



YUKARI

CERAMICS

made in japan

Yukari ゆかり

/yu·ka·ri/

fate

bond

destiny



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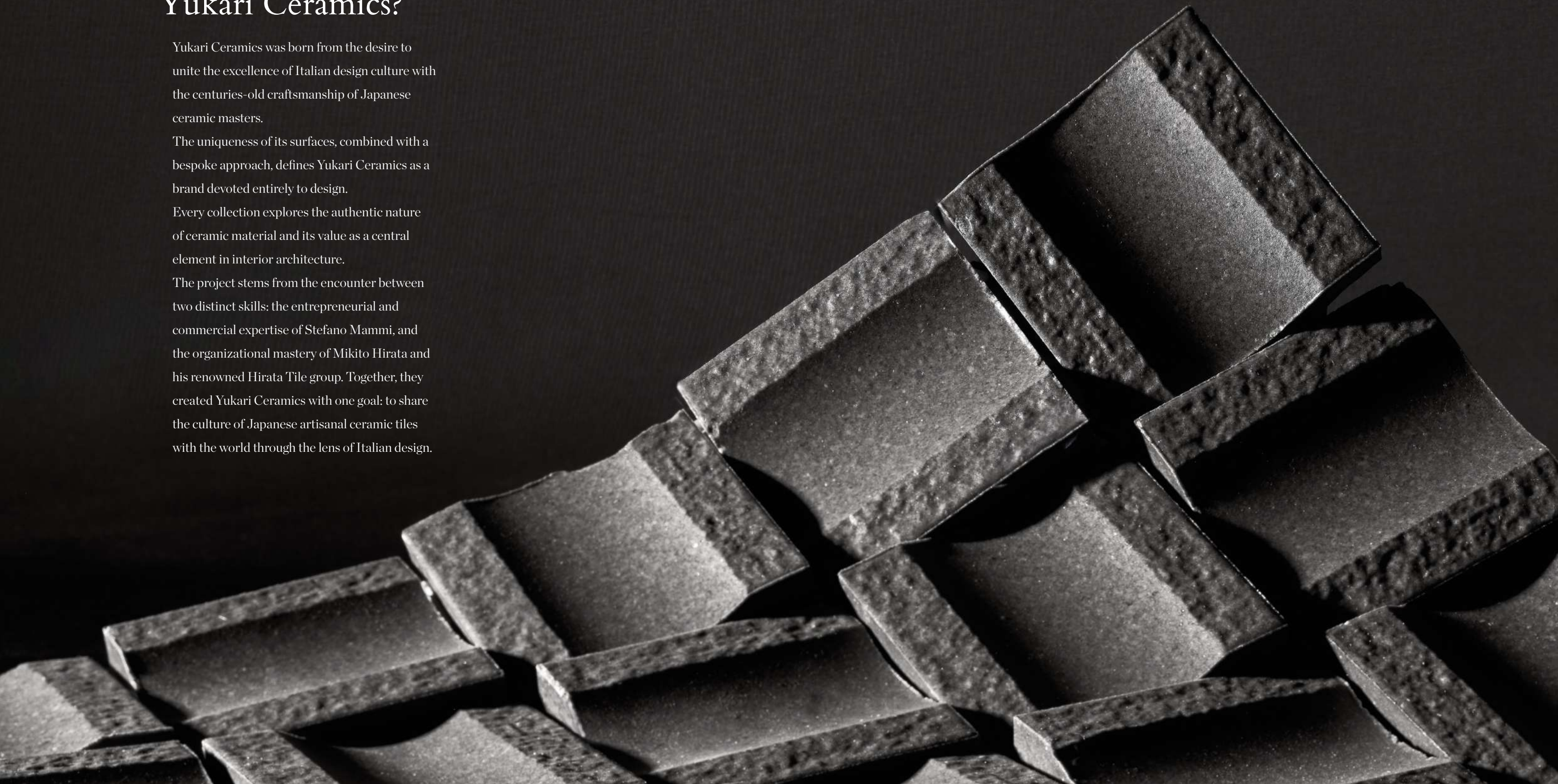
What is Yukari Ceramics?

Yukari Ceramics was born from the desire to unite the excellence of Italian design culture with the centuries-old craftsmanship of Japanese ceramic masters.

The uniqueness of its surfaces, combined with a bespoke approach, defines Yukari Ceramics as a brand devoted entirely to design.

Every collection explores the authentic nature of ceramic material and its value as a central element in interior architecture.

The project stems from the encounter between two distinct skills: the entrepreneurial and commercial expertise of Stefano Mammi, and the organizational mastery of Mikito Hirata and his renowned Hirata Tile group. Together, they created Yukari Ceramics with one goal: to share the culture of Japanese artisanal ceramic tiles with the world through the lens of Italian design.





Traditional Japanese ceramics

Japanese ceramic production has historically preserved the material's integrity, resisting the temptation to turn it into anything other than what it truly is.

At the heart of this tradition lies Tajimi, in Gifu Prefecture—a place of wooded hills and clear streams, where ceramics have been crafted for centuries. Since the Momoyama period (16th century), this district has developed a unique ceramic culture rooted in local natural resources—such as refractory clays and volcanic ash—and in a deep aesthetic sensibility embracing the beauty of imperfection.

Here, Mino-yaki emerged as one of Japan's oldest and most versatile ceramic traditions. It is celebrated for its extraordinary range of styles, glazes, and shapes, historically linked to the tea ceremony and, more recently, to architectural surfaces.

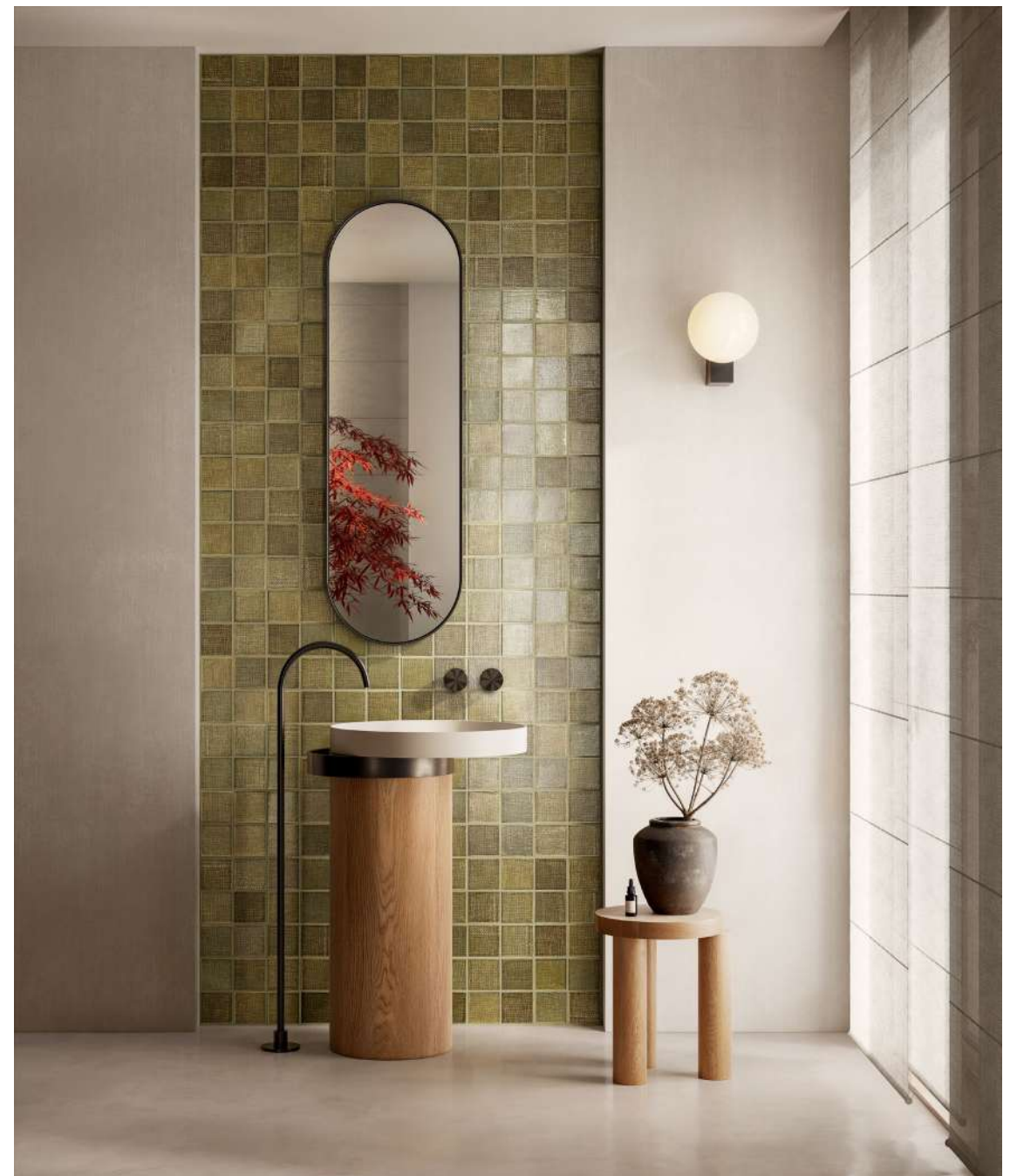
In this region, ancient firing techniques coexist with modern experimentation, blending craftsmanship, art, and functionality into a single language.

Even today, traditional noborigama kilns and family-run workshops stand alongside advanced design manufacturers, keeping alive knowledge passed down through generations.

