

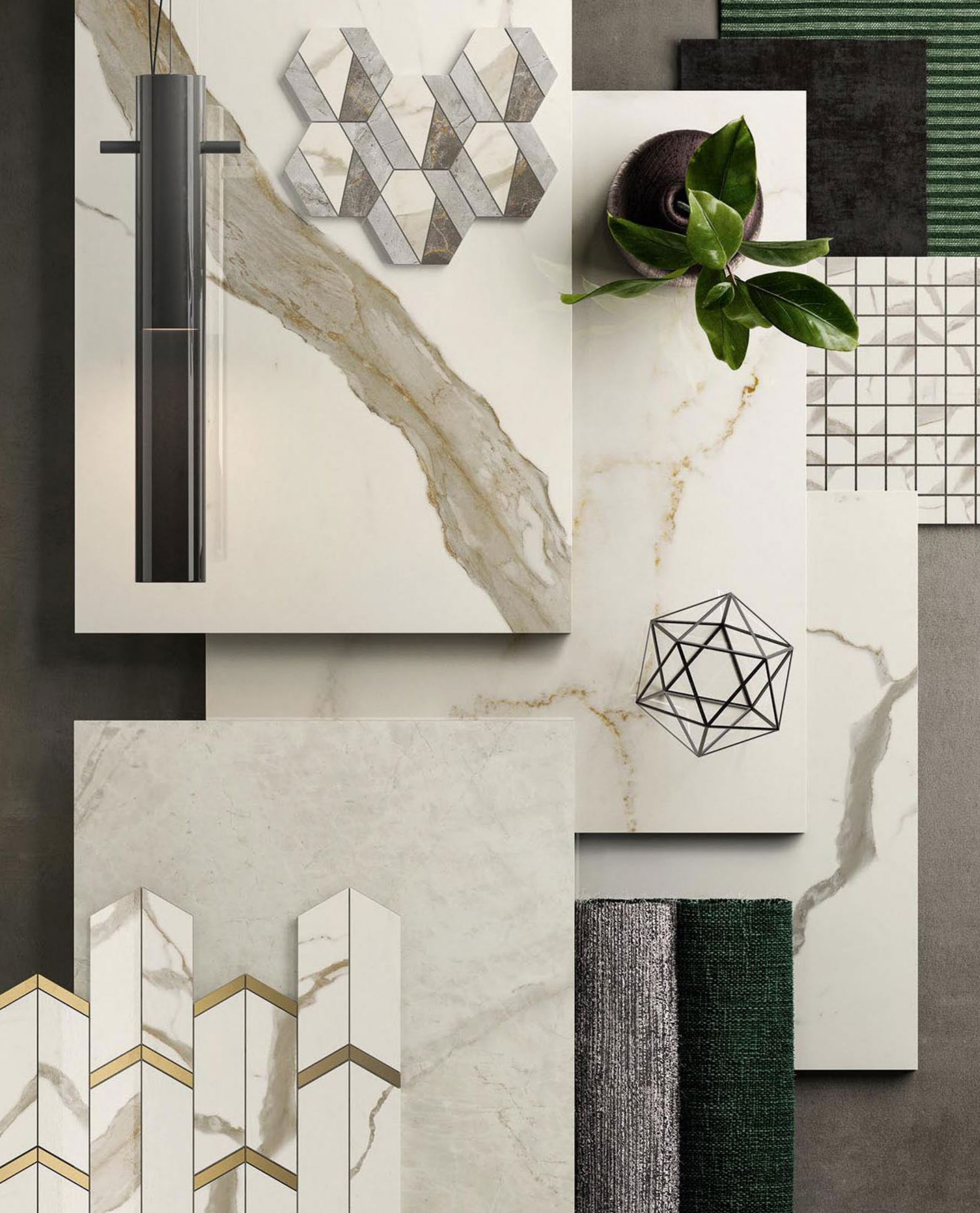


**minoli**



INDUSTRY PARTNER





## The latest innovations in porcelain tiles

Working with the leading producers and designers of Italian porcelain tiles, in Minoli's 2023 Design Trends Report, we explore the latest creative concepts and production technologies that are due to take centre stage in the year ahead.

