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PORTFOLIO

COLOR
CONTROL FOR
PRODUCTS

YEAR 2024



In the context of design and architecture, the term "**BASIC**" could refer to a design philosophy or approach characterized by simplicity, minimalism, and functionality. Here's how it might be interpreted within the context of your ceramic tile project:

1. **Simplicity in Design:**

- Clean Lines and Minimalism: The "BASIC" concept could emphasize a straightforward design with clean lines and minimalistic elements. The tiles may avoid ornate details, focusing on simplicity as a fundamental aesthetic principle.

2. **Neutral Color Palette:**

- Subdued Colors: The concept might involve a neutral or subdued color palette, reflecting a basic and timeless appeal. This choice could enhance the versatility of the tiles, making them suitable for a wide range of design schemes.

3. **Universal Applicability:**

- Adaptability to Various Spaces: A "BASIC" design could be easily adaptable to various architectural styles and interior spaces. The tiles, with their basic design elements, might complement different environments without overpowering or clashing with existing aesthetics.

4. **Effortless Integration:**

- Ease of Incorporation: The tiles designed with a "BASIC" concept could seamlessly integrate into diverse settings. Whether used in residential or commercial spaces, the goal is to offer a timeless and unobtrusive design that effortlessly fits into any context.

It's important to note that "BASIC" here does not imply lack of creativity or innovation; instead, it suggests a focus on fundamental design principles that prioritize simplicity, functionality, and adaptability. The intent is to create a design that is accessible, versatile, and enduring.

Development Process:

Conceptualization:

The journey from concept to creation is marked by thoughtful conceptualization.

- **Ideation Sessions:** Brainstorming sessions were conducted to explore the intersection of Bauhaus, gravity, Le Corbusier, and Da Vinci's principles. The goal was to create a collection that seamlessly integrated these influences, resulting in a design that is both cohesive and groundbreaking.
- **Mood Boards:** Mood boards were created to visually articulate the essence of each inspiration. These boards served as a touchstone throughout the design process, ensuring alignment with the core principles of the project.

Design Iterations:

The design process involved multiple iterations to refine and perfect the collection.

- **Evolution of Concepts:** Early sketches and design concepts were iteratively refined to enhance the visual appeal and functionality of the tiles.
- **Feedback Loops:** Continuous feedback loops were established to gather insights from design collaborators, ensuring a collaborative and iterative design process.

