

ORO *di*  
*Celi* NAPOLI

*“Napoli per me non è la città di Napoli  
ma solo una componente dell'animo umano  
che so di poter trovare in tutte le persone,  
siano esse napoletane o no.”*

*“For me Naples isn't the city of Naples  
but only a component of the human soul  
that I know I can find in all people,  
whether they are Neapolitan or not.”*

Luciano De Crescenzo, scrittore filosofo.



# ORO DI NAPOLI

ORO DI NAPOLI è la nuova collezione di piastrelle decorate dalla *Ce.Vi. Ceramica Vietrese*, disegnati dallo *Studio Civetti/Barile* di Napoli. La collezione vuole rafforzare il rapporto dell'azienda con la cultura tradizionale napoletana; selezionando e stilizzando alcuni simboli identificativi e tipici della città. I sei decori che compongono la collezione sono: il corno rosso, la maschera di Pulcinella, la tazzina di caffè, San Gennaro, i pesci del golfo, Spaccanapoli. Simboli che hanno accompagnato gli abitanti della città di Napoli nei secoli passati e saranno sempre presenti nella cultura napoletana.

ORO DI NAPOLI is the new collection of tiles decorated by *Ce.Vi. Ceramica Vietrese*, designed by the *Studio Civetti/Barile* from Naples. The collection aims to strengthen relationship between the company and traditional Neapolitan culture; selecting and stylizing some typical symbols of the city. The six decorations are the red horn, the Pulcinella mask, the coffee cup, San Gennaro, the fish of the gulf, Spaccanapoli. These are the symbols that have accompanied the inhabitants of the city of Naples in past centuries and will always be present in Neapolitan culture.

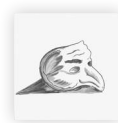


*“Non è vero ma ci credo.”*

*“It's not true but i belive in.”*

- cit. Peppino De Filippo.

pag. 8



*“Napoli ha avuto un grande filosofo: Pulcinella.”*

*“Naples had a great philosopher: Pulcinella”*

- cit. Libero Bovio.

pag. 14



*“Il massimo della solitudine è la macchina del caffè per una sola persona.”*

*“The top of solitude is the coffee machine for one person.”*

- cit. Massimo Troisi.

pag. 20

L'azienda *Ce.Vi.* Ceramica Vietrese è famosa per la caratteristica produzione delle sue piastrelle decorate a mano che riecheggiano lo stile napoletano. Le sue collezioni che partono da lontano 800, seguono ciò che sono le tradizioni vietresi, come la scelta dei colori e dei decori. I quali parlano di civiltà, di arte, di musica, di radici, di storia, di emozioni. Oggi l'azienda *Ce.Vi.* arricchisce la sua filosofia produttiva con questa nuova collezione che guarda al passato e alle tradizioni, ma con un forte spirito di innovazione.

The *Ce.Vi.* company Ceramica Vietrese is famous for the characteristic production of its hand-decorated tiles that depict the Neapolitan style. Its collections starts from the far 800, follow what Vietri traditions are, such as the choice of colors and decorations. Which speak about civilization, art, music, roots, history, emotions. Today the company *Ce. Vi.* enriches its production philosophy with this new collection that looks to the past and traditions, but with a strong spirit of innovation.



*“Dudu, noi a Napoli viviamo solo di miracoli.”*

*“Dudu, in Naples we believe only in miracles.”*

- cit. Totò, Antonio De Curtis.

pag. 26



*“Fijie e 'pisce e 'guard a jatta.”*

*“Fry the fishes but look the cat.”*

- cit. Antico detto napoletano.

pag. 32



*“Napule è mille culure, Napule è mille paure, Napule è a voce de' criature che saglie chianu chianu, e tu sai ca' non si sulo.”*

*“Napule is a thousand culure, Napule is a thousand fears, Napule is the voice of the children who goes up slowly, and you know that you are not alone.”*

- cit. Pino Daniele.

pag. 42

pag. 48

Design by Studio Civetti/Barile









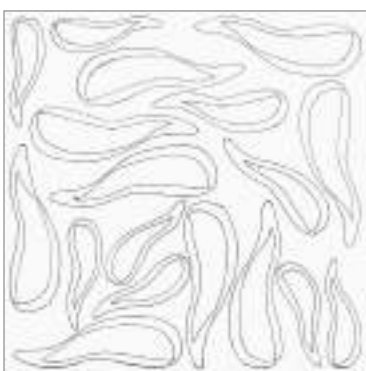
**Corno A**  
COLORE ROSSO



**Corno B**  
COLORE ROSSO



**Corno C**  
COLORE ROSSO



**Corno A**  
COLORE NERO



**Corno B**  
COLORE NERO



**Corno C**  
COLORE NERO

- *Composizione dei Corni a parete, con disegno di Corni rossi al centro e serie Corni neri come cornice.*

- *Composition of the Horns on the wall, with red Horns in the middle and the black Horns series as frame.*

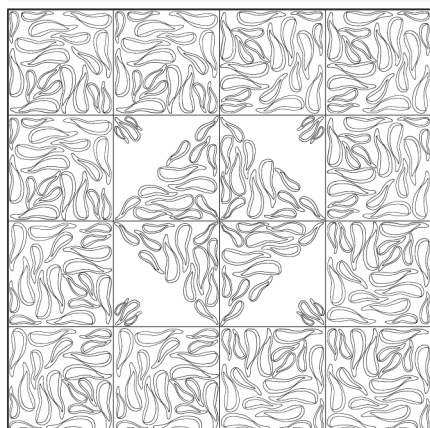




## IDEE DI COMPOSIZIONE 16 pz

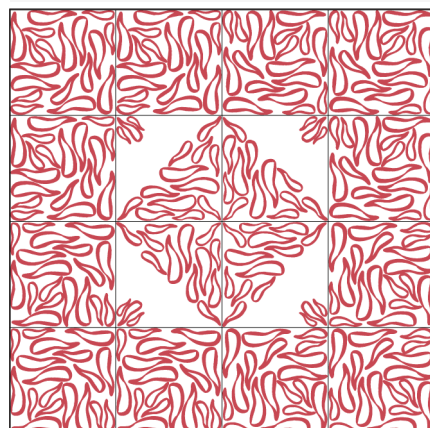
COMPOSIZIONE 1

DECORO COLORE NERO

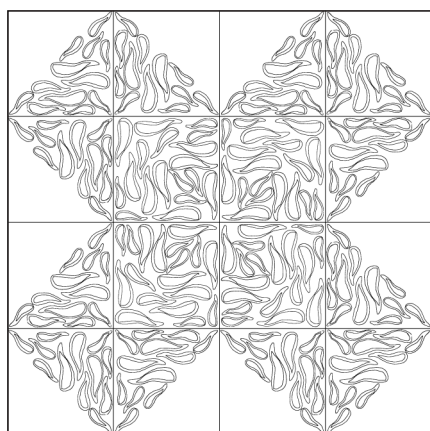


DETTAGLIO		
PZ	NOME DECORO	DECORO
4	Corno C	
12	Corno A	

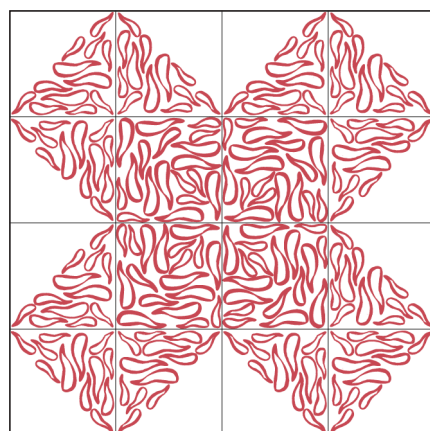
DECORO COLORE ROSSO



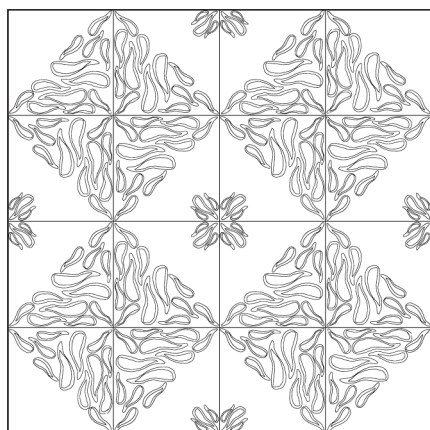
COMPOSIZIONE 2



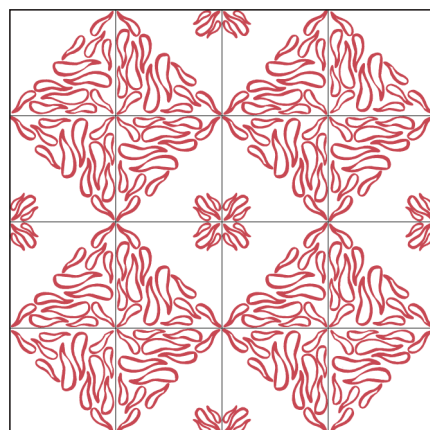
DETTAGLIO		
PZ	NOME DECORO	DECORO
4	Corno A	
12	Corno B	



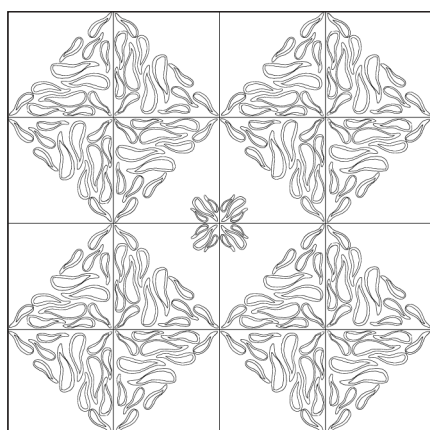
COMPOSIZIONE 3



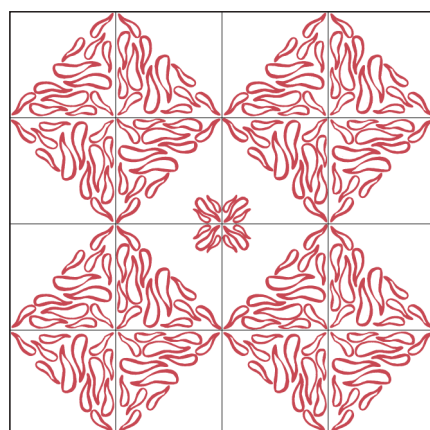
DETTAGLIO		
PZ	NOME DECORO	DECORO
4	Corno B	
12	Corno C	



