



trend Report

Summary

The 40th edition of The International Exhibition of Tiles and Bathroom Furnishings returned to Italy this year. With 633 exhibiting companies from across the globe and an impressive count of 99,319 international visitors, it was truly a remarkable event. Design professionals and individuals working in the tile, bathroom furnishings, and related sectors found this to be the perfect platform for inspiration.

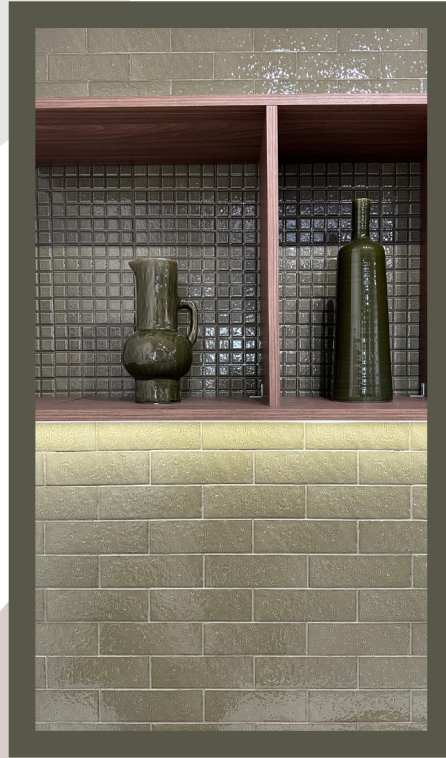
This year's exhibition was brimming with creativity, trend-setting designs and emerging colour groupings. Innovation took centre stage elevating the beauty of surface design.



