb B Bianco



**PHENOMENON** / Rock Bianco



**PHENOMENON**

/ Rock Bianco

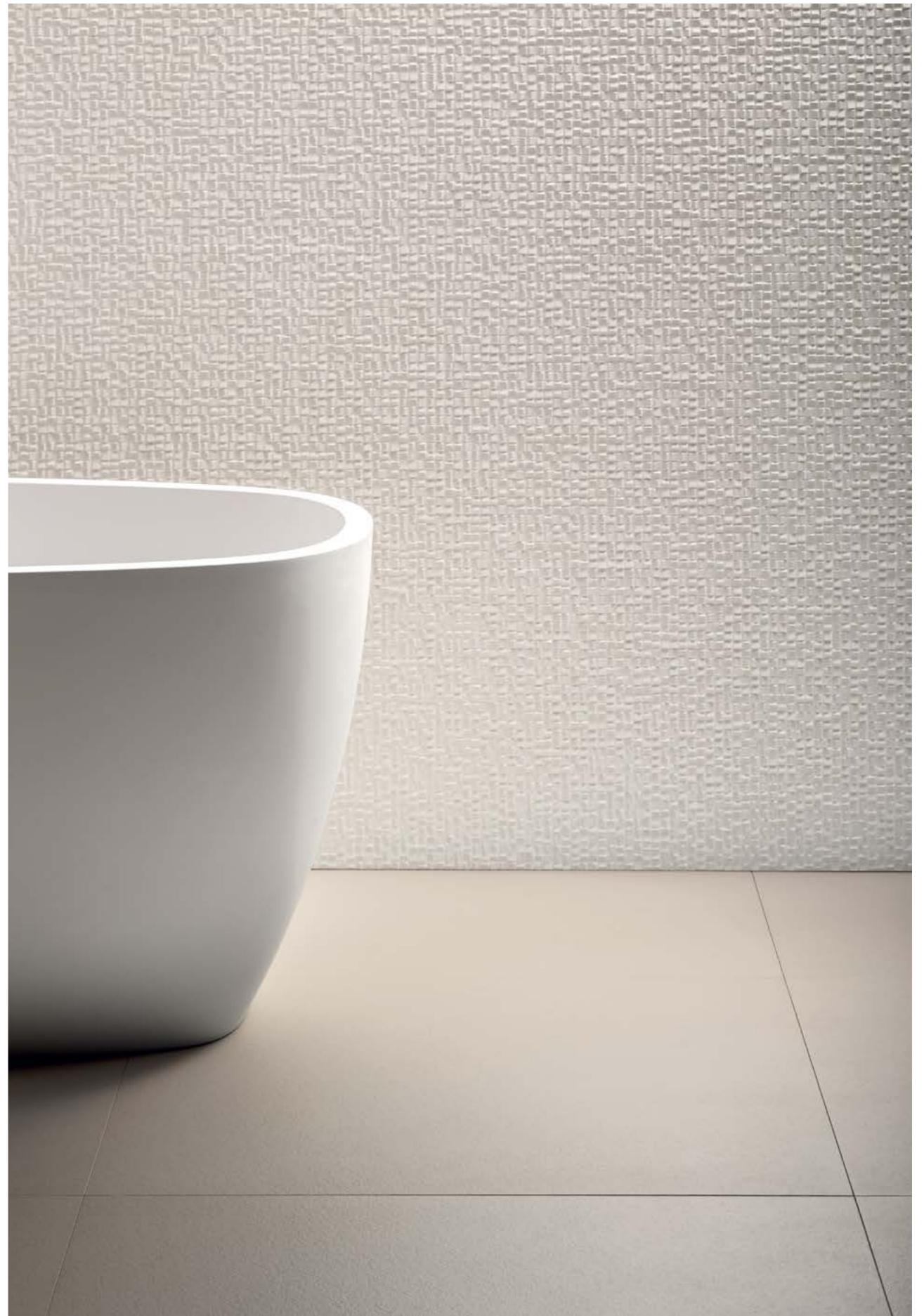


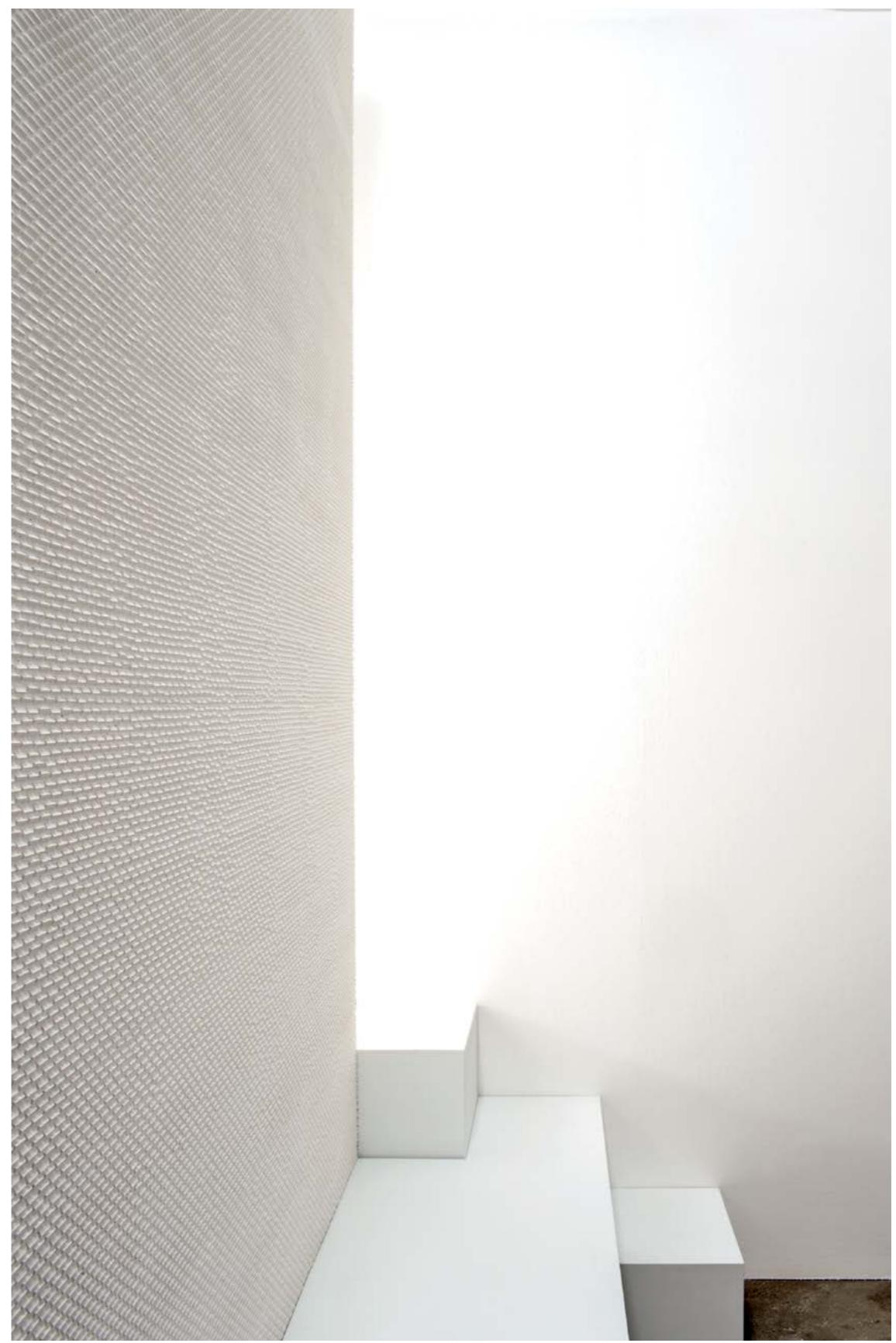


**PHENOMENON** / Air Bianco

## **PHENOMENON**

/ Air Bianco





**PHENOMENON** / Wind Bianco

## **PHENOMENON**

/ Rain A Bianco





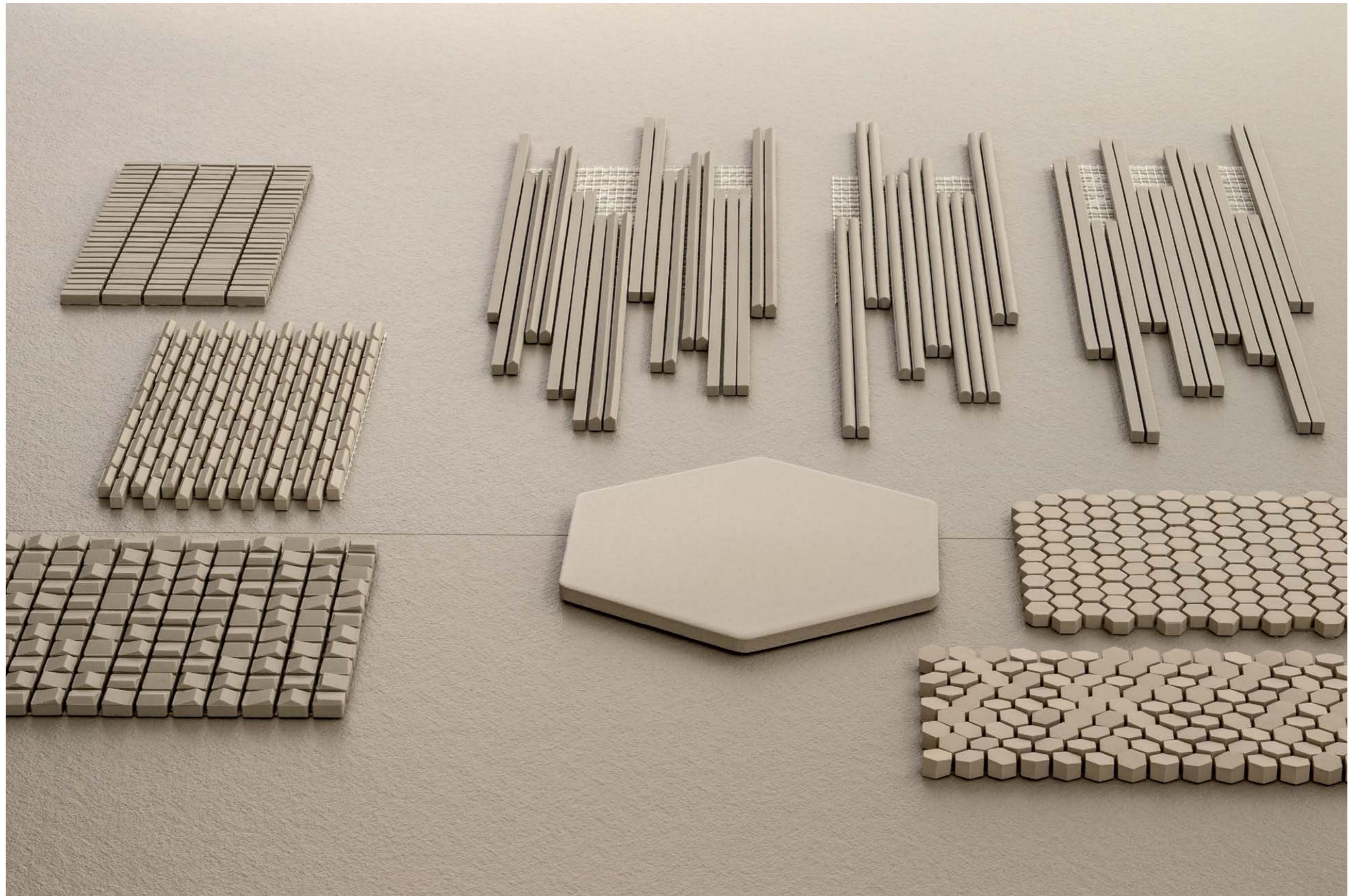
**PHENOMENON**

/ Rain B Bianco - Hexagon Grigio

## **PHENOMENON**

/ Rain C Bianco



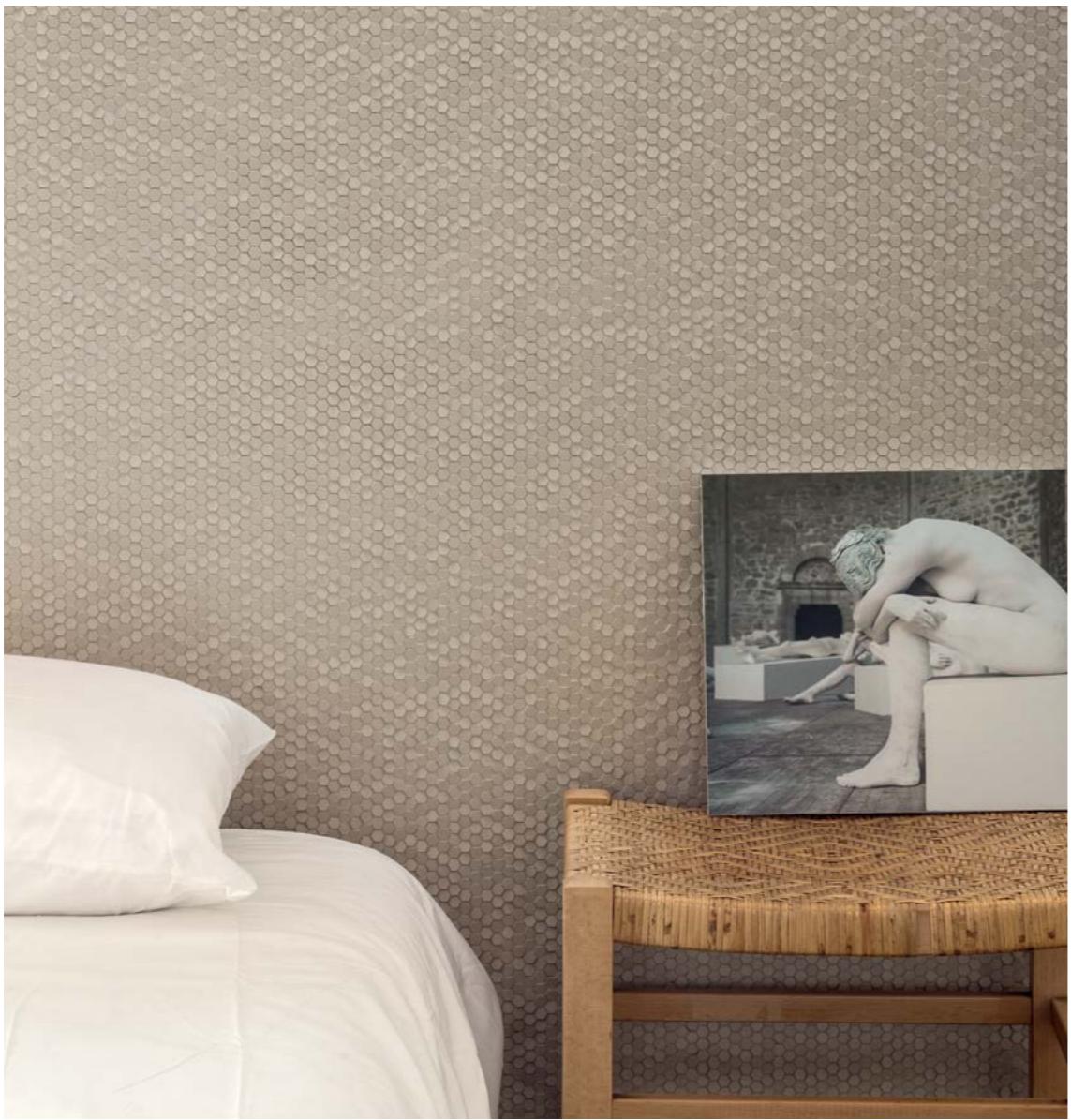


**PHENOMENON GRIGIO**

**PHENOMENON**

/ Rock Grigio





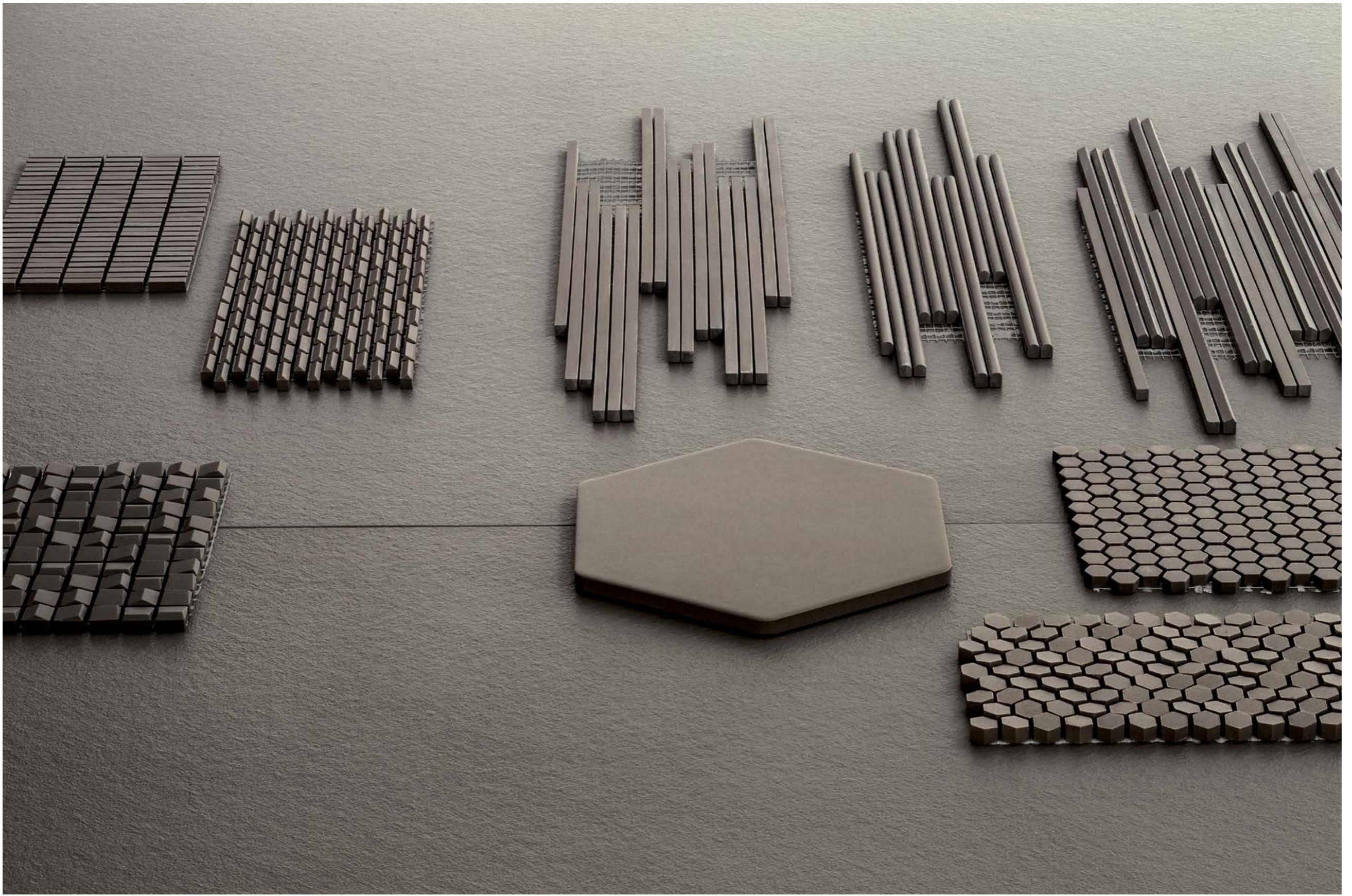
**PHENOMENON** / Honeycomb B Grigio



**PHENOMENON**

/ Rain A Grigio





**PHENOMENON FANGO**

## PHENOMENON

/ Air Fango





**PHENOMENON** / Air Fango

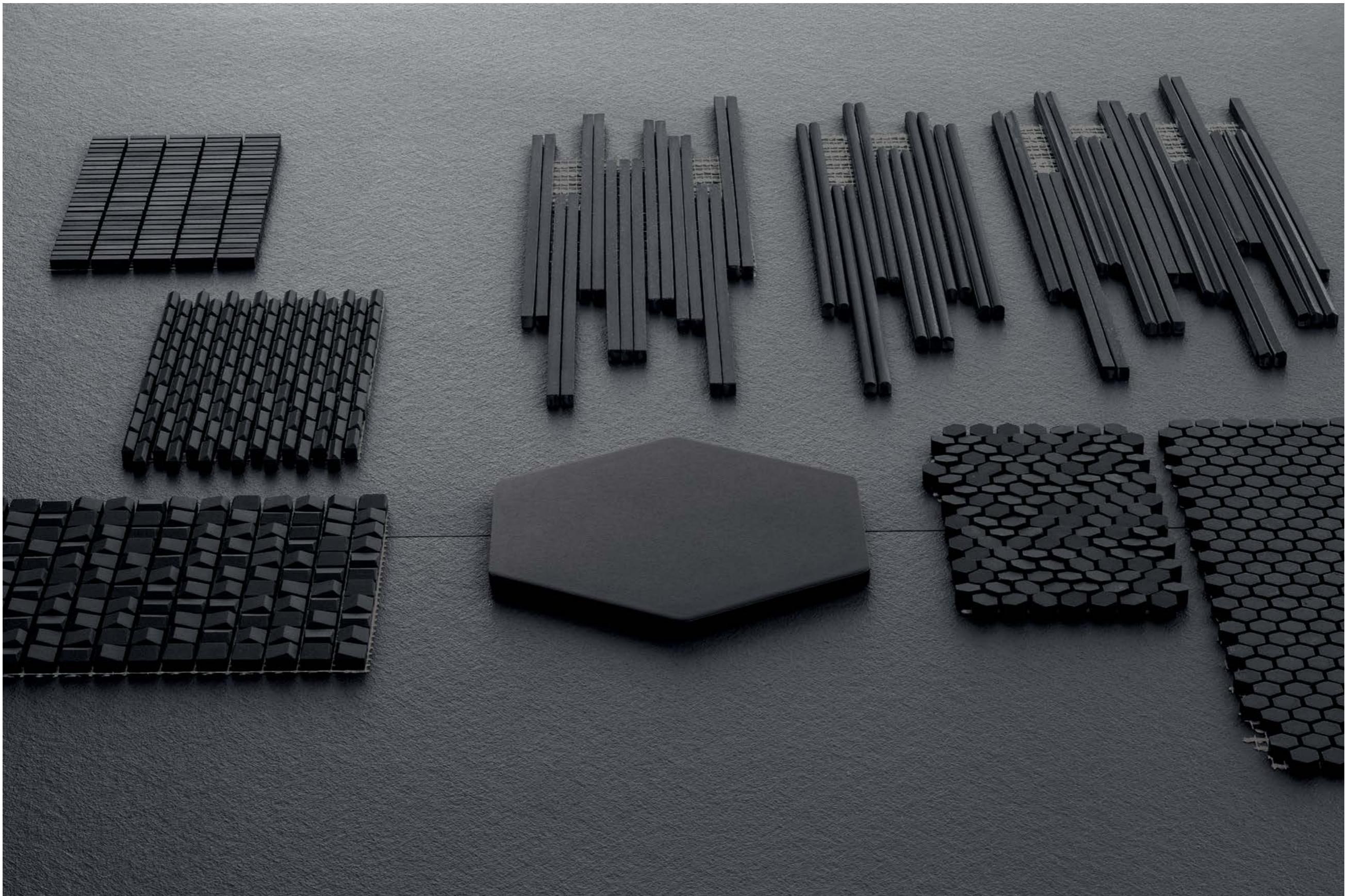
## **PHENOMENON**

/ Hexagon Fango





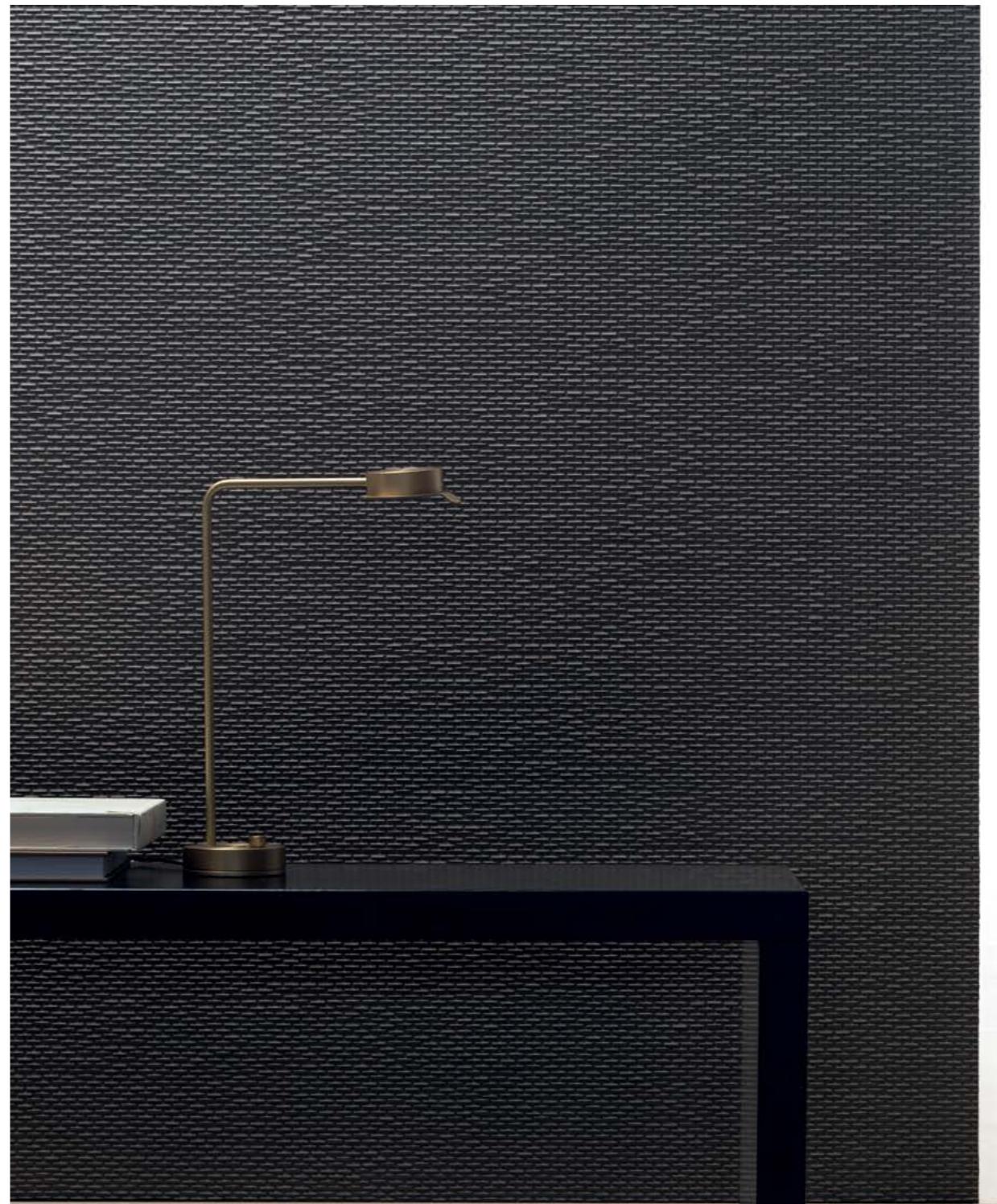
**PHENOMENON** / Rain C Fango



**PHENOMENON NERO**

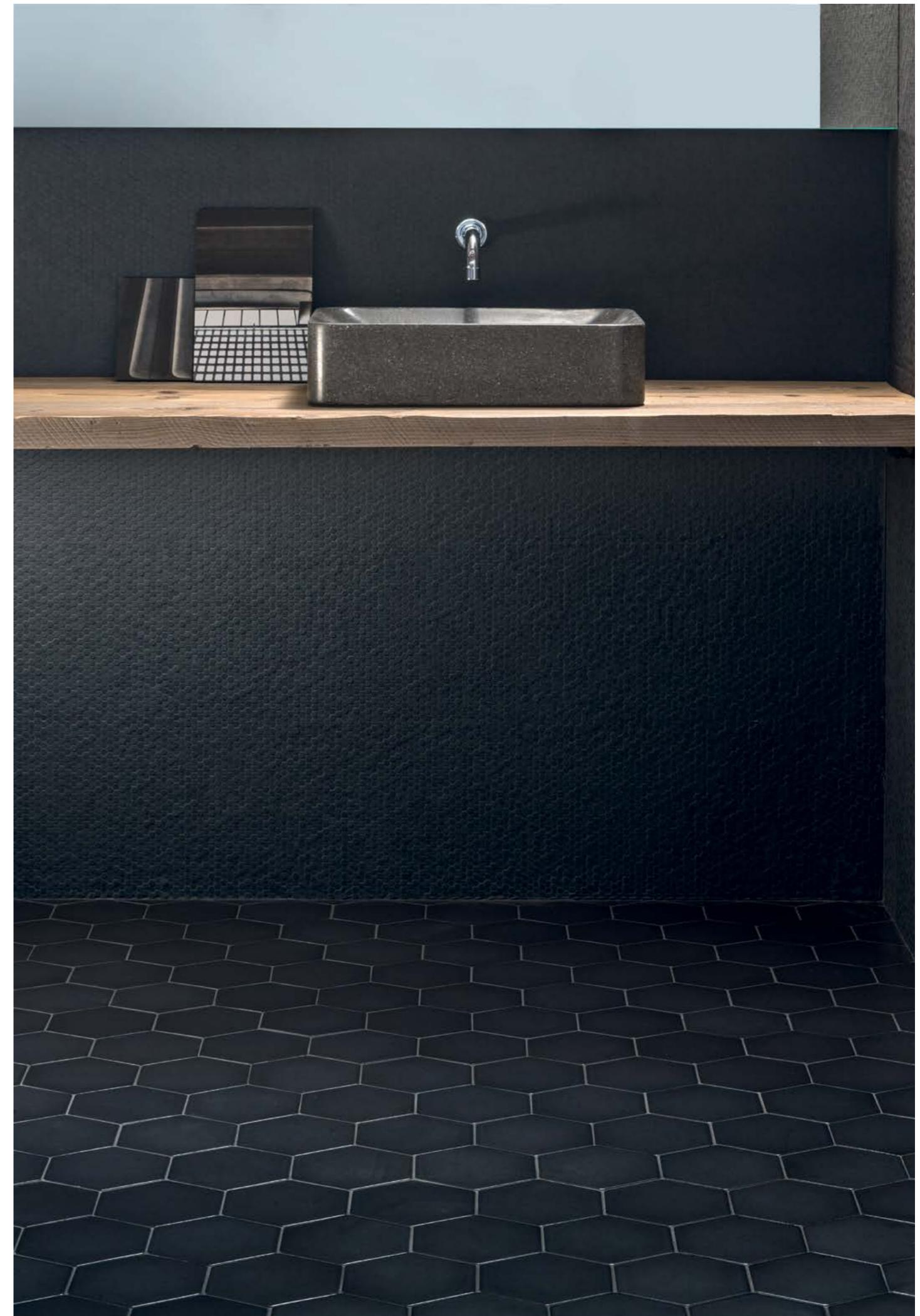
## **PHENOMENON**

/ Wind Nero



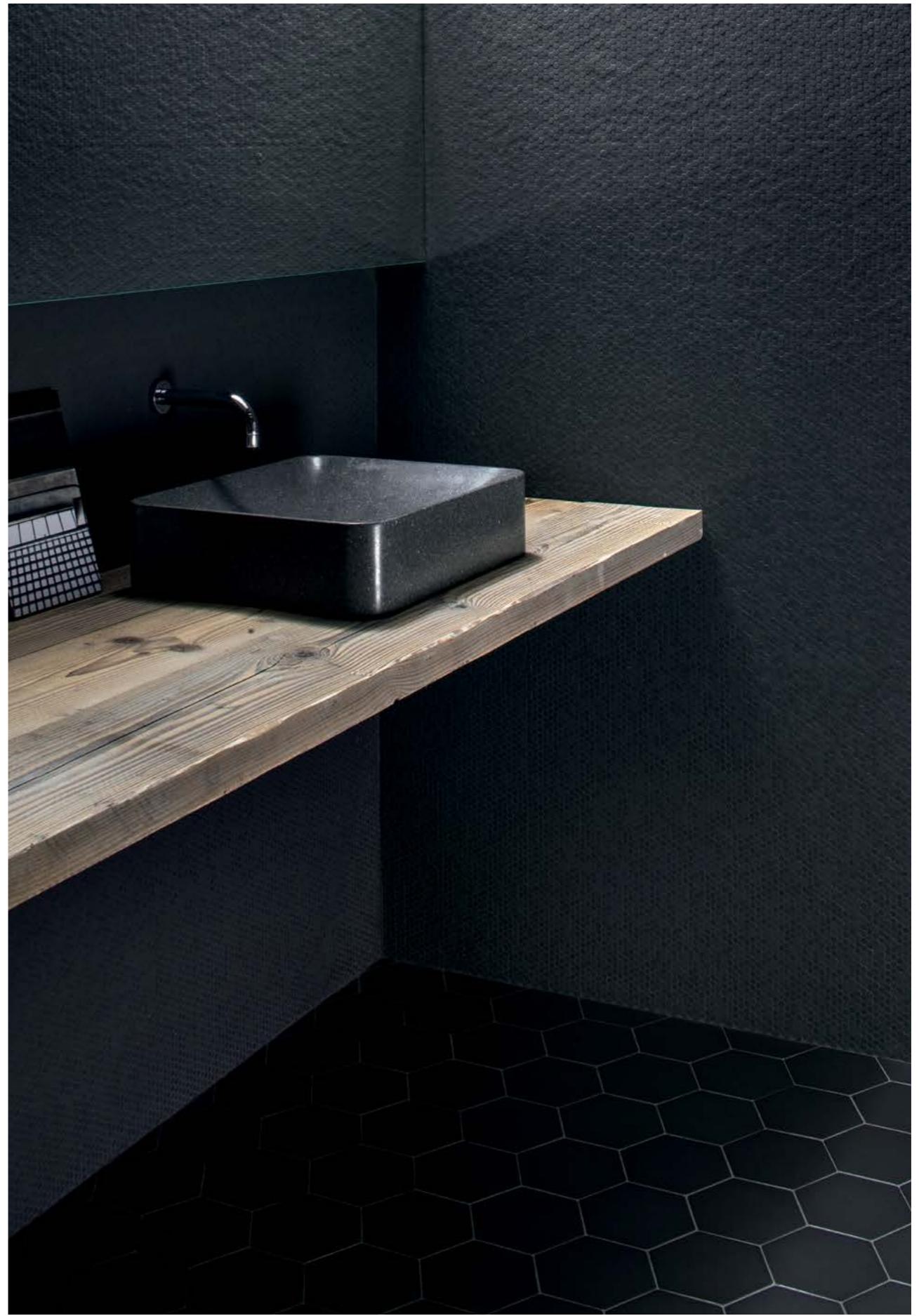
