



**Above** Museum Iron Denim, 1,000 by 1,000mm rectified, Iron Denim 1,000 by 1,800mm, and Sherwood Ebony 190 by 1,500mm natural by Museum



**Above** Pop Tile by Vives

described as one of beauty that is "imperfect, impermanent, and incomplete."

Tile manufacturers have really embraced the idea that imperfections and natural characteristics are something to be celebrated, resulting in tiles that offer a natural, lived-in look, distressed look for added interest.

Wood-effect tiles remain a major trend this year,

with a vast number of styles and timber varieties available. A great alternative to real timber, today's wood-effect tiles offer unmatched durability and style. The beauty of timber grain, now enhanced by dual-printer technology, comes to the fore in the new larger plank formats, but timber-effects can also play to the shabby chic and country cottage aesthetic, with distressed tiles and faux parquet

looks. At Cevisama, wood-effects also made an impact on wall applications, and were seen in unexpected forms, such as hexagons.

Wall tiles have long been a strength at Cevisama, but it was still great to see such a choice of kitchen tiles at Valencia this year. Offered in a bewildering variety of shades, shapes, and colours, many of these kitchen design are also suitable for use in bathrooms.

Many of the new patterned tiles were delivered in interesting combinations of yellow and blue, adding a pop of colour. One of the leaders in this area was Pamesa.

In contrast, grey tiles are here to stay. Today's neutral colour of choice, there were hundreds of shades of grey wall tiles, but this hue also found its way into wood-effect and decorative tiles. But for 2020, the secret is combining grey tiles with accent hues, such as the saturated pastels that featured in many stands. Grey can work with mint, gold, and various green, blue and red hues. Cevisama saw these 2020 colours used together for a rainbow effect or in vibrant melanges. But they were also toned down with white tiles, or used to add a subtle hint of colour, on stands like Fabresa.

Hexagonal tiles and fish scale tiles are still very much on trend. They now come in all shapes and sizes, both plain and patterned. It seems that the honeycomb look is still a firm favourite, but for 2020 the trend seems to be for elongated hexagons with a linear design.

They shared the limelight with more subtle rhombus-shaped tiles. These can be laid in a variety of ways and are ideal for feature walls or splashbacks.

The other geometric form of note was circular tiles. Now available in a variety of colours and styles available, which can be complemented or contrasted with coloured grout, this is another form that helps tile installations to pop.

The last two trends were no surprise. The first is, of course, extra large format tiles. It appears that, every year, tiles get bigger and bigger. At Cevisama, the main focus in the traditional tiling arena was on 1,200 by 1,200mm tiles. These are great for large, open plan areas, reducing the number of grout lines and allowing today's wonderful digital graphics - notably tropical flora and fauna designs - to really shine through.

Finally, the other area worth noting is 20mm exterior grade tiles. This was a top trend in 2019, and this year there were even more options available. A practical and beautiful alternative to paving slabs, 20mm tiles are strong, durable, anti-slip, and offer great installation versatility. They also play into the vogue for inside-out design.

Once again Rocersa, with its pioneering DDS technology, led the way.

## Cevisama 2021

Feria Valencia's Cevisama team is already working on the preparations for next year's edition, which has been set fresh objectives "to keep improving the service we deliver to our exhibitors and the value we deliver to visiting professionals," according to Álvarez. The dates for the next edition are 8th to 12th February 2021.



Above Marbelous Kiruna polished and Merano polished by Vives



Above Taj Mahal by Tau Ceramica

natural marble and stone effects. Stone hewn from the world's most prestigious quarries are the origins of this trend, characterised by marble effect designs featuring sophisticated patterns, and bright and beautiful colours which, together with the precious stone effects, will become the focal point of any room.

In an evocation of luxury and elegance, interior design creates dramatically theatrical spaces, applying state-of-the-art technologies and designs with granilla (a granular glaze) to reposition ceramic tiles at the forefront of contemporary interior design and decoration.

Subtle shading, veining, and gloss effects are the hallmarks of eight series that together form Pamesa's CR Lux collection: the quintessence of the trend defined above. Two black marble-effect ranges - Canfranc and Iliria - feature

designs in the blackest of blacks and purest of whites; Ossola, with its blue and lavender tones recreates the dainty motifs of classic Palissandro marble; in Laurants, all the tradition of Saint Laurants is reflected in fine golden veining set against a darker cacao tone background; Iceberg reflects the purity of white offset by large grey veining interspersed with maroon; Kionia, from the island of Panormus, is a range in shades of aquamarine; and Danae is a range that explores the beauty of agate, where crystalline blue forms a background for golden and brown waves, creating a decorative jewel.

In CR Lux, superb design is combined with cutting-edge technology to deliver stunning visual impacts and clever plays on colour that will look fabulous in any room where wall or floor tiles are a core decorative element.

<https://www.pamesa.com/index.html>

Marbelous by Vives delivers a choice of realistic and impactful marble-effects in 793 by 1,793mm, 1,193 by 1,193mm, and 593 by 1,193mm formats. The polished rectified range's eight décor options are Arue, Tampere, Doney, Verbier, Kiruna, Bukit, Solden, and Merano. These are all highly commercial versions of a classic surface: taking Vives into a new sector of the commercial tile market with a very strong offer.

<https://www.vivesceramica.com/en/>

Nobile is one of the new on-trend collections developed by Ariana as part of a broader stylistic moodboard built on new material fusions. Nobile is a selection of prestigious marble surfaces that stand out for both their texture and colour, and include both decorative and more sober and elegant versions.

<https://www.ariana.it/en/>

Caesar has recently added new products and finishes to the Project Evolution collection of large porcelain slabs, which combine a focus on style with sophisticated design choices. This combination has created a range incorporating new marble-effects, alongside stone, wood, and concrete simulations, as well as the original ceramic designs of Archiproject. Three new collections have been added - Anima Ever (in six colours), Join (in three colours), and Hike (in two colours). 9mm thick tiles are offered in 1,200 by 2,400mm and 300 by 2,400mm (a new format for Caesar); and 6mm thick tiles in 1,200 by 2,780mm, 1,600 by 3,200mm, and 1,600 by 1,600mm). <https://www.caesar.it/en/>

Marmoker by Casalgrande Padana has a strong identity and a bold style. The timeless charm of Calacatta marble and its classic grain on a white background; the delicate green shades of White Musk; and the brighter tones of Caribbean Green and Brown Forest; the contrasts between Orange Black or Rosso Francia and the darker shades of Ossidiana are just a few of the features of this collection.

Marmoker delivers a vast colour palette, a kaleidoscope of nuances, and versatile shapes and sizes to help create unique spaces. Casalgrande Padana's cutting-edge technology to gives prestigious marbles a new twist to create perfect solutions for contemporary architecture. Marmoker is the perfect collection to create exclusive floorings and wall coverings, associating the excellent technical features of porcelain stoneware with the aesthetic quality of the surfaces.

The new tiles – Calacatta Extra, Titan White, White Musk, Oyster Grey, Caribbean Green, Brown Forest, Tangerine, Orange Black, Rosso Francia, Night Storm, Fior di Pesco, Ossidiana, Canoca, and Ana Grey – extend Marmoker's already vast colour palette, which now boasts 48 colours. All these tiles recreate the typical traits of the natural stone they are named after. This collection is available with Naturale or Lucida finishes, in sizes that range from 590 by 590mm to 1,600 by 3,200mm, and come in thickness ranging from 6.5 to 10mm.

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