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Trends Hub Explorer by ITC

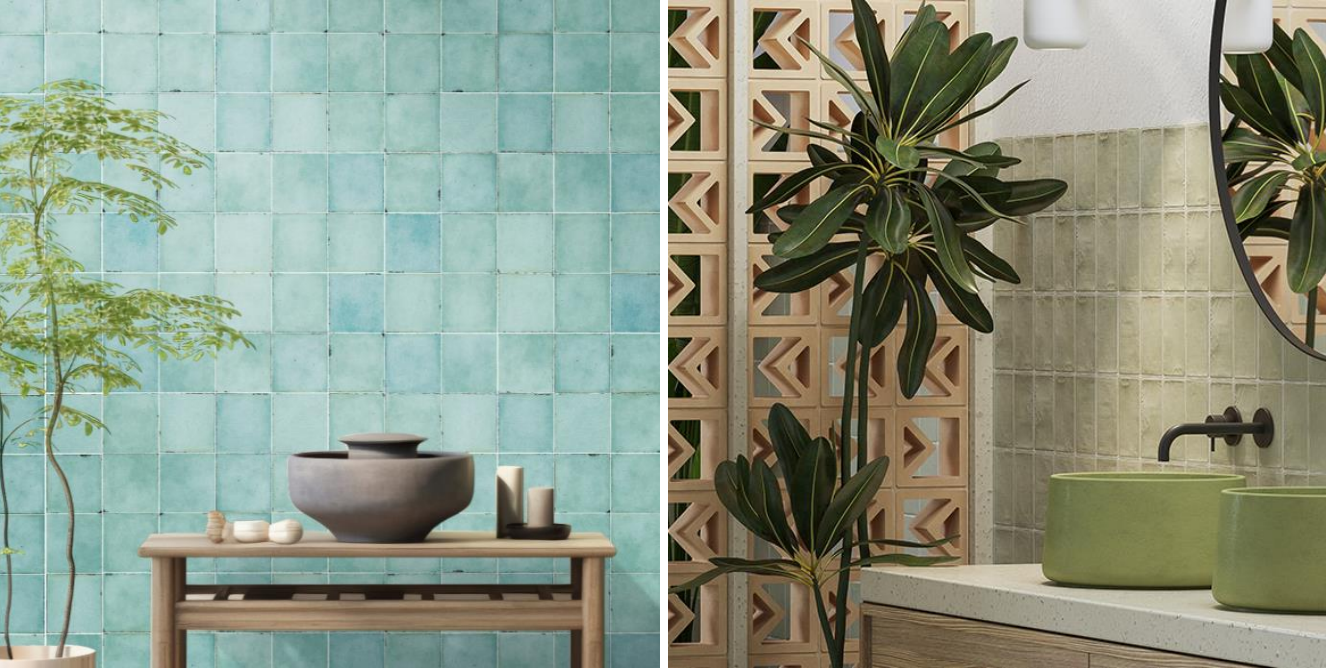
Novelties

Cevisama'25



Respect for the environment

The tile sector is committed to sustainability, assessing the environmental impact it makes and using processes that reincorporate waste and reduce emissions. In addition to complying with strict regulations, it sets in place practices that include water re-use and the introduction of cutting-edge technologies in order to improve energy efficiency. This has made ceramic tiles a popular choice in sustainable architectural projects, contributing to high quality standards and efficient management of resources.



Mediterranean lifestyles

Ceramic tiles have evolved, uniting **tradition with innovation**. In **natural colours inspired by the earth and sea**, such as blues, greens and terracottas, ceramic tiles help architects and designers to create **settings evocative of nature**.

Thanks to cutting-edge production processes, **high-tech, sustainable, functional tile products** can be manufactured. As a result, materials can be integrated in projects that guarantee **beauty, durability and energy efficiency**, while still maintaining their links with our rich cultural heritage.





The essence of the earth in every single tile: warmth, history and authenticity.



A new take on the essence of the earth: from rustic mosaic tiles to large formats.



A perfect balance of tradition and innovation.



Tiles suffused with history and authenticity for settings with contemporary appeal



Tiles suffused with chic or minimalist natural beauty.



Nature can now be recreated in pools...and kitchens too.



Nature: a source of inspiration for living spaces.



Each texture has a tale to tell, each rock guards a story.

