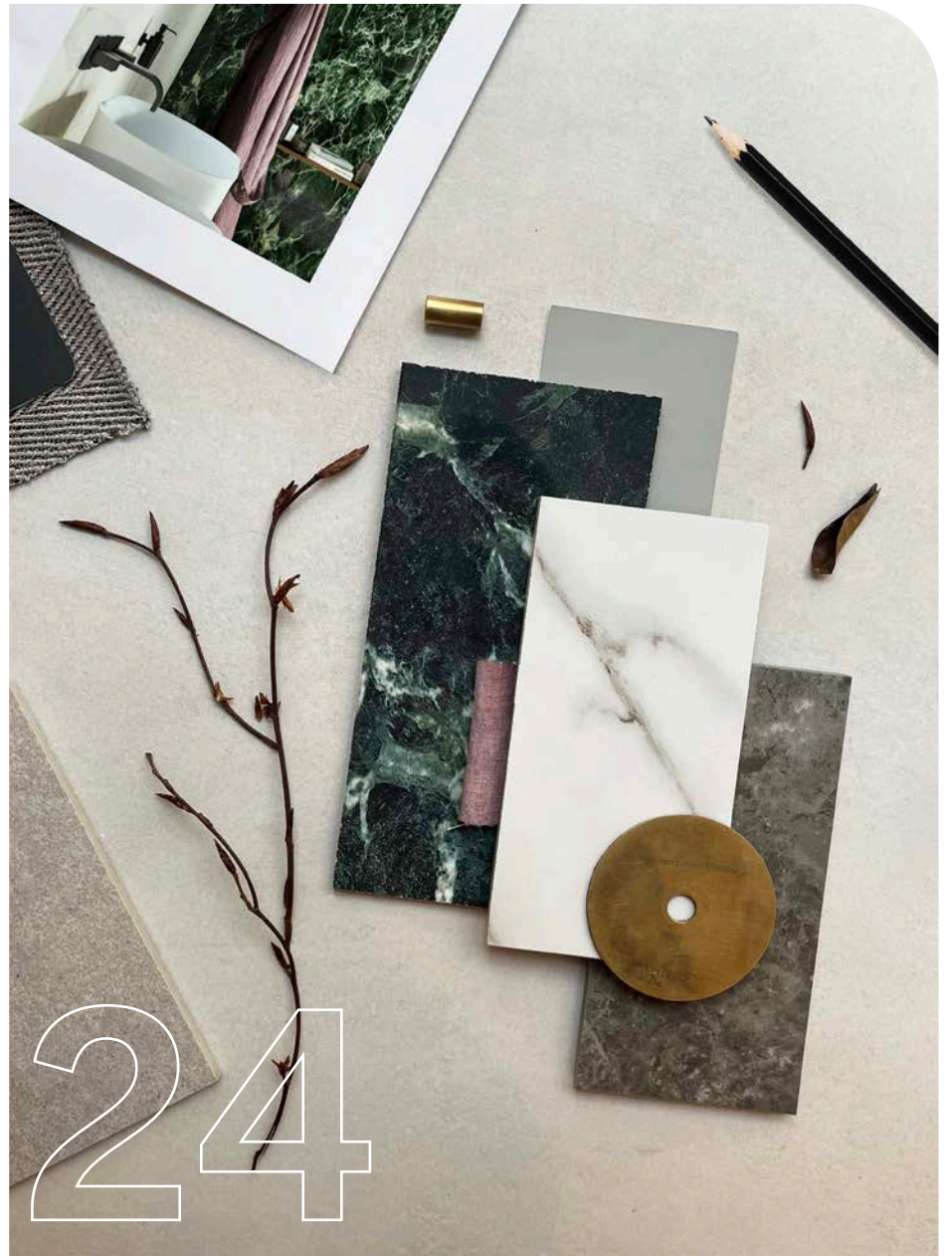


# Design Trends

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2024



INDUSTRY PARTNER

**minoli**





## The prevailing porcelain tile trends for 2024

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The Minoli Design Trends Report 2024 looks ahead at the emerging design directions in porcelain tiles and how they align with the latest additions to our expanding product portfolio.

