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tiles
OF INDIA



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FOCUS: **ICONIC DESIGN**



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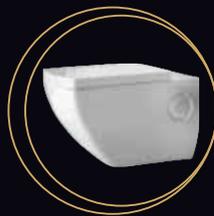
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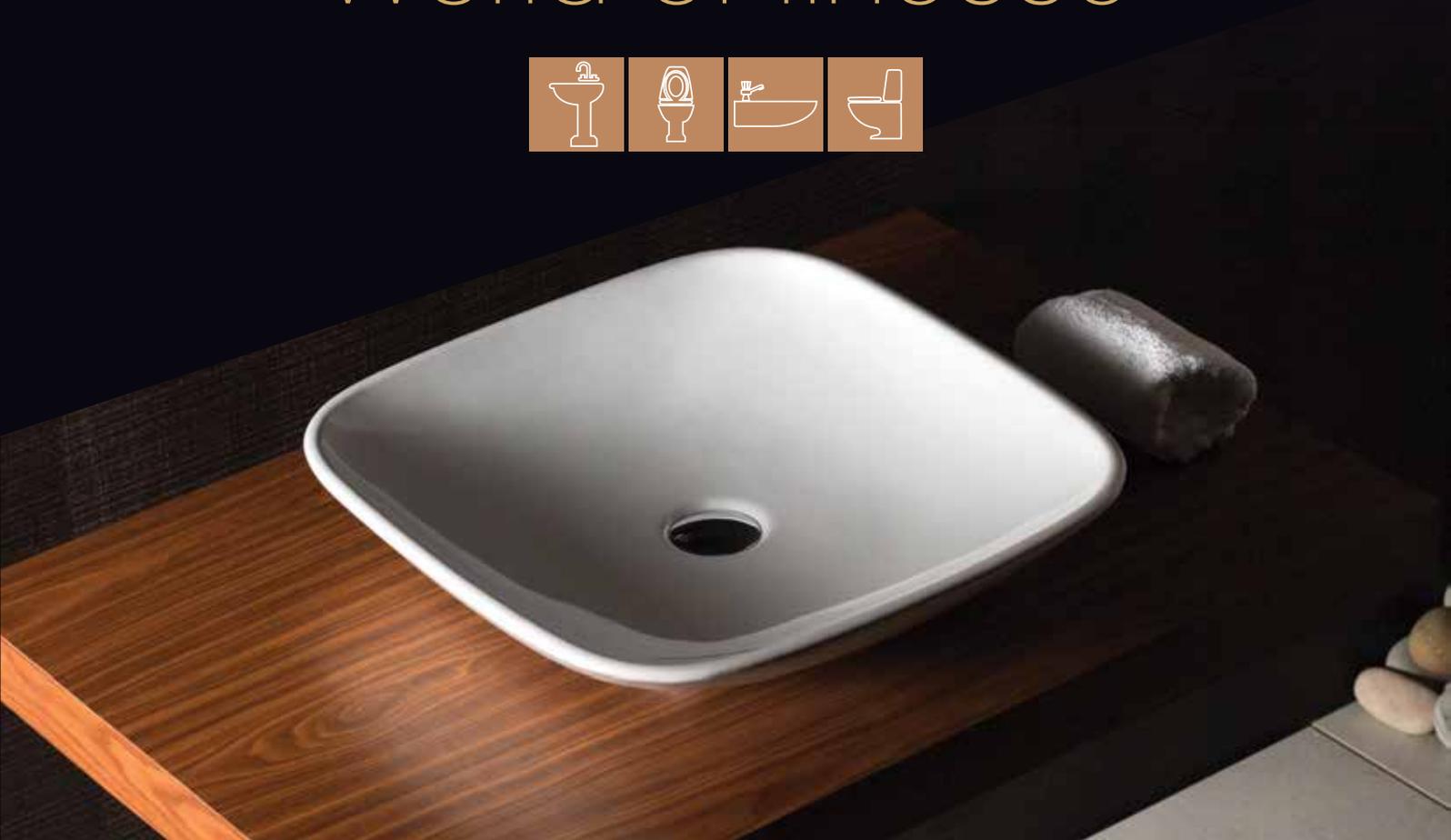


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Publisher's Note



It is our Anniversary issue...another beautiful year has passed by and given us many spectacular experiences to remember and cherish! The Tiles of India is such an integral part of our lives and is growing as a brand with every single issue. Yes, this issue is about nostalgia, as you may have guessed by now...our baby is growing and growing fast. This issue reflects this mood and we bring to you some fascinating stories that talk about design evolution...our best from the last year.

We have Shabnam Gupta, a maverick designer and a visual magician. We bring to you several of her interesting projects. The colours left us speechless, the use of the ordinary to create extraordinary is just mind blowing. Then there are design icons, Daniel Libeskind and Phillip Starck...an anniversary issue cannot be one unless we talk about these game changers of the industry. Both trail blazers and creative geniuses in their chosen craft!

The Tiles of India team strives to continuously come up with ideas that engage our readers. In view of this we have started 'The Tile Travelogue'. It will hopefully be a wonderful journey throughout the length and breadth of the country, as our team brings to you articles that will talk about the Indian tile story.

We also have detailed reports about the Coverings 2017, the I Salone Milano 2017 and the MARBLE -23rd International Natural Stone and Technologies 2017.

As we wrap this issue we sit back and reflect about how our readers have helped us grow and we hope that this support and encouragement continues in the future too...with enormous love from all of us at The Tiles of India!!

Happy reading!

Jignesh Trivedi
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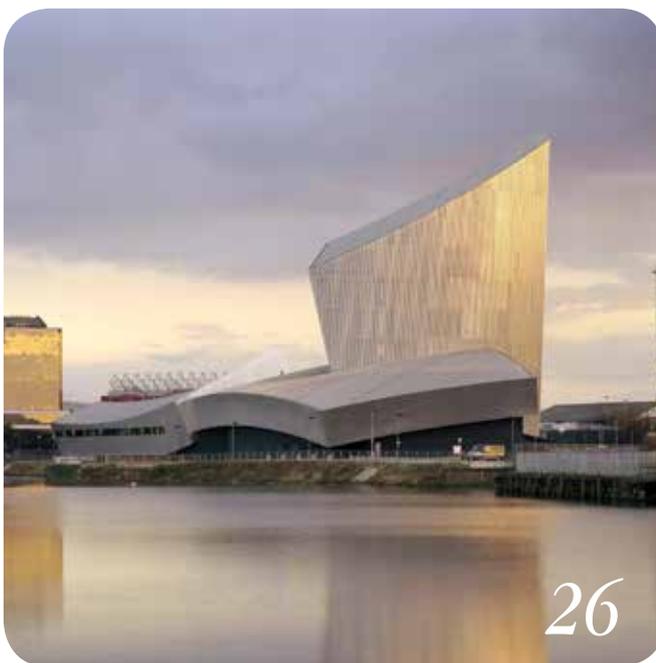
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Mailbag

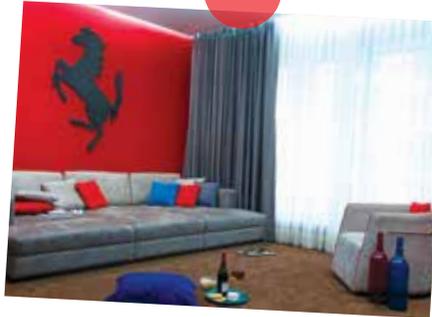
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AZHAR & AYAZ ALI SAYED
THE HOME STORY

We loved the article on The Home Story. It looks amazing!!

Thank you for the article. The magazine layout is crisp and classy.



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Thank you! It is so nice to see our project in print. It is very good to work with your team and we hope we can collaborate in the future too!



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We absolutely love the article. Very beautifully presented with lovely pictures and crisp writing



THALLASSA

An excellent piece on Antonio Gaudi... full of interesting information and loved the pictures of ceramic art. Was amazed to see so many interpretations in ceramic!



KOEL SINHA
MUMBAI

The Cover idea based on the Jali pattern is both eclectic and attractive at the same time. Keep up the good work!



BINDU SWARUP
CHENNAI

Mail Us @

Feel free to give your feedback pertaining to the concept of **The Tiles of India** at info@thetilesindia.com.

Your feedback **is valuable to us.**

FEATURES

Here we exclusively bring to you 'The Tile Travelogue,' where you will see articles that will talk about the Indian tile story. Also, know about the iconic international architects and designers, featuring their latest creations





Entrance

BIKANER NIGHTS

A journey through Bikaner

TEXT BY: Panna Roy Choudhury (TTI)
PHOTOGRAPH BY: Courtesy Narendra Bhawan





Bikaner is a dust-swirling desert town with an amazing vibe that is energetic and busy. Very well known for its camel safaris, it boasts of majestic palaces, royal forts and stunning temples making it a true architectural delight.

A typical desert town with extremes of climates, it can be very hot in the day and cold in the night. It is the fifth largest city in the state of Rajasthan and is located in the heart of the Thar Desert.

Bikaner is a city that offers a lot to explore and experience. Mouth watering food, wonderful places to visit and markets full of goods in eye catching colours, Bikaner is indeed soul-satisfying.

The city boasts of many architectural wonders in the form of the imposing Junagarh Fort, Lalgarh Palace, Seth Bandasar Jain temple and the Karni Mata temple among others.

This time we take you through the Narendra Bhawan in Bikaner, which has metamorphosed into a





Office-Reception



new avatar. It is an attempt to bring alive the story of the last reigning Maharaja of Bikaner, His Highness Narendra Singhji. Unconventionally curated, it is composed of Narendra Singhji's memories from his travels to destinations near and far. Experiences at Narendra Bhawan tap into the memories of its original incumbent and takes its guests on a journey through his past wherein the best moments of his life are translated into an array of



Prince's Room





Corridors

curious options- some interestingly epicurean, others fantastically novel and everything always enchanting.

The guest rooms have an India theme – past and present as a tribute to Narendra Singhji's eclectic tastes.

Elaborate ceilings, Bikaner terrazzo floors and traditional crafts sit in harmony with Portuguese tiles and a distinctly vivid colour palette.

Very distinct and royal in its presence the Narendra Bhawan elicits both wonder and awe in the visitors mind. Weaving tradition along with a modern luxury experience, it is one of the best examples of design being adapted to changing times while keeping the traditional grandeur alive and intact.

Sand dunes, camel rides and pristine desert night skies which are high and dry with stars lighting up brightly make Bikaner a truly unforgettable experience that one must visit in a lifetime... †



Sun Downer

Strong tiles for safe living



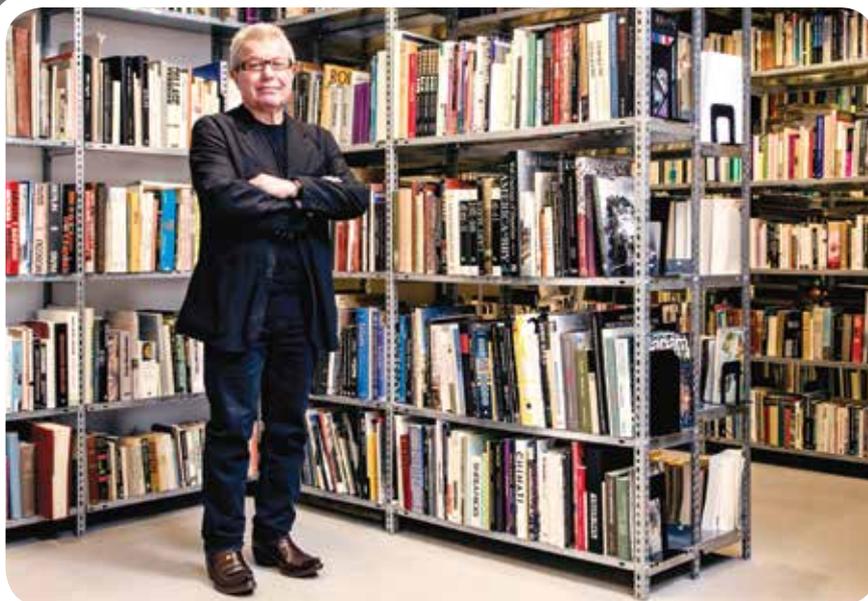
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The Master Memorial Maker