COMPOSIZIONE 4

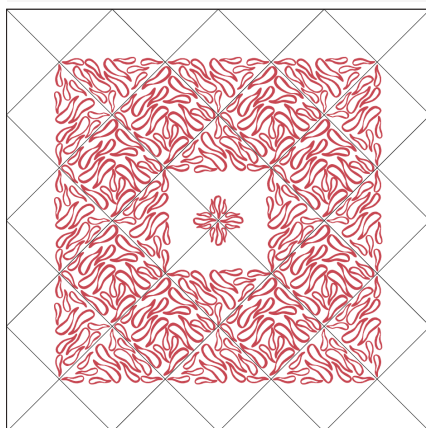


DETTAGLIO		
PZ	NOME DECORO	DECORO
4	Corno C	
12	Corno B	



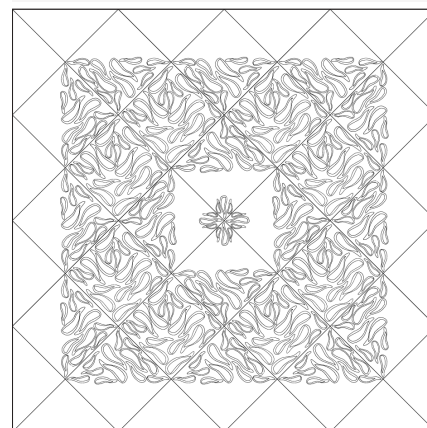
## IDEE DI COMPOSIZIONE 16-24 pz

DECORO COLORE ROSSO

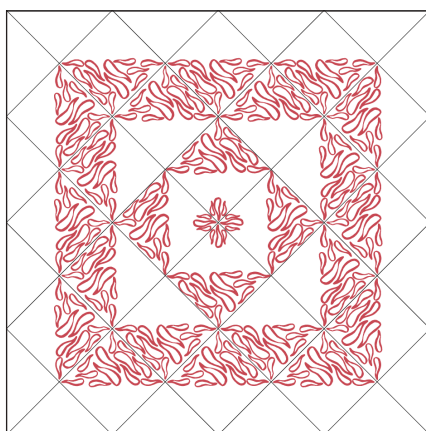


DETTAGLIO SCHEDA		
PZ	NOME DECORO	DECORO
4	Corno C	
8	Corno A	
12	Corno B	

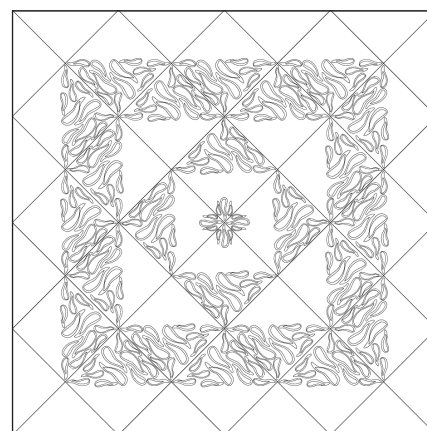
DECORO COLORE NERO



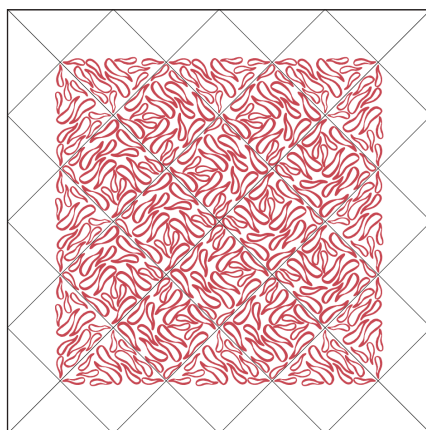
COMPOSIZIONE 5



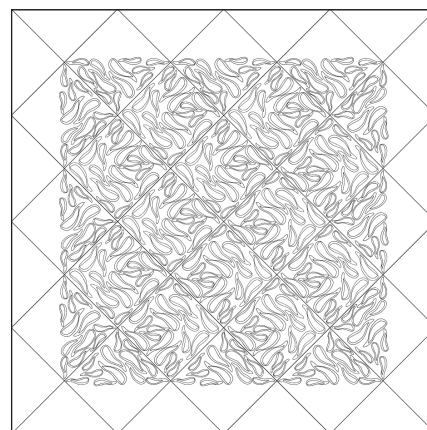
DETTAGLIO		
PZ	NOME DECORO	DECORO
4	Corno C	
20	Corno B	



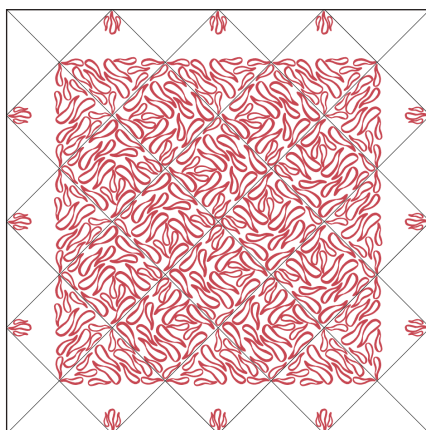
COMPOSIZIONE 6



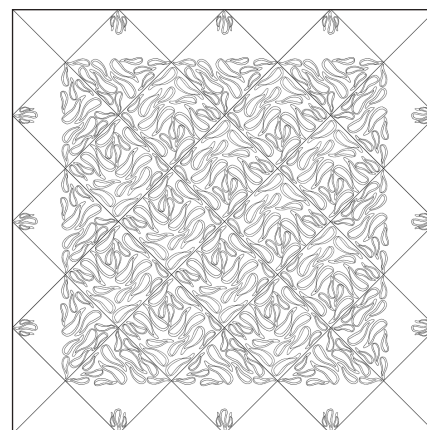
DETTAGLIO		
PZ	NOME DECORO	DECORO
12	Corno A	
12	Corno B	



COMPOSIZIONE 7



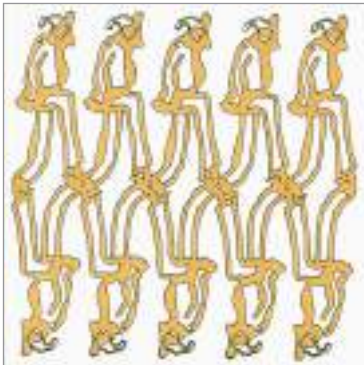
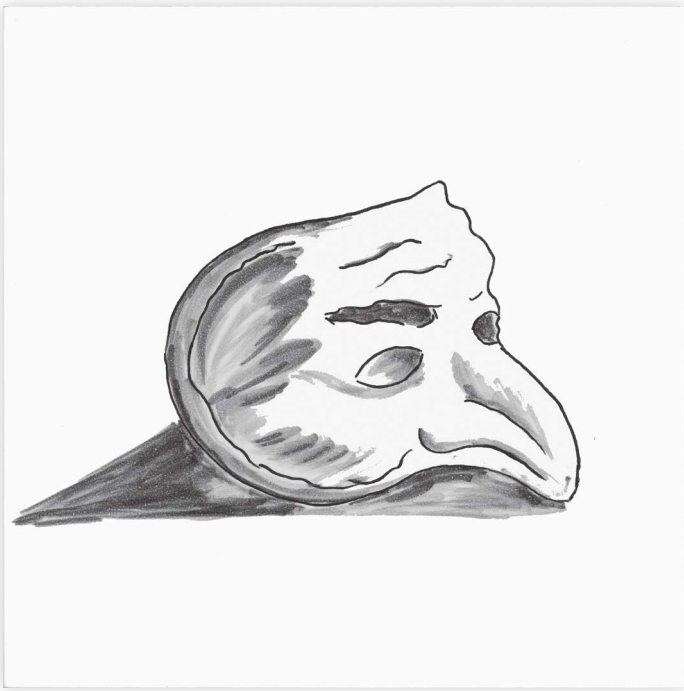
DETTAGLIO		
PZ	NOME DECORO	DECORO
12	Corno A	
12	Corno C	



