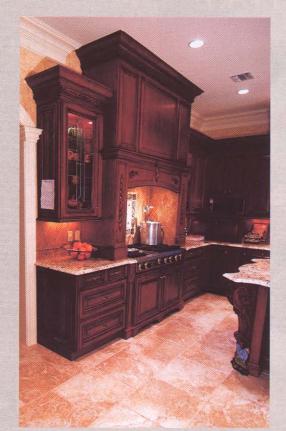


DESIGN DETAILS FROM ANNA MARIE FANELLI

Flooring Trends

HOW DOES SUSTAINABLE – OR "GREEN" –
DESIGN AFFECT THE TILE AND STONE
INDUSTRY'S FLOORING ASPECT?

Cement tiles, recycled glass and cork are all considered environmentally friendly materials. Cement tiles are available in a variety of exciting colors, such as rich hues of blue, green and vellow and with intricate coordinating borders. You can custom design a unique floor pattern and have your entire floor out of cement tiles. Innovative field glass tile, glass mosaics and decos are made of 100 percent recycled glass technology. This material also has an artistic flair and easily be combined with other field material to add texture to the flooring. Lastly, cork flooring is water-resistant, low maintenance, cost effective and eco-friendly. This natural product is a winner in the family room. kitchen, guest room etc. Cork is a lifetime investment: as it is very durable and, due to its cellular structure, it absorbs sound waves perfect for any age group of consumers.



HOW DOES COLOR AFFECT FLOOR DESIGN?

High-fashion colors, patterns and materials have migrated throughout the home, enriching

the resource palette for tile and stone professionals. With both fashion and interior design veterans at the helm of the Color Marketing Group, the design industry's primary authority for color forecasting, it's no wonder that home and fashion trends have become synchronized. Even if a client wants to be safe with beige stone or porcelain flooring, you can still brighten the space via texture, with colorful pebbles for a Zen look, intricate mosaic borders or bright glass mosaics or borders. Slate is an excellent way to bring in color texture and movement. There is an extensive slate color palette and a wide range of available tile shapes - hexagons, rhomboids, offset brick, circular, 3/8-inch-square mosaics and much more - to add interest to any flooring.

HOW DO YOU INCORPORATE PATTERN INTO YOUR FLOORING?

You can use stone or porcelain in sizes that include 16x24, 16x16, 8x16 or 8x8 inches, with distressed edges to create that Old World feel. The advantage of porcelain material is that it is half the price of stone, and requires no maintenance. You can even take it outside, since it is frost-proof material. Or try using a 20x20-inch tile in an offset pattern. Scatter a few decorative floor inserts, such as a hand-cast leaf or floral pattern, to add texture and interest to your flooring. If you're on a budget.

you can still have an interesting design, by simply using glass, metal or stone mosaics on a sheet and cutting a couple of rows for a border detail or inserts for your flooring.

WHAT ARE SOME INTERESTING FLOORING IDEAS FOR THE OUTDOORS?

Bring the European flair outside, with travertine pavers that stand the test of time They are ideal for patios, pool decking and walkways, driveways and much more. These pavers will not degrade like many concrete products. The lack of metal content allows them to remain cool underfoot, even on the hottest days. Pebbles are a perfect material for flooring in outdoor locale such as pool decks, swimming pool bottoms, outside kitchens or even frieze lines on pool perimeters. And they interlock, so you never see a seam. Try a porcelain rhomboid tile, to create a diamond-shaped lattice pattern that adds visual interest to any outside project. There's no maintenance - ever!



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