Production follows a slow, deliberate rhythm—an alchemy of hand, fire, earth, and time.



collection 14
 Ami 網
 Square Forest Moss
 92x92x13 mm



Handcrafted design

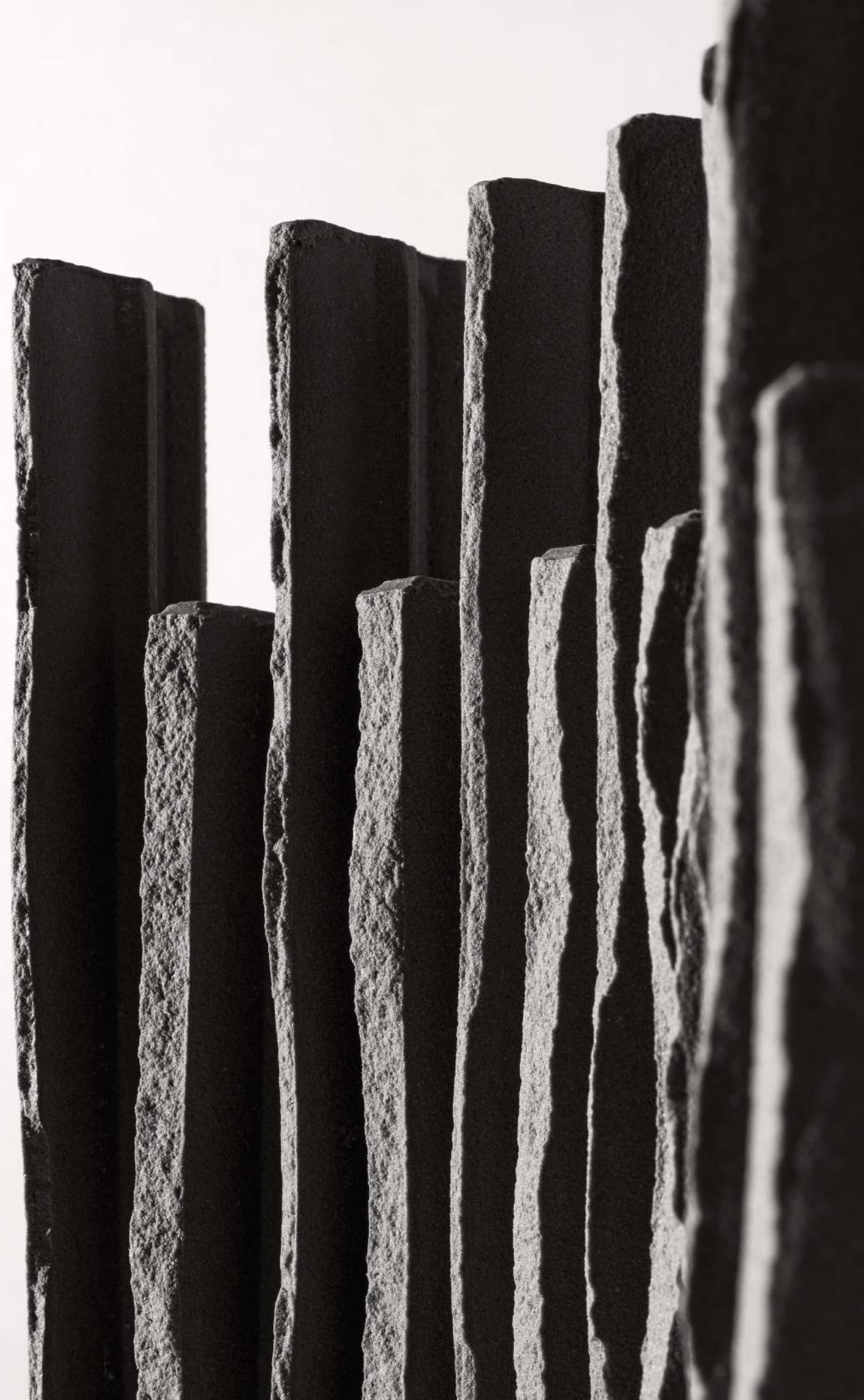
The design of Yukari tiles is inseparable from their handmade nature. Each piece reflects a delicate balance between ancient tradition and contemporary research, where centuries of shared knowledge meet a modern aesthetic vision.

Artisans shape the clay with measured, precise movements guided not only by technique but also by a profound appreciation for natural imperfection.

Ceramic surfaces here are not mere decoration: they become living forms, material memories,

expressive layers. Textures are engraved, scratched, or hand-glazed with matte, glossy, or iridescent finishes, each bearing the trace of gestures and fire.

The collections are produced in small series, allowing subtle variations in tone and surface. Each module retains its uniqueness, creating tiles with a tactile, essential language—micro-architectures capable of interacting with space in a quiet yet powerful way. This design does not seek industrial perfection, but authenticity.





Authentic by nature

Yukari Ceramics does not imitate.

Its tiles do not pretend to be stone, wood, metal, or concrete. They embrace, with precision and elegance, the very essence of ceramic: a living, noble, expressive material.

Each tile is unique—in texture, in reflections, in the marks left by hand glazing and firing. Even within the same collection, no two modules are ever identical: slight ripples, unexpected nuances, and delicate traces of the artisan's hand reveal the story of their making.

These variations are not imperfections but evidence of authenticity. They make every surface distinct and every installation a composition of unrepeatable details.

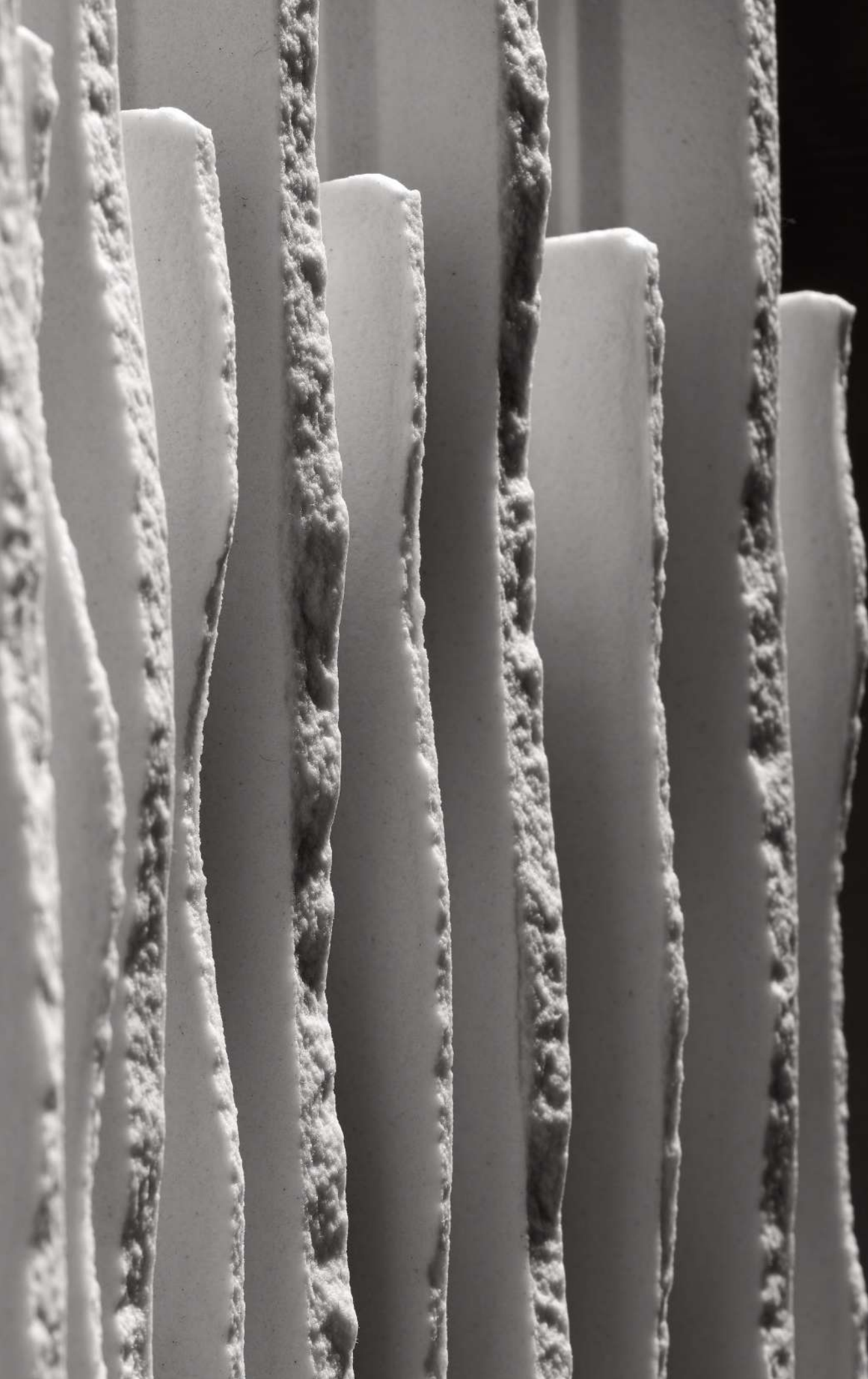
This aesthetic celebrates ceramic for what it truly is: sometimes porous, sometimes glassy; matte or glossy; smooth or textured—never standardized, never uniform.

Rather than imitating other materials, ceramic asserts itself as an autonomous language of beauty.



collection 09
Ame 雨
 Fine Line Rectangle Tobacco | 227x90x11 mm
 Fine Line Strip Tobacco | 227x40x11 mm





The key ingredient is time.

