

DUEELLE

Dueelle

Style and innovation

Dueelle, the up-and-coming brand with a tradition of Italian artisan excellence and five generations of expertise in the terracotta industry, has chosen the forthcoming **ICFF** trade show, to be held in New York from 14 to 17 May 2016, to launch its range.

For the occasion, Dueelle has selected four lines of indoor and outdoor pots which best represent its production, showing how a great tradition can be given a fresh, new, **contemporary** look.

The *Mayfair* and *Hampton* pots, for example, are produced using high quality clays and showcase a distinctive chromatic effect which is obtained by mixing colours prepared directly in-house and applying them by hand. Each stage of the natural drying process is monitored by master craftsmen. And the extended firing at 1000 degrees provides the finishing touch, making the pots extremely resistant to the weather and sudden changes in temperature.

All Dueelle creations are **unique** and exclusive. They make look similar, but no two pieces are the same, the result of a process which celebrates the unique nature of the artisan process and whose identity is closely linked to the local area and is a guarantee of quality.

Bringing tradition to progress is the philosophy that has characterised the business over the years. Respect for our origins and a solid technical and productive background are combined with extensive study and development of new shapes and colours to anticipate tomorrow's trends.

Dueelle looks forward to seeing you at ICFF, Level 3, Booth 4019.
