

Tile Trace

PRODUCTS/PROJECTS/COLOUR/TRENDS/INSPIRATION

ISSUE 1



"Latest trends and colours
straight from Milan design week"

Savoy floor & wall

"A porcelain concrete inspired range with
traditional patchwork decor"

Editorial

Established 1901. Not only is Johnson Tiles the UK's leading manufacturer of ceramic tiles, our experienced design team travels the world to source the latest emerging trends that filter through to our portfolio. We are also one of the greenest companies in the UK.

With over 100 years' experience, Johnson Tiles has a long history of market leadership. With a dedicated in-house design team and UK based production facilities, the manufacturer continues to deliver distinctive new products servicing both the contract and retail markets internationally, all of which is underpinned by our award winning quality and environmental systems. Within the contract market, our experience, service and product range covers all aspects of public and private specifications, from architects and designers through house builders, contractors and distributors.

Our tiles have been used on both small and large contracts for housing projects, schools, universities, hotels, hospitals, industrial developments and the leisure industry. Within the retail market we design and manufacture products for both independent and multiple retailers. We offer the widest choice of 'on trend' products, backed up by industry leading logistics and service.





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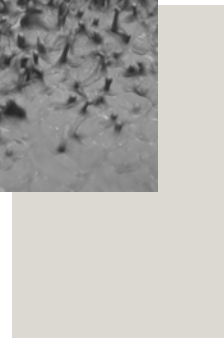
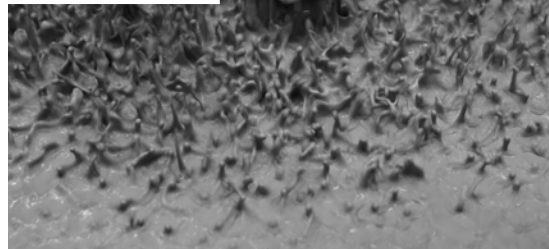
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New Products





Monochrome





Monochrome, a simple collection of ceramic and porcelain wall and floor tiles, featuring a neutral colour palette with accompanying co-ordinating décor options.

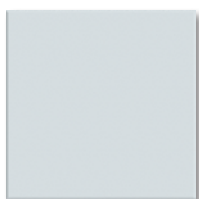
Available in two small-format sizes, across three different finishes designed to be both subtle and versatile.



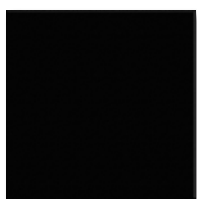
MONOCHROME COLOURS



WHITE



GREY



BLACK

FINISH



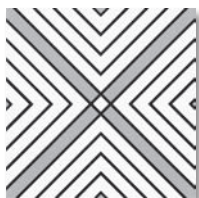
NATURAL



GLOSS



SATIN



MONOCHROME DECOR



MONOCHROME BORDER

SIZE



150X150MM



200 X 100MM

PLEASE VISIT OUR WEBSITE FOR MORE INFORMATION.



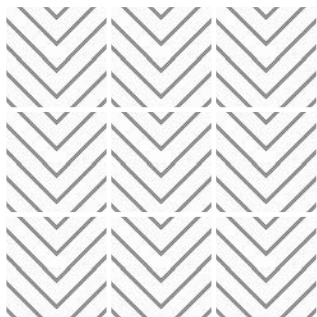
One



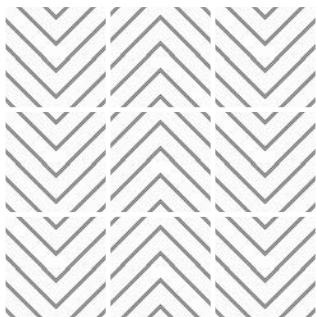
One is a stunningly simple range of porcelain wall and floor tiles. Comprising of a single versatile geometric pattern, perfect for creating head-turning statement designs.

Available in one stylish colour, designers can create many looks, depending on how the tiles are fixed together.

