



# TILE Style

## Studio Ceramico are leaders in tile design. Here's why...

Whether you're designing a new home or renovating the house you're in, choosing tiles for floors and walls is always a challenging creative process. After all, you're about to make a big long-term decision. We all know the feeling – excitement on one hand and stress on the other. You know you're about to create a new, up-to-date look, but you also know that if you make the wrong choice of tiles, you'll live with your mistake for many years down the line.

**So, with thousands of tiles to choose from, how do you make the right choice?**

It's simple, really. All you have to do is study global tile design, determine which mega-trends will endure, hunt down tiles that express the trend which best suits you and then apply your creative genius to create matching wall, floor and *listello* combinations that bring everything to life. Easy, right?

**Or you could get everything from a tile design studio.**

Studio Ceramico have the size and heritage to tackle the task professionally and are leaders in this field – and what an exciting field it is!

Their research and design team are in touch with international tile trends – from fickle fashions to the more enduring, timeless mega-trends that will always be in vogue, such as our natural affinity for nature, the desire of some for uncluttered simplicity or the decorative, or the opulent and lavish, to name just a few.

In their expression of each trend, artists at Studio Ceramico find

their inspiration in fascinating places – from the rustic settings of southern Italy and the classical splendour of ancient Rome to the simple beauty of sandstone or granite, and even the sensuality of silk. Colours, tones, textures, sizes and finishes are all a way of life in their studio as they design floor and wall tiles that will create the kind of look and atmosphere we all yearn for.

These artists take the process one step further: within each mega-trend, ranges of floor and wall tiles are perfectly matched with *listelli* and other décor insets to create beautiful interpretations that are either classical or more modern.

Their unique display presentations are an inspiration in themselves.

**What more could you want?**

Well, perhaps you'd like to see it all for yourself. SA's leading tile and décor specialist, CTM, understood the dilemma most of us face when choosing tiles, so it cleverly negotiated exclusive rights to distribute the Studio Ceramico tile solutions in all its stores. The launch of this exciting studio's work is underway, starting with a variety of ranges expressing the enduring Natural and Simplicity mega-trends.

In the Natural mega-trend, inspired by rock formations of slate, marble, granite and sandstone, are options like the CURTIS range, mimicking limestone. This is a neutral palette, with delicate specks on a satin finish. What's more, it's better than natural limestone



since it's non-absorbent.

The grey and light beige tiles offer a neutral backdrop for a wide variety of décor styles, from pristine whites to rich colours. Combined with modern mosaic with a glass insert or a more classical feel, incorporating pearl leaf borders, it enables you to choose the look that's best for you, whether it's elegant, minimalist or contemporary.

The Simplicity mega-trend is characterised by the minimalist look. It's all about clean lines, neutral colours and simple designs. Within this range is the IMAN tile, available in warm walnut and cool bone. These tiles offer a neutral backdrop for a wide variety of décor styles, from the New York loft style or classic Grecian style to a mahogany-rich look. Whether you combine it with borders incorporating a Greek agapanthus relief or more masculine borders with geometric shapes and a metallic finish, you can choose how to express yourself best.

CTM will continue to bring out more ranges within the Natural and Simplicity mega-trend. Also look out for ranges within the Decorative and Opulence mega-trends.

**Sound exciting?**

It is, if you want to make the right tile decisions for your home. Remember, tiles are almost forever... Take a drive down to your nearest CTM and you'll understand what all the fuss is about. Or visit our user-friendly website at: [www.ctm.co.za](http://www.ctm.co.za).

**STUDIO CERAMICO**  
LEADERS IN TILE DESIGN

Only at **CTM**