

ELLE DECORATION N°390 OCTOBER 2025

COOL BRITANNIA

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Cool Britannia

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ELLE DECORATION BATHROOMS

VOLUME 10





You see the name Patricia Urquiola involved in a project and you think luxury, but her latest endeavour for Duravit is intentionally mid-market. 'The brand had a gap in its portfolio at that price point and asked me for a design that stands out from the crowd,' recalls Urquiola. Her response is the 'Balcoon' collection, which combines minimalist shapes with a bold design aesthetic. Pictured: vanity unit, £1,165; basins, from £168 each ([duravit.com](https://www.duravit.com)).



5 minutes with...

Matteo Thun

The designer and co-founder of the Memphis Group reveals the process behind his 'Sensiterre' tiles for Florim



What was the inspiration for this collection? My mother was a ceramist, so my connection with clay and pottery stems from my childhood. It comes naturally to me and, during my years in the Memphis

Group in the early 80s, I mainly worked on ceramic objects. These tiles for Florim draw inspiration from the 'Venere Bianca' collection I created with Benedetto Fasciana for Bitossi in 2014. Named after the ideal woman, the limited, handmade edition of nine vases boasted archetypal shapes and retained the natural qualities of terracotta: its tactility and the beauty of traditional pottery. In collaboration with Florim, we have translated their aesthetic appeal into a tile collection that also meets the needs of contemporary architecture.

What were the challenges of translating your pottery ideas into tiling? When designing the collection with Florim, the goal was to keep the charm of the handmade, the tactility, while meeting today's requirements. The modularity and multiple configurations of small and large formats are key here. Thanks to Florim's expertise and know-how, the tiles are very thin, with a natural colour palette and handmade look that creates a warm atmosphere in any setting. Price on application ([florim.com](https://www.florim.com)).