Daniel Libeskind is well known across the design world for his iconic creations



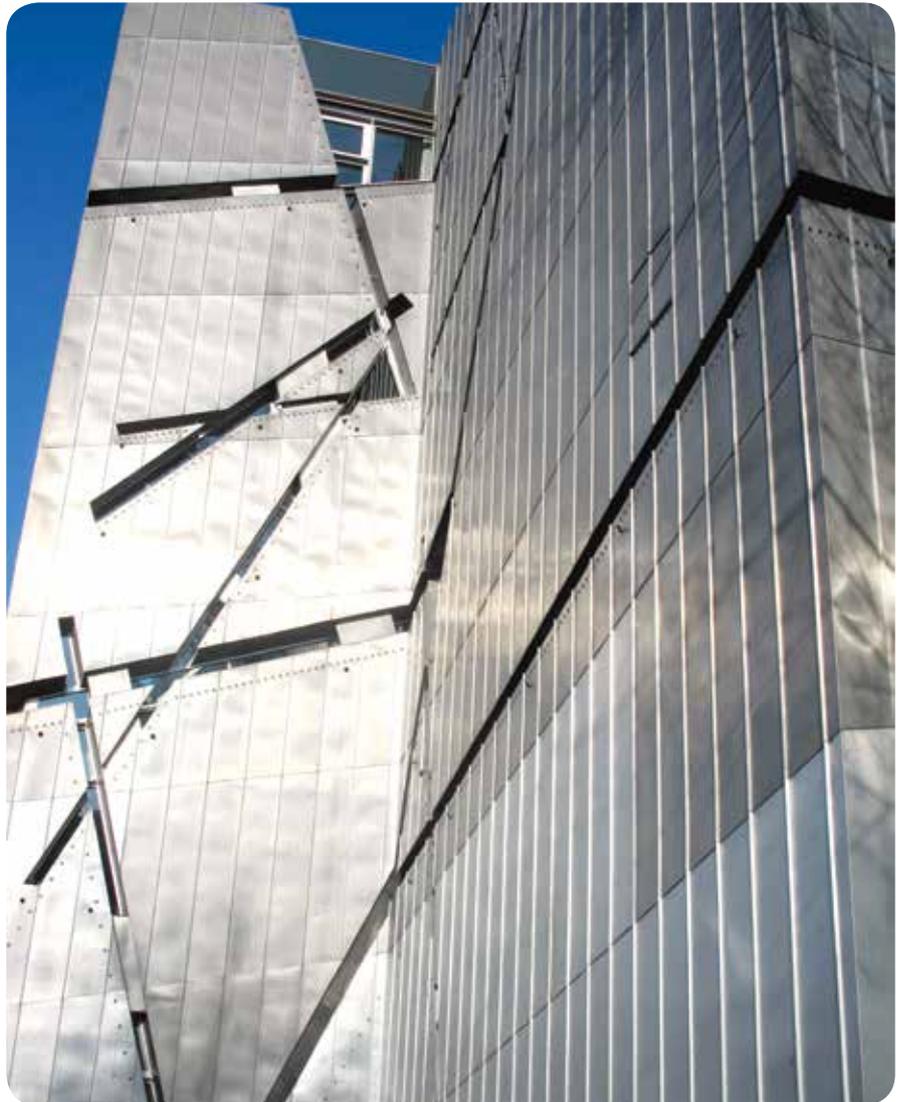


“**A**rchitecture is a field of repression. You repress almost everything to produce a building. Everything is repressed because it has to fit into the context, it has to appeal to clients, and it has to be normal...”
Daniel Libeskind

An architect who defies the norm while creating his own understanding of design...who questions every set assumption and spends time researching his subject to write the exact story albeit in cement and mortar is the man known as Daniel Libeskind.

A Polish-American architect, artist, professor and set designer of Polish Jewish descent, Libeskind founded Studio Daniel Libeskind

in 1989 with his wife, Nina, and is its principal design architect. His buildings include the Jewish Museum in Berlin, Germany, the extension to the Denver Art Museum in the United States, the Grand Canal Theatre in Dublin, the Imperial War Museum North in Greater Manchester, England, the Michael Lee-Chin Crystal at the Royal Ontario Museum in Toronto, Ontario, Canada, the Felix Nussbaum Haus in Osnabrück, Germany, the Danish Jewish Museum in Copenhagen, Denmark, and the Wohl Centre at the Bar-Ilan University in Ramat-Gan, Israel. His portfolio also includes several residential projects. Libeskind's work has been exhibited in major museums and galleries



around the world, including the Museum of Modern Art, the Bauhaus Archives, the Art Institute of Chicago, and the Centre Pompidou. On February 27, 2003, Libeskind won the competition to be the master plan architect for the reconstruction of the World Trade Center site in Lower

Manhattan.

In 1968, Libeskind briefly worked as an apprentice to architect Richard Meier. In 1970, he received his professional architectural degree from the Cooper Union for the Advancement of Science and Art; he received a postgraduate degree in

History and Theory of Architecture at the School of Comparative Studies at the University of Essex in 1972. The same year, he was hired to work at Peter Eisenman's New York Institute for Architecture and Urban Studies, but he quit almost immediately. Since then, Libeskind has lived, among other places, in New York City, Toronto, Michigan, Italy, Germany, and Los Angeles, and has taught at numerous universities across the world, including the University of Kentucky, Yale University, and the University of Pennsylvania. Since 2007, Libeskind has been a visiting professor at the Leuphana University Lüneburg in Lüneburg, Germany. He is both a U.S. and Israeli citizen.

The Jewish Museum Berlin, completed in 1999, was Libeskind's first major international success and was one of the first buildings designed after reunification. Libeskind has also designed cultural and commercial institutions, museums, concert halls, convention centers, universities, residences, hotels, and shopping centers.





Libeskind is perhaps most famous for being selected by the Lower Manhattan Development Corporation to oversee the rebuilding of the World Trade Center, which was destroyed in the September 11, 2001 attacks. He titled his concept for the site Memory Foundations.

In addition to his architectural projects, Libeskind has worked with a number of international design firms to develop objects, furniture, and industrial fixtures for interiors of buildings. He recently established a design company in Milan, Libeskind Design, which has been commissioned to work with various design companies.

As Principal Design Architect for Studio Libeskind, Mr. Libeskind speaks widely on the art of architecture in universities and professional summits. His craft and ideas have been the subject of many articles and exhibitions, influencing the field of architecture and the development of cities and culture. †

Contact Details

 www.libeskind.com



Totally Stark

Philippe Starck creates multi-dimensional realms of design that highlight the absolute essentials

“Subversive, ethical, ecological, political, humorous... this is how I see my duty as a designer.”

Philippe Starck

A career rich with 10,000 creations - completed or yet to come - global fame and tireless protean inventiveness should never overshadow the essential, Philippe Starck has a mission, a vision: that creation, whatever form it takes, must improve the lives of as many people as possible. Starck vehemently believes this poetic and political, rebellious and benevolent, pragmatic and subversive duty should be shared by everyone. He sums it up with the humour that's set him apart from the very beginning: “No one has to be a genius, but everyone has to participate.”

Heralding the phenomena of convergence and dematerialisation, Philippe Starck aims straight for the heart, highlighting the essential, extracting the structural minimum of every object, in order to offer creations and propositions closest to Man and Nature, best adapted to the future.

Just look at the mega-yacht A, symbol of minimalist elegance, or the Zik earphones for Parrot. He dreams of solutions so vital that he was the first French man to be invited to the TED conferences (Technology, Entertainment & Design) alongside renowned participants including Bill Clinton and Richard Branson.

Inventor, creator, architect,



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designer, artistic director, Philippe Starck is certainly all of the above, but more than anything he is an honest man true to his craft.

He was a listless student at the Ecole Nissim de Camondo in Paris. Around this time Pierre Cardin offered him the job of artistic director at his publishing house.

In 1976, after the creation of several emblematic objects including a floating lamp and a portable neon sign, this intrepid dreamer designed an audacious decor for the night club, La Main Bleue - in Montreuil. He then went on to complete the legendary Parisian nightclub Les Bains Douches and the Starck Club in Dallas.

At the same time he founded his first industrial design company, Starck Product, which he later renamed Ubik after the famous



Philip K. Dick novel. Here he initiated his collaborations with the biggest design manufacturers in Italy - Diade, Alessi, Kartell - and the world - Drimmer in Austria, Vitra in

Switzerland and Disform in Spain, to mention but a few.

In 1983 Philippe Starck was discovered by the general public when, on the advice of Culture Minister Jack Lang, President François Mitterrand chose his project to decorate the private residence at the Elysée Palace. It symbolised an institutional recognition of design.

Design exists for Philippe Starck solely through its militant and political status, in other words through its capacity to be useful, to help, even modestly, people's lives. His designs aim to serve more than the object; they aim to offer the best possible service while using the minimum of materials.

From the beginning his designs were never intended for the elite, but for society as a whole. He longs for democratic design, and proffers an illuminating definition: "Improving the quality while striving to make it accessible to the greatest number of people, at affordable prices."

This approach, aiming to provide the largest number of people with the best quality, has been deployed by Philippe Starck in all domains: from tableware to issues concerning the body and hygiene. [+](#)



Contact Details

www.starck.com

PROJECTS

Prominent national designers and architects provide insights on their various award winning projects



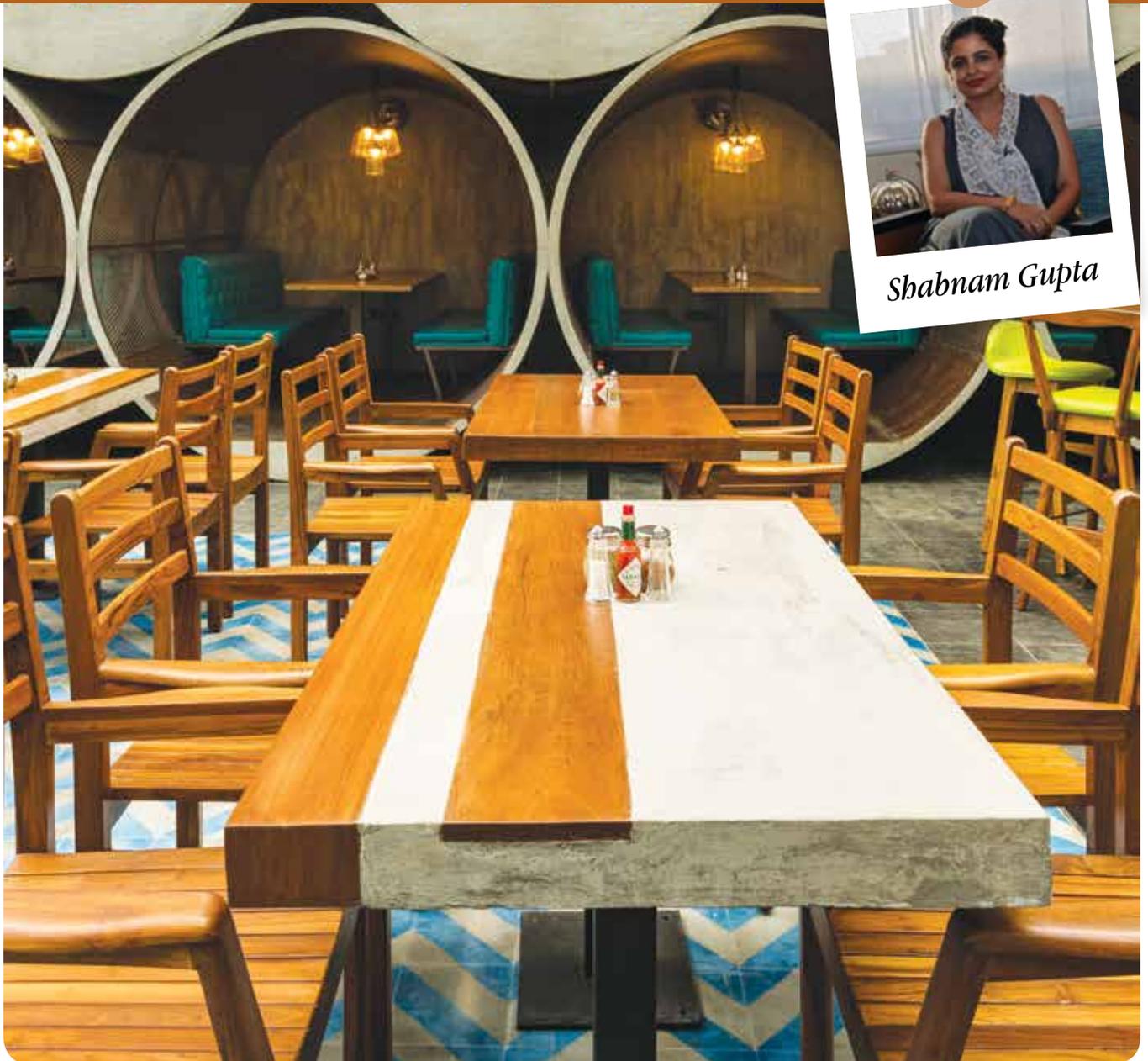
A Visual Magician

Shabnam Gupta, a Mumbai based designer creates visual magic transforming a space into a vibrant piece of art

TEXT BY: Sheetal Joshi (TTI)
PHOTOGRAPHS BY: Courtesy The Designer



Shabnam Gupta



A graduate in Interior Design, Shabnam Gupta honed her skills in various architectural and design projects, before setting

up her own private firm, The Orange Lane in 2003. Driven by her energetic style and spirit, the label grew steadily in stature, getting her

prestigious projects, initially in the city and later across the country.

She is also the leading force behind Peacock Life, a retail venture offering designer furniture, lifestyle and interior products. It has two physical stores and an online retail presence through well known portals such as Amazon, eBay and Flipkart. Today, after 14 years in the business, Shabnam is recognised as one of India's leading interior designers. She was part of the country's first ever home make over TV show on NDTV GOODTIMES and has also been featured on Luxe Interiors. She has also been named as one of the top designers by Vogue and her works have been published in 50 most beautiful homes of India for the International market.