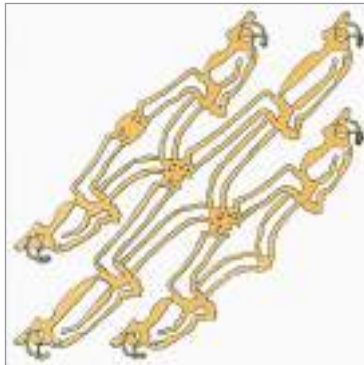
COMPOSIZIONE 8



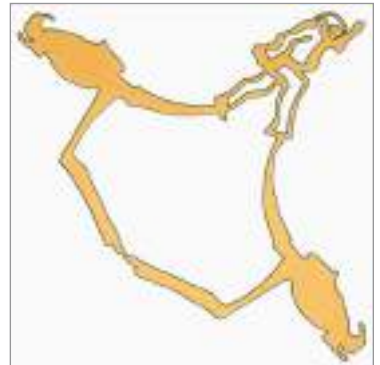
# Pulcinella



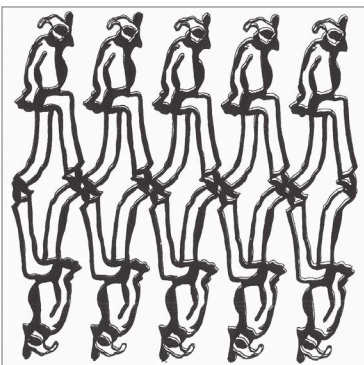
**Pulcinella A**  
COLORE GIALLO



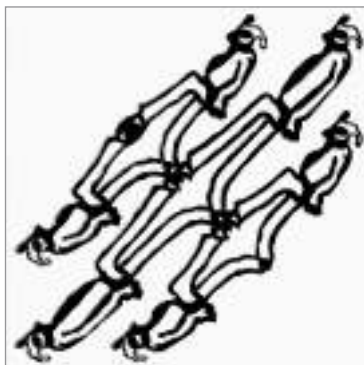
**Pulcinella B**  
COLORE GIALLO



**Pulcinella C**  
COLORE GIALLO



**Pulcinella A**  
COLORE NERO



**Pulcinella B**  
COLORE NERO

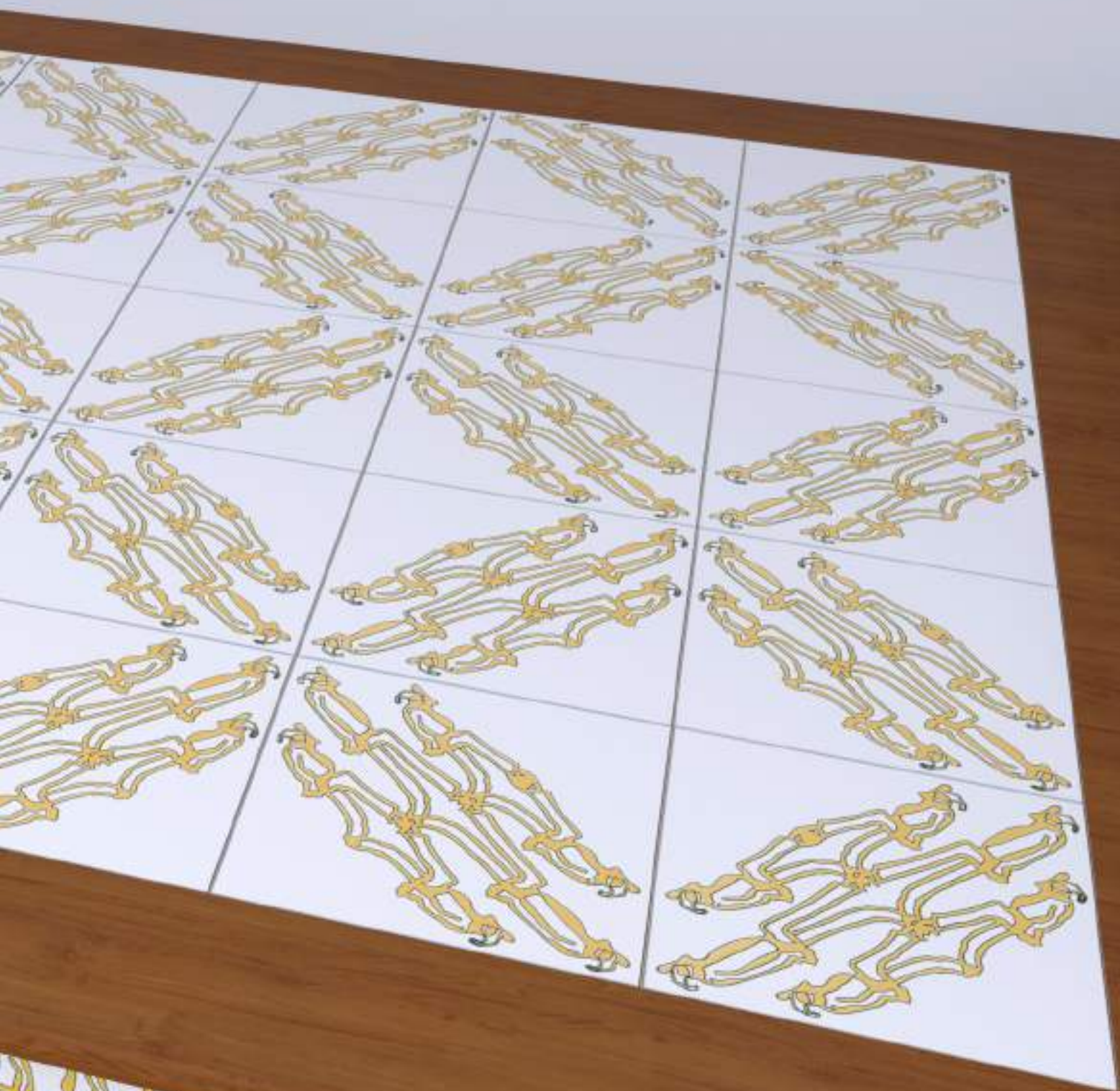


**Pulcinella C**  
COLORE NERO

- Sviluppo della scala utilizzando il decoro Pulcinella giallo sia a pavimento che sull'alzata del gradino.

- Development of the staircase using the yellow Pulcinella decoration on the floor and on the riser of the step.

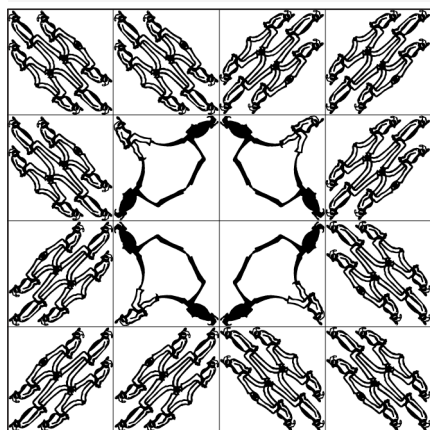




## IDEE COMPOSIZIONE 16 pz

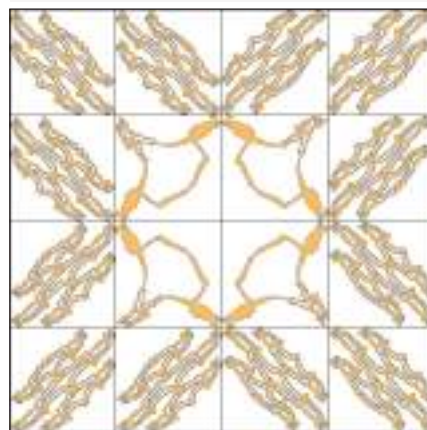
COMPOSIZIONE 1

DECORO COLORE NERO

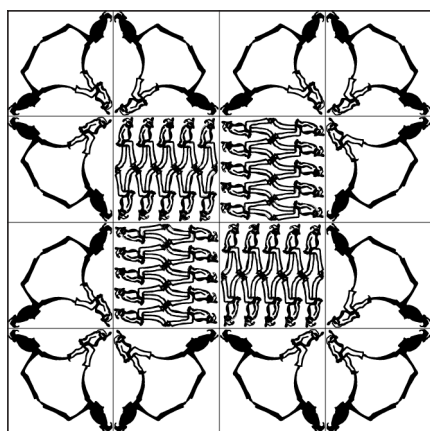


DETTAGLIO		
PZ	NOME DECORO	DECORO
4	Pulcinella C	
12	Pulcinella B	

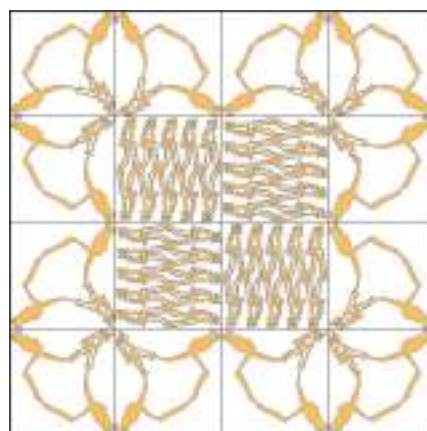
DECORO COLORE GIALLO



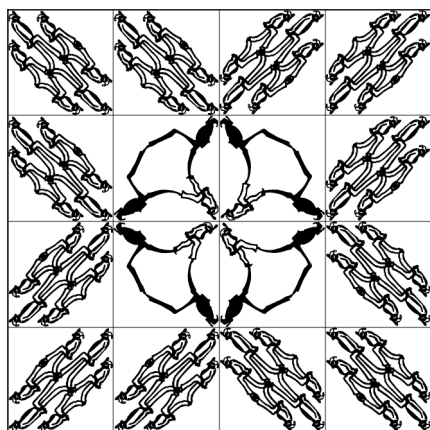
COMPOSIZIONE 2



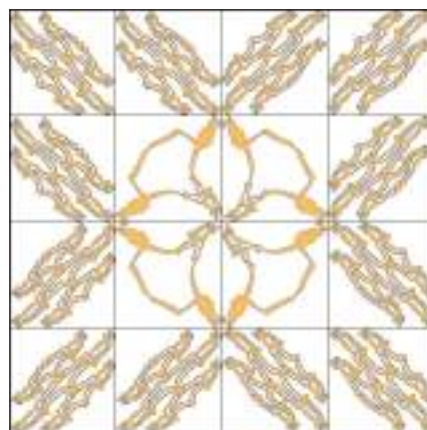
DETTAGLIO		
PZ	NOME DECORO	DECORO
4	Pulcinella A	
12	Pulcinella C	



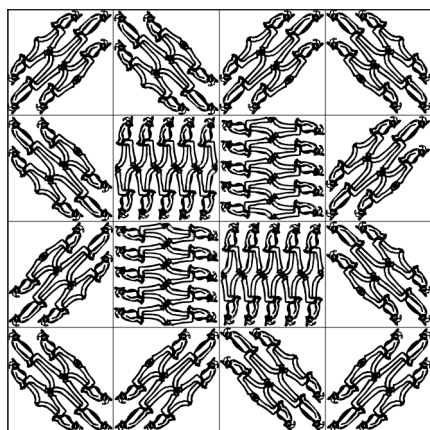
COMPOSIZIONE 3



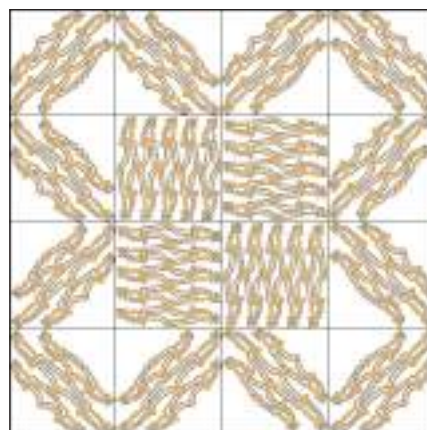
DETTAGLIO		
PZ	NOME DECORO	DECORO
4	Pulcinella C	
12	Pulcinella B	



