


THE ™

# tiles

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FOCUS:  
INNOVATING TRENDS- FLOOR & WALL

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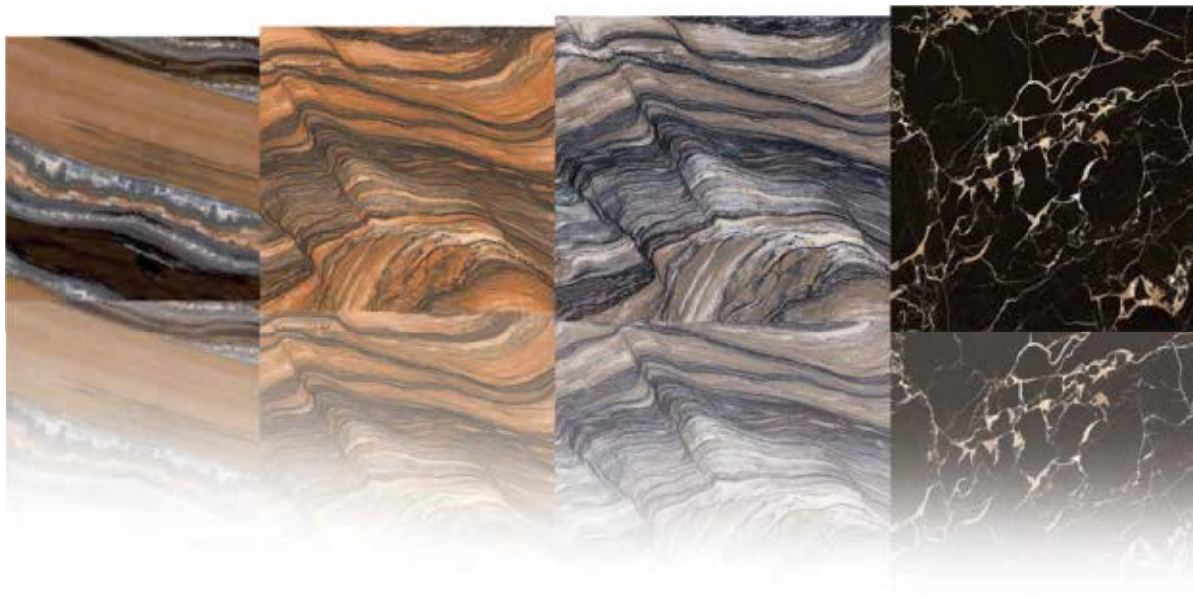
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*Preview of NERO.PORTORO*

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## Publisher's Note



2016 promises to be more happening than its predecessor. Super-sized tiles and 3D walls are the trending themes. Keeping with the theme of modularity, ceramic companies are designing fragmented patterns. Square and rectangular tiles are back. By mixing and matching geometric shapes, the tiles pop with vivid, kaleidoscopic effect.

From micro to macro, polished to rustic, from interpretations of old brick walls and brick with mortar spills to painted brick and marble and wood designs, you will see it all. Chevron and herringbone tiles are creating waves.

Thick and thin, vertical and horizontal, straight and intersecting, flat and three dimensional, linear designs are definitely in vogue. They help add depth, movement and focus to a room. Cool colors bring a vibe to a room's interior.

In this issue, we have profiled residence project of architect Sanjeev Sharma of Orionn Architects. Karim Rashid, Philippe Starck and Daniel Libeskind remain our all-time favourite and we have, once again, profiled their iconic projects and products. We have also highlighted prominent retail projects completed by leading architectural firm PG Patki Architects.

Budding designers Shrujal Desai and Rahil Shah have a lot to tell us about latest trends in flooring.

We have an undying relationship with brands like RAK, Somany Ceramics, Marazzi, Parryware and continue to present to you the best of their products. Peronda's new collection is mesmerizing.

Cutting tiles in different shapes is no easy task but you can achieve the seemingly-difficult task by following the tips shared in this issue.

Happy reading!

Jignesh Trivedi  
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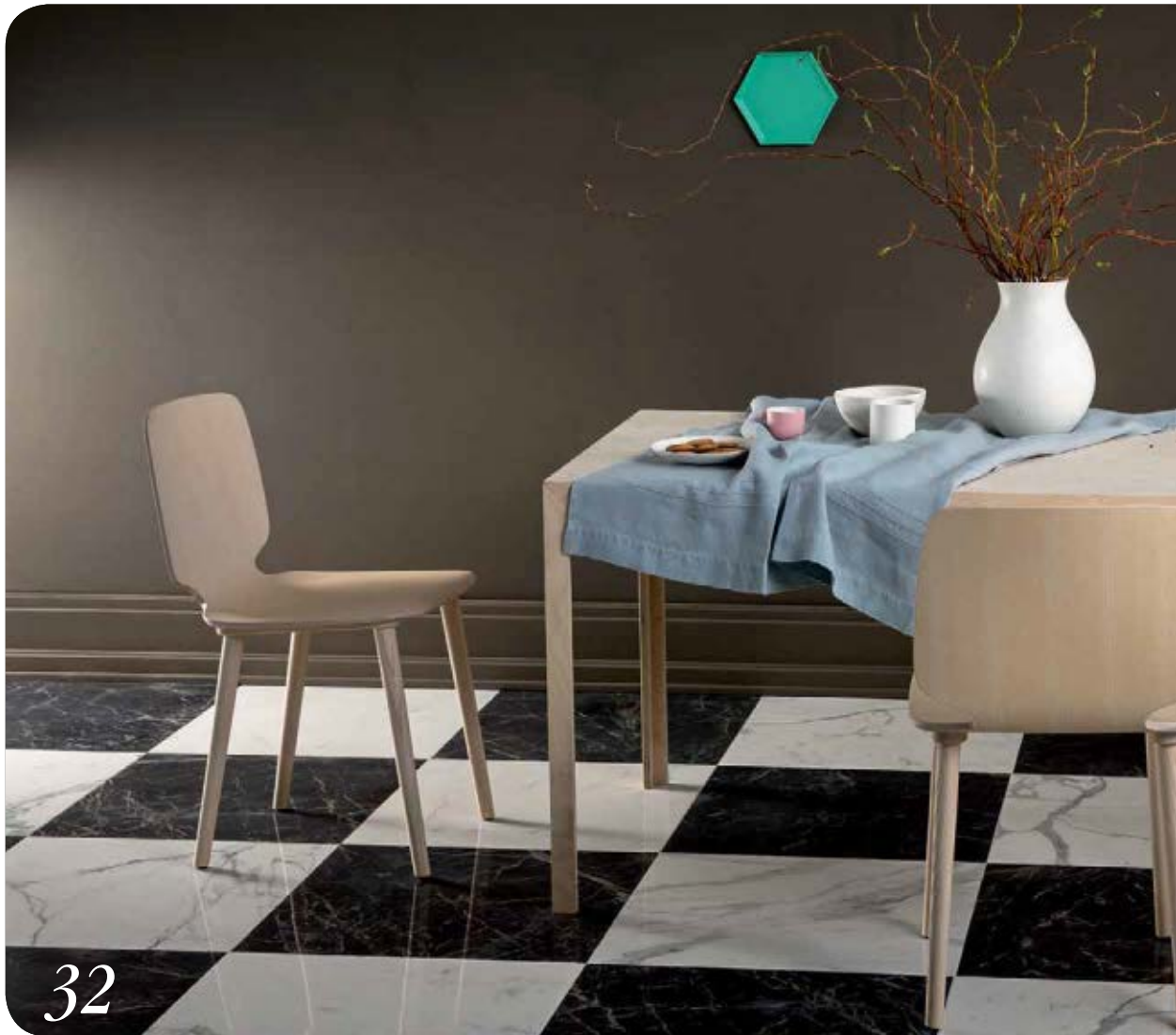
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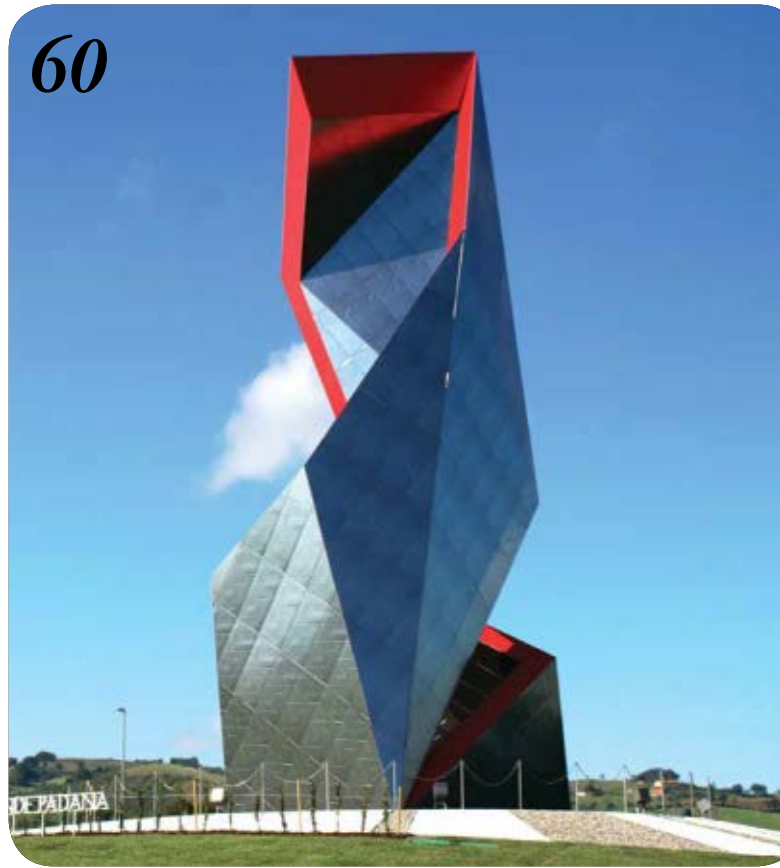
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fair showcased latest designs and technologies from 237 brands. Enjoy reading about 22nd International Natural Stone and Technologies Fair 2016



**Cover Design:**  
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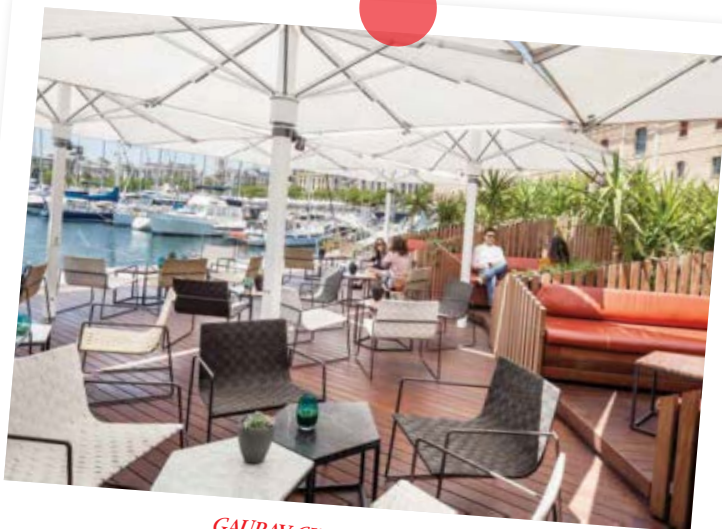
# Mailbag

Suggestion • Feedback • Opinion



**ARCHITECT HITEN SETHI**  
HITEN SETHI & ASSOCIATES

*“The Tiles of India offers an excellent bouquet of topics, illustrations and quite indept information.”*



**GAURAV CHOPRA, DELHI**

*“With every issue, The Tiles Of India brings a lot of fresh content. It grabs the attention of readers throughout. In the Jan-Feb issue, I really enjoyed reading the International project copy. Both the architects have done a mind-glowing job. Both the restaurants are very unique.”*





**800x1200mm**  
PGVT - GVT

Product Preview Shown : IRIS WOOD BROWN



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† MAILBAG

*"The whole edition on surface innovations and patterns was interesting. I loved the products section. It gave me knowledge on latest innovations and launches by leading brands across the countries."*



HITEN AWASTHI, MUMBAI



MITHALI THAKUR, GUJARAT

*"The wood section was very new and unique. I was surprised to know the numerous options available in wood finish tiles in terms of designs, patterns and textures. The layout was also very interesting. Good job."*



PUNEET SABHLOK, MANAGING PARTNER

KAAMDHENU BUILDERS

*"I was truly impressed by the coverage of the wide range of topics. Thanks for showcasing my project Sai Anant in your magazine."*



**Mail Us @**

Feel free to give your feedback pertaining to the concept of **The Tiles of India** at [info@thetilesindia.com](mailto:info@thetilesindia.com).

Your feedback **is valuable to us.**

# BUDDING DESIGNERS

Two young architects talk about latest trends in flooring and much more...





# What's Trending?



*Rabil Shah*

Ahmedabad residents **Shrujal Desai** and **Rahil Shah** speak about latest trends in flooring

TEXT BY: FALGUNI BANERJEE

**S**hrujal Desai completed her Bachelor of Architecture from Sardar Vallabhbhai Patel Institute of Technology, Vasad in 2009. Since then she is employed with HCP Design, Planning & Management Pvt. Ltd. in Ahmedabad. She assists in design development, is responsible for preparation of presentations, presentation drawings, detail drawings and provides inputs from various consultants while co-ordinating with construction site colleagues.

Her current projects include Pandit Deendayal Petroleum University in Gandhinagar, Sabarmati Riverfront Development in Ahmedabad, Coastal Gujarat Power Limited in Mundra and Hostel buildings in Ahmedabad. She has completed work on B safal

Vivaan Housing in Ahmedabad and Entrepreneurship Development Institute in Gandhinagar.

While listing various trends of flooring in the market like carpeting, wooden finish, concrete finish, bamboo flooring, reclaimed wood flooring, glass flooring etc., she explained how large-format tiles have changed the game dynamics.

“Luxury vinyl combines the high-end look of hardwood (or stone) with the durability of vinyl. As it stands up to moisture, it is a natural fit in kitchens, bathrooms and laundry rooms. Mix & match with the sizes and shades of colours of tiles makes tiling fun,” she said.

Rahil Shah passed out of CEPT University in 2014. He was awarded Best Performance in Technology for the Academic Year 2010-11 and

a scholarship for Student Exchange Programme, Spring Semester 2012 at Eidgenössische Technische Hochschule in Zurich, Switzerland.

Currently employed with Atlantis Architect Pvt. Ltd. in Ahmedabad as

**“BRICK TYPE TILES ARE USED FOR WALL CLADDING. TECHNOLOGY HAS HELPED IN MEETING THE DEMAND FOR NATURAL EFFECTS LIKE STONE, MARBLE AND WOOD”**





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*Shrujal Desai*

*Mix & match with the sizes and shades of colours of tiles makes tiling fun*

principal architect, his significant projects include:

- Hotel Suraj Plaza, a 5-star hotel in Vadodara
- College Building, Parul University in Ahmedabad
- University Building, Parul University in Waghodia
- Sports Complex, Parul University in Waghodia
- Vivaan Karma, Bungalow Scheme for 11 Bungalows in Ahmedabad
- Redevelopment of Panchratna Appartments in Ahmedabad
- Dr. Prashant Parikh's Bungalow in Ahmedabad
- And other private bungalows

"Clients want more wow-factor now," he said while commenting on latest trends adding, "Cost-conscious clients look for value and comfort. Digital printing lends tiles an extraordinary look-alike finish. The variety of finishes in tiles like glossy, matt, rustic and satin gives vast freedom to the designers".