Each tile is created through a slow, deliberate process. Hand-shaped, naturally dried, individually glazed, and fired according to precise temperature curves, often in small batches.

Time here is not a limitation—it is a condition for excellence. It allows the material to transform without losing its character.

In a world that accelerates everything in the name of efficiency, this conscious slowness becomes an ethical gesture. It preserves

quality, safeguards knowledge, and respects the nature of the material itself. Every tile carries the marks of this choice. No two are identical because each step leaves subtle variations that time does not erase but enhances. It is time that gives the surfaces depth, vitality, and a unique relationship with space. In contrast to standardization, Yukari Ceramics reaffirms a simple truth: what truly matters takes time.



A production cycle on a human scale

In Japanese craftsmanship, firing is not just a technical step—it is a defining moment. In traditional kilns and specialized workshops, firing cycles can last up to 48 hours, including gradual heating, controlled peaks, and slow cooling phases.

This extended timing allows the glazes to merge naturally with the surface and the ceramic body to mature without stress, ensuring strength, stability, and depth of color.

Slowness here is not inefficiency. It is precision, care, and respect for the material. Each firing curve is calibrated to the clay type, tile size, and

glaze composition, combining technical skill with artisanal sensitivity.

Equally important is the recovery of materials. Production waste—defective pieces, unfired clay, cutting scraps—is systematically recycled and reintroduced into the process. In some workshops, up to 50% of the raw material is reused without compromising quality.

Time and recycling thus embody a sustainable philosophy: doing things well, without haste, without waste, honoring both tradition and innovation.



collection 12
Uta 歌
 Tobacco Drift Regular
 227x30x10 mm





collection 11
Arashi 嵐
 Burned Ember
 195x40x15 mm





collection 15
Fukami 深味
 Chalk Depth
 300x300 mm



Collections

Yukari collections are crafted through artisanal or semi-artisanal processes.

Variations in size and shade, whether within the same collection or between different production batches, are part of the natural character of the product.

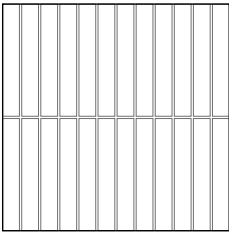
We recommend an installation with joints wider than 3 mm.

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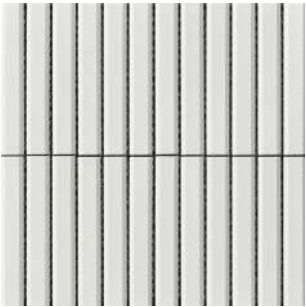
Collection 01

Take



PIECES
147x22x8 mm

SHEET
300x300 mm



Pale



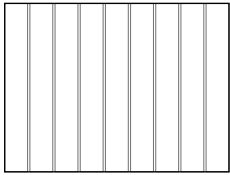
Ash

竹

Collection 02

Mizu

水



PIECES
220x30x9 mm

SHEET
223x297 mm



Moonflow

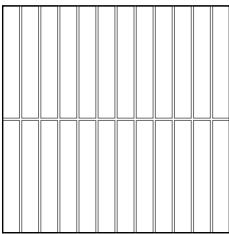


Inkflow

Collection 03

Tsuya

艶

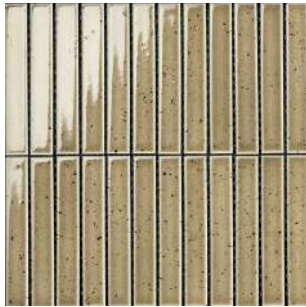


PIECES
147x22x8 mm

SHEET
300x300 mm



Silk Dune



Bare Satin



Opal Veil



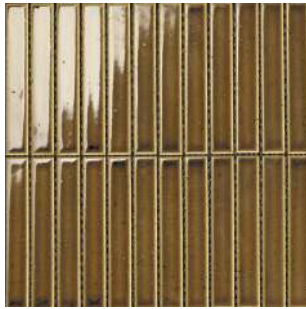
Mist Leaf



Grass Green



Petal Glow



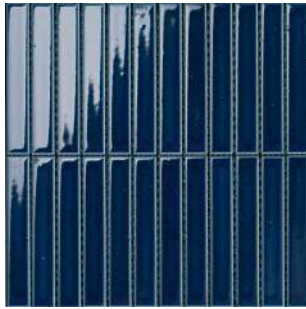
Amber Gleam



Sage Light



Still Ocean

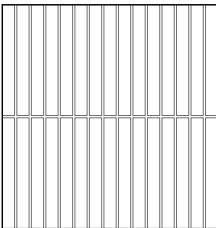


Inkshine

Collection 04

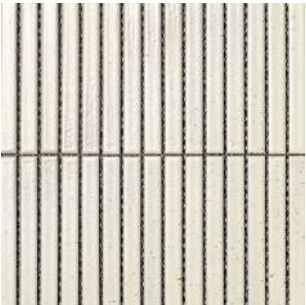
Sensai

織細

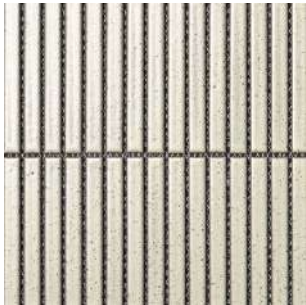


PIECES
145x16x8 mm

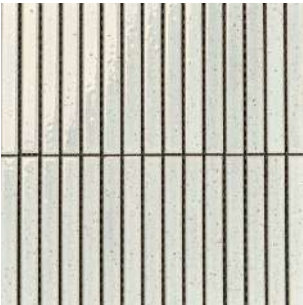
SHEET
285x296 mm



Gloss White



Silk White



Misted Sky



Pale Leaf

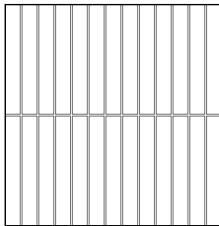


Terracotta Veil

Collection 05

Homura

炎



PIECES
145x20x8 mm

SHEET
286x292,5 mm



Smoked Earth



Burnt Flame



Silent White



Fired Clay



Midnight Blue



Char Black



Olive Green

Collection 06

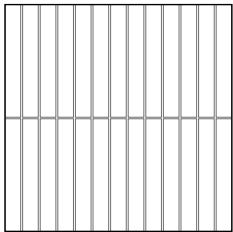
Yugure

夕暮



PIECES
195x32,5x9,5 mm

SHEET
284x198 mm

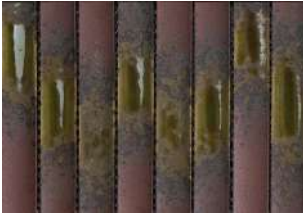


PIECES
145x20x8,5 mm

SHEET
300x300 mm



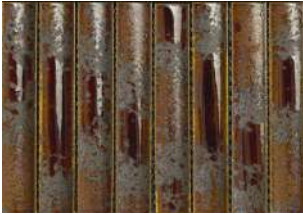
L-Milky Way



L-Moss&Acid



L-Verdigris



L-Misty Crimson



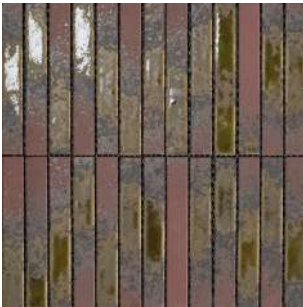
L-Ember Ochre



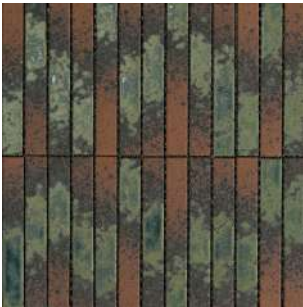
L-Deep Black



S-Milky Way



S-Moss&Acid



S-Verdigris



S-Misty Crimson



S-Ember Ochre

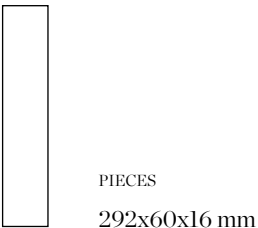


S-Deep Black

Collection 07

Taiyō

太陽



Milky Light



Solar Ochre



Amber Earth



Burnt Sienna

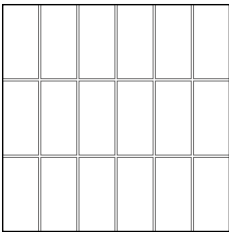


Eclipse Black

Collection 08

Yohaku

余白



PIECES
95x45x8 mm

SHEET
300x300 mm



Silent Chalk Glossy



Silent Chalk Matte



Dry Dune Matte



Dry Dune Glossy



Moss Glossy



Moss Matte



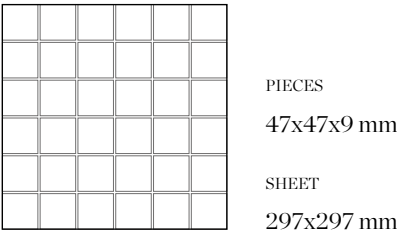
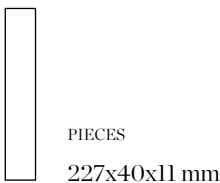
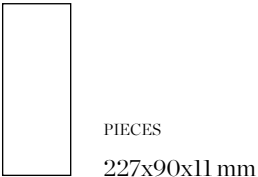
Charcoal Glossy