COMPOSIZIONE 4

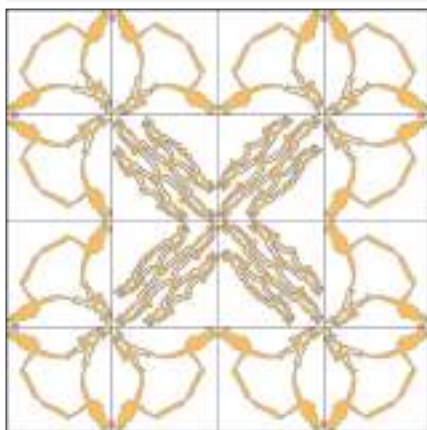


DETTAGLIO		
PZ	NOME DECORO	DECORO
4	Pulcinella A	
12	Pulcinella B	



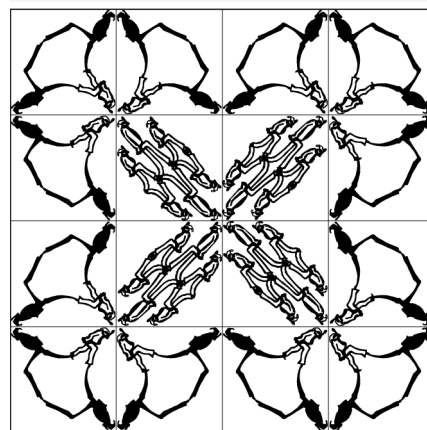
## IDEE COMPOSIZIONE 16-36 pz

DECORO COLORE GIALLO

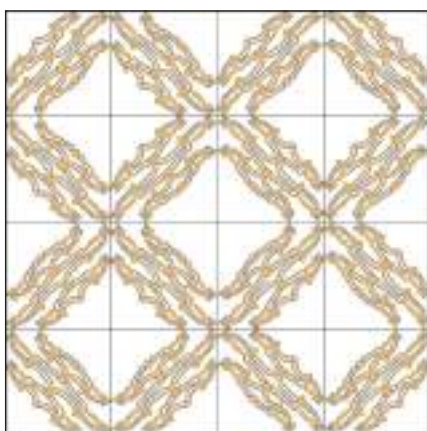


DETTAGLIO		
PZ	NOME DECORO	DECORO
4	Pulcinella B	
12	Pulcinella C	

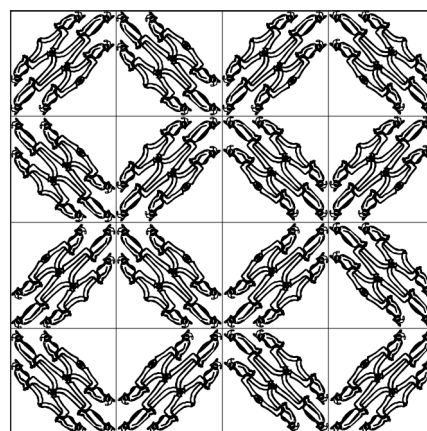
DECORO COLORE NERO



COMPOSIZIONE 5



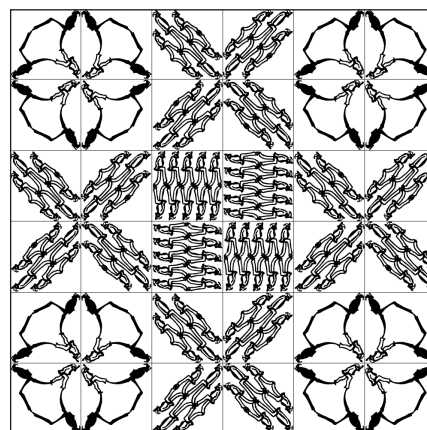
DETTAGLIO		
PZ	NOME DECORO	DECORO
16	Pulcinella	



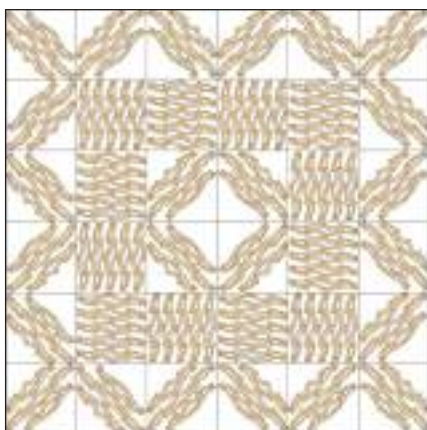
COMPOSIZIONE 6



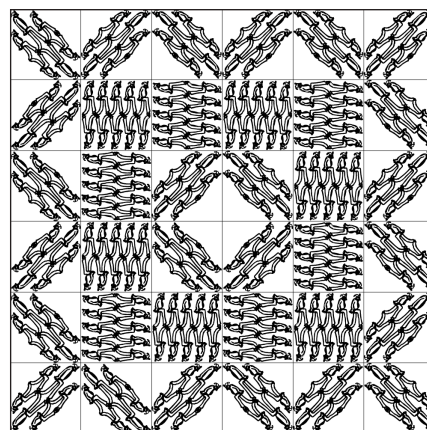
DETTAGLIO		
PZ	NOME DECORO	DECORO
4	Pulcinella A	
16	Pulcinella B	
16	Pulcinella C	



COMPOSIZIONE 7



DETTAGLIO		
PZ	NOME DECORO	DECORO
12	Pulcinella A	
24	Pulcinella B	



COMPOSIZIONE 8



# Tazzulella



**Tazzulella A**  
COLORE MANGANESE



**Tazzulella B**  
COLORE MANGANESE



**Tazzulella A**  
COLORE GIALLO



**Tazzulella B**  
COLORE GIALLO

- Dettaglio del decoro Tazzulella manganese, disposto in direzione verticale su parete della cucina.

- Detail of the Tazzulella decoration in manganese, in vertical direction on the wall of the kitchen.



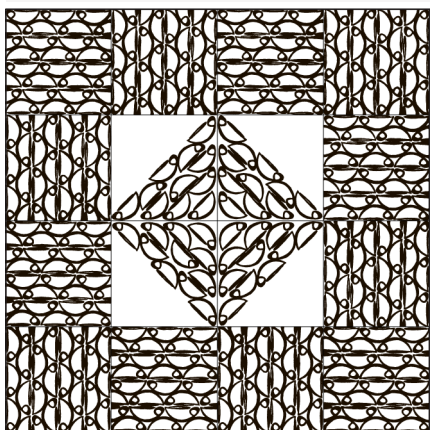



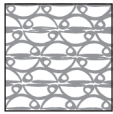
# Tazzulella

## IDEE COMPOSIZIONE 16 pz

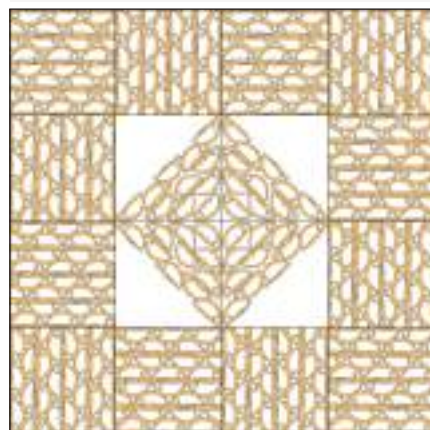
COMPOSIZIONE 1

DECORO COLORE MANGANESE

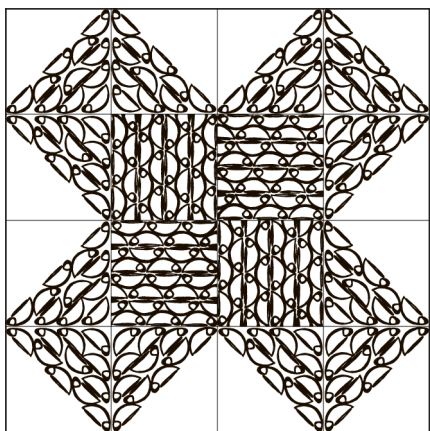




DETTAGLIO		
PZ	NOME DECORO	DECORO
4	Tazzulella B	
12	Tazzulella A	

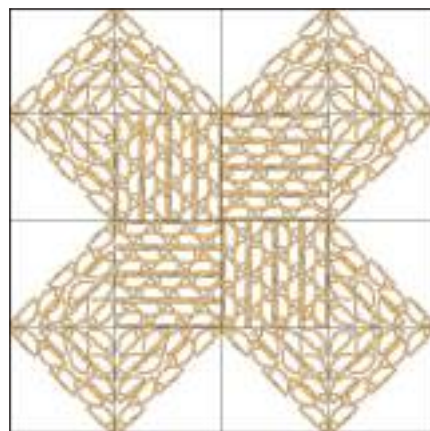
DECORO COLORE GIALLO



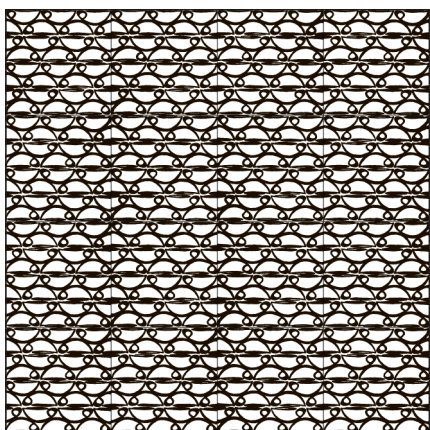
COMPOSIZIONE 2

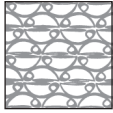


DETTAGLIO		
PZ	NOME DECORO	DECORO
4	Tazzulella A	
12	Tazzulella B	



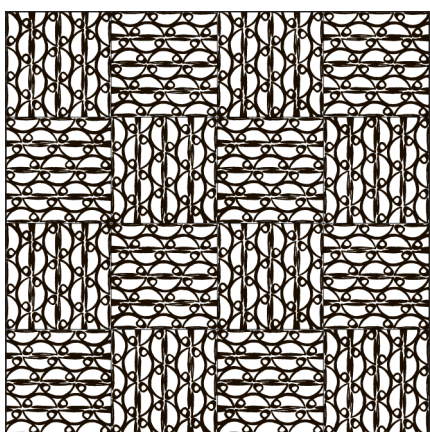
COMPOSIZIONE 3

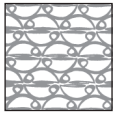


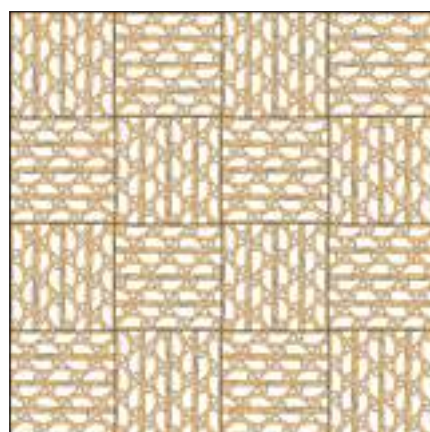
DETTAGLIO		
PZ	NOME DECORO	DECORO
16	Tazzulella A	



