

CASAMIA

# INTERNATIONAL SANITATIONS

**SINCE 1983** 

#### INTERSAN

The Business. The Idea. The Showroom. The Culture. So the idea that this unit would not be just another "High-end luxury bath & kitchen store" culminates from the fact that this showroom will be a playground for Architects, Designers and Home-Owners alike, where they can run wild with their imagination and creativity. Every square-inch of this 8000 square-foot standalone boutique showroom is a testament to that fact. From the moment a client enters the showroom till the quest and thirst for the best blend is not satisfied our meticulous and tenacious team will be relentlessly focused and persevere till the finest outcome is achieved.













#### CASA MIA & INTERNATIONAL SANITATIONS

Sanitary-Ware trading has been our business for generations, 3rd, to be precise. Established in 1983, International Sanitations started out to be an expansion of an already bourgeoning business. Our first tryst with an International Brand was even before that, since then there has been no looking back (albeit only for good memories and experience) or as the saying goes, the rest is history. Continuing our journey, we had the immense privilege of joining ranks with Casa Mia, a powerhouse in its own rights, to build what would be a collaborative unit called "INTERSAN".

CHEMISTRY · COLLABORATIVE · COLLECTIVE · BESPOKE · EXPERIENTIAL

Design is an expression. An aesthetic expression is art. And boy have we put in our heart and soul into our showroom's design. Every brand has been allocated its own unique space and our mockups have culminated into forming this synthesis of design styles from across the world. Our philosophy is simple and in simplicity lays all true elegance. We aim to keep it simple because simplicity is the ultimate sophistication. With this mindset we aimed for a Gucci-esque design of our showroom while keeping it simple and also involving the global-local of our own heritage and culture albeit in an abstract version. When vou look at our showroom's elevation (façade) you will see an abstract version of our very own Char Minar in a flat plain. With this Design Philosophy we aim to create a benchmark, a yardstick of sorts for incredible, simple, functional and value-based projects for our esteemed clientele.

# DESIGN

# APOTHEGM

#### PRIVACY IS A LUXURY. INDULGE WHILE YOU CAN.







B R A N D S

Alea ABK Ascot Castelvetro Falper Flaminia Florim Rex Geberit Gigacer Gorbon IPF IB Rubinetti Inkiostro Bianco Iris Diesel Iris FMG IWW Kreoo Living ceramics Mafi Mirage Moab 80 Original Parquet Petra Antiqua Petracer Q'in









## TILES





# ALEA

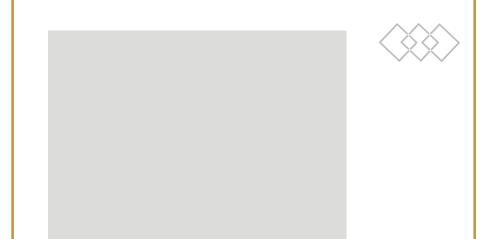




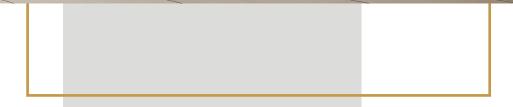
At ALEA we manufacture attractive and innovative ceramic materials for the most prestigious professionals in over 60 countries. Our exclusive finishes make us an international reference because of the enormous care, technological evolution and respect for the environment that we put into our expertise. Since recognition as leaders in nanotechnology PVD in the ceramic industry to the consideration of international reference in design of colors, shapes and surfaces. The ALEA Experience concept allows to present the uses and functions of our metallized ceramic materials targeted to be prescribed and used by architects, interior designers and decorators.





















# F L O R Ι Μ R E X

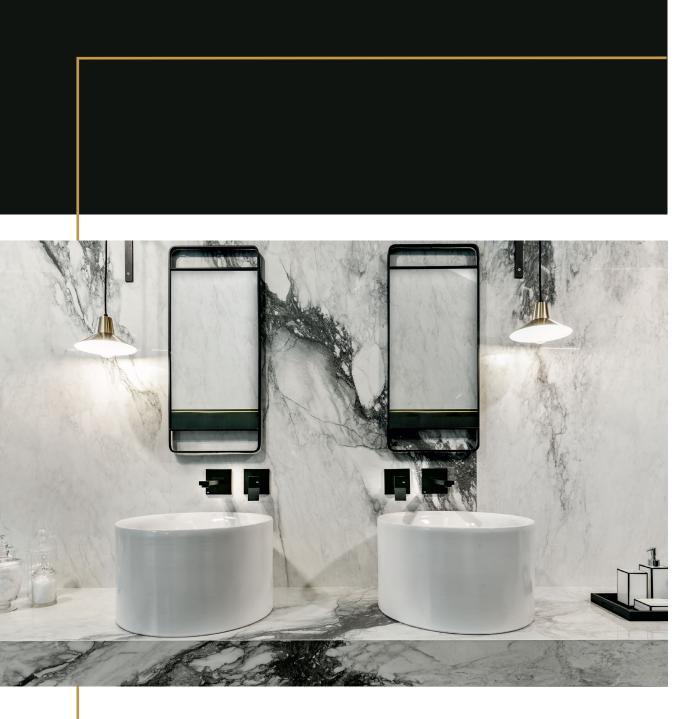


# FLORIM REX

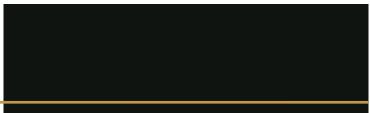
finds the sensual support of the most precious material nature has to offer. Ostentatious luxury or sophisticated elegance. Rex interprets the environment emphasizing the search Those who choose Rex want to immerse themselves in glamour and sensuality. They seek luxury and elegance. They want a modern and pattern tells of stylistic trends that are different but matched by the constant reference to warm and welcoming atmospheres. Rex is the exploration of luxury through the material. Rare, precious and intimately connected to mankind's way of life, the material is reinterpreted to express the concept of the modern ambiance.