Collaborating with the pre-eminent tile producers in the Italian ceramics industry and working with leading interior designers, architects and property developers, we're attuned to the shifts in demand for different material effects, patterns, formats and finishes.

The way products are combined or contrasted within specifications, the more inventive applications we see for both modern and traditional settings, and the upswing in interest around different tile styles are cues that influence and inspire our choices and help form our views on the prevailing design themes for the future.

For 2024 we've identified six design trends that embrace the latest creative ideas and production technologies.

### **Trend 01 – Encapsulating Elegance**

Creating luxurious environments with marble-effects

### **Trend 02 - Seamless Stoneware**

Smooth and structured styles for endless applications

### **Trend 03 – Chromatic Creativity**

Combining colours that complement and contrast

### **Trend 04 - Technical Textures**

Innovative designs that deliver visual variety and versatility

### **Trend 05 - Purity Personified**

Next level representations of the most precious and prized marble

### **Trend 06 - Synchronised Surfaces**

Using contemporary concrete-effects as a system of surface solutions



## Trend 01

# Encapsulating Elegance

Through mainstream and social media, celebrities and influencers, there is more coverage and content about luxury lifestyles than ever before. Products, brands and leisure activities that were once only the preserve of the more affluent, are now available, or adapted, to enable us all to enjoy a sense of the finer things in life.

Translating that into the realm of interior design, in recent years we have seen much commentary about the concept of 'Quiet Luxury' and how a movement first apparent in logo-free, less-is-more catwalk fashion, now manifests itself in more minimalist environments, with a focus on timeless textures and high quality, crafted components.

Far from a flash in the pan, working closely with leading creatives in the Italian ceramics industry, and with our interior design, architecture and property development clients, at Minoli we see this trend accelerating further, and that's reflected in the high-performance porcelain tile ranges selected for launch in 2024.

The key tenets of this latest design direction are to encapsulate understated elegance, to favour materials with enduring appeal and to focus on creating simple and serene settings in which to relax, refresh and recharge. Take for instance the everlasting allure of marble, which has been centre stage in the world of art and architecture for millennia but is now reproduced with delightful detail in highly practical, precision porcelain, and at a more appealing price point.

Progressive methodologies in the design and production of marble-effect porcelain tiles have delivered unprecedented levels of realism, greater diversity in pattern frequency and new silky, satin finishes. These man-made alternatives are now almost indistinguishable from their quarried counterparts, but with many aesthetic and material advantages.

These include higher definition graphics, muted and mellow backgrounds, exquisitely varied veining, and new techniques in transparent layering that produce designs with unprecedented depth. In addition, their inherent durability, ease of maintenance, stain and fade resistance, and production uniformity, should not be overlooked.



The latest ranges that recreate the most sought-after marble with formidable fidelity include the **Marvel Meraviglia Series**. This extraordinary new collection is inspired by the iconic Calacatta Meraviglia and interprets this stylish and sophisticated stoneware into five tantalising tones, with a choice of tactile textures.

From the purest Italian white marble with delicate or more pronounced veining, through silvery and stormy greys, to a coal-like composition with icy crystalline inclusions, each of the colourways deliver a sense of authenticity over audaciousness.

With crisp rectified edges, sizes range from standard and more generous-format floor and wall tiles, through to expansive slabs offering uninterrupted surfaces and floor to ceiling coverage, and distinctive mosaics and décor pieces with which to create feature areas and patterned panels. Alongside meticulously Matt and pristinely Polished versions, Marvel Meraviglia features a sumptuously soft new Velvet finish, as well as a Hammered variant for use in wet rooms, plus a Structured surface with 20 mm thickness for outdoor installations.

Affording such versatility of application with the breadth of formats and finishes available, the precision and poise of its design and the option to integrate individual or complementary colourways, Marvel Meraviglia is ideal for realising inspirational interiors, such as spa-like bathrooms and ensembles, enchanting kitchens and living spaces, or to create seamless transitions from inside to outdoors.