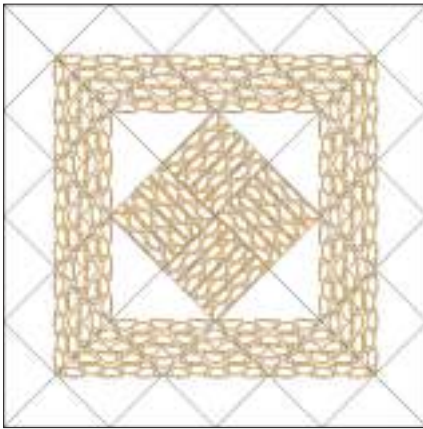
COMPOSIZIONE 4



DETTAGLIO		
PZ	NOME DECORO	DECORO
16	Tazzulella A	

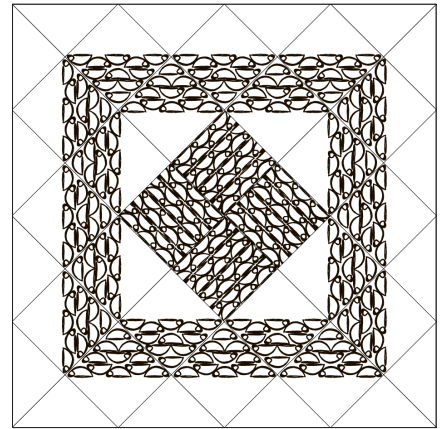


DECORO COLORE GIALLO

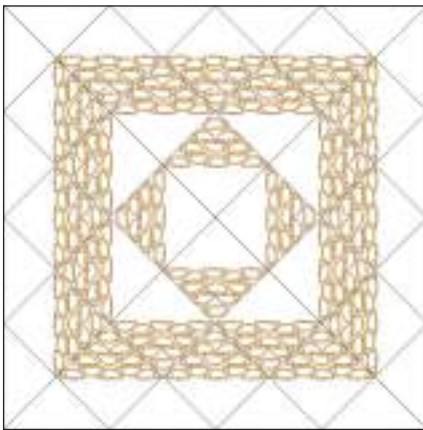


DETTAGLIO		
PZ	NOME DECORO	DECORO
4	Tazzulella A	
20	Tazzulella B	

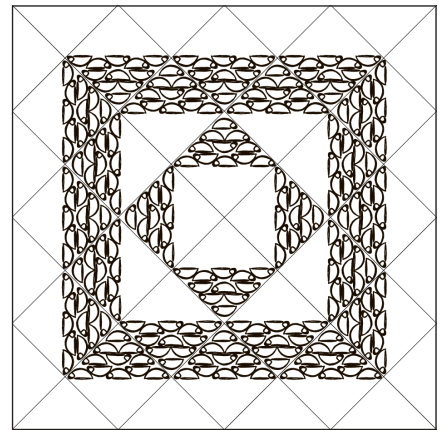
DECORO COLORE MANGANESE



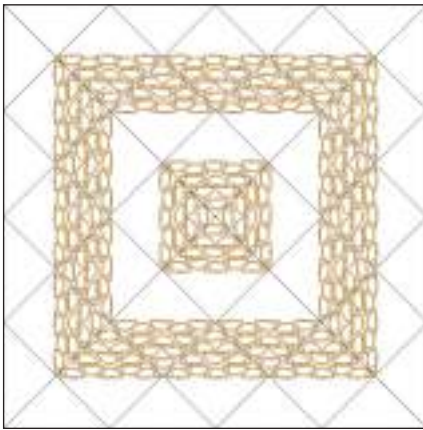
COMPOSIZIONE 5



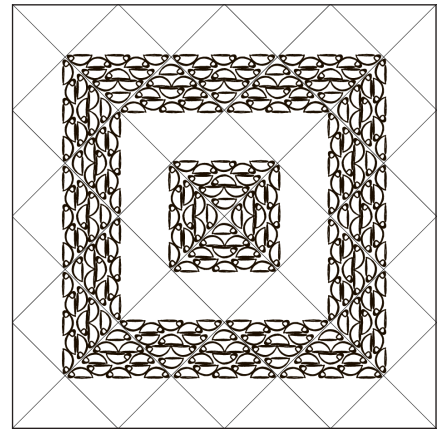
DETTAGLIO		
PZ	NOME DECORO	DECORO
24	Corno B	



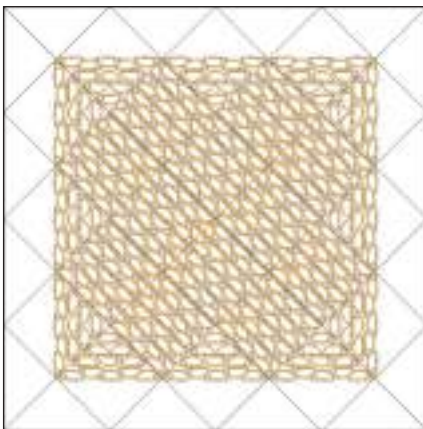
COMPOSIZIONE 6



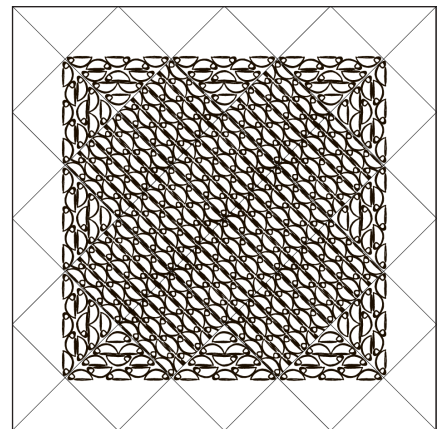
DETTAGLIO		
PZ	NOME DECORO	DECORO
24	Corno B	



COMPOSIZIONE 7



DETTAGLIO		
PZ	NOME DECORO	DECORO
12	Tazzulella A	
12	Tazzulella B	



COMPOSIZIONE 8



# San Gennaro



- Varie composizioni geometriche utilizzando il decoro San Gennaro azzurro.

- Various geometric compositions use the blue San Gennaro decoration.

# PIAZZA DUOMO



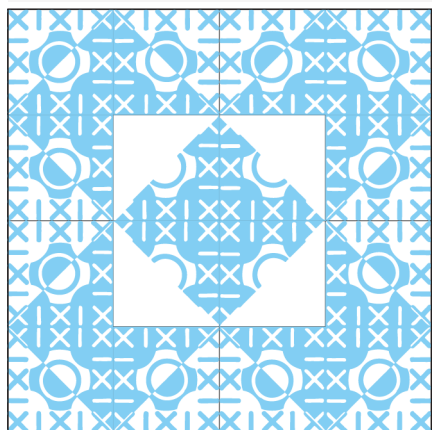


# San Gennaro

## IDEE COMPOSIZIONE 16 pz

COMPOSIZIONE 1

DECORO COLORE AZZURRO

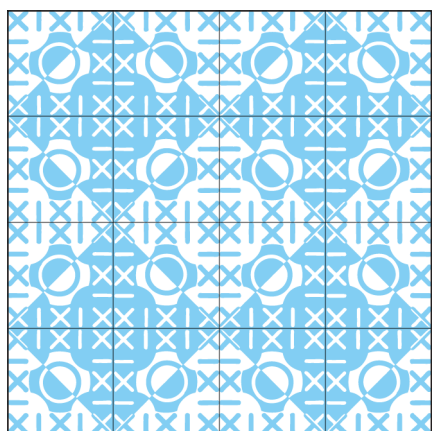


DETTAGLIO		
PZ	NOME DECORO	DECORO
4	San Gennaro B	
12	San Gennaro A	

DECORO COLORE ROSSO



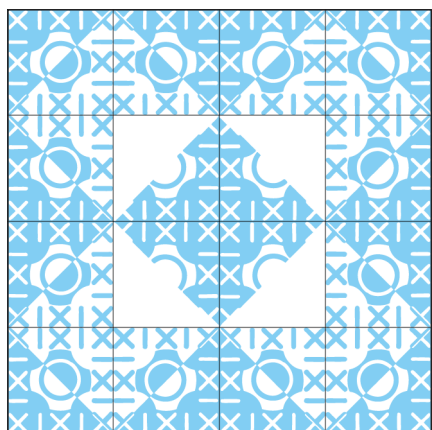
COMPOSIZIONE 2



DETTAGLIO		
PZ	NOME DECORO	DECORO
16	San Gennaro A	



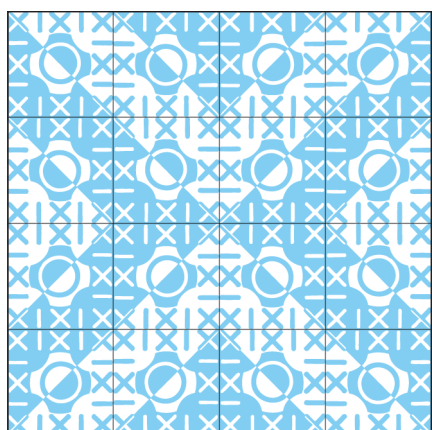
COMPOSIZIONE 3



DETTAGLIO		
PZ	NOME DECORO	DECORO
4	San Gennaro B	
12	San Gennaro A	



COMPOSIZIONE 4



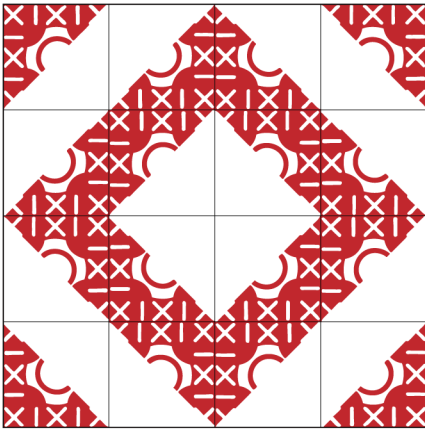
DETTAGLIO		
PZ	NOME DECORO	DECORO
16	San Gennaro A	