Respect for people

With their wide variety of textures and colours, ceramic tiles **help to create living spaces capable of boosting users' wellbeing**, contributing to our mental, physical and spiritual health. Thanks to an innovative use of design and the advanced technology used to make tiles, solutions can be developed that **meet emotional needs, with tactile surfaces that guarantee comfort and colours able to influence our state of mind**. They also contribute to our comfort and health through the creation of safe, chemical-free living spaces that are easy to clean and care for, **improving our quality of life both indoors and out**.





Slow lifestyles

Many people are opting for a **slower-paced, simpler lifestyle**, turning their backs on today's **fast-paced culture**. This change is reflected by the creation of **themed living spaces** in homes and the adoption of a **self-sufficient approach to life**. What is more, self-care is gaining in popularity as a practice, offering the opportunity for the development of products that improve life in the home. In **ceramic tiles'** move toward a **warm, sustainable, functional approach to minimalism**, they have become a key material in contemporary interior design.



Marble-effect surfaces inspire a sense of rest and relaxation.



Marble and wood-effect tiles = wellbeing



Indoors, outdoors, there's no limit



Hidden, silent surfaces.



Immersive, material-inspired versions.



Silence and tactile appeal for living spaces that inspire wellbeing.

Respect for ideas

Respect for imagination and creativity opens the gateway to new applications for ceramic tiles, breaking the boundaries of conventional uses. Tile companies strive to apply their knowledge of the latest trends in order to tailor their products to the needs of professionals from the home design sector. The versatility of ceramic tiles is demonstrated by their use in furniture, where they bring resistance and chic sophistication to countertops, tables and shelves, as a covering in communal areas, and as decorative features conceived to enhance spaces. This step forward shows that **ceramic tiles are not just a functional material, but a tool in design** for revamping living spaces in modern, elegant style.

