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Cersaie stand with WOW factor

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The tile design studio specialises in the development and creation of unique tiles with high added value. The signature tile firm has been singled out to receive several international design awards in the product design, ephemeral architecture and interior design categories.

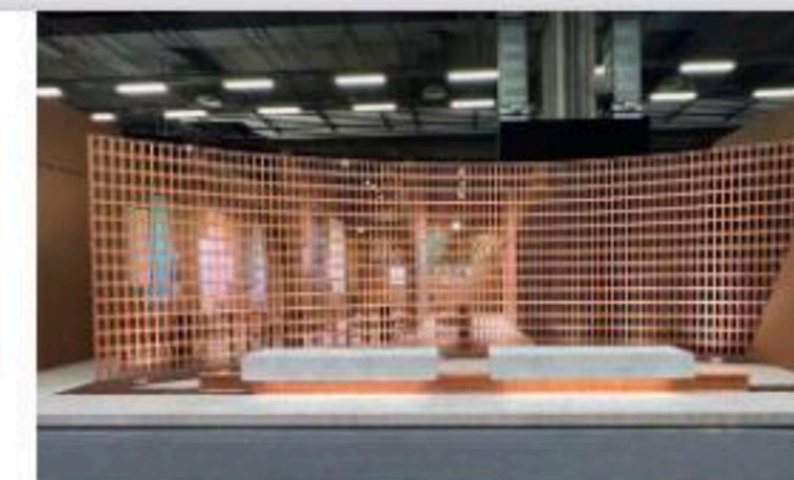
Architectural possibilities

WOW Design and Summumstudio decided to take visitors on an introspective journey to discover different applications for tile materials. The interior of the big permeable ceramic skin revealed the architectural possibilities of ceramic tiles.

The highly distinctive exhibition stand showcased the collections and numerous new products that the design studio had prepared for the coming 2023 and 2024 seasons, tailored to meet the creative needs of interior designers worldwide.

Award-winning designs

WOW has received recognition from



important international design bodies for the creation of stellar designs and stands, which demonstrate the potential of ceramic tiles, forging an international reputation in the fields of innovation and creativity.

WOW's 2023 stand at COVERINGS (USA) was awarded the prize for the best stand. The tile firm was also singled out to receive a prize at the prestigious Casa Decor 2022 Awards for its innovative space, "Unexpected Hamman", designed in collaboration with Summumstudio. This same project was also awarded a prize at the 2023 Spanish Ephemeral Architecture Awards.

WOW's stand at the 2022 edition of CERSAIE won an Emporia de Oro at the Spanish Ephemeral Architecture Awards, and its singular Icon tile model was the winner of the product design category of the 2022 Red Dot Design Awards and 2023 IF Awards.

Full acknowledgement and thanks go to www.wowdesignneu.com for the information in this editorial. ✎