Looking at the carefully considered way these refined porcelain products have been creatively incorporated into contemporary and calming interior designs, you can see how well they accord with the 'Quiet Luxury' concept. Using materials that encapsulate elegance to effortlessly elevate environments is a trend that is sure to gain further traction in years to come.

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## Trend 02

# Seamless Stoneware

While natural stone can sometimes be seen as the authentic solution for period properties, traditional homes and even new builds that seek to fuse classic and contemporary styles, continued refinements in the design of stone-effect porcelain tiles enable more seamless applications of this seminal material.

The latest collections feature sublimely smooth and delicately structured surface treatments, so remarkable continuity can be achieved across walls and floors, inside and outdoors. With fine graining or more pronounced patterning, and unprecedented modularity of size and finish, uninterrupted installations of porcelain stoneware, throughout built environments, are set to become more prevalent going forwards.

The popularity of porcelain stoneware has been fuelled by the expanding availability of different natural material finishes including those that replicate the look of limestone, quartzite, granite, sedimentary rock and sandstone with remarkable authenticity. To broaden their appeal further, many of these original surfaces have also been reinterpreted carefully with more contemporary characteristics, so offering versatile variations that are more attuned to today's modern, minimalist and dynamic design directions.

These expanding portfolios offer broader spectrums of colour. Beyond the more organic sandy beige, graphite grey and blackened basalt tones, the array available includes those with paler palettes of ivory, silver and pearl, warmer shades of coffee and caramel, and layered or pebble-patterned designs that contain ferrous flecks or coral inclusions, for instance.

The most significant advancements are however within the wider collections that, across a family of complementary sub-ranges, offer different surface designs but with coordinating colourways. When working with these extended series, a designer's creativity is less constrained, even when there's a set preference for a stone-look.

With common dimensions, thicknesses and colour palettes, different surface treatments and styles can be mixed so enabling a plainer wall tile to be paired with a patterned floor type or visa-versa, or for a smooth indoor floor choice to harmonise with a structured outdoor paver, offering greater slip resistance and durability, for example. These mixed but matched combinations are particularly effective when an overall homogeneous design direction is sought, but with blends of different finishes or tones to add definition or to differentiate zones.



An excellent example with an expansive overarching catalogue of natural and man-made material finishes is the Minoli Boost Series, which now comprises Boost, Boost Natural, Boost Mix, Boost Stone, and for launch in 2024, Boost Balance and **Boost Mineral**. This provides architects and designers with a comprehensive and compatible solution for finishing any type of internal or external space, whether residential or commercial.

Exploring the stone-effects of the Boost Mineral range, the design is inspired by Belgian rock quarried in the Ardennes region, formed by the sedimentation of minerals that have sculpted its surface over time. The result is a stoneware with a textural touch, a compact base colour and an extremely even grain.

Boost Mineral is focused around five natural and nuanced colourways ranging from off-white and pearl, through steely and smoky greys to a deep tarmac tone, which all marry meticulously with other designs in the wider Boost world.

Similarly, with crisp rectified edges, sizes are also aligned with the others in the overall series, including standard-sized tiles, larger formats and extra-large slabs offering uninterrupted floor to ceiling coverage in a Matt finish. Plus, there are up to five different dimensions of Structured exterior specification paving, giving numerous options for complementary solutions for inside and out, with traditional square mosaics and linear brick décor pieces to complete the set.

Installing stone-effect porcelain to deliver seamless surfaces throughout built environments, and between interior and exterior living spaces, is a trend that will only accelerate with these ever-expanding collections.

The most significant advancements are within the wider collections that, across a family of complementary sub-ranges, offer different surface designs but with coordinating colourways.





### Trend 03

# Chromatic Creativity

The creative way designers use coordinating and contrasting colours within residential and commercial interiors is an art form in itself. Whilst last year's launches included brighter and bolder products, it's the incessant progression of porcelain tile production techniques that deliver ever-more sophisticated and seductive chromatic spectrums for 2024. Over softly shaded base colours, mesmerising multi-tone layers elevate surfaces to produce unparalleled movement and depth.

Going forwards, the direction we see in colourful collections is that, across the latest pastels in porcelain, the colours are cleverly complementary, with a consistency of composition that allows two or more tones to be incorporated within aesthetically aligned and integrated designs.

