



**Above: This palette from Church toilet seat company captures the essence of the 1940's palette that is now starting to influence ceramic tile design. Image from [www.RetroRenovation.com](http://www.RetroRenovation.com)**



**Top Right: Audrey by Ceramiche Lea, shown here in the Lilla colourway, highlights the enduring popularity of the purple colour family as accent hues. There are three distinctive elements to Audrey: neutral colours, pastel shades and elegant decors. To achieve new visual impact, geometrical and floral designs are combined with embossed dots.**



**Bottom right: Terra by Casa Dolce Casa, shown here in the rust colourway, is also available in pearl, honey, ash, graphite and caramel. It is one of the new Florim group ranges featuring the impressive 800 by 1,800mm format. Terra also comes in 800 by 800, 400 by 800, 600 by 600 and 400 by 400mm and two surface finishes: matte and grip.**

Surely it is time ceramic designers had the balls to really explore the true potential of both the material and the increasingly sophisticated digital imaging and production technology?

As in 2011, the wall tile colour palette remains neutral and muted, one might even say masculine. There were some notable exceptions, such as FAP.

Most manufacturers chose to emphasise the fruits of today's digital printing in ranges featuring highly authentic reproductions of wood, marble, and other natural stones.

Once again surface texture was to the fore, both in terms of tactile matt finishes and bolder 3D reliefs. These raised surfaces have injected a new lease of life into white and off-white wall tiles. Couple this with soft new surface finishes like leather, velvet, satin, egg-shell and stucco and the neutral field tile suddenly has a lot more scope.

In terms of colour, the purple spectrum continues to hold sway, either as soft mauves or more daring fuchsia. Another emerging trend appears to be by 1940's colours, such as grey blues, taupe, spring green, spruce green, lavender, peach, tuscan cream and cerulean blue.

More than ever this year wood-effect tiles were shown as wall tiles, offering incredibly realistic colours and textures including simulated bleached, aged and distressed effects. There were even tiles made to resemble wood reclaimed from old fruit crates ... which is surely taking the search for "authenticity" a little too far!

Wood-effect realism is also increasingly being carried forward into tile formats, with long, narrow planks, such as 100 by 900mm, taking timber simulation to a new level.

Other wall tile trends have changed little in the past year. Designers have gone back to tried and trusted neutrals and easy to live with natural models such as carrara marble and pale travertine. The colours of choice remain soft beige, grey, ivory, black and white.

The main decorative burden is still being carried by cut-piece decors and complementary materials such as glass, metallic and natural stone.

Factories are also continuing to experiment with different interlocking shapes, rather than the normal squares, rectangles and strips. Bone-shaped curves, complex geometric tes-



sellations and triangles were once again much in evidence, as well as high relief tiles in simple muted colours.

In floor tiles, the key trends are very similar. As well as the multitude of wood effect tiles, manufacturers are still experimenting with rust and burnished metallic finishes, as well as old faithfuls like carrara marble, travertine, sandstone, polished concrete, resin floors and terracotta.

The new floor tile format that made the most impression was Florim's 800 by 1,800mm monster. The design impact of this new format shone through when set against the more established 600 by 1,200mm modules. Not only did they dwarf the smaller tiles, but also allowed the subtle textures and colour variations of today's conservative tiles to really shine through.

## CERSAIE 2012 DATES

The 30th Cersaie will be held in Bologna from 25th to 29th September 2012.



### Fap Ceramiche: Cielo

Cielo is a new collection of rectified white body wall tiles with matching porcelain stoneware floor tiles from Fap Ceramiche. Light streaks, emphasised by the two available formats (305 by 560mm and 150 by 560mm), run naturally along the entire surface. This naturalness is found in all the variations in the Cielo range. Nine new and original colours are available: Bianco, Cacao, Grano, Indaco, Lavanda, Malva, Papavero, Prato and Zafferano.

Cielo also offers surprising and unpredictable decorations such as Gong which draws a magic wheel onto walls, playing with solid blocks of colour and blank spaces, or the Soffio decoration in which light golden colours frame the delicate lines of a flower. The floral theme also recurs in the Corolle decoration in which watercolour brush strokes outline the shape of a waterfall of flowers. [www.fapceramiche.com](http://www.fapceramiche.com)

### Cerim: Greenwood

Cerim's Greenwood collection of rustic floor tiles expands on the theme of ceramic simulating wood. Greenwood is inspired by the wood processing method based on pickling and aniline dyes. The tiles are made of glazed porcelain. The surface structure recalls the effects of counter-blade cutting, while the design is based on oak, in five new colours.