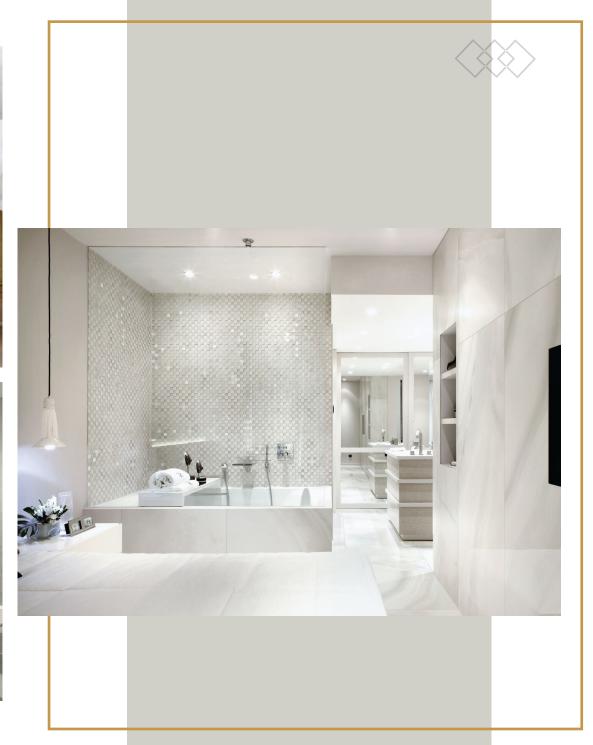




















#### History and Experience Made in Faenza

GIGACER was born in Faenza, the cradle of ceramics and cutting edge of industrial and crafting production technology in ceramic materials. This territory contains the right environment and skills necessary to develop an innovative project in this industry, following the most strict regulations on quality and environment preservation. Experience and technological innovation merge into a new way of producing ceramic tiles: flexible, with high quality and oriented to satisfy an everyday more demanding market. This is our mission, the mission of a modern and innovative company, definitely Made in Italy.



# GORBON







In 1950's, when the Turkish government decided to revamp ceramic tile production in order to support the fast growing real estate investments, GORBON was one of the first ventures to lead the industry. Under the supervision of Prof. Rebii Gorbon; GORBON became the 'love brand of Turkey'.

A very wide range of products from floor tiles to traditional Ottoman wall tiles, from giftware to dinnerware was produced by GORBON and each of them won the respect of Turkish consumers. Many Turkish families in Turkey still treasure their GORBON gifts in their homes. The fame of GORBON spread to the Middle East in the late 1980's, whereby very significant development projects were decorated with GORBON Tiles.





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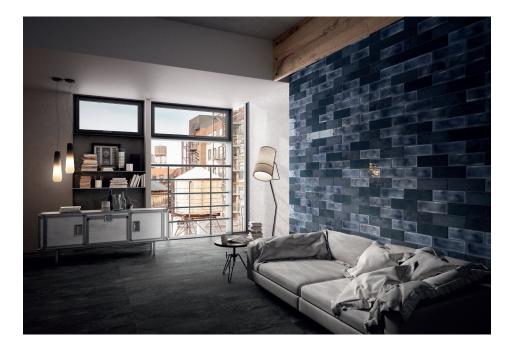
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## IRIS DIESEL

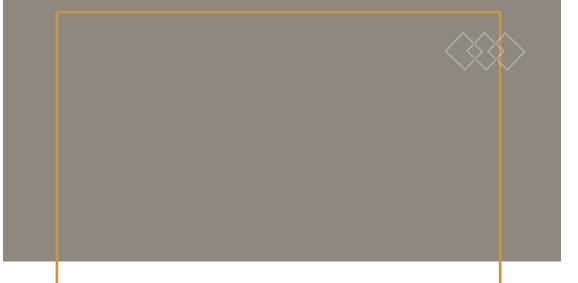


The partnership between Iris Ceramica and Diesel Living has created new floor and wall tiling solutions inspired by the industrial and metropolitan world, for truly eye-catching contemporary homes. Different, opposing patterns such as cement surfaces or visually delicate surfaces move together in a well-reasoned or fantastic game.

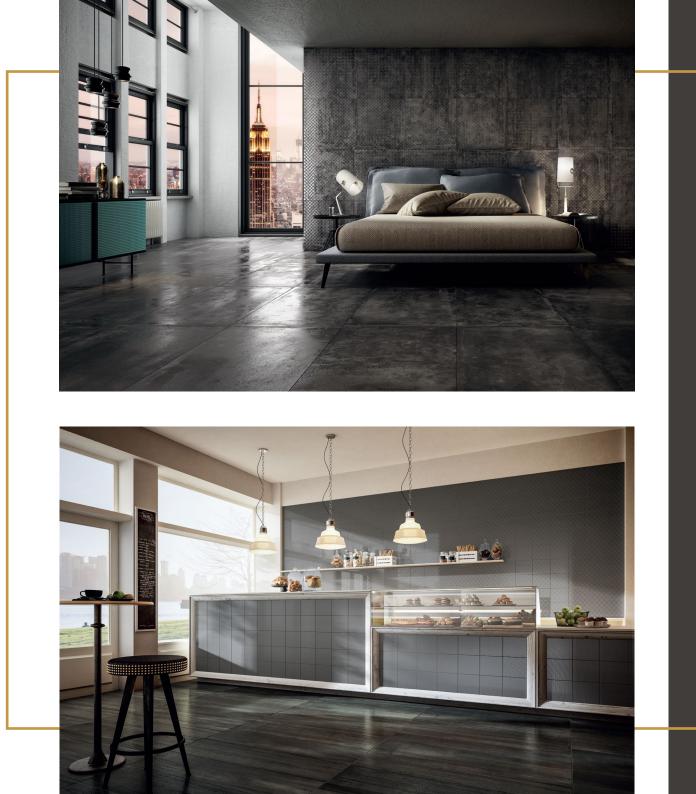
















R I S F M G

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Iris Ceramica is the world leader in the production of ceramic and porcelain tiles for wall and floor coverings for residential, retail and industrial projects. With a range of more than 50 collections totalling over 2500 items, Iris Ceramica has been adding to the prestige of Italian-made coverings world-wide since 1961, and is constantly demonstrating its commitment to the creation of ceramics with high technical and stylistic value, characterised by leading-edge design of an excellence reflected by international prizes and awards. Its creations are the outcome of research and development conducted in-house, a heritage of unique know-how that provides the basis for yet more unique materials. Creations that are evolved by combining the innovation of groundbreaking technologies with the skill of the craft tradition, in absolute compliance with the strictest standards on the sustainability of both process and product. For Iris Ceramica, Quality and above all Quality in Innovation is the keystone of every activity, the value that must underlie its market identity, and which it must systematically deliver to its own partners. It is only through research and innovation that something unique and exclusive can really be created, because it is through the choice of the materials to be placed in the spaces around us that we change our quality of life. Producing transparency through quality of facts.