Moodboard

clear contrasts



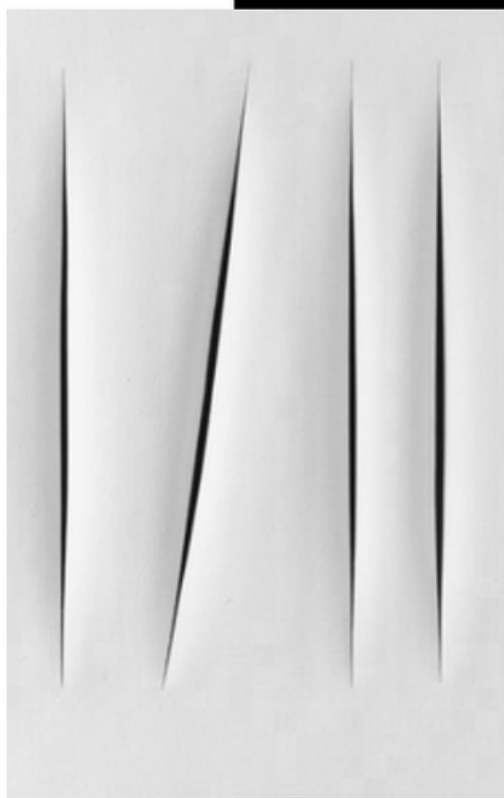
basic geometric shapes

rough minimalism

organic shapes/ elements

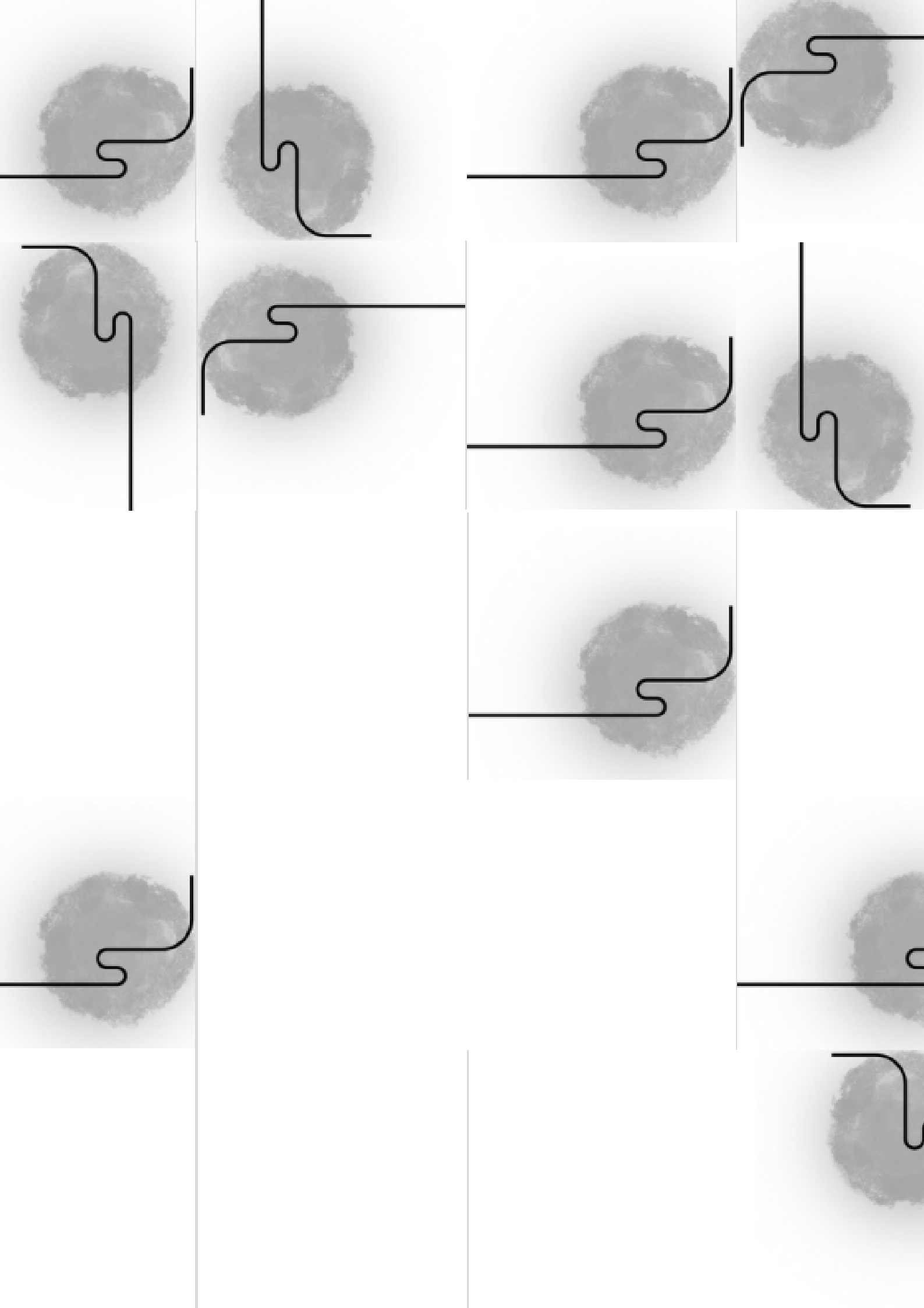


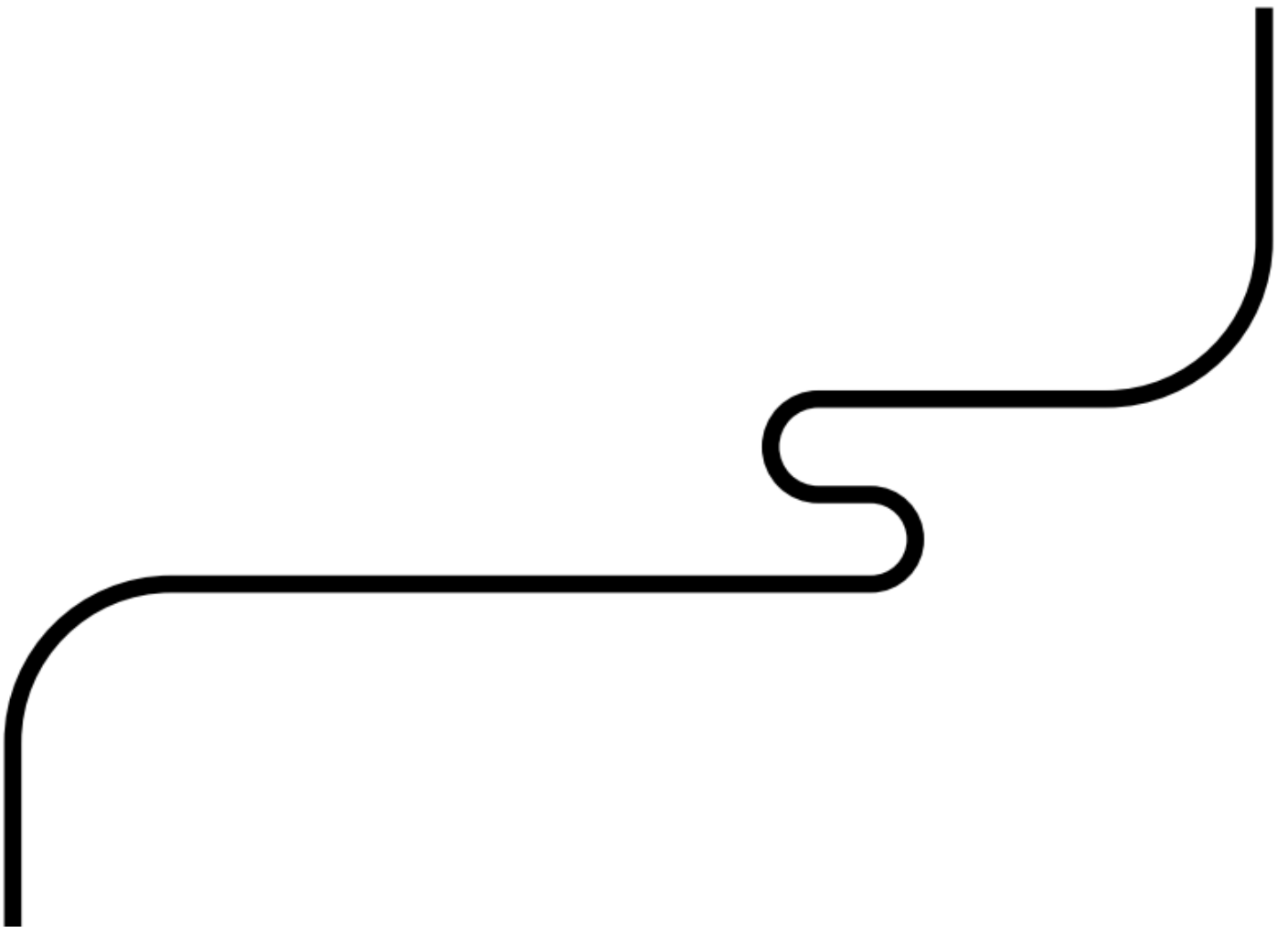
Basics

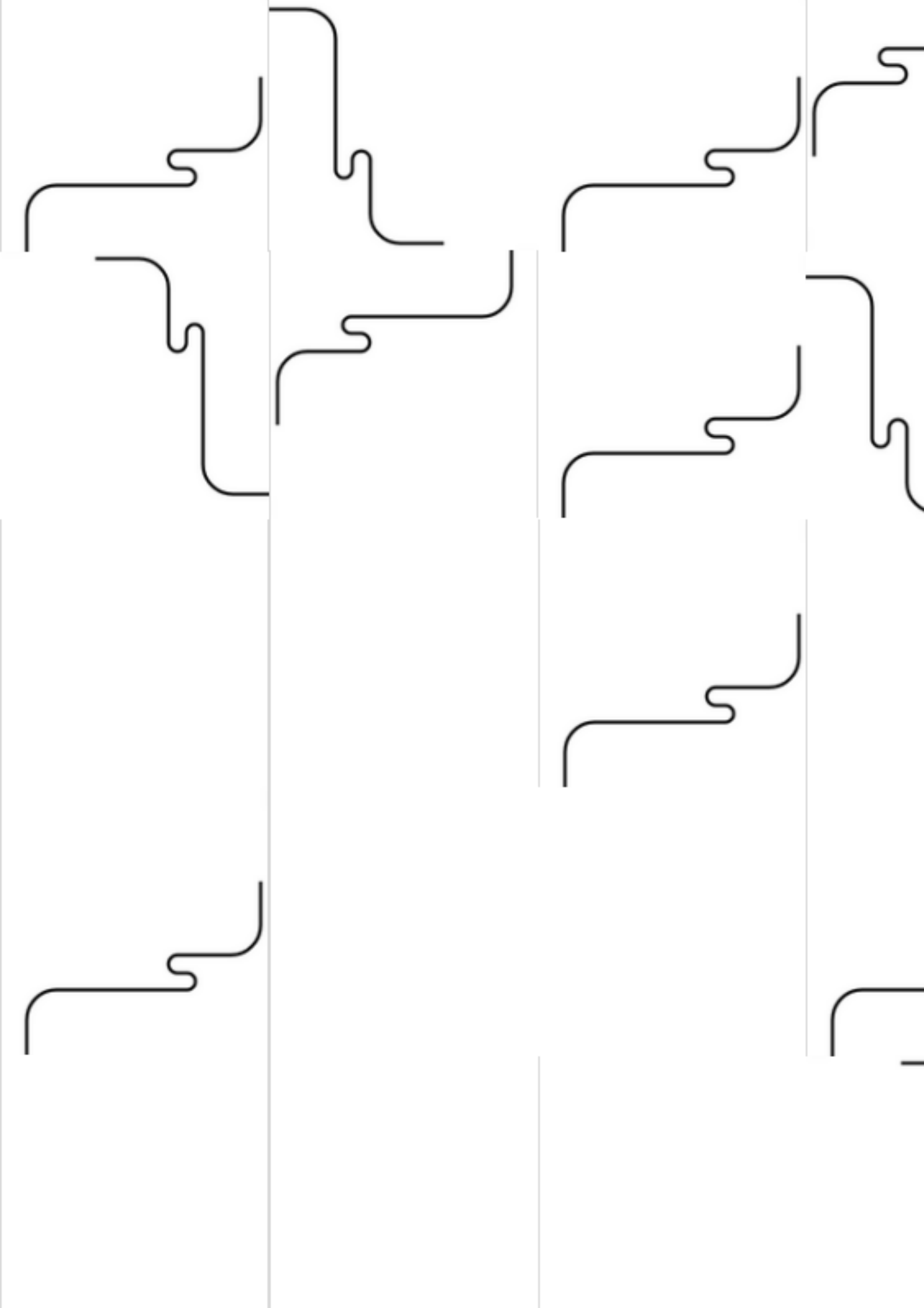


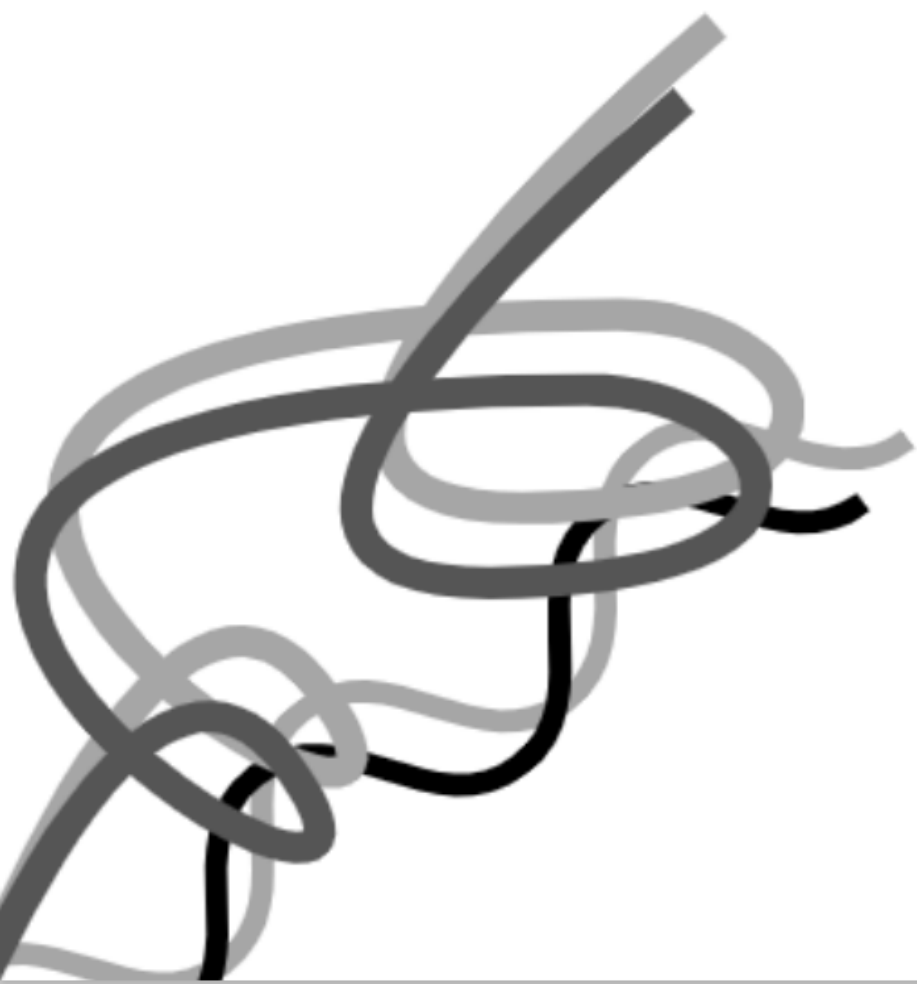
First Iterations

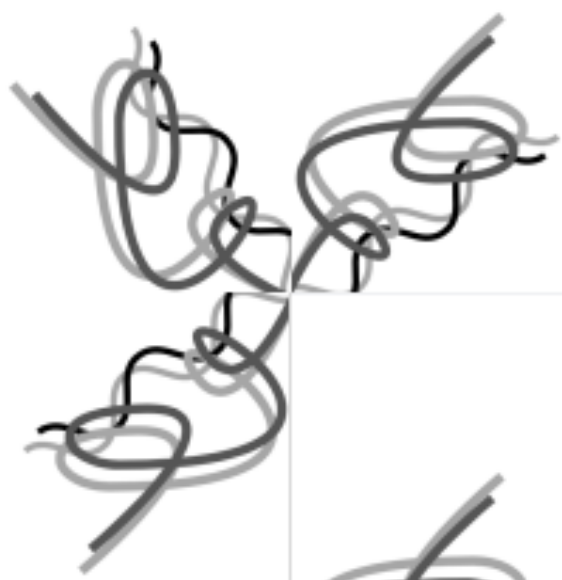
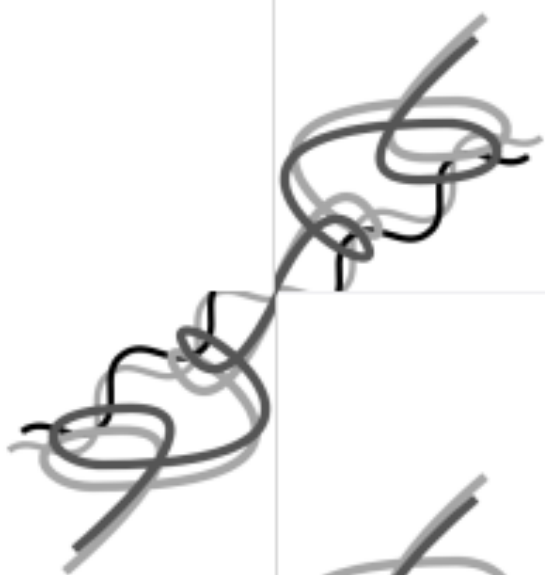


