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The Tiles of India

ISSUE 15 | ₹ 50

JUNE 2023

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Vijay Aggarwal, Chairman, ICCTAS, shares the current performance of the Indian ceramic tile industry and how the government schemes have helped the industry to recover more rapidly from the impact of the Covid-19 pandemic.



Vijay Aggarwal
Chairman, ICCTAS

The Indian ceramic industry holds potential to become the largest producer in the world. In the last couple of years, the Indian ceramic tile industry has further strengthened its position as a global tile player and as the world's second largest manufacturer, consumer and exporter behind China.

In 2021, India's tile producers chalked up another astonishing success with total exports of 483 million sqm, an achievement that has helped the industry recover more rapidly from the impact of the Covid-19 pandemic and continue to grow substantially in Fiscal Year 2023 (ending on 31 March 2023).

The Indian economy has fully returned to pre-pandemic levels. Inflationary pressures are present, but India is perfectly positioned to lead the industry into the next decade. Only the challenge is the extreme volatility of natural gas prices which in India have doubled in a year and the consequent increase in all input costs, particularly raw materials, a problem common to the entire ceramic industry.

The residential and commercial construction sector has finally emerged from a decade of recession, and the sector is now seeing enormous growth across the country and is likely to continue at these levels for the foreseeable future. This is mainly due to government initiatives such as Housing for All and Clean India (Swachh Bharat) and the huge investments in highway construction which facilitates the development of new urban centres.

Some of the leading companies of the global ceramic sanitaryware market are also looking towards acquisitions of businesses to enter new regions. This is helping the players to enhance their production capacity and is also reducing the requirement for establishing manufacturing and distribution units in the new region.

Commercial production of ceramic tiles started in India approximately 65 years ago and it has come a long way from those humble beginnings. The accelerated growth of the industry in the last ten years can be credited to product quality improvement, investment in technology, and efficient production of good quality products at a reasonable cost. With ceramic tiles and sanitaryware being basic sanitation and hygiene products even for affordable housing, it will be essential to approach the government and continue to seek their approval on the industry's genuine demand of lowering the GST rates (from 18% to 12%) for these ceramic products. It is a big opportunity for the industry to become a champion in the segment with a little support from the Government in the areas of Foreign Trade Agreements (FTAs) and conserving raw materials by limiting their export to safeguard India's long-term growth interest.

As an association, ICCTAS vision for the domestic market is to go beyond consumer expectations by not only enabling manufacturers to provide products that are aesthetically and functionally driven but also by paying attention to consumer education and empowering them in their journey while buying products.

Publisher's Note



Over the past decade, ceramic tile consumption has grown most rapidly in countries with the strongest population growth and in those with high urbanization rates, although there are several exceptions to this trend. Indian tile industry has a potential to be amongst the top players in the world.

In this ICCTAS issue, we have a lot of what is new, in trend and the latest news from the global industry. We have an article on the Indian ceramic tile market forecast for 2026. Along with this, we have an interview from the leading tile dealer Ashish Gupta, CEO of Dehradun Marble House, Delhi, where he shares with us the tile trends of 2023! We also have news from leading tile technology and machinery brands like Somany Ceramics, Varmora Group, Kajaria Ceramics and Sacmi, where they share their latest investment plans.

Also, we have a project by Architect Aparna Kaushik where she shares her new Noida office, a striking example of the firm's distinctive design aesthetics. Along with this we also have the top 10 tile trends for 2023! Take your pick!

Happy Reading!



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Global Ceramic Tile Market

Know about the global ceramic tile market forecasts for 2026!

The world ceramic tile market is projected to grow by more than 3 billion square metres in the five-year period 2022-2026, climbing from 18.2 billion sqm in 2021 to 21.3 billion sqm in 2026, equivalent to a compound annual growth rate (CAGR) of 3.2%. Production volumes will see a corresponding increase to reach 21.5 billion sqm (CAGR +3.3%).

The ceramic tile market forecasting survey conducted by MECS involves analysing and cross-referencing a broad set of determining variables in order to predict future trends in production and consumption for each of the 91 countries studied: from macroeconomic trends to the impact of energy and raw materials prices, from changes in consumer purchasing power to population growth and urbanisation, from investment in construction and residential building to variables affecting international trade.