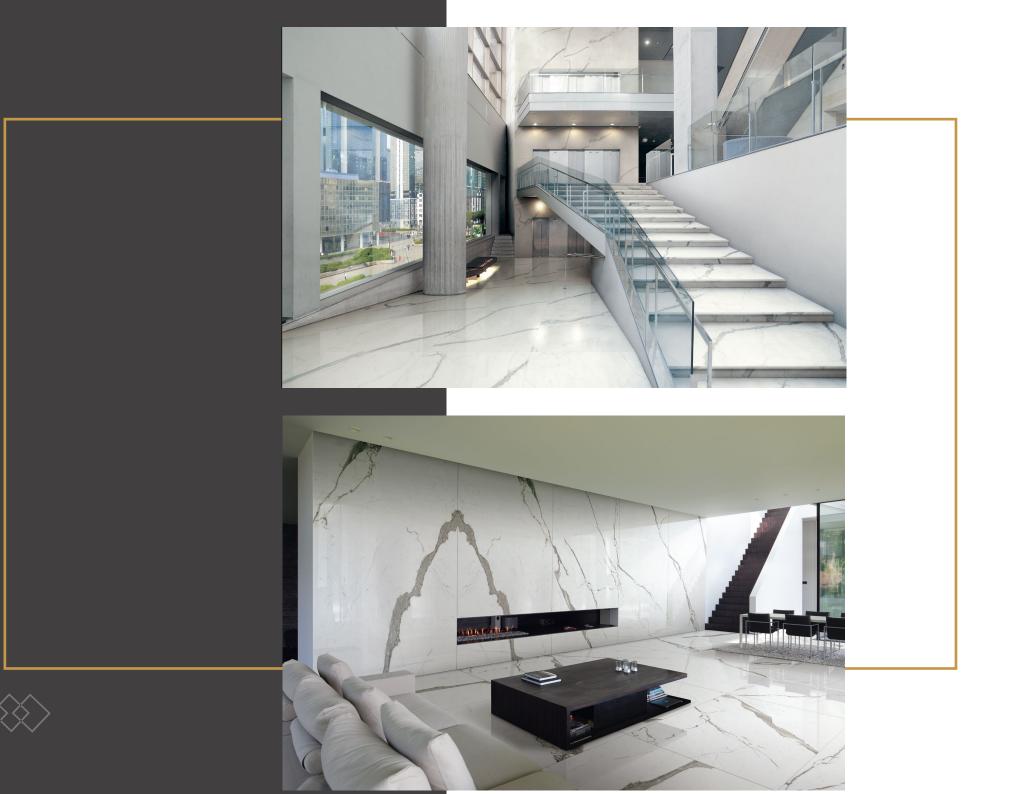


















MIRAGE

Mirage designs and produces porcelain stoneware floors and coverings for commercial, public and residential spaces. Through solid expertise and "know-how", Mirage is able to install ceramic solutions that can enhance any design theme in an environmentally-friendly manner. The staff at Mirage have been designing new living solutions for 45 years, collaborating with more than 160 countries around the world. They place a strong focus on the latest trends and constantly carry out innovative research. Mirage is a guarantee of stability and reliability, ensured by solid experience that has marked milestones in the development of porcelain stoneware. Thorough knowledge of materials, combined with hard work in research and development, has allowed Mirage to offer ever-more innovative solutions synonymous with reliability and quality.

#### Our values and our mission

Mirage engages a unique heritage of skill, passion and efficiency to create the best designs, no matter the size of the project. The company's mission is to represent the excellent quality of Italian ceramic production, and its "Made in Italy" label, throughout the world. Mirage is the ideal voice for design teams and architects as well as retailers and collaborators, which it supports through the delicate stages involved in managing projects and work sites.

#### Quality and design: porcelain stoneware that is constantly evolving

The solutions that Mirage designs and supplies meet the demands of any setting - from airports to shopping centres, homes and public spaces. A vast product range of coverings and floors allows Mirage to meet the technical specifications of very different types of surface small measurements, ventilated facades and raised floors. What allows such great versatility is Mirage's porcelain stoneware, which responds to the highest quality and technical standards demanded by a constantly evolving market.









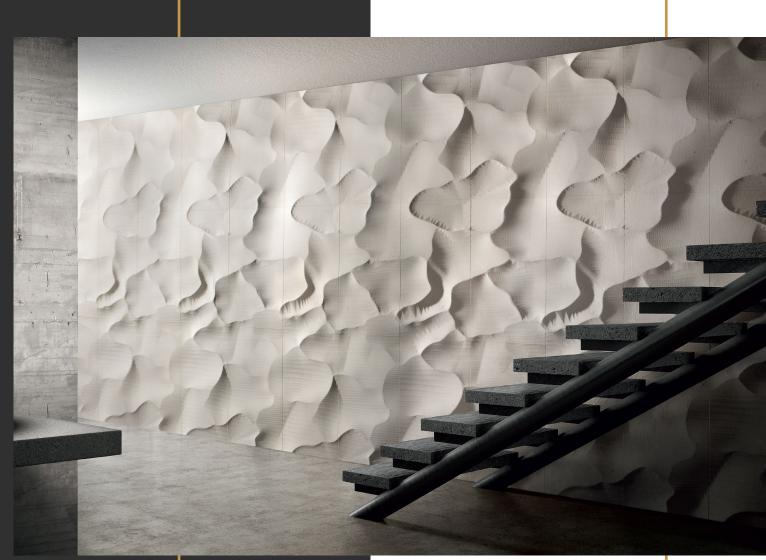
## PETRA ANTIQUA

P E Т R A A N Т Ι Q Ū A •

#### A HISTORY WRITTEN IN STONE

Our journey began in 1995 as a local marble handcraft company, where our founder Marcello Bressan was focused on creating the best in artistic stone craftsmanship. Today, the second generation of the family has successfully continued on this path by integrating the latest technology, blending modern execution with the Italian heritage of unparalleled artisan stonework, opening the door to a new realm of possibilities for designers and architects.