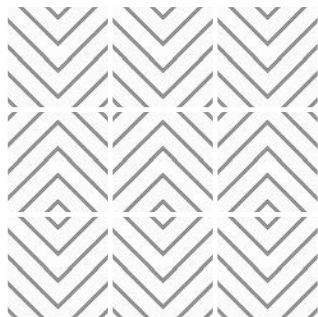




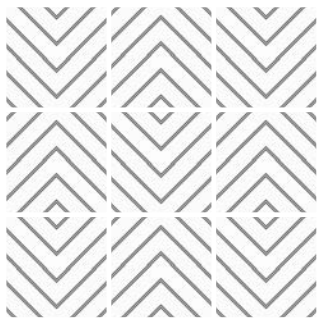
DESIGN OPTION 1



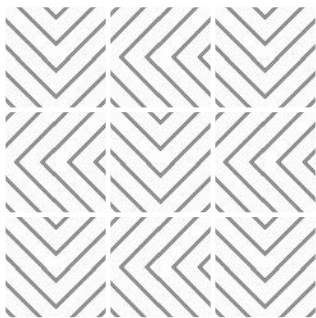
DESIGN OPTION 2



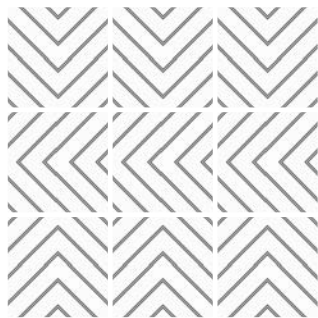
DESIGN OPTION 3



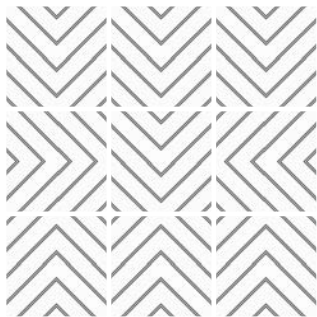
DESIGN OPTION 4



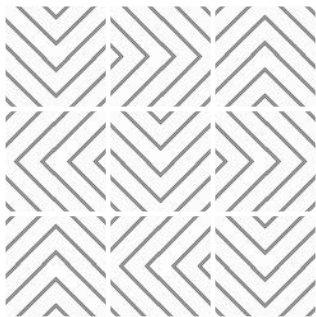
DESIGN OPTION 5



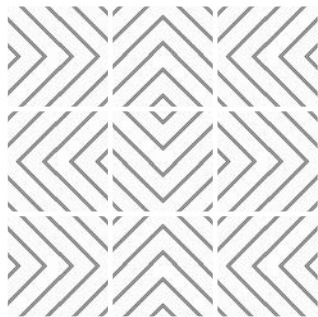
DESIGN OPTION 6



DESIGN OPTION 7

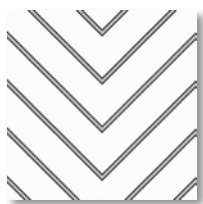


DESIGN OPTION 8



DESIGN OPTION 9

ONE COLOURS



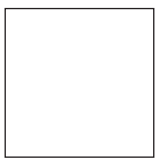
BLACK & WHITE

FINISH



NATURAL

SIZE



150X150MM

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Savoy Floor





Savoy Floor, a contemporary range of glazed porcelain wall and floor tiles featuring a rustic concrete effect field tile and a selection of co-ordinating geometric patterns.

It's available in four on-trend and contemporary colour-ways, along with a plain concrete and

various decor options, including mixed décors. All in a natural finish.

Each of the designs within the range can be used on their own or combined together to create a patchwork or zoned areas, whatever your choice, Savoy Floor offers endless creative possibilities.



SAVOY FLOOR COLOURS



CONCRETE



CONCRETE DÉCOR



BEIGE MIX

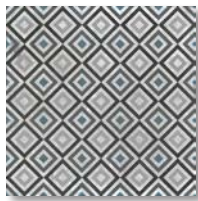


BLUE MIX

FINISH



NATURAL



GREY SQUARE



BLUE SQUARE



BEIGE SQUARE

SIZE



200 X 200MM

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Savoy Wall



Savoy Wall, with its characteristics of water and transparent qualities creates stunning depth and variation of colour. This on-trend colour palette consisting of muted and vibrant tones opens up a

sense of freedom and experimentation creating beautiful melanges with high sophisticated quality.





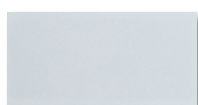
20 Tile Trace



SAVOY WALL COLOURS



BONE



LUNA



SAGE



OAT



LEAF



MARINE



GRAIN



STEEL



INK



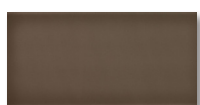
PEBBLE



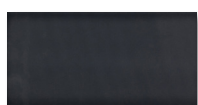
DEW



PETROL



CARAWAY



NOIR



SLATE

FINISH



GLOSS



STRUCTURED DÉCOR

SIZE



300 X 100MM



200 X 100MM

PLEASE VISIT OUR WEBSITE FOR MORE INFORMATION.



Hudson



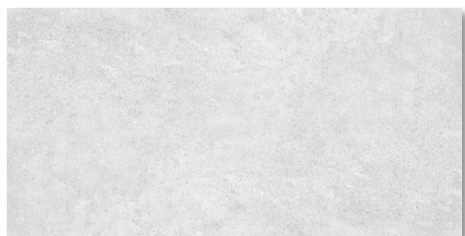
Hudson is a range of glazed ceramic wall and porcelain floor tiles, featuring a selection of carefully chosen co-ordinating colours, Albany White, New Jersey, Manhattan and Brooklyn, each designed to add a touch of sophistication to any modern or traditional living space.

It's available in three stunning finishes, Natural, Rockfall and Sandbar. Rockfall mimics the natural effect of weathered stone, while the linear structured effect of Sandbar allows for the creation of zoned areas and truly stunning lay patterns.