The way visual elements, such as colour, finish, light and reflection are used within architecture and interior design is as important as the strength, texture and positioning of more structural components. Alongside personal colour preferences, there's a whole field of theoretical study into 'Colour Psychology', looking at how different tints and tones can elicit specific emotions and human behaviours, as well as positively influencing our well-being.

It's become widely accepted that warm colours evoke sentiments of comfort and cosiness, cooler shades bring calm and contemplation, and bright, bold hues stimulate activity or creativity. The inclusion of neutral or monochromatic colours, such as grey, black and white, can also act as anchors or backdrops for more vibrant decorative elements.

Another important consideration is the finish of the chosen material and how this affects our view of the colour. The variety of surface treatments in today's porcelain tile collections is remarkable with Matt, Brushed, Velvet, Satin, Polished, Grip, Hammered and Structured all available, according to the specific series.

Colours appear denser and more saturated in Matt, flatter finishes, which may be particularly useful to reduce glare in spaces with high levels of natural light or where a more muted, modern aesthetic is sought. In surfaces with a Polished, gloss glaze, our perception of colour is altered as light plays across the reflective face, enhancing the sense of space and illumination, with qualities that deliver elegance and opulence.



Perfectly aligned with this movement towards more considered colour inclusion is the new **Marvel Onyx** Series, with a carefully curated palette and exclusively available in a precisely polished finish, akin to glass or lacquer.

This exquisite collection reinterprets the perennial charm of the Onyx gemstone, with an enchanting chromatic creativity. The design is distinguished by the graceful shading and delicate veining that features across all six of the seductive and complementary colourways, ranging through bright and light, warm and welcoming, to cool and coal-like, providing opportunities to combine and contrast within environments.

In terms of tile size, the organic and dispersed nature of the patterning lends itself to larger formats and amongst the generous floor and wall tiles, through to the expansive extra-large slabs, with precisely rectified edges there is continuity in the calibrated dimensions, so exacting alignment can be achieved from and throughout horizontal and vertical surfaces.

Manufactured from the purest raw materials, these high-performance porcelain tiles are purposefully produced for use in all manner of residential, commercial and hospitality settings. Whether for spa-like ensembles, contemporary kitchens and luxury living spaces, or for high-end hotels, restaurants and flagship retail stores, the quality and diversity of design will deliver a flawless finesse of finish.

For professional designers and developers, these more mellow and muted materials are sure to bring new opportunities for colour inclusion when creating distinctly individual interiors and beautifully bespoke properties.

It's the incessant progression of porcelain tile production techniques that deliver ever-more sophisticated and seductive chromatic spectrums.



## Trend 04

# Technical Textures

The reinvention of classical materials to bring timeless texture to today's most technical interior and architectural designs is a trend that's poised to gain further favour. New surface treatments and precise manufacturing methods bring enhanced porcelain alternatives to traditional stone, with practical and aesthetic advantages.

Reflecting on how traditional, quarried stone is used in architecture, we tend to first think of iconic Roman landmarks, civic buildings and financial institutions constructed in the 18th century, or the flagstone floors and features of country manors. However, innovation in the design and production of modern materials that emulate natural stone has resulted in new solutions with advanced technical characteristics and exacting tolerances in size, shape and shade variation.

While the organic surface relief of stone surely has appeal for certain schemes, designers and end-users of modern buildings are considering other factors such as cost, sustainability, ease of installation and maintenance, plus the suitability of the material for application in different settings. At the fore of alternatives to quarried stone are high-

performance porcelain tiles, which offer the most versatility and visual variety, over vinyl or concrete, for instance.

In recent years, the achievements of leading designers and producers of Italian porcelain have delivered unprecedented levels of realism and importantly consistency, in terms of both manufacturing specification and colour tone across the various finishes within a product range. It's in this field of innovation that art and science collaborate with remarkable results.