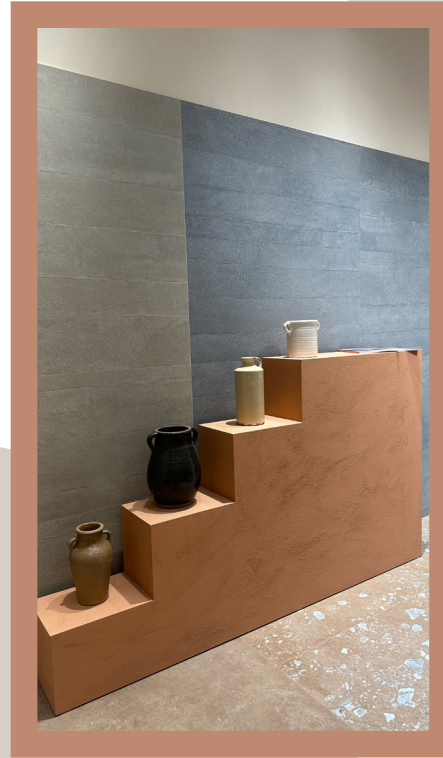
COLOUR *Palettes*



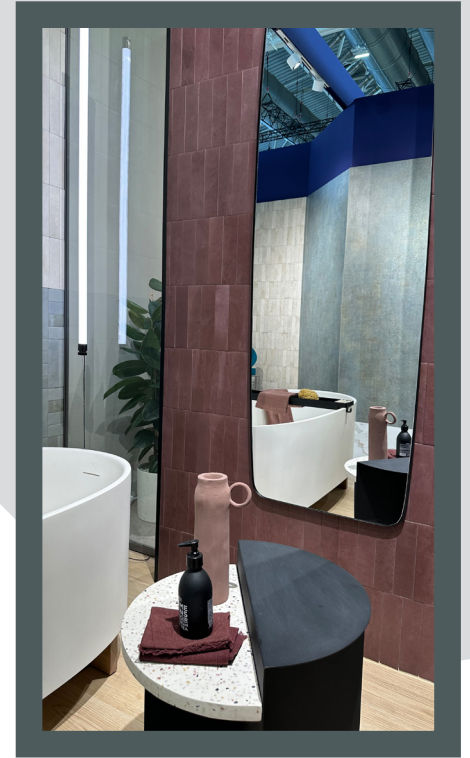
BROWN IS BACK



GREEN ENVY



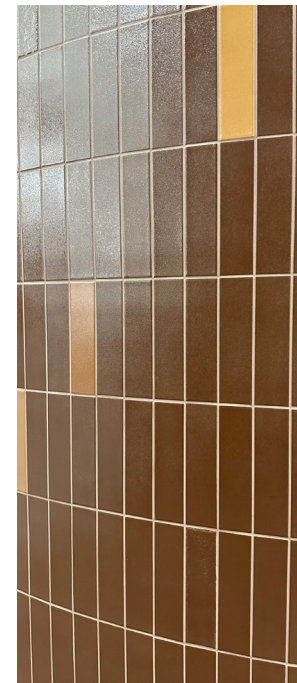
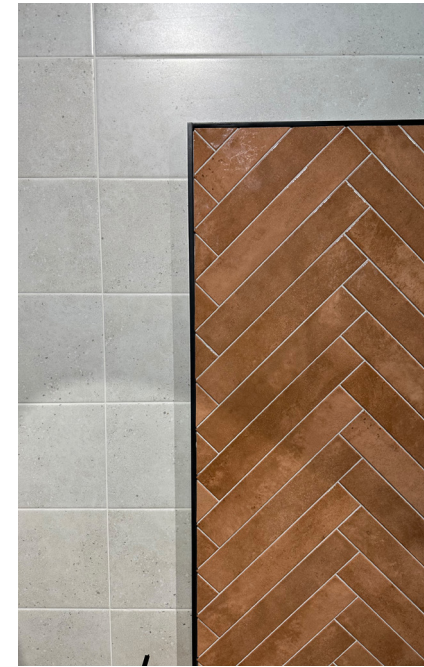
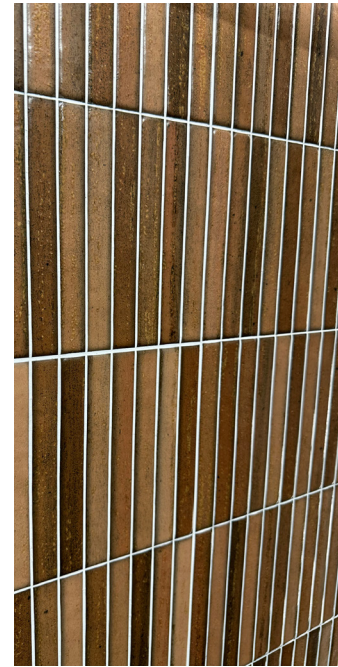
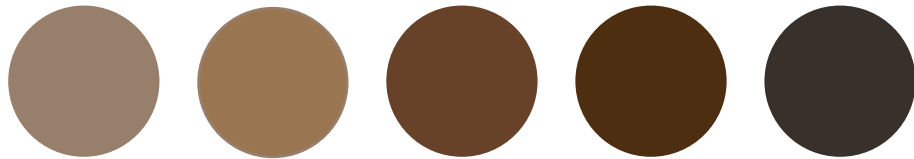
MUTED TONES

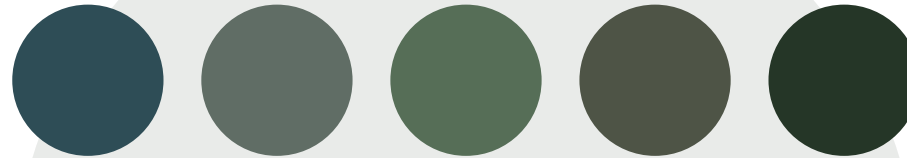
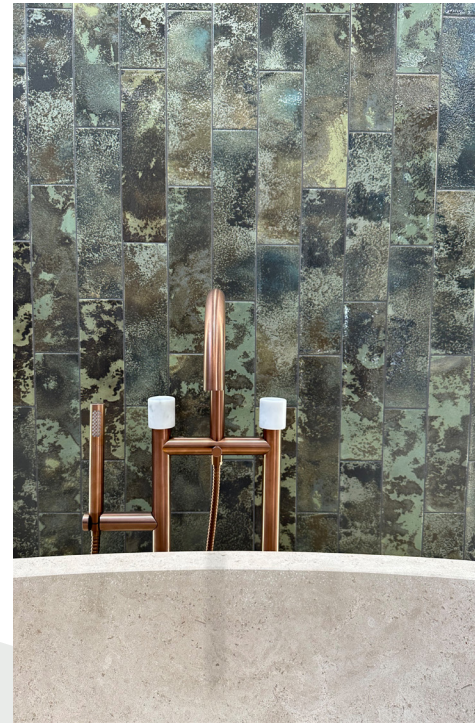


SERENE HUES

Brown is back....