Spotlight on Asia and Africa

In 2026, the final year of the five-year forecast period, the fastest-growing region will be Africa, where tile consumption will grow at a CAGR of +6.6% and production +7.3%. At the other end of the scale, non-EU Europe will be the only area to show a slight decline, largely due to the impact of the Russia-Ukraine war.

However, Asia will continue to account for almost 70% of world tile production and consumption. Excluding the Middle East, the broader Asian region (referred to as the Far East in the study) will see a more than 2 billion square metre increase in both production (CAGR +3.4%) and consumption (CAGR +3.2%) over the five year period. This is five times higher than the increase that will be recorded in Africa, where tile consumption will be just 451 million square metres higher in 2026 than in 2021. As mentioned, world tile production will reach 21.5 billion sqm in 2026, an increase of 3.2 billion sqm compared to 2021. Some 80% of this will be produced by just seven countries, four of which are in Asia: India, China,

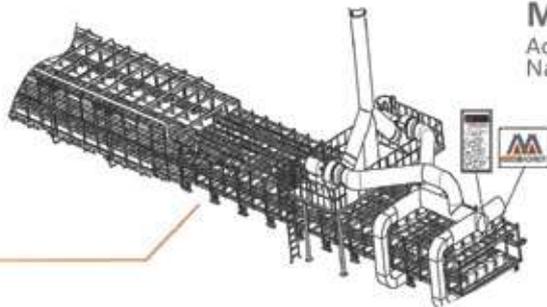
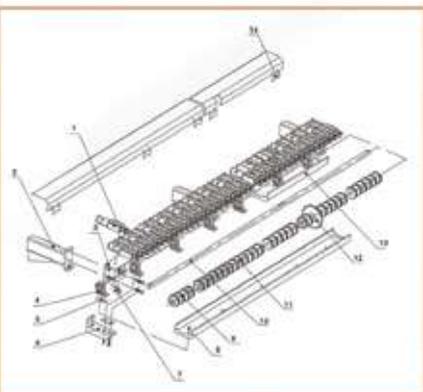
Vietnam and Bangladesh.

While we are unlikely to see any changes amongst the major global players, a number of new countries are emerging on the world stage, several of them in Africa. In terms of production, countries such as Senegal and Nigeria will continue to record double-digit growth rates in response to a corresponding increase in domestic demand, while Cameroon, Uganda and Kenya are expected to see similar growth in consumption.

Growth in wealth, consumer spending power and housing construction

Tile consumption correlates positively with growth in per capita wealth and the real purchasing power of consumers. The latter represents the so-called economic capability, which includes not only real income but also the practicality of making purchases according to market supply, as well as consumers' orientation and sensibility towards aesthetic, fashion and lifestyle trends. This broad definition of





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purchasing power as “consumption patterns” comes on top of the more commonly used drivers such as population growth and urbanisation, which are certainly necessary conditions but by themselves are not sufficient to guarantee more widespread consumption of ceramic tiles. Regardless of the well-known geographical differences regarding the use of wood flooring and carpet, which are traditionally more widespread in northern European countries, a higher and more evenly distributed per capita household income would appear to equate with higher levels of ceramic tile consumption. This applies both in countries where growth in demand for housing is at an early stage (with a growing housing stock) and to a

lesser extent in advanced countries where building renovations are predominant.

Population growth and urbanisation

Over the past decade, ceramic tile consumption has grown most rapidly in countries with the strongest population growth and in those with high urbanisation rates, although there are several exceptions to this trend. In several countries (e.g. Lithuania and Croatia) tile consumption is increasing most rapidly outside large urban areas, whereas in others (e.g. Germany and France) consumption is declining despite higher levels of urbanisation.

Over the past 20 years, the global rate of urbanisation has outstripped that of

population growth (urbanisation of +2.1% on average per annum compared to a population growth of +1.2%). Urbanisation rates are highest in Africa (+3.7%) and Asia (+2.6%) and are expected to remain at these levels for the next few years. In China, and even more so in Bangladesh and Vietnam, the proportion of urban population is still far below the levels of western countries, whereas in Brazil 87% of the population lives in cities, more than in Italy or Germany. However, the urban population growth forecasts for the period 2022-2026 point to a slowdown compared to the previous two decades.