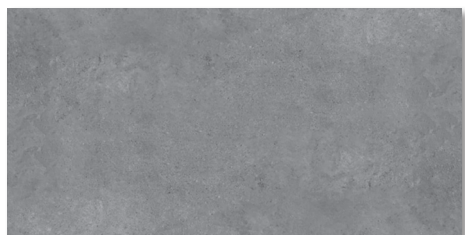
HUDSON COLOURS



ALBANY WHITE



NEW JERSEY

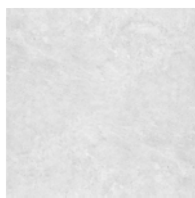


MANHATTAN



BROOKLYN

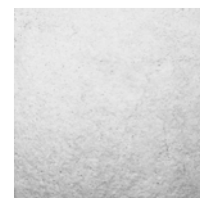
FINISH



NATURAL

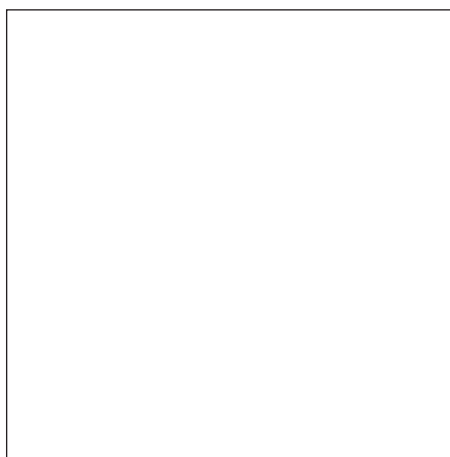


SANDBAR

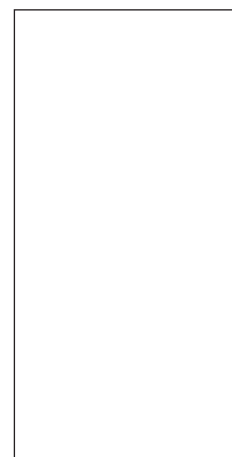


ROCKFALL

SIZE



600 X 600MM



600 X 300MM

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Symmetry







Symmetry reproduces the effect of scales in a simple but distinctive way. Featuring a large colour palette of twelve co-ordinating neutral and vibrant colours.

Available in one small-format size, perfectly mimicking the effect of scales, and one finish combining both form and function.



SYMMETRY COLOURS



WHITE



CREAM



FLAME



RASPBERRY



JADE



LEAF



STORM



HAREBELL



CLOUD



ZINC

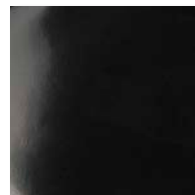


MIDNIGHT



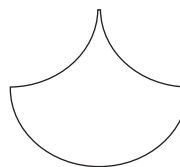
BLACK

FINISH



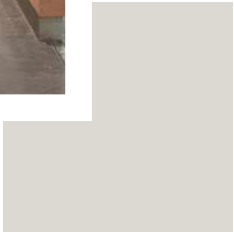
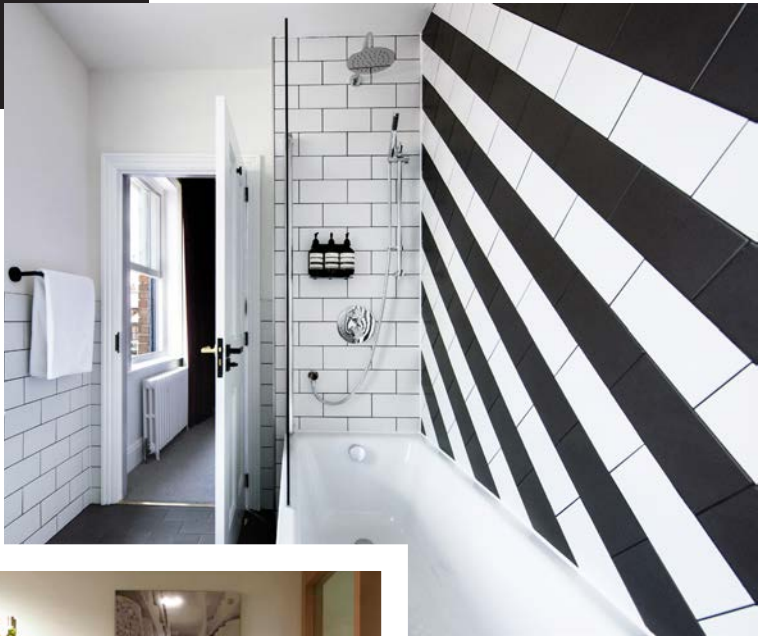
GLOSS