Larger sizes mean more tile surface and less grout lines to clean. Marble stone is a sophisticated choice for formal spaces. Granites are widely used and more preferred nowadays due to their resemblance to marble. Tiles are getting popular due to their easy availability, large sizes and multiple choice of colours and finish, pointed Desai.

"Brick type tiles are used for wall cladding. Technology has helped in meeting the demand for natural effects like stone, marble and wood. Textures in the tiles give a

3-dimensional look creating an interesting area," she pointed.

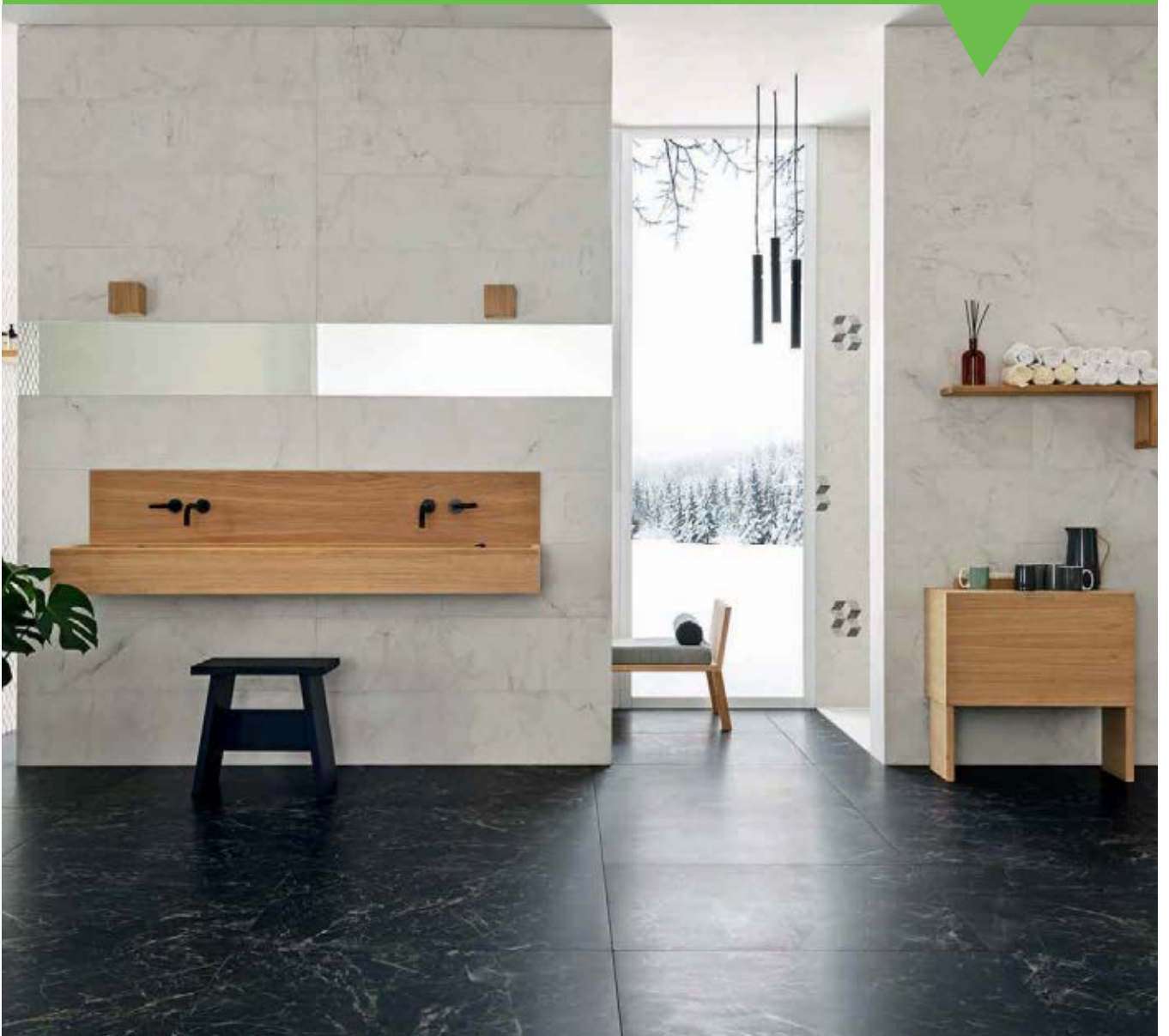
Shah said one can create infinite patterns using tiles. "The motto of the designer should always be less wastage. Tile Patti, square tiles, 'modular' or rectangular tiles, linear format, and brick bond format are in vogue. Every client wants something 'out of the box' and a designer is expected to deliver the same," he pointed.

The various patterns include straight joint, diagonal, staggered, checkerboard, basket weave, random, etc. Mix match of various sizes available in the market along with different shades of colours give a room an elegant look. More patterns can be made by combining plain and textured tiles with designs.

"Tiles of same shade with different sizes or tiles of same sizes with different shades help in creating good patterns. Proper tile laying techniques help in creating wide range of patterns for making the interiors look grand," he pointed. †

# FEATURES

Leading national brands talk about the benchmark the brands have set with change in technology and innovative products. An international brand showcases its state-of-art production technology collection...



ELLIS



# Drive For Excellence

**Rajeev Singh, President - sales & marketing, RAK Ceramics** speaks to **The Tiles of India** about the company's insatiable appetite for quality and customer satisfaction

COMPILED BY: SHEETAL JOSHI  
PHOTOGRAPHS: COURTESY THE BRAND

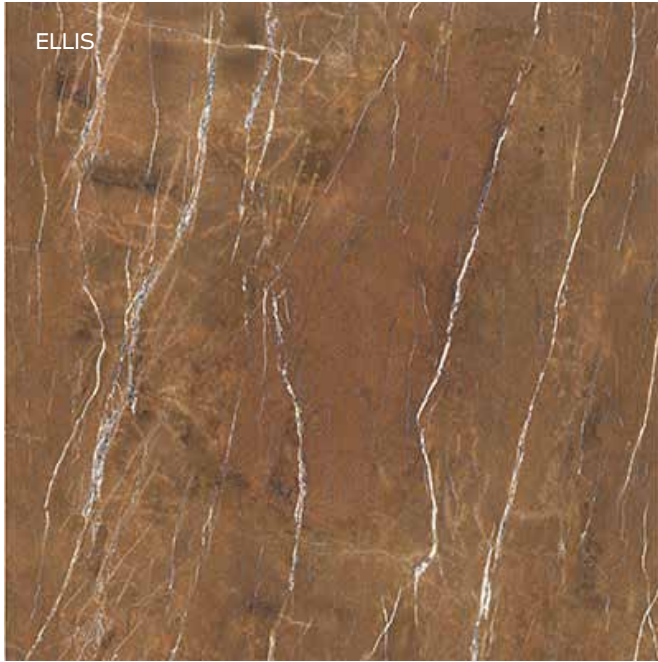


*Rajeev Singh,*  
President-Sales &  
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**R**AK Ceramics never fails to surprise its customers. A global powerhouse, this Rs 800 crore worth organization drives for excellence and has an insatiable

appetite for quality and customer satisfaction. The brand is one of the topmost ceramic and vitrified tile manufacturers and sanitaryware producers in India, having its plant

in Samalkot in the state of Andhra Pradesh in India.

**In conversation with Rajeev Singh**

**Your company is one of the largest manufacturers of ceramic/vitrified tiles in India. How do you feel?**

We are extremely proud of our accomplishments in this industry. Since its inception in India, RAK Ceramics has pioneered in vitrified tiles in India. Our products have always been of cutting edge technology. Our best-selling products have been the Novelties Double Charge range in size 1000 X 1000mm, Nanopix digitally printed slabs in size 598 X 1198 mm and 1000 X 1000 mm.

---

*The consumers today are far more informative, far more travelled and know about the designs in vogue globally and hence wants the best of products*

---





TRAVERTINO BEIGE

**India is the largest domestic market and third largest consumer of ceramic/vitrified tiles in the world. How you see the future of the industry?**

India is experiencing a construction boom which has resulted in a surge in demand for tiles for the burgeoning middle class. The Indian tile industry is estimated to be a Rs. 20,000 crore industry and is growing robustly by nearly 30% every year. It has 25% organized and 15%

semi-organized players. Though the market is still largely unorganized, with the entry of big brands including some international brands, it is slowly changing by the day. Within 10 years in Indian market, we have 7% of the total market share and our share is increasing our share every year.

**What makes your company a leading brand in the exports? In how many countries are you present?**

RAK has always had a customer-centric approach, which is what sets us apart. RAK Ceramics, UAE is presently engaged in the production of about 360,000 sq. mts per day of ceramic/ vitrified tiles and about 12,000 pieces of sanitary ware per day and exports products to 160 countries. The brand has recently been conferred Superbrand Status for the fourth consecutive year for its premium-quality product line and trend-setting designs.



TRAVERTINO BEIGE



IRISH FLAKES GREY

**Your company is a synonym of quality, service and innovation not only in the domestic but also in the international market. What measures are taken to fulfill the demands of the customers?**

The consumers today are far more informative, far more travelled and know about the designs in vogue globally and hence wants the best of products. Virtually every marble design is now available in high gloss polish, lapato, satin and rustic finishes giving an enviable choice to consumers. Thus, we make sure that the best global designs are made available at the doorstep of the consumer which matches the quality of the international standards.

**Can you tell us about your latest product innovation and collection in floor and wall tiles?**

---

*We have launched KRATOS series in unique size of 800 X 1200 mm. It is a collection of high-gloss double charged vitrified tiles available in 8 striking designs and in a unique size of 800 X 1200 mm*

---

We have launched several product lines as a part of our 2016 Winter Collection. We have launched KRATOS series in unique size of 800 X 1200 mm. It is a collection of

high-gloss double charged vitrified tiles available in 8 striking designs and in a unique size of 800 X 1200 mm. It is ideal for both residential and commercial applications. We have also launched new 1000 X 1000 mm series VOLGA, DELTA and IRISH FLAKES. This series is available in various colors and is suitable for people who prefer the simple elegance of a classy and chic interior.


We are looking at replicating the success of our pre-existing NOVELTIES range with the new series and have planned our all India distribution of the series.

**Which are the latest trends in demand for floor & wall tiles?**

Consumers have started looking beyond the conventional stone and marble floors and are slowly accepting maintenance free vitrified tiles. Tiles are stain resistant and carry the same look and feel for years.


**What role does technology play in creating innovative products?**

Technology is a major enabler for us. Digital printing ensures high-resolution, multi-layer printing and nanometer grade on flat as well as curved or textured tile surfaces. The technology also ensures uniform, edge-to-edge printing on tile surface thus creating seamless look for the floors. We are currently using this technology for both vitrified and ceramic tiles with our brands Nanopix and Venezia DG Pix respectively.

Conventional screen and rotary printing technologies allowed only 60 & 120 dpi resolution printing on tiles, whereas high-definition digital printing technology enables 300 dpi resolutions resulting in finer and realistic natural textual patterns. 



**Contact Details**

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Marbeline Beige

# Setting new benchmarks

**Somany Ceramics Ltd** vows to grow from strength to strength in exports of wall and floor tiles, sanitaryware and bath fittings

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PHOTOGRAPHS: COURTESY THE BRAND



Duraslim-Rotto

**India is the largest domestic market and third largest consumer of ceramic/ vitrified tiles in the world. What, according to you, is the future of the industry?**

Tile and sanitaryware segment is one of the most fluid and buoyant segments of the building and construction material industry. Innovation has been the keyword here as demand has seen a steady increase over the past few years. The focus is basically on increasing the footprint in the country and increase the range to more and more Tier II and III towns. These markets have a huge potential. As of now, 70 per cent of our sales come from these smaller centers. We are also focusing a lot on branding. At the end of the day it is the brand that sells in the market.

**What makes your company a leading brand in exports? In how many countries are you present?**

Along with being considered the epitome of quality and durability, not only in India but also in international



markets, brand Somany has established itself as an unchallenged leader of innovation and design.

**How can larger exports help the Indian ceramic industry grow?**

More exports leads to larger market space. This will lead India to a better position worldwide. As of now, we are competing with China in exports. New schemes by the government like Make in India should lead us to a higher scale and higher returns worldwide. We hope to soon overtake Spain but Italian designs are much ahead of us. We would witness an upsurge soon.

**Your company is a synonym of quality, service and innovation not only in the domestic market but also in the international market. What measures are taken to fulfill the demands of the customers?**

Being a complete solutions provider of décor solutions including ceramic wall and floor polished vitrified tiles, glazed vitrified tiles, digital tiles, sanitaryware and bath fittings as well as tile laying solution, we have pioneered in producing several technologies in product designs. Additionally, we have also ramped up the sanitary ware and bathroom fittings segment to be a “one-stop shop” for all products that enhance both the convenience

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*Today, a wide plethora of designs and materials are being used to contemporize floors. One needs to balance the importance of decor with durability while deciding on the flooring*

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and style-quotient of the living environment.

Having JVs with partners has helped. We focus not only on the products but also on the laying aspect of the same. Tile master is an initiative started by Somany tiles as a corporate social responsibility (C.S.R) to enhance tile laying skills of masons through training, enabling them to improve their skills, productivity and livelihood. Most advanced ergonomically designed tools are used in the school for tile laying operation.

We are constantly bettering ourselves in terms of technology, range, designs and features has been the motto to satisfy the needs of the ever changing dynamics of the consumer.

**Can you tell us about your latest product innovation & collections in floor and wall tiles?**

Today, a wide plethora of designs and materials are being used to contemporize floors. One needs to balance the importance of decor with durability while deciding on the flooring. Functionally advanced and aesthetically designed tiles are chosen. Amongst floor tiles, VC Shield and Slip resistance are the most asked for technologies. For slip resistance, Somany Ceramics’ ‘Slip Shield’ tiles are highly functional in nature with no limitation in terms of design possibilities in these tiles. Additionally, large format tiles are in. Metallic tiles are a popular choice especially when used as decorative embellishments for creating luxurious living space.

**Which are the latest trends in demand for floor & wall tiles?**

The demand for green tiles is on the rise. We are doing our bit by utilizing resources and recycling energy. Tiles with wooden aesthetics is the way forward. Anti-bacterial tiles are here to stay. Tiles with a neutral hue or stone finish with texture are being paired with matte finish tiles. The classic shapes - honeycomb, hexagon and stripes – are being combined with bold patterns. There are tiles



offering slip resistance, anti-bacterial properties for outdoors and scratch resistance.

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*New schemes by the government like Make in India should lead us to a higher scale and higher returns worldwide. We hope to soon overtake Spain but Italian designs are much ahead of us. We would witness an upsurge soon*


---




**What role does technology play in creating innovative products?**

With consumer priorities changing, tile finishes and aesthetics have climbed up in criteria for choosing the product. For instance, the technology of capturing the visual essence like wood and stone of natural aesthetics and duplicating their effects is the hottest trend. Tiles with the natural finish of marble and wood are most sought after.

Digital printing is revolutionizing the industry. With unlimited designs possibilities, sharper finishes and high resolution printing, digital printing presents ceramic art for the walls.

Micro crystal technology of producing tiles offers the tiles with numerous advantages like lower cost of production, superior quality, excellent aesthetic appeal, high-resolution, abrasion, chemical and corrosion resistance, glossy surface, acid-resistance, anti-bacterial properties and slip-resistance. Micro crystal floor tiles are durable in use and are most liked for their clear texture and extra-smooth finish. Bigger tiles are available now for continuous surfaces with minimal joints. 