We have continuously evolved our ready-to-ship range to include artistic stone mosaics and decors, floor and wall tiles slabs of various sizes, finishes and innovative textures in almost 40 stone shades. Along the way, we've been privileged to work with design professionals around the world for one-of-a-kind projects that push the limits of stone design to a higher level of finesse and aesthetics.

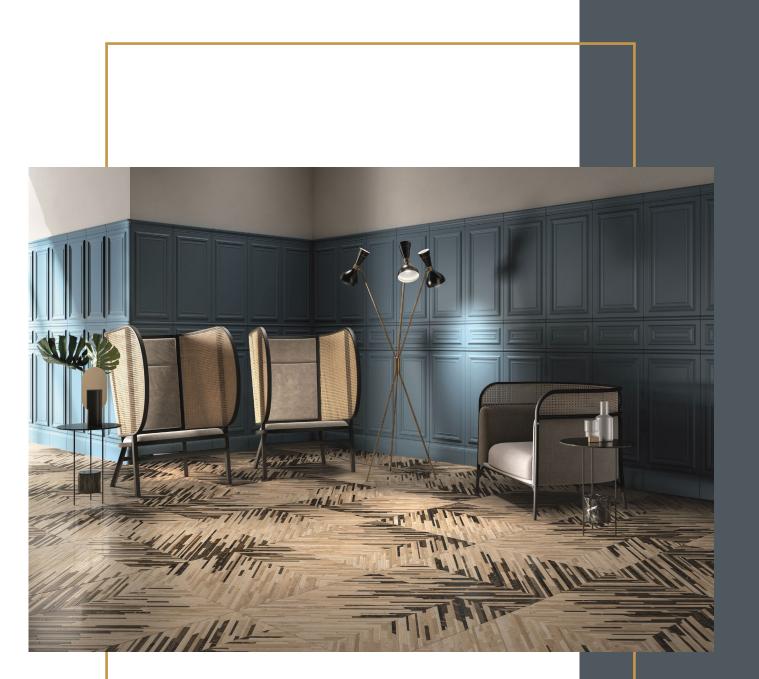














With Petracer's, ceramic returns to its more authentic vocation: Decoration. Decoration intended as an expressive and stylistic force. An ideal of eclectic, multiform, colorful beauty. Beyond fashion and trends. Always looking for an exclusive and refined luxury, thanks to the preciousness of the materials and the interpretation of styles in an authentic and personal key. The ability to dare not one, but many kind of finesses, many different expressions to affirm beauty with passion, character and originality. The great classics

of living, from "boiserie" (woodwork) to déco style and fabrics, are reinterpreted in a contemporary way. Because style and elegance, while interpreting different cultures and tastes, have always been synonymous of Made in Italy.

## FRANK GEHRY

## ZAHA HADID

## **\_E** CORBUSIER

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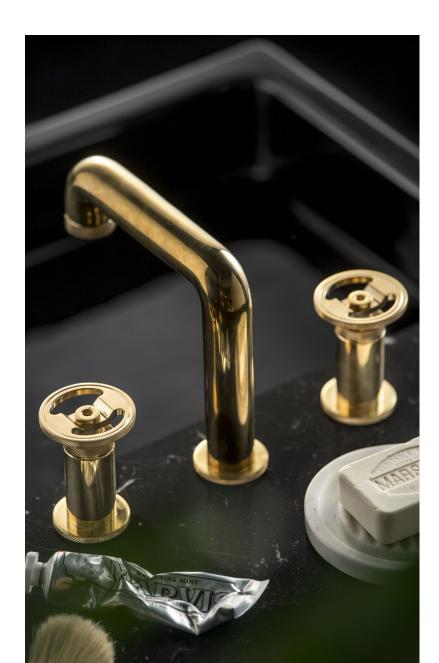
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# NORMAN FOSTER

REM KOOLHAAS

## SANITARY & FITTINGS





F A L P E R



## FALPER





Our furniture has always been the benchmark in the market, both for the originality of the design and for the vision at the base of their creation, made by both internationally renowned designers and young promising ones who draw for Falper.

No smell, no styrene emission: everything is water based and completely natural to the touch. In the finishing department, surfaces are so perfectly prepared to be lacquered glossy or matt, or finished with beautiful wood colours, or also treated with oil and natural wax. Over 100 standard finishes, including any colour in the RAL and NCS folders.

Furniture, washbasins, bathtubs and complements, designed and created one by one: lacquered, sized and layouts arranged according to any needs, to tell the care of an Italian company encompassing all the values of a family, of the work of designers, creators, architects and artisans who infuse their own unique identity. Into each item, an energy that translates into shapes and proportions that make each product an instant classic.

A matter of style. Elegant, modern, designed with a unique, original touch, to reflect my lifestyle. It is made up of furniture, washbasins, bathtubs and accessories, designed and created one by one, lacquered, sized and layouts arranged according to my needs. It is the result of sartorial care but with the latest material-processing technology and production methods. It knows how to respect the world we live in: each panel is certified ecological, all the wood finishes are entirely water-based and all manufacturing waste is recycled. It is the fruit of an Italian company encompassing all the values of a family, of the work of designers, creators, architects and artisans who infuse their own unique identity into each item, an energy that translates into shapes and proportions that make each product an instant classic. It takes the spotlight in any contemporary scene that makes elegance and originality its distinguishing features. It is like me, and how I like to live. It is Falper.









