

# AZURE

DESIGN | ARCHITECTURE | INTERIORS | CURIOSITY

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## SHOW REPORT

## DYNAMIC CERAMIC

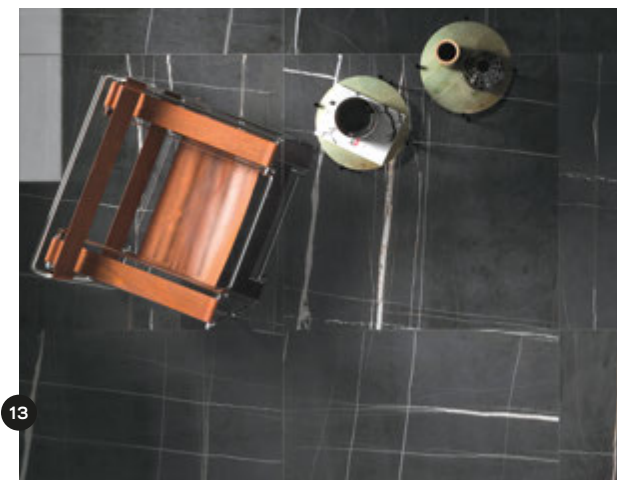
PLAYFUL PATTERNS AND TOUCHABLE TEXTURES ENLIVENED TILES FOR EVERY APPLICATION AT CERSAIE BY JACLYN TERSIGNI

**AT THE WORLD'S PREMIER SHOWCASE** of ceramic tile, visitors were in hot pursuit of what's new, different and innovative. What more can be done with marble imitations? Has the wood look reached saturation? Can slabs get any thinner? And what about the potential for textures and added dimension? Cersaie 2016, held in Bologna, Italy, in September, delivered on its promise of new possibilities. More than 850 exhibitors – largely Italian, with some Spanish and Turkish representation – revealed planks and panels that prove ceramic tile knows no bounds.

Trends that dominated in previous years reappeared, but in evolved forms. Though hardwood imitations are still an industry, many manufacturers – including Unica, Fioranese and Ceramiche Piemme – focused on artful reinterpretation, rather than convincing replication. Versions of oak, walnut and ash were rendered in chevrons or honeycombs, precision-cut into 3-D mosaics. The use of refined geometries extended beyond wood imitation: hexagons and rhomboids were split, stretched and joined into motifs that created a sense of movement.

Marble and travertine doppelgangers have also grown up, now available in ever-bigger, ever-thinner slabs (down to a slight six millimetres thick), with a reduction in joints that allows for seamless application and book-match layouts. But textile textures are where the industry's digital printing really stands out: technological advancements allow for convincing clones of linen, canvas and tweed. The effect is so realistic that curious attendees were often seen reaching out to touch samples, collectively whispering "I can't believe it's tile!" **AZ**







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#### 8 ODD COUPLE

Inspired by concrete and plaster surfaces, **Ariana's Crea** is available in five soft pastel hues that lend an industrial, yet velvety, effect to walls. [ariana.it](http://ariana.it)

#### 9 FIBRE OPTICS

**Ceramica Sant'Agostino's** Tailorart collection enriches textured ceramic planks with highly touchable fabric effects. [ceramicasantagostino.it](http://ceramicasantagostino.it)