Prepare for a strong return of browns and warm terracotta! This trend was evident throughout the entire show, whether in glazed colours, stones, or marbles. From large-scale designs to smaller formats, these earthy tones are making a significant statement, creating a warm ambiance that suits any space.



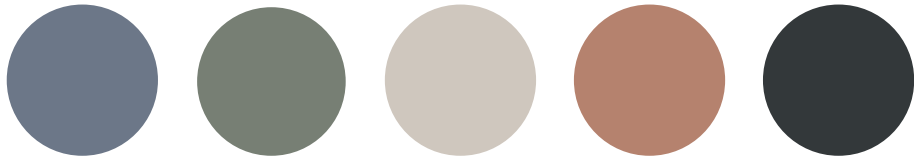


Green Envy...

Green hues continue to hold a lead trend in the realm of colour. Ranging from deep emerald greens to delicate, soothing sages. These shades establish an immediate connection to nature, infusing designs with an uplifting atmosphere and an added sense of depth. In turn, they contribute to creating a positive and serene ambiance within a space.

Muted tones...

Throughout the show, a prominent colour scheme was characterized by earthy, subdued tones with a distinct retro flair. This palette featured a harmonious blend of blues and greens, complemented by soft neutral undertones, making it versatile for various designs. It incorporated glazed colours and organic textures, offering a tactile contrast across both matt and glossy finishes.



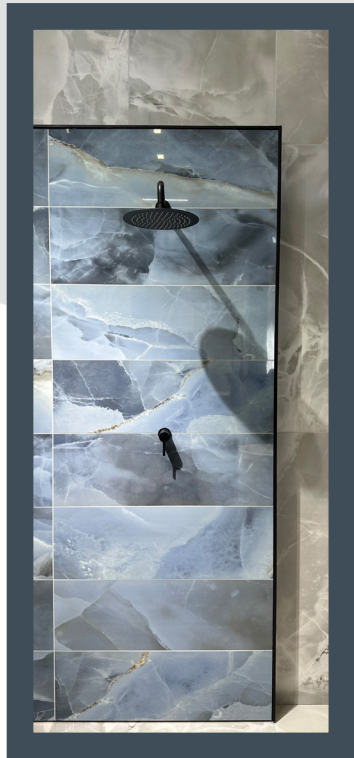


Serene Hues...

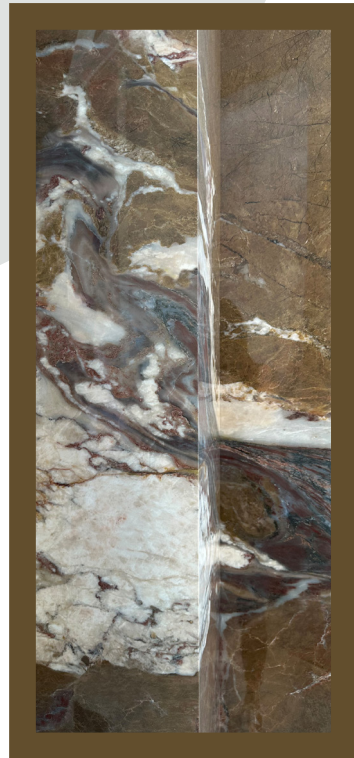
A dominant colour palette that stood out across the displays, were captivating deep slate blues and rich burgundy, elegantly combined with soft, muted putty and light neutrals. This combination gave a fresh, contemporary ambiance that retained a timeless allure.