The pace of innovation in the manufacture of new surface treatments, sizes and patterns is remarkable and the products featured in this year's launches are purposefully focused on the cutting-edge directions that are in demand from interior designers, architects and property developers.

Read on to see how the Minoli Collections for 2023 fulfil the most avant-garde design requirements and set new benchmarks in desirability and durability for walls and floors, inside and outdoors.



## Trend 01

# Magnificent Marble and Captivating Crystal

Porcelain tiles that emulate natural marble have established themselves as a mainstay in the designer's toolkit and it's the incessant evolution of their quality, realism, format and colour palette that will ensure they remain at the fore for interior designers and architects.

This year sees the launch of next-generation marble-effect products that harness the latest technical advancements to realise sublimely soft shading, higher-definition veining and stunning new colourways inspired by nature's most striking elements.

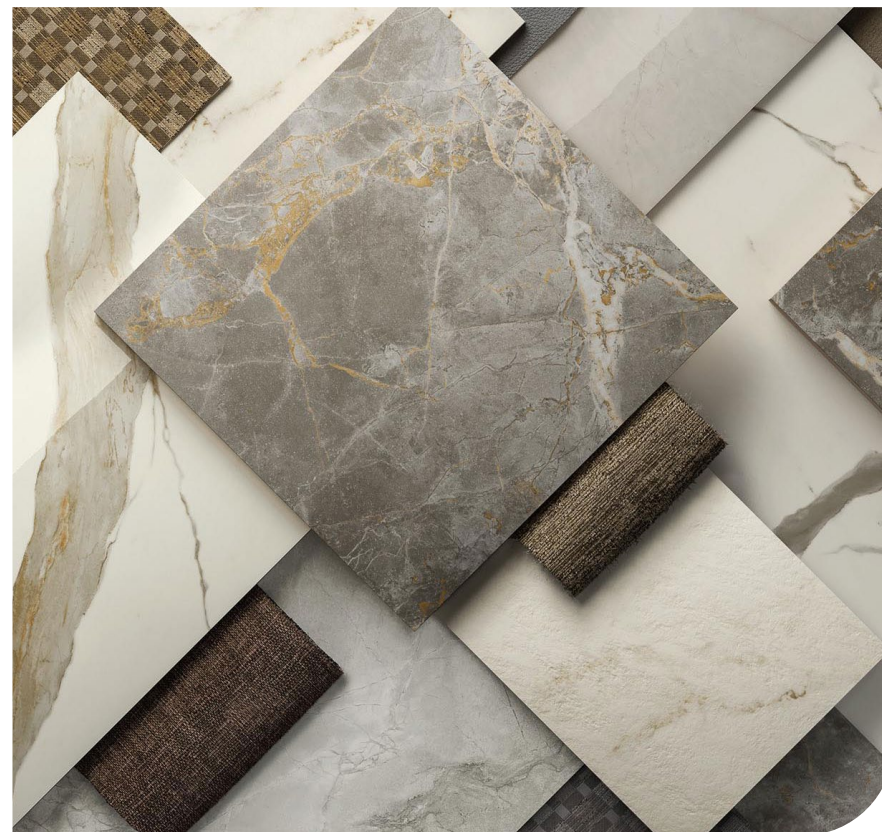
Marble has been centre stage in the world of art and architecture for millennia but the latest interpretations of this classic design material in porcelain allow for a much wider variety of colours, sizes and finishes. Being a manmade material, they also have an inherent production uniformity and consistency of design and dimension that enables more precise installation within modern built environments.