**Contact Details**

 [www.somanyceramics.com](http://www.somanyceramics.com)







# MAKING A BOLD STATEMENT

**Allmarble** by **Marazzi** is the outcome of painstaking research and state-of-the-art production technology

Trends in the tile and stone industry are continuously evolving, offering designers and architects more and more options to decorate spaces and express their creative individuality. The introduction of high-tech tools to cut the tiles, stone and marble has made it possible to expand the intricate mosaic detail and make it available to everyone. The beautiful fabric patterns of the past can now be duplicated using tiles, natural stones and marble of all colors.

Porcelain tiles have also evolved very quickly from the traditional squares and rectangles to hexagons, extensive planks and much larger sizes and patterns.

Porcelain tiles now resemble natural products and it has become hard to tell them apart. Colored patterns in porcelain are starting to gain momentum. A timeless black and white combination will always make a bold statement. Combination of more than two colors is the latest trend.

Marazzi's latest collection Allmarble, the porcelain marble



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tile, is inspired by precious marbles: Lasa, Statuario, Raffaello, Altissimo, Travertino, Saint Laurent and Frapuccino. In addition to the traditional lux, natural and structured finish, the range includes the new silk surface. The sizes range from 60x120 to 7x28 and include the 40x120 slab (20 mm thick) for outdoor use. Allmarble is suitable for both indoor and outdoor floor and wall coverings. A new rationalism, it conveys subtle elegance, synthesis of style and convenience.

The outcome of painstaking research and state-of-the-art production technology, the collection comprises seven carefully-selected, choice quality slabs available in four surface finishes. The new silk surface calls marble with a time-worn look, rubbed smooth with the passing years and use. The collection is completed by mosaics, decors and three-dimensional elements.

The purity of the material, the use of subdued shades and the reproduction of details are the basis for contemporary spaces where the effects generated by finishes and sizes become crucial.

Adapting easily to various lifestyles, it is ideal for walls decorated in sophisticated colors, fine fabrics. It compliments stylish yet functional furniture, with a strong personality. Allmarble decorates rooms with taste and originality. †



**Contact Details**

[www.marazzigroup.com](http://www.marazzigroup.com)

# CERAMIC- SANITARYWARE & FAUCETS

This section comprises new offerings from leading brands. Know about the exclusive collection designed by a veteran designer for a leading brand. Have a look at the astonishing colorful series in sanitaryware



# CARVING LIVES



*Philippe Starck*

**Philippe Starck**  
speaks about his  
new bathroom  
series **CAPE COD**

Coordination By: Sheetal Joshi  
Photographs By: Courtesy Duravit

like to open the doors of the human brain, says noted designer Philippe Starck. Despite his thousands of projects - completed or in the making - his global fame and his tireless protean inventiveness, he has never forgotten the essential. Starck has a mission and a vision: creation, whatever shape it takes, must make life better for the largest number of people possible. He says, "No one is forced to be a genius, but everyone has to take part."

His anticipatory concern for environmental implications, his profound comprehension of contemporary mutations, his



*WE WORKED A GREAT AMOUNT OF TIME ON THE CAPE COD BATHTUB, WITH TENTH OF MILLIMETER BETWEEN SHAPE AND FUNCTION*

enthusiasm for imagining new lifestyles, his determination to change the world, his devotion to a positive reduction, his love of ideas, his desire to defend the intelligence of usefulness - and the usefulness of intelligence - have accompanied one iconic creation after the other... From everyday products such as furniture and lemon squeezers, to revolutionary mega-yachts, micro wind turbines, electric cars and hotels that aspire to be wondrous, stimulating and intensely vibrant places, Starck never ceases to push the boundaries and criteria of contemporary design.

**In conversation with Philippe Starck:**

**How much design needs a bathroom series today?**

Design marks an important moment. Nowadays it's integrated in the society. In the end, beside the design, it's simply honesty and usefulness

## † CONSERVATION CONVERSATION

that counts. First, it's about choosing absolutely honest partners and serious industrialists like Duravit. And further, it's about creating a useful product. We can never save lives with design, but we can try to improve them by creating useful design objects. That's why it's worth to work with a partner like Duravit. Making a pretty product is easy, but if nobody buys it, it's not interesting. The beauty of this is being able to deliver a good product at a good price. I think that's what we achieved with the new series ME by Starck and CAPE COD from Duravit.

### What was your original design intention for CAPE COD from Duravit?

Everyone dreams of a hut on an island dune near a beach where you find stranded deadwood. At the beginning, this collection was designed just for myself. For me, it was the most simple and perfect thing I've ever designed. After some time I thought: what a pity that I am the only one enjoying it. Why not ask Duravit whether they'd like to produce it on a larger scale?! Of

course they agreed to manufacture it in various materials in reminiscent of the stranded deadwood.

### How do you choose materials for the series?

We went back to durable fundamentals like long-lasting ceramics and natural high-quality materials like wood. Further it's important to offer a mind-opening choice of colors like both light and dark wood which makes room for a lot of individual ideas.

We worked a great amount of time on the CAPE COD bathtub, with tenth of millimeter between shape and function, and on the new material we developed with Duravit, the DuraSolid. It is surprisingly smooth, feminine and human to the touch. It is also incredibly bright and deep and extraordinarily solid. DuraSolid allows a sculpture-shaped bathtub with amazing light effects and a fine interplay between light and shadow.

### Tell us the basic ideas of your designs for Duravit.

In the history of Duravit in general

and for the CAPE COD collection in particular, I mainly used iconic shapes. Some people would call that archaic but it is not. The word archaic relates to the past, whereas icons refer to continuity in time. I step back and put all signs in perspective; all signs that are cleaned by time, washed by history and therefore extremely comprehensive and universal in all cultures around the world. Whereas we want quality, acceptable prices and mass produced goods, we also want to have a unique object for ourselves. That's human. But it is rather important that the longevity of high-quality products is never questioned. Because you are not going to change a washbasin every three months, it is part of the house - maybe for generations. It has to be perfectly factored. And that's what products from Duravit are all about. †

### Contact Details

🏠 [www.starck.com](http://www.starck.com)  
[www.duravit.in](http://www.duravit.in)





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# PARRYWARE CREATES NEW COLOUR PALETTE

12 new colours will redefine the modern contemporary bathroom spaces

Compiled By: Sheetal Joshi  
Photographs By: Courtesy The Brand

India's contemporary bathroom solutions brand Parryware has introduced 12 delightful new colors to its product range. The new range explores an array of light and fresh hues of blues, reds, pinks and greens that will brighten the bathroom spaces and aid a face-lift. The selected colours have been inspired by nature and classified to suit the tastes of the elegant, graceful or contemporary consumers.

This 'Color Story' offer consumers a wide range of options for their personal spaces. No longer a mere functional space, bathrooms today are an integral part of our homes. Parryware hopes to make



bathrooms a space where anyone can feel relaxed and refreshed.

Pau Abelló Pellicer, Managing Director of Roca Bathroom Products Pvt. Ltd. said, "Our new concept Colour Story has evolved from the consumers' need to redefine their bathrooms. The brand is an innovator and path leader and we continue to stay true to this mission. We are confident that the consumers will love the new colours." The new colour range will be available over 3000 stores across the country.


He recently inaugurated the first 'Parryware Display Studio' at ABW Towers, IFFCO Towers, Gurgaon. The one-of-a-kind studio with 2600 sq. feet of retail area offers an empirical view of bathroom products. The studio offers a realistic zone to customers, architects, interior designers and B2B buyers. The company hopes to increase its dealership network to 1100 direct dealers by the end of FY 2016-17 across 50 cities of India.

Parryware will also be ramping up production capacity with a planned investment of INR 150 crore in the coming years to facilitate an extensive R&D and new product launches. Their focus is on maintaining quality, launching new businesses and new channels across India.

Abello said, "The Parryware Display Studio increases consumer



connects with the brand. We are focused on providing complete customer satisfaction. Parryware is at the forefront of providing the best in class bathroom solutions to its patrons in India."

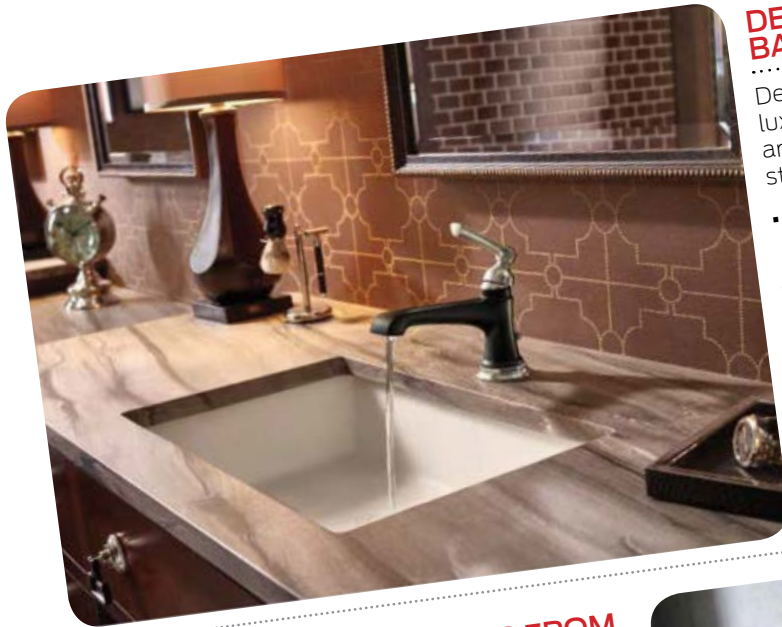
The range at the Display Centre encompasses sanitary ware, bathroom vanity/ furniture, faucets, fittings, kitchen sinks, electronic toilets, plastic cisterns, plastic seat covers and wellness products. 

#### Contact Details

 [www.parryware.in](http://www.parryware.in)

# What's NEW?

Presenting new launches, product features and more from leading companies



## DELTA FAUCET COMPANY'S ROOK BATH COLLECTION BY BRIZO

Delta Faucet has come out with a latest suite of luxury faucets which is equipped with low spout architecture and crisp octagonal details for a stately yet modern design

- Channel spout single-handle freestanding tub filler
- TempAssure Thermostatic Medium Flow shower and tub/shower trims
- Three- and six-function diverter trims
- Sensori Thermostatic High Flow shower trims
- Available with cross and lever handle options

## SAFE SHOWING FOR KIDS FROM GROHE

For most parents, getting their kids to take a shower can be the most harrowing job in the world. Grohe has launched shower for kids keeping in mind:

- Safety of kids
- Sensitivity
- Smart technology for delightful experience
- Aesthetic design to galomourise the bathroom with eye-catching coloured spray plates of rainshowers along with hand showers that are sure to appeal to children





HEAVY DUTY OUTDOOR  
GLAZED VITRIFIED TILES

[ 20mm THICKNESS ] [ 16mm THICKNESS ]



WOODEN FINISHED  
GLAZED VITRIFIED TILES



GLAZED  
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## ⊕ WHAT'S NEW?



### HANSGROHE'S AXOR MASSAUD WASH BOWLS

Axor Massaud wash bowls and built-in washbasins are for nature lovers. The sink provides a natural feel of use when water flows out of the faucet resembling a natural stream. The Massaud sinks are made of mineral casting and ideal for dealing with flood jets minimizing splashing.

### OROS FAUCET BY HINDWARE ITALIAN COLLECTION

Oros is a special Diamond cut faucet range from hindware Italian collection which are unmatched and eye catching and embodies the following features:

- Adorable body contours to suit today's design preferences
  - Superiors chrome plating to ensure everlasting shine
  - Perfect for Indian water conditions
  - 100% leak proof
- World class ceramic cartridge used for smooth performance
- It is available in types such as, Basin Mixer (without Pop-up waste), Bath – hand shower mixer without shower set



### WATER JEWELS COLLECTION BY VITRA

VitrA has introduced a fascinating range of colorful washbasins. This series artfully showcases the designs of ceramic washbasins finished with brilliant metallic coatings that draw inspiration from traditional Turkish craftsmanship. With its stylish aesthetics, sophisticated details and infinite product range, Water Jewels is the choice of people who are on a lookout for a bathroom series to complement prestigious households.

# PROJECTS

Prominent national and international architects provide insights on the design innovations and tile usage at various places in their latest projects



# Opulent retail therapy

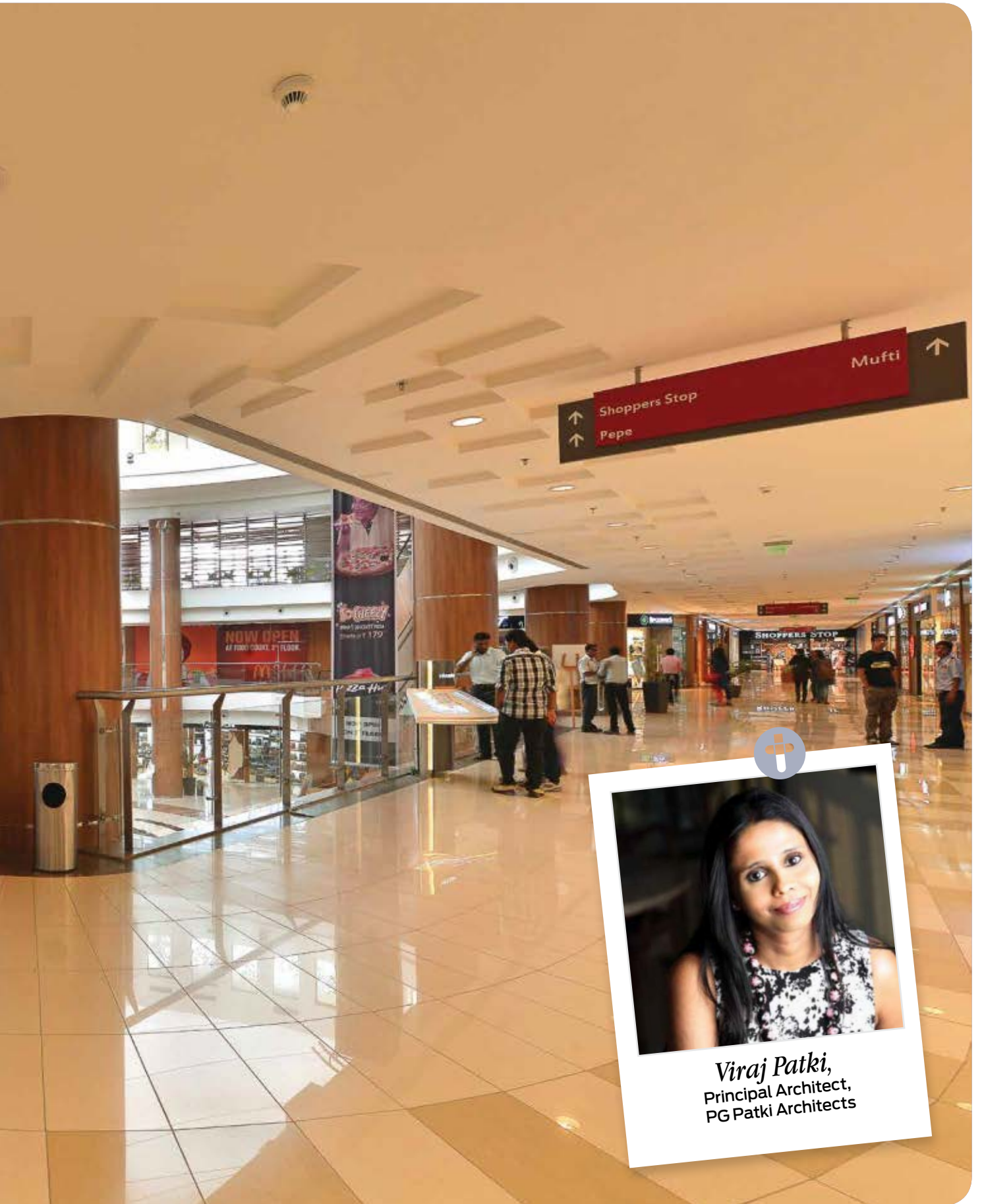
The Tiles of India profiles prominent retail projects completed by leading architectural firm PG Patki Architects

COMPILED BY: FALGUNI BANERJEE  
PHOTOGRAPHS BY: COURTESY PG  
PATKI ARCHITECTS



Inorbit Mall - Vadodara





*Viraj Patki,*  
Principal Architect,  
PG Patki Architects

PG Patki Architects is amongst the leading architectural firms in India, with a portfolio that ranges from luxury hotels, multi-speciality hospitals, corporate and IT office complexes, retail and entertainment centres to residential townships. The firm has consistently built landmark projects with a reputation for excellence over the last 45 years.