## FLAMINIA

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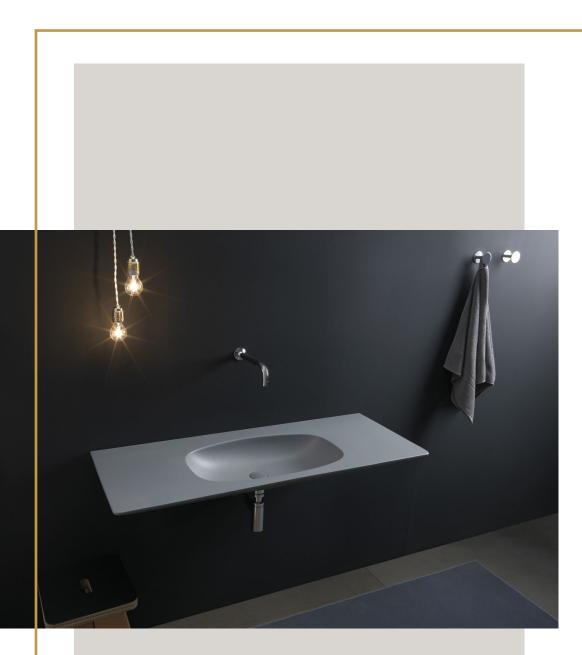
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In 1954, when the Civita Castellana ceramic industry workers went on strike and their demands for better salaries came to nothing, 23 young workers decided to start a company of their own. To find the necessary funds, some of them took loans, others put their plans for a wedding on hold, but all of them, with hard work and undivided commitment, contributed to the realisation of a dream that had seemed impossible: they established Ceramica Flaminia, which in January 1955 began producing sanitary ware.























GEBERIT





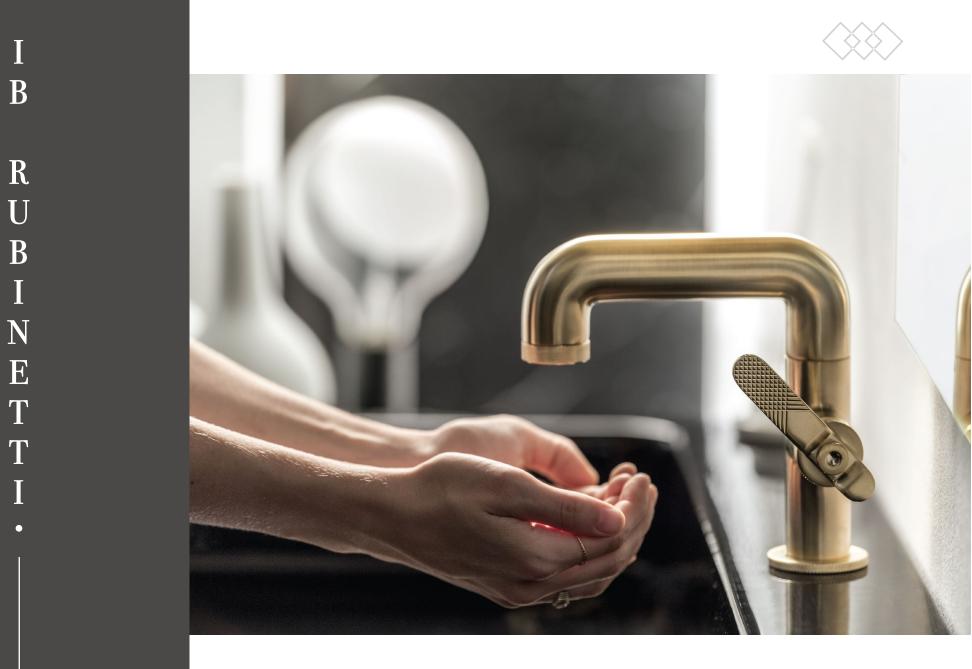
Geberit has a long tradition of quality, reliability and innovation. Since its beginnings in 1874, the company has helped to shape industry developments. Know-How Installed encapsulates the company's philosophy: you can always rely on Geberit solutions.

Through it's acquisition of a range of long-standing ceramic brands, Geberit now has a new look: the reliable technology behind the wall is united with perfectly designed bathroom equipment. With Design Meets Function, Geberit enables end users to experience this new world for themselves and is constantly demonstrating new possibilities for bathroom design.









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## IB RUBINETTI









#### WE ARE FAMILY

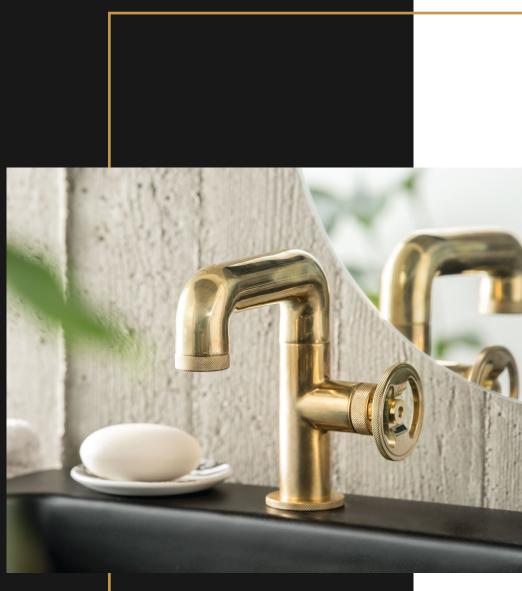
iB is the story of a family. iB was founded by Elio and Antonella, enriched with enthusiasm, desire and love for the work, typical of our land, by Andrea and David. Being part of the world iB means being part of this family. We are iB, we are Elio, Antonella, Andrea and David Bregoli.

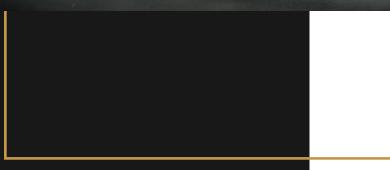
#### The second generation at iB Rubinetterie

After few solo projects, they put their efforts together: on one side the production experience of Davide, on the other side the markets knowledge of Andrea. Together they did MonAmour, Rubacuori, OnAir and AquaBeat.

#### WE ARE MADE IN ITALY

We love our country, we love its ancient and industrial history, we are the result of this. We respect our origins and we cannot imagine not manufacturing in Italy. The history of our country, the culture of design that we are lucky to live and breathe every day dictates our standards and marks our steps. Made in Italy means for us to live our history every day.









