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Made a mano introduces the new brand Madea

In occasion of the M&O 2019 show, Made a mano introduces MADEA Srl, the new brand of Parrinello Group and the last collections born from the **lava stone's manufacturing** coming from Etna in three different finishes: **smooth lava stone (PLL)**, **bush-hammered lava stone (PLA)** and **partridge's eye (PLO)**.

Madea was born in Caltagirone Sicily, a little town (nowadays Unesco heritage) with a thousand-year story of the ceramic manufacturing. Madea's products tell about the **hand-made abilities of a long-standing experienced men**, of a know-how – like the **ancient manufacturing technique** of majolica and ceramic tiles – today renewed by Rosario Parrinello and about advance guard technologies.

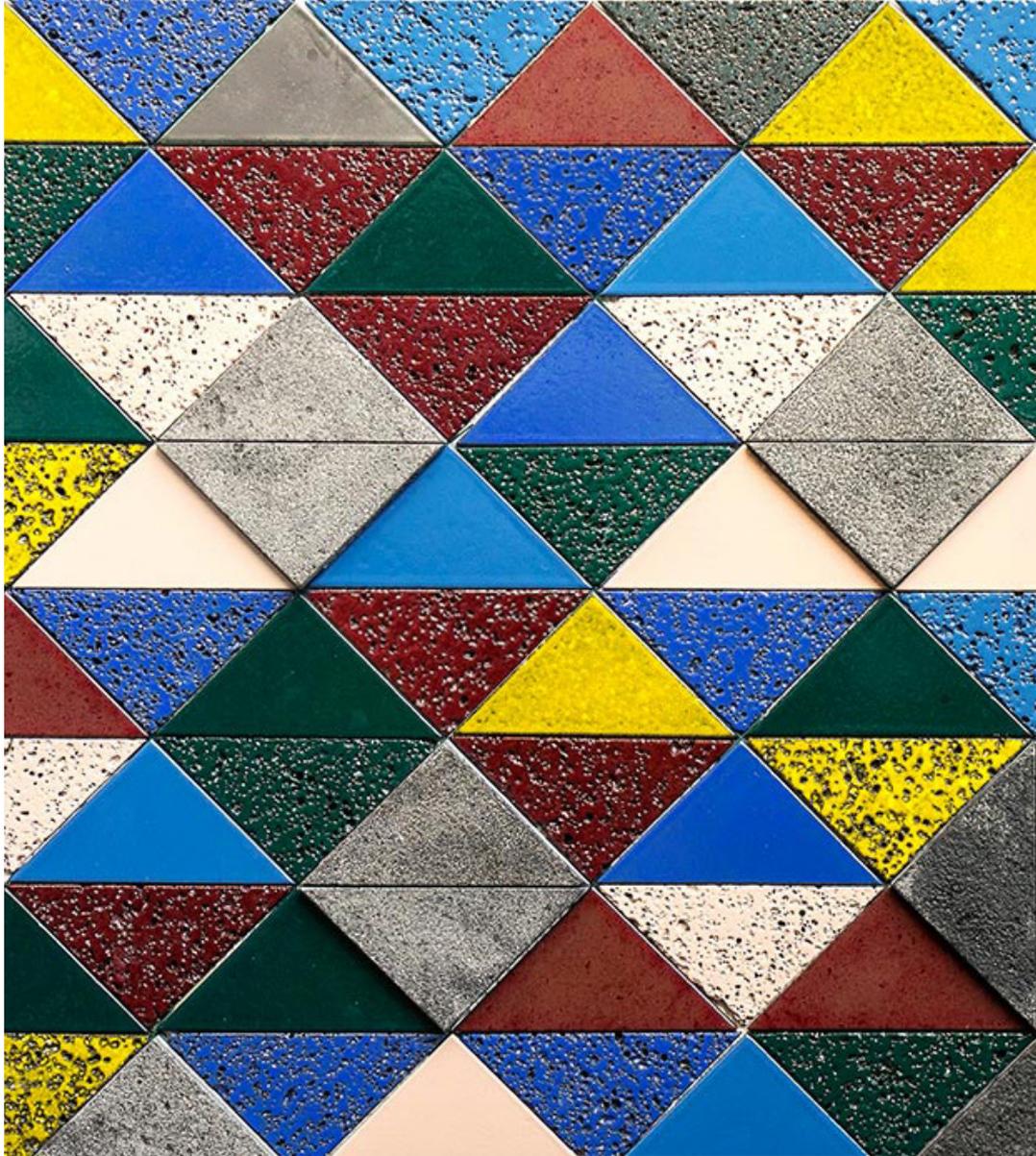
This year, it introduces in Paris the traditional patterns but also the collections born from the perfect shape par excellence: the **triangle**, a tribute to **Etna volcano** that becomes inspirational source and primary matter to shape. The insertion of this material and this shape into the ceramic's universe means to increase the possibility to make **new finishes**. Thanks to its **modularity**, it is possible to create different compositions for different applications in the architecture and design's world: surfaces, planes, tiles, benches, etc., suitable for interior and exterior and for each climatic situations.

The colors (the fusion happens at above 1000 degrees), the technique and human expertise hand down beyond 4.000 years and they make these products **unique pieces**, for **tailor-made project**.



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