Text Source: Courtesy Ceramic World Review

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Somany Max

Somany Ceramics new Somany Max plant in Gujarat, India, will have Sacmi Continua+ technology.



Somany Ceramics, India's second largest ceramic tile manufacturer with an installed capacity of more than 74 million sqm, is planning to start up its first line for the production of large high-end slabs by the summer. Called Somany Max, this new industrial project is being carried out in partnership with Sacmi, which supplied Continua+ technology together with a cutting-edge dryer and kiln.

The line being installed at the Gujarat production facility, one of the ten owned by the Indian group, will consist of a highspeed PCR2000, a 58.8-metre ECP285 horizontal dryer designed to operate on zero fuel thanks to kiln heat recovery systems, and a 260.4-metre FCC295 kiln, a High Thermal Efficiency (HTE) model ready for the use of hydrogen in the fuel mix. The Somany Max project is part of the Somany Ceramics Group's efforts to position itself prominently in the high-added-value segment in both the domestic and international markets.

The group's management team led by Managing Director and CEO Abhishek Somany has been pursuing this goal through a major expansion in production capacity combined with this latest investment in new products, sizes and manufacturing technologies.

The new Somany Max factory will have a capacity of 4 million sqm/year and will produce 80x160 cm and 80x240 cm size slabs, as well as extra thick 80x320 cm worktops. Somany's choice of Sacmi process technologies was based on the results delivered by the more than a dozen Continua+ lines installed in India in recent years.

These plants have demonstrated a clear ability to combine high quality and performance with unmatched speed and fuel efficiency, a crucial competitiveness factor in this market.

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House of Tile

Ashish Gupta, CEO of Dehradun Marble House in Delhi shares with us the tile trends in 2023!

Ashish Gupta is an International Tile Advisory Panellist who is setting benchmarks in providing value based pricing for tiles. He believes in offering high quality products at affordable prices ensuring customer satisfaction, which resulted in the launch of his own brand, "XPecial, for tile accessories like grout, epoxy, admix, tile spacers, tile levellers, tile adhesives, tile cleaner etc. During the lockdown, Ashish Gupta created a YouTube channel for providing free education and sharing his best knowledge to aspiring architects and interior designers. He has received many accolades for his outstanding contribution to the tile retailing industry.

What are the products that are in trend in 2023?

In current scenario, HD finish tiles sizes 600mm*1200mm and 800mm*1600mm are trending. 600*1200mm matt finishes

with carving effect, wooden look plank tiles and full body tiles are also in demand. Nowadays wall cladding tiles are gaining popularity.

Which products are moving fast?

Fastest moving products, or we can say size, are 300*600mm for walls and 600*600mm for floor. In this category, both polish and matt tiles are demanded. Lot of varieties with different textures is coming in both these sizes.

How do you think larger formats will do this year?

Definitely larger format tiles have gained approval in the marketplace. These tiles which are replica of marble and granites have started superseding the market of stones. Along with flooring these tiles are also used in wall panelling and kitchen tops. Due to the different patterns and colours they have entered in the furniture



segment also like table tops, corner shelves, etc.

What kind of digital experiences do you offer customers in your showroom?

To promote the agenda of DIGITAL INDIA, our showroom provides many digital experiences. All our clients are easily able to access the provided E catalogues with the help of our free WiFi. The SmartTV helps in resolving each and every query of our clients through my YouTube channel. We print out the given blueprints making it easy for both the parties to find the perfect tiles. We also show 360° views of tiles through kajaria tiles app on our computer. And the most important, we accept payment through scanner mode also.

Are there any new products that are expected to be released soon?

Yes, some larger format tiles are coming to capture the market. Lot of different varieties and textures like cleft, rugged, vogue, frost, high gloss, dark high gloss, and marble finish, new variety in carving, matt, high gloss and pgvt tiles will soon be seen in the market.

Any challenges in the retail sector in pricing and customer satisfaction?

In Indian market customers are always price conscious. Nowadays people are demanding more cheaper yet quality products which has proven to be a challenge. As far as customer satisfaction is concerned, we are promoting the usage of tile spacers, tile levellers and good quality tile adhesive for proper fixing of tiles.