MARBLE

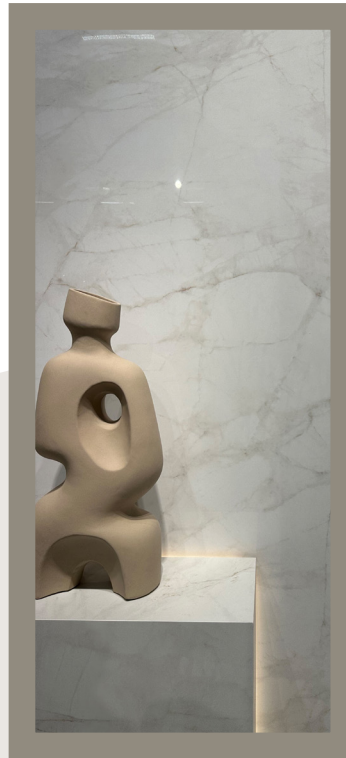
trends



BLUE &
GREEN



BROWN



ORGANIC



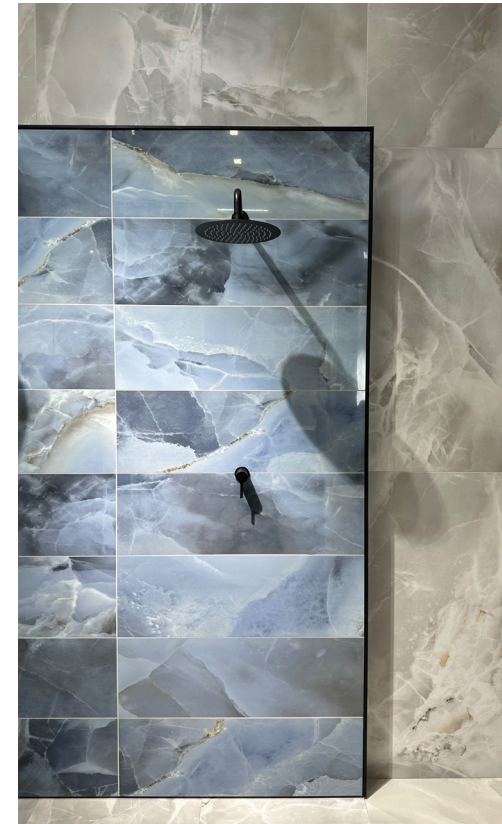
MAXIMAL



BOOK
MATCH

Blue & green Marbles...

This year, blue and green marbles with prominent natural veining patterns gained immense popularity. These marbles showcased striking designs on vein patterns and luxurious onyx materials, primarily in large formats to emphasize the impressive scale and intricate patterns.



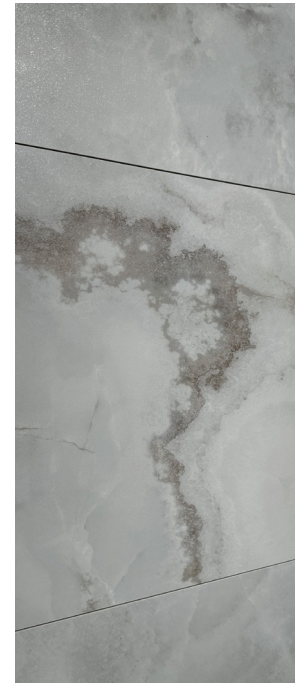
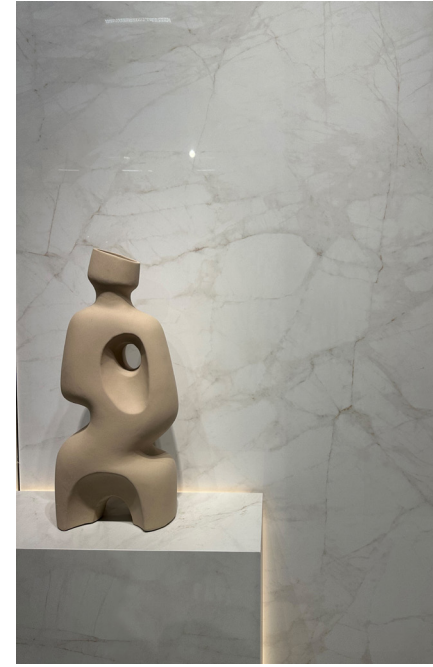


Brown marbles...

This year marks the resurgence of natural browns and earthy tones, which seamlessly translates perfectly to marbles and stones, beautifully blended with rustic and gleaming gold undertones, creating depth within the natural movement of the pattern. Adapting to small format and large scale for complete versatility.

Organic Marble...

Classic organic marbles continue to hold their place as a leading trend, particularly the Carrara pattern, which evokes a timeless ambiance suitable for any space. The prevalent size displayed was 120 x 60, enabling the natural portrayal of movement across an elongated format. Additionally, 60 x 30 has become the standard entry-level option in most collections.





