

Decorating Trends

Ceramic Tiles Evolve Into An Art Form All Their Own

(NAPSA)—Ceramic tiles are taking a big step forward and moving out of the kitchen and bathroom into other rooms of the home. Much of the reason for this is the popularity of the traditional classic Spanish design, which is now finding new energy and life throughout the U.S. This has led to some of the most interesting and creative design concepts the world has ever seen.

Equally as important as this innovation is, however, the tile industry has come to realize the importance of educating consumers in regards to the benefits of using ceramic tile. Casa Decor, for example, an international producer of interior design exhibitions, realizes the significance of this and has made both ceramic innovation and education its goals with every showhouse it produces.

Ceramic Tiles Stretch Outdoors

The showhouse renovated the local Miami Woman's Club, an early 20th century building close to ruin, and transformed the site into the world-renowned host of some of today's most captivating interior and exterior designs. Filled from top to bottom with elaborate home decor, Casa Decor also stretched outdoors and overlooked Miami's beautiful Biscayne Bay with a gorgeous view of downtown Miami Beach.

Adding creativity to innovation, designers of Casa Decor Miami chose to incorporate ceramic tiles into their art. Tile of Spain donated thousands of tiles from seven of its branded manufacturers specifically selected by designers. Those manufacturers asked to be involved in this project were Azulejera Alcorense, Halcon Ceramicas, Onix, Porcelanosa, Roca, Rocersa, and Tau Ceramicas. In these projects, whether designers wished to play up light and tex-



Ceramic tiles have evolved from a practical kitchen and bath utility into an art form all their own.

ture, experiment with alternate surfaces such as fabrics and hides or bring the visual elements of natural aesthetics into their home, Spain's ceramic tiles were used to create design options as limitless as the imagination.

Casa Decor's "Courtyard Café," designed by Stanley Matz, for example, created a pristine patio filled with white orchids and ferns and the sounds of water flowing softly in the background. It was the exterior tile floor, however, that stole the show.

A Touch Of Glamour

Another room nestled into Casa Decor's second floor living space was the "Fendi Casa," properly titled "A Touch of Glam" by designer Osirys Mendez. Mendez used a metallic stone-inspired ceramic tile that was bordered by wood-inspired ceramic. These wood-inspired tiles were incorporated not only for their beauty and ability to be easily cleaned, but also for their resistance to water damage.

Anyone looking at these rooms can see that the tiles from Spain are very far from plain. To learn more, visit www.spaintiles.info.