



PRESS RELEASE

POP TILE COLLECTION

Pop Tile Collection is the new porcelain stoneware launch by Vives in the small rectified 15x15 cm format that takes us to the essence of the 1960's. Designs full of colour with a unique style reflect the vibrant and bright character of an era full of iconic elements. In addition to an undeniable decorative value, the series stands out for its rectified finish that minimizes the joint widths and achieves a sense of continuity throughout the surface. Its non-slip finish is an added value to all its qualities which allows it to be used in all types of commercial and residential projects.

The base tile of the series is called Sixties and is available in a wide variety of colours (Nacre, Ivory, Smoke, Marengo, Celeste, Ocher, Amber and Chocolate) to combine within each other and with the other decorated designs. Ten decorated designs complement and fill this collection with a splash of colour with a marked retro character:

Wha porcelain tile stands out for its unmistakable minimalist personality with a design of undeniable simplicity whilst having a strong presence. With a simple black circle on a Nacar base it is capable of transforming all kinds of spaces.

The **Popart** model creates a heterogeneous and dynamic surface composition thanks to a greatly studied selection of different designs inspired by Pop Art with a unique colour palette.

Carnegie porcelain tile presents a cheerful pattern of floral motifs and beautiful shades to dress the room with an eclectic and carefree style.

The **Marquee** model reflects the full power of a vibrant kaleidoscope. A design born from an encaustic inspiration that, with its original framework, is ideal for dressing the most modern space with a nostalgic touch.

Ferus represents the purest retro style with a renewed look. It is a composition of pop art designs combined with each other that floods the surface with light and cozy hues.

The **Saville** design fills the rooms with a very special touch thanks to its powerful marengo print. An ode to chromatic contrast where the old and the new coexist in complete harmony.

Cavern creates a relaxed and peaceful environment with a soft grey scale and flowery design. A declaration of principles ideal for spaces that want a very personal subtle touch.

The **Fluxus** porcelain tile is a geometric design of ocher and amber tones inspired by those iconic works of art from the sixties. The surface will become the prominence of the room with its ornate personality.

With an intense range of warm colors, **Bethel** porcelain tile covers the rooms with a free and bohemian spirit. An excellent choice to recreate the decorative style full of excesses.

Finally, the **Bonnie** porcelain tile brings enthusiasm for modern and flirtatious spaces. A tile with clean lines, full of timeless charm that fits perfectly in any decorative style

The Pop Tile Collection represents a new generation of encaustic tiles with its own philosophy and potential to attract its own attention. A collection designed for those spaces in which contemporary design icons coexist with the aesthetics of yesteryear.