Charcoal Matte

Collection 09

Ame



Fine Line Rectangle Sand



Fine Line Rectangle Terracotta



Fine Line Rectangle Tobacco



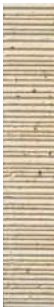
Raw Line Square Sand



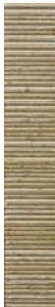
Raw Line Square Terracotta



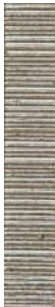
Raw Line Square Tobacco



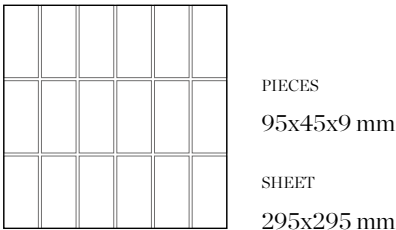
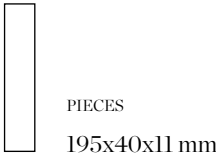
Fine Line Strip Sand



Fine Line Strip Terracotta



Fine Line Strip Tobacco



Drifted Strip Sand



Drifted Strip Terracotta



Drifted Strip Tobacco



Drifted Block L Sand



Drifted Block L Terracotta



Drifted Block L Tobacco



Drifted Block S Sand



Drifted Block S Terracotta

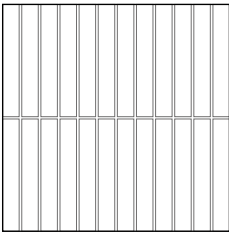


Drifted Block S Tobacco

Collection 10

Henge

变化



PIECES
147x22x8 mm

SHEET
300x300 mm



Opaline Cream Mixed



Amber Flux Mixed



Verdant Shift Mixed



Cobal Mirage Mixed



Iris Veil Mixed



Opaline Cream Pure



Amber Flux Pure



Verdant Shift Pure



Cobal Mirage Pure

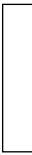


Iris Veil Pure

Collection 11

Arashi

嵐



PIECES

195x40x15 mm



Clouded Clay



Earthstorm



Smoked Bark



Burned Ember

Collection 12

HIGH SHADE VARIATION PRODUCT

Uta

歌



Milk Haze Regular



Straw Light Regular



Mellow Amber Regular



Tobacco Drift Regular



Milk Haze Relief



Straw Light Relief



Mellow Amber Relief



Tobacco Drift Relief

Collection 13

HIGH SHADE VARIATION PRODUCT

Kazan

火山



PIECES
227x60x13 mm



Crater White



Sulphur Ochre



Veiled Terracotta

Collection 14

Ami

網

 SQUARE
92x92x13 mm

 STRIP
192x40x13 mm



Square Loomed White



Square Woven Jute



Square Celadon Mist



Square Forest Moss



Square Cocoa Powder



Strip Loomed White



Strip Woven Jute



Strip Celadon Mist



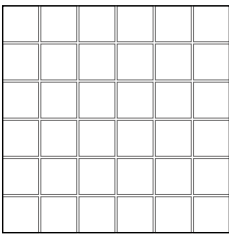
Strip Forest Moss



Strip Cocoa Powder

Collection 15

Fukami



PIECES
47x47x11 mm

SHEET
300x300 mm

深味



Chalk Depth



Stone Dust



Clay Shadow



Graphite Void

Collection 16

Kasumi

霞



PIECES
147x72x8 mm



Satin Fog



Glazed Mist



Pale Sky



Frozen Light



Morning Haze



Powder Blue



Ink Pool



Moss Drift



Liquid Charcoal

Collection 17

Atsumi

HIGH SHADE VARIATION PRODUCT

厚味



Dense White



Olive Earth



Carmine Core



Heavy Ink

Collection 18

Hamon

HIGH SHADE VARIATION PRODUCT

波紋



Ivory Ripple



Clay Echo



Burnt Wave



Oxide Drift

Collection 19

Tsuchi



PIECES

295x47x9 mm



Dust Ivory



Stone Grey



Fired Clay



Charred Earth

HIGH SHADE VARIATION PRODUCT

土

Collection 20

Jun

純



PIECES

108x60x11 mm



Pure White Block



Soft Cream Block



Natural Sand Block



Warm Taupe Block



Deep Pitch Block



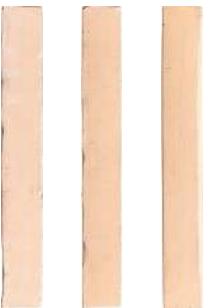
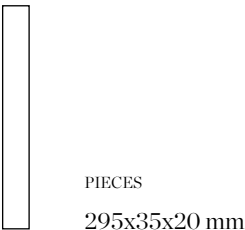
True Black Block