The art is borne out in the design process which starts with rigorous research into the characteristics of the natural material and how that can be translated with efficacy and efficiency into production. To appear authentic, the replicated surfaces must include irregularity and heterogeneity, with a high pattern frequency so the naked eye does not perceive repetition. This must also be delicately balanced with aesthetic ambitions to incorporate the colourways and creative directions that accord with today's design and décor preferences.

The science is manifested in the precision of the production process, from the quality and purity of the raw materials



and how they react during vitrification, through to the application of the highest resolution graphics and the uniformity of rectified, calibrated sizes. Stringent levels of consistency in these areas ensure that the original design intent is upheld across different surface textures and tile sizes, and that exact alignment can be achieved throughout single spaces and adjoining rooms, between horizontal and vertical surfaces, and from indoors to outside.

The new **Elysian Travertini** Series encapsulates these advancements in design and production with equal measure. Emulating the linear and layered look of limestone, this highly technical take on traditional Travertine is available in three natural and nuanced shades and with two distinct patterning effects.

The standard colourways feature the stratified composition of the original sedimentary rock, with variegated veins through the length of the tile face. Plus, for each colour there is a corresponding Cross cut design which reveals more distinct shade variation to bring added depth to the design.

Enhancing the versatility and variety of this collection, all colours are available with Matt, Brushed or Outdoor Structured finishes in an array of dimensions from more typically sized tiles, through to large format and extra-large 120/278 slabs. Across the range, there are no less than four Outdoor size variants in 20 mm thickness depending on colour, plus coordinating mosaics and décor pieces.

Whether favouring one design style or pairing different patterns and finishes within an environment, the technical qualities and tactile textures of the latest stone-effect porcelain tiles are set to be incorporated in the most inventive interior and architectural designs for years to come.

Leading designers and producers of Italian porcelain have delivered unprecedented levels of realism and importantly consistency, in terms of both manufacturing specification and colour tone.



## Trend 05

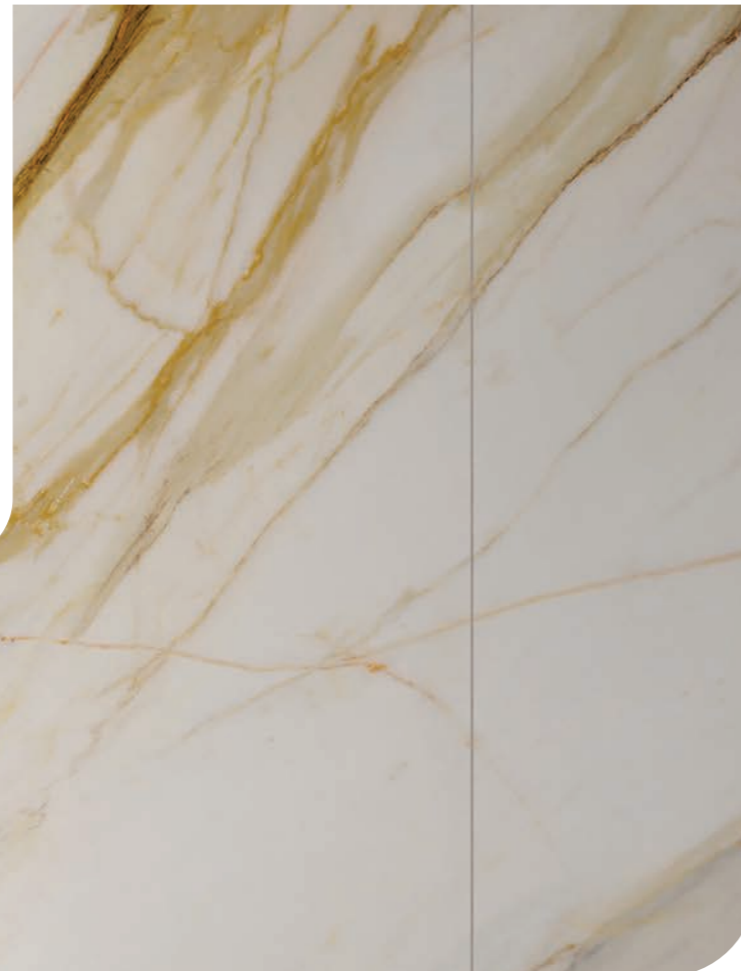
# Purity Personified

Showcased prominently at the Cersaie 2023 International Exhibition of Ceramics were several standout porcelain tile series with precious marble and gemstone effects. Minoli's top-flight production partners have prioritised research and development to progress these next level representations of the most sought-after stoneware and it's the purity and precision personified in their production that will drive future demand.

