



fiori di Vietri

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Bianco Vietri

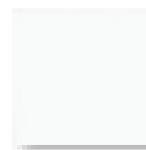


Sapienza artigianale e cultura industriale sono miscelati alla condivisione di valori di tradizione ceramica della bottega delle mani.

Esperienza, ricerca ed elevata qualità delle materie prime, rendono la Ceramica Francesco De Majo l'emblema dell'eccellenza del made in Italy. Il cuore antico di tutta la produzione di Francesco De Majo si può ricercare nel colore senza tempo della base: lo smalto "Bianco Vietri", composto da un'esclusiva miscela di minerali e un particolare tipo di sabbia bianca, base di tutti i colori e i decori.

Le tecniche di smaltatura ancora oggi utilizzate sono la smaltatura a campana: lo smalto Bianco Vietri viene distribuito uniformemente sulle piastrelle mediante una campana; e la smaltatura a nocchiello: utilizzato per di più per listelli e pezzi speciali, lo smalto viene dato a mano con un nocchiello, pezzo per pezzo.

Le maioliche con lo smalto ancora crudo, passano poi nelle mani dei maestri decoratori, oppure vengono cotte direttamente nel nuovo impianto ad altissima tecnologia ad una temperatura di circa 1000° C.



The handcraft wisdom and industrial culture melt together with the sharing of values of the handmade ceramics tradition.

Experience, research and high quality of raw materials, make Ceramica Francesco De Majo the symbol of the excellence of the real made in Italy. The ancient mastery of the production can be seen in the timeless use of colour which is as bright as light: the "Bianco Vietri" glaze, made up of an exclusive mix of minerals and a special type of white sand. This forms the basis of all the colours and decorations.

The enamelling techniques still used today are the bell enamelling: the enamel is uniformly distributed on the tiles by means of a bell; and the enamelling bucket: used for more for strips and special pieces, the "Bianco Vietri" glaze is hand-made with a bucket, piece by piece.

Each glazed tile is still unfired, then it passes through the hands of the master decorators or sent directly to the firing in the new high-tech plant at a temperature of about 1000° C (1.832° F).