Maximal Marbles...

A notable trend this year was the emergence of maximal marbles, characterised by striking patterns and dynamic movement. Set against bold, deep colours such as black and white, creating an extreme visual contrast. These designs were predominantly showcased in large formats, instantly establishing themselves as a focal point in interior designs.

Bookmatch...

Continuing as a prominent trend, the bookmatch design continued to make a strong presence in marbles and stones, with an increased emphasis on neutral and muted hues for a timeless, enduring look. These designs were predominantly showcased on large-scale slabs to fully showcase the design feature, creating a mirror-like reflection of the pattern.



STONE & CEMENT

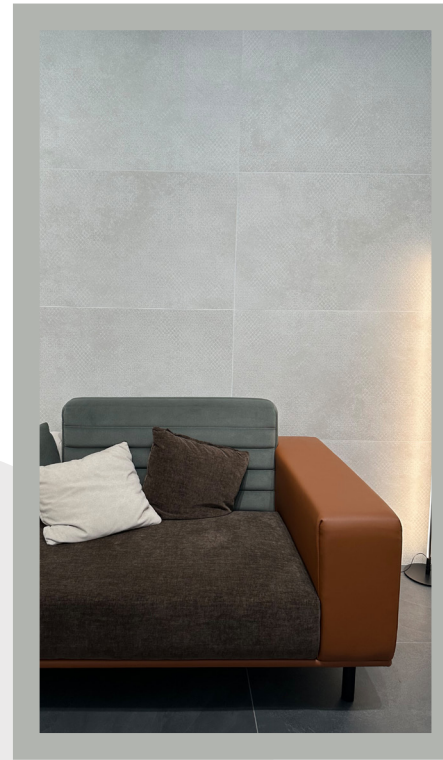
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STONE



TERRAZZO



CEMENT



TEXTURE

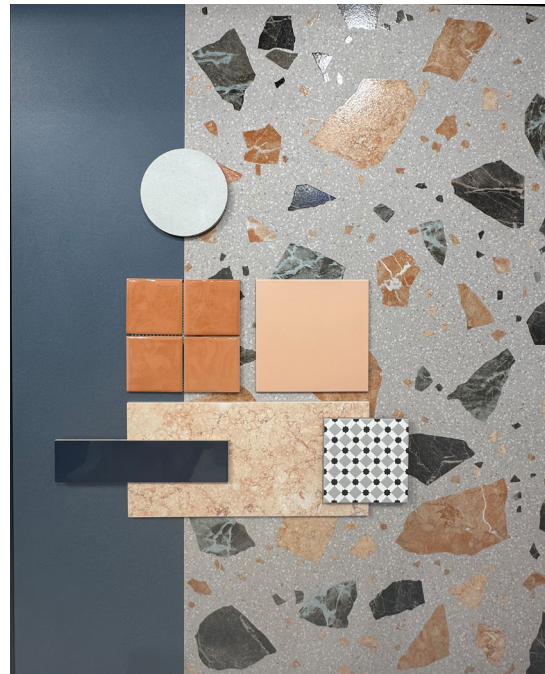


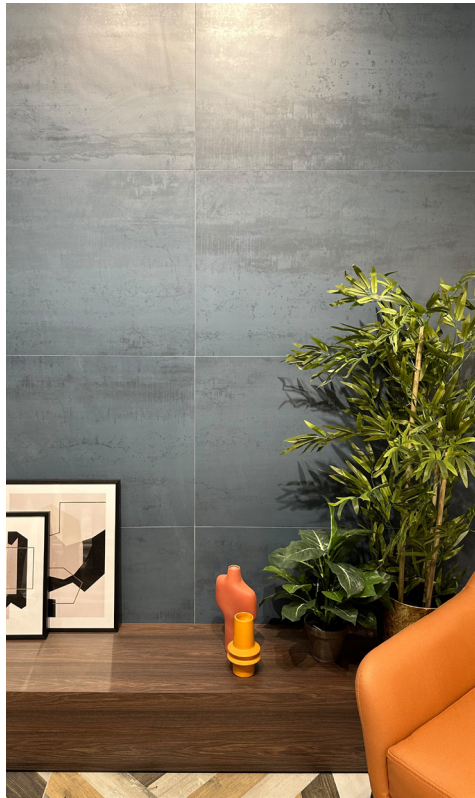
Stones...