SIZE

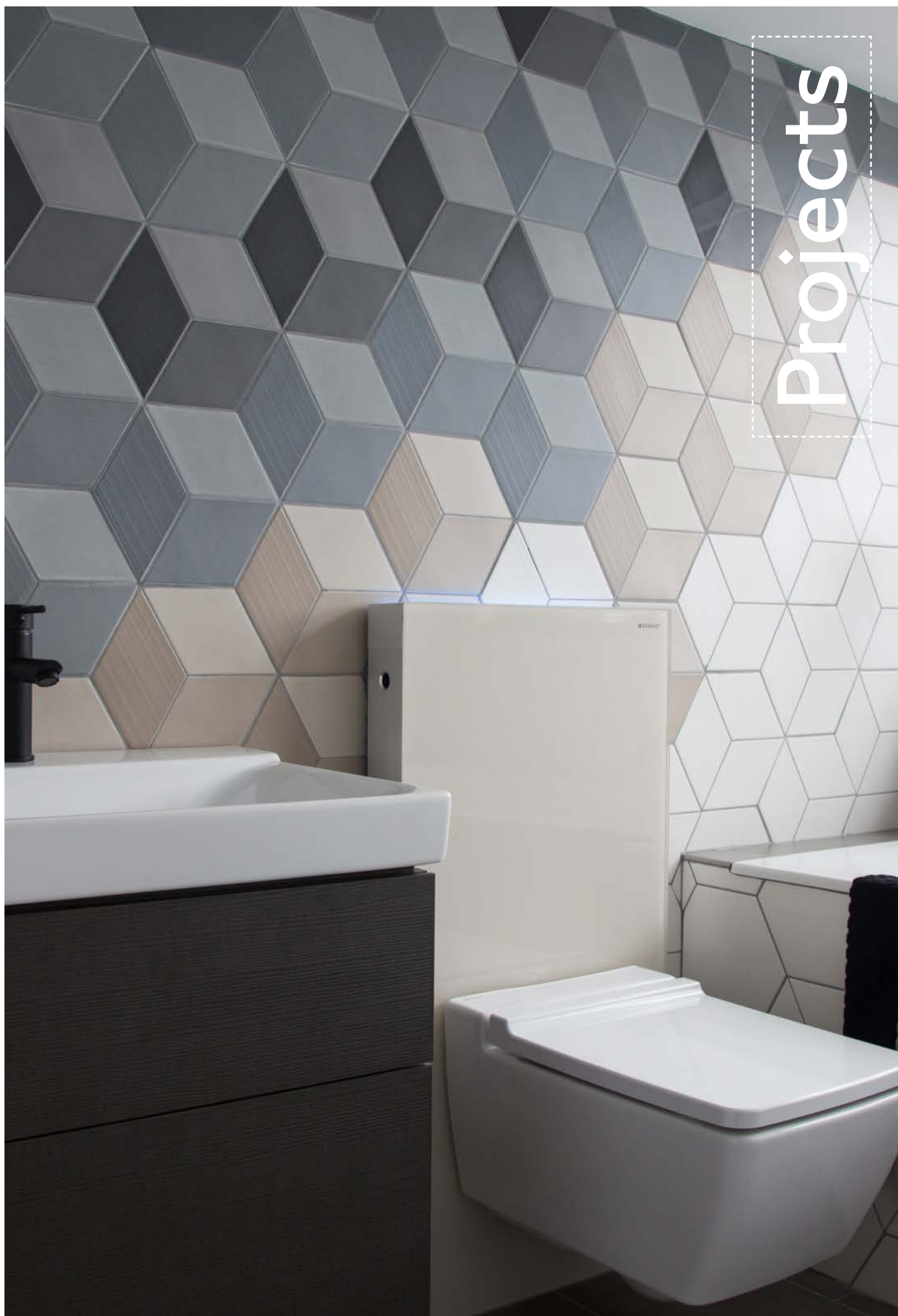


150 X 135MM

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Projects





Mix Interiors



Mix Interiors were recently in the process of refurbishing their office so Johnson Tiles helped to create a new, refreshing and luxurious office space. Complemented by Johnson Tiles' Mode floor tile, the Savoy range helped to provide a fresh and modern feel to their new kitchen space. To create a sophisticated yet subtle style, the Latitude ceramic wall tile range was used in the shower rooms. Marcie Incario, owner and managing director of Mix Group said,

"Working with Jack and the team at Johnson Tiles was an extremely smooth and enjoyable process. The choice and advice we were given, along with excellent customer service throughout was first class and we are delighted with the finished look and feel of our office."

The fit-out work was completed by Spatial Office Environments.





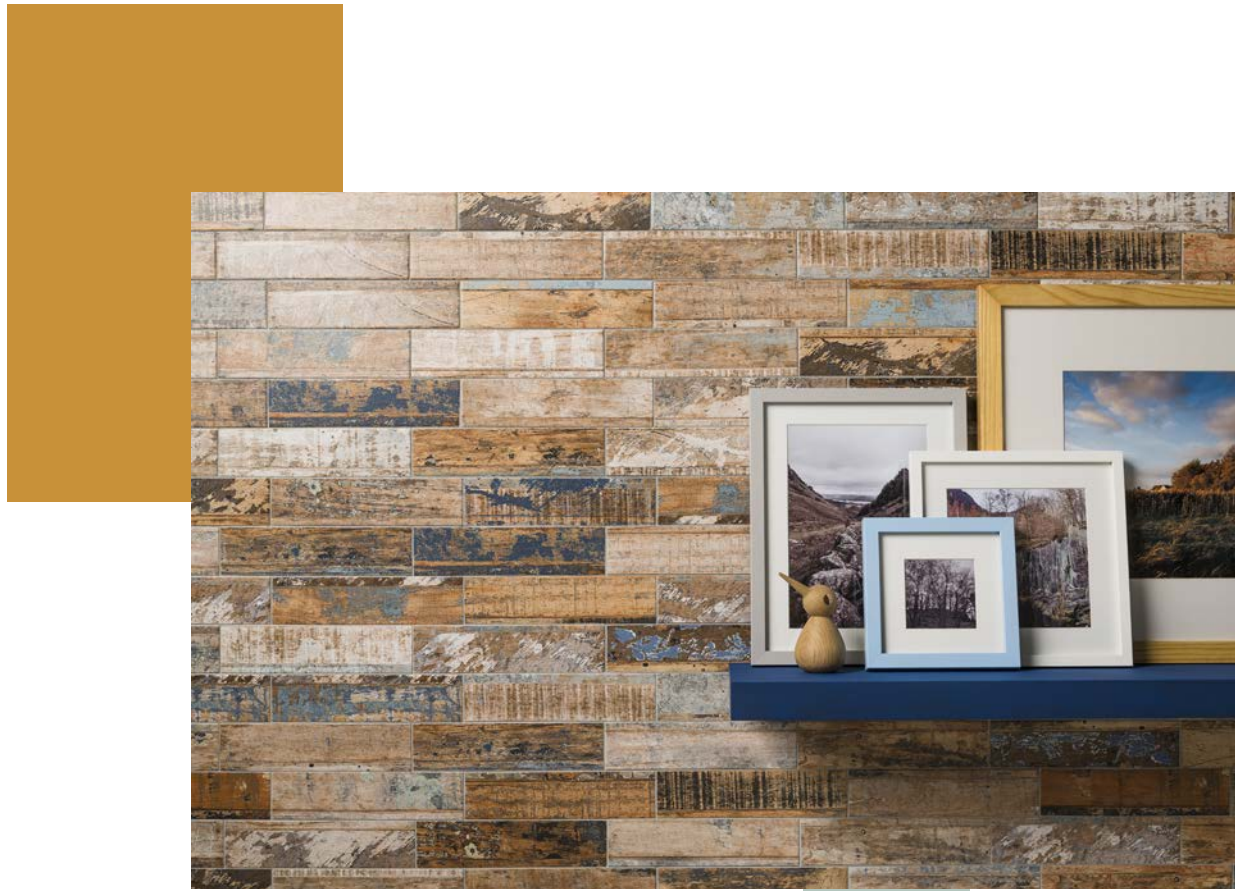
North Central



The North Central Project is a residential development in Manchester opposite NOMA, comprising 64 luxurious apartments set over nine floors. Carried out by Cartwright and Gross chartered architects.