Bianco Vietri



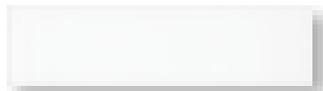
1,5x20 listello



2,5x20 becco di civetta



2,5x25 capitello



5x20 listello



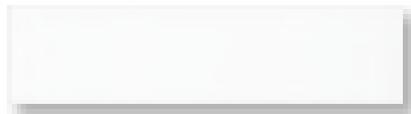
7x20 conchiglia



angolo



angolo esterno



6,5x25 listello



8x20 cimosa



10x20 para di diamante



2,5x13 becco di civetta



angolo
esterno*



angolo*



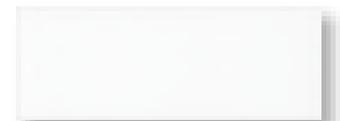
2,5x20 capitello



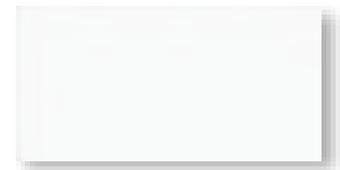
angolo
esterno



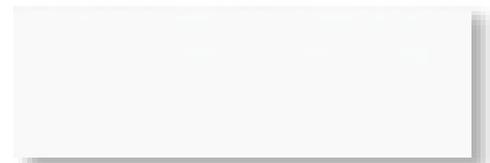
5x20 cornice



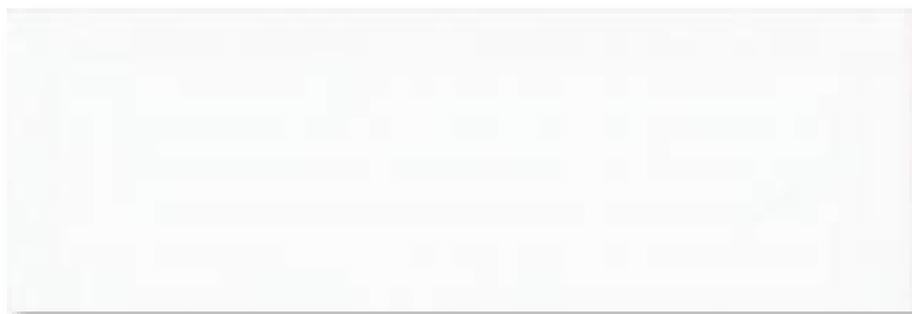
8x20 becco di civetta



10x20 listello



10x30



20x60

Formati

Bianco Vietri



5x5



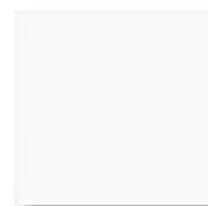
6,5x6,5



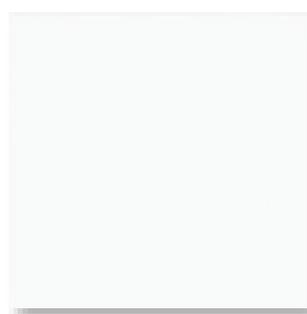
10x10



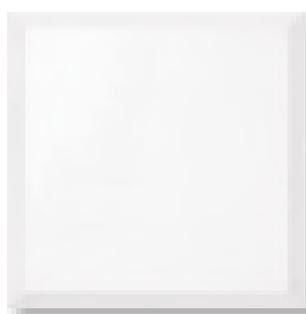
10x10
Punta di diamante



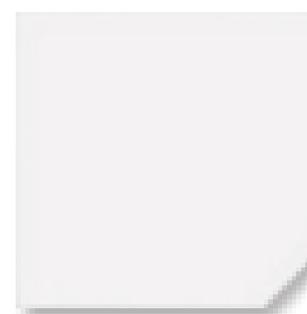
13x13



20x20



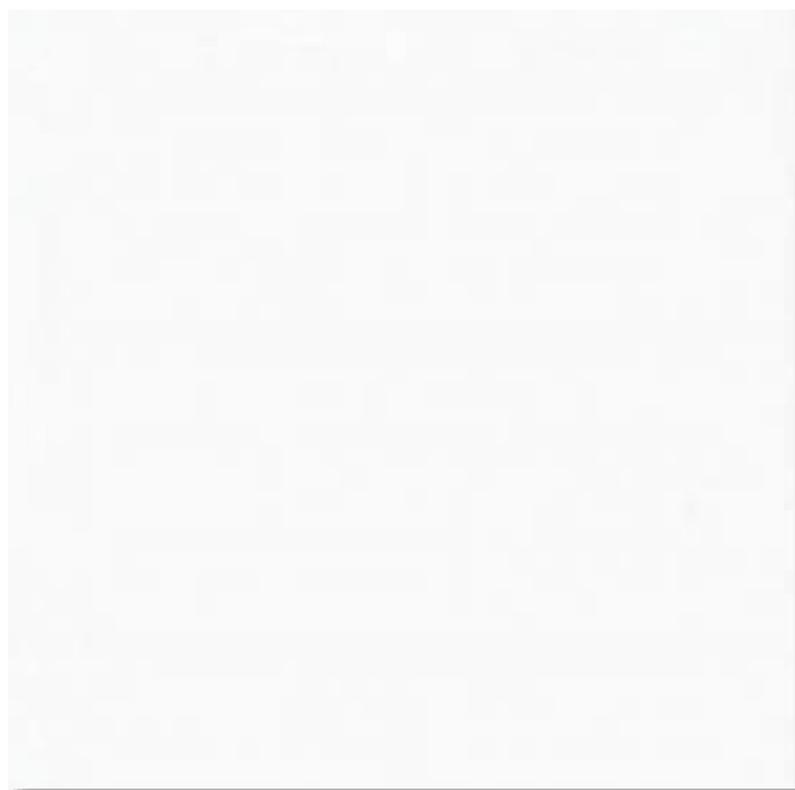
20x20
Punta di diamante



20x20
Pentagono



30x30



50x50





Sabbia



Sughero



Giustrella



Calendula



Liscio



Acanto



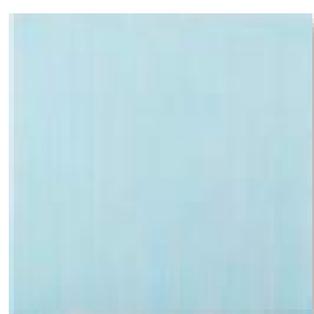
Lavanda



Rosolina



Hocketta



Pervinea



Fiordaliso



Pomice





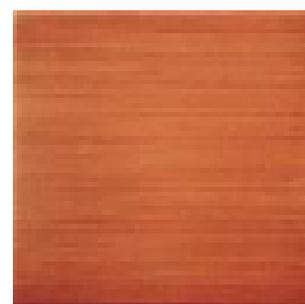
Avana



Giallo



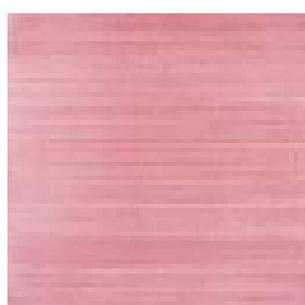
Arancio



Rosso Bruno



Ricotta



Rosa



Rosso



Manganese



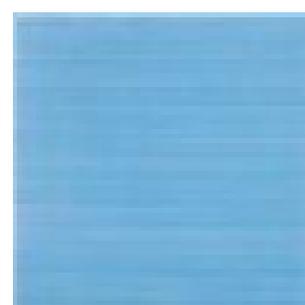
Prugna



Lilla



Azzurro



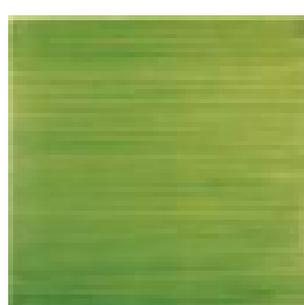
Vanadio



Turchese



Blu



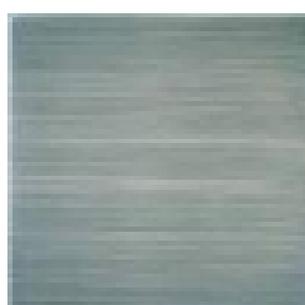
Verde Certosa



Verde Marcia



Verde Ransina



Grigio

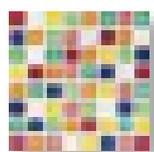