## **PHENOMENON**

/ Honeycomb A Nero - Hexagon Nero



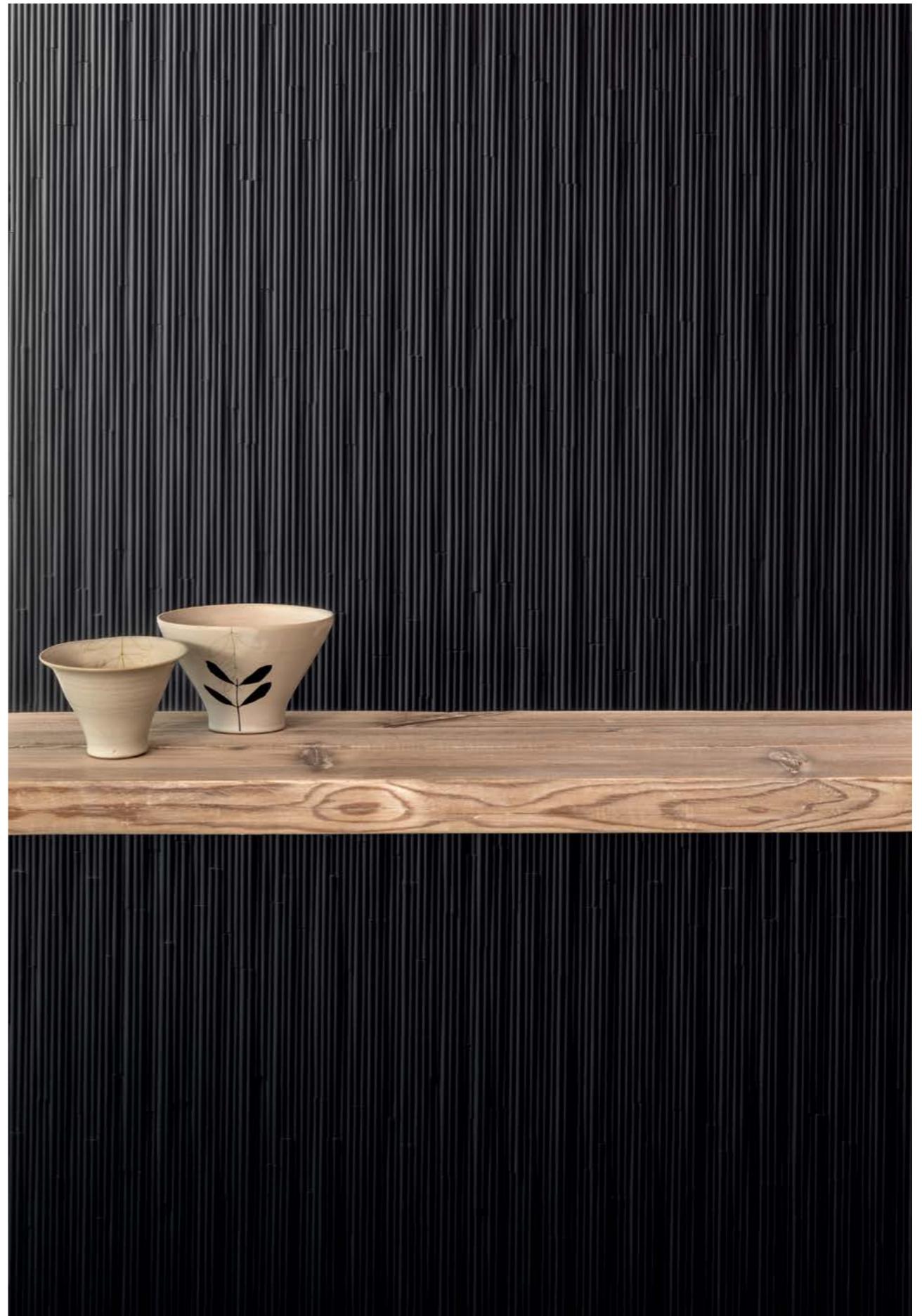
## **PHENOMENON**

/ Honeycomb A Nero - Hexagon Nero



## **PHENOMENON**

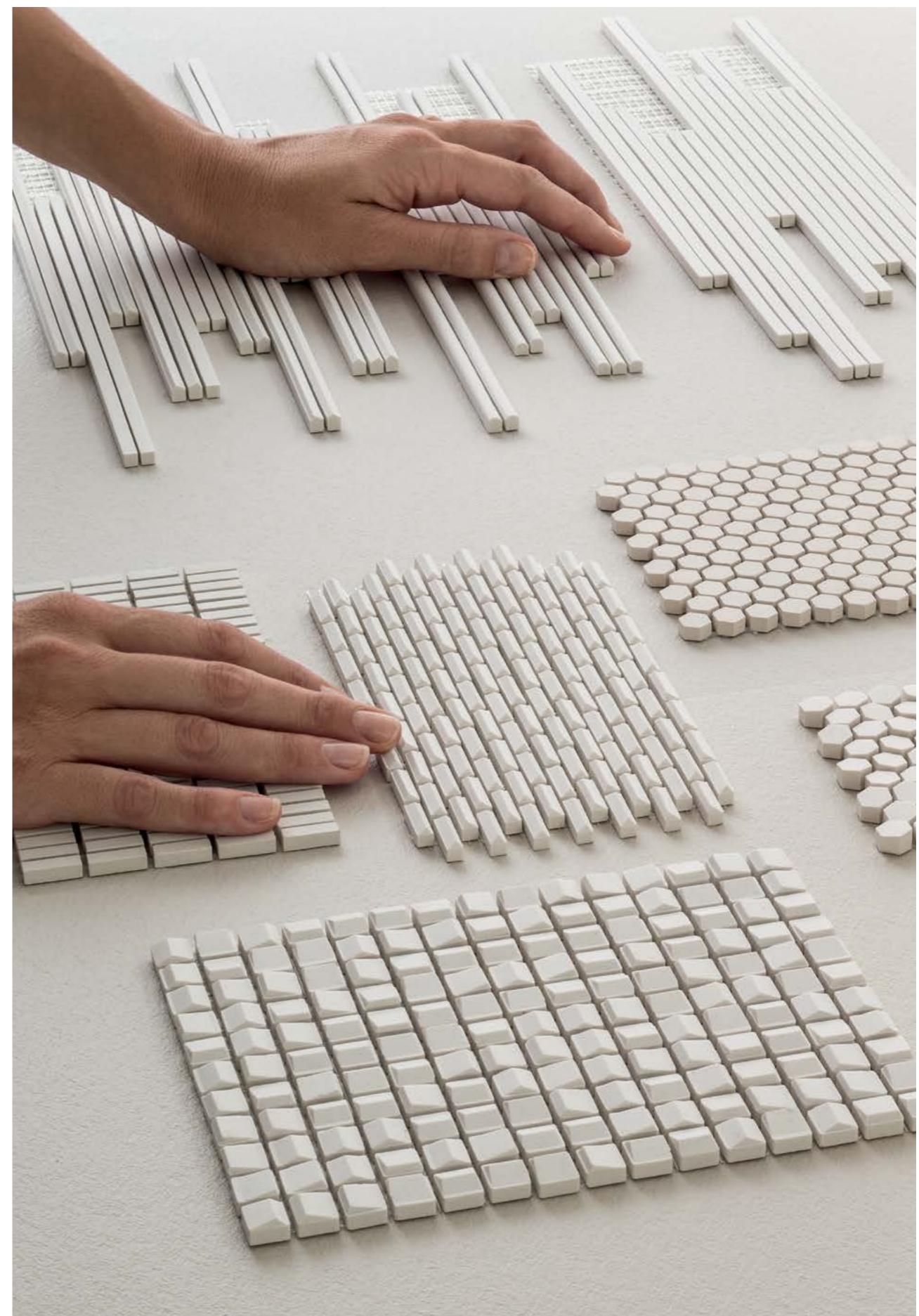
/ Rain B Nero



## MODELS

Abbiamo realizzato un prodotto in cui l'abilità e la manualità necessaria consentono di ottenere una produzione artigianale "su misura". Phenomenon con Rain A-B-C, Honeycomb A-B, Rock, Air, Wind e Hexagon, è la massima espressione dell'abilità di esperti maestri artigiani italiani.

We created a product in which the skills and appropriate craftsmanship allow the achievement of a bespoke production with a "handmade look".  
Rain A-B-C, Honeycomb A-B, Rock, Air, Wind, and Hexagon of the series Phenomenon represent the finest of modern-day Italian craftsmanship.

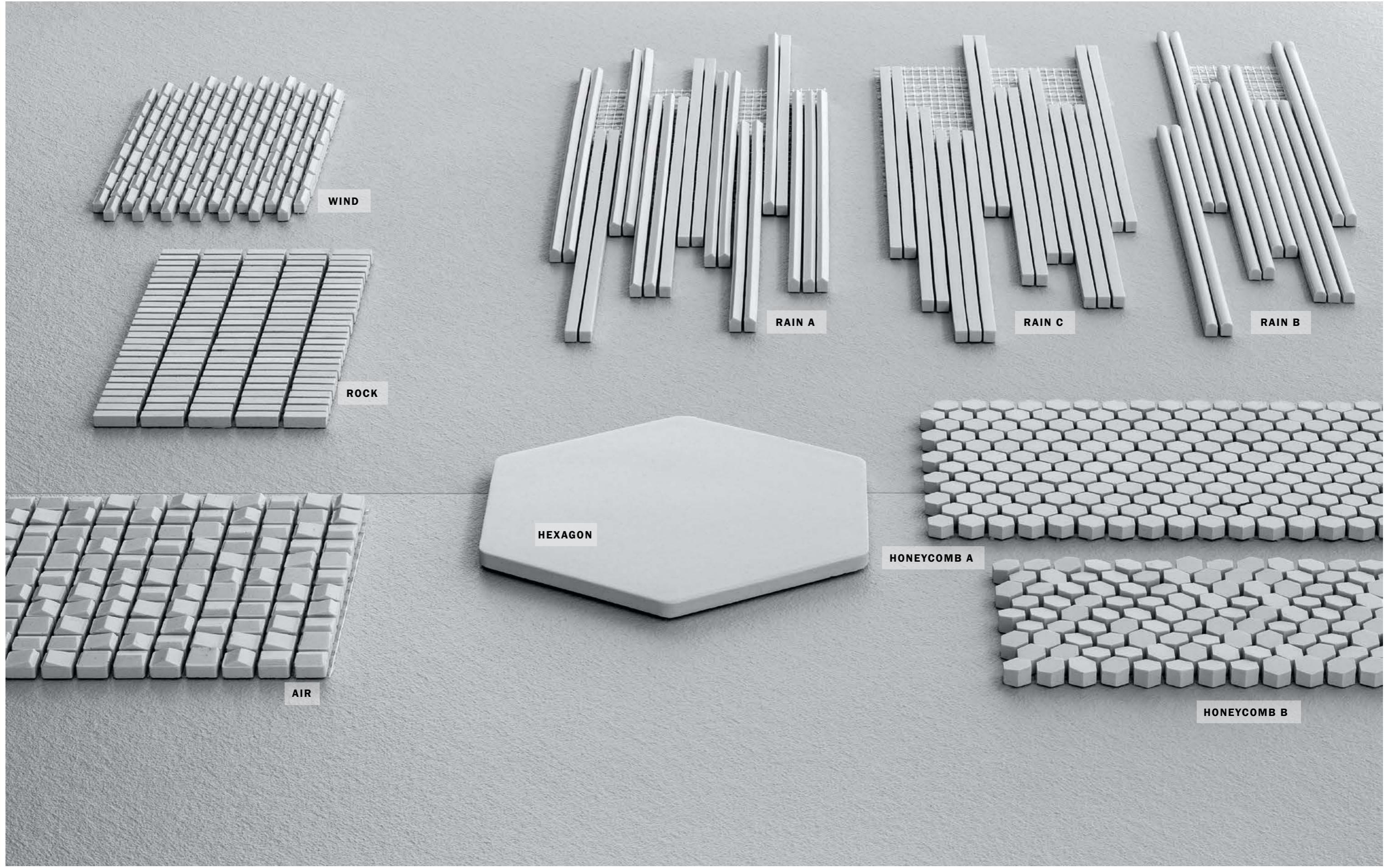


## TECHNICAL SPECIFICATIONS

Phenomenon con Rain A-B-C, Honeycomb A-B, Rock, Air, Wind e Hexagon è la massima espressione dell'abilità di esperti maestri artigiani italiani. In queste creazioni, tutte