



JOHNSON • TILES   
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*Design trends*



## CERSAIE 2022

Cersaie returned for its 39th annual trade fair, held in Bologna, Italy. For many, this was the first time returning after the impact of COVID-19. The week was a hive of activity and to be back in person was great, from exploring new trends, the latest ranges, surfaces and beyond. It was clear to see certain themes recurring and strong messages swept throughout the stands and halls.

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*“ The fair was full of exciting tactile surfaces and interesting glaze effects ”*

Amy Pears -  
Senior Designer







## 70'S RETRO

Retro vibes were in full swing at the trade fair, with the 70's influence proving popular on many stands. This fully confirms that the nostalgic trend has translated through to the tiling world. Capturing deep burnt oranges and dark muted browns, paired with varied textures and curved shapes creates a stylish contrast that exudes the 70's spirit.





## SERENE

On the other end of the spectrum, minimalistic aesthetics were key across the event. Capturing light tones through soft organic textures including cement, stone and warm carrara marble for a nature-inspired, tranquil approach.

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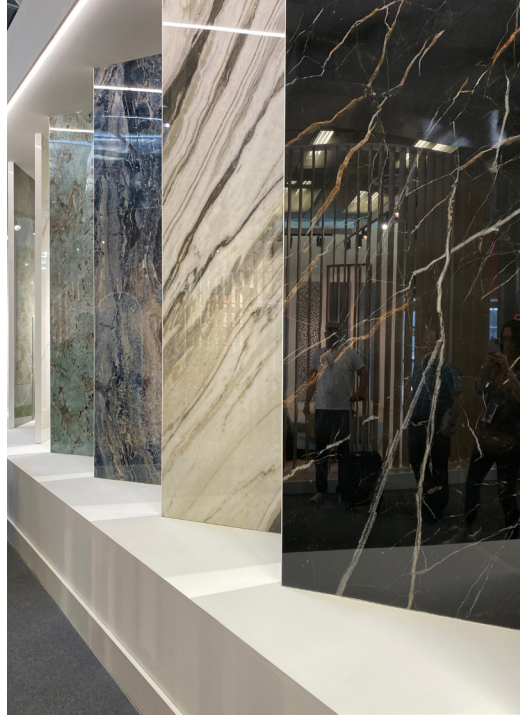


## FOLIAGE

Mural designs and foliage patterns featured heavily, as stand show-stoppers. With plenty of wow factor, bold colourful décors to striking monochrome designs introducing the much sought after biophilic design to any space.







## MAXIMAL

Striking gloss marbles and onyx, across large format was another prominent theme, creating a maximalism feel and bold statement through deep, luxurious tones. There is also a strong sense of nature-inspired influence with the organic pattern movement.





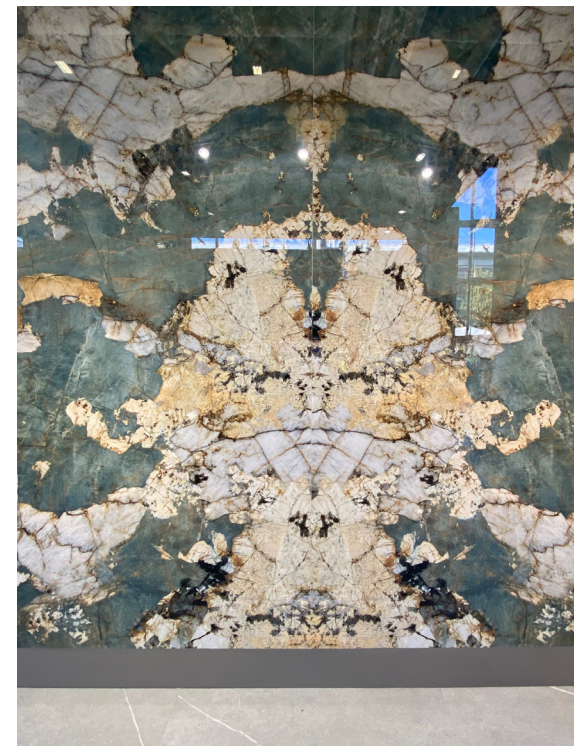
## BOOK MATCH

Book match tiles proved popular and bold throughout. Everyone had their own take on the trend, creating dramatic statements, with a hint of luxury.