Basalto



Nero

mosaico Vietrese



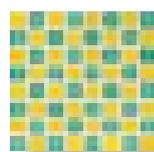
A Vietri sul Mare, la tradizione del Ceramiche esiste da tempo, molte piante, molti elementi di arredo e di architettura venivano

abbelliti e rifiniti con i cocci di ceramica, che non erano altro che pezzi di piastrelle rotte impiegate come i mosaici.

In particolare, nella pavimentazione di alcune piazzette della Costiera Amalfitana, si vedono tuttora bellissime decorazioni create con piccoli pezzi di piastrelle colorate e decorate.

Negli anni '50 si inizia ad usare, sempre a Vietri, come piastrelle di rivestimento, dei piccoli formati rettangolari con finiture pennellate a mano. Nasce, così, il Mosaico Vietrese della Ceramica Francesco De Majo.

Piccoli frammenti di colori e decori fatti a mano che creano motivi di trine, pizzi, merletti per pavimenti e rivestimenti.



In Vietri sul Mare, the tradition of the Ceramiche exists for a long time, and so many squares, many urban furnishings and

architectural elements were embellished by these tiles pieces, cocci (broken tiles) employed like a mosaic.

In particular, in the flooring of little squares of the Amalfitan Coast it is still possible to see beautiful ornamentations created from little decorated and coloured pieces of tiles.

In the 50s, always in Vietri, some little rectangular pieces of handmade decors and brushstroke tiles were used also as covering. The Vietrese Mosaic of Ceramica Francesco De Majo is born. Small fragments of colors and hand-made decorations that create modalities of trine, pizzi, merletti (lace) for floors and walls.