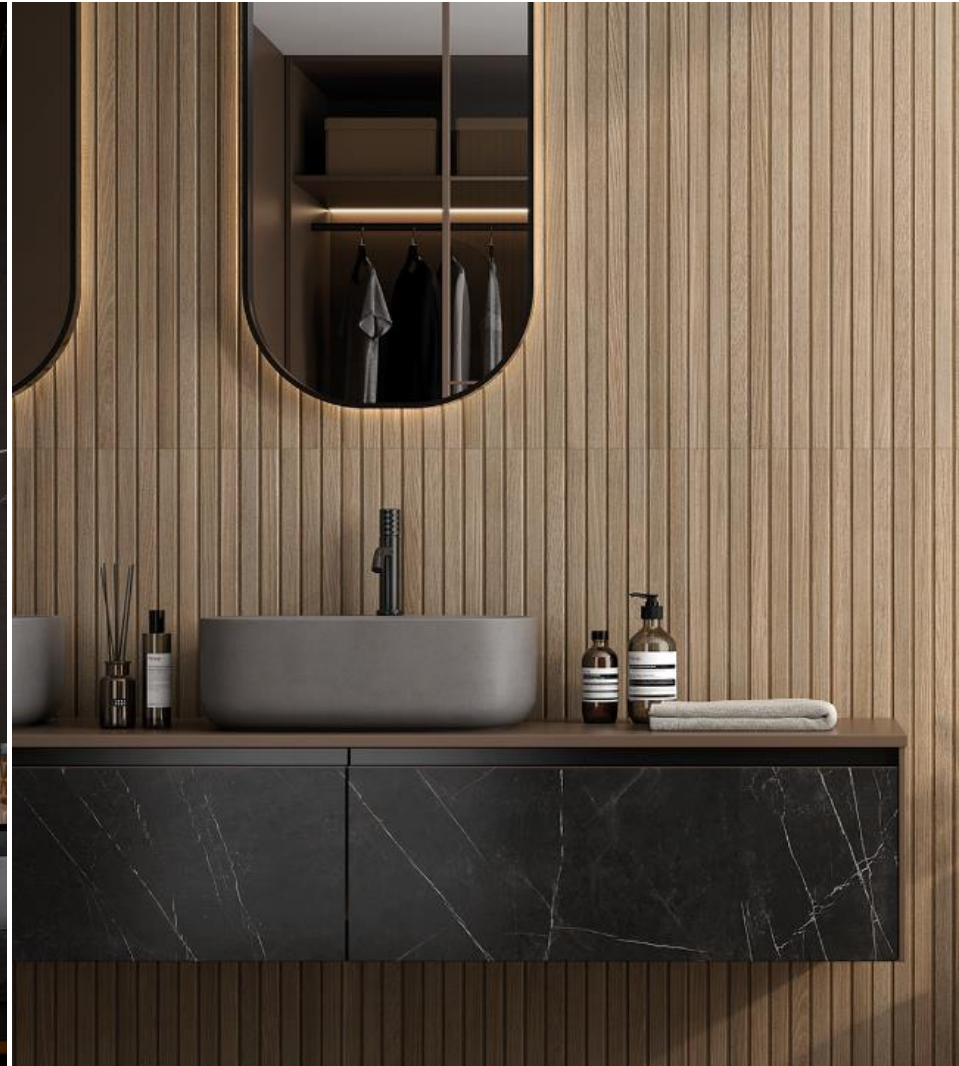


Dynamic lifestyles

Dynamic lifestyles call for a home conceived to adapt to everyday changes and activities. Versatile spaces, such as hybrid rooms or open kitchens and bathrooms, help to optimize the home's use, without relinquishing comfort or design appeal. Ceramic tiles play a fundamental role in this transformation, guaranteeing **durability, easy care, and a clean-looking, contemporary appearance**. When tiles are used in furniture or on surfaces, they facilitate the transition from one function of the home to another, creating **harmonious, practical, interconnected living spaces**.



Ceramic tiles as a decorative feature



Easy coordination of living spaces.



Ceramic tiles as a high-performance material in furniture.



Indoors, outdoors, for furniture: easy and safe.



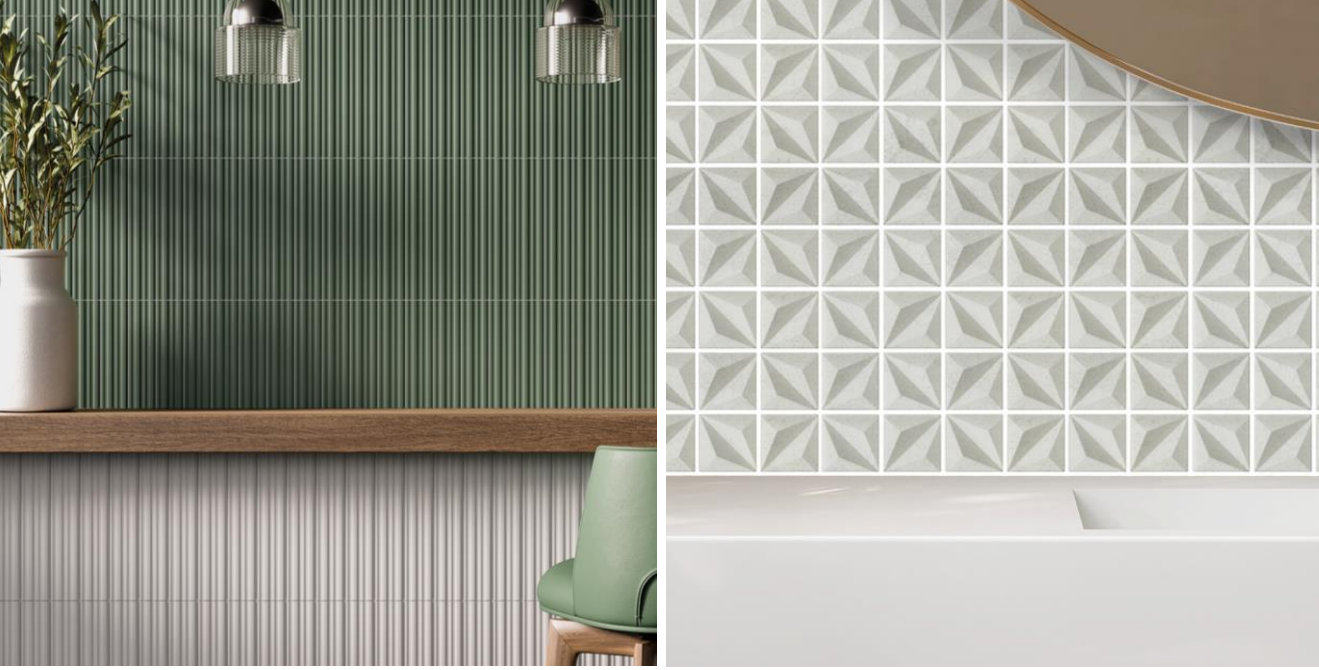
Innovating in high design.



A format for each and every project.