in gres porcellanato adatte sia a rivestimento di interni che di esterni, ogni elemento viene pressato singolarmente, lavorato con destrezza e precisione da operatori che, con il loro prezioso lavoro, realizzano prodotti di un carattere assolutamente innovativo. L'inedito formato quasi microscopico e la leggerezza di ogni singola tessera, hanno indotto l'azienda a depositare un Brevetto a protezione della collezione (Brevetto Industriale depositato il 02/09/2010 con n°: MO2010A000247). Queste ceramiche rispondono alla normativa UGL Classe B1a, requisiti di un prodotto tecnico, adatto sia ad uso residenziale che all'impiego in grandi spazi pubblici.

L'estrema compattezza e omogeneità di Phenomenon, impediscono inoltre la penetrazione di qualsiasi liquido, macchia, agente chimico o batterico, rendendo facile, efficace ed igienico ogni intervento di manutenzione e pulizia.

The porcelain stoneware tiles Rain A-B-C, Honeycomb A-B, Rock, Air, Wind and Hexagon of the series Phenomenon represent the finest of modern-day Italian craftsmanship: each element is pressed individually, skilfully and accurately crafted by expert hands that have allowed us to obtain products that are 100% innovative. These innovative mosaics are so slim and light that the company has filed a patent application in order to protect the collection (Industrial Patent filed on 02/09/2010 under number: MO2010A000247). These tiles comply with the UGL Class B1a standard, meaning they are a non-glazed, perfectly technical product, suitable both for the residential market and for large-scale projects. The extremely compact composition of Phenomenon also makes it impermeable to all kinds of liquids, stains, chemical and bacterial agents, making all maintenance and cleaning operations exceptionally easy and effective and guaranteeing perfect hygiene.



**ALL PHENOMENON**

## **ECO-FRIENDLY**

Il rispetto per la natura diventa una prerogativa della collezione che viene realizzata reintroducendo nel sistema produttivo gli impasti in esubero, in assenza di smalti e senza l'emissione di elementi nocivi, con un contenuto in parte riciclato degli impasti utilizzati ed infine in assenza di V.O.C. (Volatile Organic Compounds) ossia di quelle sostanze chimiche volatili in grado di evaporare facilmente a temperatura ambiente (come il benzene, il cloroformio, l'etanolo, il butanolo e la formaldeide) la cui esposizione prolungata in spazi chiusi può provocare effetti sia acuti che cronici alla salute.

Respect for the environment has become a prerogative for the collection, which is created by re-introducing into the manufacturing system leftover mixtures, without glazes and the emission of elements that are dangerous to the environment, with part of the content recycled from the mixtures used and without V.O.C. (Volatile Organic Compound), i.e. those volatile chemical substances are able to evaporate easily at room temperature (such as benzene, chloroform, ethyl alcohol, butyl alcohol and formaldehyde), prolonged exposure to which in closed spaces may have both acute and chronic effects on health.

