



Cersaie recap

By Lesley Goodman



Attendance exceeds
101,000 over five days,
new trends emerge for
walls and floors

Attendance this year at Cersaie, the International Exhibition of Ceramic Tile and Bathroom Furnishings, held in Bologna, Italy, at the end of September, reflected attendance of 101,809 visitors – up .8% from 2014, or an increase of 1,632 visitors from 150 countries. International attendance rose 3.5% to 48,235 visitors, representing 47.4% of the total.

This year, 872 exhibitors participated in the event, with a growing presence of exhibitors from other sectors – especially wood. Three hundred nineteen foreign companies exhibited from 39 different countries, with Sweden joining the fun in 2015. A total of 694 journalists attended, including 257 from outside of Italy. The International Press Conference was held from the first time in the Ducal Palace in Sassuolo, attracting larger numbers of Italian journalists - an increase of 27.4%.

Cersaie is a vital appointment for architects, interior designers, tile

installers and the general public. This year Glenn Murcutt became the seventh consecutive Pritzker prize winner to deliver Cersaie's keynote lecture in front of an audience of more than 1,300 people. The installation 'Day Off' by Diego Grandi in Hall 29 and the exhibition 'Cer Stile' curated by Angelo Dall'Aglio and Daniele Vercelli in Hall 30 attracted keen interest. All the other conferences in the 'building dwelling thinking' cultural program were strongly attended, as were all the initiatives qualifying for training credits organized in cooperation with the competent professional associations.

Tiling Town was a popular spot for training young tile setters and demonstrating installation techniques. 'Cersaie designs your home' attracted strong participation by homeowners and on Thursday received a celebrity visit from Italian TV host Paola Marella, who was also the face of the event #selfeet.

CERSAIE

Bologna Design Week made a very positive debut, attracting a steady flow of visitors to the cultural events held in the evenings in prestigious locations in the city.

Trends from the show floor

Of course, one of the main events of Cersaie was the profusion of new products and the surge of new trends to inspire the A&D community and tile buyers alike. Here's a rundown of what was new

FRAGMENTS

Italian ceramic companies used the modular capabilities of tile to create fragmented patterns on square and rectangular tiles to pro-

duce large, dynamic compositions. By randomly mixing and matching geometric shapes, the tiles pop with vivid, kaleidoscopic effect. Of special note is Flaviker's Supreme collection, produced with the new Wall & Porcelain ceramic technology from ABK Group that com-



(l. to r.): Bardelli Tangram, Refin Labyrinth, Sisis SICIStone, Ornamenta Frames

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9x13 ◆ 13x13 ◆ 13x20

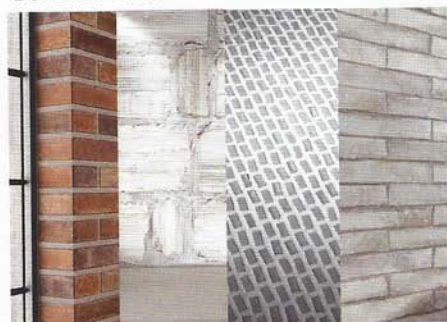
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binesthe best qualities of ceramic and porcelain stoneware to create a whole new typology of tile.

HIT THE BRICKS

Each season a shape naturally emerges as a tile industry favorite. This year, hexagon mania gave way to brick shapes. From micro to macro, polished to rustic, designs ranged from faithful interpretations of old brick walls and brick with mortar spills to painted brick and marble and wood designs in a brick format. A few stand-out products include the Micro-Brick miniature brick collection designed by Nendo for Brix, brick tiles that can be custom ordered in 150 colors from Emilceramica (Brick Design), and L-shaped tiles designed to wrap corners such as Del Conca Cantina, Cir Recupera, and Marca Corona BrickLane.



(l. to r.): Marca Corona BrickLane, Cir Recupera, Brix Micro-Brick, Monocibec Eclipse

CHEVRON CHIC

Age-old patterns inspired the chevron trend at Cersaie, from rustic and painted wood looks to

resin, brick and stone. Italian companies are producing chevron and herringbone tiles across all scales to create visually striking patterns that are easy to install.