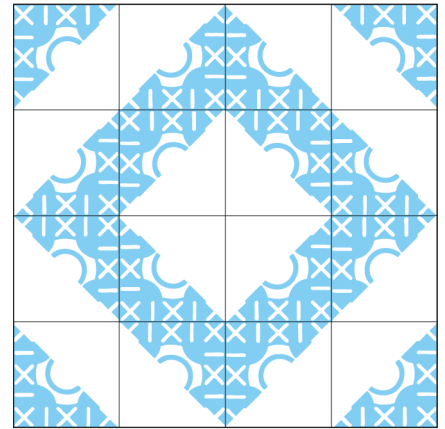
# San Gennaro

## IDEE COMPOSIZIONE 16 pz

DECORO COLORE ROSSO



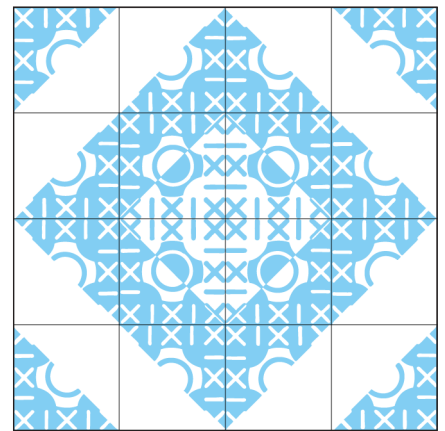
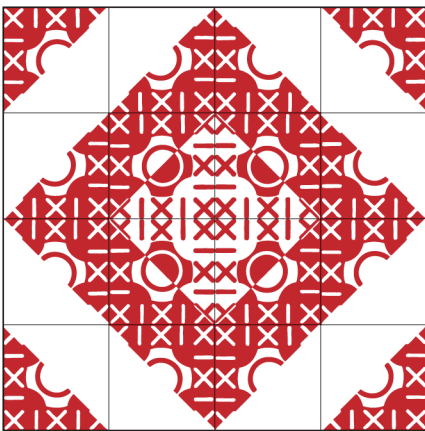
DECORO COLORE AZZURRO



DETTAGLIO

PZ	NOME DECORO	DECORO
16	San Gennaro B	

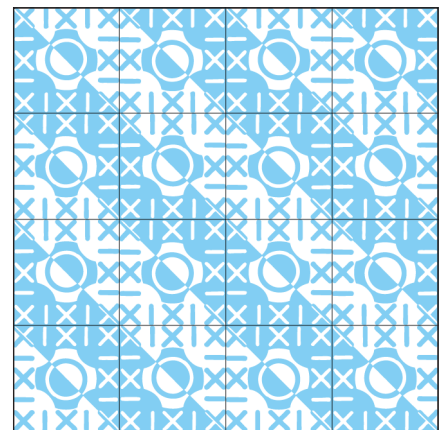
COMPOSIZIONE 5



DETTAGLIO

PZ	NOME DECORO	DECORO
4	San Gennaro A	
12	San Gennaro B	

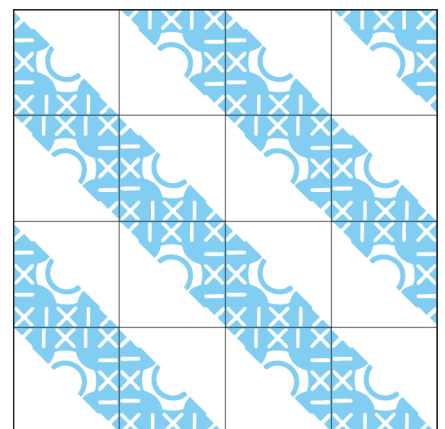
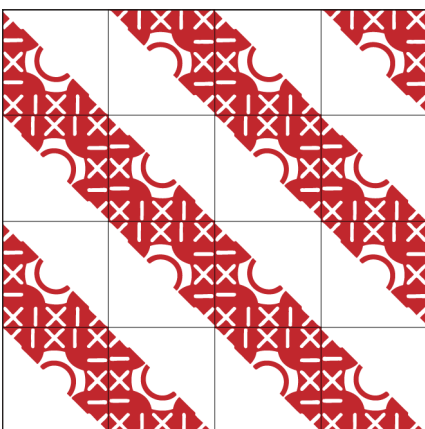
COMPOSIZIONE 6



DETTAGLIO

PZ	NOME DECORO	DECORO
16	San Gennaro A	

COMPOSIZIONE 7

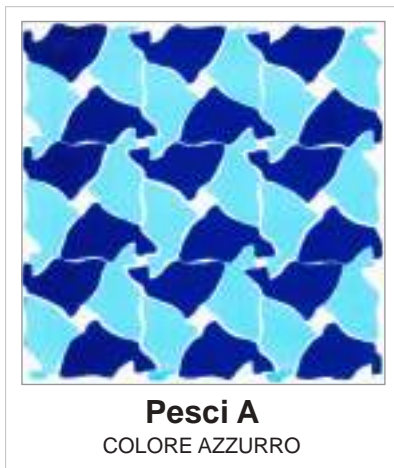


DETTAGLIO

PZ	NOME DECORO	DECORO
16	San Gennaro B	

COMPOSIZIONE 8

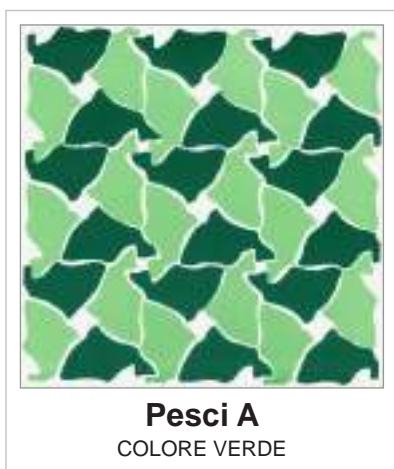




**Pesci A**  
COLORE AZZURRO



**Pesci B**  
COLORE AZZURRO



**Pesci A**  
COLORE VERDE



**Pesci B**  
COLORE VERDE













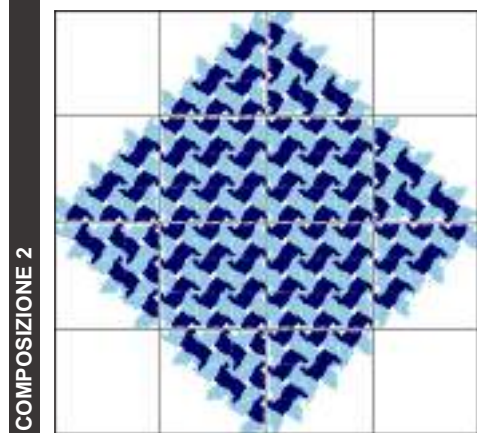
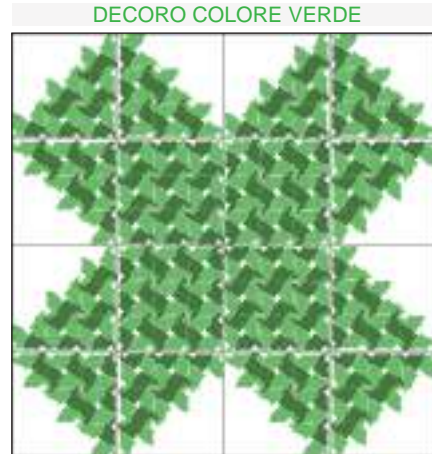
# Pesci

## IDEE COMPOSIZIONE 16-36 pz



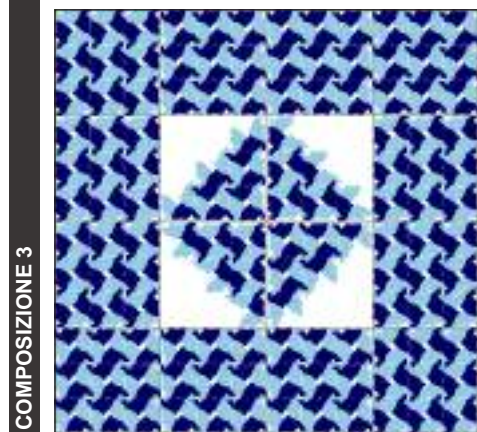
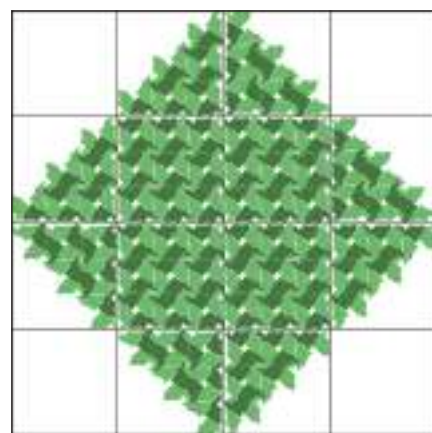
COMPOSIZIONE 1

DETTAGLIO		
PZ	NOME DECORO	DECORO
4	Pesci A	
12	Pesci B	



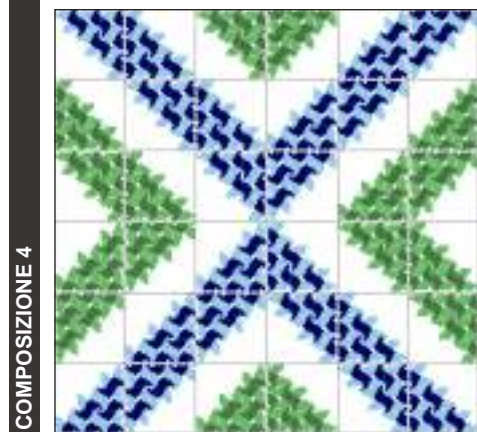
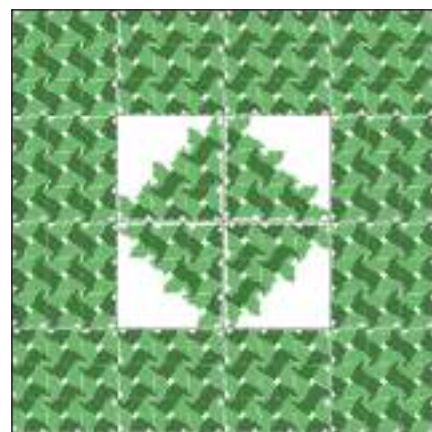
COMPOSIZIONE 2