The late PG Patki, the founder of the company, was amongst the foremost practising architects of the country with several prestigious projects to his design credit. Currently, the firm is spearheaded by his son, noted architect Shekhar Patki. The firm specializes in Architecture, Urban Design, Landscape Design and Interior Design.

An alumnus of the Academy of Architecture and the Bombay



Nellore Mall - Atrium

International School, his wife Viraj Patki, Principal Architect has developed a reputation of being an architect who consistently pushes the boundaries of design. For Viraj, the vision of the client is of paramount importance. She draws inspiration from the individual needs of each client, while striving to

*The congregational spaces such as atriums and food courts are especially designed so as to naturally merge with each store's philosophy and absorb its retail design*



Foodcourt - R City, Mumbai

create relevant designs that stand the test of time. She is a strong believer of form following function, versatility being her forte. Once a design achieves the function it is intended for, it can take on any creative form that appeals to the eye to complement the function. Viraj and her team consistently rise to the challenge of maintaining a balance between the aesthetics and functionality of each project, with emphasis on artful and practical use of space.

Keeping up with contemporary trends in the world of Interior Design, Viraj ensures that each design is executed effortlessly and without compromise. A believer in realistic, timeless trends and simplicity in design, she says, "Our designs are not a reflection of who we are; they instead mirror our clients' vision,



Inorbit Mall - Hyderabad



Phoenix Market City - Mumbai

requirements and aspirations”.

She uses her perception to translate a client’s vision into reality and is drawn to large spaces and big projects that allow her to maximise her creativity, while remaining sensitive to the intricate detailing that goes in to projects irrespective of scale.

She admires the work of Frank Lloyd Wright, an American architect and interior designer, who believed in designing structures that were in harmony with humanity and its environment: a philosophy he called ‘organic architecture’.

As a working mother, Viraj maximises her leisurely moments by spending quality time with her children and family. A keen traveller, she looks forward to several breaks throughout the year, in order to rejuvenate herself and return to work with renewed vigour and enthusiasm. As a fitness and movie buff, Viraj ensures she has different ways to keep both her body and her mind active.

The company is renowned in the Indian retail industry for creating distinct retail spaces. Keeping in mind the mindset and knowledge of an Indian consumer, combined with the changing market scenario, the retail environments are designed to cater to families, college students and discerning buyers.

A vast blend of retail, entertainment and leisure activities adds an unique character to the properties and offers indulgent




HMRL Punjagutta Mall, Hyderabad

experiences. The congregational spaces such as atriums and food courts are especially designed so as to naturally merge with each store’s philosophy and absorb its retail design. The firm’s consistent endeavour to focus on minute details has hence raised the standards of the retail industry in more ways than one.

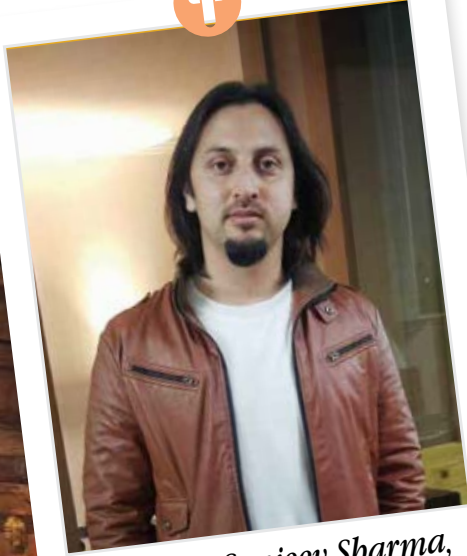
The Inorbit Mall, Mumbai has pioneered the mall culture in India with its launch in 2004, followed by Inorbit Hyderabad and Vadodara, a few years later. For the indulgent shopper, Phoenix Market City, Kurla, Mumbai and Phoenix Market City in Pune provide a one-stop destination for fashion, lifestyle, food and entertainment. Kumar Pacific in Pune, R City Mall (food court) in Mumbai and Ramee mall in Chennai are the other retail spaces carefully

designed keeping in mind the target audience and the category of stores encompassed within them.

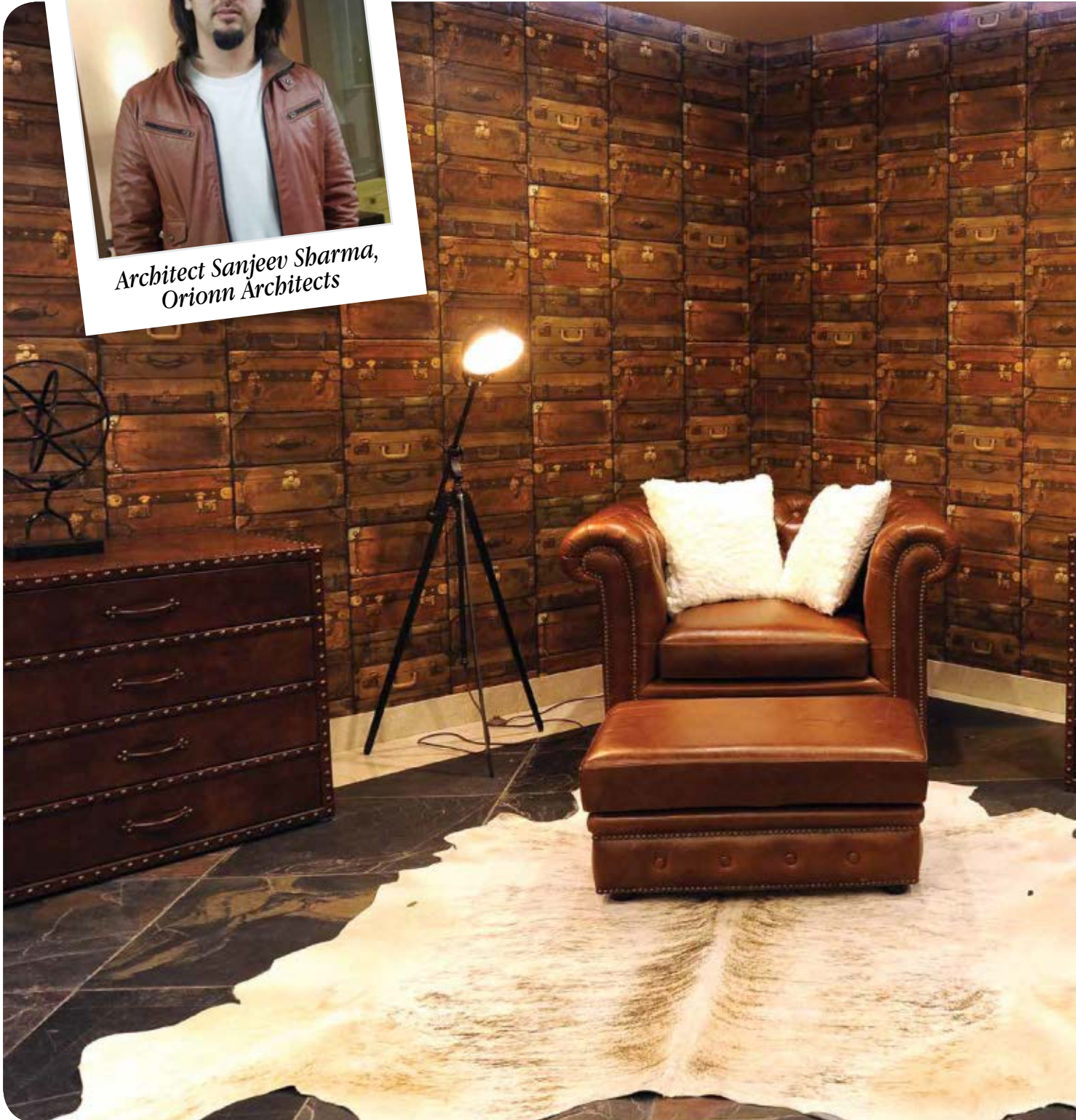
The malls designed by the firm serve more than mere physical spaces. They are lifestyle influencers that offer the concept of experiential retailing on an international level for its visitors. The firm has also designed Jaipur Jewels, a high-end jewellery store at Napean Sea Road, Mumbai which serves as a perfect example to demonstrate the seamless blend of functionality with aesthetics. Besides these, ongoing projects include the HMRL mall in Hyderabad, Felicity mall in Nellore and the Galleria mall in Jalandhar among other projects. 

### Contact Details

 [www.pgpatkiarchitects.com](http://www.pgpatkiarchitects.com)



*Architect Sanjeev Sharma,  
Orionn Architects*



# Room

## With a View

Amalgamating the traditional with the contemporary aspects was a challenge which **architect Sanjeev Sharma** accomplished with ease

Compiled By: Falguni Banerjee  
Photographs By: Courtesy Orionn Architects

### Property facts

**AREA:** 9000 sqft

**LOCATION:** 98A, sector 93B, expressway, Noida.

**DESIGN TEAM:** Orionn Architects, Noida



Study area: Tiles used in the basement are in natural slate stone with grouting

A contemporary residence with clean lines and décor, low in maintenance and a rustic touch – this was the brief K.P. Malik gave to architect Sanjeev Sharma of Orionn. Amalgamating the traditional with the contemporary aspects was the challenge. To achieve this, Sharma experimented with different materials to get diverse textures and finishes to enhance the overall aesthetic and experience of the space.

The opulence and the rustic character go hand in hand. Spaces are segregated to have variety of private living spaces, formal and informal areas, with visual and spatial connection at the ground floor level. The urban house is treated



Drawing area: Cladding on the wall is Italian stone with CNC cutting, coated with gold leafing and sealer drain

THE USE OF TILES IS NOT LIMITED TO BATHROOM AND KITCHEN ANYMORE. THEY ARE NOW USED IN INTERIORS AS WELL AS EXTERIOR



Central Lobby area: The cladding on the wall is of rustic rough wallor stone 25mm thick



Drive way area: Granite with lappato finish with white color bands



with maximum green. Water bodies are introduced to merge with the surrounding landscape and nature.

Different flooring has been used in different areas. In this project,


Sharma combined stones and tiles sensibly. Stone should be used at the edges to avoid cutting tiles and making them vulnerable. Also, stones lend a natural feel to the décor. These days, natural stone flooring is treated to make it look more natural and rustic but it comes at an extra cost. On the other hand, textured tiles are easily available, he said.

**NATURAL STONE FLOORING IS TREATED TO MAKE IT LOOK MORE NATURAL AND RUSTIC BUT IT COMES AT AN EXTRA COST. ON THE OTHER HAND, TEXTURED TILES ARE EASILY AVAILABLE**



The use of tiles is not limited to bathroom and kitchen anymore. They are now used in interiors as well as exterior. They are also quick to lay. The finish is consistent. When used with grouts in between, any damaged tile can easily be replaced with a new one. Since they are almost impervious to water, they are preferred over stone in wet areas, he explained.

Any project starts with a good concept. Cost is another deciding factor in the choice of building material and finishing. "I am always inspired with designs close to nature. Historic buildings and structures inspire me. Traditional building techniques are a timeless source for knowledge," he pointed.

His journey as a designer was challenging and satisfying at the same time. 

#### Contact Details

 [www.orionnarchitects.com](http://www.orionnarchitects.com)





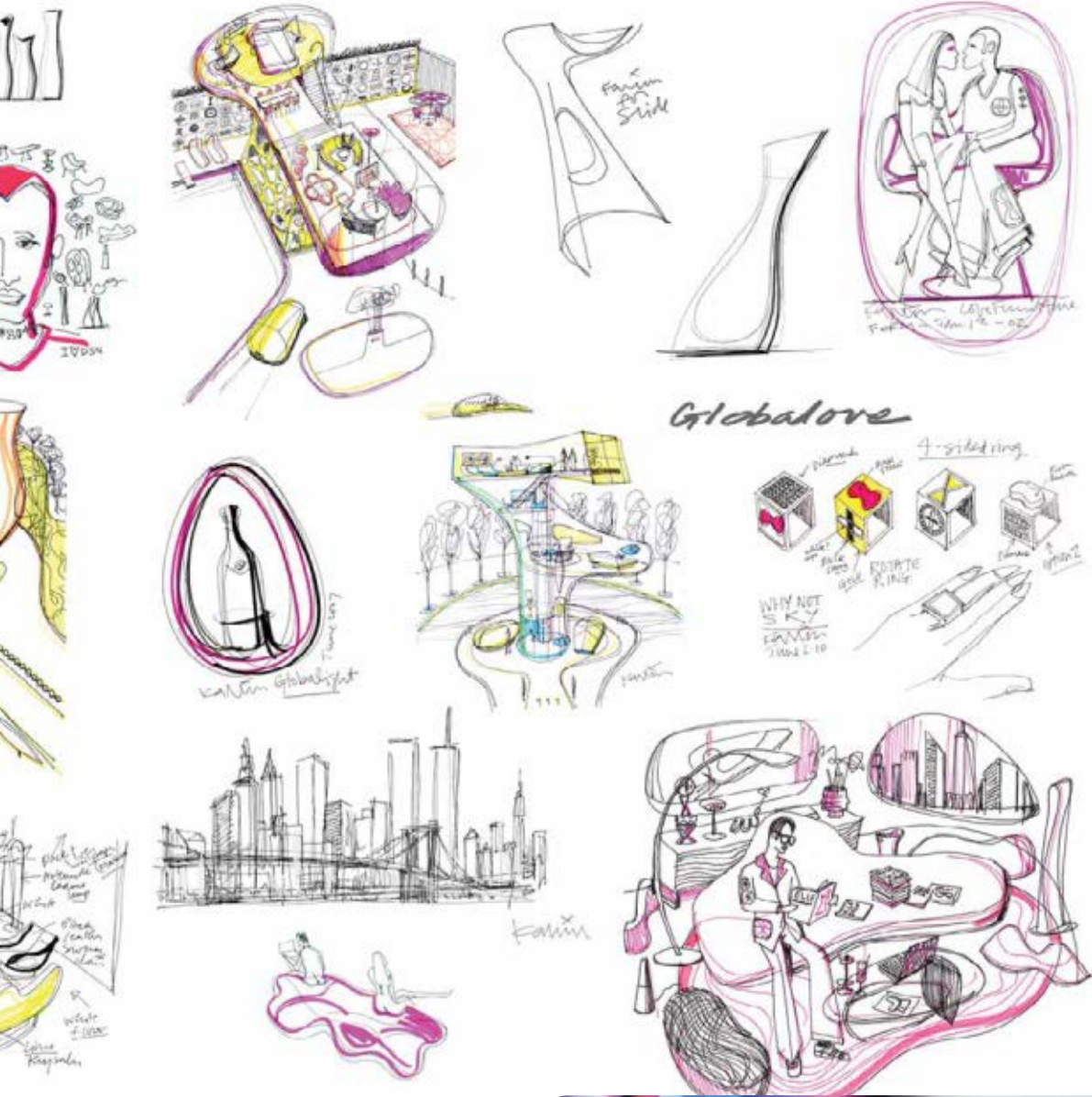
# Immersed In Luxury

The Prizeotel Hannover-City is an experience to be cherished

Text By: Sheetal Joshi  
Photographs By: Courtesy Karim Rashid



Copyright Karim Rashid



After Prizeotel Hannover-City Bremen (2009) and Hamburg (2014), Prizeotel is continuing its expansion with an opening in the centre of Hannover. Prizeotel Hannover-City, the third hotel in the prizeotel chain designed by Karim Rashid, embodies extravagant design. It captivates with bold and bright colors, organic forms and functionality, and an ever-greater focus on technical innovations. A design atmosphere at an affordable price is the prizeotel signature.