Absolute Black Block

Collection 21

Seto



Blushed Terracotta

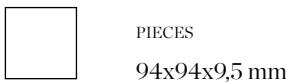
HIGH SHADE VARIATION PRODUCT

瀬戸

Collection 22

Kado

角



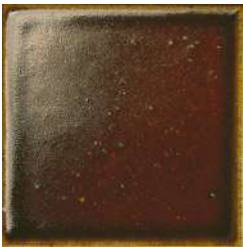
Glazed White



Soft Cream



Muted Olive



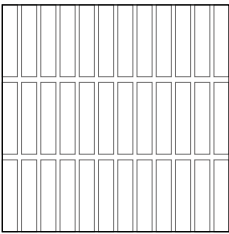
Dusty Ruby



Vivid Carmine

Collection 23

Umibe



PIECES

95x20x7,5 mm

SHEET

300x300 mm



Chalk White



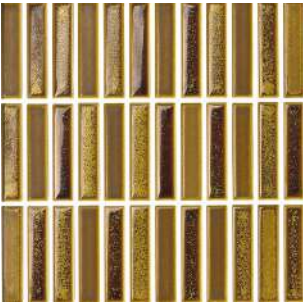
Frozen Ice



Coastal Sand



Blush Powder



Golden Ochre



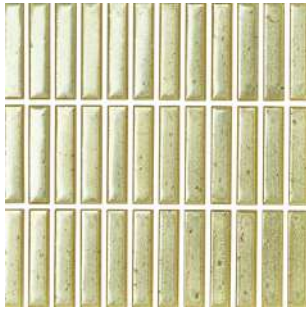
Earth Brown



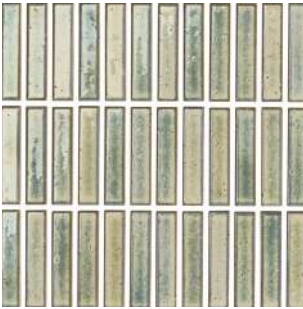
Woven Linen



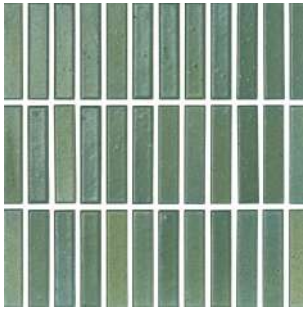
Milky White



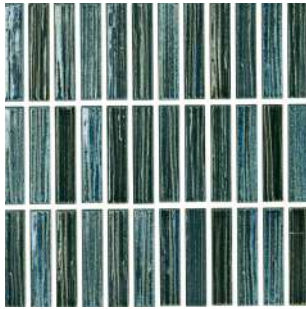
Misty Mint



Soft Azure



Forest Moss



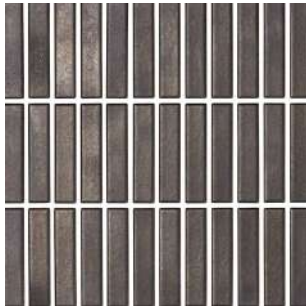
Deep Petrol Sea



Fired Brick



Warm Walnut Wood



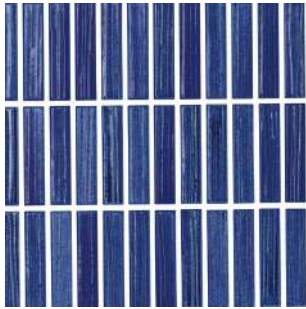
Shadow Anthracite



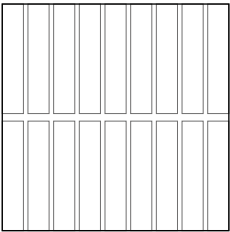
Tidal Greenstone



Midnight Black



Clear Sky Blue



PIECES
145x28x9 mm

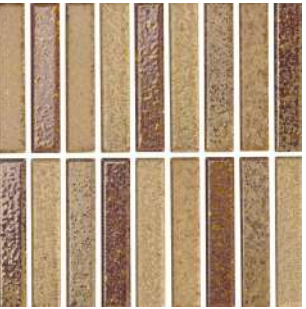
SHEET
300x300 mm



Misty Light Grey



Rich Cream



Fired Brick Red

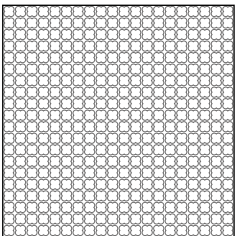


Shadow Anthracite

Collection 24

Sasai

砂細



PIECES
13,5x13,5 mm

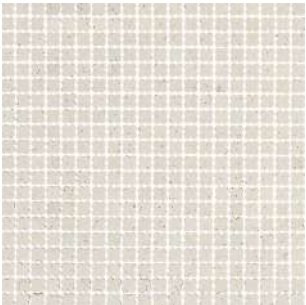
SHEET
306x306 mm



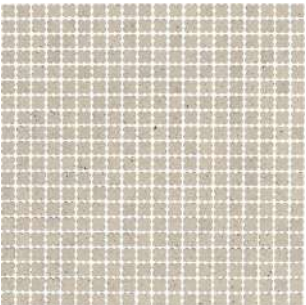
Light Sky



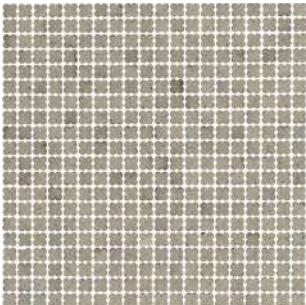
Deep Ocean Blue



Floral Bone Ivory



Floral Whisper Grey



Floral Light Taupe



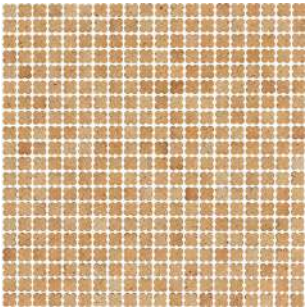
Midnight Black



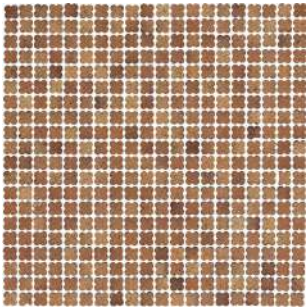
Sea Horizon Blue



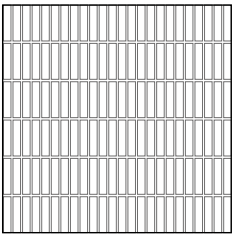
Floral Velvet Cream



Floral Faded Apricot



Floral Fired Brick



PIECES
10x47,5x5 mm

SHEET
302,4x301 mm



Bar Bone Ivory



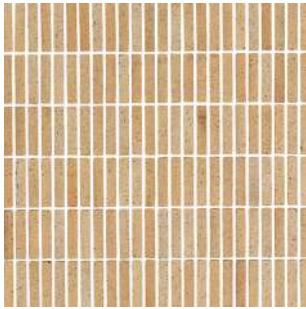
Bar Whisper Grey



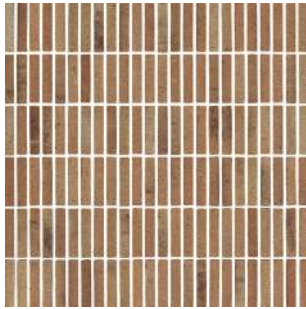
Bar Light Taupe



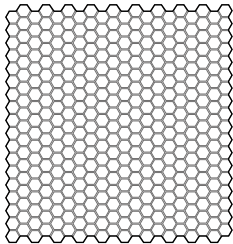
Bar Velvet Cream



Bar Faded Apricot



Bar Fired Brick

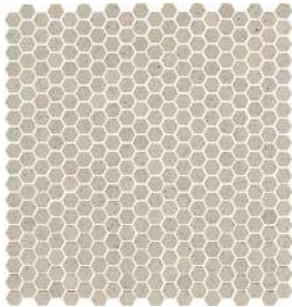


PIECES
18x15,6x5 mm

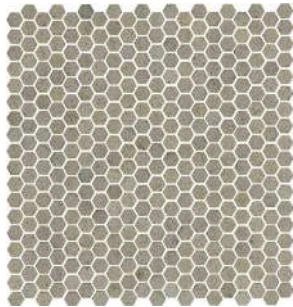
SHEET
299,2x314,3 mm



Hexagon Bone Ivory



Hexagon Whisper Grey



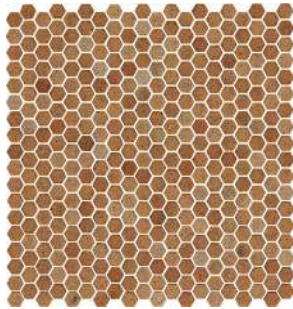
Hexagon Light Taupe



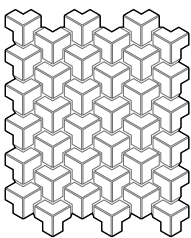
Hexagon Velvet Cream



Hexagon Faded Apricot



Hexagon Fired Brick

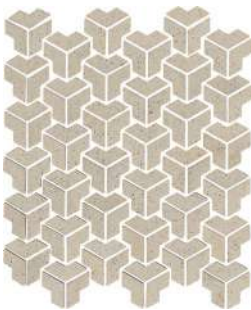


PIECES
44,2x20,3x5 mm

SHEET
284,9x300,4 mm



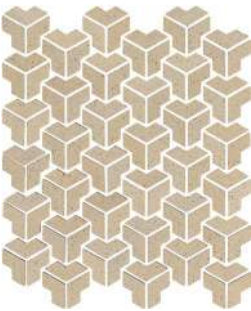
Arrow Bone Ivory



Arrow Whisper Grey



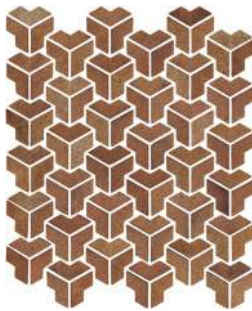
Arrow Light Taupe



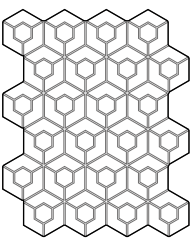
Arrow Velvet Cream



Arrow Faded Apricot



Arrow Fired Brick



PIECES
44,2x20,3x5 mm

SHEET
284,9x300,4 mm

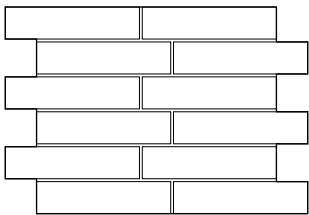


Arrow Apricot Brick Motif

Collection 25

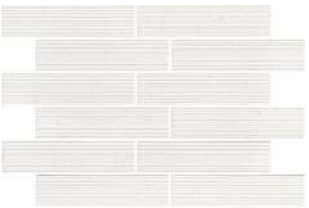
Retsu

列



PIECES
197x47x8 mm

SHEET
250x400 mm



Chalk White



Soft Cream



Spiced Cinnamon



Burnt Ember

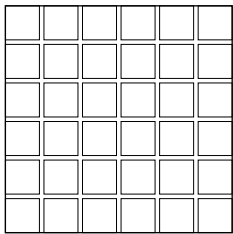


Shadow Anthracite

Collection 26

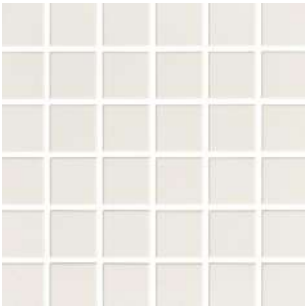
Haruiro

春色

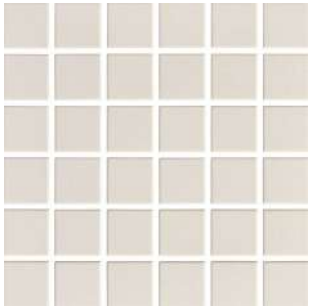


PIECES
45x45x7 mm