DETTAGLIO		
PZ	NOME DECORO	DECORO
4	Pesci A	
8	Pesci B	



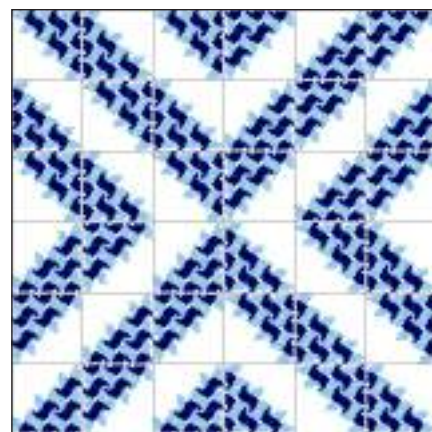
COMPOSIZIONE 3

DETTAGLIO		
PZ	NOME DECORO	DECORO
4	Pesci B	
12	Pesci A	

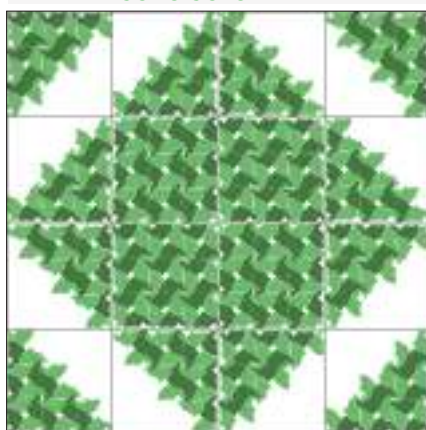


COMPOSIZIONE 4

DETTAGLIO		
PZ	NOME DECORO	DECORO
36	Pesci B	

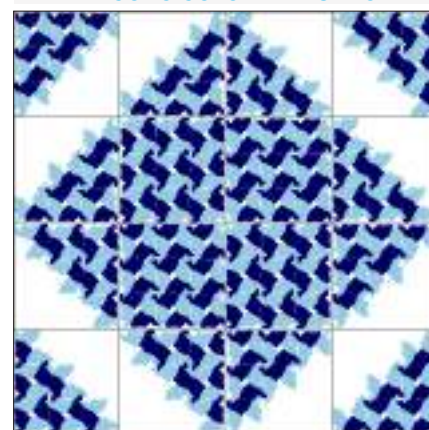


DECORO COLORE VERDE

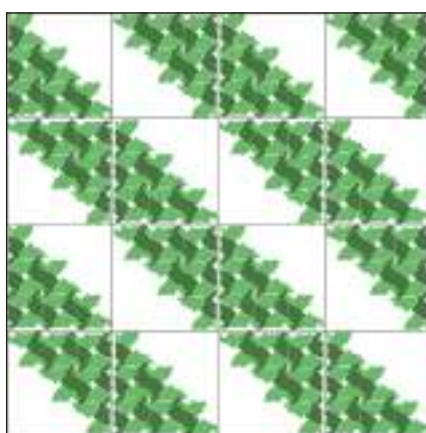


DETTAGLIO		
PZ	NOME DECORO	DECORO
4	Pesci A	
12	Pesci B	

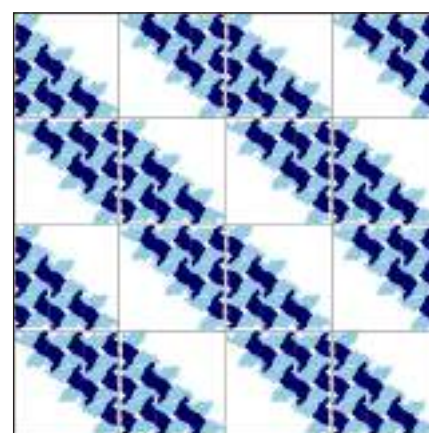
DECORO COLORE AZZURRO



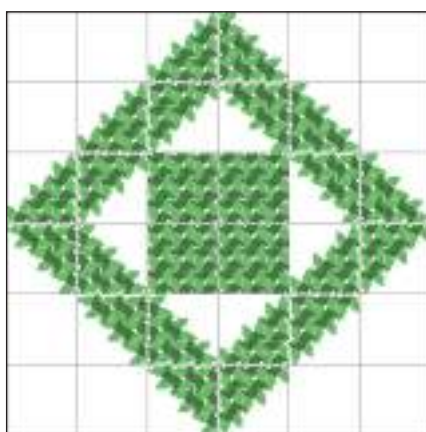
COMPOSIZIONE 5



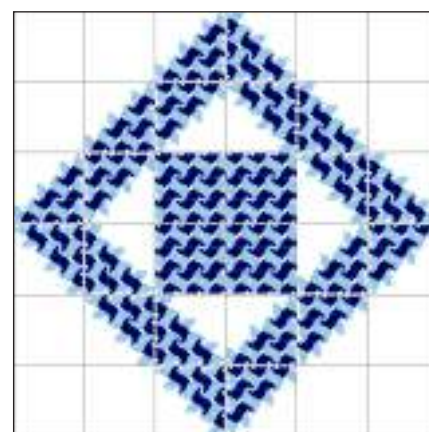
DETTAGLIO		
PZ	NOME DECORO	DECORO
16	Pesci B	



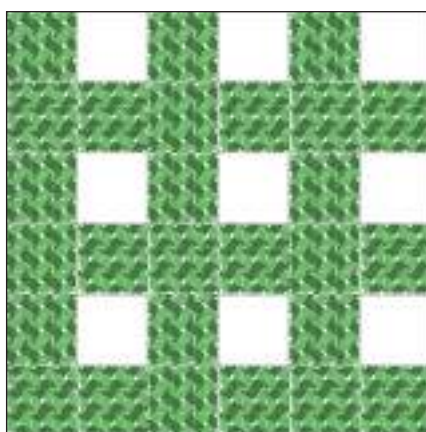
COMPOSIZIONE 6



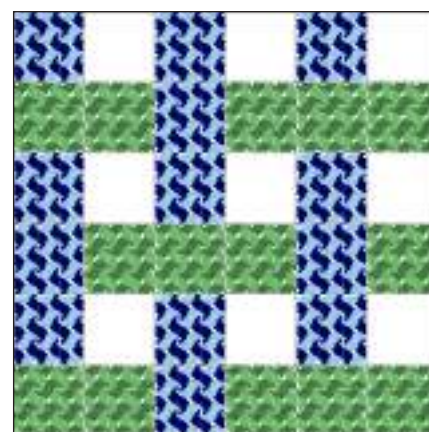
DETTAGLIO		
PZ	NOME DECORO	DECORO
4	Pesci A	
20	Pesci B	



COMPOSIZIONE 7



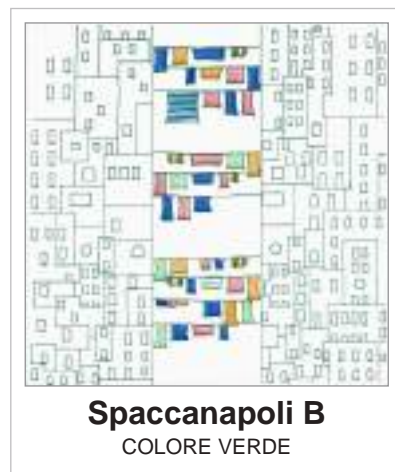
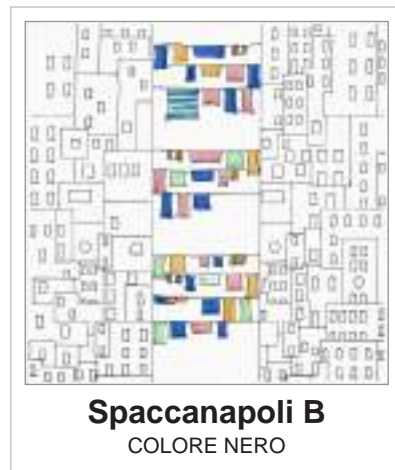
DETTAGLIO		
PZ	NOME DECORO	DECORO
27	Pesci A	



COMPOSIZIONE 8

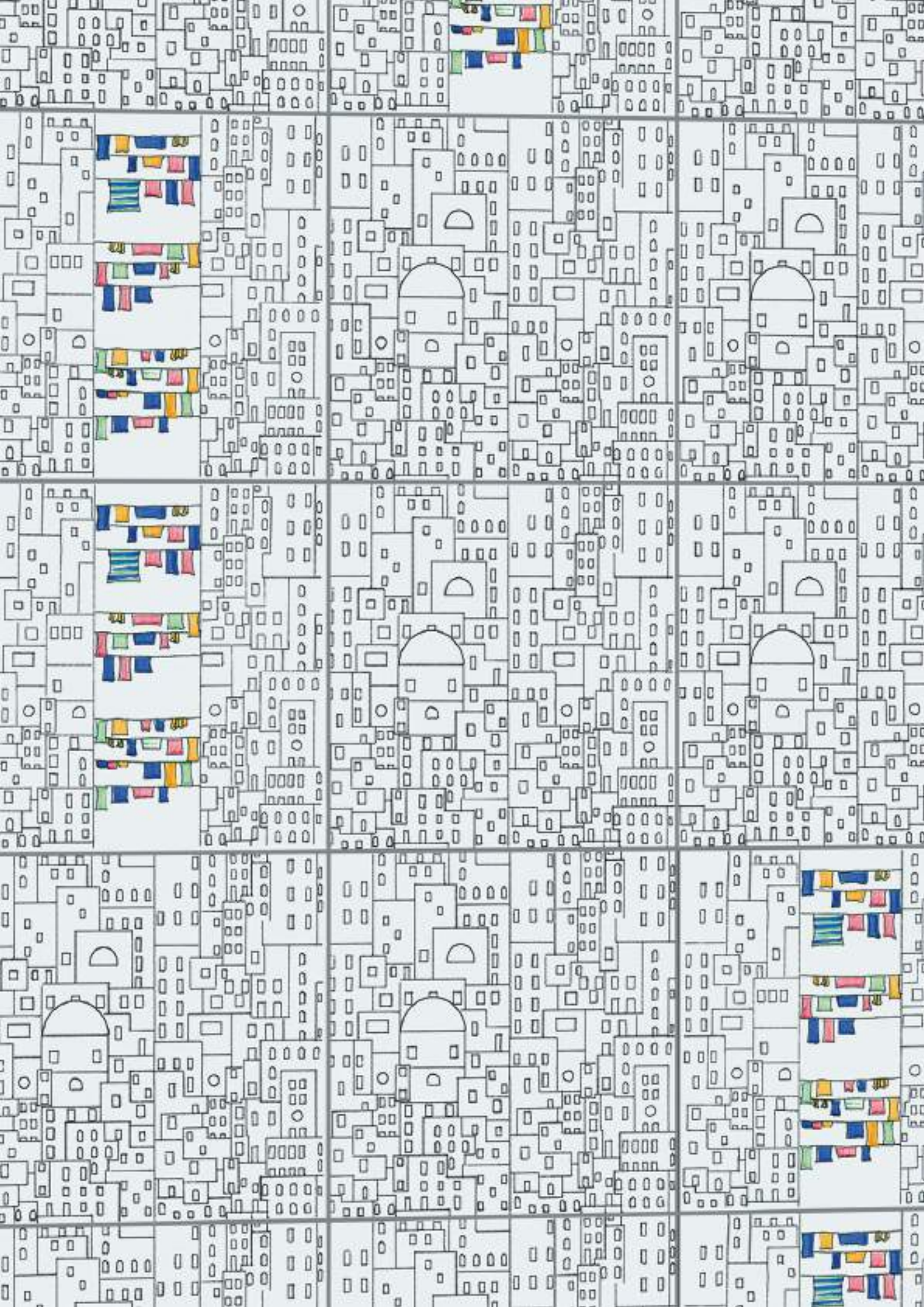


# Spaccanapoli



- *Disposizione casuale del decoro Spaccanapoli nero.*  
- *Random arrangement of the Spaccanapoli in black color.*



