

PRESS RELEASE - Milan Design Week, April 2025

Costiera Amalfitana: Colours, references and inspirations

On the occasion of the Milan Design Week, FIR Italia proposes an event that takes us straight into the heart of one of the most iconic areas of the peninsula: the Amalfi Coast, echoed in the brand new super-iridescent finish of the same name, which captures the unique shades of those lands.

An explosion of color and light, to pay homage to one of Italy's most celebrated corners. For the **Milan Design Week**, the Novara-based brand invites everyone on a journey along the shores of the Gulf of Salerno, where evocative atmospheres are not lacking: from the shimmering sunlight on the sea's surface, to the coastal landscapes studded with lemons—especially the renowned Sfusato Amalfitano—and the vibrant ceramics of Vietri, and beyond.

From April 7th to 11th, FIR Italia will host the “**Costiera Amalfitana**”-themed event at the **Arkiture** venue in **Via Savona 97**. The cylindrical taps Nohea, Cleo and CleoSteel - and above all, the brand new **shower bars of the Outdoor/Indoor program**- will wear a unique dress for the occasion: *Costiera Amalfitana*, a finish that evokes the encounter between the azure blue of the sea and the golden, coppery reflections of the setting sun.

In the garden of the venue, surrounded by lemon trees, FIR Italia also previews the new proposals for outdoor contexts. Featuring built-in shower heads, **the outdoor shower columns are available in four models**: with a 50 mm and 89 mm diameter body, either in the single-mixer variant or in the one with diverter for hand shower.

Made from AISI 316 stainless steel, **the floor-standing shower columns come in brushed steel finish** and, on request, in one of The Outfit finishes - each suitable for outdoor contexts and resistant to weather agents. *Costiera Amalfitana* is more than just a glamorous dress for a design event, but also - and above all - **a tangible case history of the infinite potential in terms of customization** of The Outfit program and its ASP (Advanced Superfinish Process) colour technology.

MILANO DESIGN WEEK | 07-11 April 2025

FIR Italia “Costiera Amalfitana”

Arkiture Showroom - Via Savona 97, Milano



COMPANY PROFILE

For over 60 years, **FIR Italia** has been a leading name in the world of designer taps and mixers, setting the benchmark for bathroom and kitchen fittings in both residential and professional settings. Built on an ambitious company mindset rooted in continuous evolution toward perfection, the brand's offering draws from an idealistic and emotional vision of living spaces - where the senses are reawakened through functionality, comfort, and beauty.

The company's identity is highlighted from the payoff "*Obsessive Design Engineering*". This is FIR Italia's DNA, which consists of the perfectionism and obsessive approach that is behind the creation of its products - such as the **Green Total Look** collections, characterised by eco-friendly materials (primarily **AISI 316L stainless steel**), incorporating "energy saving" solutions and a new generation ultra-minimalist design.

When it comes to **colour**, FIR Italia offers the innovative **The Outfit** programme: a wide and complete range of **finishes**, which have in common both aesthetic excellence and long-lasting durability. *The Outfit* offers finishes with different characteristics, inspired by nature, architecture, interior design and fashion. Each finish is based on a new and innovative technology, called **Advanced Superfinish Process (ASP)**, the result of a cutting-edge blend of production processes. Each finish or colour has its own unique and distinctive formula: a peculiarity that allows custom and bespoke solutions.

The brand boasts several collaborations, including the one with the architect and designer **Francesco Lucchese** - with whom it shared an *Honorable Mention for the XXVI Compasso d'Oro ADI* in 2020 - and a unique partnership in Italy - with **Corian® Solid Surface**, a highly versatile, durable, easy-to-clean and warm-to-the-touch material that, thanks to FIR Italia, has now made its debut in the tapware sector.

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