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## NATURAL TEXTURES

Stone and marble textures were key, focusing on large organic movement, like slates, vein patterning and carrara, creating depth and character. Alongside this, terrazzo had a strong presence through large and small scale, adding design detail.





## COTTO

Cotto tones and textures were seen in mass, across small and larger square formats. Often carrying characteristics of classic terracotta tones, complimented by warm shades of greys and off whites for a complete offer. Rustic charm and clean architectural aesthetics were truly in abundance.







## ALL THINGS GREEN

Green was the star of the show, having a strong biophilic influence, bringing natural tones indoors across all shades. Captured on different textures, patterns and plain glaze colours. Including beautiful marbles and onyx.







## NEUTRALS

Neutrals were one of the main focal points at the fair, with grey tones in the style spotlight. However, similar to other design sectors, there is a strong shift towards warmer hues across all neutrals, linking back to nature and the minimalistic desire. Deep browns have made a strong appearance on different textures.





## SOOTHING HUES

Muted tones were featured delightfully, paired with soft neutrals, creating a soothing and calming aesthetic.







## 3D TECH

3D print technology featured in abundance, where inkjet and structure work in harmony to capture tactile relief and added depth to the surface. An aesthetic replication of a true authentic marble and stone using captivating technology.



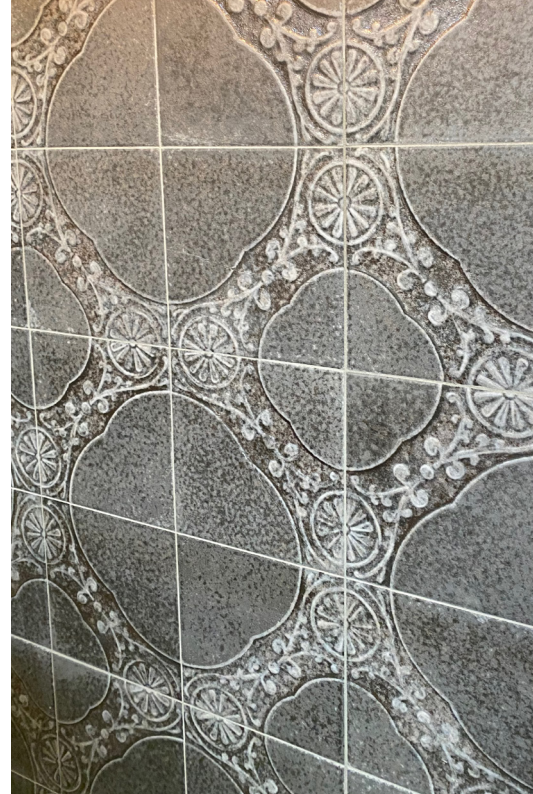


## STRUCTURE

Structure still had a strong presence at the fair, however the 3D technology was the lead on innovation and how aesthetically it felt and appeared.







## GLAZE EFFECTS

Glaze effects were used to the maximum! Through dry powders/Granilias, textured surface is added in great detail to elevate the design and hand-crafted appearance, particularly on small format tiles.







## FORMAT

Format was noted on both ends of the spectrum. Particular large formats, slabs and small formats were showcased more. With square format making a strong appearance on wall and floor application.





## SANITARY WARE

Sanitary ware is certainly growing and evolving by pioneering new trends of their own. Strongly noted throughout the fair, stone and marble textures were translated onto this sector, adding design interest and stylish statement. Fascinatingly, textured baths were featured, adding a tactile feel and contrast. There was an array of neutral shades showcased alongside classic white sanitary ware, again adding more design appeal and contrast to the space.

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