Of course, there is a certain allure to real, quarried marble but, with the greater diversity in pattern frequency now

prevalent in today's tile ranges, marble-effect porcelain is almost indistinguishable from its natural counterpart. Aside from the aesthetics, there are also practical benefits such as stain and fade resistance, ease of cleaning and maintenance, flexibility of fitting and availability of different smooth and structured surfaces.

Advancements in the production of marble-effect porcelain tiles for 2023 include a wider variety of sizes with extended lines of extra-large formats that allow seamless floor to ceiling coverage, a wider availability of different finishes including polished, matt, slip-resistant and hammered, plus different thicknesses specifically for use on walls and floors, inside and outdoors.

From a visual perspective, the leading designers in the industry have drawn inspiration from the most sought-after classical marble, as well as interpreting new directions with modern lines and striking colour combinations. Higher-definition graphics, muted and mellow backgrounds, vivid and varied veining, and new techniques in transparent layering produce designs with unprecedented depth.



By way of example, the continuous advancement of the Minoli **Marvel** Series keeps it at the cutting edge of the industry's technological capabilities with innovative, evolutions of this state-of-the-art surface solution.

New for 2023, **Marvel Ten-X** is a range of stunning marble-effect porcelain products inspired by the most contemporary stoneware and designed with the closest attention to every detail. Soft shading, high-definition graphics, remarkable depth of design and an exceptional variety of colour palettes are the qualities that set new standards in the production of high-performance porcelain. With interior, outdoor and extra-large format slabs, Marvel Ten-X has versatility to suit so many interior, exterior and architectural applications.

Also for launch this year, **Marvel Gala** is a collection of exclusive surfaces that amplify the allure of natural stone into the realms of artistic beauty, with bold colourways and distinctive designs drawn from extraordinary and evocative visions of nature. Leading designers have interpreted the colours of forests, deserts, glaciers, oceans and volcanic rock to create an unprecedented collection of porcelain stoneware emulating marble, granite and quartzite crystal.

With products like these, it's no wonder that marble-effect porcelain is already an established essential with the design community, but the ranges Minoli have selected for launch in 2023 will further extend their trend-setting credentials.

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## Trend 02

# The Splendour of Stoneware

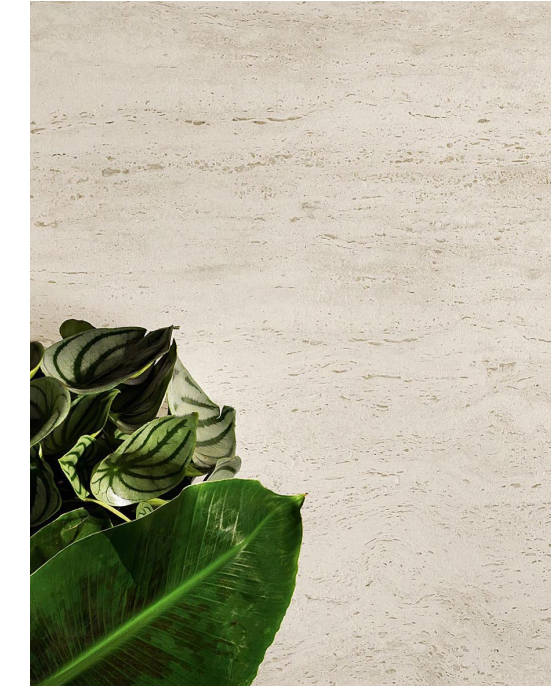
Cutting edge manufacturing techniques take porcelain stoneware to new levels of realism and bring new dimensions in texture and tone. Not only are we seeing unprecedented representation of the irregular markings found in natural stone but also new surface treatments that enable a greater diversity of finishes, for use inside and outdoors.

Leading designers have sought inspiration from the most unique and expressive Italian stoneware. From the mellow tones of limestone, to the glitter and graining of granite and the playful pebble-patterns of sedimentary rock, ingeniously developed surface treatments will allow architects and interior designers to incorporate stone-effect porcelain as never before.