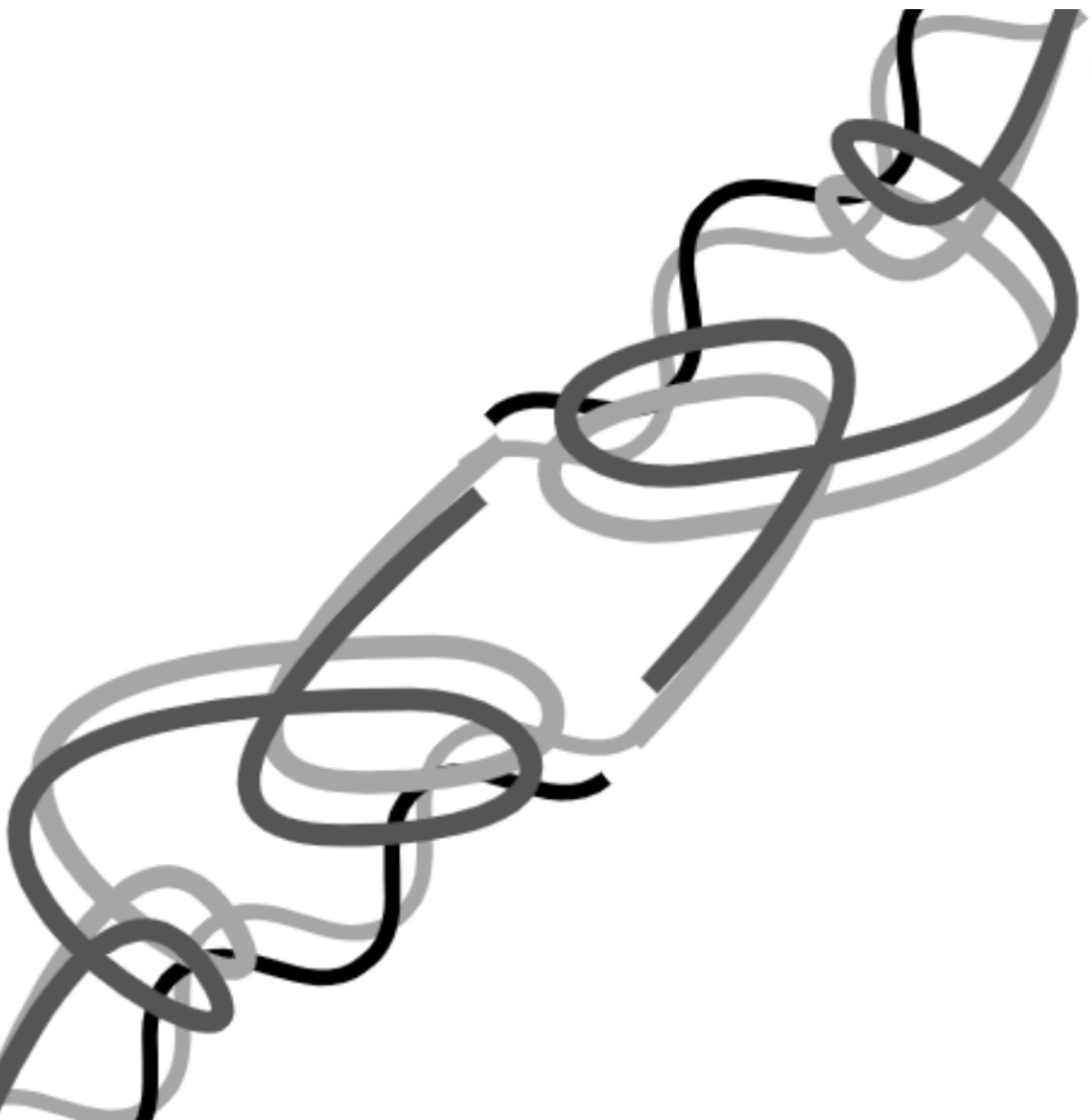


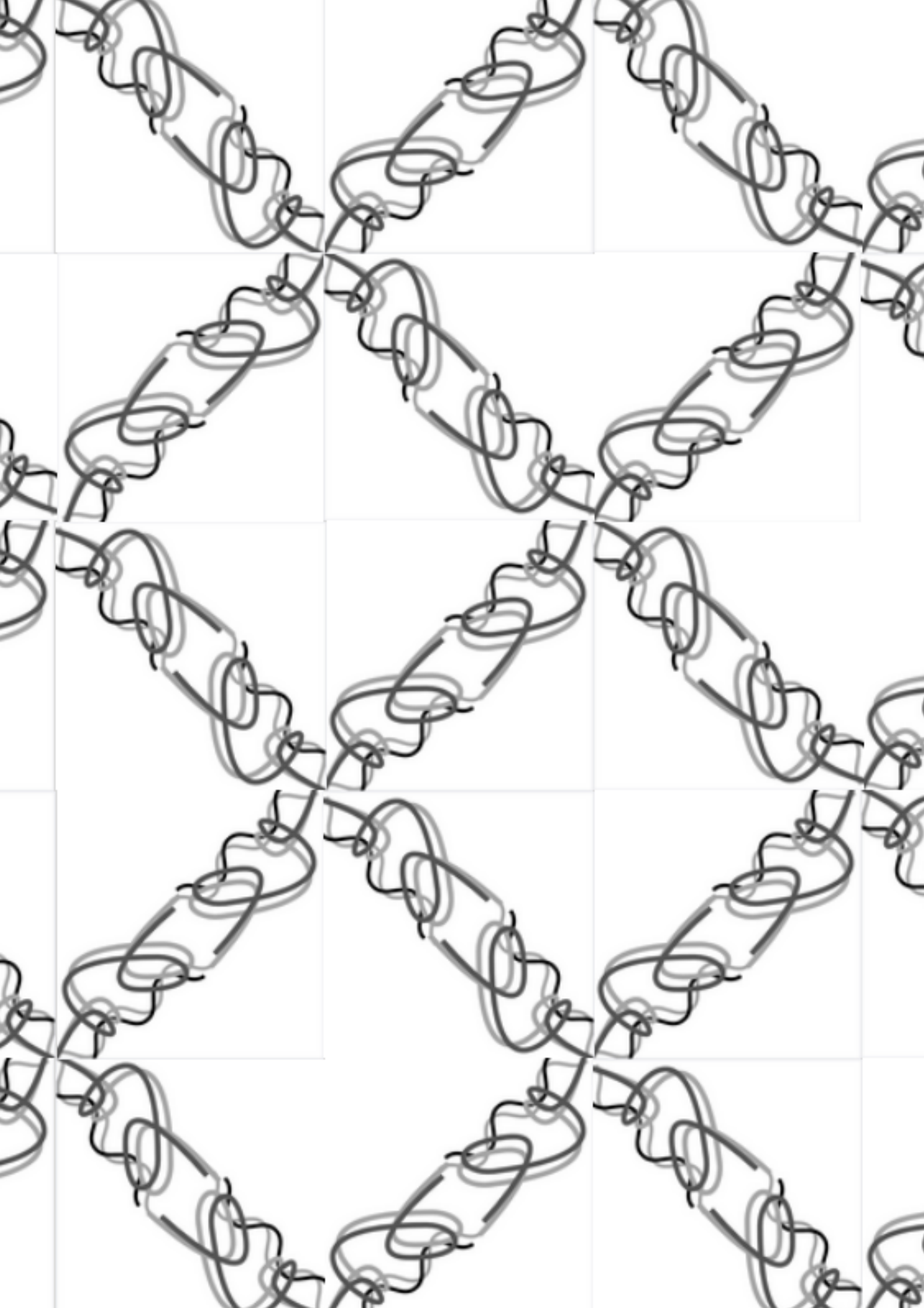


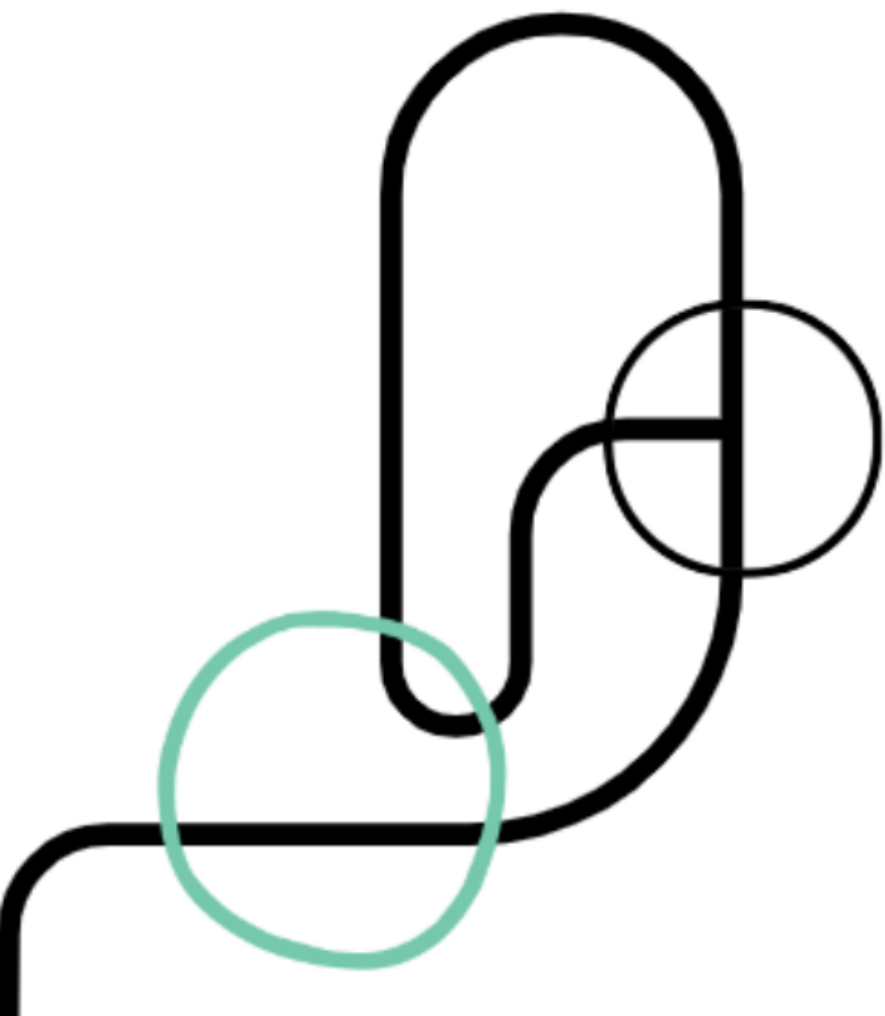


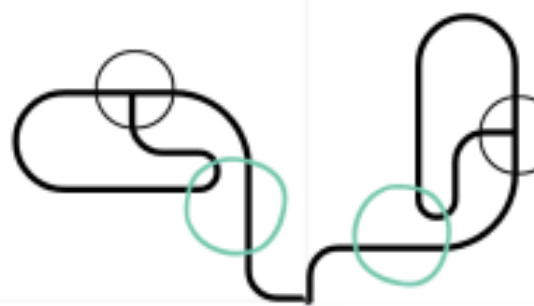
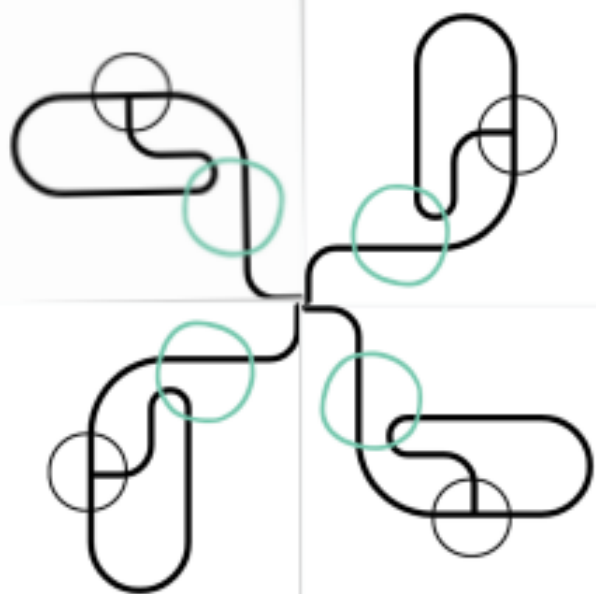
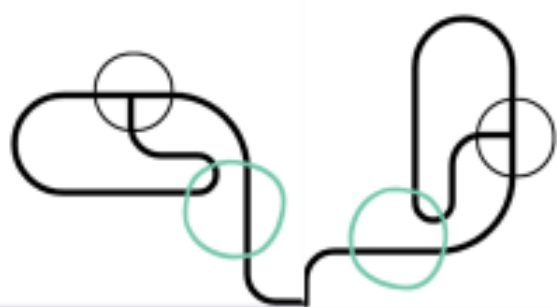
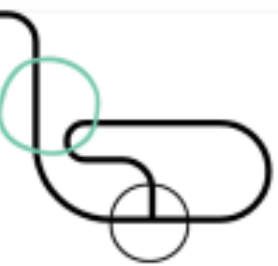
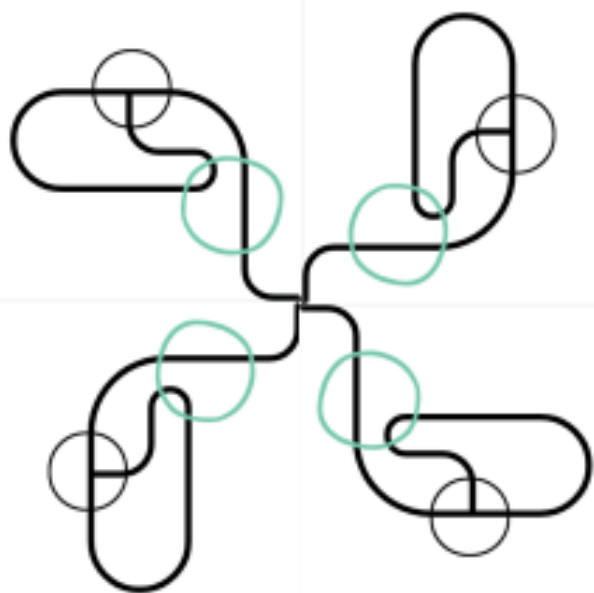