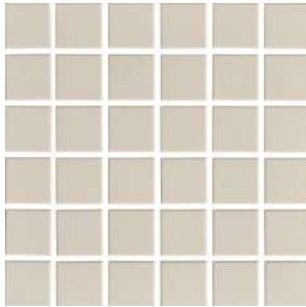
SHEET
300x300 mm



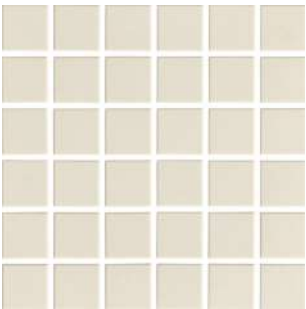
Bone Ivory



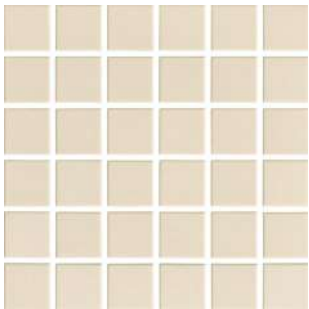
Velvet Cream



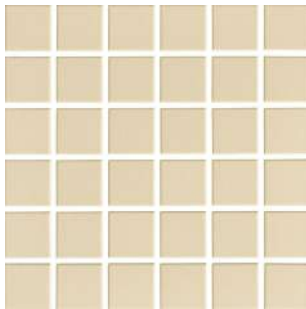
Toasted Hazelnut



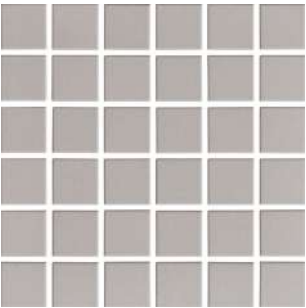
Ivory Mist



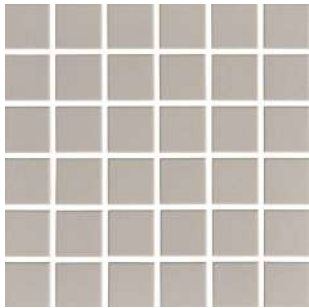
Pale Dandelion



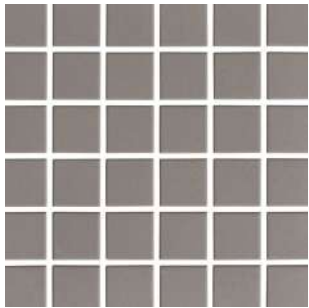
Soft Ochre



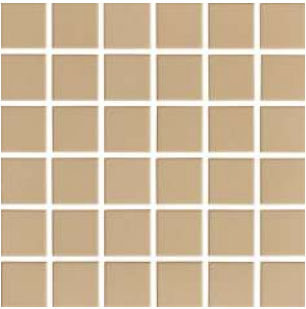
Ash Taupe



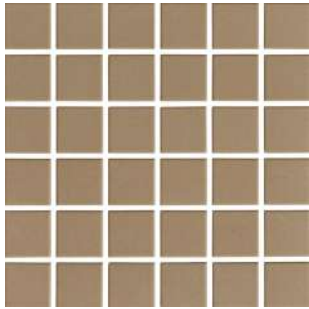
Lavander Powder



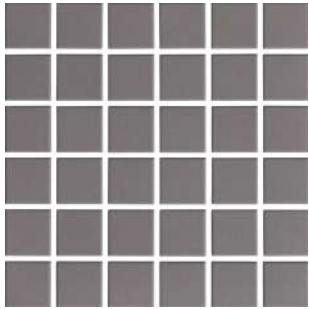
Deep Taupe



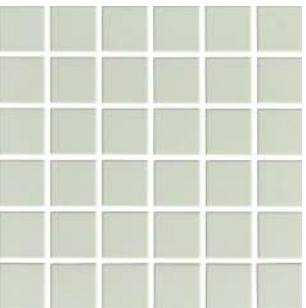
Golden Ocre



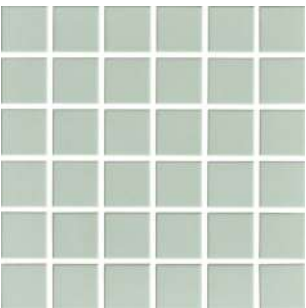
Fawn Suede



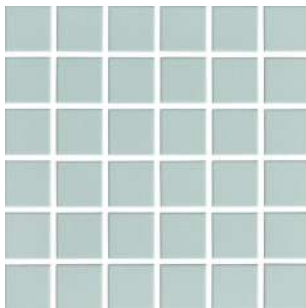
Taupe



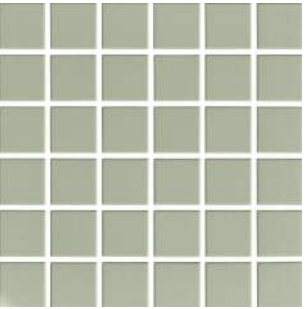
Bare Pistil



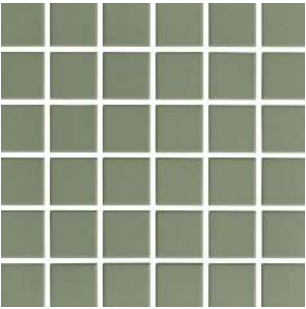
Soft Green Tea



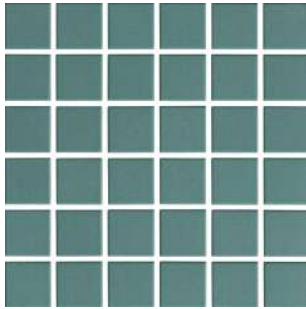
Aqua Haze



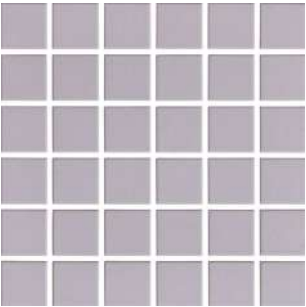
Sage Leaf



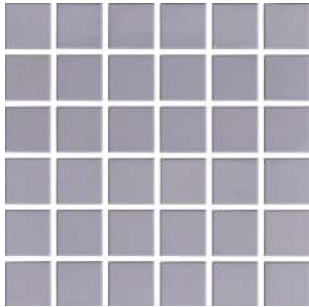
Emerald Shade



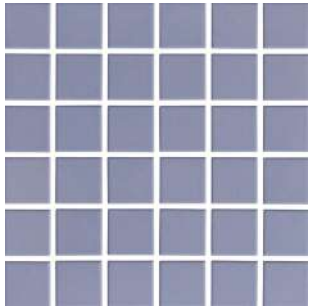
Shadow Fern



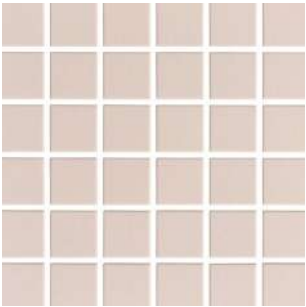
Wisteria Fog



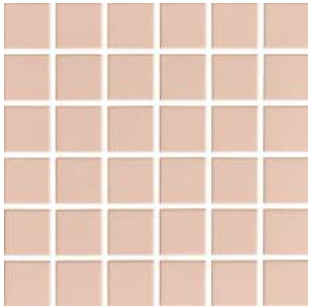
Lavander Dust



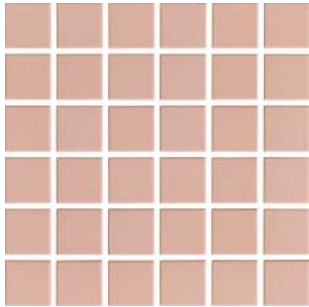
Velvet Violet



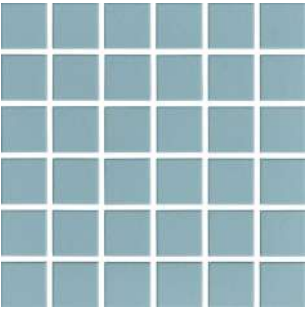
Blushed Petal



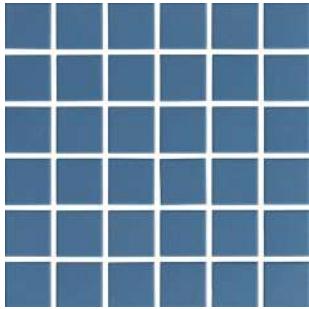
Spring Rose



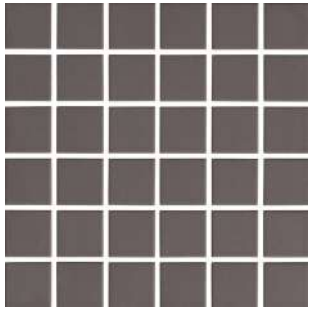
Warm Coral



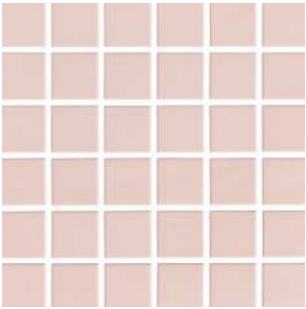
Tamished Sky



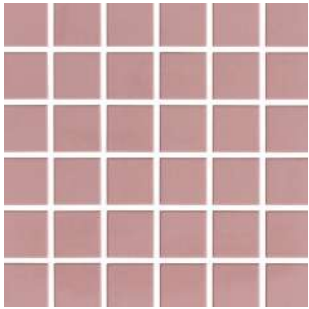
Muted Blue



Twilight Grey



Blooming Skin

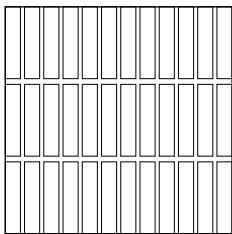


Dusky Rose

Collection 27

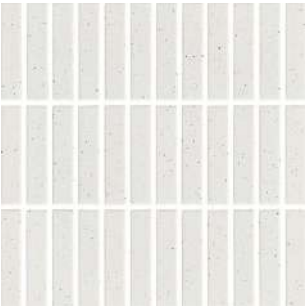
Hako

箱

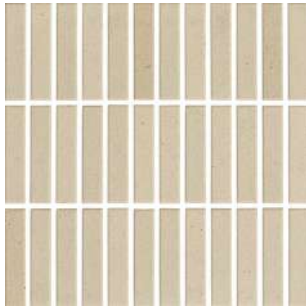


PIECES
20x95x7 mm

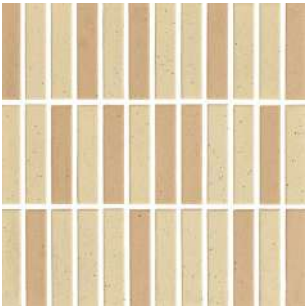
SHEET
300x300 mm



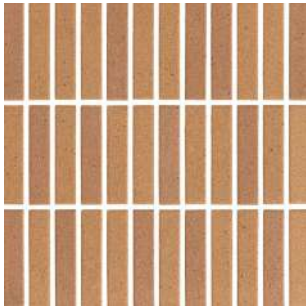
Pure White



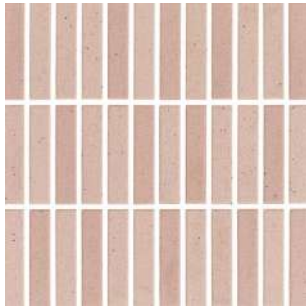
Desert Sand



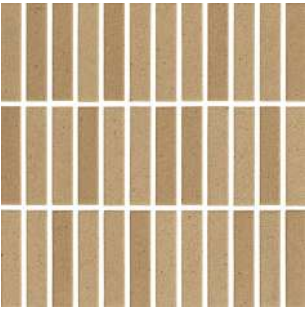
Golden Ochre



Burnt Brick



Powder Blush



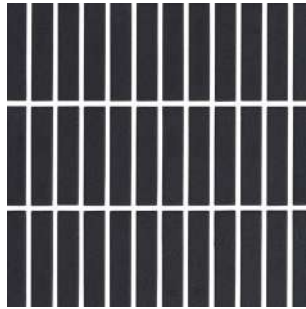
Earth Clay



Smoked Tobacco



Steel Grey

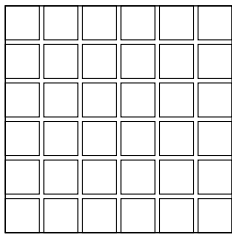


Deep Anthracite

Collection 28

Arai

粗伊



PIECES
45x45x7 mm

SHEET
300x300 mm



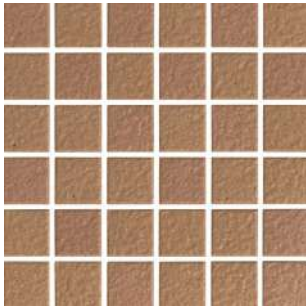
Crystal Ice



Dry Greige



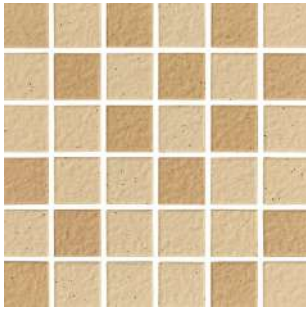
Dark Husk



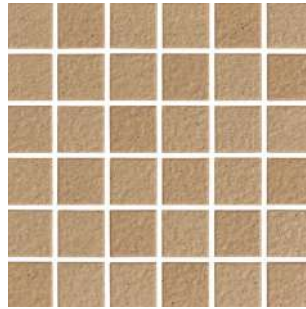
Soft Brick



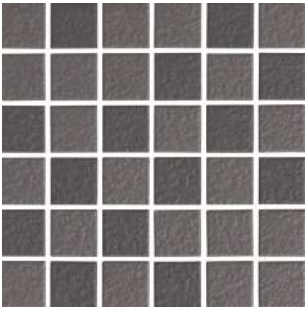
Blushed Clay



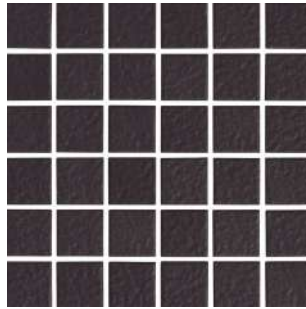
Dusty Saffron



Burnt Siena



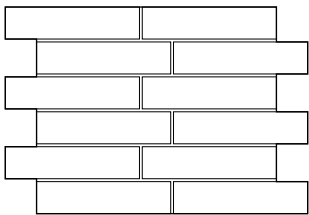
Stone Grey



Charcoal Anthracite

Collection 29

Atokata



PIECES
47x197x8 mm

SHEET
250x400 mm



Frosted Ice



Gentle Cream



Terracotta Clay



Burnt Brick



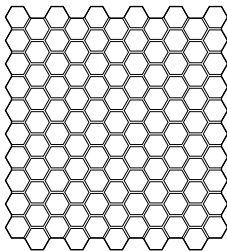
Deep Anthracite Shadow

跡形

Collection 30

Rokkaku

六角



PIECES
28x32x6 mm

SHEET
279x295 mm



Chalk White



Petal Blend



Sage Dust

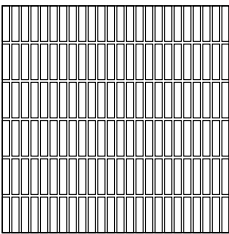


Brick Blend

Collection 31

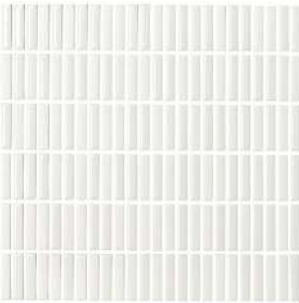
Seizen

整然

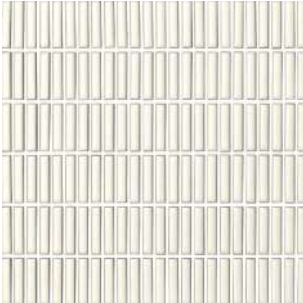


PIECES
9,5x47x6 mm

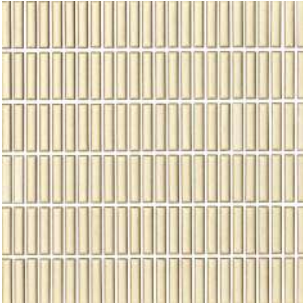
SHEET
300x300 mm



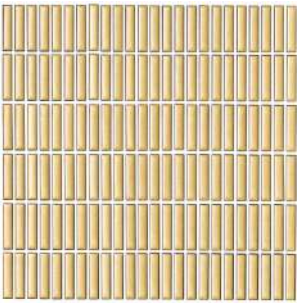
Milk Fog



