

# Don't be



Oransay tile, from £8 for a 50x50mm tile, Rupert Scott

# SQUARE

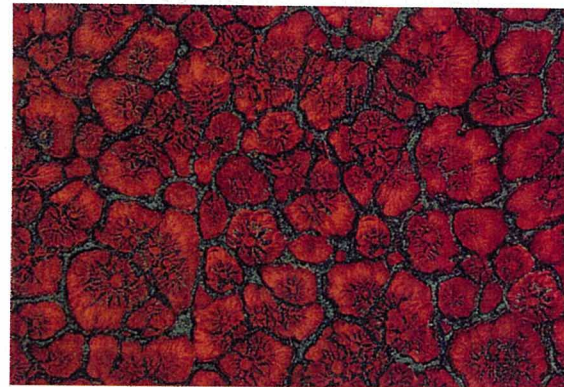
When it comes to tiling, resist your conservative urges – go for colour, pattern, texture and bold customised printing. **Emily Brooks** seeks out new trends to make you stand out from the crowd

W all tiles are some of the unsung heroes of your home: they're easy to clean, incredibly hardwearing and retain their good looks over a long period of time. There's always the temptation to go for natural, neutral schemes that never date (especially if you're planning to sell on), but if you're feeling brave enough to make a design statement tiles can often do the trick

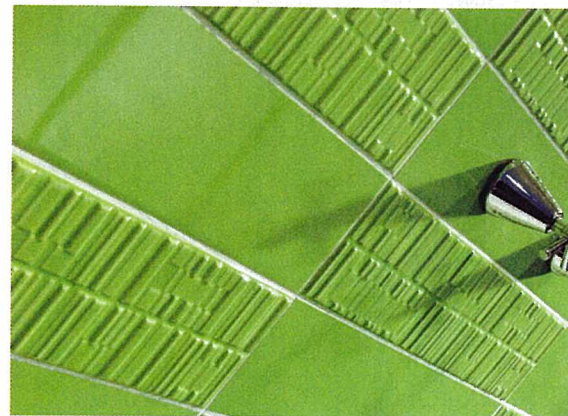
in a way nothing else can. According to Sheila Elliott, Creative Director at British Ceramic Tile, "The latest trends we can expect to see coming through are larger format tiles; metallic glazes; raised prints; more colours; textured tiles; structured surfaces; and probably the next big thing is digital printing." If you want to make a splash but you're not sure where to start, here are some ideas to spark your imagination. »

## Tac-tiles

Heavily textured tiles are one of the newest trends on the market, and make for a striking designer look. Make it fun, using zingy colours and retro-style raised patterns, or completely way-out with visual effects inspired by everything from crocodile skin to boiling-hot lava. If it all seems a bit over the top for your liking, tone things down by mixing textured with plain tiles, either in a chequerboard pattern or as a border – a far more economical option, too.



Diablo tile in Bloody Red (706x253mm), around £46.90 per m<sup>2</sup>, Craven Dunnill



Sextans textured tile (400x100mm), from £82.29 per m<sup>2</sup>, Johnson Tiles



Crocodile ceramic tiles (in five different sizes – the pattern is created by mixing them up), from £1.79 each, Topps Tiles

## Raid the history books

From the sun-soaked Mediterranean to the classic blue-and-white Dutch Delft, there's a wealth of geographical and historical reference that can help create an authentic look or simply nod to a certain time or place. The Victorians had an enthusiasm bordering on mania for tiling, so if you have a 19th-century property you can afford to be especially extravagant. Reproductions of original Victorian embossed designs are widely available, but the heavy green, mustard and wine-coloured palette isn't for everyone – go for pure white if you want to tread the path between old and new



**Classic, Crown, Leaf, and Cable embossed wall tiles in Snowdrop**, price on application, H&E Smith



**Hacienda tiles** (100x100mm), hand-decorated in Tunisia, £2.13 each, Fired Earth

## Paint a picture

Why have what everyone else has? Go beyond just a field of colour or an abstract pattern and commission a one-off design that can cover a large wall.

Art on Tiles makes hand-painted panels for areas such as kitchen splashbacks or behind the bath, for example, or have a favourite photo transformed into a large-scale mural by Digitile. Digitile also provides a large range of stock photographic images

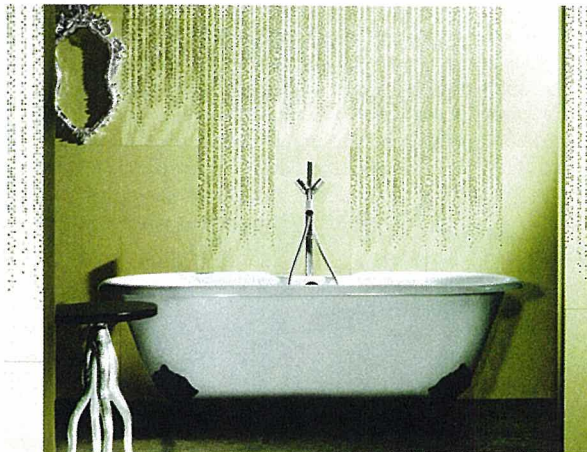
that can be made into murals, from spreading magnolia trees in bloom to extreme close-ups of mouth-watering fruit. Digital images really are the next big thing in tiles – have a look at hot designer Dominic Crinson's work for a glimpse of what's possible now: he uses photographic images as a starting point for amazing illusionistic tiles and tile murals that interlock to create fascinating patterns



**Divers tile mural**, Digitile: photographic murals cost from £403.92 per m<sup>2</sup>, plus a flat fee of £36 for using a customer's own image, with a minimum order of 1m<sup>2</sup>

## Super-size it

New technology means that tiles can now be produced in ever-larger formats, and tile designers have embraced this, creating super-sizers that can take bigger, continuous patterns or be used across larger surface areas without looking too busy. Because of their size and weight, it's especially important that the surface to be tiled is flawlessly even and clean, and they may also need specialist adhesives.



**Le Reble Bijoux decorative tile** (340x560mm), from £80.99 each; **Le Reble Bijoux plain tile** (340x560mm) from £16.50 each (or 30 per cent cheaper when 4m<sup>2</sup> or more purchased), Topps Tiles

## Contacts

**Art on Tiles** 01243 552346 [www.artontiles.co.uk](http://www.artontiles.co.uk)

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**Craven Dunnill** 01746 761611 [www.cravendunnill.co.uk](http://www.cravendunnill.co.uk)

**DeFerranti** 020 7384 4424 [www.deferranti.com](http://www.deferranti.com)

**Digitile** 020 7241 7494 [www.digitile.co.uk](http://www.digitile.co.uk)

**Dominic Crinson** 020 7241 7467 [www.crinson.com](http://www.crinson.com)

**Fired Earth** 0845 366 0400 [www.firedearth.com](http://www.firedearth.com)

**H&E Smith** 01782 281617 [www.hesmith.co.uk](http://www.hesmith.co.uk)

**Johnson Tiles** 01782 575575 [www.johnson-tiles.com](http://www.johnson-tiles.com)

**Original Style** 01392 473000 [www.originalstyle.com](http://www.originalstyle.com)

**Rupert Scott** 0845 450 7684 [www.rupertscott.com](http://www.rupertscott.com)

**The English Tile Company** 023 9245 9900  
[www.english-tiles.co.uk](http://www.english-tiles.co.uk)

**TileClick** 0844 871 5626 [www.tileclick.co.uk](http://www.tileclick.co.uk)

**Topps Tiles** 0800 023 4703 [www.toppstiles.co.uk](http://www.toppstiles.co.uk)

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