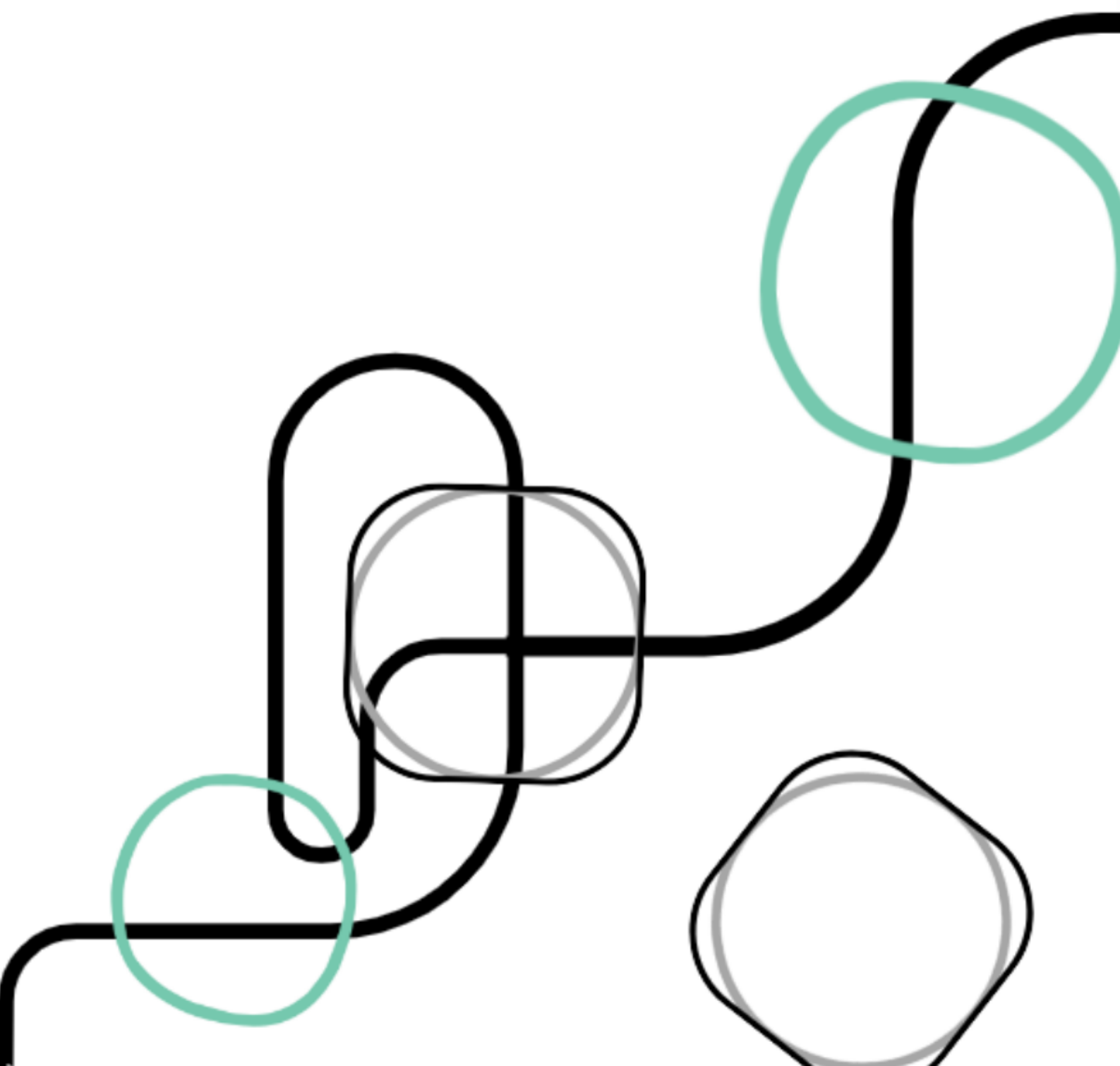


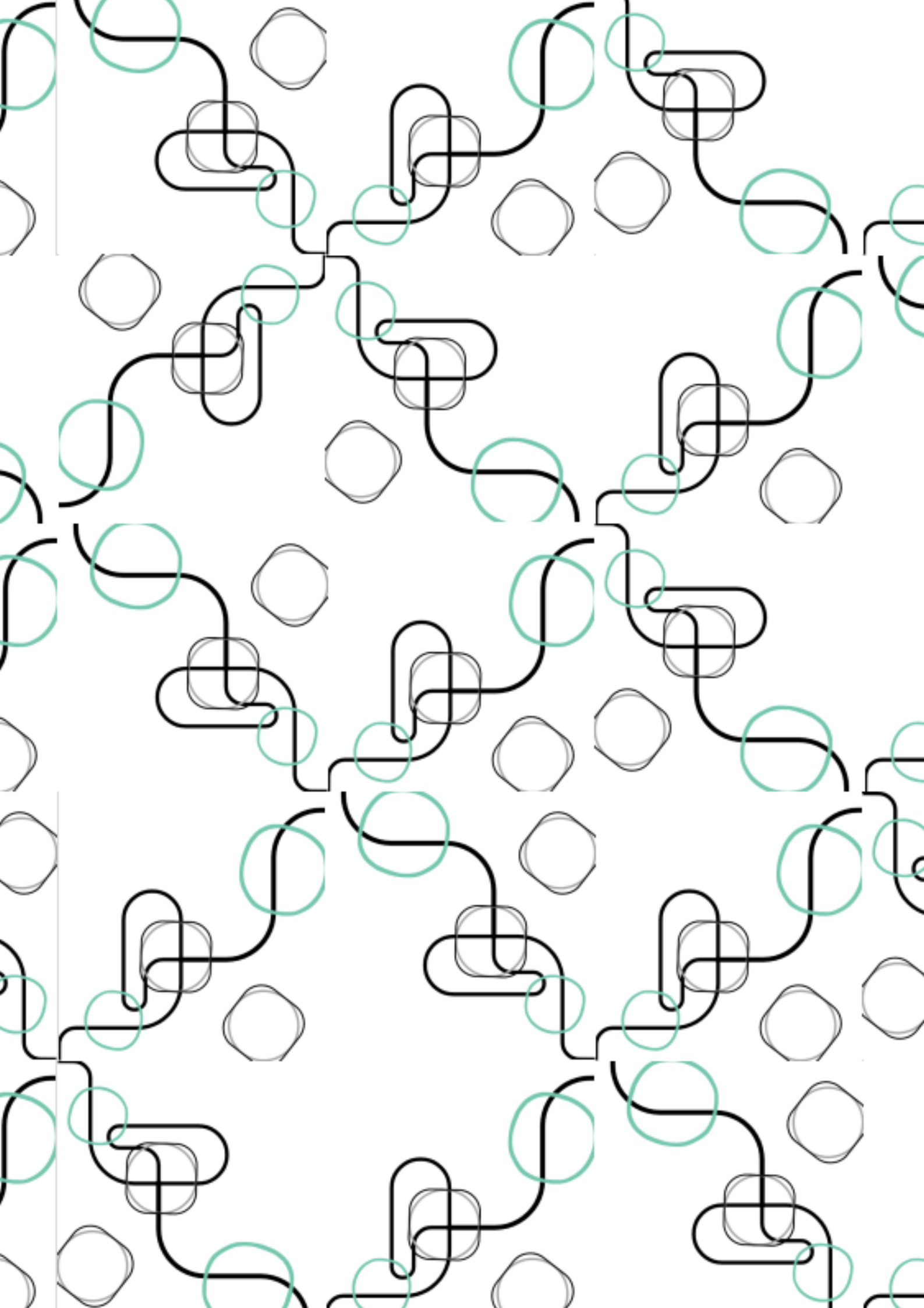


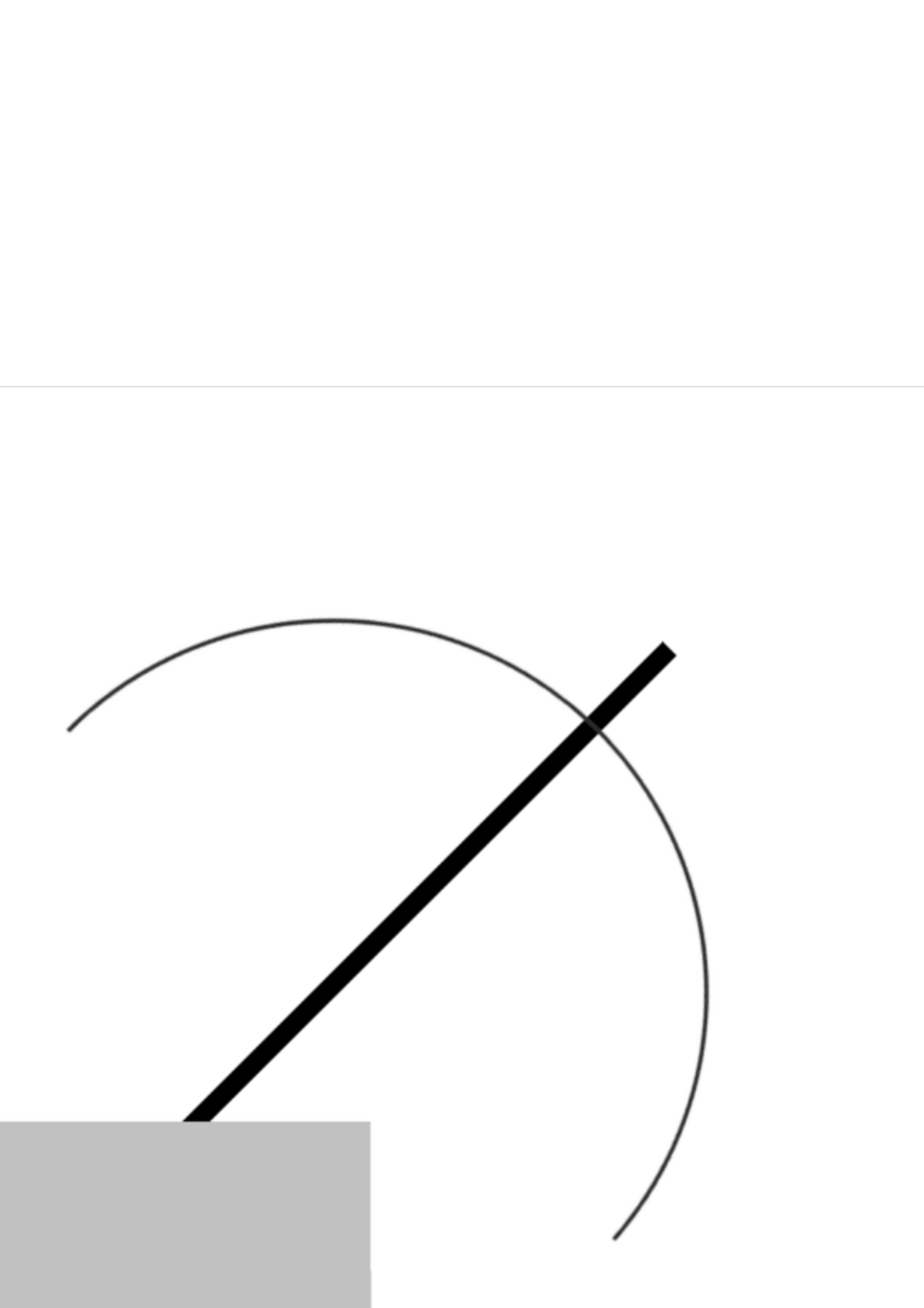


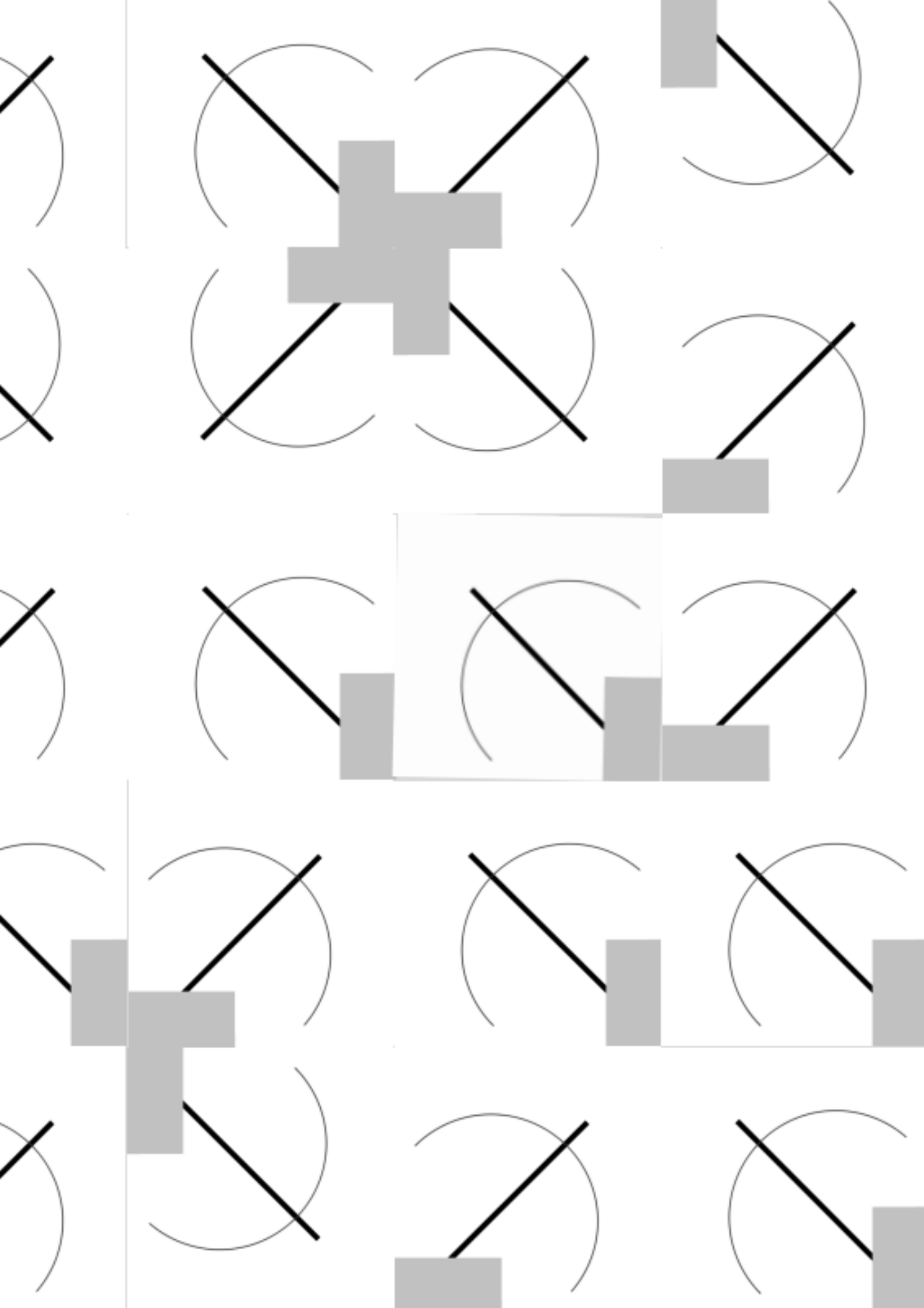


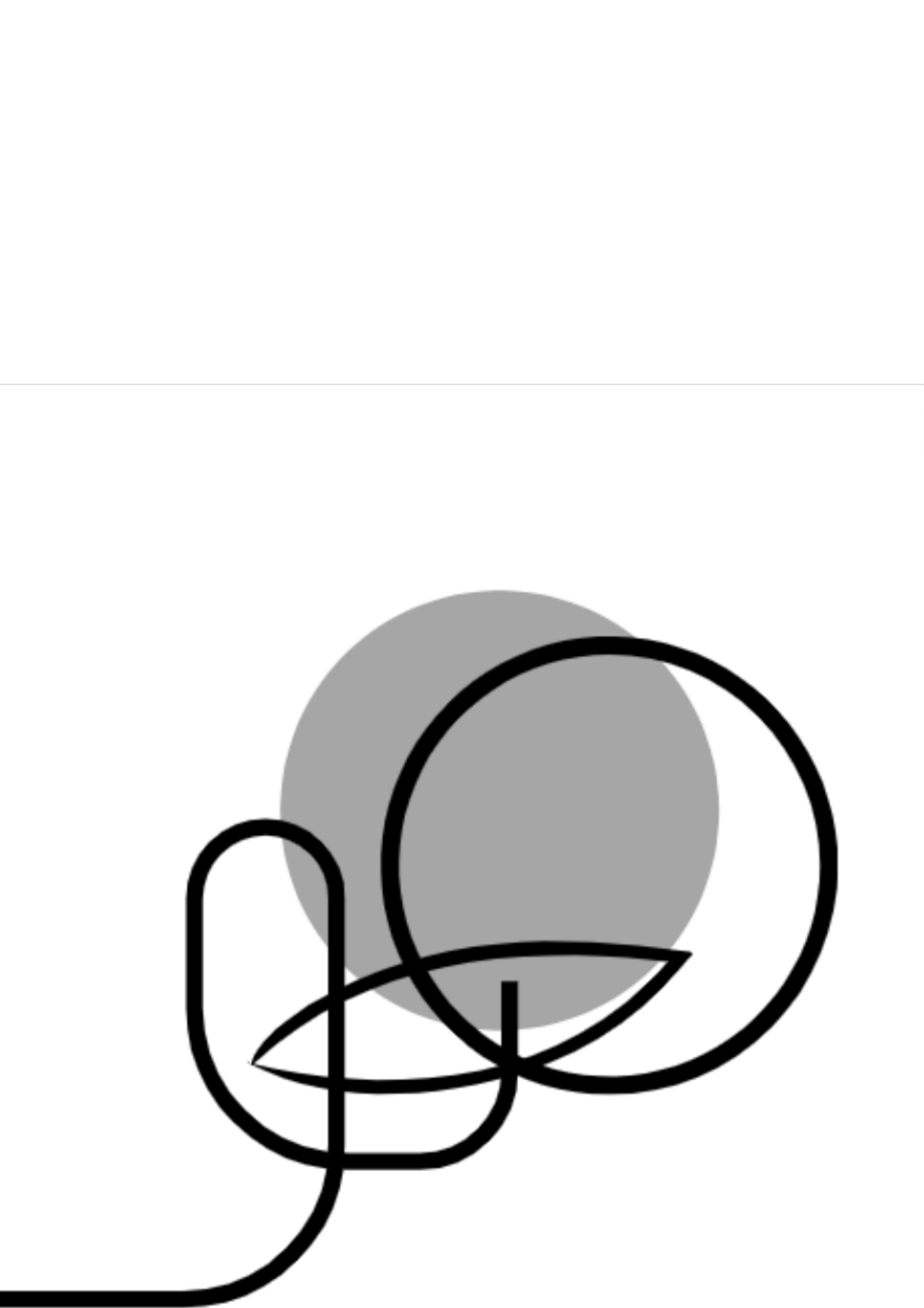


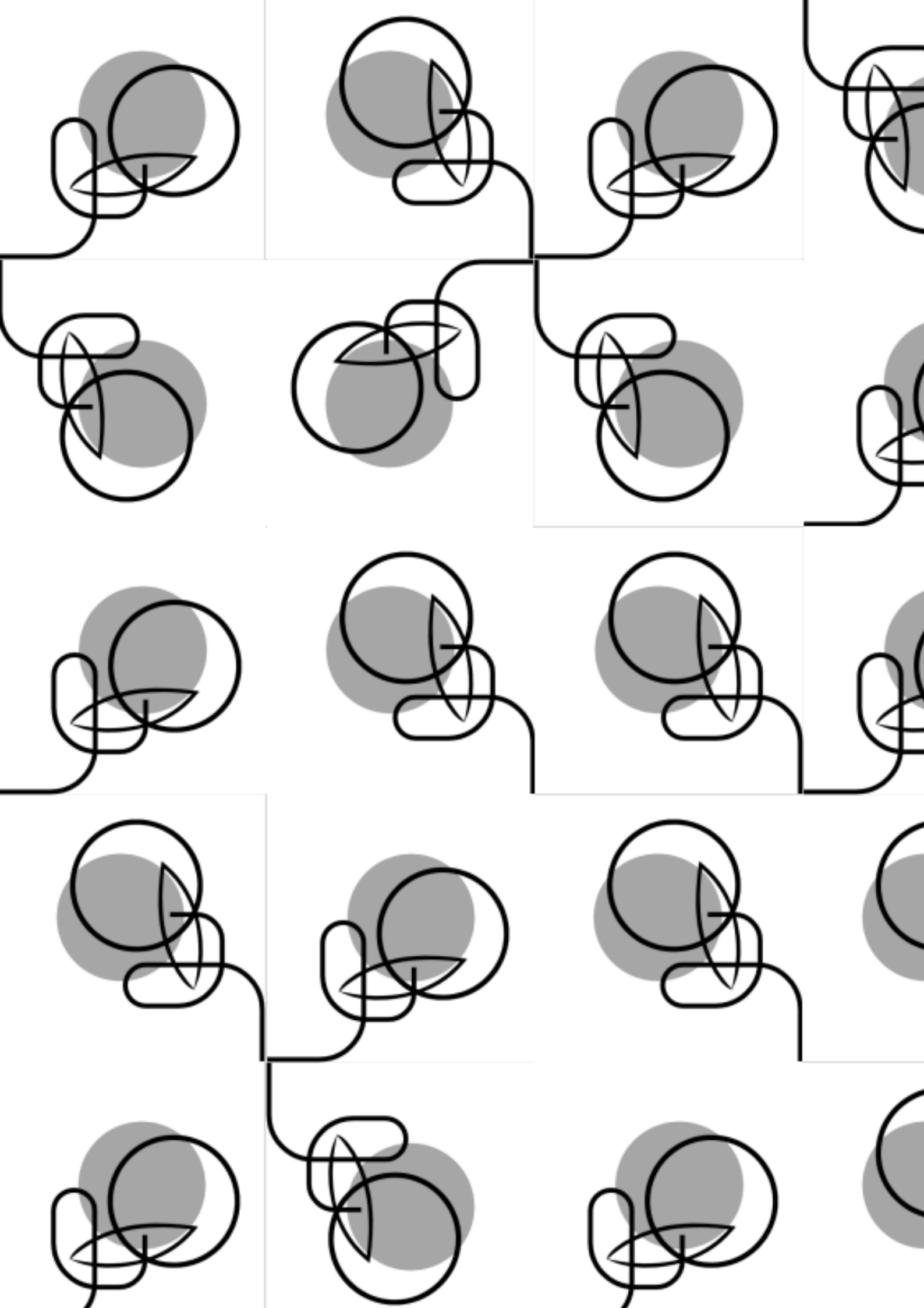




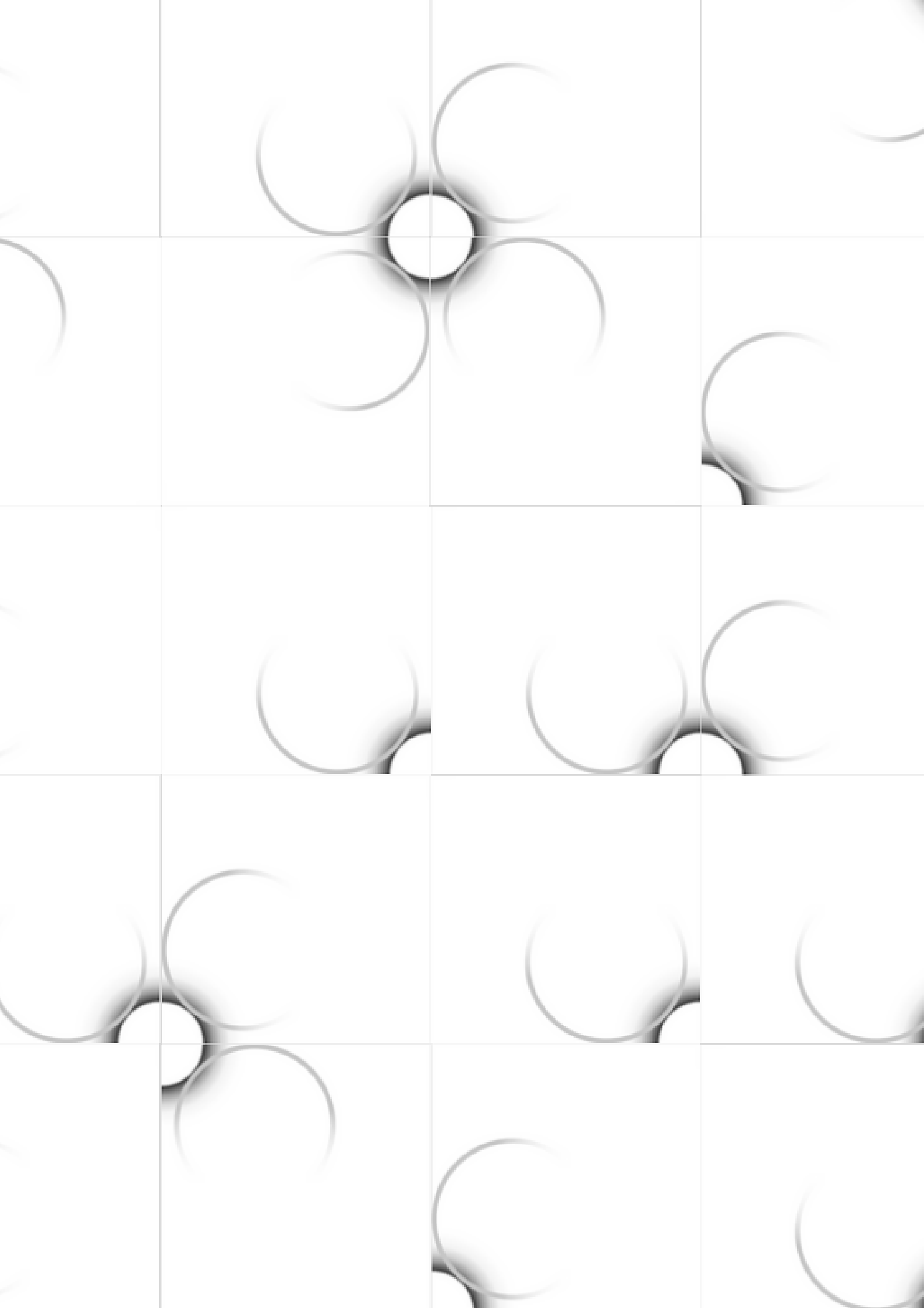


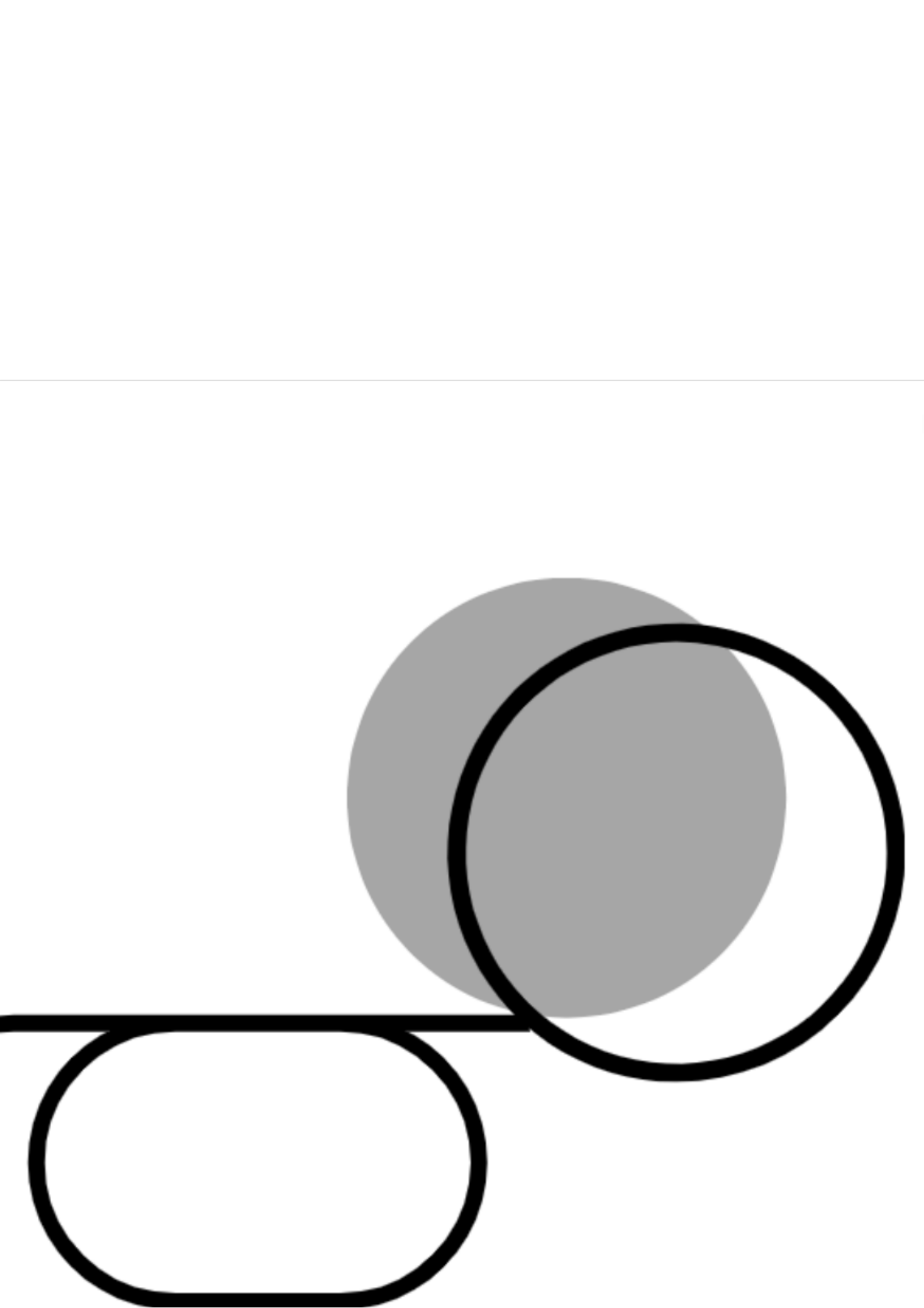


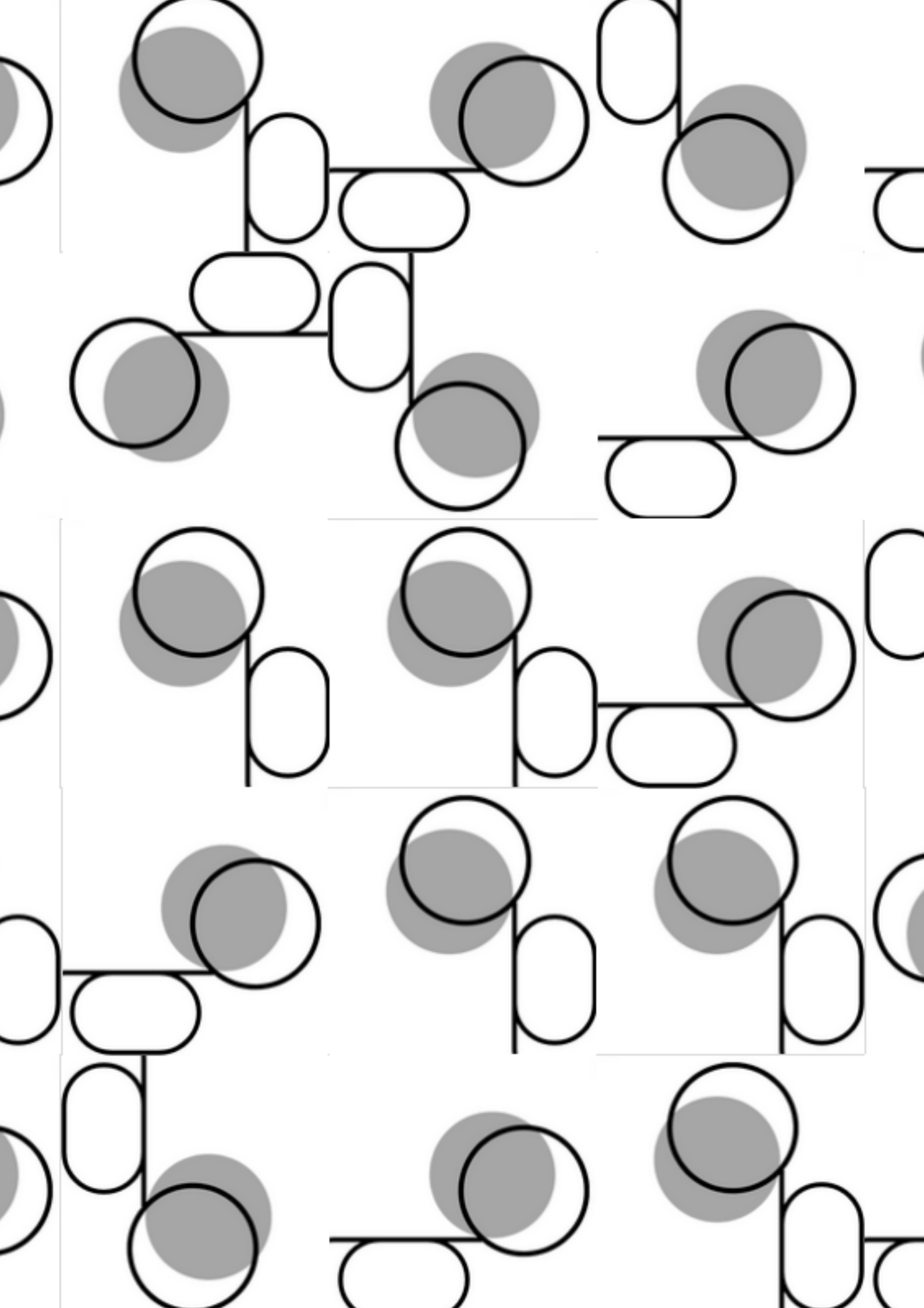




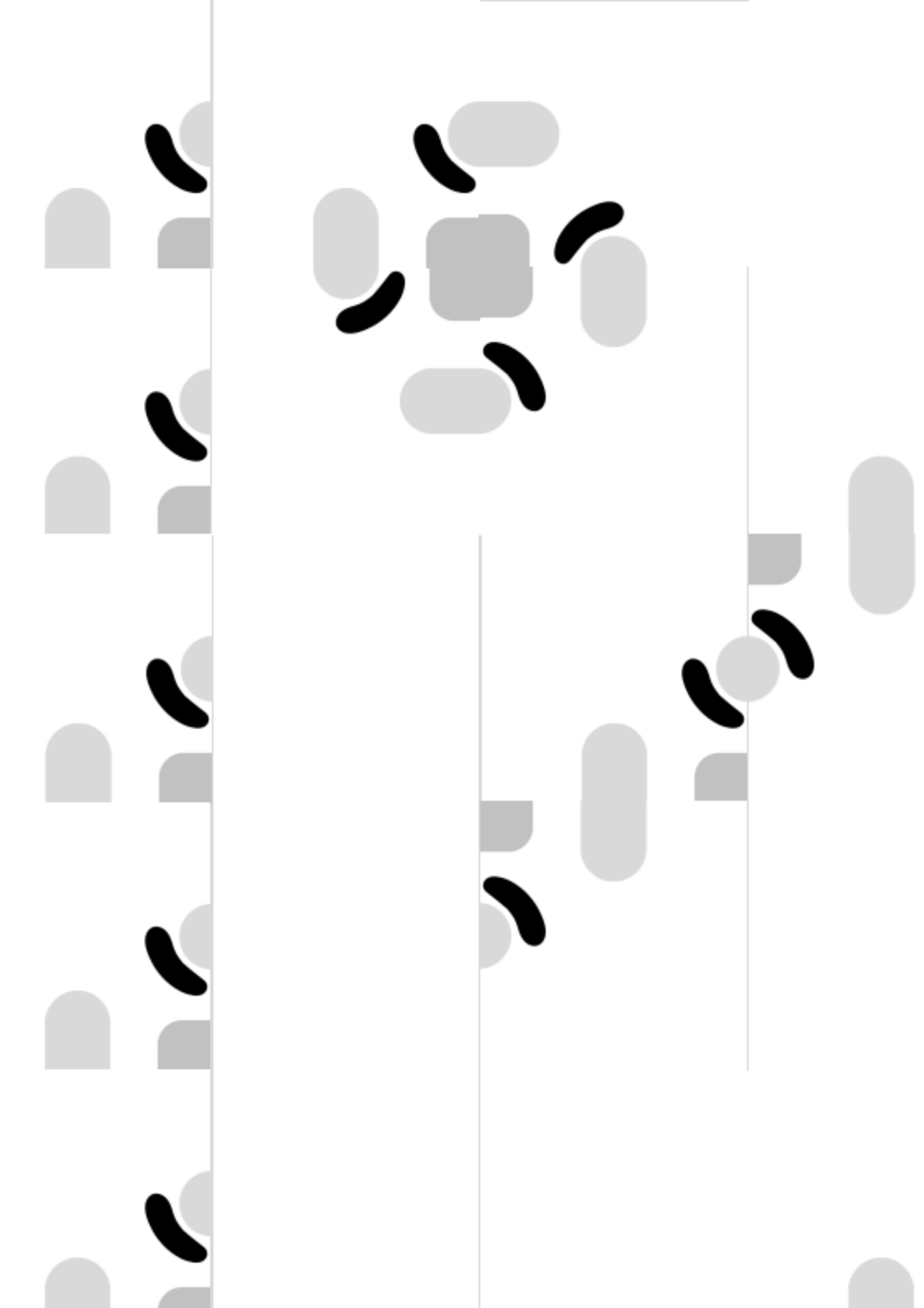




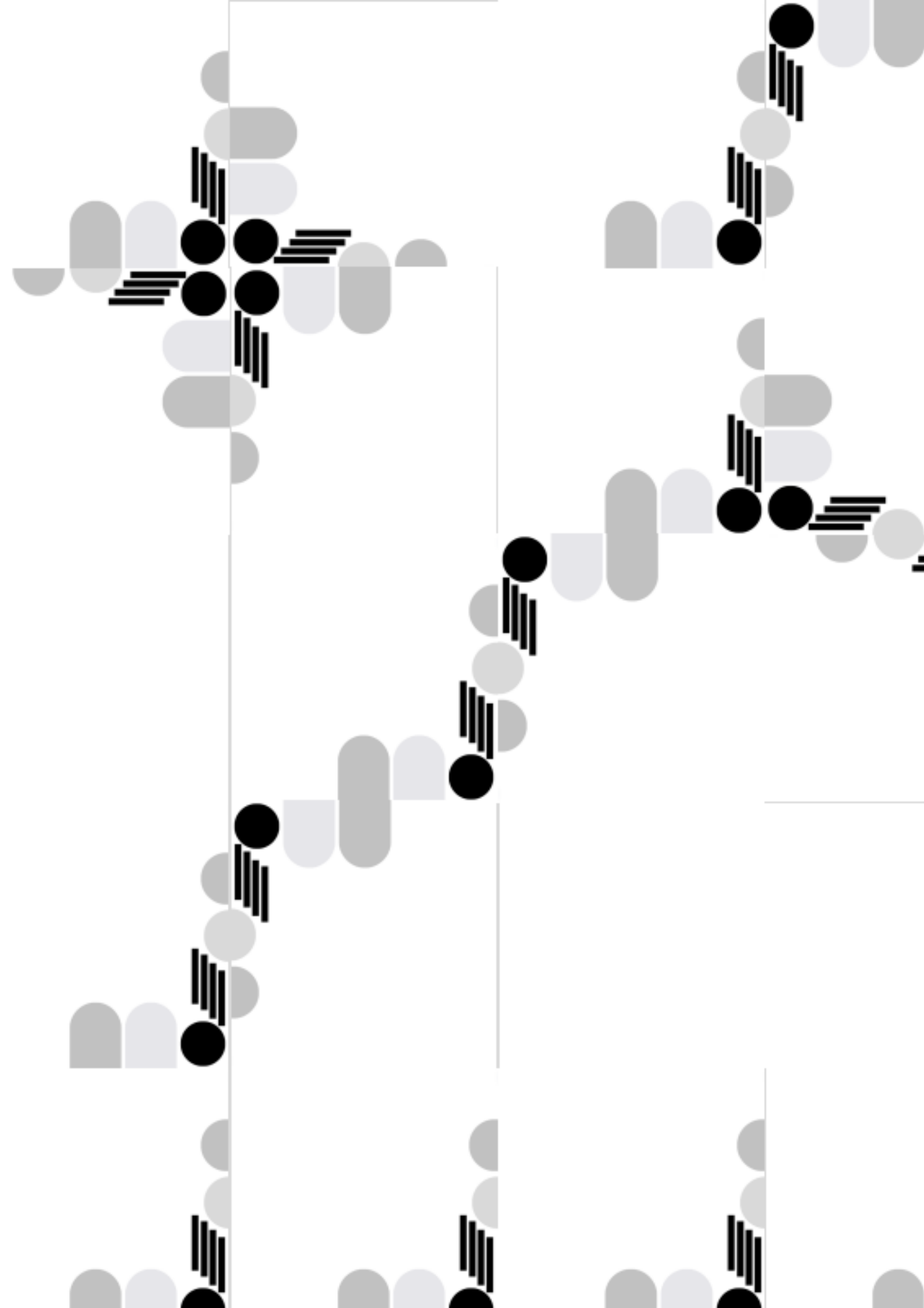




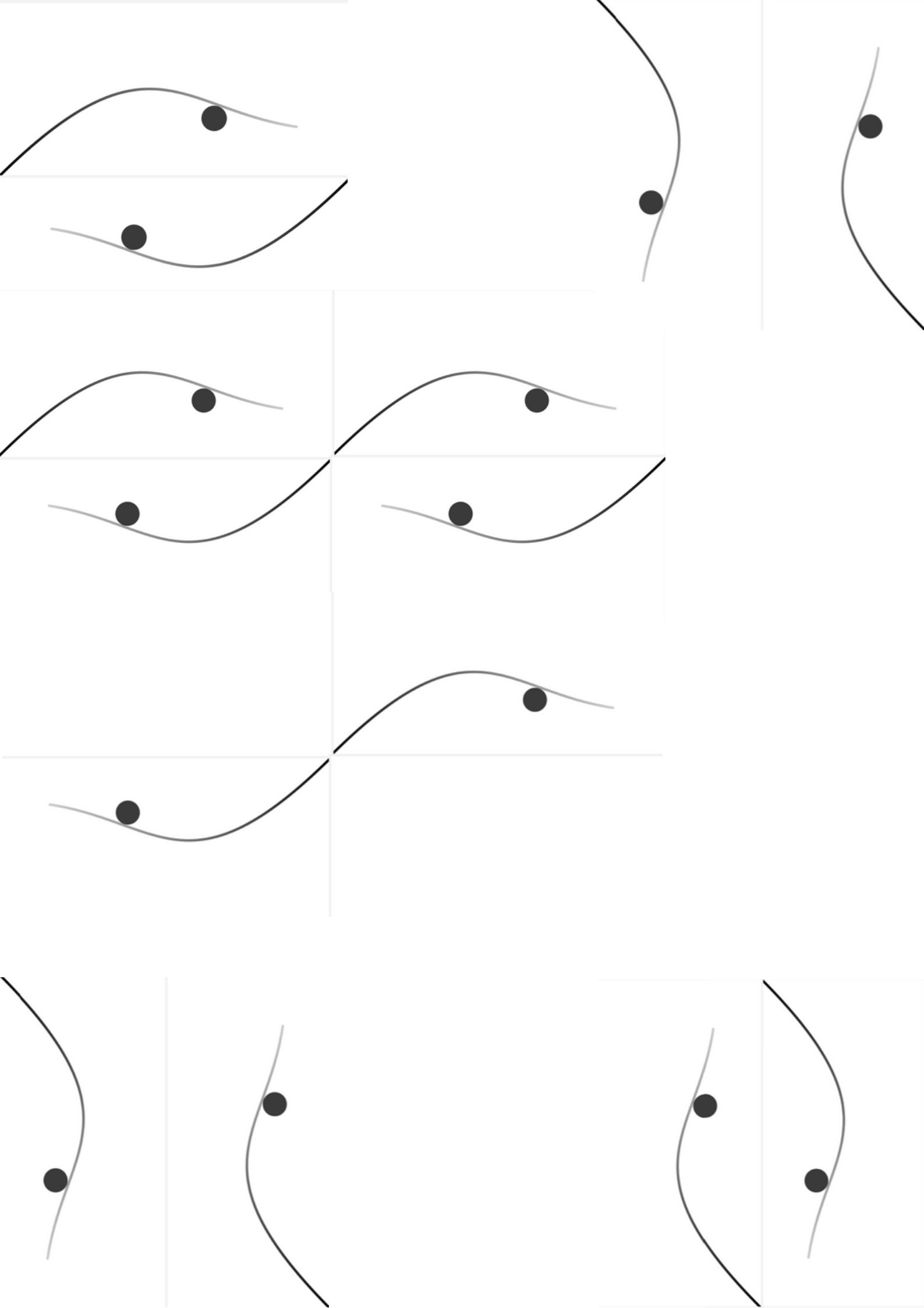


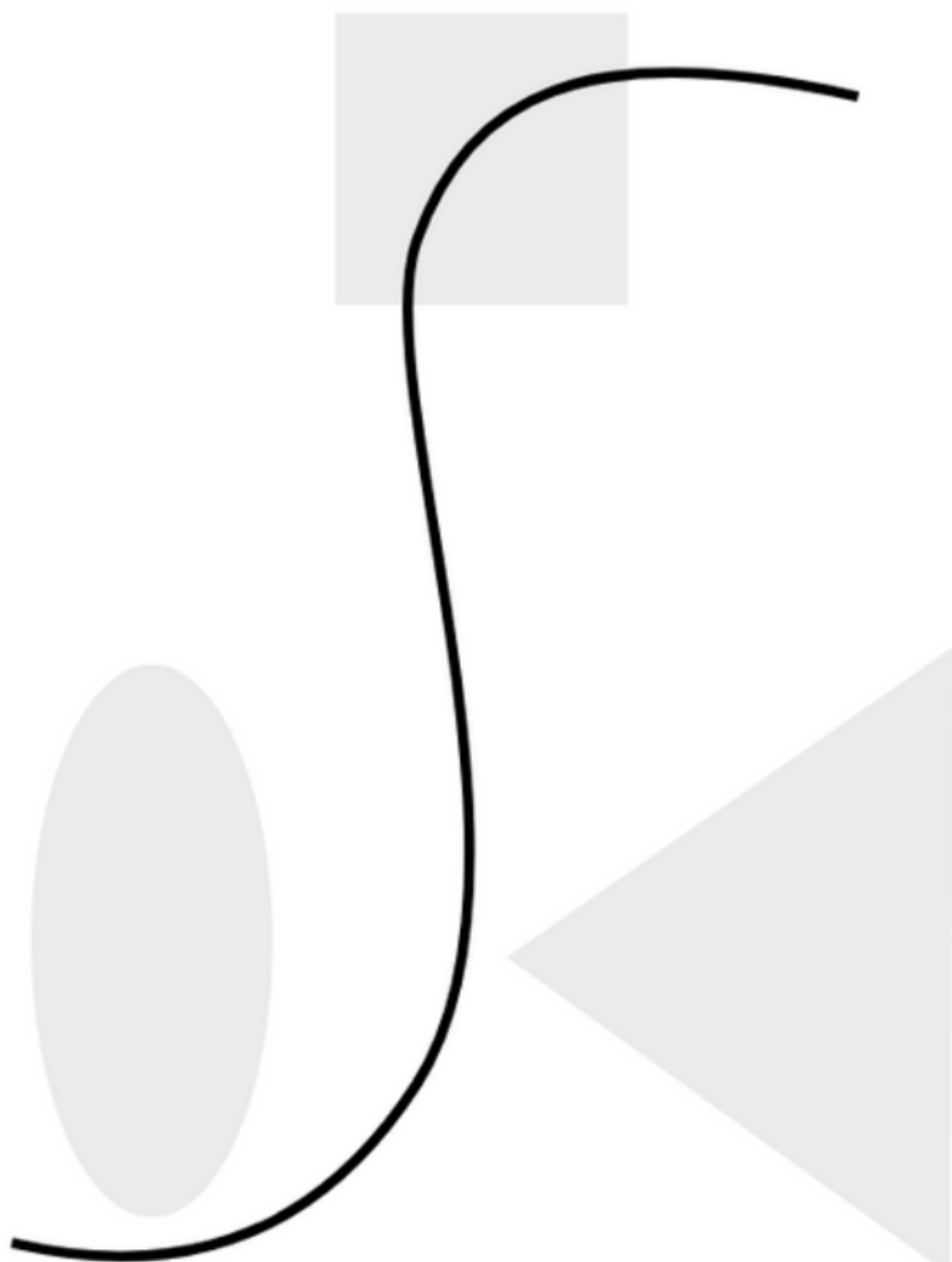


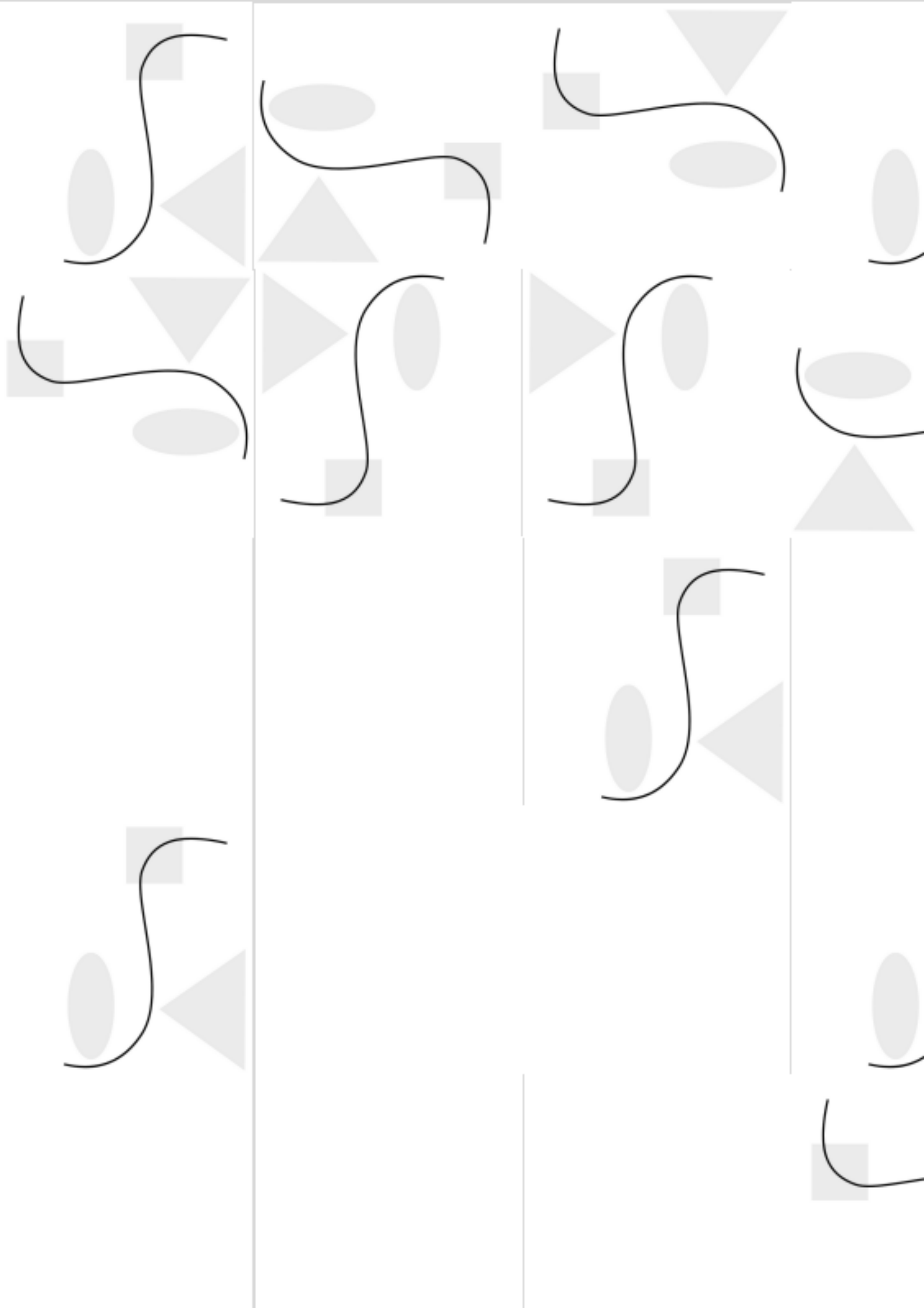


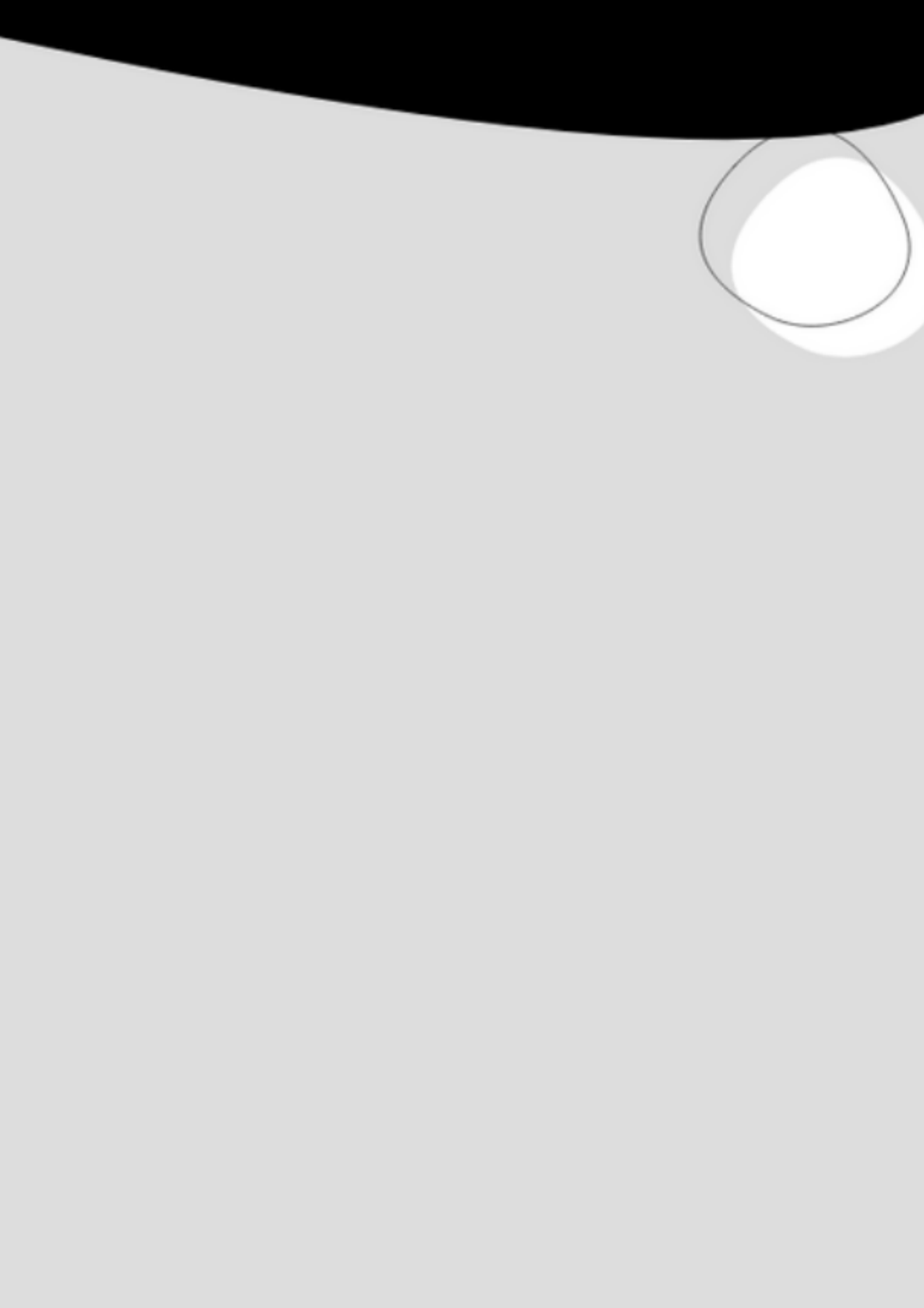


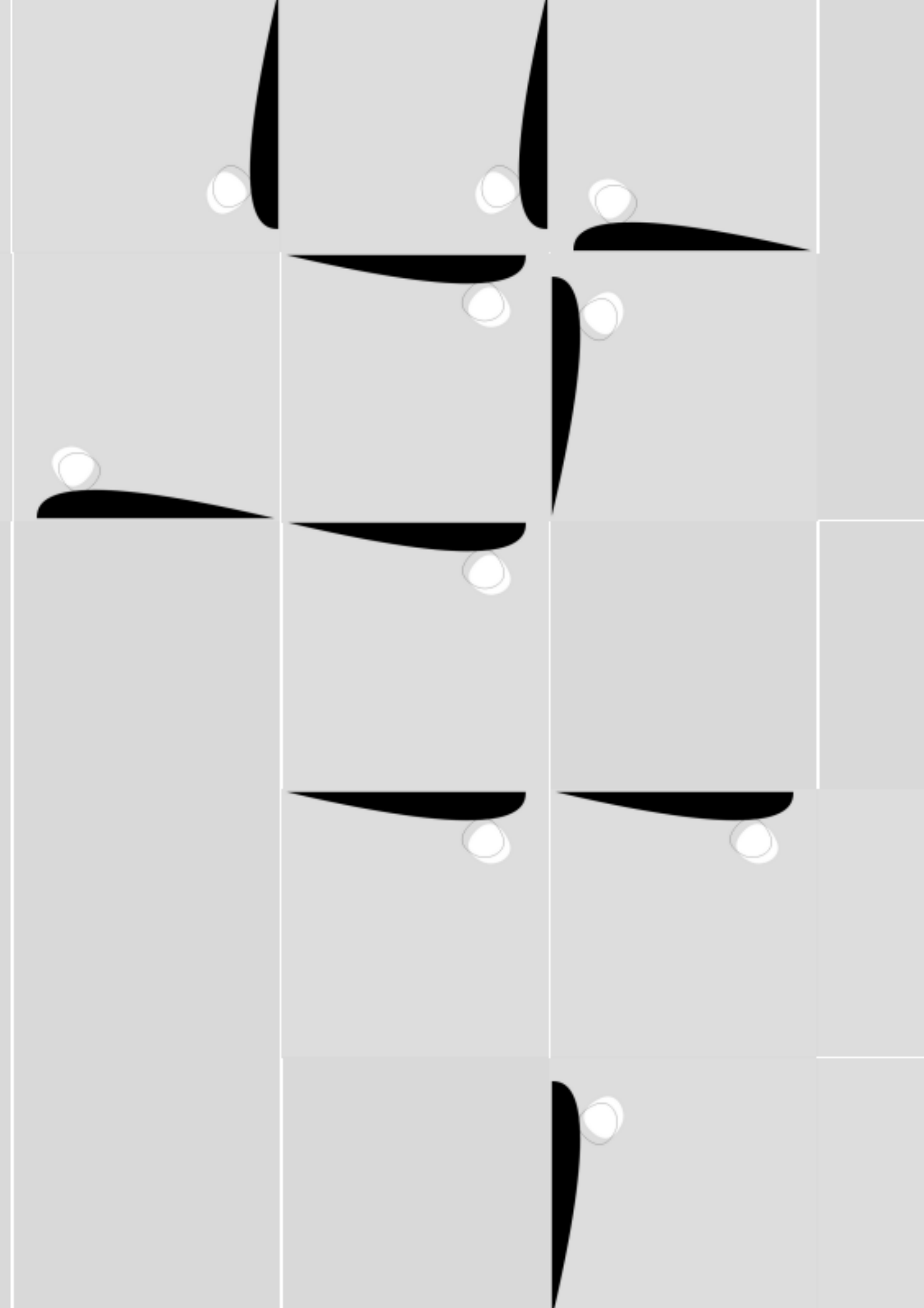












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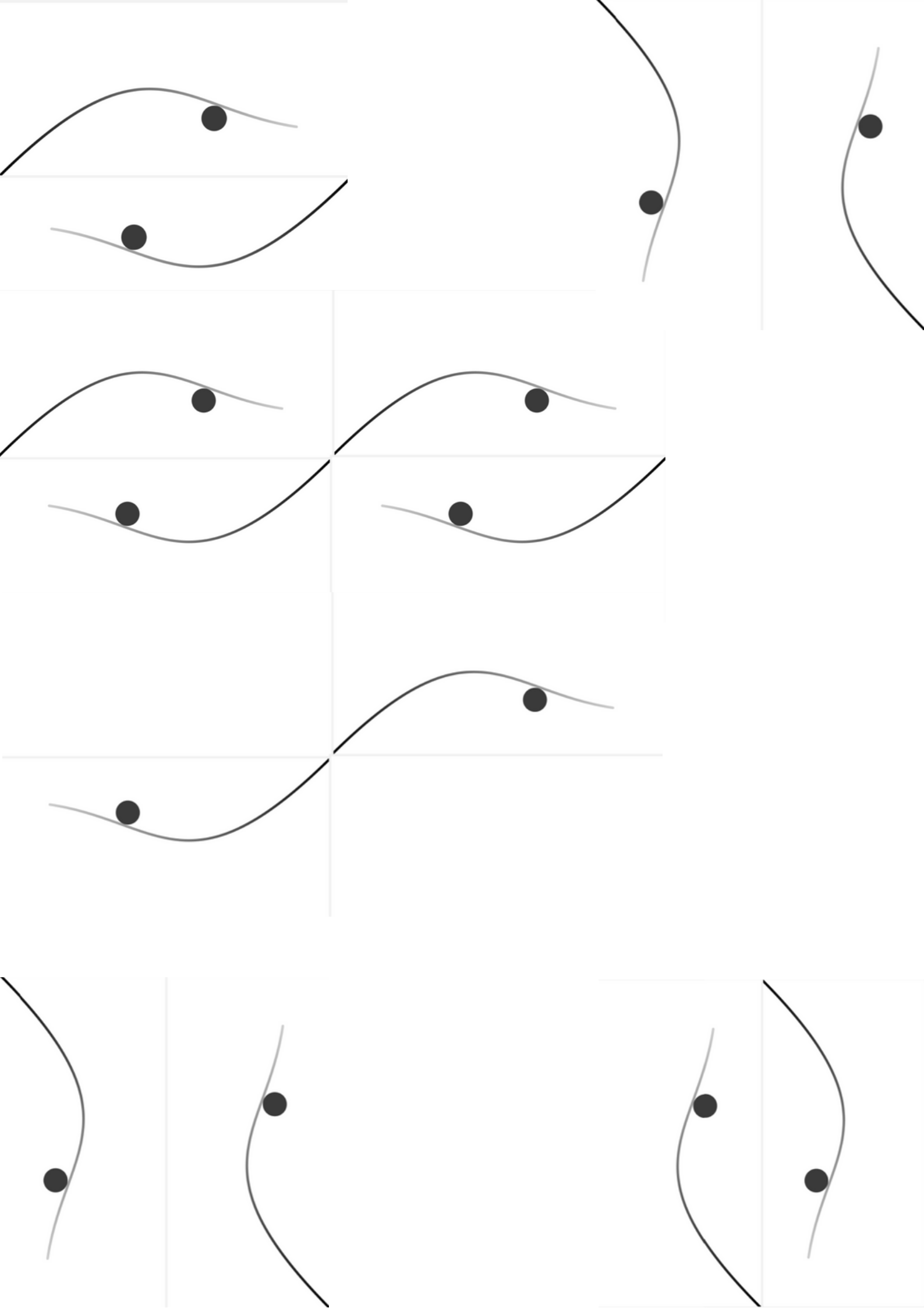
FINAL PICK

ANADI  BASIC

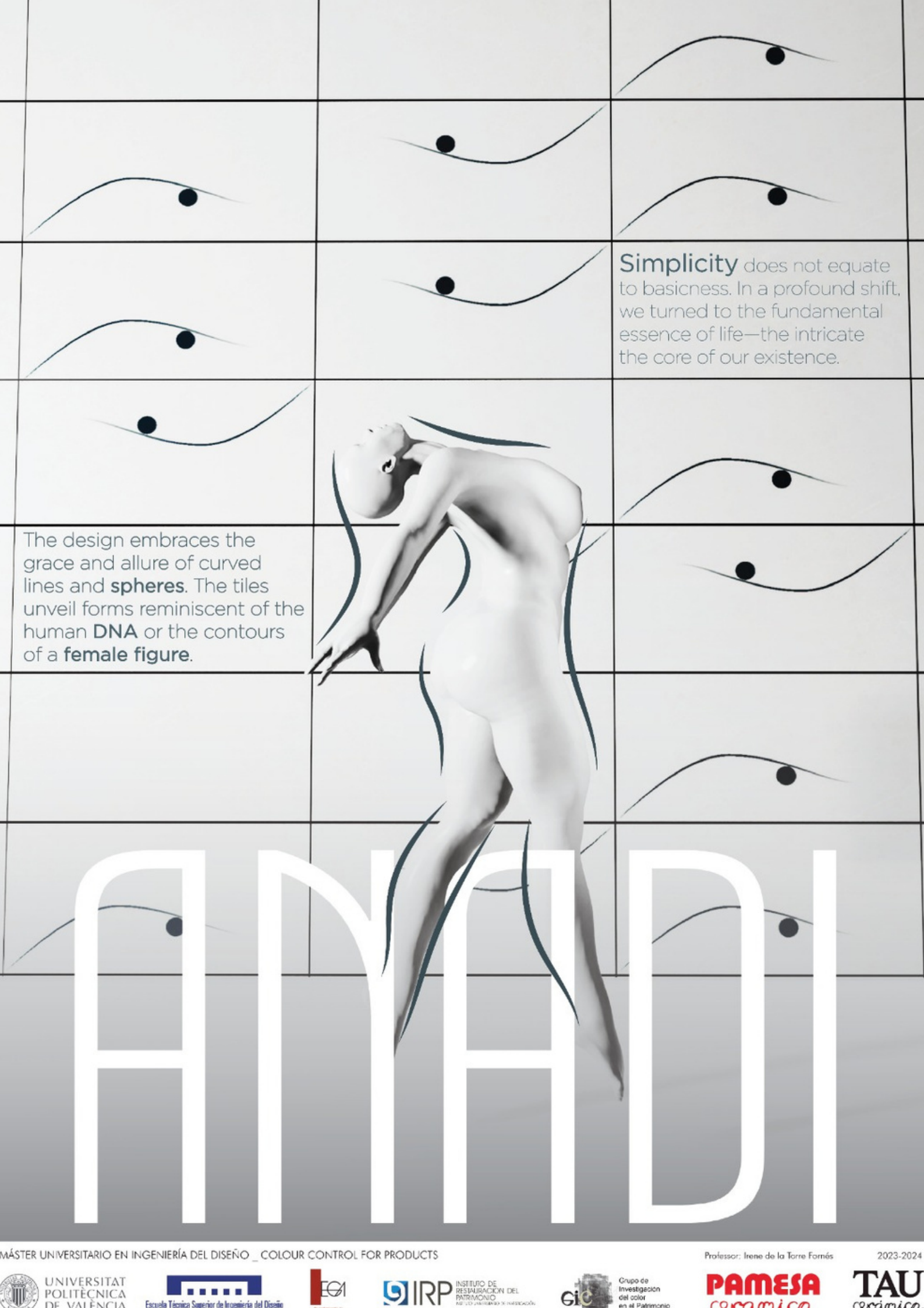
2023

*BARBU Iuliana
BLASCU Alexandra
MARTIN Belen*









Simplicity does not equate to basicness. In a profound shift, we turned to the fundamental essence of life—the intricate the core of our existence.

The design embraces the grace and allure of curved lines and **spheres**. The tiles unveil forms reminiscent of the human **DNA** or the contours of a **female figure**.

ANNIADI

Design Concept:

Philosophical Foundation:

The core of "ANADI" lies in its philosophical foundation. We seek to create a symbiotic relationship between design and nature, drawing inspiration from 3 pillars:

1. Bauhaus Aesthetics:

- **Simplicity Meets Functionality:** Integrating the principles of Bauhaus, the tiles prioritize clean lines, geometric shapes, and a carefully curated color palette, staying true to the movement's philosophy of functional simplicity.