Gifted with a unique design



aesthetic, she has the ability to transform any place into a wonderland of colours and excitement with the objects that are considered most ordinary. She uses colours that pop out and speak for themselves making the environment come alive...almost like a visual magician. Today she has an amazing number of projects to

her credit which include residential projects, farm houses, corporate, bars and restaurants. Her clients range from celebrities in the movie and TV industry to corporate honchos, hoteliers and business men alike. A winner of several awards she is truly redefining our design sensibilities. We bring to you a couple of her projects that have

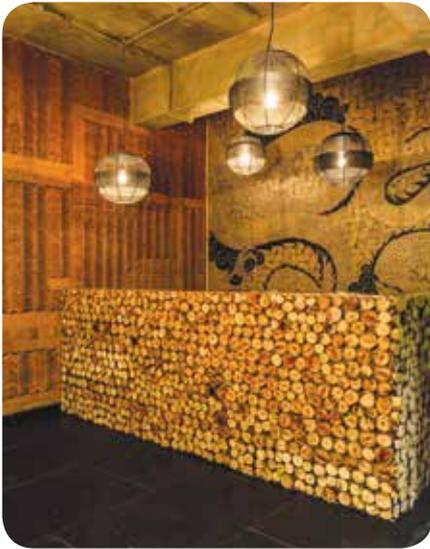
won both national and international acclaim.

**TBSE (Kamala Mills)
Structural Greenhouse- Pub
• IIID 2016- 2017**

• Asia Pacific Regional Award- 2017

The inspiration that led to this design was a “greenhouse” which helped create an industrial haven with bursts of colour in the midst of a busy corporate backdrop. Keeping in mind the vibe of the brand TBSE, the design is youthful and edgy with the kavlu wall installations being an important element. The kavlu tiles are hand sliced to create a unique surface texture along with which large artwork was incorporated. The tiles were used in their natural form and colour to compliment the surroundings. The structure was industrially designed internally. The roof of the space was designed with a grid pattern of steel and glass making way for as much natural light as possible. The space has many containers of planters enhancing the feel of a greenhouse. The inspiration for the design was about proudly displaying the building materials that many try to conceal which added a raw, unfinished look to the space. The pieces that were selected were as much about function as style, industrial design was showcased with the use of neutral tones, concrete tunnels, kavlu walls, exposed concrete walls, utilitarian objects, open ceiling showing the AC ducts and pipes, wood and metal surfaces and organic paintings. The result: a “warehouse look” that combines the true industrial feeling with a range of other styles, from earthy to the polished. The space is enormously huge with most parts having mezzanine floors. The blue and white herring bone pattern cement tiles, tie the space together along with yellow pockets of bright upholstery. The cement fabricated tunnel seating is the crowning glory adding to the adventurous and edgy feel to the space.





Mr Baozi
An Oriental Affair- Restaurant
• Trends Awards- 2017

A 3,000-square foot Asian gastro-pub establishment, Mr. Baozi is designed much like an Asian fine-dine and encourages the concept of meals to be had at leisure. The location of the restaurant in a sprawling basement, lends itself almost to an old world Japanese opium den feel with mood lighting and light wood furniture with splashes of red bringing the space alive.

A far cry from the habitual yet friendly and distinctive, one sees an unconventional play of materials and textures across the space. The space is an embodiment of different patterns and prints merging together seamlessly. Hand-cut kavlu tiles of different shapes are stacked together to re-create a distinctive texture reminiscent of Japanese roofs. Metal letters in the Japanese script spring across the tables and situ-booths, adding a different dimension to the Asian feel. There is a large dragon artwork that spreads from wall to wall, almost immersing the place within its fold. Accessories like hand painted china, Japanese kettles, and masks add a quirky vibe to the restaurant. Metal screens with oriental patterns, and over-sized cage lamps add to the underground feel of the restaurant. It's eclectic, but charming.



**Sagar Villa
Residential**

• Asia Pacific Award- 2015- 2016

The luxury single story apartment has a central entrance lobby that seamlessly divides the space in three: - the private, the semi-private and the service sections.

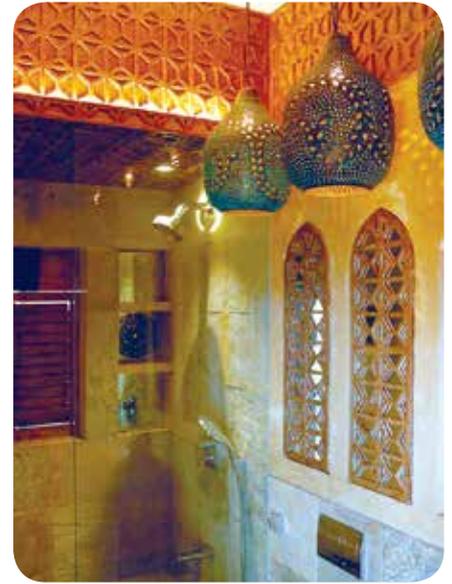
The private section flanking the left includes two bedrooms with baths and balconies; the semi-private to the right of the lobby includes the living, dining, bar, den and a set of beautiful green balconies; the service section includes the kitchen.

The jaali is a 7th century tradition, from providing privacy to women in Rajasthani forts, to now being used as paneling for shutters for pure aesthetics. The function may have evolved but the charm remains the same. The broad armed sofas, carved wooden showpieces, semi-louvered closet shutters, stone cladded bathroom walls, wall niches as storage and outdoor lamps; the drastic variation in all the elements help in bringing the home together in an unexplainable way.

Vertical design elements like the twirling wooden shelf in the living room, tall indoor potted plants, and the hand painted horse posing beautifully on the wooden bar shutter. All these elements were added consciously to break the monotony caused by a setting of horizontal arrangements; thus, giving a sense of rhythm to the eye.

The green outdoors filter the warm sun and make for a cozy place to hang out. There is beautiful vertical planting in the living room balcony along with the use of varieties of indoor potted plants throughout, keeping in mind the client being a landscape designer. Water troughs made of stone clubbed with a green wall above gives the sense of being outdoors. The resting cow, placed in the balcony adjoining the shrine adds a playful element to distract the eye.





Kiran Khanna
Residential
 • IIID Award- 2012

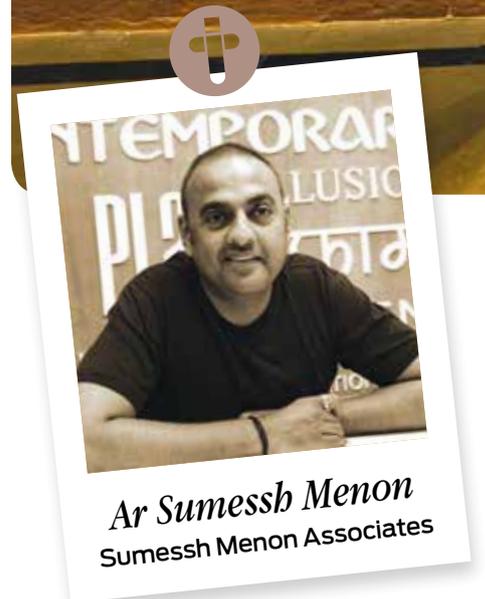
This home is a depiction of east meets west. Coupling the client's modern day to day needs with their ethnic tastes was the driving force behind the culmination of the design idea. Cove lighting in the ceiling coupled with light wood flooring and wooden furniture give the home warmth. The jalli partition door, the exposed brick wall in herring bone pattern, names of countries engraved into the study shutters, stone cladding on bathroom walls and colorful hand painted wardrobe shutters all these elements though varied in nature bring the home together in a beautiful way. One really can feel the sense of ethnicity by just looking at the intricate work on each piece placed in this home. The home is one that accommodates all earth toned colours and adding to them touches of blue, green, orange and ochre. The home naturally evokes royal thoughts.

Visually striking and eloquent, every project is an interpretation of her unique design palette. She has been listed as one of the top 50 designers of the country and is doing projects globally. †

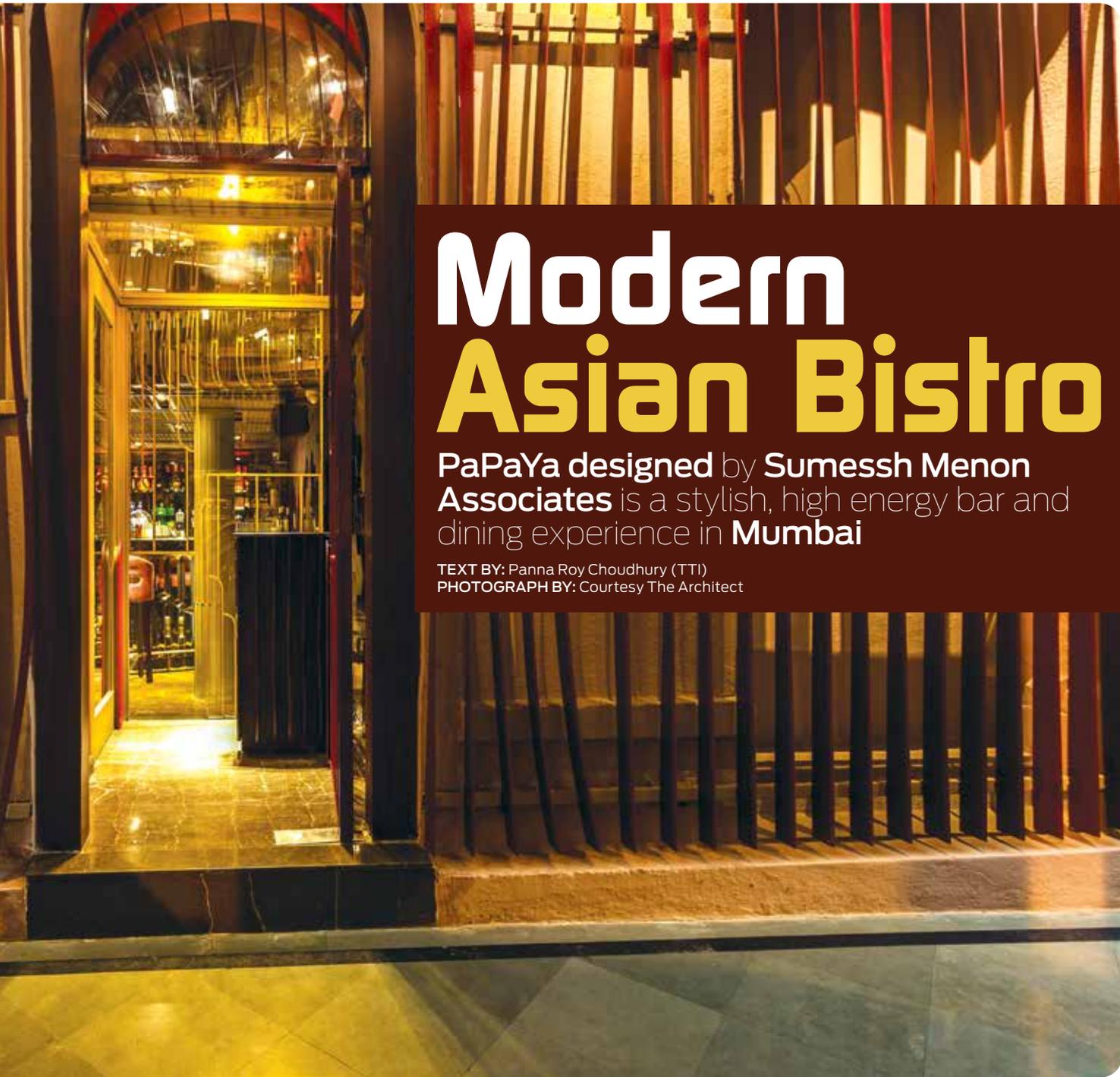


Contact Details

🏠 www.shabnamgupta.in



Ar Sumesh Menon
Sumesh Menon Associates



Modern Asian Bistro

PaPaYa designed by Sumesh Menon Associates is a stylish, high energy bar and dining experience in Mumbai

TEXT BY: Panna Roy Choudhury (TTI)
PHOTOGRAPH BY: Courtesy The Architect

Pa Pa Ya is a modern Asian bistro and tapas bar from the House of Massive Restaurants and best described as a chic, modern and radical reinterpretation of Asian style. Sumesh Menon Associates, the designers behind this uber stylish space with a highly charged ambience describe the client brief saying, "That they wanted a place which emitted a sense of style,

with a swanky design and in sync with the revolutionary gastronomic experience that they planned to offer."

Thus began the work of translating this brief into the décor with absolutely stunning results. The space exudes a warm style with grand lighting, plush materials and finishes. The external sculptural façade is a single skin composed of burgundy metal fins in a louvered

pattern that wraps around two sides of the restaurant and acting like a metal curtain that opens out in certain specific places, thus allowing sufficient light to enter inside and at the same time provide privacy to the restaurant interiors. A striking metal main door adds to the intrigue of what lies beyond the walls.

The interior space is divided between a ground floor that





incorporates a bar area and dining space, along with a mezzanine floor that continues with more intimate dining spaces. A cosy space has been scooped out for a sushi bar that is unfailingly a standard element in all PaPaYa outlets. A unique gold tinted piano pattern cladding is seen on a double height wall on one side and reiterated on all window glazing too. The stunning one-of-its-kind elliptical bar counter with a faceted mirror apron is further highlighted by the brass metal inserts on the Bronze Armani flooring that radiate outwards from the bar counter area. The countertop is made of unique Brazilian granite while the bar back display flaunts a parametric composition of mirror clad boxes. A stunning DJ counter with checkered mirror cladding amps up the energy of the space while the radiant burgundy shade sets the tone of the entire interior space.