Karim Rashid, in-charge of the interior design of the hotel, furnished the 212 bedrooms, restaurant area and the lounge. He shaped a distinctive brand of modern design, technology and functionality.

The unique style characterized by organic shapes and bright colors such as purple, yellow, white and pink created a modern and unconventional setting. For furnishing the hotel, the designer selected some products that he had designed for



*The unique style characterized by organic shapes and bright colors such as purple, yellow, white and pink created a modern and unconventional setting*





## Property facts

### PROJECT NAME:

PRIZEOTEL HANNOVER-CITY, GERMANY

**LOCATION:** Hamburger Allee 50, 30161 Hanover, Germany

**CLIENT:** PRIZEOTEL GROUP

**FLOOR AREA:** 6200 m<sup>2</sup> / 67,000sq.ft. (5 floors; 212 rooms)


**TEAM:** Project Manager: Kamala Hutauruk

**PROJECT TEAM:** Alex Loyer Hughes, Mana Mohammad Khani, Juliette Shih, Mike Gibson, Youssef Eskandar

the Italian company Bonaldo, which fitted in with the concept of the hotel.

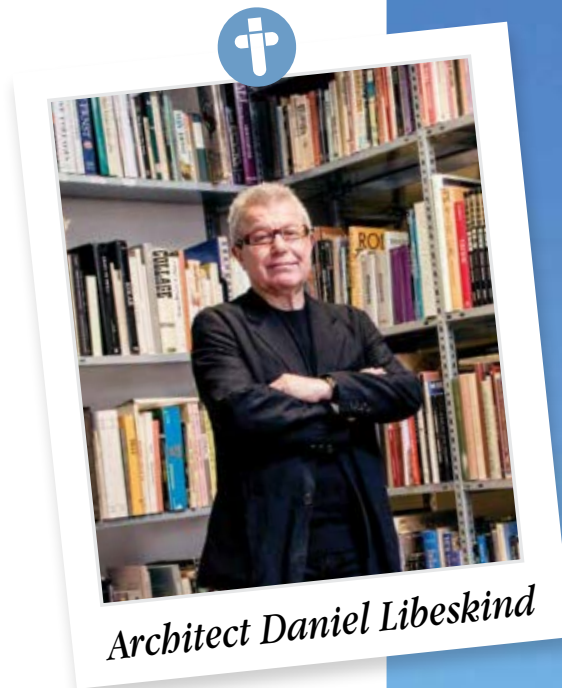
Numerous visual landmarks stand out such as the cleanly-minimal front desk and island in the dining area. Every aspect of the environment - from the seating to the wall covering design, floor patterns to the shaped mirrors and closet spaces - speak of a sensual and contemporary ambiance.

The chromed pink Sym stool has been used to furnish the lobby and the bar, whereas the Poly chair in the white version furnishes all the bedrooms, defining the surrounding with its geometric and contemporary silhouette. Custom digital printed ceramic tile with pattern were used to give a inimitable look.

The new budget-design hotel extends the concept that a hospitality space is not just a transient space but an immersing experience that brings well-being to the guest. 

### Contact Details

 [www.karimrashid.com](http://www.karimrashid.com)



*Architect Daniel Libeskind*

# Crowning Glory

## Casalgrande Ceramic Crown

bears an unusual three-dimensional structure that experiments with innovative new uses for the latest generation of ceramic parts

Compiled By: Falguni Banerjee  
Photographs By: Courtesy Studio Libeskind

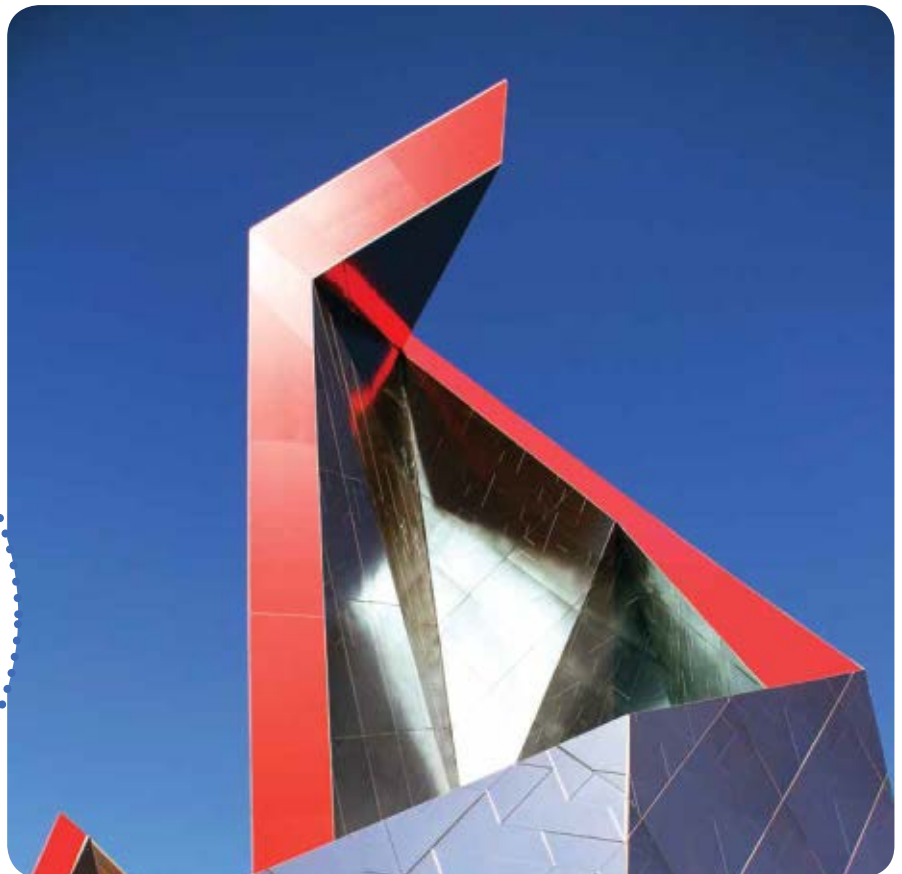






**R**enowned architect Daniel Libeskind recently unveiled his latest project Casalgrande Ceramic Crown, a 65-foot-tall multifaceted structure made of ceramic stoneware tiles on the Dinazzano roundabout at the Casalgrande- Sassuolo junction in Casalgrande, Italy. Located in the north central part of the country,

*Made entirely from flexible “fractile” stoneware tiles, it emphasizes the possibilities of ceramics, producing a hand-sketched feel to the structure*





SINCE 1969



MULTIMEDIA



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*Clad entirely with Fractile porcelain stoneware tiles with a raised fractal motif, the structure surges upwards with a spiral measuring 25 metres in height*

roughly an hour drive northwest of Bologna, Casalgrande is home to the corporate headquarters of the ceramics company Casalgrande Padana.

The company commissioned Libeskind for the project. The Crown is a spiraling construction that experiments with innovative new uses of the latest generation in ceramics. Made entirely from flexible “fractile” stoneware tiles, it emphasizes the possibilities of ceramics, producing a hand-sketched feel to the structure.

A well-known figure all around the world, Libeskind has been involved in a fruitful collaboration with Casalgrande for some time now, which sees the two parties working together in a cycle of formal research and technological development that has already produced some fantastic results: from the cladding systems for the City Life residences in Milan to the Pinnacle installation for Cersaie - Bologna Water Design 2013, the new series of Fractile ceramic tiles and even the spectacular cladding of the Vanke

Pavilion at Expo 2015, with more façades for notable buildings in several foreign capitals currently in progress.

“It is always an honor to collaborate with Casalgrande Padana and contribute to their corporate campus. They are not only masters of Italian craftsmanship but also visionaries in the industry,” he said.

Clad entirely with Fractile porcelain stoneware tiles with a raised fractal motif, the structure surges upwards with a spiral measuring 25 metres in height. It combines an almost hand-sketched feel with unrivaled construction expertise to show that an ecologically friendly, flexible material such as porcelain stoneware can be used in such an unexpected context.

Devised as a ventilated façade anchored to an extremely slender, sleek steel structure, The Crown is destined to become a new architectural benchmark. †

#### Contact Details

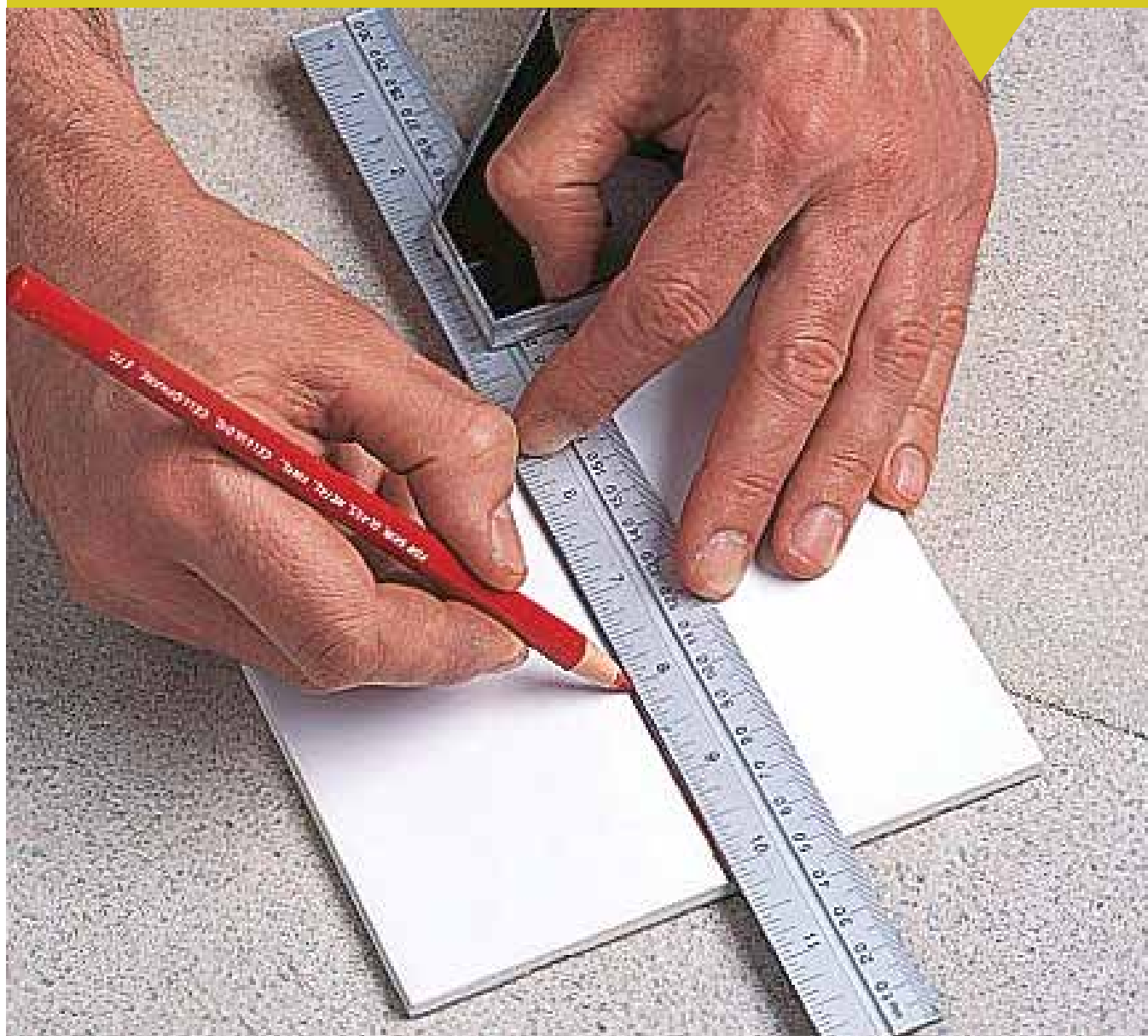
[www.libeskind.com](http://www.libeskind.com)





# TILE INSTALLATION TIPS

Experts share some useful tips on laying and cutting tiles in desired shapes



# Cutting Edge

Use these simple tips to cut tiles in desired shapes to enhance your spaces

## How to cut wall tiles

Unless you're tiling a small area like a splash back which you can restrict to whole tiles only, you'll need to cut your tiles to fit. You can choose from a whole range of hand and power tools to do this - some of which are easier to use than others. What you go for will depend on the size of the job and your budget.

## How to use a tile scribe to cut a wall tile

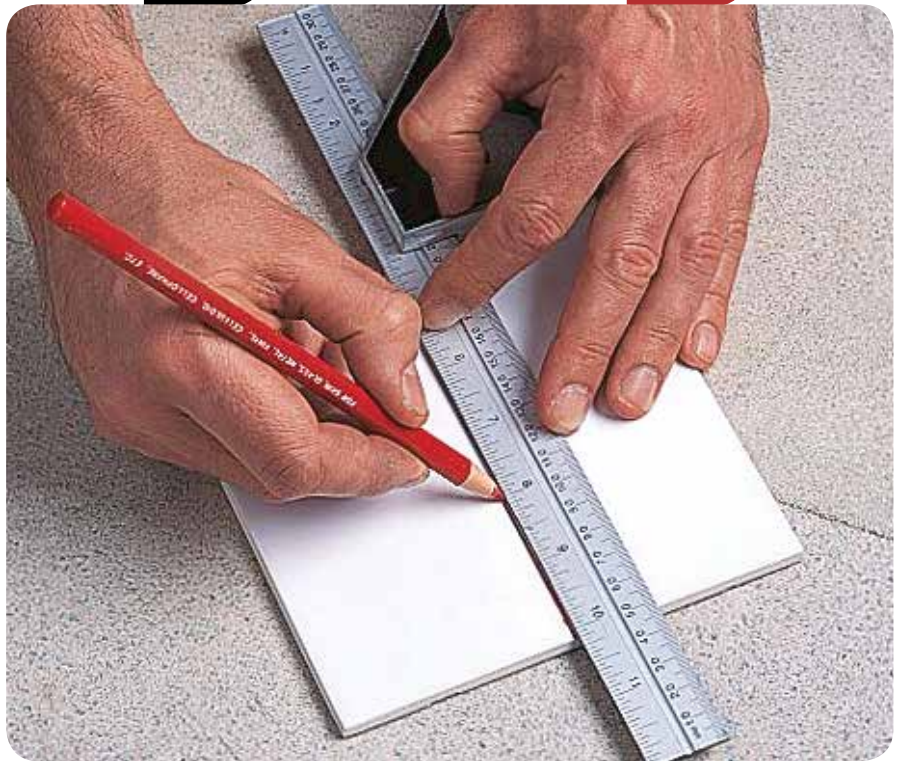
A tile scribe is the simplest and cheapest tool you can use to make straight cuts through tiles. It has a hardened tip which cuts them cleanly.