While natural stone can often be seen as the most authentic solution for period buildings, traditional homes and new builds, in today's house building and corporate construction markets, more savvy developers and designers are turning to porcelain tiles as the viable and desirable contender.

Over natural stone, porcelain tiles are more durable, stain and fade resistant, easier to clean and maintain, do not require sealing, are more uniform in production and so easier to install. With crisp rectified edges and exact calibrated sizes, porcelain products can be fitted with greater precision allowing for highly technical designs to be realised within commercial properties and private residences.

We've seen a renaissance in the specification of stone-effect surfaces from those seeking to fuse contemporary design with more classic environments.



**Marvel Travertine** celebrates one of the most prestigious and iconic architectural materials, and captures the aesthetic appeal of natural stoneware with such realism, but with all the functional benefits of technically advanced porcelain. In three sublimely subtle tones, Marvel Travertine creates a calming and contemporary canvas against which to feature furniture, fixtures and fittings. In Cross Cut and Vein Cut finishes, this collection has a dual identity providing two sensuous surfaces for different design directions.

Further extending the already established and frequently specified Boost Series, **Boost Mix** is inspired by the pebble patterned Ceppo Di Grè stone from the north-western shores of Lake Iseo in Italy. Distinct and dynamic in design, Boost Mix comes in three mesmerising, modern shades ranging through warm and light, to cool and dark colourways. Beautifully balanced to work with complementary products in the wider Boost collection, Boost Mix brings multi-toned combinations and contrast with its vibrant and varied appearance.

We're also seeing designers experimenting with mixed surfaces from different but complementary ranges. The broader colour palettes available allow for new colour matching opportunities, so creating blended schemes or bold breakpoints that yield spaces with different atmospheres and stylistic accents. More intricate patterns from ranges such as Norway can be installed alongside softer, limestone-effect designs, for example Norway Vit paired with Epik Shell, or Norway Svart delivering a distinct step change against Coast Light.

At the forefront of stone-effect production innovations for 2023, these latest colourways and new finishing techniques allow for more distinct variation between surfaces, adding a greater dimension of depth to designs.

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## Trend 03

# Natural and Manmade Materials

The further development of porcelain tiles that reproduce the appearance of different natural and manmade materials, will offer new opportunities for interior designers, architects and construction firms.

Whether applied independently or combined to complement within design schemes, the welcoming warmth of wood-look porcelain and the appeal of hand-cast concrete-effect tiles are set to remain frequently specified as property development preferences for 2023 and beyond.

The veracity and variety of wood-effect tiles realistically replicates the timber tones of so many species. Across the breadth and depth of Minoli's wood look collections, specific ranges offer up distinctly different design qualities to support the trend of incorporating natural finishes into modern interior designs.

Take for instance the **Essenza Oudh** series, which embraces the urge to get back in touch with nature using materials with tactile textures and warm, natural colours. These wonderful wood-effect planks have the gorgeous graining and gnarly knots of their organic counterparts, but with all the technical advantages of a high-performance porcelain product. This is a very versatile range with seven creative colours that echo the elegance and texture of timber.

The very latest advancements in wood-effect porcelain have also seen the introduction of outdoor specification product lines, with 20mm thickness and R11 slip resistance ratings. With these exterior use attributes, ranges like Essenza Oudh, Twenty and Twelvenoon have become viable and very desirable alternatives to timber or composite decking.



Over natural wood, porcelain tiles have practical advantages in that they will not shrink, split or splinter, warp or show wear, and they are ultimately easier to clean and maintain. Being almost impervious to moisture and dirt, they are better suited for use in humid and wet areas, will not rot or attract algae, are highly resistant to extreme temperatures and are excellent conductors of underfloor heating.

Turning to porcelain tiles that replicate manmade materials, the most recent interpretations of concrete and cement offer soft, subtle and sophisticated surfaces, with layered colourways that create depth and movement.