Mirrors have been generously used in creative patterns in the toilet walls

and ceiling to create the illusion of space. Every nook and corner is well thought of with trendy elements like parametric mirror clad walls and backlit staircase introduced along with a custom larger-than-life molecular polygonal light installation in a double height space to add to the glamour of the space. Offbeat materials like wire mesh for ceilings, fly-ash bricks for a 3D feature wall and metal mullion cladding pattern on a wall with backlighting were experimented with and blended seamlessly with the other polished stone and mirror finishes and futuristic furniture designs.

A rich colour palette on the lines of vibrant burgundy, matt gold and hints of brown with a creative use of mirrors makes it a place one would want to spend a lovely evening far away from the maddening chaos of the city. 

Contact Details

 www.sumesshmenonassociates.com



An Expression in Onyx

An **Anish Motwani Associates** designed residence in **Mumbai** explores ideas that are stylish yet low on maintenance

TEXT BY: Sheetal Joshi (TTI)
PHOTOGRAPHS BY: Courtesy The Architect



Anish Motwani Associates' design with a passion. They aspire to translate the essence of our emotions and thoughts into forms, colors and textures. They believe that a beautiful decor can have a beneficial influence on our lives. Their designs are creative and practical, always guided by a spirit of total quality and a sense of completeness.

Their latest project is a residence in Mumbai. The client brief was very simple – they wanted something that was neat with subtle colours and easy on maintenance. In short a house that was subtly stylish yet exciting for the owners.

The whole house was therefore done in a single veneer colour. The wooden part on the doors, paneling, wardrobe and TV unit had a common colour theme with the same veneer everywhere.

The flooring comprised of 1metre x 1metre marbonite tiles for the living room and kitchen. The two bedrooms were done with wooden flooring.

The whole house has a velvet

paint finish and wallpapers have been used to highlight the walls.

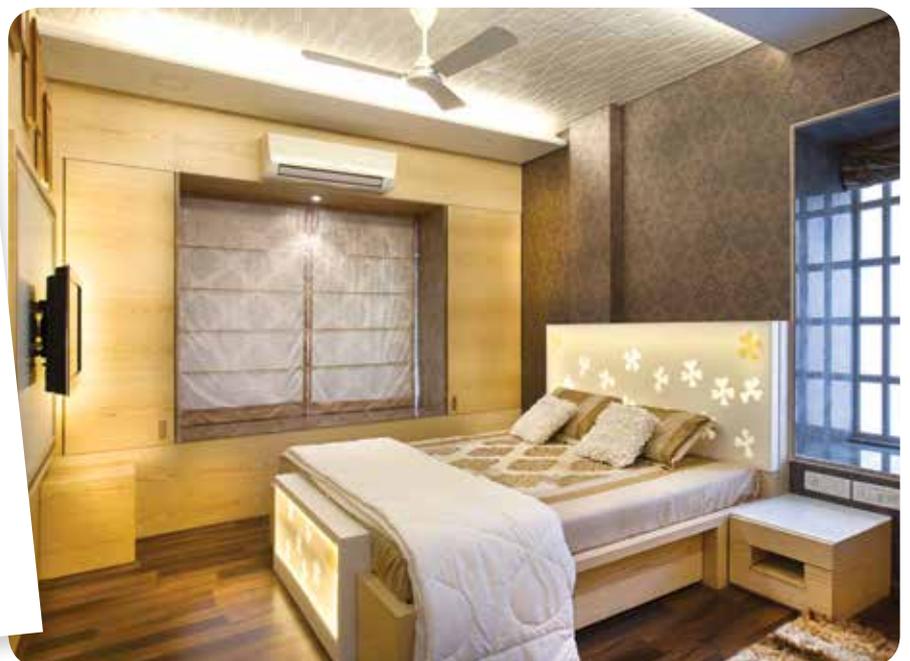
A scene stealer is the beautiful way in which they have used Onyx stone to highlight the living room with lights inside giving an ethereal lit up effect to the space. The dining table top is white onyx which can be lit from inside and the same has been replicated with the framing on the entrance of the passage for two rooms.

The master room has an air of quiet sophistication with veneer used on wardrobe, doors, paneling and bed. The bed has solid acrylic materials on front and the back is lit up with lights inside it giving a very mellow ambience to the entire room. The wardrobe and TV paneling

THE FLOORING COMPRISED OF MARBONITE TILES FOR THE LIVING ROOM AND KITCHEN



Ar Anish Motwani





has shiny glass stone used on the borders to highlight the same. One of the small windows near the bed has Italian marble used on the sides and the window is made in French style with ducco paint finish. The ceiling has MDF which is used in centre and ducco painted again.

The kid room has veneer on bed, wardrobe, room door and paneling. The window has Italian marble on sides while the seat portion is made of cushioning with velvet cloth. The bed back also has the same cushioning. There is MDF running above the bed back rest and goes up to the ceiling.

Every house a focal point of attraction and the dining table serves as one in this house. Completely made on site with white onyx top and lights inside, it glistens and shimmers because of the golden mirrors below on the sides.

A calm, comfortable welcoming experience with just the right elements of bling thrown in...perfect for a stylish urban residence! †

Contact Details

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ANNIVERSARY

As an anniversary treat we bring to you seven of our best stories from the last year. These stories focus on design evolution in some or the other way and were chosen for this reason. Most appreciated by our readers across the world, these stories were all amazing explorations in the dynamism that this industry is today...brilliant, kaleidoscopic and absolutely explosive!

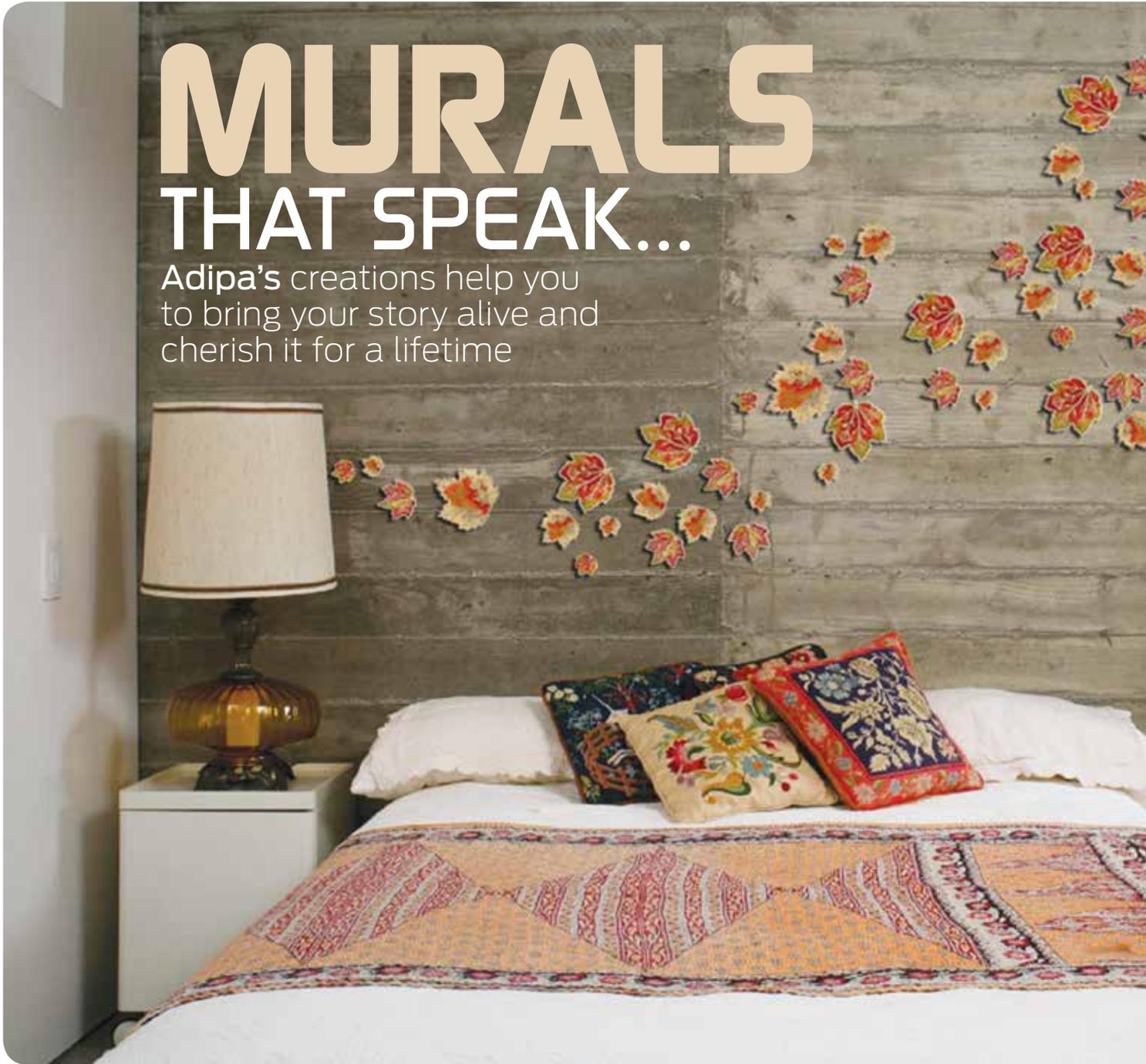
So we have Hafeez Contractor who evolved design and dreamt of making it accessible to many. There is Karim Rashid...a man who needs no introduction at all. A design maverick...a dreamer, Karim is a school into himself.

We also have brand stories...Ascot, Adipa, Peronda, Simpolo and Ornamenta. Each one of them talks about that special factor and helps us to broaden our understanding of this reclusive but highly creative industry.



MURALS THAT SPEAK...

Adipa's creations help you to bring your story alive and cherish it for a lifetime



Adipa evolved with the personal journey of Ruby Jhunjhunwala as an individual artist creating huge murals and installations. It was her search for eternal beauty that led to these amazing creations that leave you completely mesmerized. Aided by her son Aditya Jhunjhunwala's systematic approach, today it is a brand that adorns many exclusive projects bringing alive the story of the people who dwell in these places.

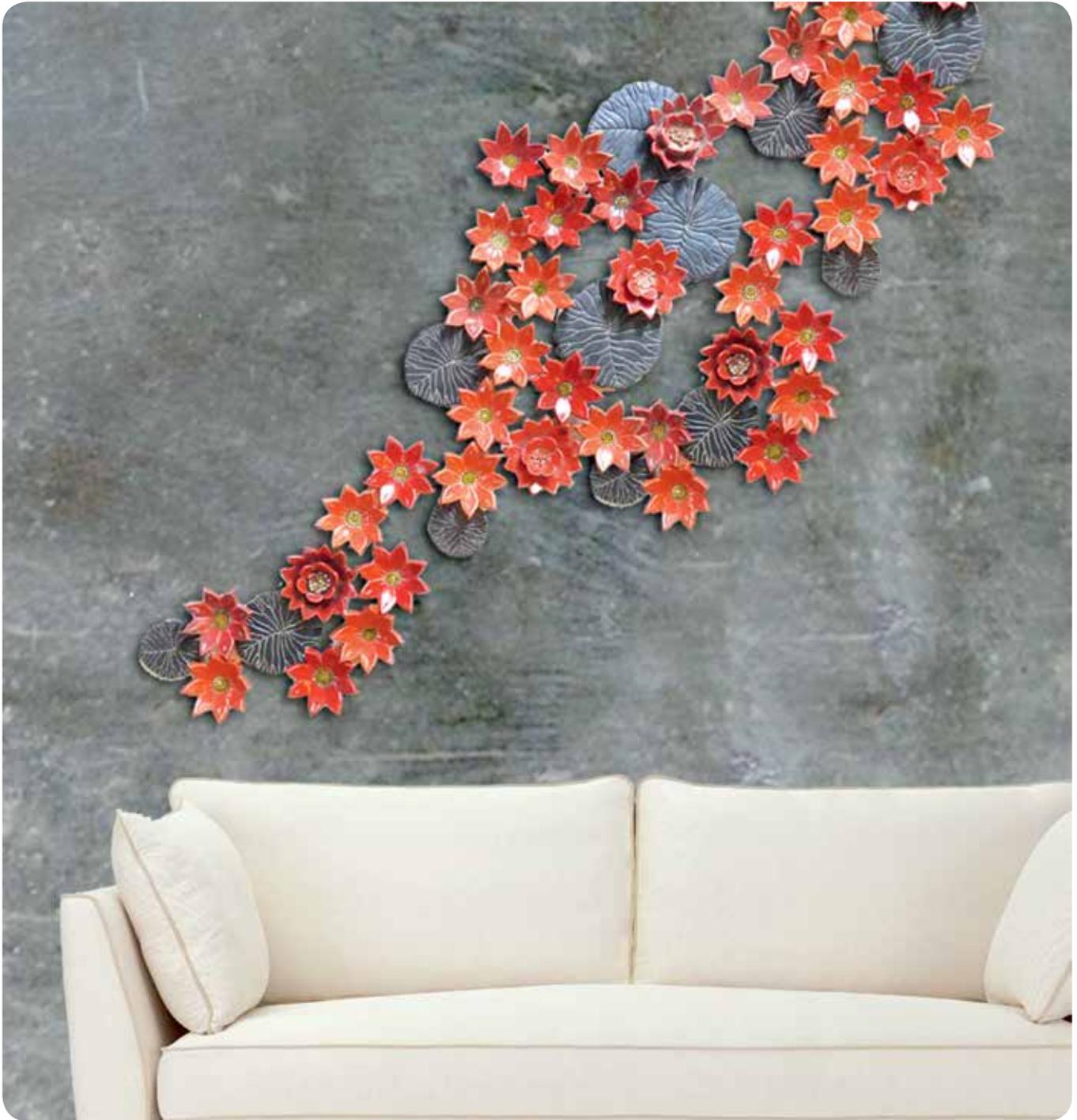
Adipa specializes in handmade

wall sculptures, murals, 3d installations and is associated with some of the top architects of the country. They aim to change the way we perceive wall art bringing in to play the uniqueness of creative wall art. Creative walls are instant mood elevators bringing about a positive feeling to any atmosphere. There are no limitations to what wall art can do for you! And Adipa strives to do exactly this... create walls with stories, memories, values that



ADIPA'S TILES ARE
HANDMADE AND
HAND GLAZED, EACH
TILE HAS ITS OWN
FEEL. THE FIRE IN THE
"BHATTI" PLAYS ITS
OWN ROLE





inspire. She puts it very beautifully, when she says, "Our murals can be mood changers...they can make you peaceful, energized, inspired or just invoke feelings of love!"