For the bathrooms and en-suites, Johnson Tiles' Antique Cedar tiles were used for the floors – both on the cistern enclosures and shower cubicles – and Chroma in Arctic White was applied brick bond around the bath. Both provided a fresh and contemporary ambience to the space.





Every year, we travel the world, exploring the interior industry's most esteemed trend shows – from Milan Design Week to Heimtextil in Frankfurt, and the two key tile fairs Cevisama and Cersaie. From this, we've gained a wide spectrum of emerging trends that are set to be key for 2019/20.

It's crucial that we understand the latest trends – not just in the world of tiles – but across all aspects of interior design and lifestyle. And all of this plays an important part in the creation of our own product designs.

This year, we've been presented with an exciting array of colours and textures, with makers and designers taking a vibrant, maximalist approach.

Materials





“Beauty in its natural form”



The replication of natural materials remains prevalent, due to the high-quality, authentic aesthetic that can be achieved.

Marble continues to be a significant trend, with carrara dominating in many forms – from being used as a room’s main focal point to adding accents through accessories in the traditional white and grey colour palette. We’ve also noticed carraras with a more luxurious twist, utilising gold hue veining and dark grey tones, or sporting large white open vein patterning.

Wood remains key, ranging from simple, glossy finishes to a more distressed and weathered appearance. Often spotted in plank format, it seamlessly merges with the ‘geometric’ trend.

Terrazzo is still a leading material. Used in varying sizes and scale, it can create a subtle, natural appeal in neutral colours. While large, exaggerated designs in vibrant shades lean towards a bolder, maximalist approach.

Within our portfolio, Classics, Stratum and Terrazzo capture the trends perfectly.



Textured surfaces continue to be fundamental, mainly seen on small format tiles to create a handcrafted and traditional look. Organic patterning such as crackle and raku feature heavily, alongside various glazes.

Carving and reactive effects are a way of enhancing surface detail – from subtle organic patterns to bold geometrics.

This year, a mixture of matt and gloss finishes made more of an appearance in Milan, Cevisama and Cersaie, creating a textural, tactile result.

Using Kensington or Savoy will create an eye-catching statement with tactile qualities.



“Tactile surfaces can enhance the detail of any design”



Effects



Structure



Structured surfaces continue to be an important element of tile design, along with many other aspects of interiors, evoking tactile qualities through relief or embossing.

Inspired by architectural buildings, three-dimensional shapes, geometrics, angular lines and organic patterning create eye-catching features that add a sense of movement. Ribbed and curved surfaces are also set to make a huge appearance this year and into next.

Matt finish has so far surpassed gloss, with patterns ranging from large to small scale.

Our structured ranges such as Substance, Studio and Minerals are ideal selections to add relief and movement to any space.

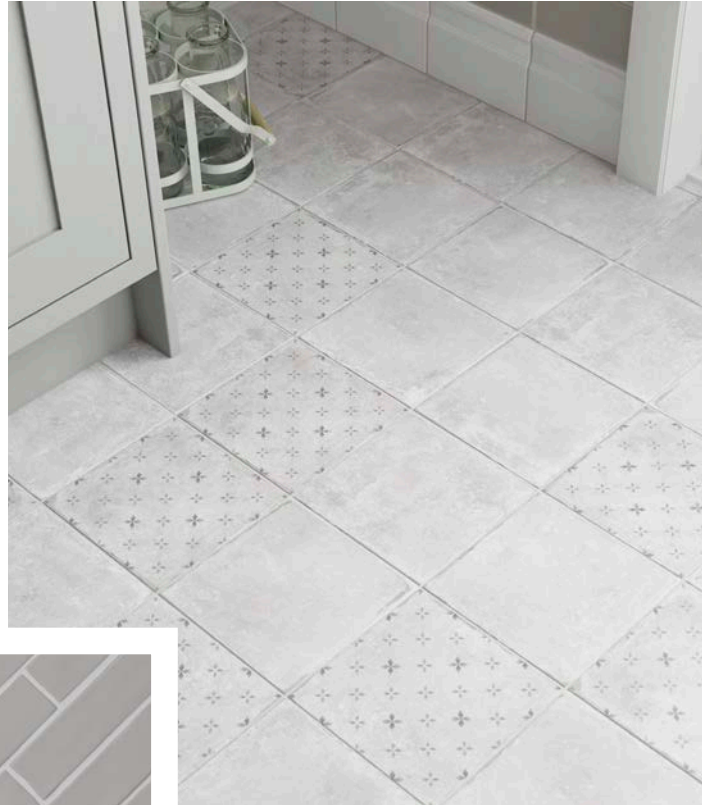


“Beautiful form and shape, evoking a tactile quality”

Tile formats are notably at two ends of the scale spectrum. From overly large, with simple marble or stone patterning, to the opposite – small, mostly hand-crafted with glazes and structured surfaces.