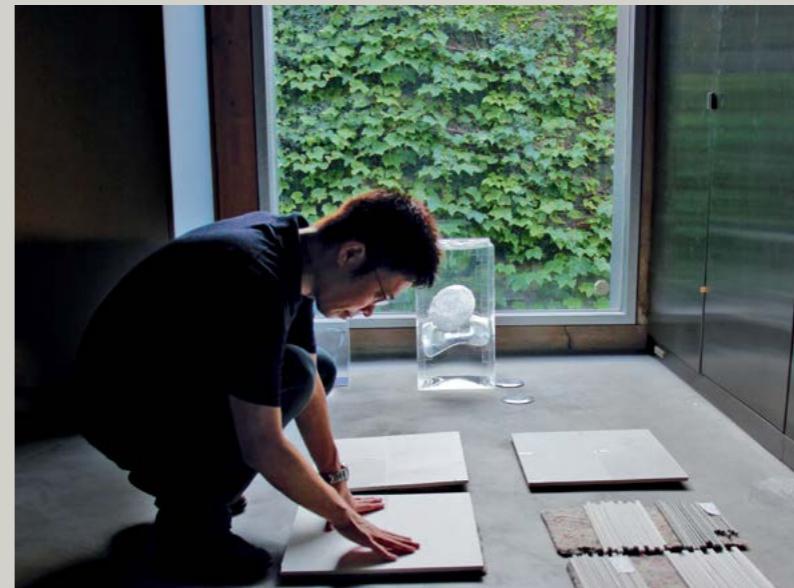
## TOKUJIN YOSHIOKA

Vincitore di molti premi, con pezzi esposti al MoMA, al Cooper Hewitt di New York, al Victoria & Albert di Londra come al Vitra Design Museum, Tokujin Yoshioka nasce in Giappone. Formatosi con Shiro Kuramata e Issey Miyake, ha aperto il proprio studio nel 2000 e collaborato con aziende giapponesi e internazionali come Hermès, Toyota, BMW, Swarovski, disegnando showroom e installazioni. Con il successo della paper chair Honey-pop del 2001 si sono stretti maggiormente i legami con il mondo del design d'interni, sviluppando progetti per Driade, Moroso e Kartell, tra gli altri. Cifra caratteristica del suo approccio creativo, la poesia e la leggerezza onirica delle sue opere – siano essi prodotti, interni, installazioni – che nascono da un'attenta e sofisticata ricerca su materiali semplici abbinata alla sperimentazione tecnologica. Tra i riconoscimenti, Design Miami, Designer of the Year 2007, Wallpaper Design Awards 2008 e Elle Decoration International Design Award, Designer of the Year 2009. Grazie alla collezione Phenomenon, disegnata per Mutina, nel 2011 ha ricevuto il Wallpaper Design Award e l'Elle Decoration Design Award.

Tokujin Yoshioka was born in Japan. Winner of multiple awards and with pieces exhibited at the MoMA, Cooper Hewitt in New York, the Victoria & Albert in London and the Vitra Design Museum. He trained with Shiro Kuramata and Issey Miyake before opening his own studio in 2000 and has collaborated with Japanese and international brands such as Hermès, Toyota, BMW, Swarovski, designing showrooms and installations. The success of his Honey-pop paper chair in 2001 drew him closer to the world of interior design and he developed designs for Driade, Moroso and Kartell among others. The signature feature of his creative approach is the poetic and light, dreamlike quality of his work, whether products, interiors or installations, which stems from attentive and sophisticated selection of simple materials combined with technological experimentation. His awards include Design Miami, Designer of the Year 2007, Wallpaper Design Awards 2008 and Elle Decoration International Design Award, Designer of the Year 2009. In 2011 he received the Wallpaper Design Award and the Elle Decoration Design Award for his Phenomenon collection designed for Mutina.