2. Gravity's Dynamic Influence:

- **Capturing Movement:** Gravity, the invisible force that shapes our world, becomes the choreographer of our design. The tiles embody a dynamic quality, capturing the graceful dance inspired by gravity and adding a unique and captivating dimension to interior spaces.

3. Da Vinci's Proportional Elegance:

- **Golden Ratio Harmony:** Da Vinci's pursuit of perfection guides the proportions of each tile. Applying the golden ratio and insights from Vitruvian Man, the collection becomes a symphony of perfect proportions, mirroring the elegance found in Da Vinci's meticulous work.

Inspiration:

Bauhaus Influence:

The influence of Bauhaus is unmistakable in the tiles' design.

- **Form Follows Function:** Inspired by the Bauhaus mantra, the tiles prioritize functionality without compromising on aesthetics. Each design element serves a purpose, contributing to the overall visual harmony of the collection.
- **Geometry as Art:** The use of clean lines and geometric shapes pays homage to Bauhaus geometry, transforming each tile into a canvas where form and function coalesce.

Gravity's Graceful Dance:

The incorporation of gravity as an inspiration adds a dynamic and organic dimension to the collection.

- **Fluidity in Design:** The tiles capture the fluidity and energy of gravitational forces, freezing a poetic dance in ceramic form. This dynamic quality sparks a dialogue between the static nature of ceramics and the dynamic forces that influence our surroundings.