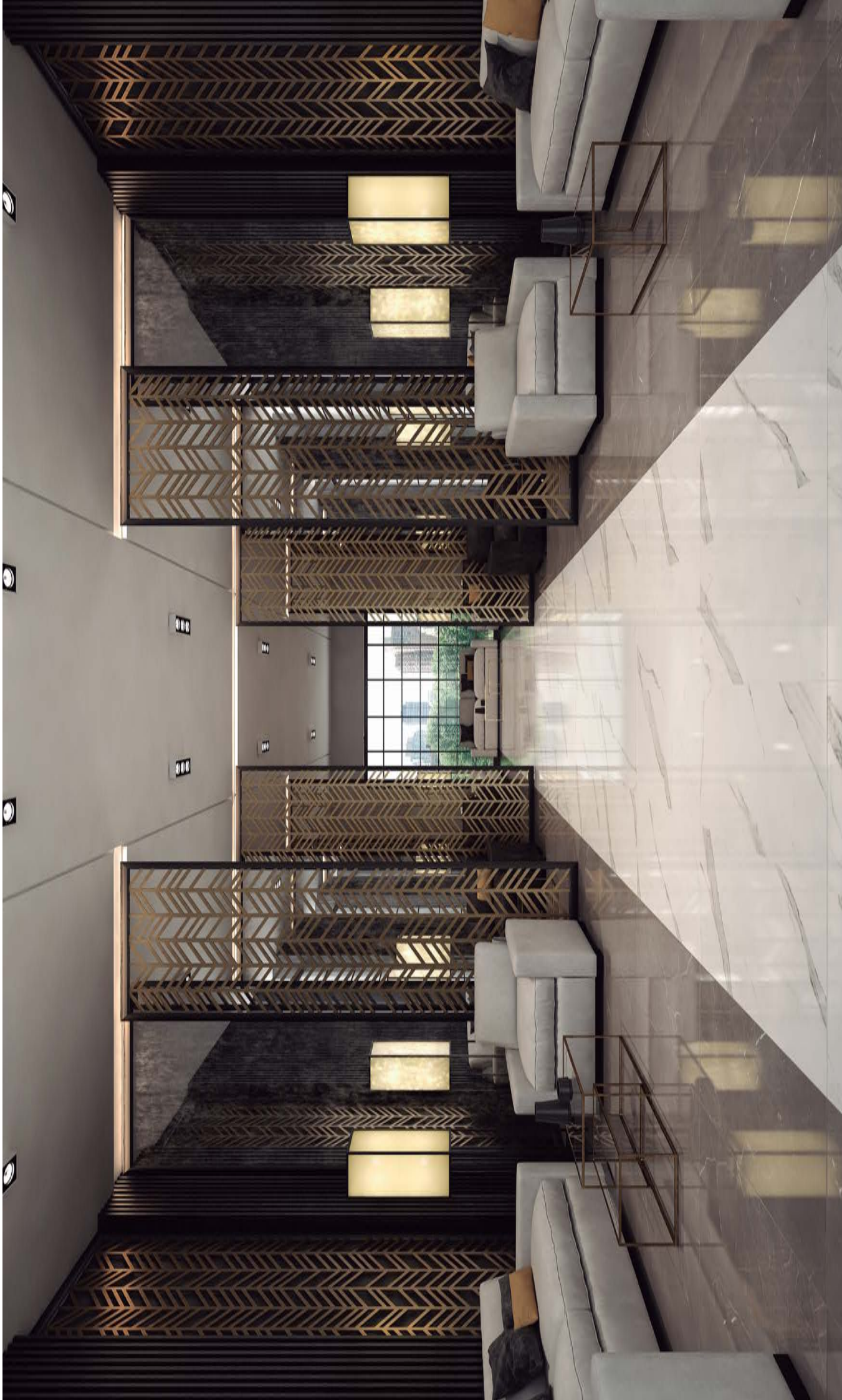
Transitional tiles also continue to be popular – seen fusing different materials and shapes together such as wood planks and hexagons.

Kensington, Hudson, Savoy and Stratum, to name but a few, cater for both ends of the spectrum.



“Format can add a true point of difference to an interior space”

Format



Geometrics

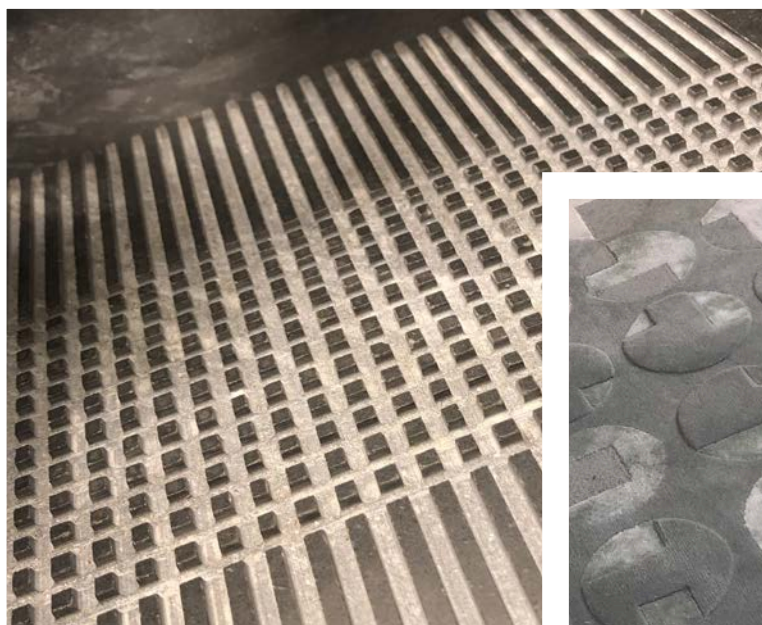


Geometrics continue to be a key trend, seemingly having a timeless effect. Whether surfaces, wall-coverings, vases, lighting, furnishings or flooring, there is a significant revival of 1970/80s' geometric and abstract prints. Rather than feel retro, though, the look has been updated for the modern consumer through the injection of contemporary colour palettes.

