

Arthur Casas and Collection Oloria: The Recovery of Ceramics with a Technological Soul

Studio Arthur Casas, one of the greatest names of contemporary Brazilian architecture, releases the Collection Oloria in partnership with Eliane, in a true tribute to ceramics in its most authentic essence. The starting point for the creation of Oloria was the search for a product that could bring the incomparable beauty of ceramics and its nuances back, translating this tradition into pieces that celebrate light, color, and texture in an ingenious way.

According to Arthur Casas, the inspiration for the collection came from a personal experience: a visit to the iconic Casa Zalszupin in São Paulo. There, the handmade ceramics of the floor evoked childhood memories and the desire to reinterpret this material so emblematic of Brazilian architecture.



Conceito Arthur Casas



“The raw pottery was trendy in the 1970s, and I wanted to bring firing back through Olaria. The main point of this collection is not only the color of ceramics, but the various nuances that the firing allows, and that translates into a unique identity for each piece,” the architect reflects.

DUO Technology: Inside and Outside Home

One of the highlights of the collection is the DUO finish, an unprecedented innovation in the Brazilian market. This technology allows the sensory texture of the pieces to be equally effective for indoor and outdoor areas. Through its softness for indoor environments and resistance for outdoor areas, DUO enables fluid and integrated architecture, valuing signature and versatile projects.



SAC Olaria MOS Fuligem DUO 29x57,4cm Foto: Onze Trinta Studio Criativo Produção: Debora Apsan

Customization with Modularity

The Olaria series also stands out for modularity, a trend that allows maximum customization. The concept of “planned clutter” combines varying sizes that fit

seamlessly together, creating peculiar, rich floor designs. In addition to the traditional rectangular and square shapes, the collection is available in mosaic (MOS) and hexagon (HEX) versions.

Alluding to mosaics and hexagons, the pieces bring a handmade and rustic character, with uneven cuts made by hydroblasting – a technology that gives more naturalness to the edges of the pieces.



SAC Olaria Hex Duna DUO 87,7x88cm Materia Calcario NA 80x80cm Materia Gesso NA 80x80cm Bali Camel AC 19,7x120cm

History of Ceramics

Olaria is more than a coating; it is a tribute to the clay and traditional firing of old ceramic kilns. The pieces display a rich and tactile aesthetic: the slightly oxidized surface, the soft dark spots that resemble soot, and the crumpled embossment that invites the touch. Inspired by the stories of ceramics, the collection underlines the craftsmanship and authenticity of the pieces, meanwhile it approaches the precision of modern technology.

It is about looking at natural raw materials and grasping everything that makes it unique and singular. In the Olaria collection, the series reveals the expressiveness of touch, allowing light to impress its magnitude through inspiring colors and innovative formats. The impact of light on products highlights all the beauty of the extraordinary.

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 Arthur Casas:

Architect Arthur Casas is a founding partner of Studio Arthur Casas, an office founded in 1990. Since then, he has completed several projects, including residential and commercial architecture, corporate urbanism projects, public tenders, and interior and furniture design – both in Brazil and abroad, in cities such as New York, Lisbon, Paris, Tokyo, and Mexico, among others. The projects are annually awarded with internationally and nationally renowned awards, besides being constantly featured in publications by the most influential media outlets in Brazil and abroad.

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