## Top tip - File your tiles

A tile file is ideal for smoothing down rough edges from a cut tile. Hold it square on to the edge to get the best results.

## Step 1

Measure the gap you need to fill and add your measurements to the tile. Then use a steel rule and china graph pencil (or a felt-tip pen) to mark a cutting line across it. Take care that your rule doesn't slip as you make your mark.





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# 2016中国国际陶瓷技术装备及 建筑陶瓷卫生洁具产品展览会

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**May 27-30, 2016**

China Import and Export Fair Complex - Guangzhou

## † TILE INSTALLATION TIPS



### Step 2

Hold the rule firmly and score along the line with the tile scribe in one stroke, using enough pressure to cut right through the glaze. Then put a pencil beneath the scored line and press down each side. You should then be able to snap the tile cleanly in two.

### How to make curved cut in wall tiles

There are lots of ways to make curved cuts in tiles but one of the simplest is to use a tile saw. This has a round blade, which helps you change direction easily.

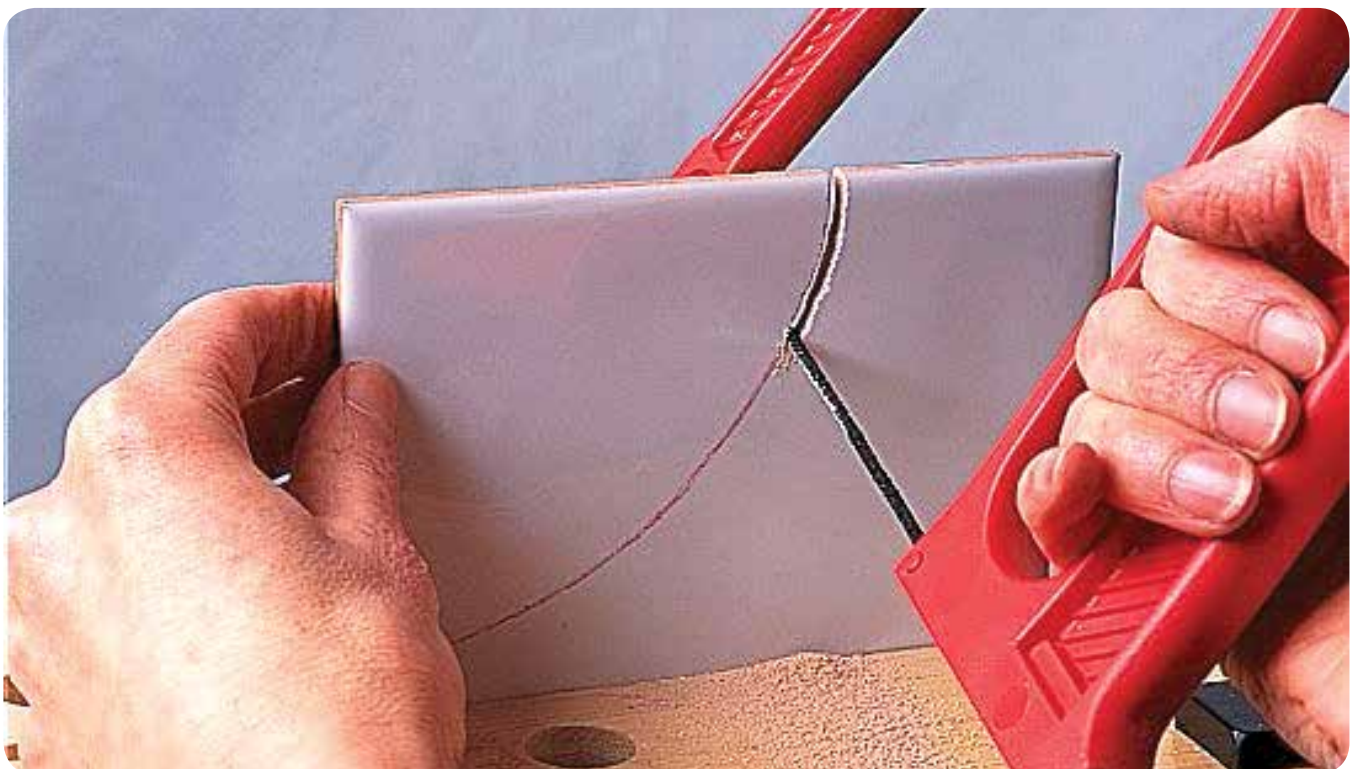
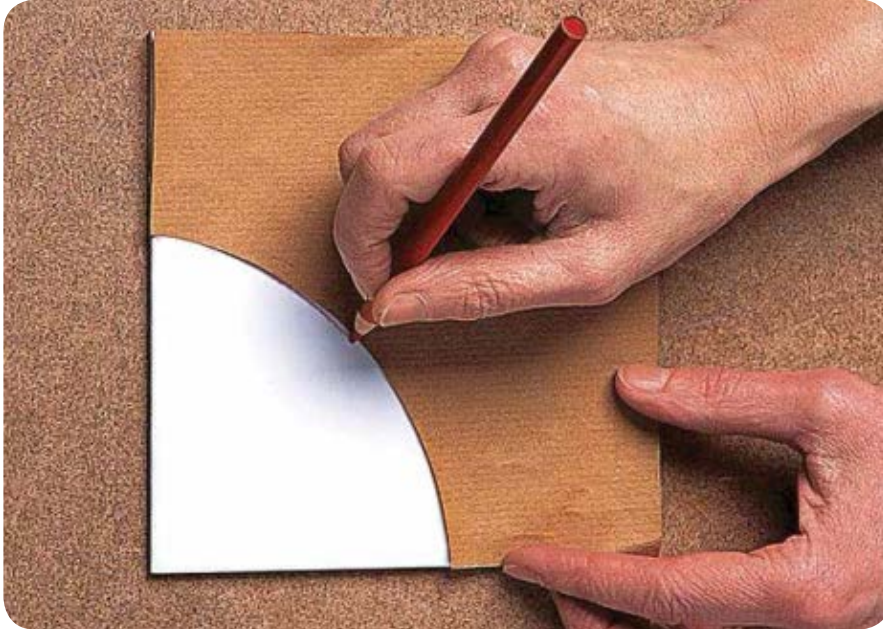
### Step 1

Take a piece of paper or card the same size as the tile and cut it to the shape you need. Then lay it over the tile and mark the shape on the face.

### Step 2

Clamp your tile securely and cut along the line with a tile saw. Check the fit of the tile and make any adjustments with a tile file. †

**Source: Courtesy [www.diy.com](http://www.diy.com)**



# PRODUCTS

This section showcases new offerings from leading national and international manufacturers. Know about their features, specifications, size and colors. Have a look at the new collection



# Treading **New** Paths

These new products launched by premium brands are dressed to impress

**M**anufacturers are churning out myriad competitive and aesthetic products to keep pace with their competitors, leaving customers spoilt for choice. The designs help create cosmopolitan, urban and modern vibes in your environment.

Rustic finish is seen a lot lately. Handmade tiles, mosaic and geometrical forms from 70's are back

in vogue. Be it a working space, living room or rest pad, achieving a proper balance of utility and design is most essential. Tile can help you achieve this. Using tiles of varied forms, colors and textures can lend the room the required ambience.

Tiles can completely transform a space, if used in the right finish and color at required place. The tile industry has evolved with variety and

acceptability for all types of tiles. Rustic finish tiles, matt and Lapato finish are preferred these days. Tiles with a matte or semi-gloss finish lets you create a softer, more livable feel.

The popularity of large-format tiles continues to snowball. Thus, tile producers as well as setting material manufacturers are continually working to develop new products to meet the demand.

**Manufacturer**

RAK

**Type:**

High-gloss double-charged vitrified tiles and slabs

**Use:**

Ideal for both residential and commercial applications

**Size:**

800 x 1200 mm

**Finish:**

Glossy finish

 [www.rakindia.com](http://www.rakindia.com)



Volga Terracotta

**Manufacturer**

Varmora

**Type:**


Hi-gloss

**Use:**

It can be also used to highlight decorative wall details such as mosaics, trims and borders

**Finish:**

Mirror-like finish

 [www.varmora.com](http://www.varmora.com)





Rossa Royale





**Manufacturer**

AGL

**Type:**

Ultra-thin glazed vitrified tile

**Use:**


Floors and walls. It helps to renovate home, commercial space without removing existing wall and floor

**Size:**

600x1200mm and 6.8mm thickness

**Finish:**

Rustic, wood and fabric textures and full polished

 [www.aglasiangranito.com](http://www.aglasiangranito.com)

**Manufacturer**

Simpolo

---

**Type:**

Full body monolithic creation, using LB's Divariopowder press technology

---

**Use:**

Outdoor use on floors

---

**Size:**

20mm thickness and 600x600 mm

---

**Surface Finish:**

non-porous and requires no maintenance, slip-resistant, stain-resistant, scratch-resistant, fire-proof, fade-proof, these tiles are also resistant to freezing and are easy to clean.

---

 [www.simpolo.net](http://www.simpolo.net)



Flakes Black



PRIMO BRYCE GREY

**Manufacturer**

Somany

**Type:**

Glazed vitrified tiles

**Use:**


Wall and floor applications, indoor and outdoor flooring, wall covering, countertop, outer cladding

**Size:**

400x800mm and 8mm thickness

**Finish:**

Matte, Rustic, Rotto, Metallic and Wood Finish

 [www.somanyceramics.com](http://www.somanyceramics.com)

**Manufacturer**

H&R Johnson

**Type:**

Cool Roof SRI (Solar Reflective Index)

**Use:**

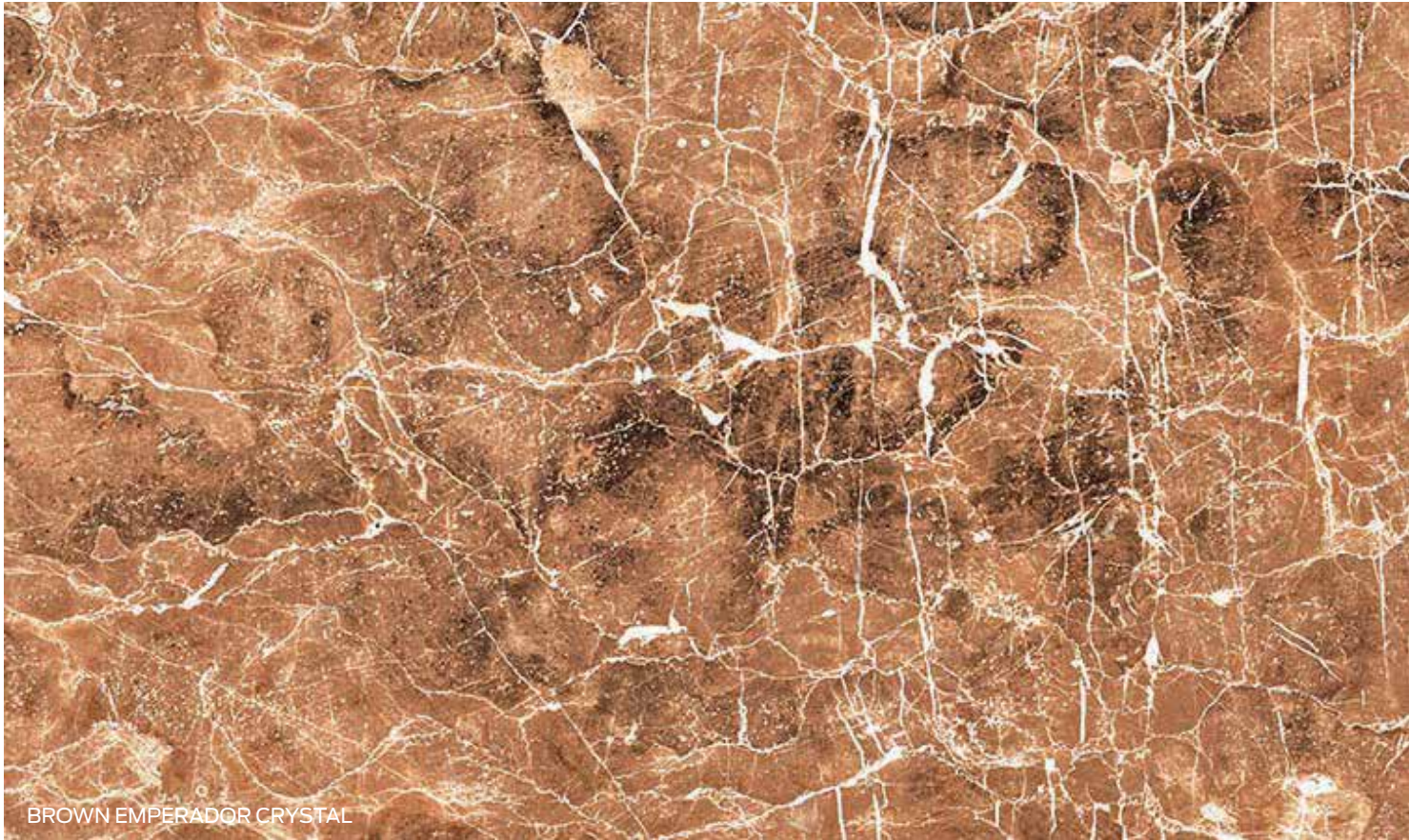
Building roofs, balconies, terraces, pavements and exterior facades cladding.