(l. to r.): Sant'Agostino Shadewood, Novabell Firestone, 41zero42 Rigo, Atlas Concorde Etic Pro

ALONG THE RIGHT LINES

“The line” inspired endless design variations in tile styling this year. Thick and thin, vertical and horizontal, straight and intersecting, flat and three dimensional, linear designs are definitely in vogue with the ability to add depth, movement or focus to a room. Notable designer collections with a linear bent include: Naive, Patrick Norguet’s second



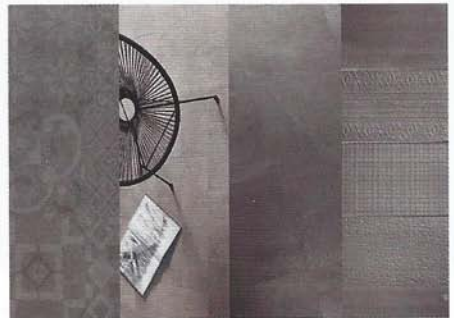
(l. to r.) Mutina Rombini, Naxos Fiber, Lea Naive Slimtech, 41zero42 Otto.

tile collection for Lea Ceramiche's Slimtech line, reminiscent of carefully drawn pencil lines; Earth, designed by the famous Italian car design firm Pininfarina for Casalgrande Padana; and Rombini, an alphabet of shapes and colors designed by Ronan & Erwan Bouroullec for Mutina.

OBJET D'ART

One trend that's been embraced by several Italian companies is the transformation of tile into objets d'art. Continuing its Game of Fifteen series dedicated to contemporary artists, Ascot's second line features the work of Dutch street artist Boris Tellegen. ABK and Imola were also inspired by street art, offering graffiti-style decors with their Do-Up and Kuni lines, respectively. Settecento also treats several of its tile collections as canvases, from the stencil decors in Bistrot to the pop art of Steve Kaufman.

oric rise in popular culture, grey has always been a modern designer's best friend. And this year an entire spectrum can be found in the latest Italian tile introductions, from cooler slate tones to that perfect portmanteau of grey and beige. With the addition of texture, chromatic variation and overlaid patterns, these tiles prove that you don't need color to make a statement. Del Conca's GA by Giugiaro Architettura, Transition by Mirage and Labyrinth designed by Giulio Iacchetti for Refin are a few prominent collections that exemplify this trend.



(l. to r.): Sintesi Planet, Brix Brush, Cotto d'Este Limestone, 41zero42 Signs.



(l. to r.): Fioranese Painted_Wood, Fondovalle Infinito 2.0, Astor Context, ABK Do-Up.

3D WALL

With continuously evolving technologies, Italian companies are able to create ceramic tiles with three dimensional folds, wavy ridges, raised geometry and asymmetrical profiles. Fitting these tiles together creates a three dimensional wall with a seamless sculpted surface that naturally draws the eye. Collections include: Ascot

GREYSCALE

Despite the color's recent mete-

Game of Fifteen Boris Tellegen, Atlas Concorde 3D Wall Design, Cerim Timeless, Coem Reverso, Ergon Limestone, Fap Frame, Mutina Numi, Piemme More, Sicis Meteors and Tagina Details.



(l. ro r.) Sicis Meteors, Fap Frame, Atlas Concorde 3D Wall Design, Piemme More.

SUPERSIZE ME

Tiles continue to get bigger every year, bringing a torrent of new design possibilities. Thin, large porcelain slabs - which can be used to cover all manner of surfaces including countertops and furnishings - are now available in sizes up to 5.25' x 10.5' from companies like Ava and Floor Gres. Wood-look tiles are being produced in



(l. to r.)Fondovalle Komi, Caesar Aextra30, Ava I Marmi, Casamood Neutra 6.0.

formats as large as 4'x4' and as long as 8' (such as Komi from Fondovalle). And porcelain pavers, which were typically 20mm thick, now come in a 30mm thickness (such as Aextra30 by Caesar) for high-traffic outdoor flooring.

LIFE AQUATIC

Conjuring images of Mediterranean life, this marine palette of greens and blues is perfect for a pop of color. From large-format and modern surface effects to more traditional shapes and motifs, these cool colors are bringing a coastal vibe to the interior. Collections include: Atlas Concorde Dwell, Cerasarda Sardinia, Imola Kiko and Shades, Lea Ceramiche Bio Recover, MIPA Puerto Rico and Tagina Details.



Pictured (L-R): Atlas Concorde Dwell, Tagina Details, Cerasarda Sardinia, Imola Shades

Cersaie, the International Exhibition of Ceramic Tile and Bathroom Furnishings will be held next year in Bolgna, Italy, September 26 - 30 , 2016. www.cersaie.it