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Ceramic Making Technology

Neolith (Spain) doubles its output capacity with the new **SACMI FMA «Maestro»**, the most technologically advanced kiln on the market.



Neolith, the world's leading sintered stone brand, is all about developing technologically and aesthetically innovative surfaces to provide ground-breaking architectural solutions. That's why it recently purchased the new FMA «Maestro» kiln by SACMI, the world's leading provider of ceramic-making technology. This new kiln completes the industrial expansion plan announced a year ago and has led to a doubling of output capacity for the most popular large product size (1600x3200 mm), which is sold in over 100 countries.

Already a SACMI partner in the Body Preparation department, where modular grinding and spray drying take place, this Castellón de la Plana-based company has now opted for a new SACMI kiln as part

of a focus on sustainable growth with cutting-edge products. The company deemed the kiln to be 'the very best on the market', especially when it comes to managing products with high added value. This outstanding performance has been achieved thanks to first-rate controls that allow precision management of every stage (especially the critical cooling phase).

José Luis Ramón, CEO of the Neolith Group, believes it's essential "to have the best available technology, as this ensures we're able to satisfy the needs of thousands and thousands of people every day, from architects and designers to end consumers. It follows that going for nothing less than cutting-edge technology - which also ensures we optimize things

on the energy, sustainability and corporate solidity fronts - is a priority for us". He also points out that "we're proud to be able to say we've chosen the SACMI kiln, as it offers the option that best matches our current needs".

Mirco Berengari, SACMI Regional Manager for Europe and President of SACMI Iberica, states "It's a privilege for SACMI to be able to supply Neolith with the most advanced firing technology, just as we did with the spray drying plant when we delivered, among other things, the spray dryers and mills". He goes on to say that "Being part of the success of a company like Neolith, especially at a time like now, and upping their production capacity by delivering technological progress is a huge motivator, driving us

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to pursue further improvements every day.”

Advantages of the SACMI-FMA «Maestro» kiln

The supplied kiln, a 228.9-metre FMA 235, incorporates all the general advantages of the SACMI Maestro range. A higher percentage of first-class products, less consumption and fewer unburnt residues are the hallmarks of the «Maestro» range, which SACMI has equipped with a new generation of high-performance burners.

A solution specially designed for the efficient control of big-size slab firing and

to ensure optimal management of the mechanical tensions typically generated at the end of firing.

To distribute heat evenly over the entire big-size slab surface/cross-section and ensure perfect planarity, Maestro features dual rapid-slow cooling, burners positioned underneath the roller planes and dedicated ceramic blowers for the kiln center and walls. Moreover, dedicated controls (e.g. automatic valves and blowers) let users set recipe-specific parameters to maximize flexibility and repeatability and ensure good reactivity to changes in operating conditions.

Neolith has selected the modulated air-gas solution. On the FMA, users can adjust the air-gas ratio in the various zones independently. Temperature control is performed by simultaneously adjusting air and gas flow rates; their ratio is adjusted mechanically. This means that for each burner group the air-gas combustion ratio remains constant not only as the set temperature varies, but also as load conditions varies, with clear advantages in terms of versatility and efficiency.

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Global Demand

Varmora Group's new state-of-the-art tiles production plant with the latest technology in **Morbi, India**, will meet growing domestic and global demand.

Varmora Group, one of the leading manufacturers of ceramic tiles, sanitaryware, and bath fittings, has announced the foundation laying ceremony for its new tiles manufacturing plant in Morbi, with an investment of approximately Rs. 250 crore. The new plant will not only cater to the domestic market but also fulfill the growing demand in the global market. Established in 1994, Varmora Granito has grown to become one of the largest manufacturers in the industry, with an in-house production capacity of 35 msm per annum. With a focus on innovation, sustainability, and customer satisfaction, Varmora Granito is committed to providing its customers with the best products and services worldwide. Varmora now boasts 317 exclusive brand outlets (EBOs) and 2,000+ multi-brand outlets (MBOs) in their network.





The new production plant has the latest technology and machinery to offer the best alternative for natural materials like marble, wood, and more. With its focus on innovation, the new plant is set to produce tiles that boast the best designs, finishes, and sizes in the market.