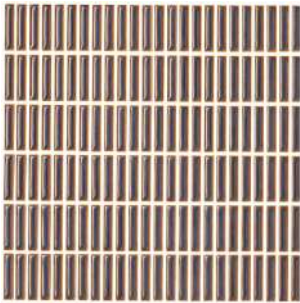
White Stillness



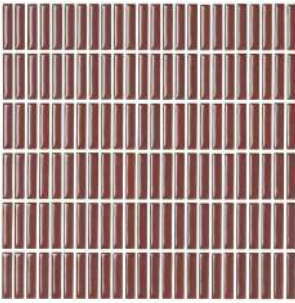
Pale Ochre



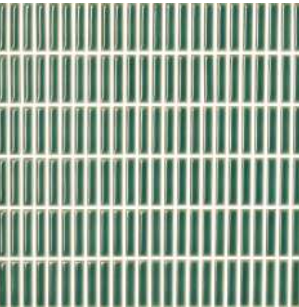
Amber Dust



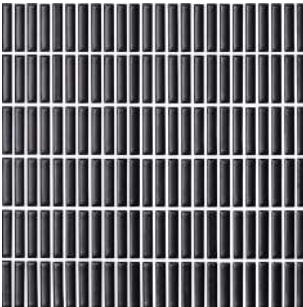
Obsidian Smoke



Oxide Red



Cedar Green



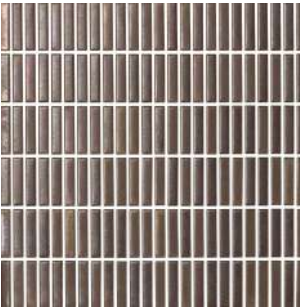
Iron Shade



Cobal Silence



Earth Bark



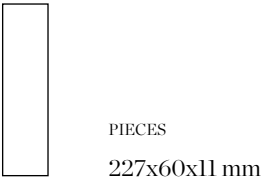
Bitter Cocoa

Collection 32

HIGH SHADE VARIATION PRODUCT

Kabe

壁



Chalk Line



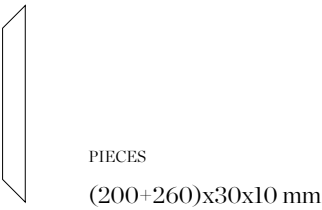
Stone Greige

Collection 33

HIGH SHADE VARIATION PRODUCT

Saki

崎



Glacier Veil



Navy Depth



Forest Floor



Silent Gold



Clay Bloom

Collection 34

HIGH SHADE VARIATION PRODUCT

Yogan

溶岩



PIECES
145x145x12 mm



Molten Rock

Yukari Team

Yukari is the result of an ambitious project involving a large and diverse group of professionals, each playing a key role in the creation of an authentic, international, and deeply contemporary ceramic system.

Organizational and commercial management is handled by **Stefano Mammi** and his team, who ensure operational coordination between the various aspects of the project, taking care of logistics, relations with international markets, and distribution development.

The Japanese production side is entrusted to the expertise of the Hirata Tile group, one of the most authoritative distributors in the Japanese market. **Hirata Tile** coordinates a select network of ateliers and artisan manufacturers of excellence, guaranteeing consistent quality, technical accuracy, and aesthetic consistency.

Communication and creative direction are entirely conceived and produced in Italy, under the guidance of **Massimo Nadalini Studio**, which designs the visual identity, narrative strategy, and communication of the collections. Massimo Nadalini is supported by a team of professionals specializing in branding, art direction, photography, copywriting, styling, and cultural research, ensuring consistency and depth at every level of the narrative.

Studio Design, together with Massimo Nadalini Studio, is responsible for the design of the exhibition spaces and installation environments, with an approach that blends minimalism, theatricality, and a sense of ritual.

be2be designs online communication, taking care of graphic design, the digital system, and the strategy for presence on web and social channels.

For the visual aspect, **Mattia Messori** creates 3D renderings and immersive digital environments, translating materials and spaces into evocative images consistent with the Yukari Ceramics style.

Live shots—environments, stands, backstage moments—are curated by **Oryoki**, a photography studio specializing in visual storytelling and natural atmospheres, while the still-life shots of the collection are by **Fabrizio Cicconi**, with a photographic approach that conveys the tactility and character of the surfaces through essential compositions and controlled lighting.

This constellation of professionals works in synergy to shape a precise, consistent, and sophisticated brand image, in which every detail contributes to reinforcing the cultural and design vision of Yukari Ceramics.

Cos'è Yukari Ceramics?