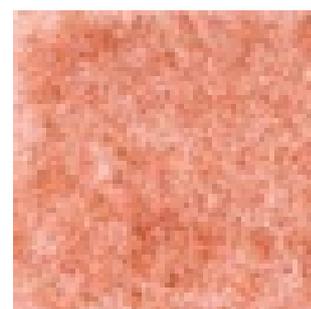
Avana



Giallo



Arancio



Rosso Bruno



Biscotto



Rosa



Rosso



Manganeso



Prugna



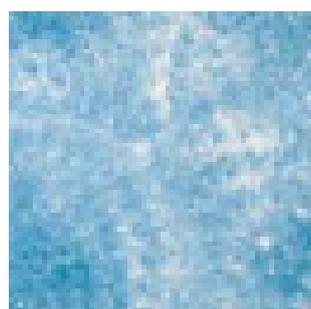
Lilla



Azzurro



Vanario



Turchese



Blu



Verde Certosa



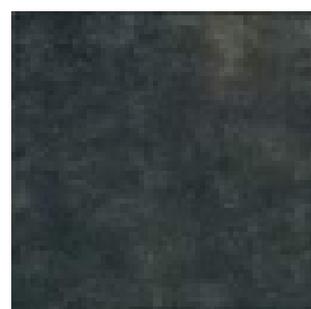
Verde Marcio



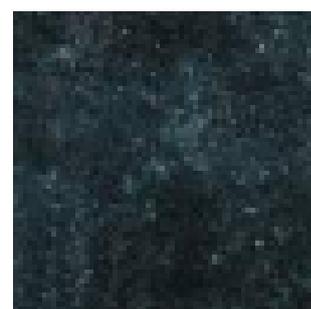
Verde Ramina



Grigio



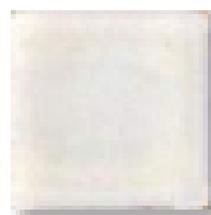
Basalto



Nero

mosaico Vietrese

Formati



2,5x2,5



2,5x5 Bianco Vietri



2,5x2,5

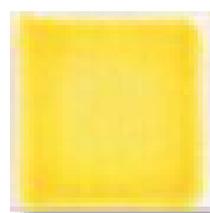


2,5x5 Cotto Naturale

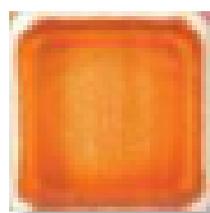
Colori Pennellati a mano



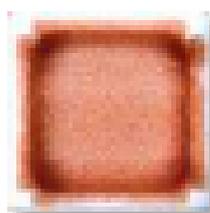
Avana



Giallo



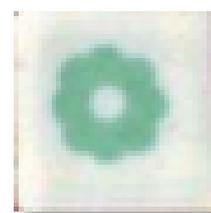
Arancio



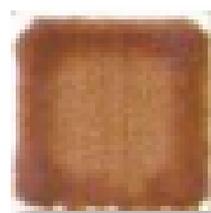
Biscotto



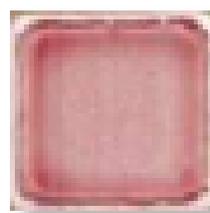
Rombi



Papavero



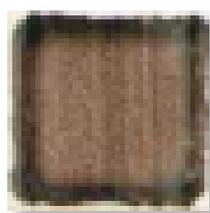
Bruno Rosso



Rosa



Rosso



Manganese



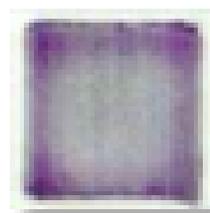
Sirio



Palmetta



Prugna



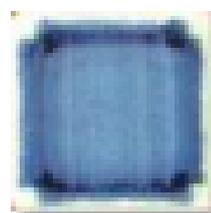
Lilla



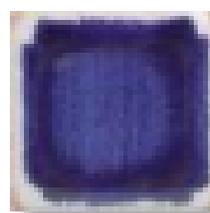
Azzurro



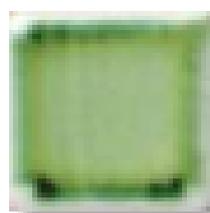
Vanario



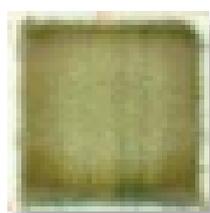
Turchese



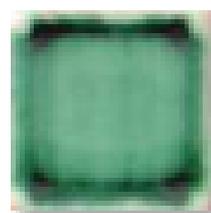
Blu



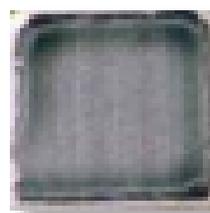
Verde Certosa



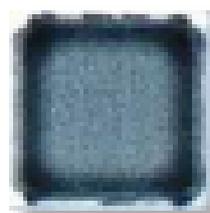
Verde Marcio



Verde Ramina



Grigio

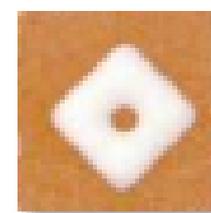


Basalto

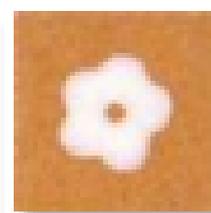


Nero

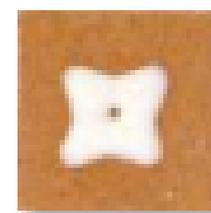
Decorazioni su Bianco Vietri



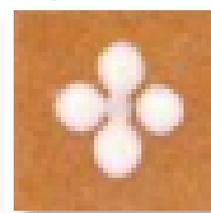
Rombi TM



Papavero TM



Sirio TM



Palmetta TM

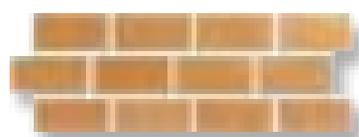
Decorazioni Terra Mia

Il bianco Vietri, il cotto naturale, il pennellato e le decorazioni a mano possono essere realizzati nelle tonalità Quercia e nelle finiture delle Caselle, offrendo la possibilità di personalizzare la gamma di tutti i prodotti. Le decorazioni a mano possono essere realizzate in tutte le gamme dei colori del pennellato.



