

Picture This

THE ADVANTAGES OF ventilated facade systems using ceramic or stone cladding are considerable: a streamlined design process, manufacturing that ensures material uniformity and performance reliability, and—perhaps most compelling in light of the mindset dominating much of architecture, engineering, and contracting today—a rapid build-speed. For creative minds, though, working within the confines of rectangular panels can seem like little more than a cut-rotate-paste-repeat job.

Dot-to-Dot, a new approach by Italian tile manufacturer Tagina, offers designers in such a box increased artistic freedom. The system is based on three-dimensional, varied-tint ceramic modules that function as pixels when mounted on the facade frame, much as a pegboard or the popular Lite-Brite does. Working with Tagina, architects can design their own limited-edition molded ceramic units to enhance exteriors. —Lisa Caldwell



PIXELATED
by Tagina, tile company
(conceptual art by the author)



ANNA MARIA FANELLI
Vice President,
Designer
Floor & Decor
Tenafly, New Jersey

“The key to successful tile design is to clearly understand your client’s personal style, budget, and vision. Porcelain tile comes to the rescue when a cost-effective, maintenance-free product is required; there are so many large formats available, as well as an array of wood-look products that satisfy many design objectives for both floor and wall applications. Mixing tiles of different sizes can create a striking effect, but it can be challenging for an installer.”



MARK SCHAEFER
Principal
MBSA Architects
& Planners
Chicago

“As an architect, I often look to tile to solve some of the thornier design challenges my projects present, particularly when color, scale, and durability are needed. And with the new technologies now being introduced by the ceramic tile industry—such as large format, thin-sheet surfacing, and almost unlimited digital printing—the opportunities for tile use are ever expanding.”



WAYNE TURETT
Principal
Wayne Turett
Collaborative
Architects
New York City

“Tile is one of the many excellent wall-surface materials found in a designer’s toolkit and in my view is the interior representation of a building’s structure. I prefer working with tile that has an understated quality, with a style that isn’t too busy. Also I usually shy away from bright colors unless they’re used as an accent. Typically use tile in two ways: small tiles to add texture and depth and large tiles to create a monolithic look.”

KEY \$=PRICE, \$\$=MID-RANGE, \$\$\$=HIGH-END



MICRO
MANUFACTURER: Italtile
PERFORMANCE: Porcelain body tile rated for floor and wall use.
PRICE RANGE: \$\$
APPLICATIONS: The generous 39 1/4-inch-square tiles, incised with a grid of tiny squares, are finished with a randomly pitted texture. Available in gray, black, and white.
ITALCO.ES
(SNAP #32)



HOUNDSTOOTH COLLECTION
MANUFACTURER: New Ravenna Mosaics
PERFORMANCE: Jewel glass tiles are rated for vertical interior use; the stone versions can be installed indoors or out, as floor or vertical surfaces.
PRICE RANGE: \$\$\$
APPLICATIONS: Offered in four colorways, the bold take on a classic pattern makes a big statement in residential, retail, and hospitality projects alike.
NEWRAVENNA.COM
(SNAP #33)



SEASON WOOD COLORBODY PORCELAIN
MANUFACTURER: Daltile
PERFORMANCE: These LEED-eligible tiles are interior and exterior rated for residential and commercial use...but not for pool decking.
PRICE RANGE: \$\$
APPLICATIONS: An oblong format enhances the tiles’ reclaimed wood look and texture. Field tiles come in four sizes; items include floor but nose, cover base, and cover base corner.
DALTILE.COM
(SNAP #34)



OCEAN COLLECTION
MANUFACTURER: Silestone
PERFORMANCE: This nonporous quartz-based surfacing is heat-, scratch-, and stain-resistant as well as Greenguard and NSF certified.
PRICE RANGE: \$\$\$
APPLICATIONS: With its highly figured granite-like appearance, the surfacing works for commercial and residential countertops. The 6 1/2-by-18 1/2-inch slab size offered in six hues and three thicknesses—1/2-inch, 3/4-inch, and 1 1/4 inches.
SILESTONEUSA.COM
(SNAP #35)

create, giving consumers an extra bonus: special properties. In a proprietary process, a clear photocatalytic (light-sensitive) coating is fired onto the tile, permanently bonding it to the surface, which then becomes hydrophilic—meaning that rather than beading up on the tile, water spreads evenly outward. In essence, the coating acts as a protective film, thereby reducing maintenance costs. When exposed to the sun or artificial light, tile with Hydrotect can accelerate the breakdown of harmful nitrogen oxides—found in smoke and exhaust fumes—into benign nitrates. When used in enclosed spaces, the tile can reduce VOC levels, improving indoor air quality. Antimicrobial metals in Hydrotect work to inhibit mildew and mold, minimizing the need for harsh cleaning agents. Intriguing technologies still on the boards include one that generates power and ultra-lightweight self-insulating thermal tile. —LC

Special Treatment



REALLY CLEAN LINES
The stoneware panels from CasagrandePetro that clad Daniel Libeskind’s Pompidou installation in Bologna are specially glazed with Hydrotect to reduce air pollution and be self-cleaning.

SNAPSHOTS

NEW MATH

\$103 BILLION

The global market for ceramic tiles is expected to reach \$103 billion by 2016.

SOURCE: TRANSPARENT MARKET RESEARCH, 2013

TILES
(CERAMIC, PORCELAIN, MOSAIC, GLAZED)
SPECIFIED BY PROJECT TYPE
(Q1 2013 TO Q4 2014)



SOURCE: ENR BAR WELL CONSTRUCTION RESEARCH & ANALYTICS

TILE-SETTING MATERIALS MANUFACTURERS TO WATCH

MORTAR
LATICRETE INTERNATIONAL
ARDEX AMERICA

SOURCE: DOWNLOAD PAGE FROM ENR.COM OVER A 10-WEEK PERIOD

TILES
(CERAMIC, PORCELAIN, MOSAIC, GLAZED)
SPECIFIED BY PROJECT TYPE
(Q1 2013 TO Q4 2014)



SOURCE: ENR BAR WELL CONSTRUCTION RESEARCH & ANALYTICS

STONE COUNTERTOP MANUFACTURERS TO WATCH

VT INDUSTRIES
CANTINA
CASHSTONE

SOURCE: DOWNLOAD PAGE FROM ENR.COM OVER A 10-WEEK PERIOD