- **Engaging the Observer:** Gravity's influence engages observers, prompting conversations about the relationship between design and the natural forces that shape our world.

Le Corbusier's Modular Elegance:

The modular approach is a key driver of adaptability and precision in the tiles.

- **Versatility in Configuration:** Le Corbusier's principles of modularity come to life, allowing users to experiment with various configurations. Each tile becomes a building block, empowering users to tailor spaces to their unique vision.
- **Precision in Placement:** The modular design not only enhances versatility but also ensures precision in placement, contributing to the overall visual coherence of the collection.

Da Vinci's Proportional Symphony:

Da Vinci's pursuit of perfection guides the meticulous calculation of proportions.

- **Harmony in Numbers:** The tiles are a visual manifestation of the golden ratio, creating a sense of harmony and proportion in every configuration. Each tile becomes a masterpiece, echoing the elegance found in Da Vinci's Vitruvian Man.
- **Timeless Beauty:** By adhering to Da Vinci's insights into proportional elegance, the collection transcends mere functionality, becoming a timeless expression of beauty.

Clean Lines and Geometric Shapes:

The foundational elements of the tiles are clean lines, geometric shapes, and a carefully curated color palette.

- **Simplicity in Form:** Clean lines define the edges, creating a sense of simplicity that resonates with Bauhaus aesthetics. Geometric shapes add depth and structure to the design, transforming each tile into a mini masterpiece.