### Phenomenon collection winner of

WALLPAPER DESIGN AWARD 2011  
EDIDA 2011  
SELECTED FOR ADI DESIGN INDEX 2011  
LOVE TAG AZURE MAGAZINE 2012



## **PHENOMENON**

materials and colours  
sizes  
technical features  
packing

**PHENOMENON** / materials and colours

**RAIN A**



**RAIN A** / Bianco

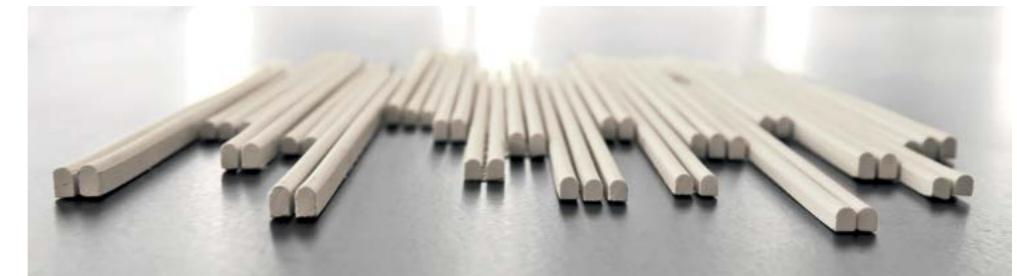
**RAIN A** / Grigio

**RAIN A** / Fango

**RAIN A** / Nero



**RAIN B**

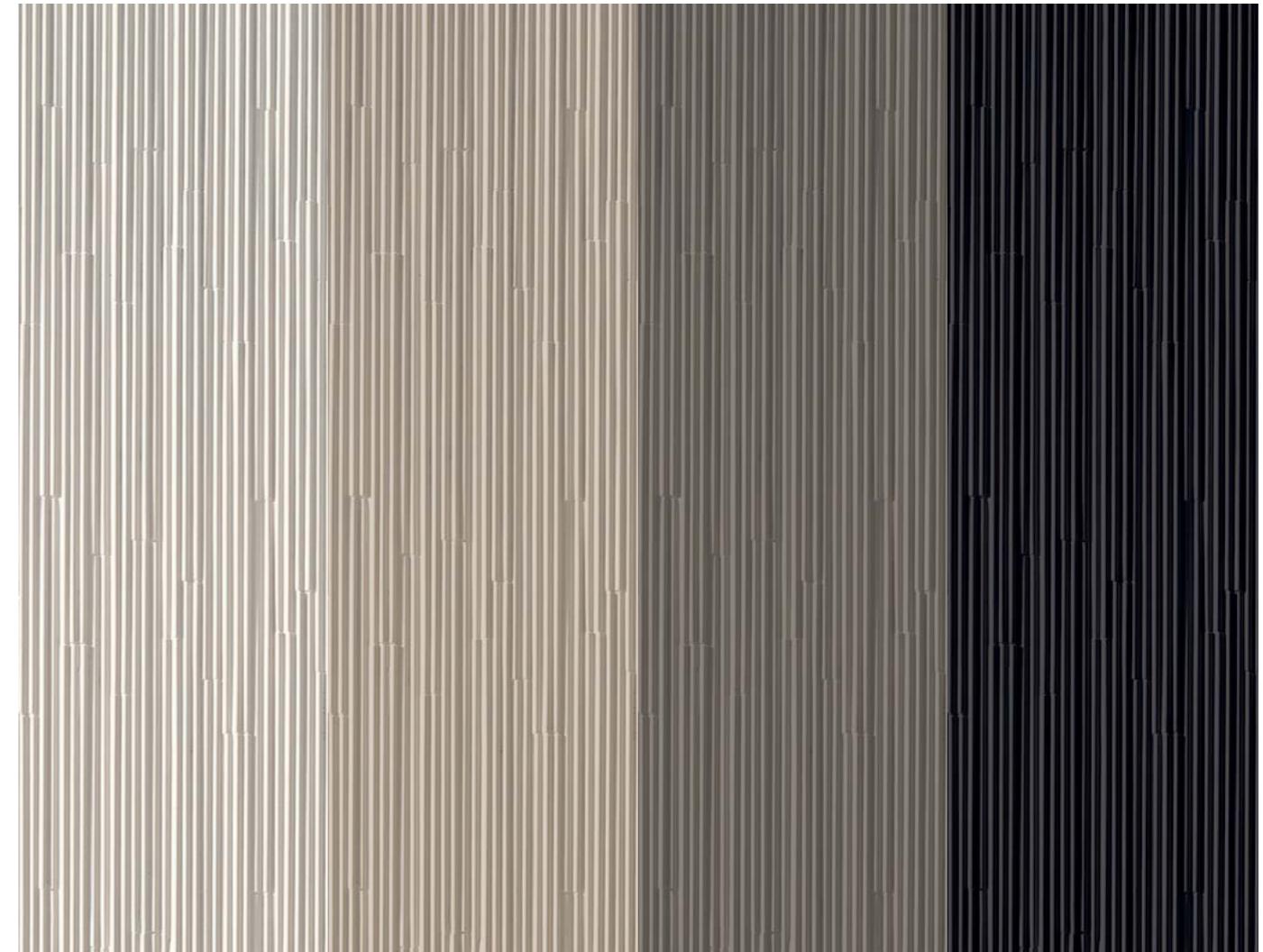


**RAIN B** / Bianco

**RAIN B** / Grigio

**RAIN B** / Fango

**RAIN B** / Nero



**PHENOMENON** / materials and colours

**RAIN C**



RAIN C / Bianco

RAIN C / Grigio

RAIN C / Fango

RAIN C / Nero



**AIR**

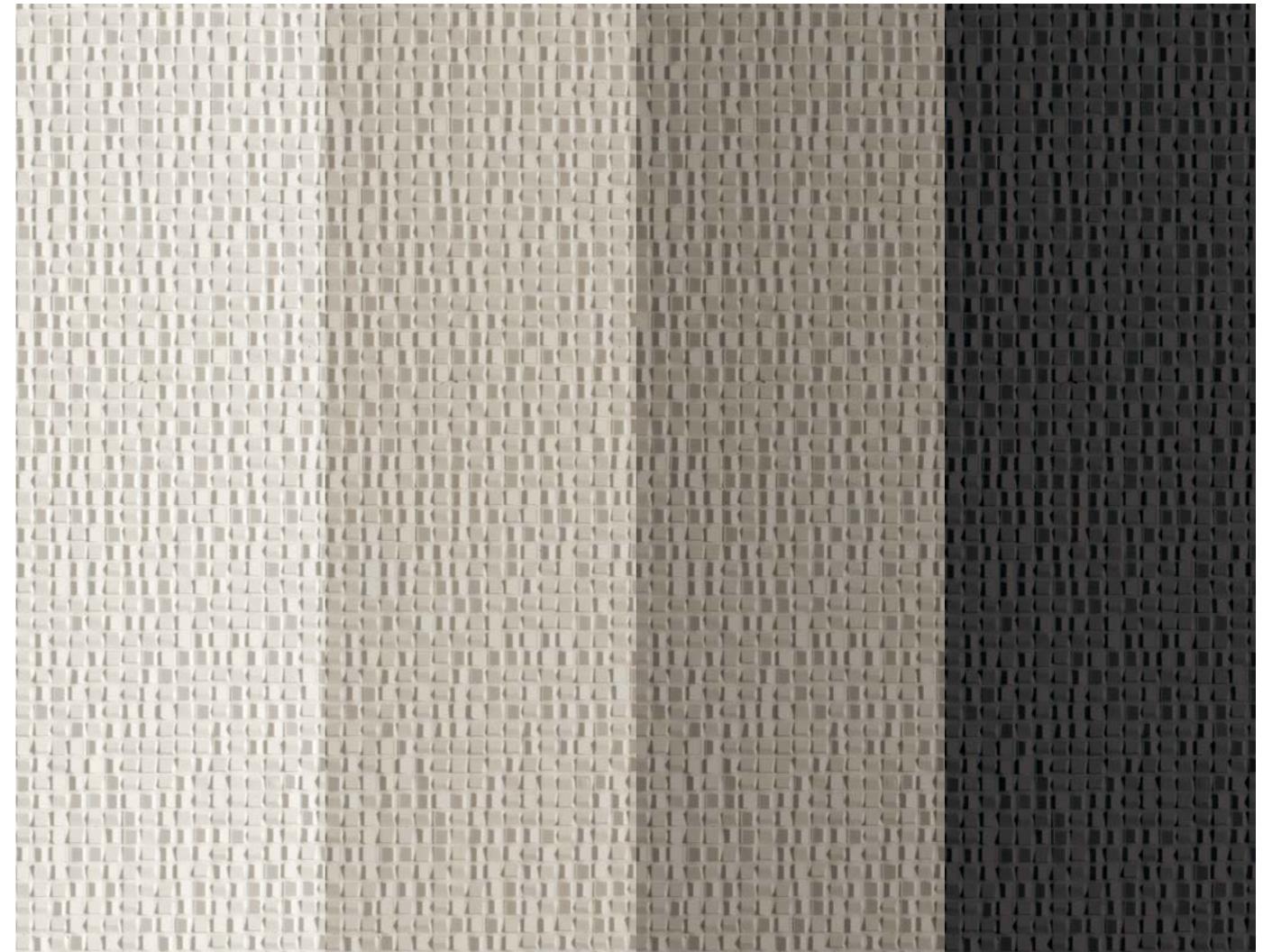


AIR / Bianco

AIR / Grigio

AIR / Fango

AIR / Nero



**PHENOMENON** / materials and colours

**ROCK**

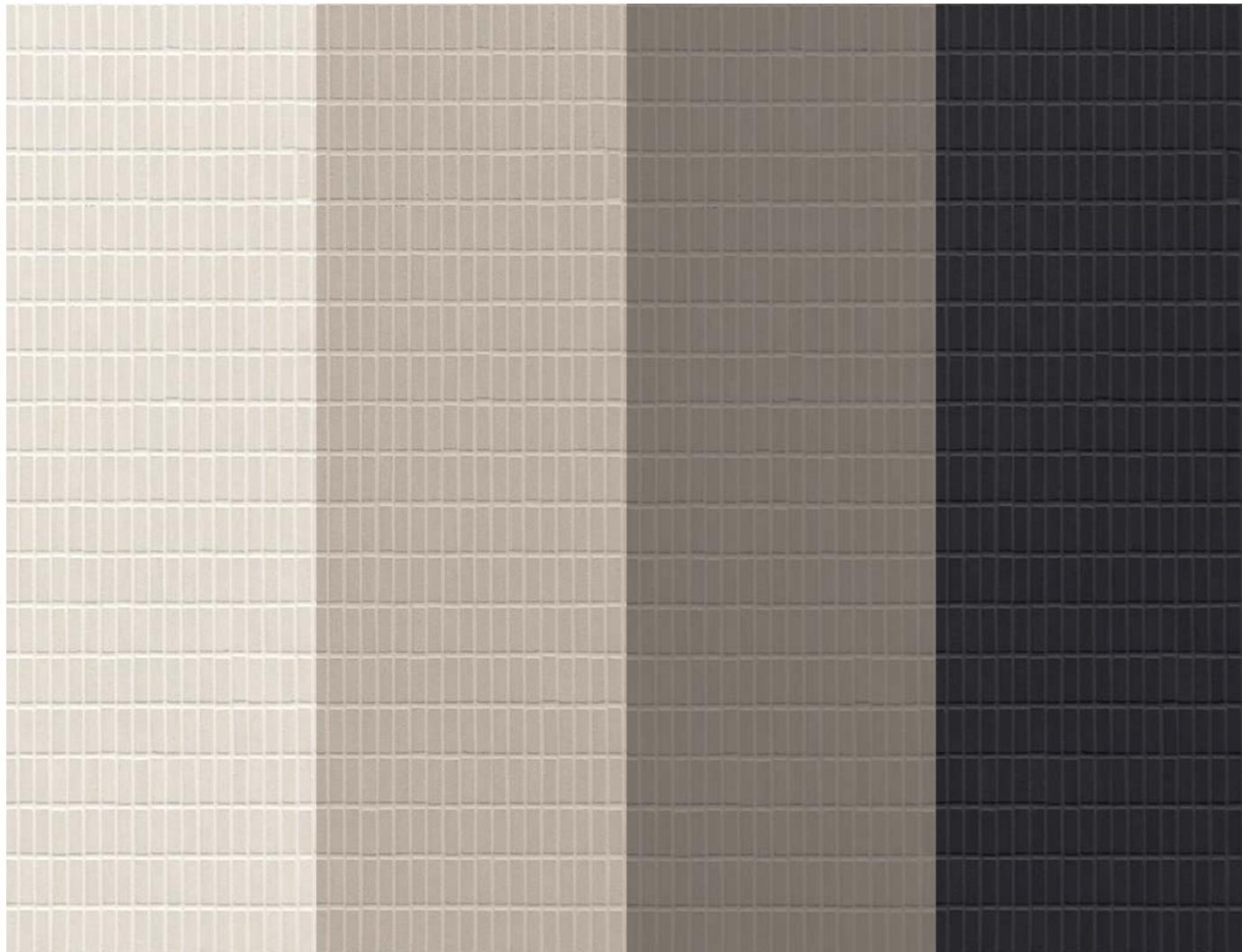


**ROCK / Bianco**

**ROCK / Grigio**

**ROCK / Fango**

**ROCK / Nero**



**WIND**

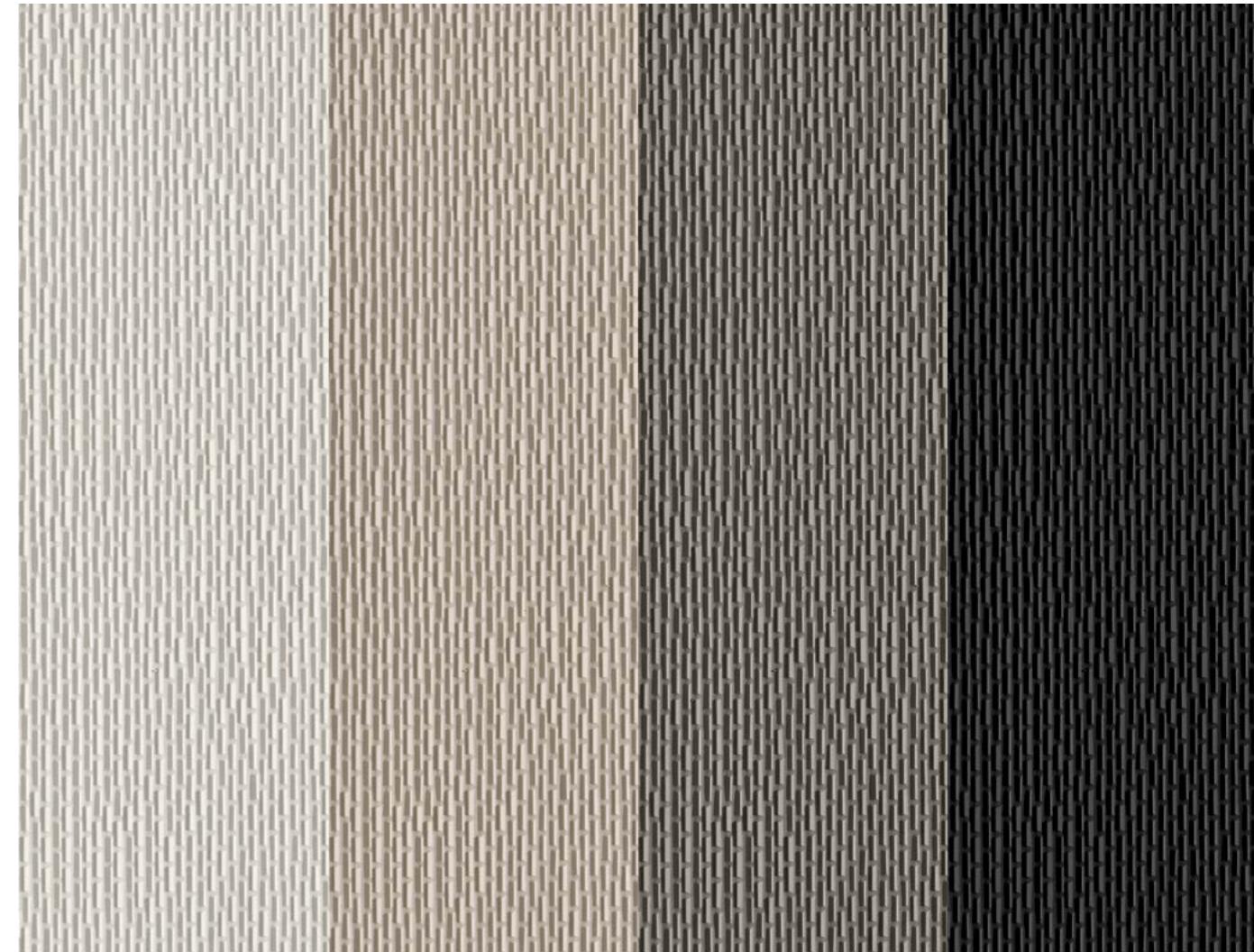


**WIND / Bianco**

**WIND / Grigio**

**WIND / Fango**

**WIND / Nero**



**PHENOMENON** / materials and colours



**HONEYCOMB A**

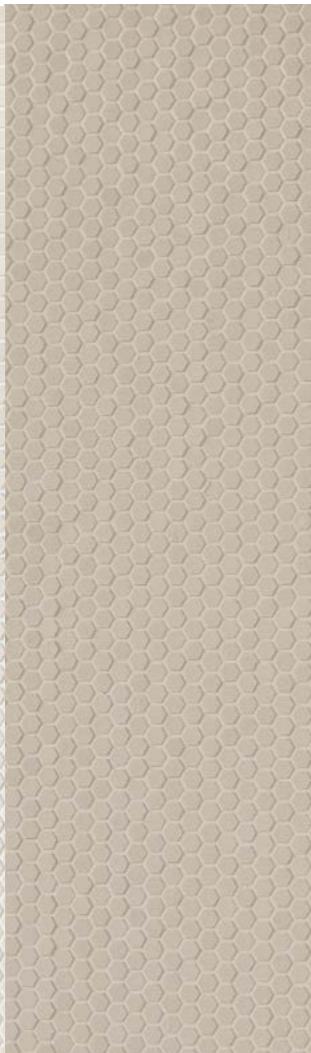


**HONEYCOMB B**

**HONEYCOMB A** / Bianco



**HONEYCOMB A** / Grigio



**HONEYCOMB A** / Fango



**HONEYCOMB A** / Nero



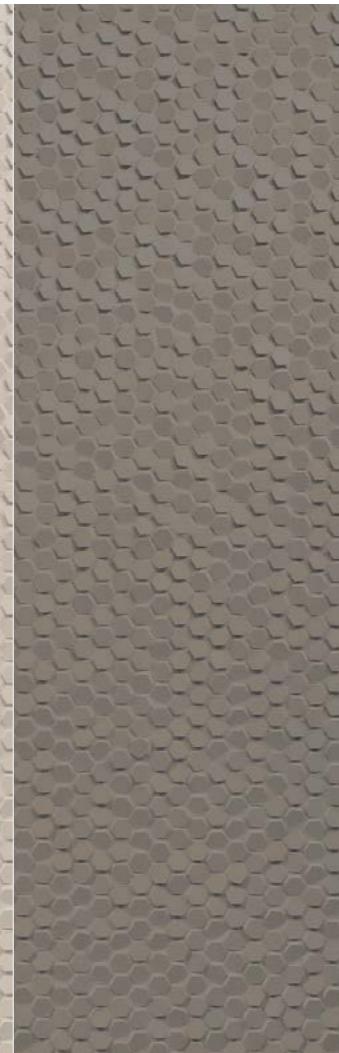
**HONEYCOMB B** / Bianco



**HONEYCOMB B** / Grigio



**HONEYCOMB B** / Fango



**HONEYCOMB B** / Nero



**PHENOMENON** / materials and colours

**HEXAGON**

**HEXAGON** / Bianco



**HEXAGON** / Grigio



**HEXAGON** / Fango



**HEXAGON** / Nero

## PHENOMENON HEXAGON / sizes

**design** Tokujin Yoshioka 2013

**production** artisanal

**material** gres porcellanato non smaltato ad impasto omogeneo - unglazed homogeneous

porcelain stoneware

**thickness** 7 mm

\*misure nominali - nominal sizes

### HEXAGON



16,5-14,5  
\*6 1/2"-5 45/64"

## PHENOMENON RAIN MOSAICS / sizes

Brevetto depositato n° MO2010A000247 – data di deposito: 02/09/2010 - Patent n° MO2010A000247 – patent filed on: 02/09/2010

Modello depositato n° 001912999-0011 – data di deposito: 06/09/2011 - Registered design n° 001912999-0011 – date of registration: 06/09/2011

**design** Tokujin Yoshioka 2010 - 2013

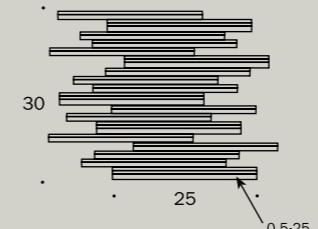
**production** artisanal

**material** bacchette di gres porcellanato non smaltate ad impasto omogeneo, pressate singolarmente e montate su rete  
homogeneous unglazed porcelain stoneware straws, obtained by pressing and fixed on net

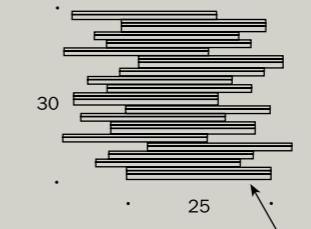
**thickness** Rain A min 5mm-max 7mm; Rain B min 5mm-max 7mm; Rain C 5mm

\*misure nominali - nominal sizes