**Finish:**

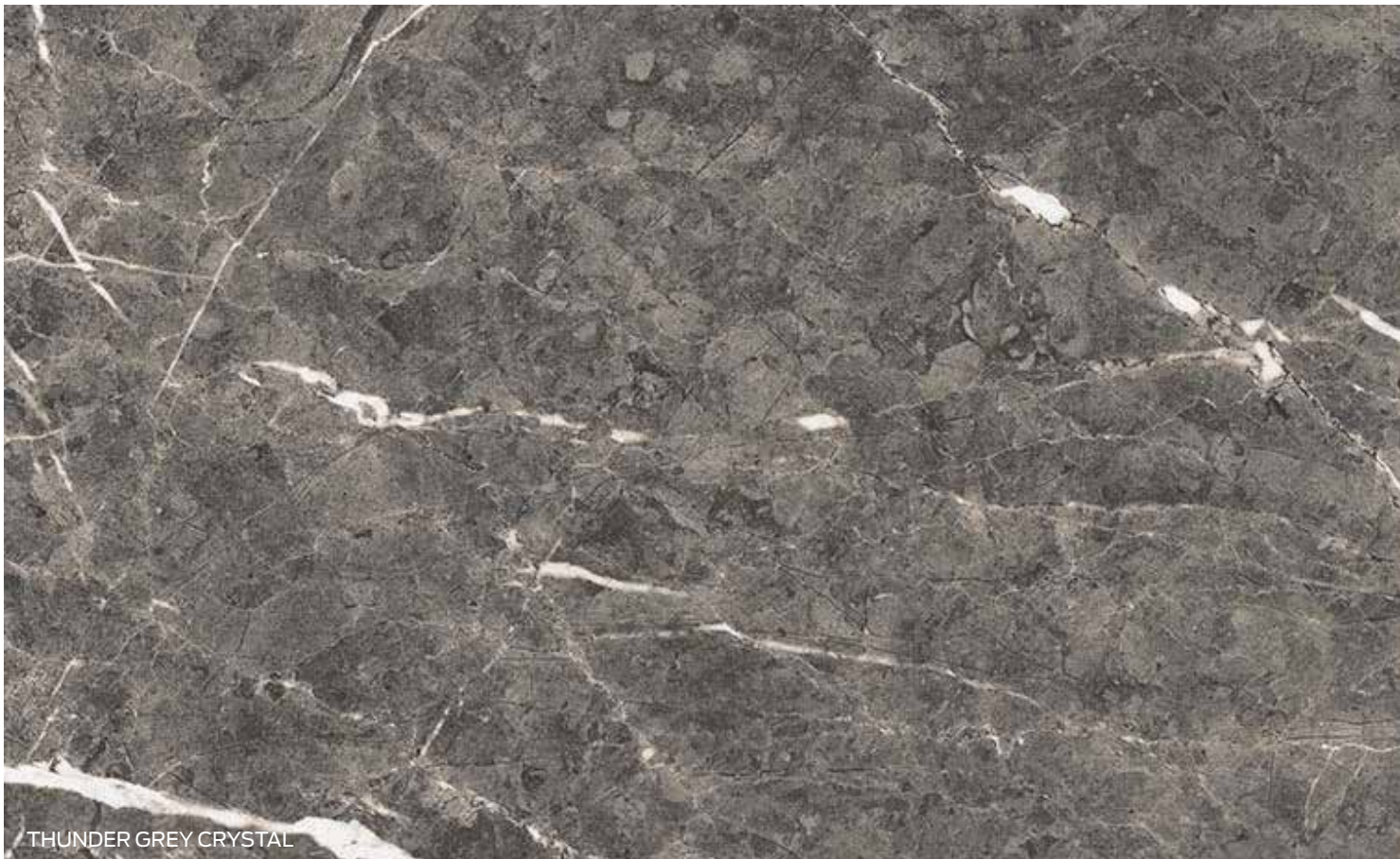
Matte finish and anti-skid surface

 [www.hrjohnsonindia.com](http://www.hrjohnsonindia.com)

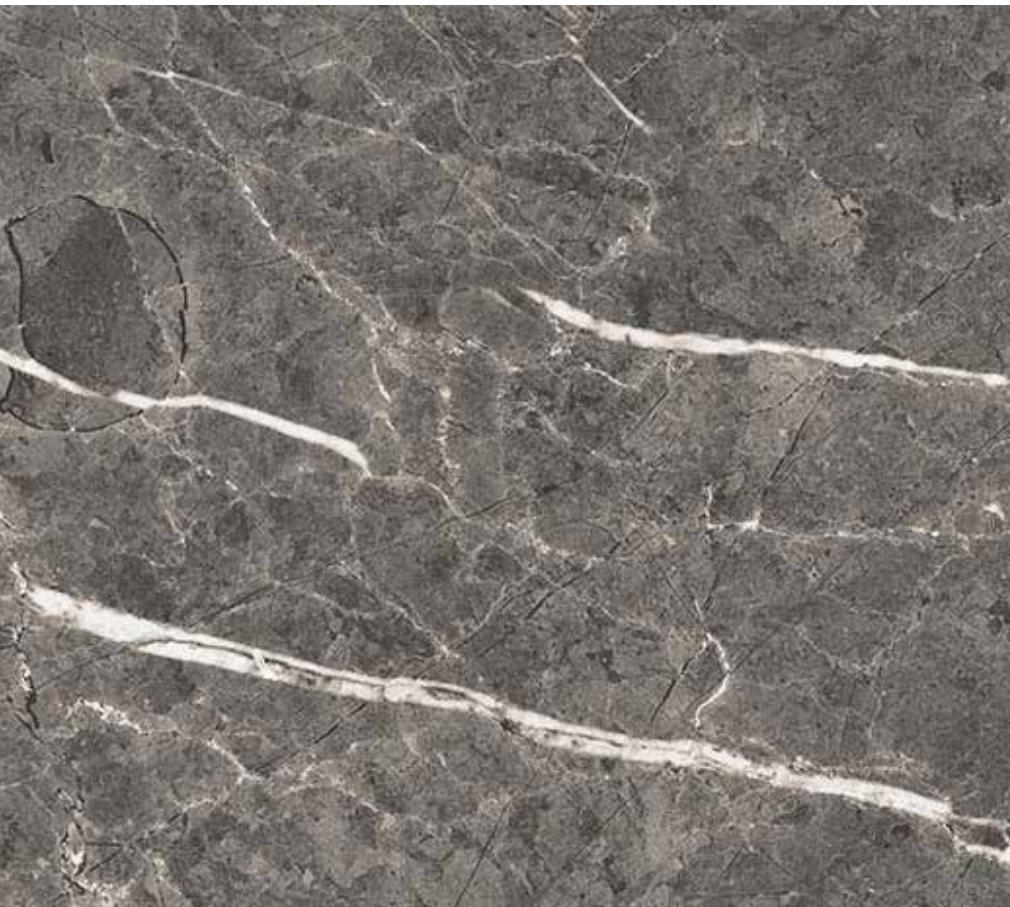
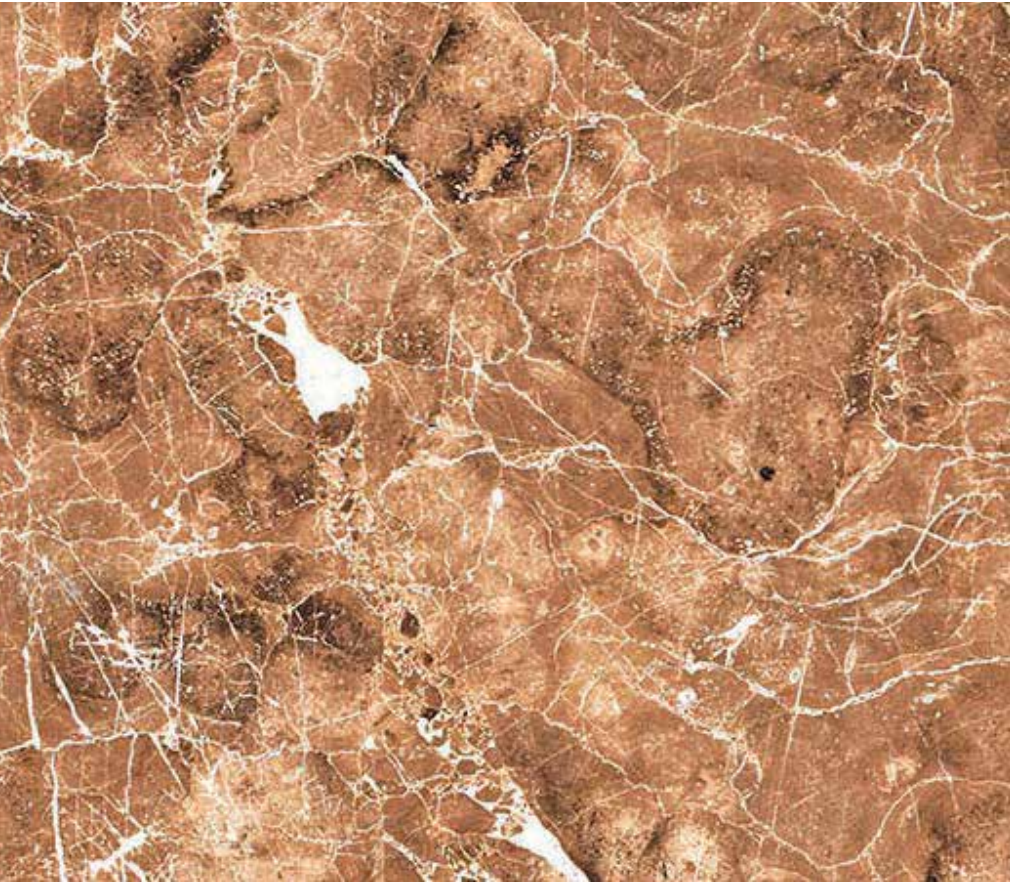




BROWN EMPERADOR CRYSTAL



THUNDER GREY CRYSTAL



**Manufacturer**

Mirage

**Type:**

Crystal glaze-polished glazed  
vitrified

**Use:**

Internal and external

**Features:**

Superior flatness with perfect  
reflection of light, zero stain marks,  
absolute joint-free images, 3D effect  
with higher thickness of crystal  
glaze.

 [www.mirageceramics.com](http://www.mirageceramics.com)



Nero Portoro



**Manufacturer**  
Oasis

**Type:**  
Sugar Finish- Digital Glazed Vitrified  
Tiles

**Use:**  
Walls and floors

**Size:**  
300x600mm, 600x600mm,  
600x1200mm & 800x1200mm

[www.oasistiles.in](http://www.oasistiles.in)

# Inter national Showcase



**Atlas Concorde** has introduced latest collection Vibe. These porcelain tiles come in 6 different wood versions:

- Quercia and Rovere are ideal for furnishing with natural elegance and personality
- Frost and Cinder provide a contemporary interpretation of the timeless appeal of wood
- Marsala and Marsala Raw for creative interior design projects

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

## † GLOBAL TRAIL

Cir has launched new collection Recupera which brings all the beauty of terracotta, wood and hollow bricks together in a single collection produced to meet the highest standards of aesthetic and technical quality typical of Italian porcelain.

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



Emilceramica has launched latest series of bricks in six different colors. It has three warm and three cold colors to be used in combination for floor and wall coverings. The material texture and the manufacturing imperfections that emerge from the full-bodied and intense matt colours generate chiaroscuro effects and plays of light and shadow that give the surface an extraordinary sense of movement.

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



# Couture Calling

**Peronda's** new collection hopes to establish 'emotional ties' with customers

TEXT & PHOTOGRAPHS: COURTESY THE BRAND

**P**eronda has once again managed to surprise visitors with its complete revamped exhibition spaces. Based on the

'pop-up store' idea, it presented an ephemeral exterior concept designed for a five-day period, whilst the interior, which occupied more than

450 square meters, reflected the latest trends at Cevisama 2016.

## Have a look at the latest collections of Peronda

### Iceland

A collection from the Museum range that emulates Arabescato marble, Iceland now comes in new 60 x 120cm and 90 x 90cm formats in an eco- polished finish in addition to its existing 89.5 x 89.5cm premium format. Its grey veins run across a luminous snow white surface, a pattern which has now been extended to the 'infinite' 75 x 150cm, 150 x 150cm and 150 x 300cm extra large format in a matt finish.



## † BRAND WAGON

### Cream

New formats have been added to this high-gloss porcelain tile collection from the Museum range reminiscent of ivory cream marble. In addition to the 89.5 x 89.5cm format, cream now comes in an eco-polished 90 x 90 and 60 x 120cm format, while 'Infinite' extra-large matt versions have also been developed in the same design in 75 x 150cm, 150 x 150cm and 150 x 300cm formats.



### Granny

This Peronda fashion lab initiative in collaboration with prestigious fashion designer Juan Vidal is the result of extensive dialogue between Vidal and peronda's design team on trends, gaps in the market and the extrapolation of fabrics to other materials. The final outcome was this new 25 x 75cm collection.



### Kambiam

'Stimulus' is an innovative trapezoidal format designed by Kambiam architecture studio. Nero-design seeks to provide stimuli for people through the use of simple geometric shapes. The aim is to give these formats 'a life of its own', enabling them to transfer themselves to other formats and materials.



## † BRAND WAGON

### Peronda Fashion Lab

This successful collection is designed in collaboration with interior and vintage furniture designer Francisco Segarra. It had occupied prominent position at Peronda's new stand at Cevisama 2016. The other collection includes: FS Estrella, FS Alora and FS Fankuit.

FS Estrella: Inspired by the patterns of the vintage cement tiles, this new-red body tile model is added to the Damero collection and comes in 45x45cm format with faux joints that simulates four smaller tiles.

FS Alora: Rustic terracotta-effect tile with shade variation take you back to bygone days. A red-body 45

x 45cm, FS Alora tiles can be used on both floors and walls.

FS Fankuit: This extensive collection is made up of two terracotta-effect field tiles with over twenty-nine patterns: a darker clay model, Fankuit M, and a paler one, Fankuit B. Both of them also come in an R12 finish suitable for outdoor use. Rounding off the collection is a board selection of decors cut from the field tiles and mounted on a mesh backing for mixing and matching on endless different ways. †

### Contact Details

🏠 [www.peronda.com](http://www.peronda.com)





# XXII. MARBLE

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## GET TOGETHER WITH MASTERS WHO SHAPE MARBLE...

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# News Bulletin



Event photo: With the brand ambassador



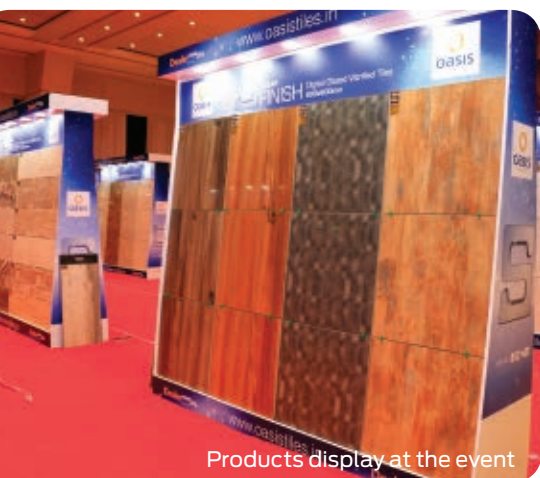
Sukhdev Patel- Chairman & Managing Director

## A Grand Affair

Oasis had organized dealer meet 2016 on March 2, 2016 at Sahara Star hotel in Mumbai where they launched and showcased their new range of products and announced actress Kriti Sanon as their brand ambassador. The new launches include: Sugar finish - digital glazed vitrified tiles (300x 600mm, 600x600mm, 600x1200mm and 800x1200mm) with additional Rockstone - 400x400mm digital outdoor vitrified tiles (12mm thickness), 300x300mm digital vitrified parking tiles (10mm thickness) and modern sanitary ware. Also, the company has the largest master product display of 20,000 sq. feet at its corporate office in Gujarat