Stone elements remained popular this year, echoing warmer earthy colours. Notably, stones featuring linear patterns were prevalent, capturing an organic and soft ambiance. The dominant display sizes continued to be 120x60, with 60x30 serving as the entry-level option.

terrazzo...

Terrazzo continues to be a significant trend this year. Offering diverse pattern sizes, ranging from micro to large fragments. Making it a versatile texture that easily adapts to various designs. Through warm neutrals and playful colours, elevating the space with tactility depth and contrast.





Cement...

While cement and concrete effects took less central stage, they remain relevant in today's trends. Metallic elements infused with a subtle concrete texture were notably present, particularly within neutral and earthy colour palettes.

texture...

This year, a notable trend was the heightened emphasis on surface elevation and intricate details. This was achieved through diverse techniques, including structure, gloss, matt, frit spray prints, and ink jet printing. Notably, 4D printing technology was at the forefront of this, allowing textures to align with the natural pattern, resulting in exceptionally realistic surfaces, a feature prominently displayed across many exhibitor stands.



WOOD & PATTERN

trends



WOOD



FOLIAGE



GEOMETRIC



Wood...

Wood-effect textures made a less notable appearance throughout the exhibition. Yet the quality and realistic appearance remained consistently high - spanning from traditional plank designs to classic square formats. It's a form that remains adaptable to any design, scheme and space.

Pattern...

This year did not bring significant innovations in the realm of patterns. Foliage and geometric patterns remained central, spanning from large formats resembling wallpaper aesthetics to small square formats that conveyed a patchwork-like sensation. Additionally, animal motifs in a painterly style made a small appearance.



SMALL FORMAT

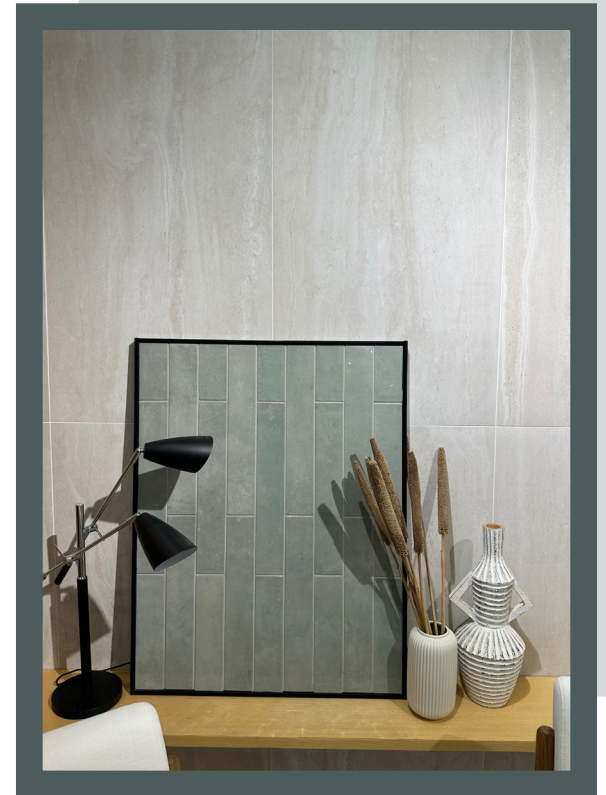
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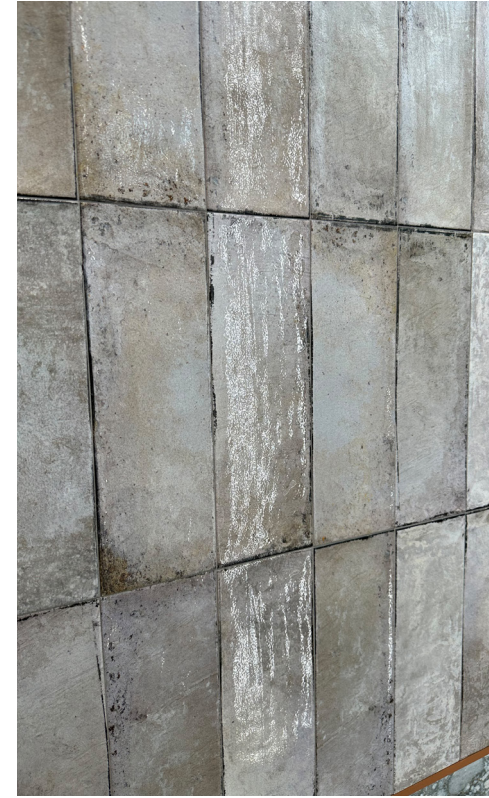
HAND CRAFTED