Challenges and innovative concepts keep the brand motivated. Since Adipa's tiles are handmade and hand glazed, each tile has its own feel. The fire in the "bhatti" plays its own role in adding to the character of the tile which cannot be controlled. That is

the beauty of Adipa products, making it a challenging task. As a brand they are also constantly experimenting with lot of studio glazes and firing techniques.

Adipa wants to create murals that become a part of the family's history. The company is working on a concept of "Family Inspirational" mural. Explaining this concept Ruby says, "We invite the family to spend time with us at our studio in Pune and they

contribute to their mural by getting their hand dirty and also to the theme of the mural. We interact with them and translate their family values and stories into clay, creating a piece of art which will stay with the family forever and may even be passed on for generations." 

Contact Details

 www.adipa.com



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BUILDING DREAMS

The Tiles Of
India profiles the
achievements of
acclaimed architect
Hafeez Contractor





Ar Hafeez Contractor



There was once a small boy in the city of Mumbai who would always look towards the sky and wonder how to reach there. Little did his parents think he would literally do it.

He found a way...by building skyscrapers. With his indelible footprints stamped on iconic structures across the country, architect Hafeez Contractor became a household name. A name people look up to.

After completing his schooling from Boy's Town Boarding School in Nasik, he moved to Mumbai to pursue architectural studies from the Academy of Architecture. He later completed his post-graduation from New York's Columbia University in 1976-77.

His career had begun much earlier in 1968 as an apprentice with architect T. Khareghat. Contractor became an associate partner in T. Khareghat's firm in 1977. Between 1977 and 1980, he was a visiting faculty at his alma mater.

Dedication to design excellence, efficient delivery and sophistication in building technology is what drove him to unseen heights. Constantly eager to create structures that

exemplify functional and aesthetic qualities, Contractor has shaped and changed the urban landscape of the country.

Called one of the most powerful Indians, he is the recipient of numerous awards. Head of India's largest architectural firm in the country with over 550 employees with 72 crores worth square feet of ongoing projects in 100 cities and 5 countries, Contractor has won over 75 national and international awards for excellence.

Over 45 years of his flourishing and famed practice, Contractor has always believed, "Architecture should be honest and should respond to the spirit of time characterized by distinct ideas, disparate missions, contrasting convictions and divergent preferences. Architecture should be based on current demand".

A strong advocate for vertical growth of cities, he has also emphasized on social housing and aspires for a day when every Indian would be able to own a home. 

Contact Details

 www.hafeezcontractor.com



GAME OF FIFTEEN

Ascot's 'Game of Fifteen' pattern wall tiles use contemporary art as an inspiration





Ascot's 'Game of Fifteen' series takes inspiration from contemporary art. The name comes from a popular game called '15 puzzle' and recalls the number of artists involved in the project.

The idea is to elevate the tile as a medium of art and to treat it as a 'canvas' in all respects: both as a support for art and as an objet d'art on its own. Each collection will present a complete immersion in the style and poetics of a single artist.

The series opens with a tribute to the master of pop art Keith Haring. Pattern Wall Tiles bring bursts of pattern into standard home and office spaces in a whole new way. With Pattern Wall Tiles, you can create an accent over a bed, on an interior door or frame a small section of a wall. The tiles are self-adhesive and can be repositioned and moved easily. They are completely customizable and can be cut, crafted and arranged in a number



of ways. Rotate them, combine patterns and use on any smooth flat surface.

These self-adhesive fabric wall tiles are eco-friendly, non-toxic and free of both PVC and phthalates. 

Contact Details

 www.ascot.it

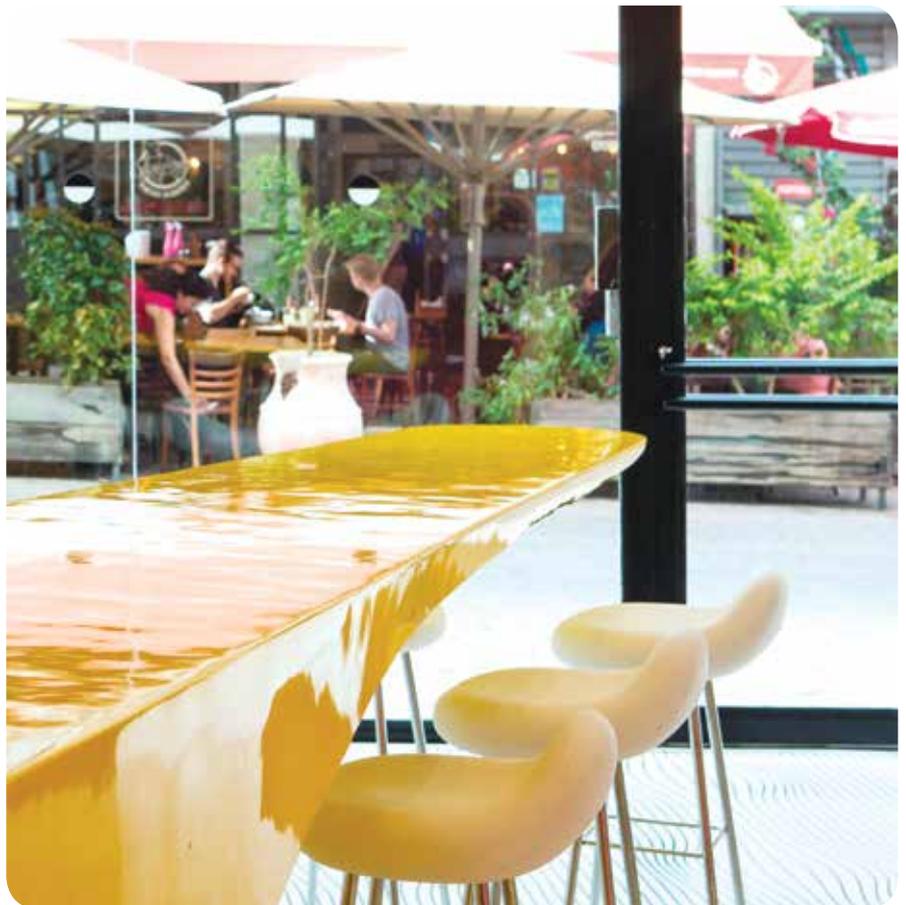


DESIGNING OUR FUTURE

Noted designer **Karim Rashid** is determined to creatively touch every aspect of our physical and virtual landscape



One of the most prolific designers of this generation, Karim Rashid boasts of over 3000 designs in production, over 300 awards and projects in over 40 countries. His award winning designs include luxury goods for Christofle, Veuve Clicquot and Alessi, democratic products for Umbra, Bobble and 3M, furniture for Bonaldo and Vondom, lighting for Artemide and Fabbian, high-tech products for Asus and Samsung, surface design for Marburg and Abet Laminati, brand identity for Citibank and Sony Ericsson and packaging for Method, Paris Baguette, Kenzo and Hugo Boss. Karim's touch expands beyond products to interiors such as the Morimoto restaurant in Philadelphia, Semiramis hotel in Athens, nhow hotel in Berlin Universita Metro Station, Naples as well as exhibition design for Deutsche Bank and Audi. Karim has recently been selected to design several real estate developments in New York City for HAP Investments, a New York City based International investment group.





Karim's work is featured in 20 permanent collections and he exhibits art in galleries worldwide. Karim is a perennial winner of the Red Dot award, Chicago Athenaeum Good Design award, I.D. Magazine Annual Design Review and IDSA Industrial Design Excellence award. He holds Honorary Doctorates from the OCAD, Toronto and Corcoran College of Art & Design, Washington. Karim has been featured in magazines and books including Time, Vogue, Esquire, GQ, Wallpaper and countless more. In his spare time, Karim's pluralism flirts with art, fashion and music.

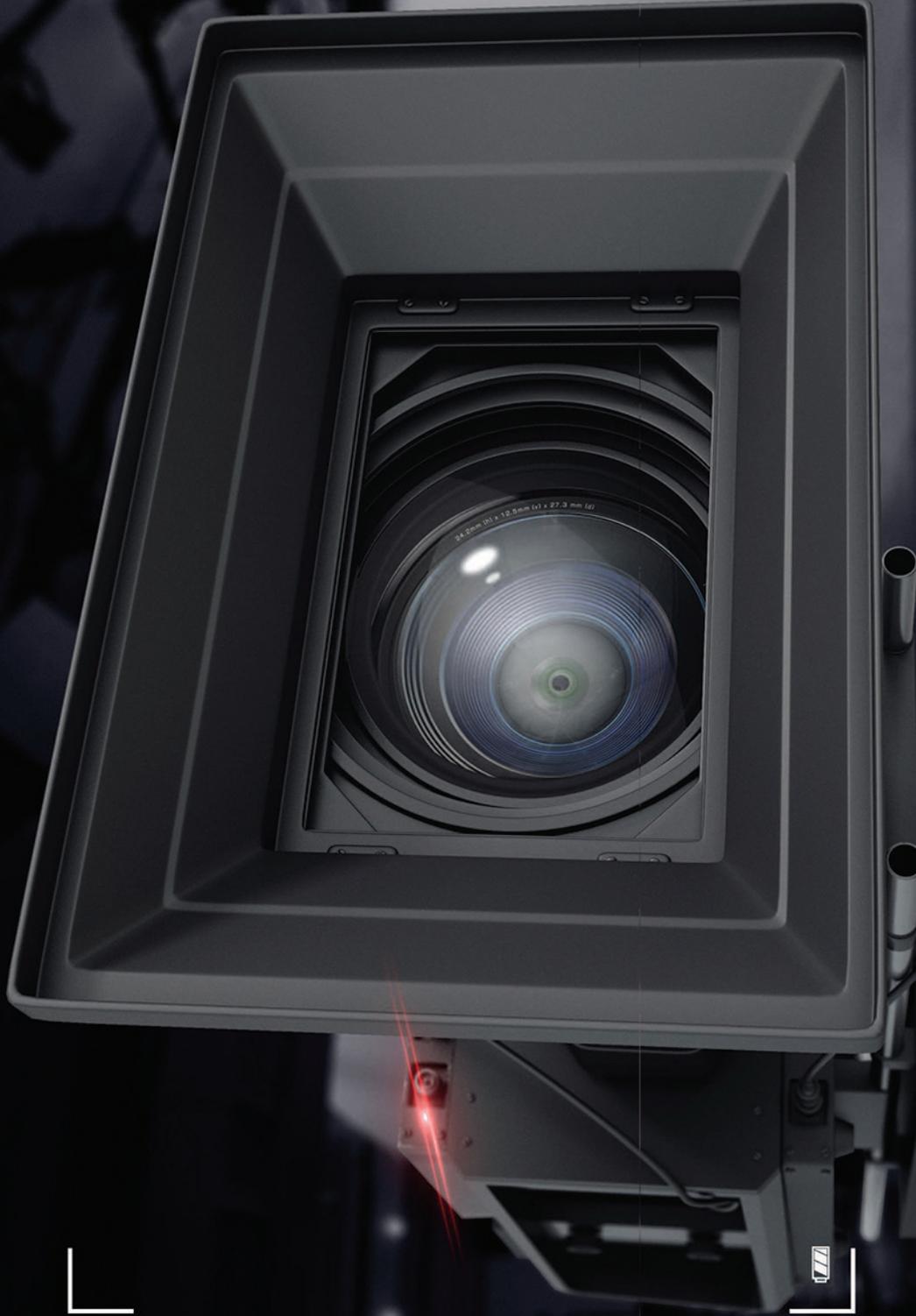
He has an interpretation of design that is unique and contemporary. Talking about the importance of design to human life he says that, "Design is a public subject now because the entire world is embracing contemporary design. I preach about how design shapes the future and culture. I believe that design is extremely consequential to our daily lives and can positively change the behavior of humans. I believe that when subjected to new designs, people take a new look at their surroundings, the objects they live with, their lifestyle and consumer behaviors and choose to live towards the contemporary age. Design must help us evolve and help create a beautiful and better society." 

Contact Details

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ORNAMENTA YOUR LIFESTYLE...