Traditional geo patterning has moved over to scaled patterns in bold contrasts, creating versatility within symmetrical design. Triangles, hexagons, diamonds, herringbone and three-dimensional shapes appeared frequently at the design shows.

Linear patterns are emerging as a key trend, boasting subtle elegance through simple, clean forms. From sharp angled lines to softer organic shapes, designers take inspiration from architecture and nature itself, translating their findings into various surfaces.

Savoy Wall, One, Monochrome and Symmetry are all great choices for adding a geometric statement to any space.



“Geometrics are versatile, and have a timeless appeal”



“A true classic that never dates”



A black and white colour palette is, truly, a timeless trend, and remains key across all aspects of interior design. This is thanks to its ability to provide a touch of sophistication and modern luxury to any space.

When using monochrome, many exciting approaches can be taken to create beautiful contrasts through different textures, patterns and finishes. Whether opting for a subtle yet effective finish or a vibrant, exaggerated statement, it's extremely versatile and never dates.

Our One, Monochrome, Duo and Bevel Brick ranges present just a few examples of how to create an eye-catching, sophisticated and stylish look.



Monochrome



Patchwork

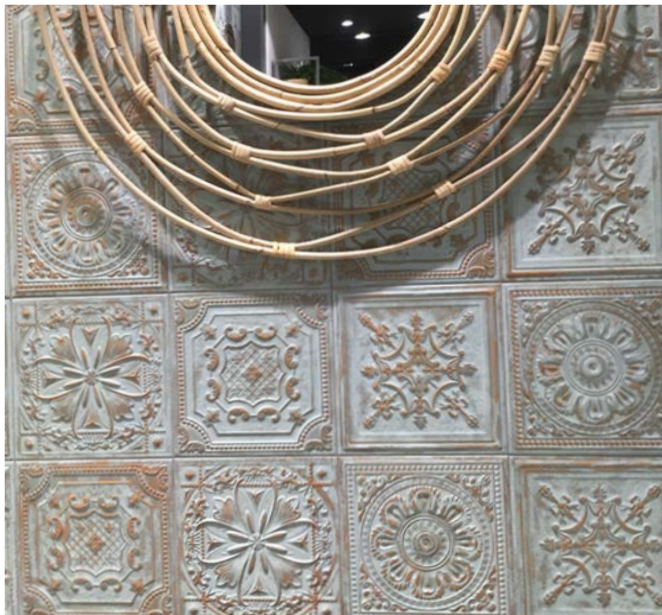


Patchwork continues to be favoured in interior design, especially for tiles, using classic small square format with traditional decorative patterns fading into concrete backgrounds. The result of which, is a distressed, heritage feel. In contrast to this, bold geometric shapes are also widely used for a cleaner and more contemporary look.

Tin tile patchwork creates a statement feature, adopting varying colour palettes from muted tones to luxurious metallics.

The trend is now also evolving into more organic and unusual shapes inspired by nature. This includes scalloped fish scales, tear drops, triangular and circular tiles.

Devonshire, Savoy Floor and Symmetry are all seamless options for achieving a patchwork statement.



“Patchwork designs allow for complete aesthetic versatility”



Florals have taken a step back this year, with foliage dominating the showrooms throughout Milan.

Seen in simple, large-scale patterns, floral design is more refined and detailed. From striking tropical plants to soft, delicate English garden vibes, bolder prints are juxtaposed and combined with soft neutrals.

This evokes the on-trend theme of wellbeing, bringing nature indoors in a contemporary and stylish way.



“Foliage patterns set against a neutral palette creates appealing contrast”

Foliage





Maximalism

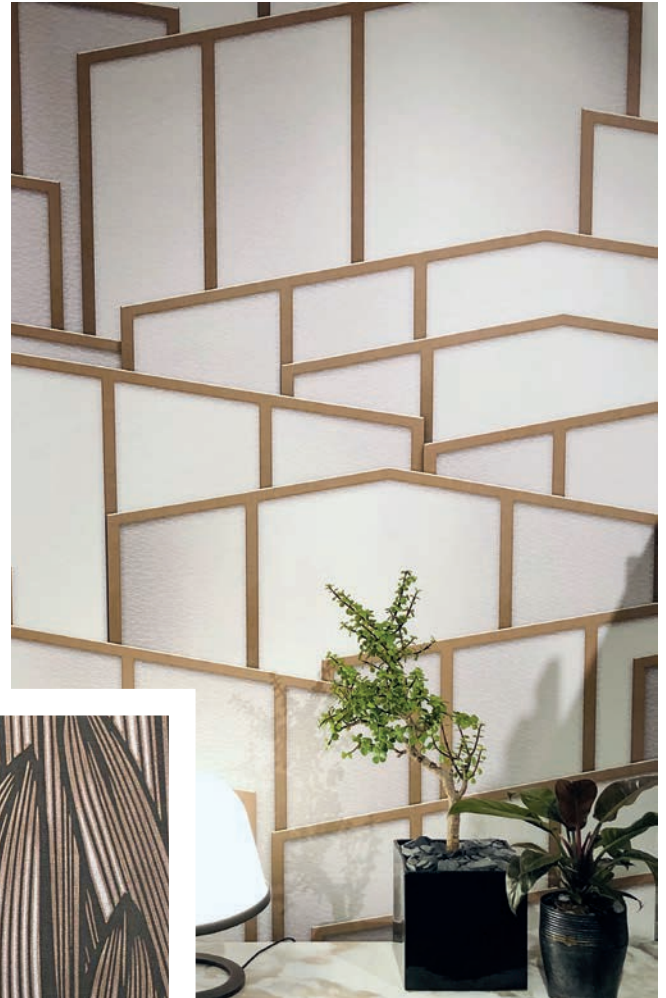
Maximalism has made a come-back, with a contemporary and playful twist – the key sentiment being ‘more is more.’