Mr Bhavesh Varmora, Chairman of Varmora Group, said, “We are excited to announce that Varmora Group is investing Rs. 250 crore in our new state-of-the-art production plant for tiles in Morbi. With this new plant, we will be able to provide our customers with the most advanced and creative solutions for their building requirements while reducing our reliance on non-renewable resources. By focusing on innovation and sustainability, we can create sustainable alternatives to commonly used building materials and contribute to a greener

world. This new plant is a true testament to that commitment.”

The new production plant will cater to the domestic market and global demand, positioning Varmora Group as a leading player in the ceramic tiles industry. With its focus on producing high-quality products, Varmora Group is set to revolutionise the market.

The new plant will also create job opportunities for the local community, furthering Varmora Group’s commitment to sustainable development. With its state-of-the-art technology and commitment to innovation, Varmora Group is poised to meet the growing demand for high-quality building materials in the domestic and global markets.

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Kajaria



Kajaria Eternity Showroom

Kajaria Ceramics opened a new showroom spread over 15000 sq ft in **Mumbai, India.**

Kajaria Ceramics, the largest manufacturer of ceramic and vitrified tiles in India has opened a new showroom which is spread over 15000 ft in Mumbai. This showroom is a testament to the commitment to providing the highest quality products and service to the customers. Kajaria Ceramics is proud to be a part of everyday lives and will continue to elevate the spaces with each new innovation they make.

This showroom is a one-stop destination

for all the tiling and bathroom solutions, featuring an extensive range of Kajaria Eternity Tiles & Kerovit sanitaryware & faucets. From contemporary to traditional, all products are designed to meet the diverse needs of customers. The showroom is beautifully designed to offer an immersive experience and help to visualize the products in your own space.

The entire area is spread across a large well-lit expanse that allows everyone to have a clear view of the products. Each

design and product gets its own space to shine and show the unmatched class of Kajaria Eternity and Kerovit. You can visit the showroom to experience the beauty and quality of the products for yourself. The brand's knowledgeable staff will be present to answer any questions and guide you in making the best choices for your space.

www.kajariaceramics.com



Bento Starck Box

Duravit new bathroom series - **Bento Starck Box**, designed by **Philippe Starck** is inspired by Japanese traditional bento boxes.



Arranged like a Japanese lunchbox: with the new Duravit Bento Starck Box bathroom series, Duravit and designer Philippe Starck are making an extraordinary design statement to meet the most exacting architectural demands. Inspiration is drawn from the traditional Japanese bento boxes that are subdivided into several internal compartments by separators.

“The Bento Starck Box collection is the start of an elegant serenity,” said Starck, describing the washbasins and bathtubs of the series. With intelligently divided wet and dry areas, the clean, clearly structured washing areas and bathtubs open up countless options for personal design.

Duravit’s Artisan Lines feature outstanding and iconic design products with a manufacture character that Duravit develops with renowned international designers. The design and manufacture of the Artisan Lines require an extraordinary level of knowledge, craftsmanship, and precision.

Ample space for good order

The spacious Bento Starck Box washbasins offer practical, convenient and ample storage areas. All personal care products and accessories can be placed within easy reach. The new series, consisting of a washbasin, toilet sets, and bathtub, features a new, clear-cut design and is perfectly matched to different variants and dimensions of the bathroom

furniture and faucets of the White Tulip by Philippe Starck series.

Innovative materials

The Bento Starck Box single washbasins are made from DuraCeram, and the double washbasins from DuroCast UltraResist. As such, Duravit impressively demonstrates how a range of different materials can be used to produce unconventional designs.

As a material, DuraCeram enables above-counter basins with an extremely thin rim thickness to be created that are robust and extremely easy to care for. The highly effective, antibacterial ceramic HygieneGlaze ensures an optimum level of hygiene. Baked into the basin, the glaze

kills around 90 percent of pathogens within just six hours, and approximately 99.9 percent after 24 hours. In addition to the toilets, all ceramic washbasins in the Bento Starck Box series are also exclusively available with HygieneGlaze for the first time. Duravit offers a lifetime guarantee for all ceramics.