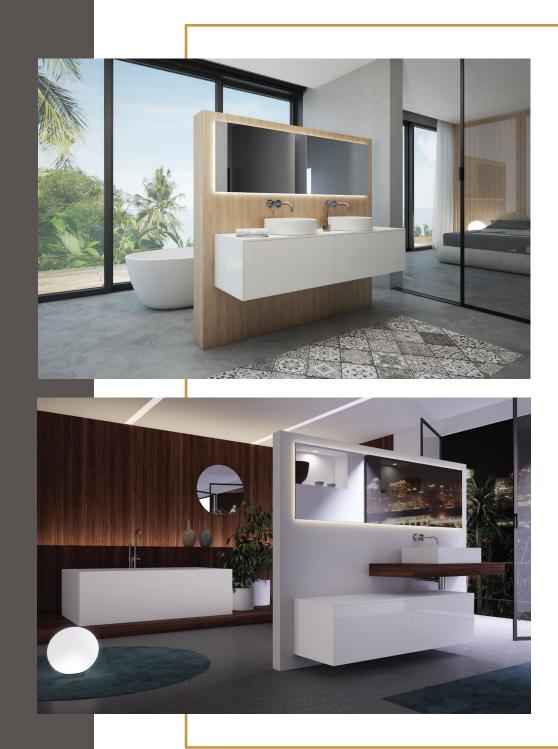




## IWW







Working for many years for others, a couple of dreamers with over 40 years of shared experience in the industry and on a typical Monday morning, were tired and frustrated with the boring normality of the day to day. Invisible barriers, restrictions in expressiveness were all too common, and their ideas were shot down at the very beginning of every presentation. With the expression in mind, 'you die once, but you live every day', the brand Water & Wellness was sparked into life. With a clear vision of change and innovation, they set out to explore every opportunity to create products with a unique personality. Combining beauty, elegance, comfort, and quality of life into every product meticulously designed and fabricated.

International Water & Wellness today, with its corporate offices in London and facilities in Spain, has quickly become a symbolic brand between architects and designers. Hospitality, commercial, and residential is its strength, and not only does it provide maximum quality, but it's also always at the forefront of design. It can adapt to the client's requirements, molding the product to exactly what is required, and is capable of transforming any bathroom into a lifestyle statement.

The IW revolution has begun, and we invite you to join us on our journey.











Since 1994, with the innovative "Plano" furnishing proposal, MOAB80 places Design's contribution in the center of business project, which has got a strategic importance for the company development affecting its image, brand and its capability to propose innovative solutions. The design integration into the corporate strategy has represented and still represents a driving force of growth and interpretation of complex modernity. MOAB80 has been exploring areas of taste for over twenty-five years, keeping style and identity. The challenge is aimed at interpreting codes of change that can also mean bringing to light aesthetic visions that have not yet emerged, giving their own interpretation of innovation that cannot be ignored. The stylistic code is simplicity, understood as a sophisticated process of selection of forms and substance. The macro areas are the formal and informal ones which can be translated into both products and infinite systems. For expressive and innovative strength, of particular importance was the introduction of an icon of informal style: concrete. Of great potential, innovative strength and poor appearance, concrete has gained a place of honor in interior design and acquired a highly aesthetic added value. It has in itself a cultural content that has made it a precious stone selecting several admirers because it expresses and represents luxury in the form of understatement. Expertly manipulated for interior purposes, it is capable of creating unified and refined environments.









Q'in is born as brand of the Vetreria Gobbini, solid reality and affirmed, to contact with the market of the furnishings from over 20 years. The quality of the realizations pushes the ownership to give life to a line of products and exclusive collections that show the cleverness of the group in the art of the workmanship of the glass. The collections of bathroom furniture signed by Q'in, is a mix of artisanal experience and industrial capabilities, directed at achieving a product of total artistic and constructive perfection.