- **Curated Color Palette:** The color palette is a careful selection of hues that complement each other, ensuring that the tiles can seamlessly integrate into a variety of interior design schemes.

Dynamic Movement Inspired by Gravity:

The dynamic quality inspired by gravity is a key design element.

- **Organic Flow:** The tiles embody a sense of organic movement, mimicking the natural flow influenced by gravity. This element adds a layer of visual interest, turning each tile into a dynamic piece of art.
- **Energy in Stillness:** Gravity's influence is frozen in ceramic, creating a paradox of energy within the stillness of each tile. This dichotomy adds depth to the collection, inviting observers to explore the interplay between motion and stability.

Modular Configurations:

Le Corbusier's modular principles are evident in the adaptability of the tiles.

- **Endless Possibilities:** The modular design allows for endless configurations. Whether arranged in a linear pattern, an intricate mosaic, or an abstract arrangement, each configuration maintains precision and elegance.
- **Adaptable to Spaces:** The adaptability of the tiles ensures they can seamlessly integrate into spaces ranging from residential interiors to commercial environments, making them a versatile design solution.

Proportional Harmony:

Da Vinci's pursuit of proportional elegance shapes the visual appeal of the tiles.

- **Golden Ratio Application:** Proportions are meticulously calculated to adhere to the golden ratio. This deliberate application ensures a sense of balance and harmony in each tile.