KIT KAT



ELONGATED

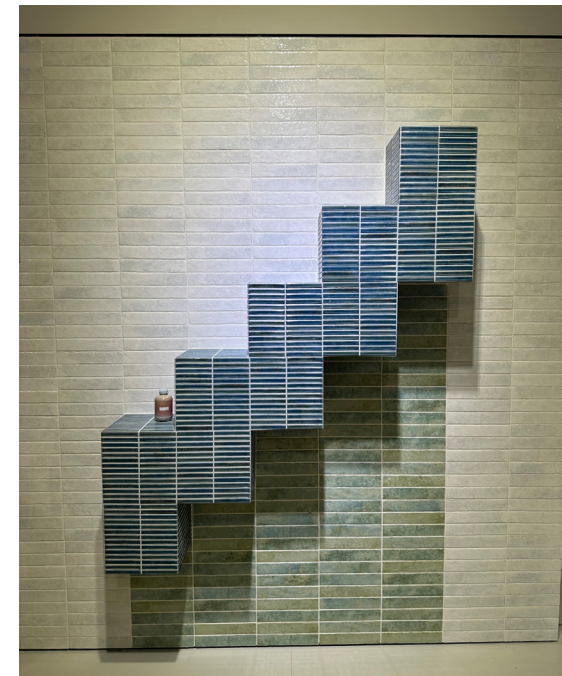


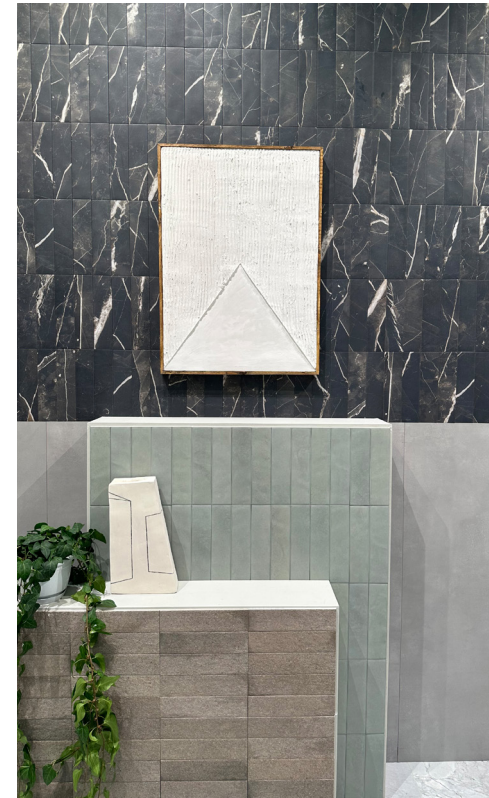
Hand crafted...

Hand crafted textures continued to shine in the small format sector at this year's show, particularly in soft earthy tones and various shades of green. Both glossy and matt finishes were prevalent, and the surfaces were enhanced with the addition of contrasting textures through glossy and frit spray prints, providing a tactile dimension.

Kit-Kat tiles...

A relatively new addition this year, Kit-Kat tiles made a notable appearance in the small format sector, strongly featured across numerous stands. They ranged from plain coloured glazes to organic marbles across a slim elongated format, offering a perfect choice for making a statement or defining specific zones within interior spaces.





Square & Elongated...

Square and slim elongated small formats were significantly featured on numerous stands. These formats ranged from coloured glazes to natural textures. The square format evokes a more traditional and retro ambiance, while the elongated format brings a contemporary touch.