Greenwood is offered in two formats: 165 by 664 and 333 by 664mm. The colour options are burly, lime green, snow, taupe and sandy brown (pictured above). [www.cerim.it](http://www.cerim.it)



### Cerim: Wood Essence

Wood Essence by Cerim is available in white, amber, chestnut, bark, anthracite and silver (pictured). It comes in three formats 240 by 963, 160.5 by 963 and 165 by 664mm in two surface finishes: matte and grip (165 by 664mm). [www.cerim.it](http://www.cerim.it)



### Lord: Mood

Mood matches glazed porcelain stoneware floor tiles and white body double-fired wall tiles. Available in Blue, Anthracite, Amethyst and Mocha, with Neutral and Ivory added for the wall tiles, the Mood series is excellent for private and light commercial interiors. Available in 333 by 333mm natural and 321 by 321mm rectified for floors and 321 by 642 and 321 by 321mm rectified for walls, Mood is ideal for many interior styles. [www.ceramicalord.it](http://www.ceramicalord.it)



### Rex Ceramiche Artistiche: I Marmi de Rex

The new direction for the Rex brand in interpreting the most precious natural materials which debuted with I Bianchi di Rex, has been developed with I Marmi de Rex, a range of natural stone effect with unusual decors and open veining. The range offers 800 by 800mm squares, plus the impressive new 800 by 1,800mm format in Marble Gray and Marble Brown. Marble Gold and Marble Black come in 800 by 800mm, as well as 600 by 1,200, 600 by 600, 450 by 450mm in matt and gloss, plus a mosaic. [www.rex-cerart.it](http://www.rex-cerart.it)



**Florim: Florim by Makro**

Florim by Makro springs from the coming-together of the well-known tile conglomerate and a young company specialising in technical products for the bathroom. The aim of this collaboration is the development of a new system intended for the contract sector, for designing bathrooms using ceramics by developing concepts arising from state-of-the-art thoughts and technologies.

In the bathroom, the variety and diversity of the products involved has always prevented professionals from drawing up an integrated design project: Florim by Makro claims, for the first time, to allow the creation of a stylistic and functional relationship between the furnishings and ceramic surfaces, to satisfy every type of design requirement. The Florim by Makro system allows architects to discover new forms of expression: high-tech built-under washbasins, showers and washbasin counters which are extremely easy to install, offered with an integrated programme of matching coverings, ceramic trims and accessories. [www.makro.it](http://www.makro.it). [www.florimsolutions.com](http://www.florimsolutions.com).



**Majorca: Vals**

The charm of natural quartz is captured in the Vals range by Majorca: the first Majorca project carried out using advanced digital technology allowing precise and sharp images that faithfully reproduce the aesthetics and colours of quartz. The new BioTechTile treatment, designed by Majorca and applied, on request, to the Vals series, makes the product ecologically active, antibacterial, fungicidal and self-cleaning with excellent anti-slip properties. This full body porcelain range comes in Coira Beige, Lanz Sage, Forest Grey, Hall Blue, Slate, Anthracite and Mocha. Available formats are 82 by 165, 165 by 165, 250 by 500, 333 by 333, 33 by 500 and 500 by 500mm. [www.majorca.it](http://www.majorca.it).



**Tagina: Wire**

Wire is an ambitious project born from the co-operation between Simone Micheli and Tagina. More than a collection Wire is a ceramic system able to generate modular structures, uninterrupted architecture and fluid spaces. Designed for indoor and outdoor applications, Wire is available in two versions that covers all the requirements of contemporary living: double fired white body tiles for refined elegant and glazed porcelain on sand, up to 20mm thick, for floors and dry applications on sand, gravel and grass. Floor tiles come black, grey, sunlight, gold, taupe and white in 200 by 200, 200 by 300, 200 by 510 and 610 by 610mm. [www.tagina.it](http://www.tagina.it).



**Refin: Wood**

Refin displayed by two collections "suggested" by the contract and interior design fields: Wood (pictured above) is a re-interpretation of natural wood with a vintage mood, typical of modern commercial venues designed to appeal to young urban-style lovers. This range is further enhanced by a hi-tech ceramic mixture using top quality recycled materials.

It is complemented by Fabric: a range evoking paper and textiles that delicately integrates with this contemporary living style without imposing intrusive aesthetic choices. [www.refin.it](http://www.refin.it)