

Optimum Surfaces at Salone del Mobile 2025: new frontier for porcelain stoneware, beyond every standard

Milan, 8 April 2025

From April 8th to 13th, Optimum takes part in **Salone del Mobile 2025 as an exhibitor**, presenting a groundbreaking vision in the **ceramic surfaces** industry. Its **Booth G15 in Hall 01** becomes the ideal setting to unveil, at the heart of the international design scene in Milan, cutting-edge solutions that redefine the very **boundaries of porcelain stoneware**.

The chosen concept for this debut, ***"Where extraordinary surfaces meet extraordinary stories,"*** encapsulates the essence of Optimum: unique surfaces, born from the encounter between **bold design vision, advanced technology, and a deep commitment to sustainability**.

In particular, the **brand's signature [slab format, 1840x3300mm](#)**, marks the beginning of a new era for porcelain stoneware, offering unmatched products on the global market. **The entire product catalogue is available in 20mm thickness and three refined finishes: Natural, Polished, and the new Soft Touch**, distinguished by its unexpectedly smooth and velvety feel.

[Sustainability](#) lies at the core of Optimum's philosophy—both in its production processes and in the products it offers. The use of state-of-the-art machinery and the integration of targeted technical solutions within its production cycle demonstrate a strong commitment to efficiency and **environmental impact reduction**.

Moreover, the **exclusive 1840x3300mm size** offers **maximum versatility and minimal material waste** during specific processing phases for the furniture and kitchen industries, drastically reducing waste and production scraps.

These principles harmoniously align with the theme of **Salone del Mobile 2025, "Thought for Humans"**—materials designed for people, fostering an authentic connection between **design, nature, and well-being**. A vision that places the sensory and tactile experience of surfaces at the center of contemporary living.

An immersive exhibition journey designed for Salone del Mobile

Optimum's booth offers an **immersive experience through a circular gallery**, where **full-size 1840x3300mm slabs** fully express the **[brand's identity](#)**. A journey through **three signature effects** from the collection—**marble, stone and materia**—allows visitors to appreciate the dramatic visual impact and versatility of these surfaces.



At the heart of the exhibit, the transformative potential of ceramic material takes shape in an **exclusive living space**, distinguished by an iconic element: a fireplace crafted with **large slabs from [Gold Laurent](#) and [Borghini](#) collections**, laid in a **bookmatch pattern** for an enveloping and striking aesthetic.

Additionally, a **round table with a 180 cm diameter and 20 mm thickness top** - featuring **Taj Mahal collection**, a one-of-a-kind application for porcelain stoneware - demonstrates the endless design possibilities offered by Optimum, opening up new business opportunities in interior design.

Sustainability and warming design: the beating heart of Optimum booth

The **fireplace** is not only the centerpiece of the exhibition, but also a **symbolic hearth of hospitality and sustainability**. This captivating element showcases the aesthetic potential of [Optimum's large slabs](#), highlighting the interplay of light, warmth, and material depth in an expression of exclusive beauty and innovation.

This concept also resonates with the presence of **Euroluca 2025**, the Salone section dedicated to lighting. **Light and fire—both elemental forces—**converge within the Optimum space, crafting an environment that embraces a **conscious design philosophy**, one that honors nature and its rhythms

There is also a subtle connection to one of the most anticipated installations of Salone del Mobile 2025: ["La dolce attesa"](#), with a special contribution by **Oscar-winning director Paolo Sorrentino**. Just as the filmmaker narrates the poetry of time passing, the warmth of the Optimum space invites visitors into a **sensorial journey**, one that encourages slowing down, observing, and reconnecting with the essence of matter.

Finally, this remarkable debut at **Salone del Mobile 2025** is dedicated to a figure who left an indelible mark on the international ceramics scene and, most profoundly, on Optimum: **Paolo Mularoni, President of Ceramica Faetano and Del Conca USA**, recently passed away. The flame at the heart of the booth becomes a tribute: a light that continues to guide us, honoring his visionary spirit and legacy.

Through this participation, Optimum aims not only to present truly revolutionary products, but also to tell a **story of passion, innovation, and environmental responsibility**—perfectly in tune with the trends of contemporary design, where excellence in materials and sustainability converge.

Salone del Mobile 2025 thus becomes the most prestigious stage to share this vision, **welcoming architects, designers, and enthusiasts** into a space that celebrates creativity and Italian craftsmanship.

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