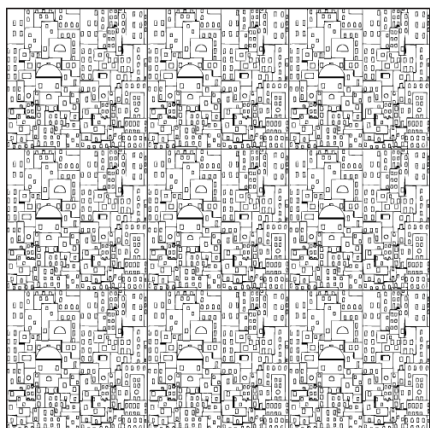



# Spaccanapoli

IDEE COMPOSIZIONE 9 pz

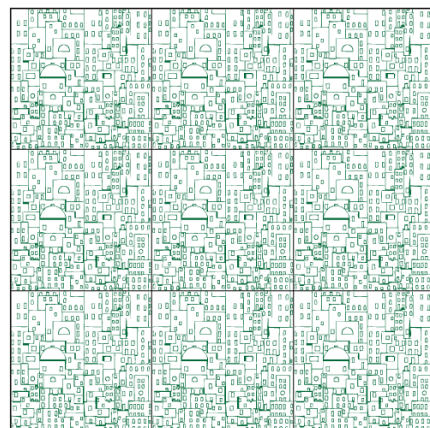
COMPOSIZIONE 1

DECORO COLORE NERO

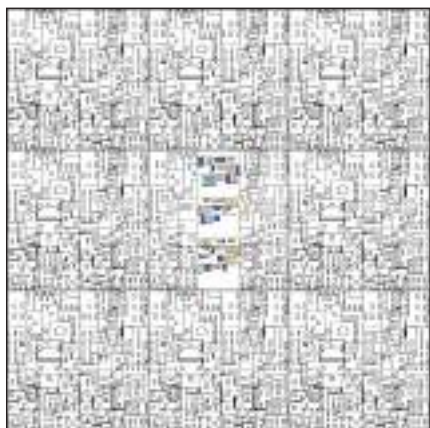




DETTAGLIO		
PZ	NOME DECORO	DECORO
9	Spaccanapoli A	

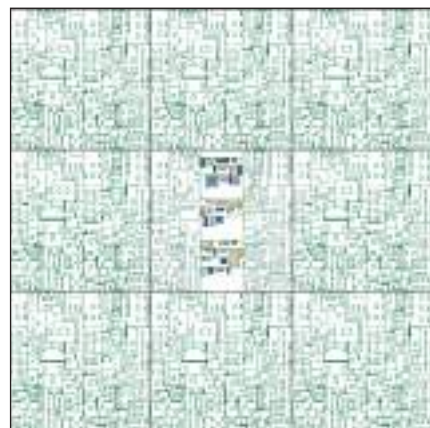
DECORO COLORE VERDE



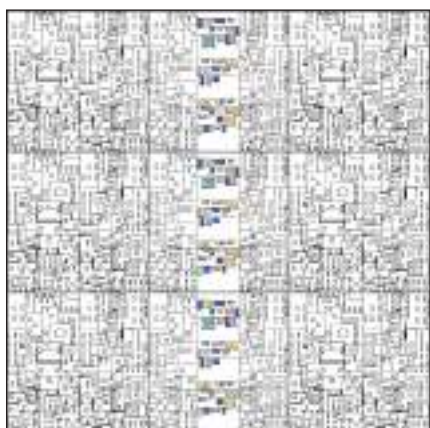
COMPOSIZIONE 2





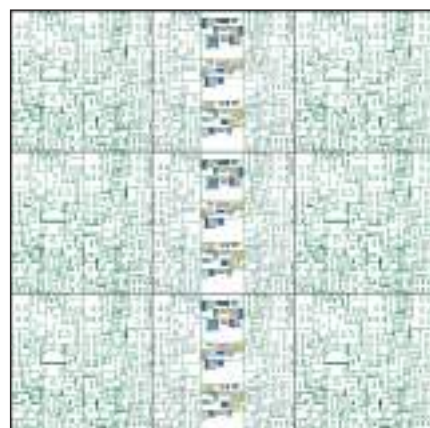
DETTAGLIO		
PZ	NOME DECORO	DECORO
1	Spaccanapoli B	
8	Spaccanapoli A	



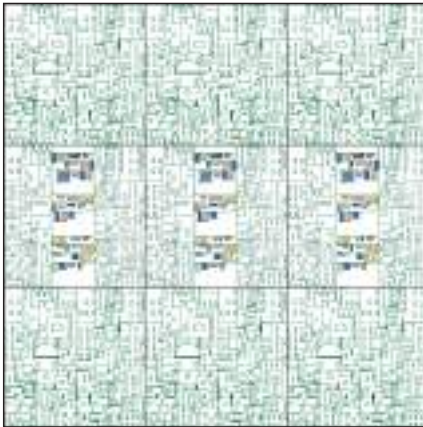
COMPOSIZIONE 3



DETTAGLIO		
PZ	NOME DECORO	DECORO
3	Spaccanapoli B	
6	Spaccanapoli A	

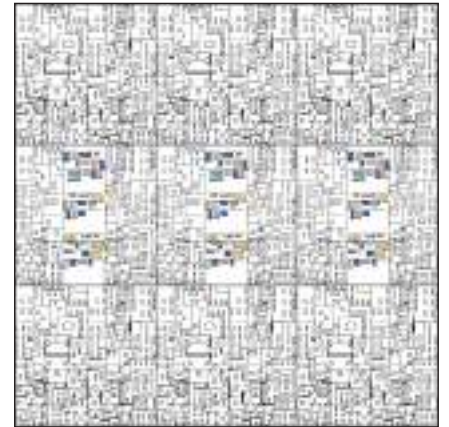


DECORO COLORE VERDE



DETTAGLIO		
PZ	NOME DECORO	DECORO
3	Spaccanapoli B	
6	Spaccanapoli A	

DECORO COLORE NERO



COMPOSIZIONE 3



DETTAGLIO		
PZ	NOME DECORO	DECORO
3	Spaccanapoli B	
6	Spaccanapoli A	



COMPOSIZIONE 4



DETTAGLIO		
PZ	NOME DECORO	DECORO
9	Spaccanapoli B	



COMPOSIZIONE 6

# Studio Civetti/Barile

Lo studio nasce nel 2007 dall'incontro dei due architetti, che condividono lo stesso stile di progettazione, il quale li ha portati a progettare e realizzare case private, ville, negozi, palazzi.

Negli anni successivi, lo studio si specializza nel settore alberghiero-termale; realizzando ristrutturazioni dei più rinomati alberghi dell'isola d'Ischia: Hotel President, Hotel Terme Don Pepe, Hotel Tritone, Hotel Augusto, Centro Congressi e camere Cabal Hotel, Hotel Felix, Hotel Helios, Hotel San Michele, Residence Villa Gemma, Hotel Don Felipe, Hotel Punta Imperatore, Hotel Parco Verde, Hotel Villa Melodie, Pensione Villa Sirena, Hotel Tramonto d'Oro, Hotel Carlo Magno, Parco Termale Negombo, Parco Termale Castiglione, Hotel Villa Sorriso, Albergo Italia, Hotel Oasis, Hotel Villa Paradiso, Hotel Royal Palm, Hotel Imperial, Hotel Gabbiano, Hotel Villa Maria, Hotel La Bagattella, Hotel La Pergola nel 2017, Hotel La Rosa nel 2017, Ischia Blue Resort nel 2018, Exclusive Home residence nel 2018, Caruso Luxury villas Ischia nel 2019.

Questi lavori sono stati curati sia nelle opere edili che nell'arredo, ed alcuni di essi sono stati pubblicati su riviste specializzate come: Ottagono, Casa Vogue, Casabella, Abitare, Cer Magazine etc. E sui cataloghi aziendali dove hanno partecipato alle ristrutturazioni.

The studio was born in 2007 from the meeting of the two architects, who share the same style of the projects, which led them to design and build private houses, villas, shops, palaces.

In the following years, the studio specializes in the hotel-spa sector; carrying out renovations of the most renowned hotels on the island of Ischia: Hotel President, Hotel Terme Don Pepe, Hotel Tritone, Hotel Augusto, Congress Center and Cabal Hotel rooms, Hotel Felix, Hotel Helios, Hotel San Michele, Residence Villa Gemma, Hotel Don Felipe, Hotel Punta Imperatore, Hotel Parco Verde, Hotel Villa Melodie, Pension Villa Sirena, Hotel Tramonto d'Oro, Hotel Carlo Magno, Negombo Thermal Park, Castiglione Thermal Park, Hotel Villa Sorriso, Hotel Italy, Hotel Oasis, Hotel Villa Paradiso, Hotel Royal Palm, Hotel Imperial, Hotel Gabbiano, Hotel Villa Maria, Hotel La Bagattella, Hotel La Pergola in 2017, Hotel La Rosa in 2017, Ischia Blue Resort in 2018, Exclusive Home residence in 2018, Caruso Luxury villas Ischia in 2019.

These works have been taken care of both in the construction works and in the furnishings, and some of them have been published in specialized magazines such as: Ottagono, Casa Vogue, Casabella, Abitare, Cer Magazine etc. And on the company catalogs where they participated in the renovations.

*“La tradizione napoletana è stato il vero designer di questa nostra collezione”*

*“The Neapolitan tradition was the true designer of this collection of ours”*

Franco Daniele Civetti, Architetto.



ORO *di*  
*Ceramiche* NAPOLI

[www.ceramicacevi.it](http://www.ceramicacevi.it)





## **Ceramica Vietrese**

Ceramica De Maio Francesco S.r.l.  
Via Nazionale 63, 84015 Nocera Superiore (SA), Italy  
Tel. +39 089463933 / +39 081 931011 - Fax +39 081 5142366

[www.ceramicacevi.it](http://www.ceramicacevi.it) - [info@ceramicacevi.it](mailto:info@ceramicacevi.it)