Variety at the washing area

Alongside the 650 mm-wide washbasin, the Bento Starck Box collection comprises above-counter basins in a range of sizes, all available in White and White Satin Matt: round variants with a diameter of 460 mm, and rectangular versions with a width of 550 mm as individual basins or, for two faucets, in widths of 1140 mm and 1340 mm – made from DuroCast UltraResist. The faucet is mounted inside

the inner basin on all models, avoiding unnecessary wet surfaces.

Bathtub with integrated overflow for a spa-like experience

The freestanding acrylic infinity bathtub, sized 1800 x 900 mm, is ideal for a spa-like experience in your home bathroom. With ample depth and sufficient space for two people, it invites bathers to immerse themselves blissfully in water. A gently rounded head rest completes the wellness experience. A tapered water channel prevents a build-up of water and can be used as a storage area for accessories. This is an additional practical feature when it comes to cleaning because the water or individual drops stay within the washbasin when the faucet is turned on. The bathtub is

supplied to the customer fully preassembled with leg frame and drain, meaning that no additional accessories are required.

Matching toilet sets

Bento Starck Box toilet sets are available that are harmonized with the design of the ceramic and bathtubs, including a compact model with a projection of just 480 mm and the HygieneFlush version with a projection of 570 mm. The range also includes a floor-standing, close-coupled toilet and matching bidets. The integrated push buttons on the seat with the gentle, silent lowering mechanism mean that it can be easily removed and cleaned.

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Classicism Reimagined in Modern Regality

Architect Aparna Kaushik Design Group's new **Noida** office is a striking example of the firm's distinctive design aesthetics.

Meticulously curated elements of Gothic, Belle-Epoque and mid-century design are customised to pair with sleek contemporary layouts.

The balanced use of discerning variations of fine metal, glass and stone frame serene, museum-like interiors. Hints of classical stylisations are brought together by tailored selections of fabrics and furniture that exude an inviting ambience of modern regality.

The Aparna Kaushik Design Group's new Noida office is a striking example of the firm's distinctive design aesthetics. The four-story structure holds a graceful,

symmetric silhouette composed of clean lines, large balconied windows and a subtle exterior palette of warm grey and antique brass hues.

Conceptualised to represent the firm's versatile talents and serve as a creative sanctum for its designers, the office embodies the classically elegant and thoughtfully calibrated spaces that the group consistently creates for its discerning clientele.

The intimate premises, ensconced by manicured Benjamina Weeping Fig trees and black Baselana marble planters, emanates calm seclusion. The entryway,





hallways and lobbies are a study in interaction between light and colour. The Calacatta gold marble floors are beset by delicate gold-framed canvases of architectural art and attentively placed bronze sculptures. One such sculpture of a pensive, seated man bears the Sanskrit words, Vasudev Kutumbhakamb - "The world is one family": a phrase that defines the firm's philosophy and design ethos.

Another bronze sculpture, inspired by the principal architect's own love for modern and impressionist art, depicts a ponytailed girl dressed much like the ballerinas in paintings by Edgar Degas. Contrary to the stance of poised dancers, however, her upward gaze and unrehearsed demeanor symbolises the childlike wonder of free creative thought. Further emphasising the firm's inventive and transcultural design culture is a pagoda chandelier in the elevator lobby. The mid-century design was inspired by a vintage book discovered in the bazaars of Daryaganj, an old Delhi flea market.

Intimate spatial nooks clad in neutral colours and fitted with generous bookshelves are designated to be private work forums or discussion rooms. The designers employed clever styles of spatial reformation to deepen a sense of seclusion and retreat in these areas.

First, they choose large artworks featuring trompe-l'oeil to hang on the neutral coloured walls. Literally translated as "to deceive the eye" the perspective-play of this technique was made popular during the Renaissance to add illusory depth to closed spaces.

Second, ceiling heights were scaled down to an intimate level using simple wainscoting, which was then carved with intricate detailing that mirrors the classical panelling depicted in surrounding paintings.

The workstations and conference rooms, to account for long meetings with large groups, are designed primarily around

principles of stylised comfort and seamless functionality. Devoid of partitions to enhance collaborative interactions, work zones are defined only by furniture placement. A teardrop chandelier with antique brass stems hangs from the ceiling; reiterating the firm's thematic focus on fusing contemporary form with classical materials. Carpet floors, soft toned fabrics and swathes of natural light further add warmth to these areas that accommodate a majority of daily operations.