- **Vitruvian Man Influence:** The proportions draw inspiration from Da Vinci's Vitruvian Man, creating a collection that is not only visually appealing but also resonates with the human form.

Collaboration with Tau Ceramics:

Alignment with Tau Ceramics Values:

The "ANADI" collection is a natural extension of Tau Ceramics' values.

- **Commitment to Excellence:** The collection embodies Tau Ceramics' commitment to excellence in design and innovation. It seeks to elevate the standard of ceramic tile offerings, setting a new benchmark in the industry.
- **Embracing Diversity:** Tau Ceramics' legacy of embracing diverse influences aligns seamlessly with the unity in diversity theme of "ANADI". This collection is a testament to Tau's ability to blend traditional craftsmanship with contemporary design.

Collaborative Potential:

"ANADI" is not just a product; it's an invitation for collaboration.

- **Design Collaboration:** The modular nature of the tiles opens avenues for collaborative design projects. Architects, interior designers, and creative minds can explore unique configurations, adding an element of personalization to each project.
- **Innovation Partnership:** Tau Ceramics has an opportunity to lead the industry in innovative ceramic design. The "ANADI" collection is a step towards creating a new standard, positioning Tau as a pioneer in cutting-edge ceramic tile offerings.

Conclusion:

In conclusion, "ANADI" is not just a ceramic tile collection; it's a narrative that weaves together the threads of design history into a tapestry of contemporary excellence.