When describing marble, 'pure' is an often-used term, for instance in the context of 'pure white marble'. Natural marble is a metamorphic rock, most commonly formed when limestone, or sometimes dolomite, is subjected to extreme heat and pressure, which causes the recrystallisation and fusing of the various constituent minerals. In short, the purer the original limestone, the more unadulterated and homogeneously white the marble will be.

However, it's the presence of other minerals, such as clay, silt, sand, iron or chert, that also give marble its uniquely coloured characteristics, in the form of soft or striking veins, or distinctive overall pigmentation. Iron oxide delivers yellow and brown inclusions, iron and feldspar combine to create pink and red variants, serpentine presents a green shade and porphyry will bring a violet hue. Gold, pink and even blue marbles also get their shades from different mineral deposits, such as lazulite, calcite and pyrite.

Rather than consider these to be unwanted impurities, leading designers in the Italian ceramics industry have chosen to celebrate and exquisitely augment the resultant colours and surface features. Across the diverse Minoli portfolio of marble-effect porcelain products, there's a vast array of designs that emulate the most renowned and rare stoneware including classic white Calacatta and Statuario, but also the greys of Bardiglio and Fior Di Bosco, the gold of Calacatta Oro and Imperiale, or those inspired by the tints and tones of gemstones such as Amazonite, Lapis Lazuli and Labradorite.



In this case, the purity that's sought is in the production values of graphic resolution, transparent layering, colour saturation and intensity, delicacy of detail and diversity of pattern frequency. Whilst faithfully reinterpreting the natural nuances and irregular features of the organic originals, their reproduction in porcelain allows for undesirable imperfections to be edited out, and for consistency of a flawless finish and calibrated formats to be engineered in.

This symbiosis between natural inspiration and technical ambition is delightfully demonstrated in the new **Jolie** Series. Purposefully produced in larger tile formats and expansive slabs to amplify their intrinsic impact, they are distinguished by distinctive designs, intricate detailing and reflective radiance.

Across seven stunning colourways, we see sublimely soft background shading, with pale or prominent veining, and tones that range from warm to cool, and light to dark, including white or cream with silver and copper-gold streaks, pale and graphite grey, and an alluring alpine green.

Depending on the design, the finishes include a polished Lappato or Brushed effect, both with a luxurious lustre and all with precisely rectified edges for exact installation in modern built environments, be they residential or commercial.

Jolie may have been inspired by a material made famous in ancient art and architecture, but these cutting-edge creations have remarkable resonance with today's contemporary interior design directions. With products like these, it's no wonder that marble-effect porcelain is already an established essential, and the ranges Minoli have selected for launch in 2024 further extend their trend-setting credentials.

The purity that's sought is in the production values of graphic resolution, transparent layering, colour saturation and intensity, delicacy of detail and diversity of pattern frequency.



## Trend 06

# Synchronised Surfaces

Whether a design direction seeks to create unity throughout a large, open-plan environment or to join-up smaller spaces to deliver continuity and flow, cutting-edge concrete-effect porcelain tile collections provide the perfect synchronised surface solutions.

In Minoli's published report on the Connected Living Design Concept, we explored how the latest ranges in our porcelain product portfolio enable designers and developers to create seamless surface transitions throughout built environments and between interior and exterior living spaces.

Such is the momentum behind this shift towards more continuous and carefully coordinated floor and wall coverings, that we're seeing our Italian production partners extending their micro-fine finished lines of concrete, cement, resin and clay-effect tiles and in turn, a marked upswing in uptake from Minoli's interior design, architecture and property development clients.

Whilst industrial and minimalist décor styles have been in favour for some time, the emerging trend is more about the increasing versatility of applications for porcelain tiles and pavers with man-made material finishes, as an overarching architectural system of surfaces, for residential, retail, hospitality and commercial projects.



