

BISAZZA

**BISAZZA TO OPEN BOLD NEW FLAGSHIP STORE IN
BROMPTON DESIGN DISTRICT DURING THE LONDON
DESIGN FESTIVAL**



Liz2, design eBoy - Bisazza glass mosaic pattern

London, 14 July 2025 - Italian luxury design brand **Bisazza** proudly announces the reopening of its London flagship showroom at **60 Sloane Avenue**, timed to coincide with the September edition of the **London Design Festival**. Marking a celebrated return to the iconic address in the heart of the **Brompton Design District**, the showroom reaffirms Bisazza's long-standing connection with the UK market and its unwavering commitment to the culture of craftsmanship and design.

Occupying a **140-square-metre, single-floor space**, the new showroom represents the latest evolution of the Bisazza brand, a dialogue between Italian decorative mastery and English cultural elegance. Designed by Italian architect Carlo Dal Bianco, the interiors are rich with **vibrant green and purple hues**, a homage to traditional English colours. A bold **parquet floor interspersed with marble mosaic patterns** harmonises with the surrounding walls that showcase all the brand's collections. Columns decorated with **gold mosaic tiles, crystal chandeliers**, and **large mirrors** reflect Bisazza's refined yet luxurious aesthetic.

'We are delighted to unveil our new showroom in London, within the vibrant Brompton Design District, close to the leading Italian design brands. The space welcomes international architects, designers, and private clients to explore our full range of collections. Clients can experience firsthand the different materials and, most importantly, connect with the brand's values of design, culture and craftsmanship. The UK market has always been important to us. With this new flagship store, we aim to provide a complete and immersive experience, supported by the expertise of our dedicated team,' **says Rossella Bisazza, Communications Director.**

The showroom showcases the **full breadth of Bisazza's collections**, including the latest **Marble, Marmomosaico** and **Supermarmo** lines - introducing **marble as a new material** in the brand's offering. Visitors will also discover **exclusive designs**, including:

- **Liz2** by **eBoy**, the result of the first collaboration between Bisazza and the pioneering pixel art trio - Kai Vermehr, Steffen Sauerteig and Svend Smital. This striking mosaic décor is a vivid interpretation of a London neighbourhood scene, rendered with eBoy's signature pixelated language and brought to life in glass mosaic tiles.
- **Silenzio**, a brand new mosaic design from Bisazza's ongoing collaboration with **Fornasetti**, features the mysterious and iconic face of Lina Cavalieri, a recurring figure from the celebrated *'Tema e Variazioni'* series. This new décor joins previous patterns such as *Ortensia, Bocca, Serratura* and *Soli a Capri*, enriching the Fornasetti x Bisazza collection with an aura of surreal elegance and visual intrigue.



Silenzio, design Fornasetti - Bisazza glass mosaic pattern

In addition to these highlights, the space reflects Bisazza's rich history of **collaborations with some of the world's most celebrated creatives**. On display are patterns and pieces by **Marcel Wanders, Tom Dixon, Ashley Hicks, Tricia Guild, Jaime Hayon, Studio Job, Fornasetti, India Mahdavi, Vincent Darré** and many more.

The new flagship plays a **strategic role in Bisazza's global network**, which includes showrooms in **Milan, Paris** and **New York**, as well as a distribution network of over 2,800 retailers worldwide. It serves as a hub for the **international design community, welcoming architects, interior designers, and private clients** who can engage with the collections, consult with the expert team, and immerse themselves in the Bisazza experience.

NOTES TO THE EDITORS

Bisazza London Flagship Store

60 Sloane Avenue
London SW3 3DD

Press Preview: Thursday 18 September, from 10:00 to 12:00

ABOUT BISAZZA

Founded in **1956** in **Montecchio Maggiore (Vicenza)**, in Northern Italy, **Bisazza** is one of the luxury brands in the design sector and the industry's leading producer of glass mosaics for interior and exterior decoration.

Bisazza's brand strategy is to offer a wide range of decor and furnishing solutions, suitable for any living and outdoor area - the expression of a unique style that brings a contemporary flair to the classic by combining elements of fashion and design.

The company's distribution network currently includes 4 flagship stores in **London, Milan, New York** and **Paris**, as well as a broad distribution network worldwide.

Over the years, the company has extended its decorative offerings with new materials made through processes that combine the value of design with the charm of craftsmanship.

Bisazza, which will celebrate its 70th anniversary in 2026, has a long-standing tradition of collaborating with internationally renowned designers, becoming a reference point in the world of design and a symbol of timeless innovation and decorative excellence.

The passion for design, architecture, art and photography inspired the creation of the **Fondazione Bisazza** (Montecchio Maggiore - Vicenza), a private non-profit organisation open to the public. Established in 2012 within spaces formerly used for company production, the Foundation features a *Permanent Collection* of mosaic artworks and site-specific installations, created by legends like Alessandro Mendini and Ettore Sottsass, or the contemporary American artist Daniel Arsham, among others.

Over the years, Fondazione Bisazza has also hosted temporary exhibitions in partnership with international cultural institutions. John Pawson's solo exhibition, *Plain Space*, from the Design Museum in London, marked the Foundation's opening event in 2012.

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Fondazione Bisazza, Vicenza, Italy

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