Italian brand **Ornamenta** transforms ceramic decoration into an art form

With a clear focus on ceramic decoration, Ornamenta operates with architects and interior designers in a 'new way'. Born in Italy, Ornamenta is an absolute protagonist of surfaces since it blends art and

matter to create tailored and unique collections.

Here's look at Ornamenta's stellar creations:

TANGLE

'Everyone Can Draw'. This is the

basis on which the Tangle series was designed and launched. Patterns can be set in an orderly manner or by 'patchwork', in order to allow architects and interior designers to create their own project.





MIX AND MATCH

'Fishbone'; 'Shipdeck' are classic layouts with geometry designs providing new solutions, new surfaces in multicolor 'all against all' or 'family by family' patterns. The soft-touch surface and the high resistance of the extruded material fired at 1230°C combine aesthetic beauty and superior technical quality.



MISERIA E NOBITA'

A cardboard to represent the stage on which the characters write their own story, a story made of indifference and conventions to subvert



CLASSIC

Intense colours and graphics revoking the cementine of late XIX century in combinations of innovative sizes give life to a sophisticated style with no compromises. They are an icon of an Italian taste, which reinvents itself in the equilibrium between classic and contemporary.

BASIC

This includes six porcelain tiles in neutral shades. White, black, ivory, pearl, taupe and ash grey matched with Ornamenta surfaces neutralize the 'decorative impact'.





MELOGRANO

Handmade and technology are an antithesis. These two words are best summarized in the phrase, 'I wish but I cannot'. Extrusion and digital technique reinvent tradition giving 'new blood' to the project. The common denominator is the added value of uniqueness.

UPDATE

Web 2.0 is a term used to indicate an evolution status. In 'Update collection', the project's target has been to modernize one of the most classic shapes known, the Provencal, by suggesting actual colours and by combining handcrafted material with the digital technique of decoration.



CAMOU

Cult, in a chic avant-garde style, Camou gives a simple military background creating an urban style when applied to the ceramic tile surface with a denim texture. 

Contact Details

 www.ornamenta.com

CREATING RIPPLES

The extraordinary tile collection SCALES by Harmony, **Peronda** replicates the luminous beauty of fishes under water



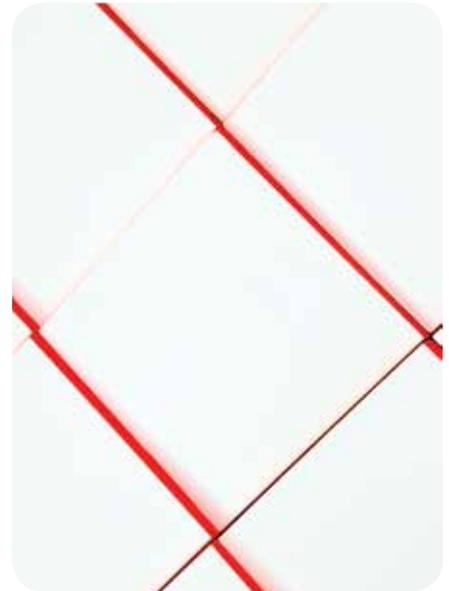


A collection that has created ripples globally because of its sheer beauty, SCALES by Peronda gives a new interpretation to nature inspired art. Peronda as a brand never ceases to amaze. The company offers top quality products that are perfectly suited to all types of living spaces. Their mosaic tiles, special pieces and bathroom furniture are made from fine materials such as stone, glass or metal using traditional processes.

The company set up Peronda Fashion Lab to share ideas and trends with various artists working in a range of areas. Taking the concept of synergy as its starting point, Peronda Fashion Lab brings together the brand and the artists through a series of specific, shared collaboration projects. MUT is such a design studio founded by Alberto Sánchez in 2010. The values of this multi-disciplinary team are based upon the principle of emotive design. Since its conception, MUT has aimed to experiment with and re-define everyday objects. This unique quality and fresh take on the everyday unites each and every project. This enterprising atelier converts MUT into a design icon, thanks to its regular presence at design fairs. The future success of this studio is limitless.

MUT has been awarded with the prestigious Red Dot for the best design product.

SCALES is a creation of MUT and is a new ceramic tile of astounding reflections. Scales reproduces the vibrant movements transmitted by the iridescent skin of rippling fishes.



By means of a simple but radically modern design, MUT has created this brand new wall-covering. Inspired by fish scales and their special reflective quality with streaks of lightning-bolts we sometimes happen to see in shallow waters, make SCALES all the more attractive.

With SCALES, MUT seeks to imitate the feeling of vibrating movement transmitted by the sheeny skin of fishes when they ripple under water. The color on the rear side tinges the white smooth surface of every piece once they get together. When assembled, the pieces suddenly make the optical miracle happen: some of them naturally irradiate colorful sparkles over the others, thus dyeing their former white epidermis.

This time the palette is neon. Peronda has been dedicated to producing ceramic ware for more than a half century. Each of the pieces, including the SCALES collection, is provided in a unique format of 12x12. 



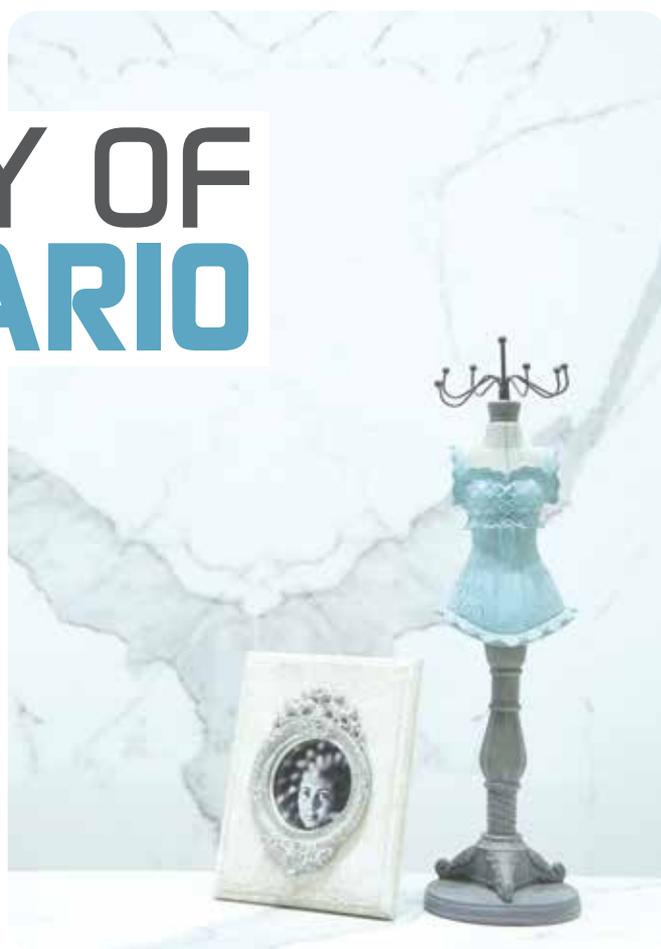
Contact Details

 www.peronda.com



THE BEAUTY OF STATUARIO

Simpolo captures the beauty of Statuario while ensuring earth friendly mining practices



The Statuario marble is a very exclusive white marble from Italy that is currently used on several high-standard and exclusive projects.

This is a white marble extracted in Italy. It has a strong history in terms of white marble extraction and the Statuario has really gained a strong reputation in the past decades.

It is today a type of marble that has very limited availability, but a considerable demand. This makes it a very exclusive and expensive type of marble, which is mostly used in 5-star hotels, small private luxurious projects and applications with a high budget. This marble is not affordable for all and is mostly used on smaller exclusive projects.

Simpolo SCS Marble

Keeping in mind the same exclusivity and demand Simpolo created the unbelievably awesome range of SCS tiles. They have clearly transcended their previous endeavours in order to deliver variety (be it Marble, Granite, woods or other stones) creating choices that will appeal to a large number of people.

An important aspect that deserves a mention here is their effort to weave in earth friendly mining with aesthetics. Our dreams, hopes and aspirations are majorly shaped and inspired by nature and it has always been the innate desire of man to bring more and more of the outdoors inside his living spaces. This desire has affected the environment adversely with us destroying millions and millions of trees, as well as thousands of sq. km. of forest lands. It was with this understanding that Simpolo decided to slowly move towards a path that was free from the harmful effects of mining. The search resulted in SCS, which is set to achieve benchmarks in terms of design, size and innovative thoughts.

Building your own house is like the coming true of a dream story. Through such an innovation Simpolo has made the telling of this fascinating story, better and easier. It will now be possible for the first time to turn our abodes into chic and family friendly spaces while nurturing the essence of nature at the same time.

SCS tiles are huge, gorgeous and extremely durable making our favourite spaces look widely spacious and flourish with more creative visions, where harmony resides with opulence. Thus saving nature and contributing towards building a brighter future for a compassionate world. 



Contact Details

 www.simpolo.net

PRODUCTS

Products section comprises new offerings from leading brands. Choose the best options in floor, wall and décor to beautify your personal or commercial space



Inspired by Nature

Nature inspired collections created for
Bisazza with **Campana Brothers** and
Designer Greg Natale

TEXT BY: Sheetal Joshi (TTI)

PHOTOGRAPHS BY: Courtesy The Brand



Bisazza presented a new decorative proposal designed by Fernando and Humberto Campana for the CEMENTILES collection, and a new series of mosaic patterns by Australian Interior Designer Greg Natale.

For their first collaboration with Bisazza, both the Brazilian duo and the young Australian designer took inspiration from nature: from the fascinating mineral world to the underwater environment of the

Great Barrier Reef, creating organic designs influenced by composition and layering.

Have a look at these astonishing collections

BISAZZA CEMENTILES, design by Campana Brothers

Inspired by the Agate gemstone, the décor Brazilian Agata signed by Campana Brothers for Bisazza CEMENTILES, reproduces the

coloured spirals of the layered mineral rock. An organic and contemporary design, interpreted through the craftsmanship of concrete tiles, becomes an unexpected subject for interior decoration. The pattern is available in four colors: green, yellow, red and blue.

“For this project we were inspired by the Brazilian agate geode stone. We wanted to create a dialogue between the layers found in the





THE RICHNESS OF BRAZIL AND THE IMMENSE FORTUNE OF CRYSTALS PETRIFIED IN AN ICON IMAGE WHICH BECAME A TILE

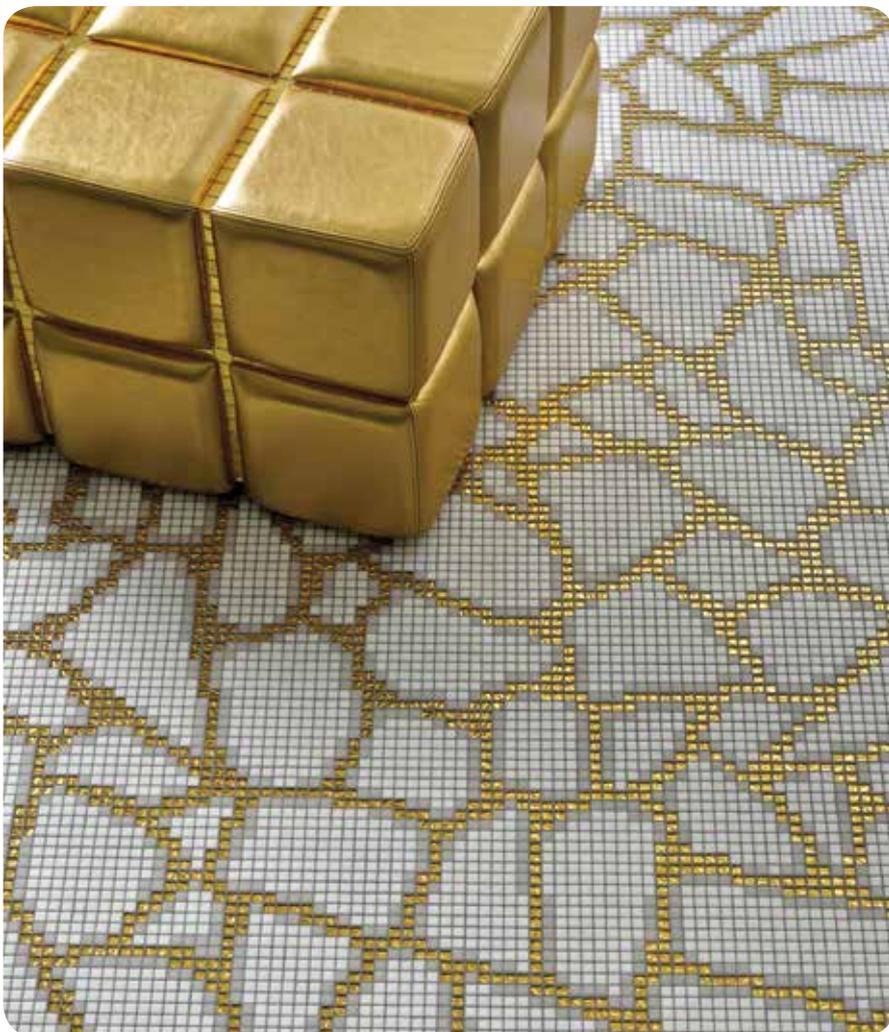


interior of the rock and the swirls of our Sushi series to compose a colourful and versatile collection that can be applied in vast array of environments. The richness of Brazil and the immense fortune of crystals petrified in an icon image which became a tile.” Campana Brothers

BISAZZA MOSAICO, design by GREG NATALE

An in-depth observation of the nature also inspires the four mosaic patterns designed by Australian Interior Designer Greg Natale for BISAZZA MOSAICO Collection: New Malachite, Fragment, Groove e Moire.





