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Italian Tiles: mosaics, and more...



TRADE CATALOG. AMADORI & MASETTI di U. AMADORI

Marmette a Mosaico per Pavimenti, Marmette speciali per rivestimenti, Mattonelle ad alta Compressione per Pavimentazioni, Cementi armati, Materiali decorativi, Gradini, Secchiali, Vasche da Bagno, Abbeveratoi e Mangiatoie, Servatoi, Tubazioni, ecc. Serie Prima [- Serie Terza]. [title from the covers]

Bologna, 1905.

A series of 3 trade catalogs with 62 color lithographic plates of mosaic tiles for floors, special tiles for cladding, high compression tiles for flooring, reinforced concrete, decorative materials, steps, buckets, bathtubs, drinking fountains and feeders, cisterns, pipes, etc.

\$850

Three volumes, oblong (11.3 x 18 cm). Series 1: 3 unnumbered leaves, 14 color plates; Series 2: 3 unnumbered leaves, 30 color plates; Series 3: 3 unnumbered leaves, 18 color plates, with text and titles for the plates in letterpress and color lithograph for the tile samples. The plates are labeled with reference numbers used for placing orders; original stapled printed card wrappers with firm's name and details to upper wrapper, printed in red, within white border; some staining and doodling to one of the wrappers, especially to cover of series 2; a little dog-eared, and staples rusting, some scattered foxing to the margins, staining to the cover of vol. 3, and one leaf detached from vol. 3; nonetheless, a good set with nice plates that document the traditional tile work from a modern firm at the beginning of the 20th century.



An attractive early twentieth-century mosaic and terrazzo tile catalogue for floors, claddings, bathrooms and kitchens. The Amadori & Masetti tiles, produced in Casalecchio di Reno, just outside of Bologna, were cement based and polished. The firm also produced terrazzo flooring, a highly polished cement-based floor covering which was both attractive and extremely durable.

The firm relied on a thoroughly modern machinery system and hydraulic presses, driven by electric motors, to produce their tiles and guaranteed their standards against defects. Each sample pattern is labeled with an index number for easy ordering (a numeral on the verso for each plate and a letter or number for each different pattern). The verso of each plate bears the Milan address of T. di Acquistapace, a firm producing machines and molds for the manufacture of tiles and for concrete work—a collaborator of Amadori & Masetti.

The three volumes show progressively intricate design ideas, presenting the options offered by the firm:

Serie Prima: Pavimenti in Matonelle di Cemento semplici: with simple red and beige or black and beige tiles, both square and hexagonal in different tessellations;



Serie Seconda: Pavimenti in Matonelle rigate, in Cemento speciale ad alta pressione per porticanti e pianciti esterni: concentrates on borders with more intricate, colorful and floral designs;



Serie Terta: Pavimenti in Matonelle a Mosaico alla Veneziana: covers colorful Venetian mosaic tiles. All three volumes offer plain cement tile floors, high-pressure special cement grooved tile floors for terrasses and outdoor decks, and finally Venetian mosaic tiled floors.