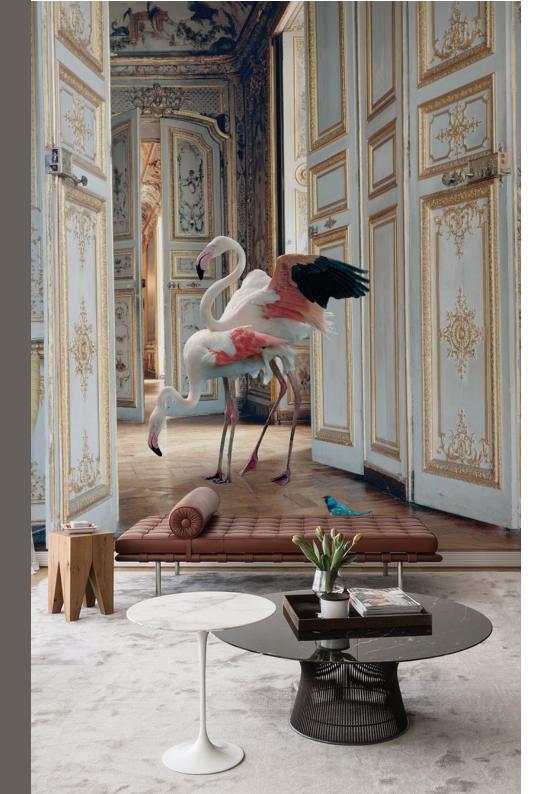
### WALLPAPERS







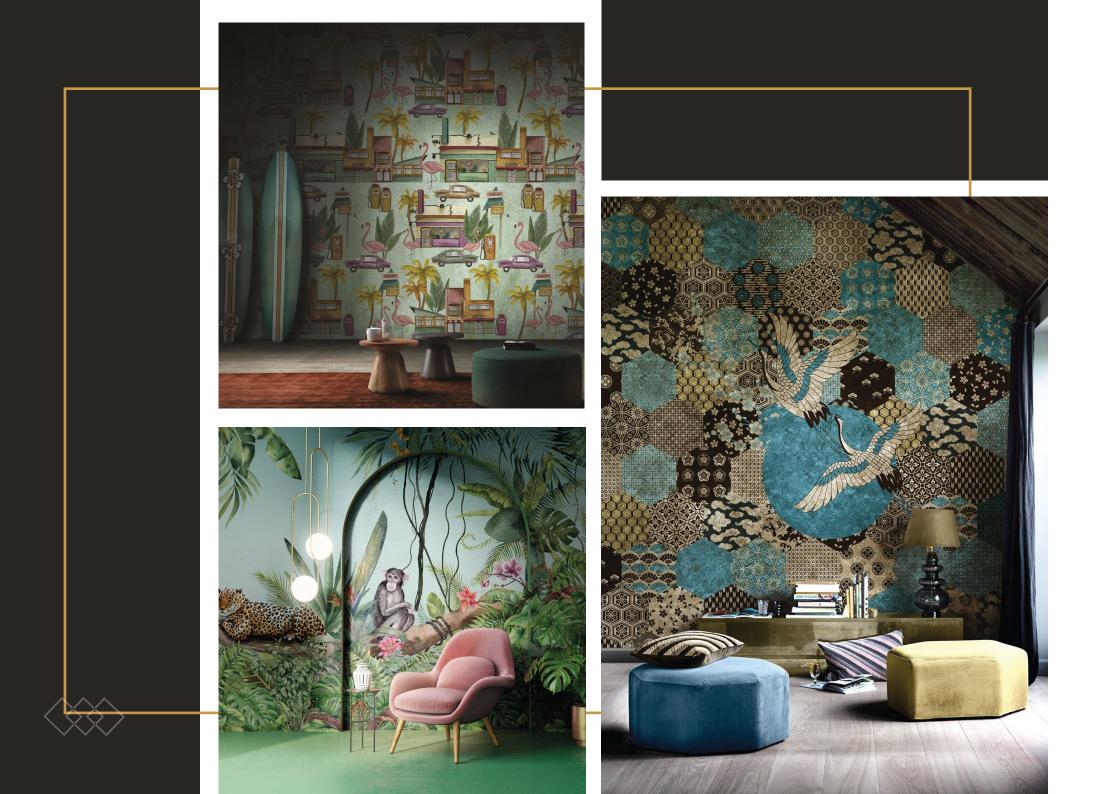
## INKIOSTRO BIANCO

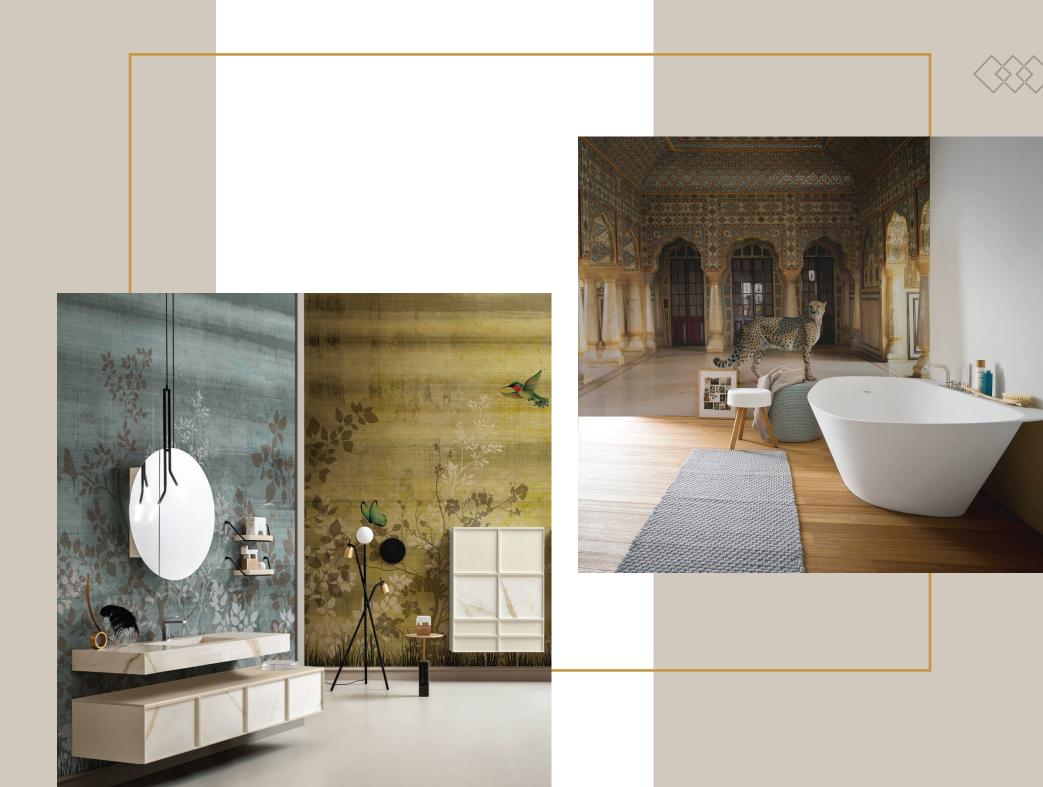


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A trademark, a workshop where creativity flows on walls and floors and where inspiration comes from a continuous research process and from the culmination between styles, materials and ways of thinking. Its specialization is the production of continuous surfaces as well as artistic and customizable decorations and its aim is the reinterpretation of classic wallpaper.