Recognised for his aesthetic with symmetry and bold geometrics, Natale believes that working with patterns, organics and geometrics should sit side-by-side to have optimal effect. In his first collection for Bisazza, he wanted to explore how motifs that are so wild, uneven and random could be reinterpreted, attractively, within a medium as linear and unvarying as sheeted mosaic square tiles.

“The collection celebrates the beauty to be found in irregularity. People might associate my aesthetic with symmetry and bold geometrics, but I have always believed that when working with pattern, organics and geometrics need to sit side-by-side to have optimal effect, so I am thrilled to be presenting this range of organic designs with Bisazza.

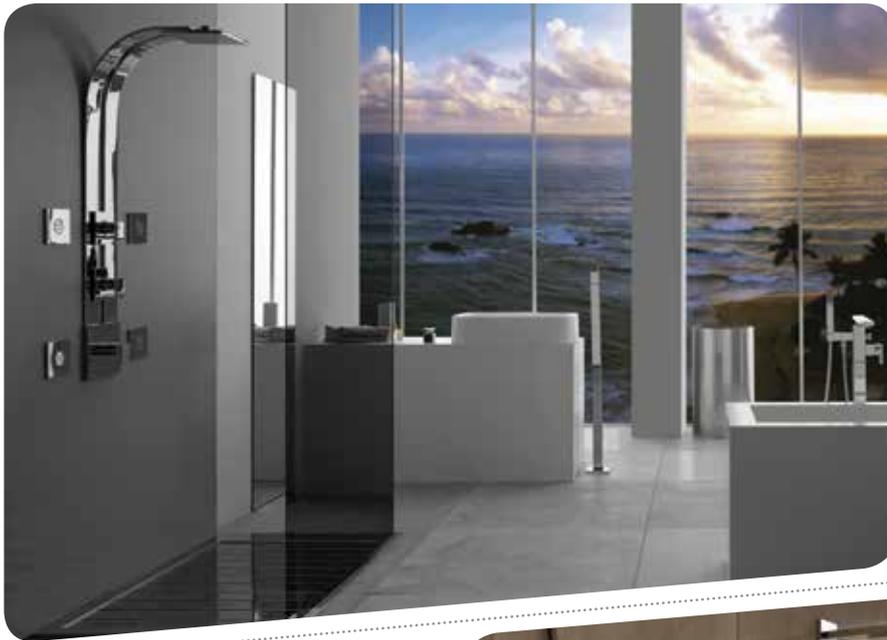
In this collection I wanted to explore how motifs that are so wild, uneven and random could be reinterpreted, attractively, within a medium as linear and unvarying as sheeted mosaic square tiles. [+](#)

Contact Details

www.bisazza.com

What's NEW?

Presenting new launches, product features and more from leading companies

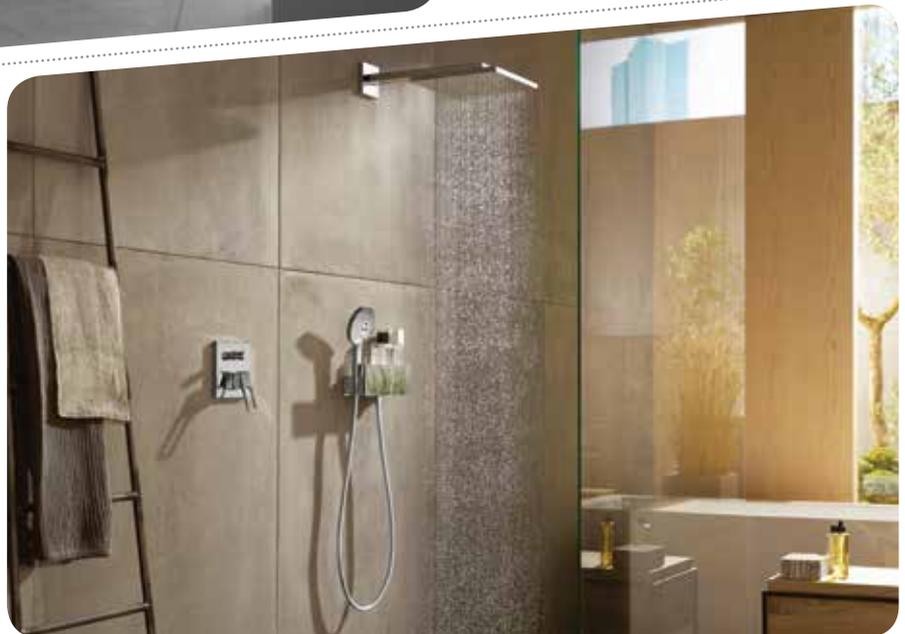


GRAFF, the worldwide manufacturer of innovative faucets has introduced SOLAR, its geometric, minimalist, cutting edge faucet collection. The minimal design consists of a geometrical composition of cubes, rectangles and right angles that align perfectly - both in the opening and closing position. The handles have a rectangular shape that perfectly matches the cubic shape of the body. SOLAR offers a very wide range of elements for the bathroom and the shower and is available in the single-lever version as well as the three-hole option.

www.graff-faucets.com

Hansgrohe has introduced Raindance E shower range which has distinctive design and exceptional water performance. The clean, linear design creates a striking highlight in the modern bathroom environment. In collaboration with designers from Phoenix Design, the brand has created overhead showers and showerpipes that combine generous surfaces and quality materials with sophisticated water performance.

www.hansgrohe.com





Vitra has introduced the Modern and Authentic Outline series that makes it possible to completely change the look of washbasins. This series is characterized by distinctive design and ceramic material that gives a fresh look to bathrooms. Keeping in mind the ongoing trends this collection showcases modern and contemporary look which is an ideal design for all tastes and bathroom interiors.

 vitra-india.com



While the colour black has become synonymous with grace, style and sophistication over time, the bath space has always been kept away from this defining colour of luxury. The Black ensemble by **Kohler** comprises of three stunning products, boasting a sleek, seamless look – Veil Wall Hung, Round Lavatory and Forefront Lavatory. The Veil Wall-Hung: A compact, elongated toilet for extra comfort while taking up the same space as a normal round bowl. The seat cover is slightly recessed behind the tip of the bowl to complement the overall design element.

 www.kohler.co.in

Luxe Luxury

Tune into these latest trends from Luxxu's for Spring / Summer 2017

LUXXU's world is all about exclusivity and dedication, gathering the classic and modern design expressed in our high-quality materials. Luxxu, a reference brand not only in Luxury Lighting Design, but also in Quality and Innovation Furniture Design.

Spring means new beginnings, a fresh start and new trends! Most of us go through a spring cleaning with our possessions, so why not do the same to our interiors? In the spirit of this season here are some home décor trends for the upcoming seasons. The highlight of

this season are metals, rich colors, bold shapes, geometric shapes, textures and mixed materials such as marble and brass. All to add a classic yet contemporary design.

A design not only to enjoy but also to live for!

Brass

Brass is here to replace copper! Whether it's gold plated, brushed or aged, brass is the new trend in home décor. It can be used in statement pieces, little details or amazing light fixtures such as the McQueen Chandelier by LUXXU.

Artisan Crafted Pieces

The DIY era is almost over. To replace it come artisan crafted pieces, which you can collect on a tall cabinet or display a few in a cabinet. The Darian Sideboard by LUXXU is a great option as it features a few more trends on this list. Another advantage is that all the trendy colors will pop over the black.





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To find out more scan the QR code from your mobile. (Link for QR code application) or visit www.thetilesfindia.com



Marble

Marble is here to stay! It's all over Pinterest and promises to make all the difference in any interior. If you're tired of the typical white marble, choose a different type for your pieces, such as Nero Marquina. Speaking of which, the Littus dining table by LUX XU features this type of marble and is the perfect combination between these two trends.



Geometrics

Pieces with a bold geometric shape are in this season! Whether it's geometric art, a big piece of furniture or complementary pieces such as the Beyond Side Table by LUX XU it will look on trend. Bonus points of this table? It also features Brass and Marble.

Pendant Lights over the Bed

This season it's all about saving space, so instead of having bedside tables with table lamps, hang two pendant lights over your bed and you'll add a classic and simultaneous modern touch. The Draycott Pendant by LUX XU is the perfect addition!





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Bold Light Fixtures

Whether it's a statement chandelier, as the Guggenheim or a smaller fixture such as the Majestic Suspension it will make a difference in the room where you put it. Both are from LUX XU.

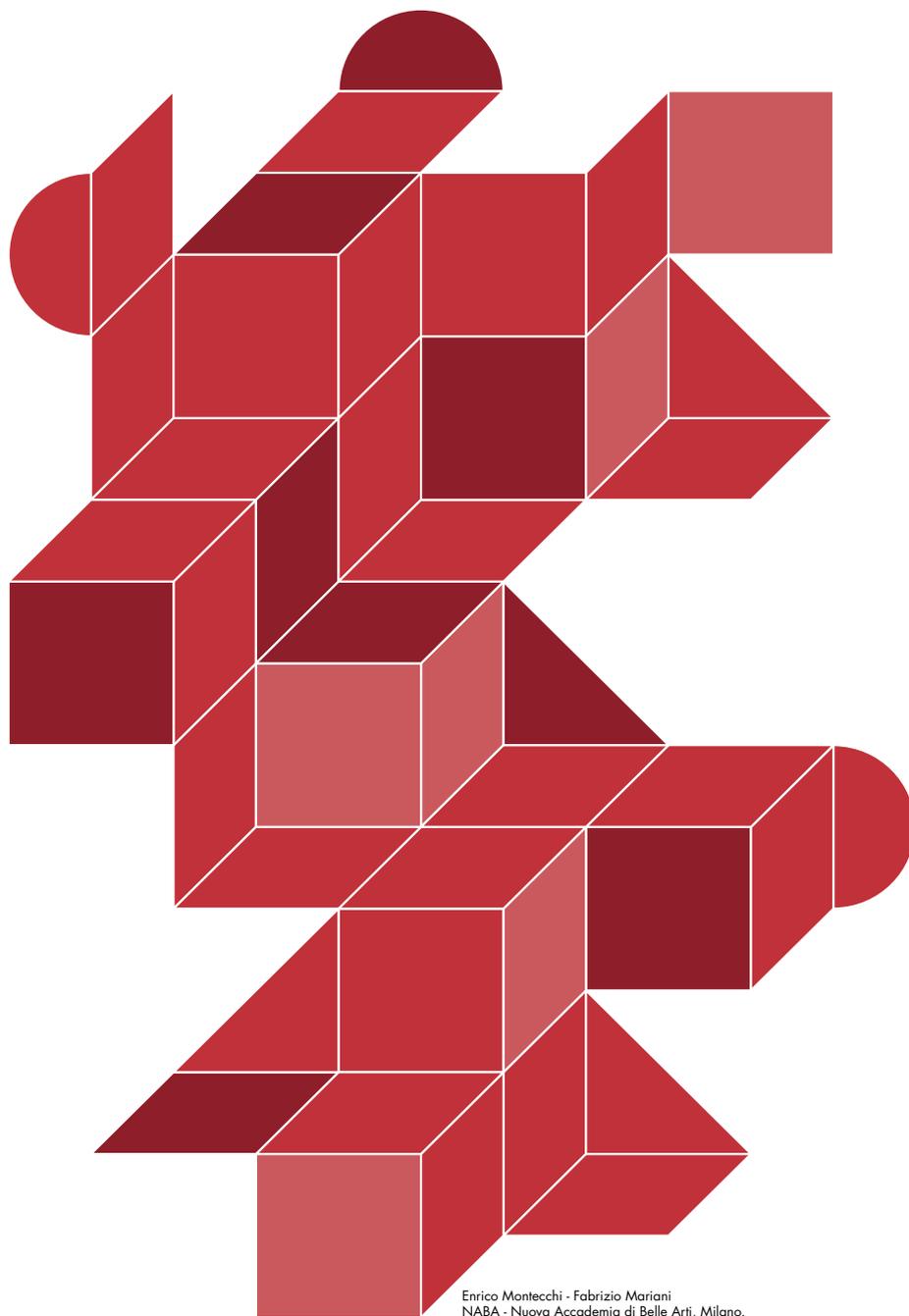


Glamorous Gold and Black Look

Glamour is never out of style, but this season it is definitely in! The combination of black and gold is classic but at the same time contemporary. To obtain a luxurious look opt for a statement piece as the Empire Side Table or the Beyond Console, both by LUX XU. †

Contact Details

🏠 www.luxxu.net



Enrico Montecchi - Fabrizio Mariani
NABA - Nuova Accademia di Belle Arti, Milano.

