



DESIGNOVATIONS: Erin DeMuth

A large part of my role as a design and sourcing manager consists of providing fellow designers with the latest trends and timeless ceramic and porcelain tile aesthetics for their designs. My colleagues and I attend the world's largest tile show in Bologna Italy, Cersaie, and the largest North American tile show, Coverings, each year. Our goal is to identify what is trending and to assess if the trend will stick around and ultimately impact design for years to come.

At Coverings in early May, I saw a shift in the tile color palette—one that I was very excited to see because I have seen this palette in European interior designs. Over the last couple of years, we have seen pops of primary colors within the ever-present concrete grey tile-scape. This year, we're seeing that color palette change. The primary colors are becoming softer, more saturated, and they are drawing inspiration from retro and Art Deco palettes. I see this contemporary, muted color palette as the next color shift for interior design.



Marca Corona, Bold Mustard.

MARCA CORONA'S BOLD

Bold infuses a 1970s-inspired color palette with three-dimensional structures and large format mosaics in its ceramic tile. The geometric structure of the collection—concave circles and lines—is unique and simple to balance out its bold palette. The mosaics reflect similar geometric forms in two dimensions. This balance allows the designer to play with the positive and negative space between the materials, making the grout joints an important design element and inviting designers to explore how bold grout colors visually impact designs. As the market embraces more bold color palettes within tile collections, I'm sure we will see a shift toward bold, bright grout colors to complement and enhance those designs.



Marca Corona, Bold Sage.

SARTORIA'S TSQUARE

The Sartoria brand is a new division of the Terratinta Group, featuring curated collections of ceramic and porcelain tiles with tailored color palettes and uniquely crafted details. TSquare is a collection of “T”hree aesthetics in “square” formats.

The first T, a ceramic wall tile, draws inspiration from the handcrafted look of Moroccan Zellige tiles and features a subtle undulation to the tile surface with a hand-cut edge and tonal variation within the glazes, which are reminiscent of watercolor paintings. The second T draws inspiration from vintage cement tiles, mottled and patterned, and how the aging process affects the color and body of the tile. The third “T” is a mosaic tile, which has a structured micro mosaic look on a 2"×2" format. The microstructures have a fabric-like surface texture.



Sartoria, TSquare in Pink Powder, Fresh Thyme and Royal Blue mosaic.



Ornamenta, Operae Deco Inked.

ORNAMENTA'S OPERAE

Operae ceramic tile has a special place in my design heart. This collection satisfies many areas for me: my love of Art Deco, a gorgeous palette of muted and saturated colors, and palm leaves. D-Segno Studio, responsible for the design of this collection, creates collections that exude eclecticism, design rigor, and color and materials research—all of which are illustrated in Operae.

Operae's large format designs range from gradient fades to plant motifs—a nod to 1950s design—to exaggerated fabric weaves to Art Deco designs to very large-scale terrazzo. These fit into very different design styles but what unifies the collection is the color palette; it has taken an otherwise primary color palette, muted the colors and made them more saturated.

● THE AUTHOR

Erin DeMuth is the design and sourcing manager for Creative Materials Corporation. She has over ten years of experience designing commercial interiors, high-end residential and hospitality projects as well as specializing in tile and natural stone sales. DeMuth specializes in creating pattern designs and layouts for interior designers and architects.