More distinguished spaces within the office include the principal architect's chamber, rooftop client lounge and an exquisite skyline room with panoramic views.

A master suite, which serves as Aparna Kaushik's office features a trompe-l'oeil painting of a domed palatial banquet hall in the backdrop. An antique-style desk by Alexander Theodore includes accent legs joined by a sharp crossing stretcher,

reminiscent of colonial-era regency. Gold lighting accents, tall, lush plants in beaten brass planters, silver-grey upholstery and a subtle-toned Persian rug strike a compelling balance against dark wood floors and a collection of seasoned books gathered from years of travel and research. Together, this assemblage of artfully chosen multi-era pieces add an effortless yet dignified character to the room.

The ornate rooftop client's lounge is set against an expressway skyline and arresting views of the city. A skylight ceiling window channels diffused natural light into the room adding further elevation and warmth to the distinguished space. A lantern style chandelier embodies the tailored blend of Late-Gothic pointedness and Baroque opulence. Designed to match lighting silhouettes seen at Palais de Versailles, it was

hand-crafted by seasoned artisans in India.

Wall to wall bookshelves and an assortment of small, framed prints and illustrations pair with the inviting comfort of plush-cushioned furniture. Chinese style porcelain vases on a marble mantle beset with a rich-coloured painting of a leopard bind the room's intricate collections of artworks, artefacts and memorabilia - drawing a sense of being in the private gallery of a curious, creative and well-traveled resident.

The skyline room is perhaps the most unique of all the spaces in the office. The rectangular space wrapped in wall to ceiling windows, a sweeping balcony with emerald foliage and unparalleled views of the horizon is left largely empty. Against one discreet corner, atop a Persian rug sits one muted grey armchair framed by a

palm-like indoor plant and flanked by a circular side table featuring a stone portrait sculpture.

The expanse of the space along with the immensity of its skyline views and with its bare minimum furnishings, evoke a resounding aura of peace - which aptly makes this room a sanctuary for focused work, new ideas and creative sojourns.

It is in some ways a misnomer to label this abode of defining art and novel architecture an office. The space aptly speaks to the spirit of an innovative firm devoted to placing historic and global design heuristics within exceptionally crafted spaces that nurture immersive experiences: including an effortless retreat into the imaginative, elevated and bespoke.

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Top 10 Tile Trends for 2023

Here's a pick of the **top 10 tile trends for 2023!** Take your pick!

Tile trends for 2023 reinforce what we have always believed, that tiles are the most enduring facet of interior and home art! So be it your kitchen, your bathroom, your outdoor space or your living room, go ahead and transform the look with these top 10 tile trends for 2023!

Textured Tiles

Texture rules! We all love texture! Texture adds dimension to a room, 2023 will be about tiles with more irregular, shifting surfaces, rather than those that are smooth and sleek.

Checkerboard Tiles

Checkerboard tiles spell style, wherever you place them! You can opt for a more traditional black and white palette, or create a union of vibrant, modern colors, a checkerboard tile pattern adds a beautiful, graphic touch to a space.

Artistic Expressions

Bold colors and patterns will continue to be popular and in demand for 2023. Homeowners are wanting to add their own personality and style to their homes, stepping away from the greys and subtle color combinations to add a more vibrant, inspired color palette. It could be a whole floor, complete wall, or simply an eye-catching tiled splash back, it will fill a room with an individual and unique flair! goes by. Tiles provide the perfect platform to create an impactful design statement in the home, just like a beautiful work of art.

Alluring Natural Stone

From stunning onyx tiles, to granite, limestone or marble, the allure of natural stone is very in! Durable, stylish and elegant, all at one go, we are sure to see this segment in designs all year long!

Terracotta Tiles

An ancient, earthenware tile that has been used for thousands of years, terracotta will always be one of the most popular and enduring tile trends. They could be in baked clay tones that warm up any room, to earthy texture with just the right balance between rugged and refined, terracotta is a forever trend.

Moroccan Luxury

Known for its vibrant colors, intricate designs and mixture of textures, Moroccan tile will be one of the most significant trends of the year. The trend will keep going strong and is also a timeless style that won't date because it always adds some extra color and create a unique appearance, full of patterns and life.