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News Bulletin

Häfele presents 'The Designers' Talk'

The First Edition of the Designers' Talk was organized by Hafele India Pvt. Ltd. and co-hosted by renowned Architect Karan Grover at the Oberoi Trident Towers, Nariman Point - Mumbai. This was the third and final chapter of the traveling Designers' Talk after the very successful pilot runs in Bangalore and Delhi last year. The overwhelming response of over 150 attending participants from the buzzing Designers and Architect Fraternity of Mumbai confirmed the promise and need of having such forums. Some eminent names who attended the event were Arch. Premnath (Premnath & Associates), Arch. Chirag Jain (UC Jain), Arch. Mujib, Arch. Nuru Karim, Arch. Prasanth Sutaria, Arch. Bharath (Team One Architects), Arch. Shashi

Prabhu (Shashi Prabhu & Associates), Arch. Ratan Batliboi, Arch. Shantanu (Interics Design), Arch. Kshitij Kamat, Arch. Ketan Vaidya (IIID Chairperson of Mumbai Chapter) along with other IIID Architect Members and Architects from team Hafeez Contractor, Ahmed & Associates, Workspere among others. The Designers' Talk by Hafele is one such platform that encourages interactions among industry professionals with the underlying

thought that "We together can bring a positive change".



(L- R) Arch Karan Grover, Arch Premnath, Arch Bharath, Arch Shashi Prabhu, Mr Jurgen Wolf

Asian Granito India Ltd opens first Grestek exclusive showroom in Pune

AGL has opened exclusive Grestek series showroom in Pune. The showroom, spread over 1,000 sq ft area, will feature a unique collection of Glazed Vitrified Tiles 'Grestek' that bears quality beyond its time and technology. This is the company's first premium product showroom in Pune.

The company, in association with M/s. Sudarshan Marbles and Tiles, has opened this showroom at Old Khandve Nagar, Kharadi. The AGIL gallery, with entire range of Grestek series, will showcase its Italian grandeur in form of best in class Premium and rich textures and designs of glazed vitrified tiles in latest digital printing technology. Grestek Marvel is premium color tiles with expanded choice of wall and

floor applications that transforms spaces to beautiful spaces. It is available in various sizes, textures and designs. Available sizes are 600x1200mm, 300x600mm and 600x600 with High Gloss, Matt, Satin & Sucre and Metallic Finish on tiles surface.

Speaking on this occasion, Mr. Kamlesh Patel, CMD, AGIL said "We are happy to launch our first Grestek exclusive showroom in Pune which

is one of the fastest growing cities of India. Interior decorators, architects, and home owners now prefer premium tiles as decorative products with availability of wide range of designs and textures. We felt the need of an exclusive Grestek series showroom for people with discerning taste, who are always on the lookout for something different and exclusive and we hope this showroom will cater to needs of this class of customers".



AGL-Mr. Kamlesh Patel, CMD, Asian Granito India Ltd inaugurates first exclusive Grestek series showroom in Pune

EVENTS

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



Coverings 2017

Coverings 2017 proved to be a stellar show attended by the best in the industry from around the globe



Coverings, the largest global tile and stone exhibition in North America, made its highly anticipated return to the Orange County Convention Center from April 4- 7, 2017. Representatives of the Orange County Mayor's Office, Ceramics of Italy, Tile of Spain, Tile Council of North America, Ceramic Tile Distributor Association, and National Tile Contractor Association gathered on the first day for the ribbon cutting ceremony. The show featured new products from more than 1,100 exhibitors that span 430,000 net square feet of show floor space, and offered more than 70 educational sessions.

"Coverings continues to build on its strengths—there is so much that's



exciting this year, from the refreshed pavilion designs, conference content, tiny homes of the Installation Design Showcase, Byte sessions, to the aisles of impressive tile and stone products,” said Alena Capra, Coverings Industry Ambassador. “The value of attending Coverings multiplies with every turn on the show floor.”

Further to the many striking





booths, this year's enhanced pavilions added to the buzz on the show floor. Tile of Spain introduced a new stand, branded the "Innovation Lab," that serves as a multipurpose area and showcases the many uses and installations of tile. Tile Council of North America's pavilion has been updated to reflect the organization's 'Why Tile' campaign. The core areas of focus for the campaign—tile design, easy care, healthy spaces, and heritage—were integrated throughout the booth. The Ceramics of Italy pavilion provided a central gathering place for industry professionals to network, complete with Italian fare.

"This was my first time at Coverings and the show lived up to its reputation—our space had so much foot traffic. We're pleased with all the connections from the show, and are looking forward to growing these leads into meaningful relationships" said Ted Acworth, Founder & CEO of Artaic.

"Coverings were an extremely busy affair with non-stop customers visiting the booth. The show gave us an opportunity to hear real time



feedback on our products. For example, this year we saw a surge in the popularity of textile inspired tile. This is very useful insight to our team as we develop new products in the upcoming years” said Krista Park, expert area manager for APE Cerámica S.L.U.

“I was pleasantly surprised by the amount of architects and designers at Coverings this year. It’s a great opportunity for us to build strong relationships with these industry professionals. The show not only provides great access to the regional market but, with attendees from around the world, we’re also able to make global connections” said Charles Zelaya, sales manager for Sisis.

The top ten attendee countries were Canada, Brazil, China, Mexico, Italy, Spain, Turkey, India, Jamaica, Costa Rica.

Save the Date for Coverings 2018, May 8-11 in Atlanta, GA. 

Contact Details

 www.coverings.com





Milano 2017

Salone del Mobile, Milano the centre of the creative world



Milano 2017 was an exciting week, full of positivity and enthusiasm for the companies, which showed themselves off to best advantage. There was an amazing display of creative genius displayed by the architects and designers and a huge numbers of visitors flocked to Milan to check out the latest innovations at the Salone.

“A stand-alone moment at which culture and industry become an international benchmark with an experience of the buzz of the city”, said Claudio Luti, President of the Salone del Mobile, as the event closed by 3, 43, 602 attendees in six days from 165 countries.

“This is not merely a display of exhibits, but also of a business culture that symbolises a method of working together with a particular approach to modern manufacturing.”

More than 2,000 exhibitors overall, 34% of them from other countries, were split between the Salone International del Mobile, the International Furnishing Accessories Exhibition, Euroluce, Workplace3.0 and SaloneSatellite. This edition has served more than ever to underscore the Salone’s powerful synergy with the city of Milan.

Salone president Claudio Luti went on to say: “Enormous numbers of visitors, not necessarily with links to design, have made their way to Milan



to experience the thrill of this Salone and of the city itself. Thanks to the collaboration of all the institutions working in the city, Milan has been even more beautiful and welcoming than ever. Milan alone can lay claim to the Salone del Mobile and its industrial enterprises with their links to the creative and publishing world and close ties to the city.”

This edition marked the 20th anniversary of SaloneSatellite, in which more than 650 designers and 16 design schools took part, further celebrated by a special exhibition at the Fabbrica del Vapore, which runs until 25th April.

The next edition of the Salone will be held from 17th to 22nd April 2018, in Milan. †

Contact Details

🏠 www.salonemilano.it



Marble 2017

The 23rd Marble International Natural Stone and Technologies Fair was a gala event in the city of Izmir, Turkey



A metropolitan city in the western extremity of Anatolia and the third most populous city in Turkey, after Istanbul and Ankara, Izmir is a classical antiquity. The city has almost 4,000 years of recorded urban history and even longer as an advanced human settlement. The city is composed of several metropolitan districts. Of these, Konak district corresponds to historical zmir, this district's area having constituted the "zmir Municipality". The city's rich and fascinating heritage reflects the fact that it has been the home of Greeks, Armenians, Jews, Levantines and Turks over the centuries. While not as multicultural these days, it still has resident Jewish and Levantine communities and its unique and delicious cuisine attests to this.

Turkey is a leading supplier of the world's marble and travertine. Turkey has a rich history of stone quarrying. The country provides material for statues and monuments for even the ancient Greeks and Romans. Natural stone has been one of Turkey's main exports for thousands of years and there are still plenty to be found. According to the Turkish

government, more than 30 percent of the world's reserves of marble in Turkey. The country yields more than 250 different types of marble and travertine.

The Izmir Municipality has been conducting the most largest fair of Marble and Natural stone which has entered to its 23rd year this year and is clearly the most important meeting point in Turkish trade fair sector. " We continue to work for zmir and for our fairs with the excitement of the first day on the road to organize world-wide known trade fairs. MARBLE, which lights the way for us, gives us the power to work with ambition and instills hope into us, is one of the top three fairs of the world in its sector. Anatolia, which is accepted as cradle of civilizations, makes important contributions to the national economy by its richness of natural stones. We believe that MARBLE-International Natural Stone and Technologies Fair, which brings this richness with the world and has made big progress on the way to become the biggest in its field, will get Turkey to much higher level in short time in the worldwide sector





of natural stone”, said Mayor of Izmir Metropolitan Municipality Chairman of the Board of ZFA.

The Fair has broken a record with the great interest of the natural stone sector. Exhibitors have engaged in heavy business which increased its number of foreign visitors to 8 thousand and 965 with a rate of 44 percent compared to the last year.

Along with local visitors, 50 thousand and 218 visitors came from 104 countries to the fair which was organized between 22-25 March, 2017.

Especially foreign visitors showed great interest in Turkish natural stones with different colors and patterns in the fair where processed products came into prominence.

THE DESIGN MADE A DIFFERENCE

Italy showed the greatest exhibition to the fair hosted by Izmir Metropolitan Municipality and organized by ZFA in an area of 139 thousand square meters. China with 37 companies and India with 20 companies followed Italy which exhibited in the fair with 82 companies. Chinese exhibition has doubled in the fair with a growth of a thousand square meters in its area.

The booths in MARBLE where 25 thousand tons of block stones were displayed have paid great attention to their designs. Many different designs





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from tiles, lamp shades to night lamps, from wall coverings to tables, from home decoration objects to chimneys were displayed.

We have been participating in Istanbul, China, USA, Spain Italy and Germany; however this was the first year in Marble. It was a very satisfying experience to see such an extravaganza with a huge number of visitors and participants from across the world. The booths, displays were marvelous. Turkey marble and stone is famous across the world. It was nice to see such innovations. I present my thanks to everyone who organized this beautiful organization. They showed great hospitality. We will be coming next year -**The Tiles Of India.**

This is my first time in the fair. I'm interested in marble and quartz type of stones. The diversity and quality of the colors in the fair are quite



satisfying. We are also attending Xiamen and the local fairs in China. Xiamen is quite large, however the organization and settling of MARBLE is better than of Xiamen. From now on, I wish to attend this fair every year. I will also invite my friends in China. - **Liu Yan Ting (Visitor-China)**



We are in the construction sector on behalf of a French company. My company attends the fair every year; however this is my first time. As company, we have business agreements with Turkish marble companies. We came to the fair for the natural stones we wish to buy for using in our future large projects. I had read that the 40 percent of the natural stone in the world is located in Turkey; however I wasn't expecting to see so many different patterns and so high quality. I wish to examine these beautiful resources on site. I am very impressed by the fair and I loved

Izmir. I will come again for sure. - **Sara Makhlouf (Visitor-UAE)**



This is my fourth time in MARBLE. I am aware of the reality of Turkey in the field of marble. I can find new products every time I come. I also attend Verona fair in Italy and Xiamen fair in China. MARBLE is calmer than the other fairs; there are more local exhibitors here and that is a great advantage for Turkey since Turkish natural stone has a unique structure. We are developing quite good relations. The exhibitors are prominent companies and I can carry out business agreements with pleasure. I purchase block stones in an average amount of 2-3million euros each year. I will keep coming to this fair. - **Mario Roli (Visitor-Italy)** †

Contact Details

🏠 marble.izfas.com.tr



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cevisama.feriavalencia.com

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THE INDIAN CERAMICS
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www.indian-ceramics.com



EXPO REVESTIR
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www.exporevestir.com



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March 8 - 11, 2017
Milan, Italy
www.madeexpo.it



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www.unicera.com



APRIL



COVERINGS

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Orlando, USA

www.coverings.com



EUROCUCINA

April 4 - 9, 2017

Milano

www.salonemilano.it



MOSBUILD

April 4 - 7, 2017

Moscow, Russia

www.mosbuild.com



CANTON FAIR

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www.cantonfair.net



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www.cerambath.org

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DELHI

J1/B1 (Extn.), Mohan Co - op Industrial Estate (Opp. Badarpur Thermal Power Station), Mathura Road Badarpur, Delhi - 110044 Tel: 91-11-2694 6409

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Second Floor, 7-E, Sarabha Nagar, Malhar Road, Ludhiana - 141001

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Indira Nagar, Lucknow (U.P.) - 226016

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B1-307, Boomerang, Chandivali Farm Road, Near Chandivali Studio, Off Saki-Vihar Road, Andheri (E) Mumbai - 400072

KOLKATA

Tirupati Plaza, 2nd Floor 74/2, Acharya Jagdish Partme Bose Road, Kolkata - 700017, West Bengal

BENGALURU

Farah Icon, Site No - 119, 1st Floor, Lal Bagh Road, Near Urvashi Theatre, Bengaluru - 560038

CHENNAI

Old No.40, New No.31, Montietech Road, Opp. Hotel Ambassador Pallava Hotel, Egmore, Chennai - 600008

HYDERABAD

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MUMBAI

Nitco Ltd, Recondo Compound Inside Municipal Asphalt Compound, S. K. Ahire Marg, Worli, Mumbai - 400030 Tel: 91-022-2491 9922

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DELHI

Nitco Ltd, 60/2, Yusuf Sarai Inside Indian Oil Bhawan Compound,

New Delhi - 110016

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2260, Industrial Area, Phase-2,
Chandigarh - 160002

HYDERABAD

Plot No. 18-2-43/4, Nr. Petrol Pump,
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500005

GOA

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403526

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