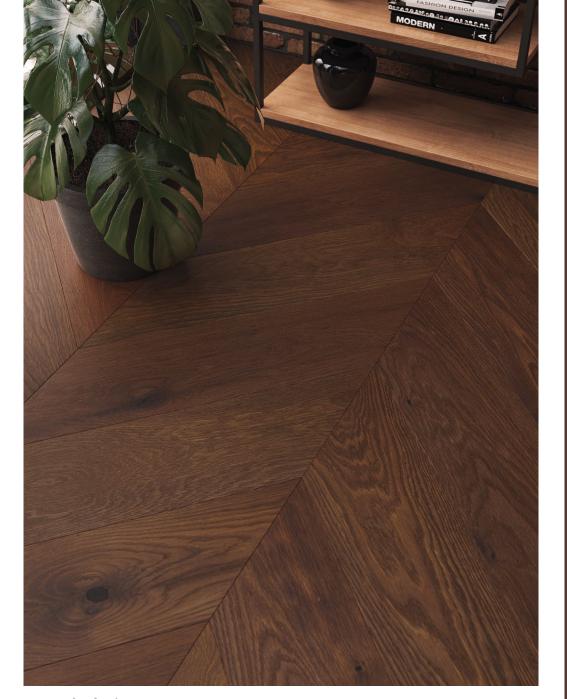






### WOODEN FLOORING

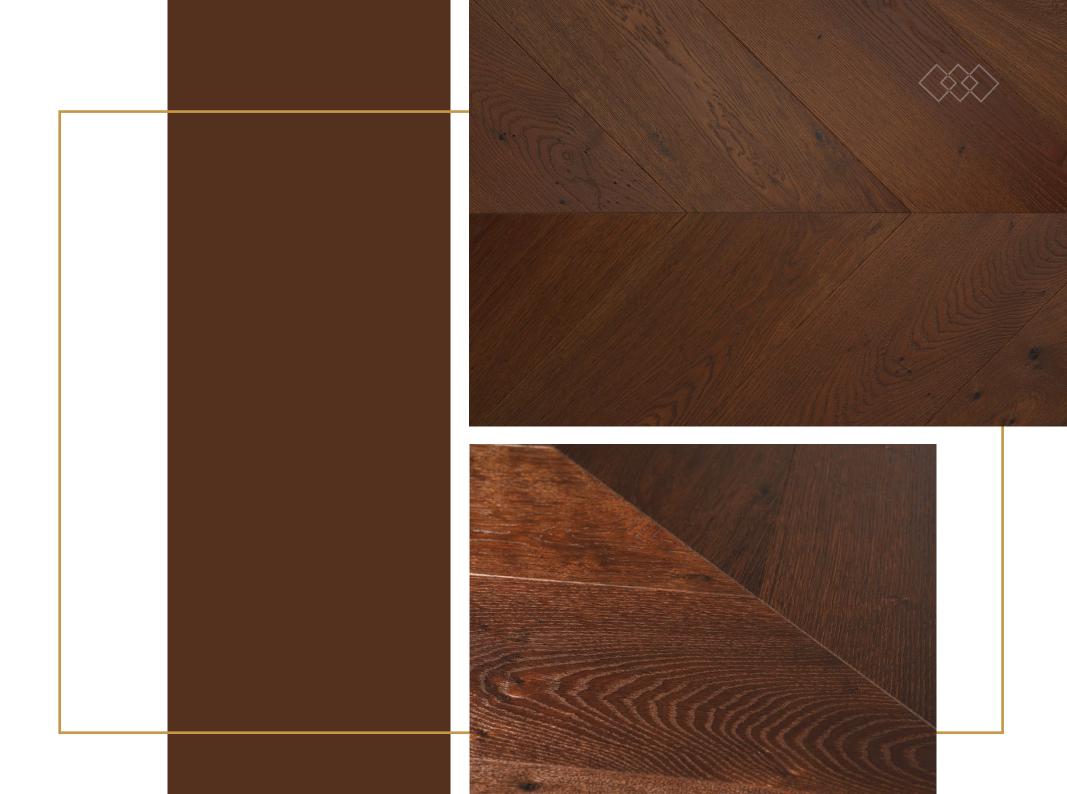




The origin and production conditions tell a lot about the product itself. mafi produces exclusively in Austria, to order and individually for each customer. The innovative production system allows maximum flexibility but with a quick production time. A large proportion of the products can be produced in four days. mafi makes no secret of its production facilities. The mafi headquarters is located in the countryside, situated at the foot of the Kobernausser Forest in Schneegattern. Here there are the management board as well as the entire administrative apparatus of the family business. The production facilities of mafi natural wood floors are right next door. Here, mafi's diverse portfolio is created from the wide range of raw solid wood slats.

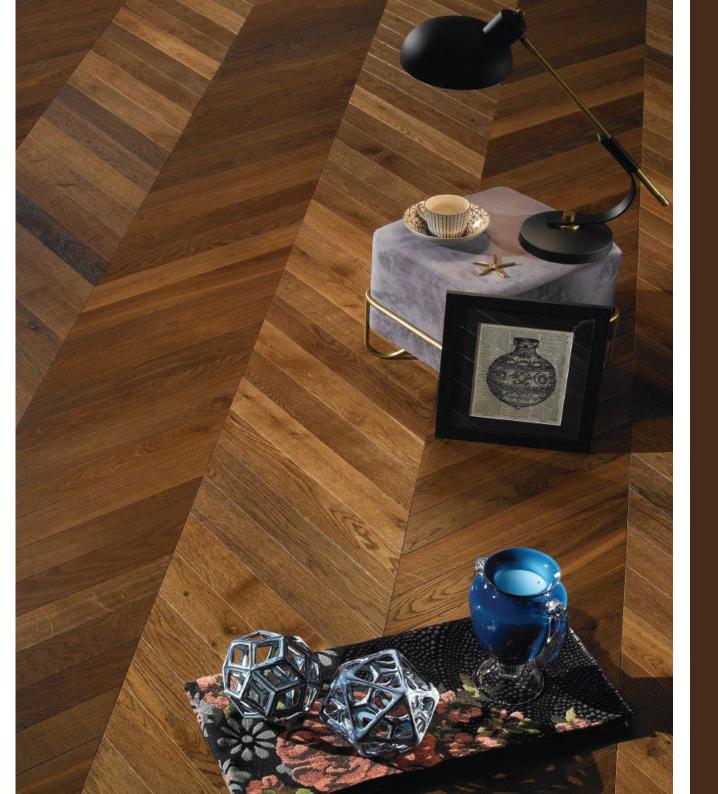
In general, Austria is a country with a long tradition in wood processing. But also in terms of quality and sustainability standards, Austria is a pioneer. With the Imperial forestry law for the Austrian Crown lands dating back to 1853, Austria has probably the oldest forestry law in the world. The idea of sustainability was formulated therein, so that for every tree felled a new one must be planted. Behind the mafi brand is a family business from Schneegattern, Upper Austria, which has processed wood as a material for over 100 years.

Worldwide, the reference portfolio now ranges from Mexico, Qatar, and Moscow via Monte Carlo, South Africa to New York and London. Also, design-oriented celebrities such as Claudia Schiffer, Giorgio Armani or Luciano Pavarotti trust in mafi natural wood floors. mafi has realised a wide variety of projects with star architects such as Sir Norman Foster, Dugally Oberfeld, Gensler Architects & Legorreta Más Legorreta.



## ORIGINAL PARQUET







Original Parquet Spa is one of the leading companies in Europe in the production of wooden floors. The whole production area is equipped with the most modern plant technologies, thus respecting the environment and the workers life quality. The whole production area is equipped with the most modern plant technologies for the production of wood floorings.





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