With the appearance of perfectly poured concrete, **Viceversa** brings a sense of urban indulgence to the design schemes in which it is applied. With eight sumptuous and superfine colour variations, and an additional Terrazzo effect tile, there's a definite depth to the overlaid shades that feature in the micro-textured finish. As a backdrop to brighter decorative elements, Viceversa allows you to play with other contrasting colours.

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

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## Trend 04

# Reflective and Radiant Ranges

In this section we focus on how metallics and brighter tints and tones are being used to create feature areas and contrasting colour-blocks within the most expressive and experimental interiors.

The way visual elements, such as light, reflection, colour and finish are used within architecture and interior design is as important as the strength, texture and positioning of more structural components. The clever use of surfaces with a high-gloss glaze can seemingly bend light and enhance the sense of space and illumination.

Metal-effect tiles can create an industrial impression or bring a luxurious allure to an environment, with finishes ranging from oxidised iron and alloy, through to polished precious metals with an almost lacquered lustre. Also, a resurgence in vivid and vibrantly coloured tiles provides opportunities to feature standout installations that draw the eye and capture the imagination.

In creating the latest porcelain tiles with metallic finishes, leading designers in the Italian ceramics industry have studied the oxidation process in detail and how different metals react to oxidising agents over time. The way surfaces evolve, developing unparalleled spectrums in tone and aesthetic complexity have been captured with explicit and enchanting realism.

The new **Reflét** range is an illuminating innovation in porcelain tile technology. Reflecting light through a product portfolio of distressed mirror and metal-effect finishes, Reflet enables new architectural and atmospheric ideas to be realised. In three meticulously manufactured metallics, Reflet brings a stunning sparkle with lustrous layers of bronze, silver and gold that will create focal features within any interior design. The result of a two-year research and development programme, this range will reset the benchmark for innovation in the production of mirror and metal-effect porcelain tiles.



State-of-the-art manufacturing techniques have also seen the emergence of extra-large format slabs in metal-effect ranges such as Minoli Blaze. With 278/120 dimensions, walls can be covered without interruption from floor to ceiling, bringing a true factory feel to the most modern designs and those inspired by an earlier industrial age.

Alongside the gold, silver and bronze tints of the metallic ranges, beautifully curated colourful collections are piquing the interest of the design and architecture community. This year has seen the launch of much brighter and bolder product palettes in small-format décor ranges through to expansive sheets for wall applications.

In more compact formats we find colourful collections such as **Luminous Lume**. With a subway brick, 6/24 letterbox format and high-gloss finish that can be used horizontally or vertically, this range emulates the individuality of genuine majolica tiles. Luminous is characterised by exquisite shade variation, with no less than twelve tempting tones, enhanced by the effect of oxidised edges and a hand-crafted appearance. The spectrum of colours includes turquoise, deep blue and ochre, vivid green and peachy pink and we've seen some stunning installations of these in both residential and hospitality settings.

Looking to the larger-scale product lines, the **Wanderlust** collection of technically advanced, large format slabs emulates some of the most exclusive and exotic stoneware from around the world. The precise patterning includes gemstone-like agates, mesmerising marbles and the streaks and striations of glistening granite. First launched in 2021, the trend for specifying brighter, bolder designs, allied with the quest for more seamless surfaces has seen the Wanderlust series expanded with new colours and designs to add to the existing copper-browns, brilliant blues and iridescent orange hues.

A resurgence in vivid and vibrantly coloured tiles provides opportunities to feature standout installations that draw the eye and capture the imagination.



## Trend 05

# Optimising Outdoor Spaces

In response to the ever-increasing demand from house builders, property developers, garden designers, professional landscapers and residential homeowners, the leading producers of Italian porcelain have focused investment into the design and delivery of outstanding new technically advanced outdoor porcelain paving.

These ranges feature the latest in tile manufacturing methodologies. Advancements in production allow for more expansive sizes, 20 mm thickness, increased load bearing and frost resistance, anti-slip qualities and higher-definition surface design, resulting in an unprecedented diversity of textures and finishes.