Respect for cultural heritage

Respect for cultural heritage is a key factor in contemporary design, since it connects the past with the present through materials and improved techniques. By paying tribute to the roots and traditions of ceramic tiles, as well as guaranteeing visual appeal, the cultural identity of living spaces can be reinforced. Ceramic materials have played a major role in art and architecture, evolving from their artisanal origins to become a symbol of innovation and creativity. Today, incorporating all these elements in design is not just a tribute to history, but it also **infuses projects with authenticity and deluxe appeal, enriching settings with a narrative that transcends time.**



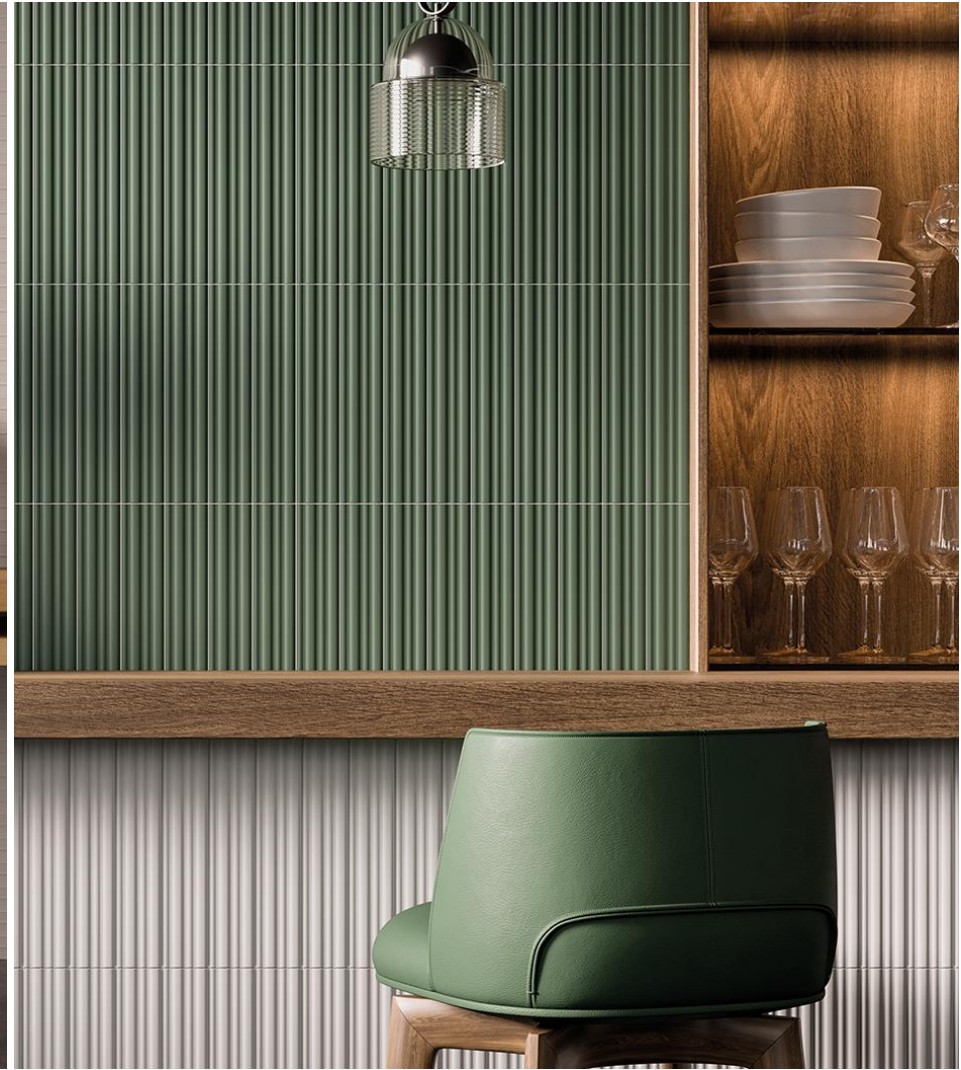
Memorable Lifestyles

In today's turbulent times, many people seek **consolation in nostalgia**, exemplified by a preference for interiors and activities that conjure up comforting memories. Adopting a memorable lifestyle means making the most of meaningful moments in **settings that afford comfort and inspire worthwhile memories**, fusing styles like "retro nouveau", cottagecore and castlecore. With their colours, design and texture, ceramic tiles play a crucial role in this trend, helping to create **snug, nostalgic backdrops that elicit a sense of comfort and good cheer**.