With their stripped-back style and lightly layered patterning, within these ranges there are perfect interior and exterior matches in selected colours, but they also allow for tints and tones to be mixed to complement or contrast, on walls and floors, inside and outdoors. The spectrum of colours available ranges from light to dark and cool to warm, but all with the same softly shaded, tone-on-tone characteristics.

Whilst quite muted in appearance, darker shades of concrete-effect surfaces can be used to create remarkably strong, stand-out structures within built environments, which deliver interesting perspectives and distinctive breakpoints. Paler varieties can have an almost cloud-like composition, acting as a neutral canvas against which to showcase bright and bold fixtures and furnishings.

As these expanding collections offer up new opportunities for designers, we're seeing porcelain products used in different contexts and more inventive ways. For instance, exterior specification porcelain pavers with R11 slip-resistance ratings now come in 120/120 dimensions, so allowing continuity of large format flooring from interior to exterior settings. A wider availability of extra-large format slabs enables one-piece installations for full-height shower enclosures and cloakroom walls, or to minimise grout lines in larger spaces.



With frost-proof and heat-resistant qualities, porcelain tiles can also be used as contemporary exterior cladding and for outdoor kitchens and entertainment spaces.

Emphatically exemplifying a design system of surface solutions is the wider Boost Series, now comprising six coordinated ranges featuring cement, clay and stone-effect finishes, with **Boost Balance** as the latest concrete-look inclusion.

Distinguished by its superfine and compacted composition, Boost Balance is available in a palette of ten complementary colourways, from off-whites and creams, through buff and taupe tones, to pearly, smoky and graphite greys. This diversity of design is matched by the breadth of sizes available, with up to ten different rectified formats depending on colour, from typical to more expansive floor and wall tiles, extra-large 120/278 slabs and a 160/320 version, plus three different dimensions in 20 mm thickness for exterior use.

The further versatility of Boost Balance is underpinned by the variety of finishes available including Matt and Velvet for most indoor living areas, Grip and Textured for wet areas and some external settings, and a Structured surface specifically for use outdoors. There are even modern mosaics and décor pieces to complete this comprehensive collection.

While many ranges in the Minoli catalogue include a wide variety of different formats for multiple applications, with their highly contemporary and complementary designs, those with concrete and clay-effect finishes offer unparalleled opportunities to synchronise surfaces and realise highly technical architectural and interior designs.

The emerging trend is about the increasing versatility of applications for porcelain tiles and pavers with man-made material finishes, as an overarching architectural system of surfaces.





## Get in touch

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If you'd like to talk to our team about the new 2024 series, the wider Minoli product portfolio, or to order samples, please do get in touch.

We'd gladly discuss your needs on the phone, arrange a time for a design consultation at one of our showrooms or, for corporate clients, arrange a meeting with an account manager.

**Minoli London** - 020 7474 2934 / [thesurfacewithin@minoli.co.uk](mailto:thesurfacewithin@minoli.co.uk)

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**Corporate Clients** - Please ask to speak to your account manager directly / [developers@minoli.co.uk](mailto:developers@minoli.co.uk)

**Outdoor Product Enquiries** - 01865 778225 / [outdoor@minoli.co.uk](mailto:outdoor@minoli.co.uk)

Alternatively, you can see full details and technical specifications of these ranges and many more on our website [here](#).

Or you can download a copy of our 2024 Preview Brochure [here](#), which includes images, colour references and full product descriptions for all the tiles, pavers, décor pieces and mosaics in these ranges.

INSPIRATION PORTRAIT



The project was designed as part of the rehabilitation of the historic district of Milan between Via De Castella and Cantalonieri in Porta Nuova, which is known to be the richest business district in Europe. Bosco Verticale is one of the biggest European redevelopment projects, consisting of two residential towers.

According to Stefano Boeri, the building was inspired by Italo Calvino's 1957 novel *The Baron in the Trees*, in which the protagonist decides to abandon the ground and live in the trees for the rest of his life. The project was named Bosco Verticale, or in English "Vertical Forest", because together



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