In concrete and wood effects through to those that emulate natural stone and now marble, many in the extensive **Outdoor by Minoli** collection have coordinating interior tiles to match, so very consistent indoor to outside transitions can be achieved. A 9 mm indoor tile, which may be matt or gloss and easy to clean, is coordinated with a grippy, 20 mm external counterpart with a higher slip-resistance rating, such as those ranging R11 and above.

New designs, colours and finishes have also seen porcelain paving considered for and used in a much wider range of exterior surface settings including patios, terraces, driveways and paths but also balconies, stairways, swimming pool surrounds and outdoor kitchens, for instance. This is in part made possible by the introduction of alternative fixing solutions. Alongside using traditional adhesive and grout, given the weight and strength of 20 mm porcelain, these pavers can also be laid to grass or earth, or installed onto new pedestal systems which offer improved drainage and easier access to pipework or cabling.

Progressive manufacturing and transportation techniques have enabled more innovative architectural applications. Cutting-edge ranges are now available in larger calibrated formats of up to 120/120 and with clean-cut rectified edges, which allows for very precise and near-seamless installation. Beyond residential applications, this has made porcelain pavers particularly attractive for use in commercial and hospitality venues as well, where more expansive areas need to be finished with a highly durable, safe and low maintenance product.



Another important consideration in modern building specifications is the sustainability of both the materials used in construction and the performance of the final built environment. Porcelain paving is manufactured according to energy and water-efficiency criteria, and it is an environmentally friendly choice due to its long-lasting and recyclable characteristics. Furthermore, its production is 'zero waste', based on the use of natural and always reusable materials, and porcelain pavers do not contain any volatile organic compounds (VOCs), formaldehyde, PVC, plastics or petroleum derivatives.

Launched as a brand-new series mid-last year, the Outdoor By Minoli Collection features 10 distinct ranges, comprising over 40 individual product lines, specifically manufactured for use outside and held in UK stock ready for prompt delivery. Beyond this extensive UK stockholding in our centrally located Oxford warehouse, such is the traction of this trend for optimising outdoor spaces, a further 80+ product lines are available for order from our leading production plants in Italy.

The latest ranges in that can be ordered in Outdoor specification include:

**Marvel Ten-X Outdoor** - a collection of stunning marble-effect porcelain pavers which feature an innovative new Hammered finish that reproduces a surface like natural split stone that has been beaten and brushed for a tactile and textural effect. In a 20 mm thickness, this variant is available specifically for outdoor applications with an R11 slip-resistant surface.

**Marvel Travertine Outdoor** - at the forefront of stone-effect production innovations for 2023 and featuring new finishing techniques that emulate a Vein Cut, exposing linear streaks in the pattern and providing an ideal surface with which to create a grippy texture for outdoor installation.

**Boost Mix Outdoor** - distinct and dynamic in design, Boost Mix products has coordinating sizes for both inside and outdoor specification, so near seamless transitions can be created between interior and exterior living areas.

**Essenza Oudh Outdoor** - showcasing the very latest advancements in wood-effect porcelain with the introduction of outdoor specification product lines, with 20 mm thickness and R11 slip resistance ratings. With these exterior-use attributes, ranges like Essenza Oudh have become very viable and desirable alternatives to timber or composite decking.

**OUTDOOR**   
PORCELAIN TILES by minoli



## For more information:

If you'd like to talk to our team about the new 2023 products 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 our corporate clients, arrange a meeting with your account manager.

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

**Minoli Oxford** - 01865 778225 / [showroom@minoli.co.uk](mailto:showroom@minoli.co.uk)

**Corporate Clients** - Please ask to speak to your account manager directly.

**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 2023 Preview and Outdoor by Minoli brochures [here](#), which include images, colour references and full product descriptions for all the tiles, pavers, decors and mosaics in these ranges.