Colour and volume as allies, for a new take on the past.



Collections able to fit in with each and every project



Reviving patterns from the past for today's projects.



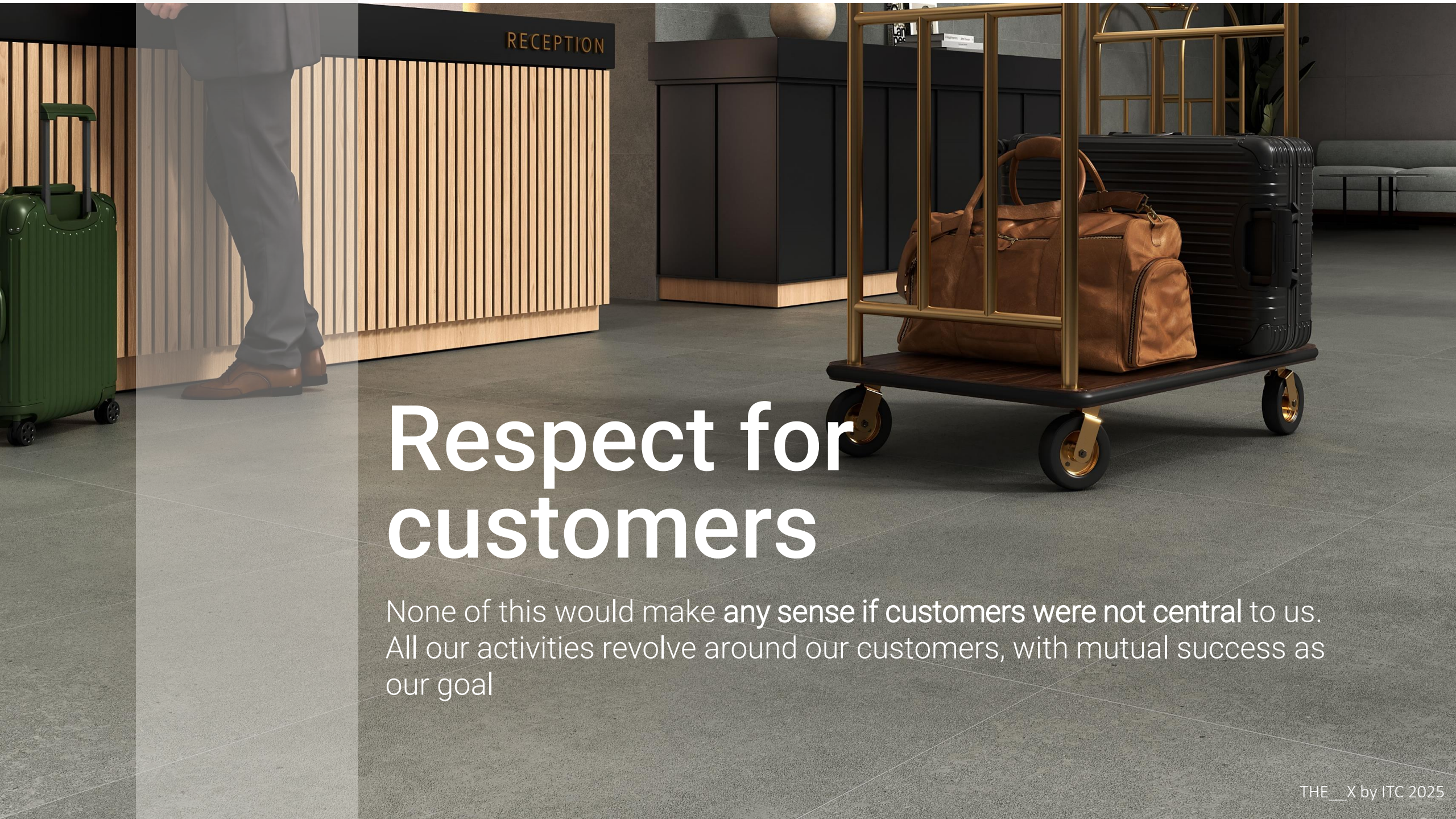
Updated designs for modern living spaces.



A new look at old patterns.



Nostalgia, wellbeing and a touch of sophistication.



Respect for customers

None of this would make any sense if customers were not central to us. All our activities revolve around our customers, with mutual success as our goal



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