mosaico Vietrese

Balza 7,5x20



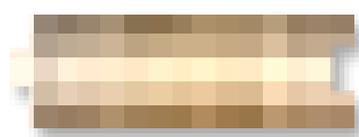
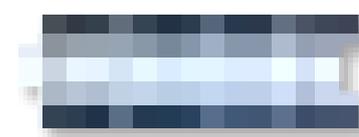
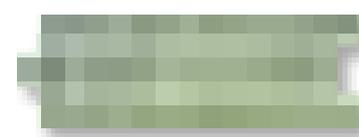
Cotto naturale



Bianco Vetri



Pennellato Arancio

Cotto naturale
Bianco VetriBianco Vetri
Pennellato BluPennellato Arancio
Pennellato Verde Certosa

Cordonetto 2,5x22,5



Cotto naturale



Bianco Vetri



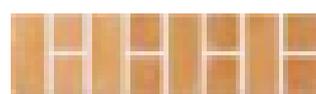
Pennellato Verde Ramina



Cotto naturale, Bianco Vetri

Bianco Vetri
Pennellato GrigioPennellato Verde Certosa
Pennellato LillaBianco Vetri
Palmetta TMPennellato Blu
Rombo Blu

Ordito 5x20



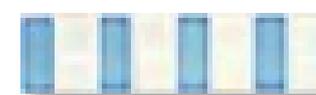
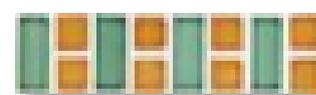
Cotto naturale



Bianco Vetri



Pennellato Varesio

Cotto naturale
Bianco VetriBianco Vetri
Pennellato ArancioPennellato Verde Ramina
Pennellato Arancio

Falpalà 5x20



Cotto Naturale



Bianco Vetri



Pennellato Nero



Bianco Vetri, Cotto Naturale

Bianco Vetri
Pennellato TurchesePennellato Arancio
Pennellato BluBianco Vetri
Piquero TMPennellato Arancio
Sino Arancio

Fettuccia 2,5x20



Cotto naturale



Bianco Vietri



Pennellato Verde Massimo



Cotto naturale, Bianco Vietri



Bianco Vietri
Pennellato Vanario



Pennellato Giallo
Pennellato Rosso



Bianco Vietri
Sirio TM



Pennellato Manganese
Rambo Manganese

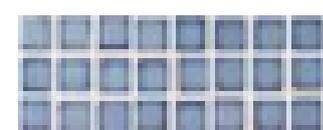
Nastro 7,5x20



Cotto Naturale



Bianco Vietri



Pennellato Azzurro



Bianco Vietri, Cotto Naturale



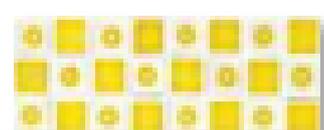
Bianco Vietri
Pennellato Turchese



Pennellato Nero
Pennellato Rosso



Bianco Vietri
Papaveri TM



Pennellato Giallo
Papaveri Giallo

Stringa 2,5x20



Cotto Naturale



Bianco Vietri



Pennellato Verde Certosa



Bianco Vietri, Cotto Naturale



Bianco Vietri
Pennellato Blu



Pennellato Giallo
Pennellato Vanario

Gala 5x20



Cotto Naturale



Bianco Vietri



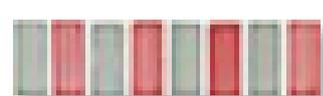
Pennellato



Bianco Vietri, Cotto Naturale



Bianco Vietri
Pennellato Vanario



Pennellato Grigio
Pennellato Rosa

Chiacchierino 5x22,5



Cotto Naturale



Bianco Vietri



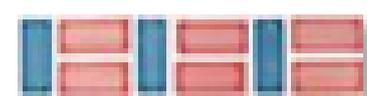
Pennellato Bruno Rosso



Cotto Naturale, Bianco Vietri



Bianco Vietri
Pennellato Azzurro



Pennellato Turchese
Pennellato Rosa