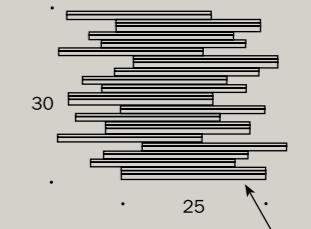
### RAIN A



### RAIN B



### RAIN C



## **PHENOMENON HONEYCOMB/ROCK/AIR/WIND MOSAICS / sizes**

Brevetto depositato n° 001912999-0011 – data di deposito: 06/09/2011

Registered design n° 001912999-0011 – date of registration: 06/09/2011

**design** Tokujin Yoshioka 2010 - 2013

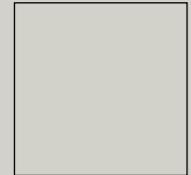
**production** artisanal

**material** tessere di gres porcellanato non smaltate ad impasto omogeneo, pressate singolarmente e montate su rete - homogeneous unglazed porcelain tesserae, obtained by pressing and fixed on net

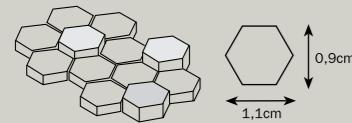
**thickness** Honeycomb A min 5mm-max 6mm; Honeycomb B min 6mm-max 8mm; Rock 5mm; Air 8mm; Wind 7mm

\*misure nominali - nominal sizes

**HONEYCOMB A**



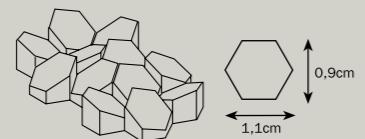
rete 30-30  
net 30-30 - \*12"-12"



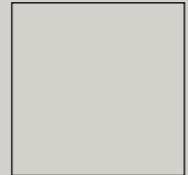
**HONEYCOMB B**



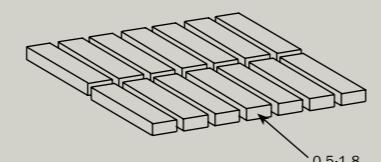
rete 30-30  
net 30-30 - \*12"-12"



**ROCK**



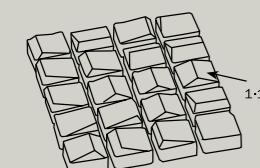
rete 29-29  
net 29-29 - \*11 13/16"-11 13/16"



**AIR**



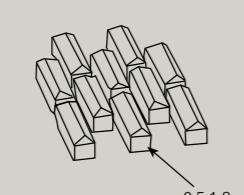
rete 30-30  
net 30-30 - \*12"-12"



**WIND**



rete 25-25  
net 25-25 - \*10"-10"



## PHENOMENON / technical features

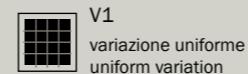
### BIA GROUP

norma standard	caratteristiche features	valore prescritto value required	phenomenon hexagon
ISO 10545/3	assorbimento d'acqua water absorption	<0,5%	0,1%
ASTM C373		<0,5%	0,1%
DIN 51130 - 04	valori medi 6° + 10° 10° + 19° 19° + 27° 27° + 35° > 35°	R9 R10 R11 R12 R13	R9

## PHENOMENON / packing

formato sizes	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
hexagon 16,5-14,5	55,40	36	0,65	72	10,30	742,00	46,80
rain A rete/net 25-30	13,34	5	0,375	60	4,55	273,00	22,50
rain B rete/net 25-30	13,34	5	0,375	60	4,55	273,00	22,50
rain C rete/net 25-30	13,34	5	0,375	60	4,55	273,00	22,50
honeycomb A rete/net 30-30	11,11	8	0,72	42	7,50	315,00	30,24
honeycomb B rete/net 30-30	11,11	8	0,72	42	7,50	315,00	30,24
rock rete/net 29-29	11,9	11	0,92	42	8,10	340,00	38,64
air rete/net 30-30	11,11	11	0,99	42	10,10	424,00	41,58
wind rete/net 25-25	16	8	0,50	60	5,60	336,00	30,00

formato sizes	pz-ml pcs-lm	pz-scat. pcs-box	mq-scat. sqm-box	scat.-pal. box-pal.	kg-scat. kg-box	kg-pal. kg-pal.	mq-pal sqms-pal
raccordo esterno honeycomb A+B 9,4-7,6-7,3	86	26	0,30	-	0,05	-	-





**credits**

**art direction** Patricia Urquiola

**photos** Alessandro Paderni/EYE studio

**graphic project & styling** Simona Bernardi

**text** Laura Maggi

**thanks to:**

Agape

Creativebox

Danord

Mipa

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