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Christian Hall reveals this month's hottest new websites

1-10 Ceranco

URL www.ceranco.com

Company Pixelinglife

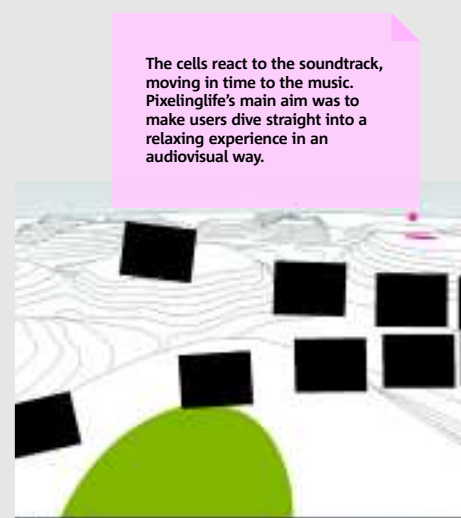
URL www.pixelinglife.com

Ceranco is one of the more recent brands from the well-known ceramics and decoration company Porcelanosa. Each branch of the group already had its own website, so Spanish designers Pixelinglife were asked to develop one for Ceranco, based upon its specific features and values. "We understood that the brand is focused on final clients instead of distributors. This premise gave us the opportunity to create an interactive experience based on emotional values and not just rational ones," says account director Miguel Simón.

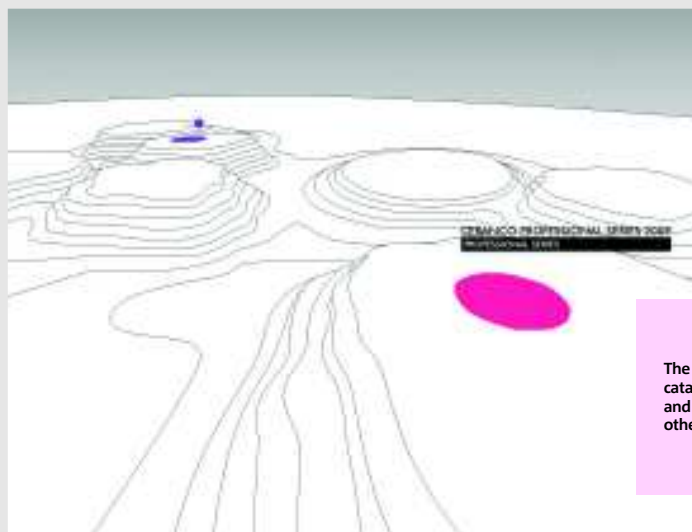
The website pulls the visitor in thanks to a suggestive audiovisual landscape that's fun to hover over – literally. The aim, says Simón, was to produce a cool feeling for the target audience, recreating the emotion of entering an ideal home, yet not to the extent that it overpowered the brand. "To avoid an excessive stylistic categorising and to give the idea neither of elitism nor unattainable luxury, we had to use a universal and up to date design code," he says. "That's why we chose a minimal, clean interface, based on the use of white and black and on the lack of superfluous elements."

Much of the 'cool' sense is actually achieved through the inspiration of a Japanese concept called *kansei*, or 'sensory pleasure'. This is seen on the homepage with the contoured white landscape, which was one concept the client was particularly keen on. They wanted topography to symbolise the path to the perfect home. "Our challenge was to give expression to the concept our client used on their editorial graphic design, to take it into an interactive stage and thus to provide a real meaning to the metaphor for the user's journey home," adds Simón.

"Our challenge was to give expression to our client's editorial graphic"
Miguel Simón



The cells react to the soundtrack, moving in time to the music. Pixelinglife's main aim was to make users dive straight into a relaxing experience in an audiovisual way.



The coloured cells represent each catalogue of Ceranco's products, and users can fly from one to the other above the white landscape.