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Nature Inspired Colours

Nature constantly inspires and soothes us, therefore this will also be a big trend in tiles for 2023! We will see a collection of palettes that are at one with nature, helping to create a grounding, calming and relaxed atmosphere in the home. You can experiment with colours, textures, placement, there is a lot to choose from!

Art Deco

Decorative Art Deco will lead in 2023! Art Deco tiles can make for a striking visual impact and decorative design feature and instantly elevate the style quotient of a space, so go for strong colors such as black, white and gold and unique geometric shapes, such as scallops and hexagons.

Bigger Formats

Large format tiles offer a stunning

appearance that's an immediate head turner! Their considerable size provides a spacious feel thanks to minimal grout lines. They also bring a decadence that is associated with the most premium of hotels. There's plenty of variety in large format porcelain tiles as they are available in multiple effects, such as iconic types of marble, mixing this trend with the natural effect one.

Tiles Blending Indoors and Outdoors

Seamless spaces are in, we all crave for spaces that merge and blend, making it easier to move between the spaces and enhancing our connection with nature and the great outdoors. Large formats, natural stone, will be really strong in 2023, because they help to create this feeling of being one with the outdoors!



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Technology News

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System Ceramics: the rebranding of the Company in line with Coesia gets under way

System Ceramics, the Coesia company, international leader in the production of technologies for ceramics, presents the Company's new brand identity, implementing a series of actions aimed at strengthening its positioning in the mechanical-ceramic sector on a global scale.

Through this rebranding operation, System Ceramics aims to increase its international brand awareness, attract new customers and talents, and reinforce its presence in the market through a path of growth and the enhancement of its business model.

Despite a complicated year for various aspects, the Italian technologies and machinery for the ceramic industry sector closed 2022 with increased revenues: according to the estimated drawn up by MECS - Centro Studi Acimac, the turnover of the entire sector amounted to 2,164 million euros, up 5.2% on 2021. Both exports and domestic demand grew, a reason for which System Ceramics looks to the future with optimism, now benefiting from belonging to a solid and international organization that promotes a collaborative work culture for developing innovation.

With the rebranding, System Ceramics aims to create an ecosystem of new opportunities to further strengthen and expand its know-how in terms of research & development through collaboration with the network of over twenty international Coesia companies. Thanks to these new opportunities for dialogue and cooperation with Group's cross-border team, System Ceramics aims, in fact, at strengthening the business and its global presence in the sector, maintaining technological excellence as a driver for all its developments.

"Two years after the total acquisition by the Coesia Group, we can announce an important growth and development project which will allow us to exploit points of strength nurtured over the

years, focusing always on the expectations of our stakeholders" Luca Bazzani, CEO of System Ceramics, has declared, adding: "With this step, we further consolidate our commitment to provide innovative and sustainable solutions for our customers and partners, with the objective of revolutionizing the ceramic sector production chain thanks to effective and cutting-edge technologies which generate excellent aesthetic and functional results in full respect of the environment and compliance with the ESG - Environmental, Social and Governance - criteria shared with Coesia."

A new identity, in line with new market demands

System Ceramics' rebranding starts from the new logo. A symbol that, with the new colors, will make the Company's belonging to the parent company immediately recognizable and which will be expressed in every campaign, structure and product with the intention of underlining the sharing of values and intentions with Coesia. From this perspective, System Ceramics has just launched a campaign to position and promote the new offer of the Company

which is changing face to keep up with the times and respond to new market demands: ever more efficient and innovative machines which are also safe for the people that use them and aligned with an increasingly sustainable production chain.

The concept of the campaign involves a mix of on and off lines with the goal of reaching all the System Ceramic' target stakeholders to increase brand awareness in the various areas covered by the Group, both in Italy and abroad. According to CEO Luca Bazzani, "System Ceramics has always been ready to face new challenges and in the future will do so together with the other Coesia companies, with which it shares a common vision of the future."

With this rebranding operation and growth and development opportunities that will derive from it, System Ceramics is confirmed as an undisputed leader for technologies dedicated to ceramic processing, able to dictate the innovative technological standards of the sector at global level.

www.systemceramics.com



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www.darcbuild.com

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