

# Stylish living comes standard

...when you choose from Studio Ceramico's range of tiles available at CTM.

Whether you're designing a new home or renovating your existing one, choosing tiles 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 the 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, tiles are almost a lifelong investment.

So, with thousands of tiles to choose from, how do you choose the one you want to live with? 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 that best suits you, and then apply your creative genius to create matching wall, floor and listello combinations that bring everything to life.

Or, you could get everything from a tile design studio. Studio Ceramico are leaders in this field. They have the capacity and heritage to tackle the task professionally, and their research and design team is in touch with international tile trends – from the fickle fashions, to the more enduring, timeless mega-trends that will always be in vogue, such as those reflecting an affinity for nature, some that exude uncluttered, clean simplicity, or others for their decorative opulence, to name just a few.

In their expression of each trend, Studio Ceramico artists find their inspira-

tion in the most fascinating ways – from the rustic settings of southern Italy and the classical splendour of ancient Rome, to the simple beauty of sandstone and granite, and even the fine texture of silk. Colours, tones, textures, sizes and finishes are all a way of life at Studio Ceramico, as they work to design floor and wall tiles that will create the kind of look and atmosphere you yearn for.

They take the process one step further – within each mega-trend, ranges of floor and wall tiles are perfectly matched with listelli and other decor 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, maybe you'd like to see it all for yourself. South Africa's leading tile and decor specialist, CTM, understands the dilemma most of you face when choosing tiles. So they have cleverly negotiated exclusive rights to distribute the Studio Ceramico tile solutions at their stores.

The launch of this exciting studio's work is underway, starting with a variety of ranges expressing the enduring Natural mega-trend. Inspired by natural rock formations of slate, marble, granite and sandstone are ranges such as Tranquility, a neutral tile with a natural and silky feel that you could mistake for real marble. The beige and ivory tiles offer a warm backdrop for a variety of decor styles. See them combined with modern or classical borders.

Then there's the Curtis range, inspired by limestone, which encompasses a neutral palette with delicate specks on a satin finish. It's better than natural limestone, because it's non-absorbent.

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

CTM will continue to launch more ranges within the Natural mega-trend. Also look out for ranges within the Simplicity and Decorative mega-trends, as well as the emerging Opulent trend.

## Sound exciting?

It is if you want to make the right tile decisions for your home. Remember, tiles are a lifelong investment...

Take a drive to your nearest CTM and you'll understand what all the fuss is about, or visit the user-friendly website at [www.ctm.co.za](http://www.ctm.co.za).

