

Cité and Eliane Launch Itá Thomé Series Inspired by Brazilian Stones



Conceito Cité Arquitetura | Foto: Felipe Franco

The Cities of Rio de Janeiro and São Thomé das Letras are 341km apart. Besides their different characteristics – the first vibrant and urban; the other bucolic and quiet –, they both share something in common: the natural wonders that shape their landscapes and inspire those who visit them. Against this backdrop, Cité Arquitetura launches its new co-creation with Eliane.

Similarly to Ardósia, Itá Thomé series is a tribute to Brazilian stones. Inspired by rocks and caves endemic to Minas Gerais, the porcelain tile surface brings the complexity of stylized textures and digital embossments. An authentic and sophisticated aesthetic, with unique shades, designed to enhance architectural projects.

The novelty of the Milo Collection stresses the sensory richness of raw materials found in nature with a strong appeal for a therapeutic and light design.

“

"It rescues the value and all the potential of national stones. For many years, the São Thomé stone, the inspiration for the new pieces, was widely exported, while we were left with only its residues. It was fascinating to reinterpret its new uses. Itá Thomé essentially celebrates our cultural and affective legacies through materials and textures," Cité's architect Celso Rayol affirms.



Cité Itá Thomé Orla MA 26,4,59cm | Foto: Reprodução

History of Brazilian Houses

From São Thomé das Letras to the popular imagination, the Brazilian stone was all the rage in the 1970s and 1980s, used in coatings and landscaping throughout Brazil and the world. Filled with such references and memories, the new series introduces four new shades: Carbono, Gris, Orla, and Tabatinga, as well as embossments that enhance the perception of veins and unique characteristics of raw materials.



Cité Itá Thomé Orla MA 26,4,59cm | Foto: Reprodução



“In the past, Thomé was a better known for its pools, both in clubs and in homes. Our proposal probes the identity of Brazilian houses and its imagination, reshaping it to keep up with current times,” Cité Arquitetura's architect and partner Fernando Costa states.

Digital Sensoriality

To materialize the design of the Itá Thome series, Cité's office turned to technology as a form of innovation. Reinterpreting the São Thomé stone, the digital embossments add a layer of sensoriality to the surfaces, bringing them closer to the natural.



Conceito Cité Arquitetura | Foto: Felipe Franco

Sense technology accurately replicates shapes and textures found in nature. With an exceptional result, Itá Thomé's design is reproduced perfectly and in a special way.



"With this digital technology we bring modernity to the look of the pieces. This approach, which combines tradition and trendiness, shows how updating such an iconic element is possible, without losing its essence," Rayol concludes.

About Eliane:

Quality, technology, groundbreaking spirit, innovation and sustainability are some of the words that best describe Eliane. With more than 60 years in the market, the brand, which was the first to manufacture porcelain tiles in Brazil, conducts its business based on the

commitment to innovate in everything it produces. The brand has the largest and most complete portfolio of ceramic coatings. The nine manufacturing units are distributed in two hubs. Additionally, the brand has Casa Brasil as a showroom in São Paulo, and on its distribution center in the United States. Eliane's products are found in more than 80 countries and, in Brazil, in more than 15 thousand points of sale. To learn more about Eliane's solutions, please visit: eliane.com and [@elianerevestimentos](https://www.instagram.com/elianerevestimentos).

About Cité:

Cité Arquitetura, founded by architects Celso Rayol and Fernando Costa, was born in the city of Rio de Janeiro in 2012. With a cross-disciplinary team, prepared to design at different scales and programs, the main pursuit in the office's projects is to facilitate an exchange with the surroundings, either through the presence of nature and landscape, or through the approach of the neighborhood life and the daily life of the streets. The firm has awarded works inside and outside Brazil, with winning and finalist projects in awards such as Building of The Year, by ArchDaily international; Work of the Year, by ArchDaily Brazil; AsBEA-RJ Award; Domus Conservation Award, from University of Ferrara, Italy; Build Awards, by the English magazine BUILD; and Saint-Gobain Award, by AsBEA; in addition to publications in PROJETO Magazine, Galeria da Arquitetura, Design Milk, Yellowtrace, and MINI Buildings. For its body of work, Cité was named Most Client-Focused Residential Architecture Studio by BUILD Magazine in 2021, won the Architect of the Year award by Destaques Ademi-RJ 2022, and had its trajectory told in Monolito #53, integrating the group of large offices in the country published by the publisher. To learn more, please visit: citearquitectura.com.br and [@citearquitectura](https://www.instagram.com/citearquitectura)

Contact Eliane's Press Relations:

Vivian Vierne
vivian.vierne@mohawkbr.com