Master product display, Gujarat



Products display at the event



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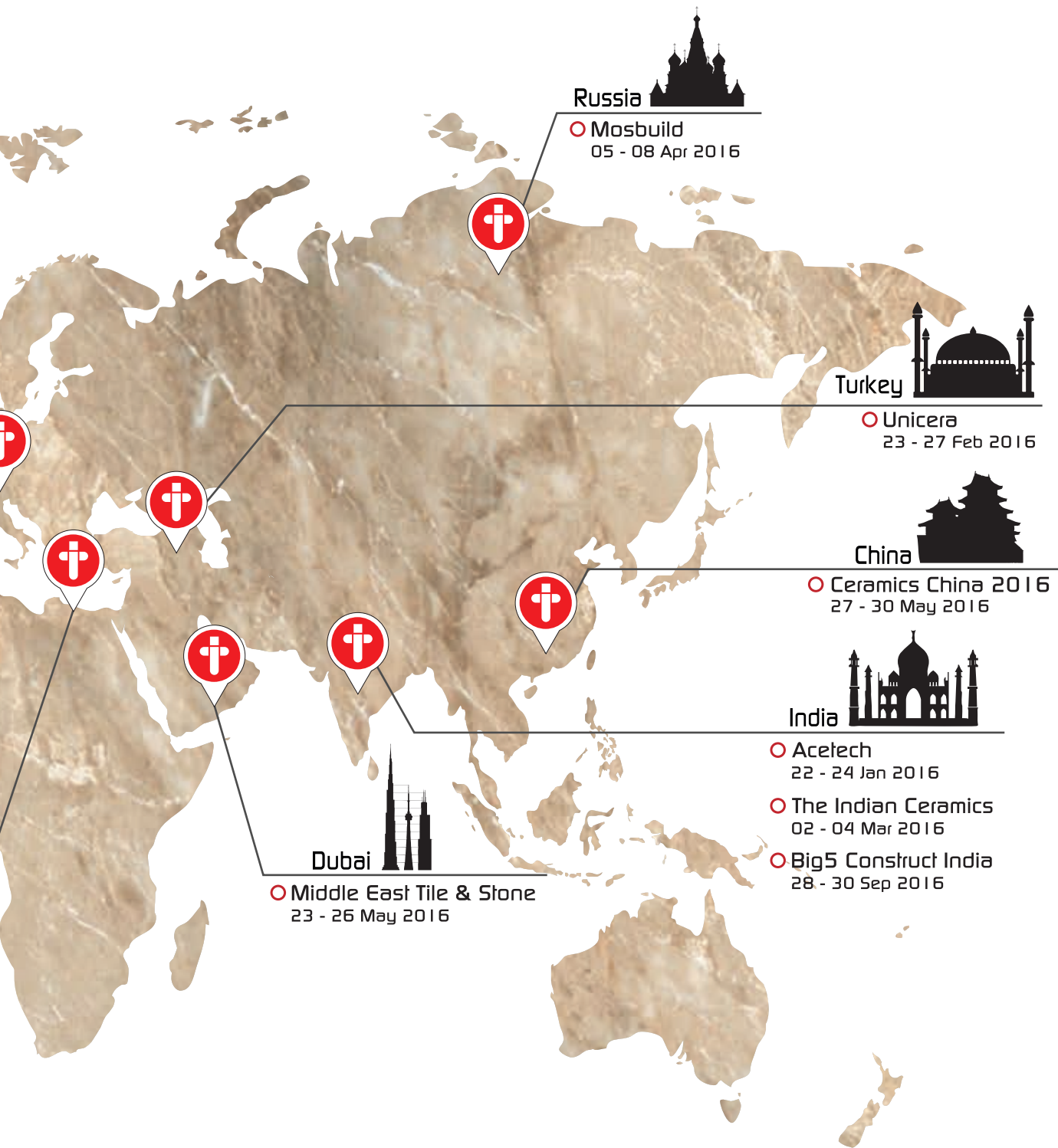


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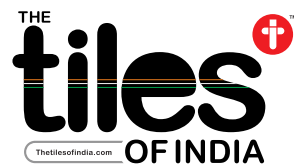




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**CMC has opened a new uber-class marble showroom in the heart of Mumbai**

Classic Marble Company has opened an exclusive showroom at Worli, Mumbai. It will be home to some of the finest varieties of marble available in the world.

Besides marble, the showroom will also maintain an exhaustive collection of other designer stones including exotic granite and quartzite, onyx, travertine and limestone. The company's flagship brand KalingaStone with its marble and quartz will also be part of

the array of products available here. With over 300 varieties of stones and a section dedicated to internationally acclaimed porcelain tiles Techlam from Spain and Iris from Italy, this will be one of the grandest and the most ostentatious showrooms in all of Mumbai.



CMC- Showroom Gallery



(L- R) Alpa Dalal, Mr. Ramesh Prabhu, Mr. Omkar Thakur, Ms. Shilpi Kakkar

**Pidilite Industries Ltd has launched 'The Happy Homes Blog'**

Need help to renovate, build and maintain their home? Read the blog [thehappyhomes.co.in](http://thehappyhomes.co.in) launched by Pidilite Industries Ltd. It features posts and articles across various categories giving home-owners an insight into different aspects of looking after their homes. Visitors to the blog can sift through posts on waterproofing and insulation as well as roof-repair, tiling, décor and renovation ideas among several more. The blog also features a 'healthy home calculator', which poses a series of questions and determines the health of a particular home based on the answers given. 

# EVENTS

What, when, where and how - a quick glance at the leading international events





## Gorgeous booths and enormous blocks

Marble - 22nd International Natural Stone and Technologies Fair was held from 23-26 March, 2016

**M**arble - 22nd International Natural Stone and Technologies Fair is amongst the top three marble fairs in the world. It brought together the masters of marble in Izmir, Turkey.

It has become a platform for international meetings with gorgeous booths, enormous marble blocks weighing tons and construction equipment with latest technology.

Natural stones, marbles, plant machineries, mining-construction equipment and consumable materials are exhibited here.

During the fair, different uses of marble and natural stone from coffee cups to tea tables, chandeliers to speakers, lampshades to rollers are exhibited. It is a visual feast both for exhibitions and visitors. Companies present their products to visitors.

The next fair is scheduled for 22- 25 March, 2017 †

### Contact Details

 [www.marble.izfas.com.tr](http://www.marble.izfas.com.tr)



# Frame Your Success



Photo: Robb Cohen Photography & Video

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# Grand Success

**CEVISAMA**, the Spanish ceramic tile industry's leading trade fair, was bigger and better than ever with an extensive commercial offer showcasing a competitive, innovative and sustainable industry

**T**he 34th edition of CEVISAMA took place at the Feria Valencia exhibition site between February 1 and 5, 2016. Almost 100 Spanish ceramic tile manufacturers were present at the event.

Attracting over 76,000 visitors, including around 14,000 from abroad, CEVISAMA has become the sector's major international centre for business. The 2015 edition saw a record number of international visitors, exceeding the numbers of the previous 33 editions. Each year, this fair attracts thousands of professionals



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eager to become familiar with the very latest and most attractive habitat trends. Details of several of the highlights are given below:

- **Trans/hitos:** It is an architecture and interior design event linked to the world of ceramic tiles. The slogan for this year's edition was 'Harmonies'.

- **Nude:** A meeting point for young Spanish and international designers and professionals working in the sector, this year's edition was more focused on design.

- **Architecture and Design Forum:** A series of talks and round table debates on architecture, design and interior décor, it was attended by leading figures from these fields such as architects O'Donnell & Toumey, interior designer Francesc Rifé and designers from Joan Rojeski Estudio.

- **Alfa de Oro Awards:** The Spanish Ceramic and Glass Society (SECV) gave awards to companies that stand out in the areas of research, development and innovation, thereby contributing to the development of the Spanish ceramic tile industry.

- **Building renovation forum:** conservation, energy efficiency and accessibility: This event was for professionals that addressed the latest developments in renovation and refurbishment on February 4.

- **International Ceramic Tile Design Competition:** This was conceived to boost the creativity of students of design, fine arts, architecture and engineering from all countries.

- **ShowBoom:** The city of Valencia offered trade fair exhibitors its finest landmarks as venues for their product presentations. †

from around the world and proof of the media interest it generates are the more than 300 accredited international journalists that cover the event.

On the second day of the fair, ASCER was seen holding its traditional international press conference in order to present the key data and future strategies of the ceramic tile industry. The press conference was held to felicitate the winners of Tile of Spain Awards for Architecture, Interior Design and Final Degree Project.

**Various programmers:**

**See You in Valencia**

Coinciding with the 5 days of the trade fair, 'See You in Valencia' offered an interesting and varied programme of activities as part of its quest to become a reference for professionals

**Contact Details**

🏠 [www.cevisama.feriavalencia.com](http://www.cevisama.feriavalencia.com)





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1200x600mm  
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300x600mm

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600x600mm



### OUTDOOR PARKING TILES

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# An Affair To Remember

The 28th UNICERA International Ceramic, Bathroom Kitchen Fair was home to 372 exhibitors from around the world, displaying the latest designs and technologies from 237 brands



UNICERA, the largest trade show of the building industry, held at the Tüyap Fair and Convention Center, Buyukcekmece, Istanbul from February 23-27, 2016 saw 372 exhibitors from around the world, displaying the latest designs and technologies from 237 brands.

The 28th edition of UNICERA International Ceramic, Bathroom Kitchen Fair brought together 372 participants from 13 countries including Germany, United States, Bulgaria, China, France, India, UK, Iran, Spain, Italy, Serbia and Turkey in 11 halls and 98,000 sqmtr of indoor exhibition space. The fair was widely acclaimed on a global level leading to a 43% increase in the number of foreign exhibitors.

The fair played an important role in creating new cooperation opportunities and effective strategies in the global market, attracting 61,673 domestic visitors from 78 Turkish provinces as well as 6,618 foreign visitors from 107

countries in addition to purchasing delegations from Bulgaria, Bosnia Herzegovina, Georgia, Palestine, France, Croatia, Iran, Kosovo, Lithuania, FYRO Macedonia, Moldova, Uzbekistan, Russia, Serbia, Tunisia, Ukraine, Jordan and Greece, proving once again that it was the most influential center of trade for the industry despite the global economic downturn.

Visitors enjoyed the opportunity to gain firsthand knowledge about chemicals, raw materials, ceramic machinery, machinery spare parts and components on display in the CERAMICTECH specialty section.

The Independent Architects Society of Istanbul (ISMD), the “Teknoloji, Mimarlık, Deneyimler” conference featured panelists ISMD President, Architect ErtunHızıroglu and Architect Umutiyigün, drawing students from over 20 universities. The panelists discussed the latest technologies and trends in architecture.



Young artists from the 18 Mart University, FMV Isık University and Anadolu University exhibited their ceramic designs throughout the fair, reaching out to industry professionals. Ceramic wall decoration items designed by children and youth with disabilities were also displayed during the first two days of the fair as part of a social responsibility project. †

## Contact Details

 [www.unicera.com](http://www.unicera.com)



- **GVT/PGVT**  
1200x600mm | 600x600 mm | 1200x200 mm
- **DOUBLE CHARGED VITRIFIED TILES**  
1200x800 mm | 800x800 mm | 600x600 mm
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 March 6 - 9, 2016  
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[www.kbb.co.uk](http://www.kbb.co.uk)



**MADEEXPO**  
 March 8 - 11, 2016  
 Milan, Italy  
[www.madeexpo.it](http://www.madeexpo.it)



**EXPO REVESTIR**  
 March 1 - 4, 2016  
 Sao Paulo, Brazil  
[www.exporevestir.com](http://www.exporevestir.com)



**THE INDIAN CERAMICS**  
 March 2 - 4, 2016  
 Ahemdabad, India  
[www.indian-ceramics.com](http://www.indian-ceramics.com)

## APRIL



**CANTON FAIR**  
 April 15 - 19, 2016  
 Guangzhou, China  
[www.cantonfair.net](http://www.cantonfair.net)



**EUROCUCINA**  
 April 12 - 17, 2016  
 Milano  
[salonemilano.it](http://salonemilano.it)



**COVERINGS**  
 April 18 - 21, 2016  
 Chicago, USA  
[www.coverings.com](http://www.coverings.com)

## MAY



**MOSBUILD**  
 April 5 - 8, 2016  
 Moscow, Russia  
[www.mosbuild.com](http://www.mosbuild.com)



**CERAMBATH**  
 April 18 - 21, 2016  
 Foshan, China  
[en.cerambath.org](http://en.cerambath.org)



**CERAMICS CHINA**  
 May 27 - 30, 2016  
 Guangzhou, China  
[english.ceramicschina.net](http://english.ceramicschina.net)



**MIDDLE EAST TILE & STONE**  
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 Dubai  
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† THE TILES OF INDIA IS AN OFFICIAL MEDIA PARTNER FOR :



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**CACHOEIRO STONE**  
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[www.thebig5constructindia.com](http://www.thebig5constructindia.com)



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 Sep 18 - 21, 2016  
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[www.cersaie.it](http://www.cersaie.it)



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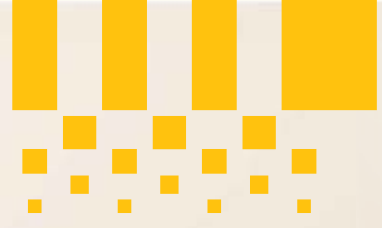
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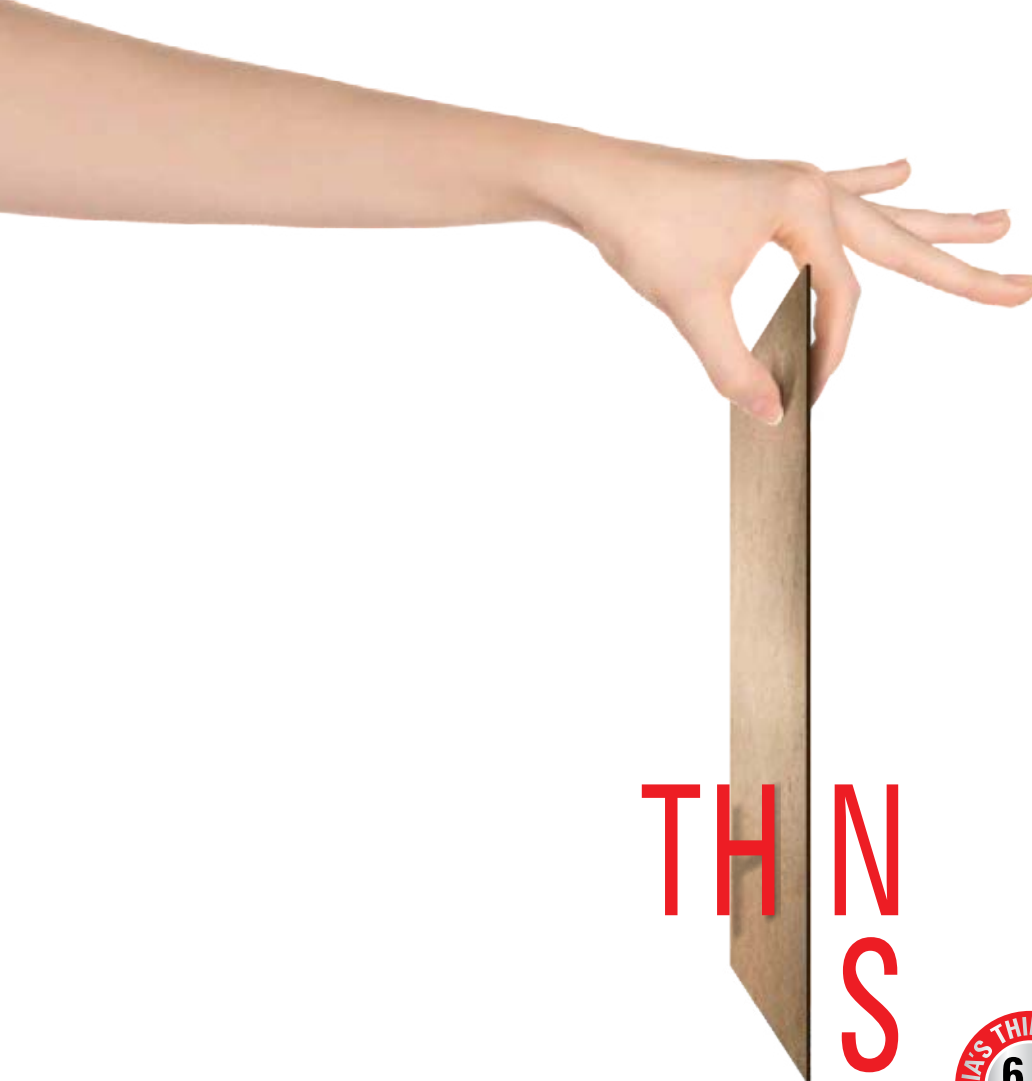
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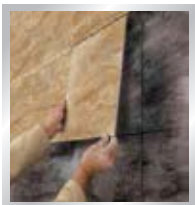


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AGL presents **SLIMGRES**, the thinnest tile to be ever made in India. With a thickness of just 6.8 mm, **SLIMGRES** is extremely strong and durable, owing to its Glazed vitrified body. What makes **SLIMGRES** the most versatile tile is that it can be placed on pre-existing tiles, or worn out floors.



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