Yukari Ceramics è un marchio che nasce dalla volontà di fondere l'eccellenza della cultura progettuale italiana con Il grande artigianato dei maestri giapponesi. L'unicità delle superfici insieme alla capacità di lavorare bespoke fanno di Yukari Ceramics un brand votato alla progettazione. Lavoriamo sulla verità della materia ceramica e del suo valore come elemento di interior. L'unione tra due grandi competenze, da un lato l'expertise imprenditoriale e commerciale di Stefano Mammi e dall'altro la capacità organizzativa di Mikito Hirata e il suo gruppo Hirata Tile, danno origine al progetto Yukari Ceramics, un marchio nato con l'obiettivo di diffondere, per la prima volta, la cultura della ceramica da rivestimento artigianale giapponese nel mondo attraverso la progettualità italiana.

La ceramica tradizionale giapponese

Storicamente la produzione ceramica del Giappone si è sviluppata in maniera tradizionale, avendo cura di preservare tutta la qualità materica del prodotto, rifiutandosi di trattare la materia ceramica per ciò che non è. Nel cuore della prefettura di Gifu, incastonata tra colline boschose e corsi d'acqua limpidi, Tajimi è da secoli uno dei centri più vitali della ceramica giapponese. Sin dal periodo Momoyama (XVI sec.), questo distretto ha sviluppato una tradizione unica, fondata sulla combinazione di risorse naturali locali — come le argille refrattarie e le ceneri vulcaniche — e un profondo senso estetico legato alla bellezza dell'imperfetto. E' qui che nasce la Mino-yaki, una delle più antiche e versatili scuole ceramiche del Giappone, nota per la sua straordinaria varietà di stili, smalti e forme, utilizzata sia per gli oggetti legati alla cerimonia del tè, sia, in tempi più recenti, per le piastrelle in ceramica. Qui coesistono tecniche antiche e sperimentazioni contemporanee, in un dialogo costante tra artigianato e arte, funzionalità e poesia visiva. Ancora oggi, forni noborigama e piccoli atelier familiari convivono con manifatture di design avanzato, mantenendo vivo un sapere trasmesso di generazione in generazione. Qui la produzione ceramica è il risultato di un ritmo lento e sapiente, fatto di gesti misurati, fuoco, materia e tempo.

Progettare a mano

Il design delle piastrelle è strettamente legato alla produzione handmade e nasce da un equilibrio sottile tra tradizione antica e ricerca contemporanea. Qui, ogni elemento è parte di un sapere condiviso che attraversa i secoli. Le mani degli artigiani lavorano la materia con gesti lenti e precisi, guidati non solo dalla tecnica, ma da una sensibilità estetica profondamente giapponese, radicata

nell'estetica della bellezza delle imperfezioni naturali.

Il concetto di superficie ceramica supera la funzione decorativa: diventa forma viva, superficie espressiva, memoria materica. Le texture sono incise, graffiate, smaltate a mano con finiture opache, lucide o cangianti che raccontano il gesto e il fuoco. Le collezioni non nascono in serie , ma si costruiscono attraverso piccole variazioni intenzionali, dove ogni modulo conserva tracce minime della sua unicità. Il risultato è una ceramica dal linguaggio essenziale e profondamente tattile: piastrelle come micro-architetture, capaci di dialogare con lo spazio in modo silenzioso ma incisivo. Un design che non insegue la perfezione industriale, ma la verità della materia.

Autentica per natura

I prodotti Yukari Ceramics non imitano. Non fingono di essere pietra, legno, metallo o cemento. Non usano un linguaggio mimetico . Scelgono, con fermezza e grazia, di essere ceramica fino in fondo: una materia viva, nobile, espressiva. Ogni piastrella è diversa dall'altra. Nella texture, nei riflessi, nei microsegni lasciati dalla smaltatura a mano e dalla cottura. Anche all'interno di una stessa collezione, ogni modulo porta con sé piccole variazioni di tono e superficie: leggere increspature, sfumature inattese, tracce sottili del gesto artigianale. Queste differenze non sono difetti, ma testimonianze. Rendono ogni superficie irripetibile, ogni posa una composizione unica. È un'estetica dell'autenticità, che valorizza la materia ceramica per ciò che è davvero: porosa o vetrosa, opaca o lucente, levigata o ruvida, mai perfettamente uguale a sé stessa. Un'estetica che rifiuta la ripetizione industriale in favore della variazione naturale. Così la ceramica si afferma non come imitazione, ma come forma autonoma di bellezza. Non come surrogato, ma come linguaggio.

L'ingrediente sostanziale è il tempo.

Ogni piastrella artigianale nasce attraverso un processo lento e misurato. I formati vengono preparati uno a uno, lasciati essiccare senza forzature, smaltati a mano, poi cotti secondo curve termiche precise, spesso in piccoli lotti. Il tempo non è un ostacolo, ma una condizione necessaria: solo così la materia può trasformarsi senza perdere la sua autenticità.

In un sistema produttivo che accelera tutto in nome dell'efficienza, la lentezza consapevole diventa un gesto etico. Resistere alla velocità significa salvaguardare la qualità, ma anche preservare una cultura materiale fondata sull'attenzione, sull'intuito, sulla capacità di leggere ciò che accade nel processo. Ogni piastrella racconta questa scelta: nessuna è identica all'altra, perché ogni

passaggio porta con sé piccole variazioni che il tempo non cancella, ma valorizza. È proprio il tempo a generare profondità, a rendere le superfici vive, non ripetitive, capaci di dialogare con lo spazio in modo sottile ma potente. Contro la standardizzazione cieca, Yukari Ceramics riafferma un principio semplice: ciò che ha valore richiede tempo.

Un ciclo produttivo a misura d'uomo

Nella produzione artigianale giapponese, la cottura delle piastrelle non è un semplice passaggio tecnico, ma un momento cruciale del processo. Nei forni tradizionali e nei piccoli impianti specializzati i cicli di cottura possono durare fino a 48 ore, tra salita controllata della temperatura, mantenimento e raffreddamento lento. Questo tempo esteso permette agli smalti di fondersi in modo naturale con la superficie e alla struttura ceramica di maturare senza shock, garantendo stabilità, profondità cromatica e resistenza.

La lentezza non è inefficienza: è precisione, consapevolezza, qualità. Ogni curva termica viene calibrata in base al tipo di argilla, al formato della piastrella, alla composizione dello smalto. È un sapere tecnico e sensibile, trasmesso nel tempo e affinato con l'esperienza.

Accanto a questa cura per il tempo del fuoco, Yukari Ceramics si distingue anche per un forte rispetto della materia. Gli scarti di produzione – piastrelle difettose, sfridi di taglio, argilla non cotta – vengono sistematicamente recuperati e reintrodotti nel ciclo produttivo. In alcune delle nostre manifatture artigianali raggiungiamo punte del 50% di materiale riciclato, senza compromessi sulla qualità. È una pratica virtuosa, radicata in una cultura che non spreca, che osserva e riutilizza, che trasforma gli errori in risorsa. Tempo e riciclo non sono dunque segni di lentezza o di arretratezza, ma scelte consapevoli, parte di un modello produttivo più sostenibile, raffinato e coerente con la logica del fare bene. Un modello che mette al centro la materia, il fuoco e il gesto umano.

Collezioni

Le collezioni Yukari sono realizzate con processi artigianali o semi-artigianali. Variazioni di calibro o di tono, riscontrabili all'interno della stessa collezione o tra diverse produzioni, rappresentano caratteristiche intrinseche del prodotto. Per la posa consigliamo una fuga superiore a 3mm.

Yukari Team

Yukari è il risultato di un progetto ambizioso che coinvolge un ampio e articolato gruppo di professionisti, ciascuno con un ruolo chiave nella realizzazione di un sistema ceramico

autentico, internazionale e profondamente contemporaneo.

La gestione organizzativa e commerciale è curata da Stefano Mammi e dal suo team, che assicurano il raccordo operativo tra le diverse anime del progetto, occupandosi di logistica, relazione con i mercati internazionali e sviluppo distributivo.

La parte produttiva giapponese è affidata alla competenza del gruppo Hirata Tile, storica realtà distributiva tra le più autorevoli del mercato nipponico. Hirata Tile coordina una rete selezionata di atelier e manifatture artigianali d'eccellenza, garantendo qualità costante, accuratezza tecnica e coerenza estetica.

La comunicazione e la direzione creativa sono interamente concepite e realizzate in Italia, sotto la guida di Massimo Nadalini Studio, che progetta l'identità visiva, la strategia di narrazione e la comunicazione delle collezioni. Massimo Nadalini è affiancato da un team di professionisti specializzati in branding, art direction, fotografia, testi, styling e ricerca culturale, per garantire coerenza e profondità a ogni livello del racconto.

Lo Studio Design cura, insieme a Massimo Nadalini Studio, la progettazione degli spazi espositivi e degli ambienti installativi, con un approccio che fonde minimalismo, teatralità e senso del rito.

Be2Be progetta la comunicazione online occupandosi dei progetti grafici, del sistema digitale e della strategia di presenza sui canali web e social.

Per la parte visiva, Mattia Messori realizza i render 3D e gli ambienti digitali immersivi, traducendo materiali e spazi in immagini evocative e coerenti con lo stile Yukari Ceramics.

Gli scatti dal vivo – ambienti, stand, momenti di backstage – sono curati da Oryoki, studio fotografico specializzato in storytelling visivo e atmosfere naturali, mentre gli still-life di collezione sono firmati da Fabrizio Cicconi, con un approccio fotografico che restituisce la tattilità e il carattere delle superfici attraverso composizioni essenziali e luce controllata. Questa costellazione di professionisti lavora in sinergia per dare forma a un'immagine di marca precisa, coerente e sofisticata, in cui ogni dettaglio contribuisce a rafforzare la visione culturale e progettuale di Yukari Ceramics.



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