

TAU

TAU stands at the forefront in design with Energy and Night, the new generation of the Corten series model.

TAU stands for the forefront and innovation in design. The company, for Cersaie 2009, has reserved a significant space at its stand for **Corten Energy** and **Corten Night**, the new generation of models of the **Corten** series, one of the most acknowledged proposals worldwide and that which best identifies the work of the brand.

Corten Energy and **Corten Night** are two dynamic, forceful proposals for porcelain stoneware, which maintain the spirit of the **Corten** series, from the **TAU Metálica** collection, which takes on a new aesthetic form thanks to its inspiration by metals in their purest state. Unsurprisingly, as the **Corten** series is considered one of the most avant garde architectural and interior solutions which has generated the greatest repercussion since it was launched, thanks to its innovative aesthetic concept and exclusiveness, within the uppermost segment of the market worldwide.

Now, **Corten Energy** and **Corten Night** have been developed using new manufacturing techniques which can polish the material to lend it a special personality, with a fire-like appearance, while creating a highly particular iridescent effect which is one of its hallmarks. Both models are available in 45x45, 45x90, 60x60 and 30x60 formats, and in two finishes: natural and polished.



Corten Energy 60x60



Corten Night 45x90

Corten Night adheres to the canons of the **TAU ecotile** range, i.e. over 45% of the tiles' composition uses recycled materials as part of the company's commitment to conserve and respect the environment, one of the company's major pledges.

The catalogue of new items which **TAU** is to present at Cersaie 2009 also includes such interesting products as **Mythos**, a porcelain stoneware which imitates the purity of classic pentelic marble, in order to capture and materialise the essence of nature in ceramics.

Refined, elegant, pure, reserved but always beautiful, **Mythos** is available in two versions, polished and natural, which lend it an incredible resemblance to the model on which it is inspired. **Mythos** is available in 25x36, 45x45, 45x90 and 60x60 formats and five chromatic tones.



Mythos Tierra 45x90

Also noteworthy is that **TAU** has designed **Corten Energy** and **Mythos** in the **TAUfine** version, the new ultrafine and light porcelain which reduces the thickness by over 50% compared to the traditional models, bringing it down to 5 mm. This is an innovative proposal, ideal for rehabilitation and architecture. **TAUfine** is a commitment to ecology, cost saving in materials and at the forefront of construction, in line with the R&D&I which **TAU** has used since its beginnings and which have made it a worldwide benchmark.

TAU, coinciding with Cersaie, is also launching a new format, the 20x60, a new proposal to meet one of the new demands in the marketplace, always seeking out larger formats.

There are several models, such as **Fiber** and **Point**, two casual and highly dynamic proposals, which are highly colourful and use geometric patterns, and **Arun** and the **TAU Luminia** collection, which includes the **Alenda-Beires** and **Massa-Samaná** series, more classical, reserved and refined.



Fiber 20x60



Point 20x60



Massa-Samaná



Beires-Alenda



Arun-Hebra

The new features of **TAU** for this season are supplemented with **Dessau** (45x45 and 60x60), a lapping pavement for top quality atmospheres; **Gravel**, a new model inspired on microcements measuring 60x60 and 80x80, and five finishes, both for interiors and exteriors, and **Hammam**, a polished porcelain which reproduces all the ambience of ancient Turkish baths, thanks to its aged appearance which is available in three colours (gold, beige and black) and four formats (15x60, 20x60, 30x60 and 60x60).

Lastly, the catalogue of **TAU**'s new products contains **Hebra**, a proposal halfway between the bold and classic line which reflects the threads of fabrics, but from an avant garde, innovative stance. **Hebra** has three decorations, Japan, Llovizna and Orvallo, whose finishes resemble raindrops in glass, offering a fresh, relaxing effect.