E M E R G I N G

trends



LIME WASH



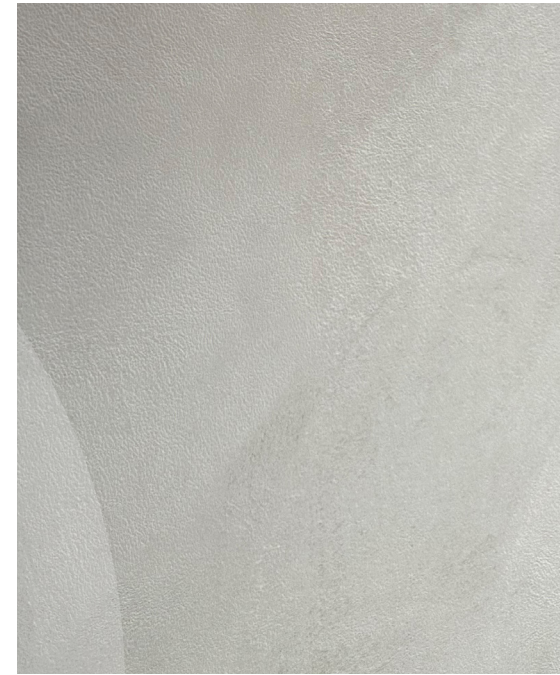
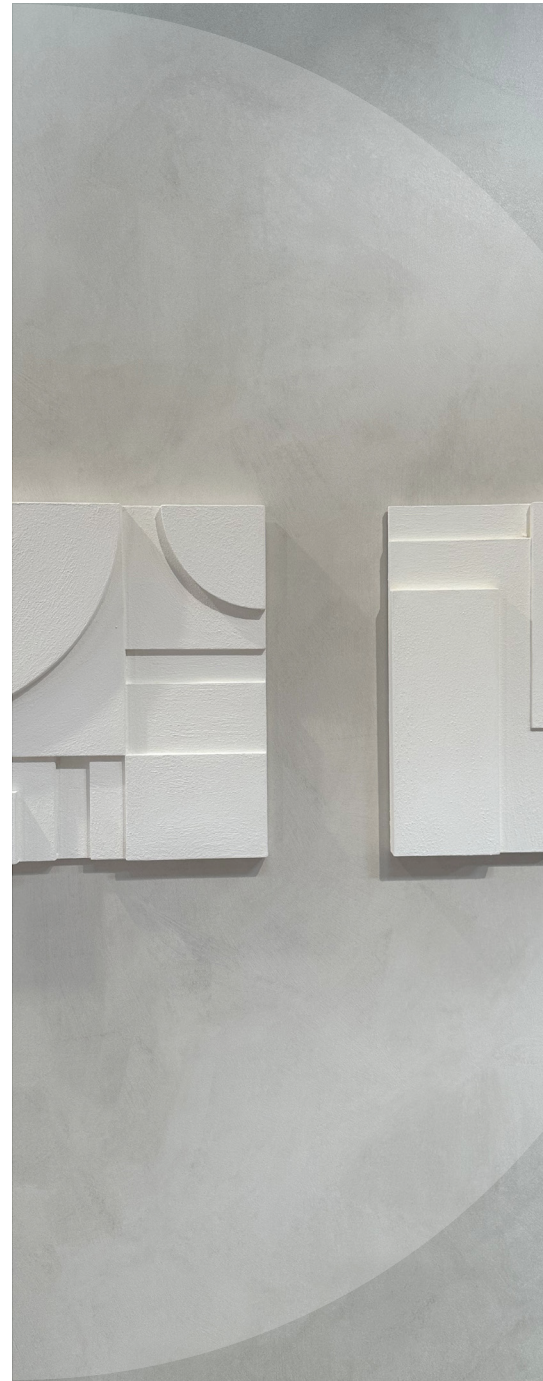
OMBRE



SANITARY WARE

Lime Wash...

Emerging as a notable trend in the interior sector, particularly within the realm of paint, the lime wash effect has seamlessly transitioned into the world of tiling. This technique introduces texture and movement through brush strokes, while maintaining a subtle and minimalist approach with soft, neutral tones. It's a versatile style suitable for various tile formats.





Ombre...

Subtle ombre effects emerged as a micro-trend, covering both slim and large formats, seamlessly adjusting to various scales. This effect produced a tranquil and serene ambiance with subtle tonal variations.

Sanitary trends...

It's worth noting a substantial transformation in sanitary ware trends, highlighted by the widespread shift of coloured basins, infusing spaces with a dynamic and playful charm.





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