This trend is heavily influenced by the 1970s, which has seen a huge revival across the board, from geometrics to furniture shapes and key colour palettes.

Statement patterns from large-scale foliage and heavy marble to abstract shapes are occasionally combined for contrasting appeal. Alternatively, similar patterns are layered in complementary accent colours. The layering of clashing textures can create a more subtle and contemporary approach to maximalism.

Block colouring lends itself perfectly to this trend. From bright radiant tones to soft serene hues, anything goes.

The Stratum and Avoir ranges are ideal candidates for perfecting the maximalist look.



“Layering clashing textures and patterns creates a maximalist effect”



“Sense of calm and tranquillity”



The industry-wide focus on wellbeing continues to prevail, with end-users increasingly seeking a calming ‘zen’ atmosphere. The focus being decor that influences both physical and emotional health.

Incorporating natural materials such as wood, marble and stone evokes a relaxed, closer-to-nature feel. And bringing the outdoors in with plants, succulents and cactuses remains key in both residential and work spaces.

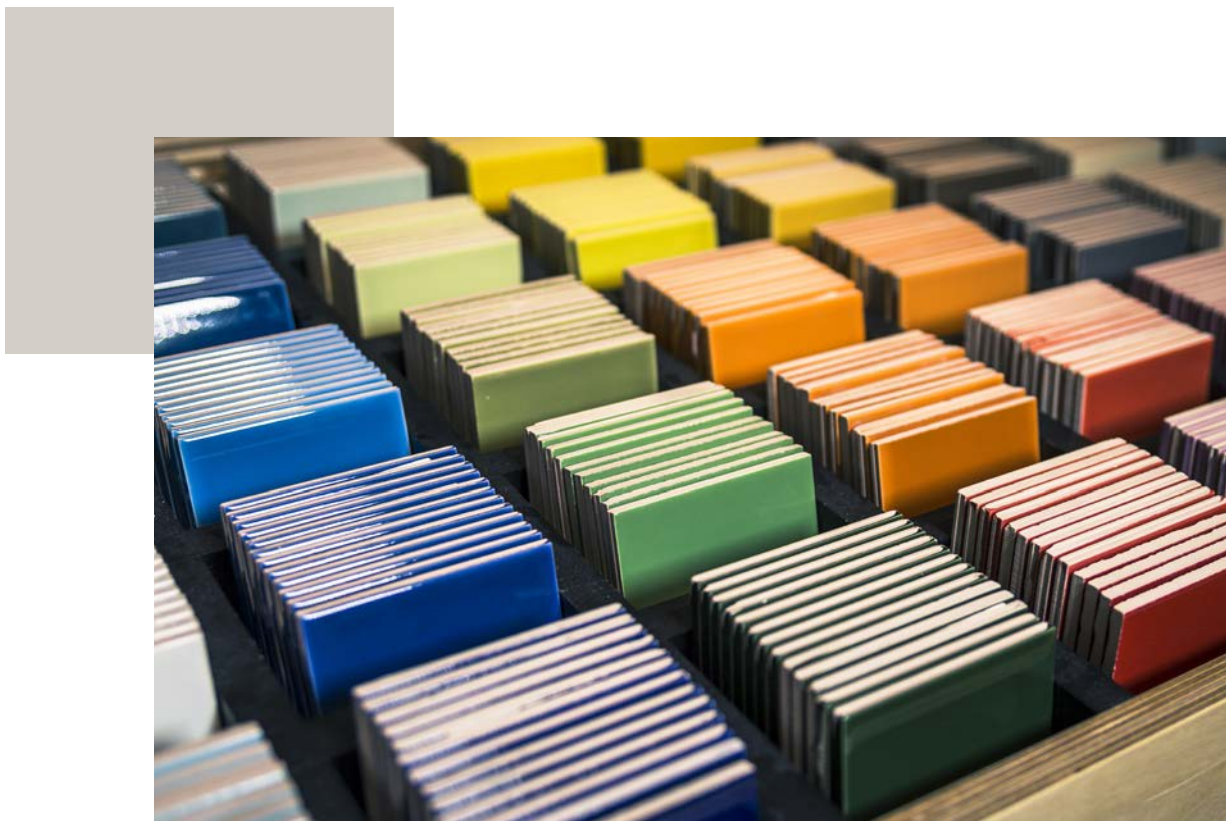
Our Stratum range of natural stones and marbles adds a restorative sense of calm to interiors.

Wellness



Colour





The four key colour groups set for 2019/20 work in harmony, but can also be used in juxtaposition for maximalist effect. From setting contrasting tones against bright, radiant shades, to adding comfort through soft serene hues, there's something for every desired ambience.

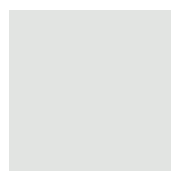
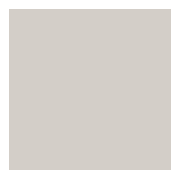
The serene colour palette takes centre stage, with the timeless neutral shades presenting the perfect backdrop to any scheme, and subdued yet warm tones and soft mindful pastels used as accents. Some of the more neutral pastel hues have also been used as the main feature instead of a classic neutral. Radiant shades, on the other hand, are set to express a sense of playfulness.

SERENE

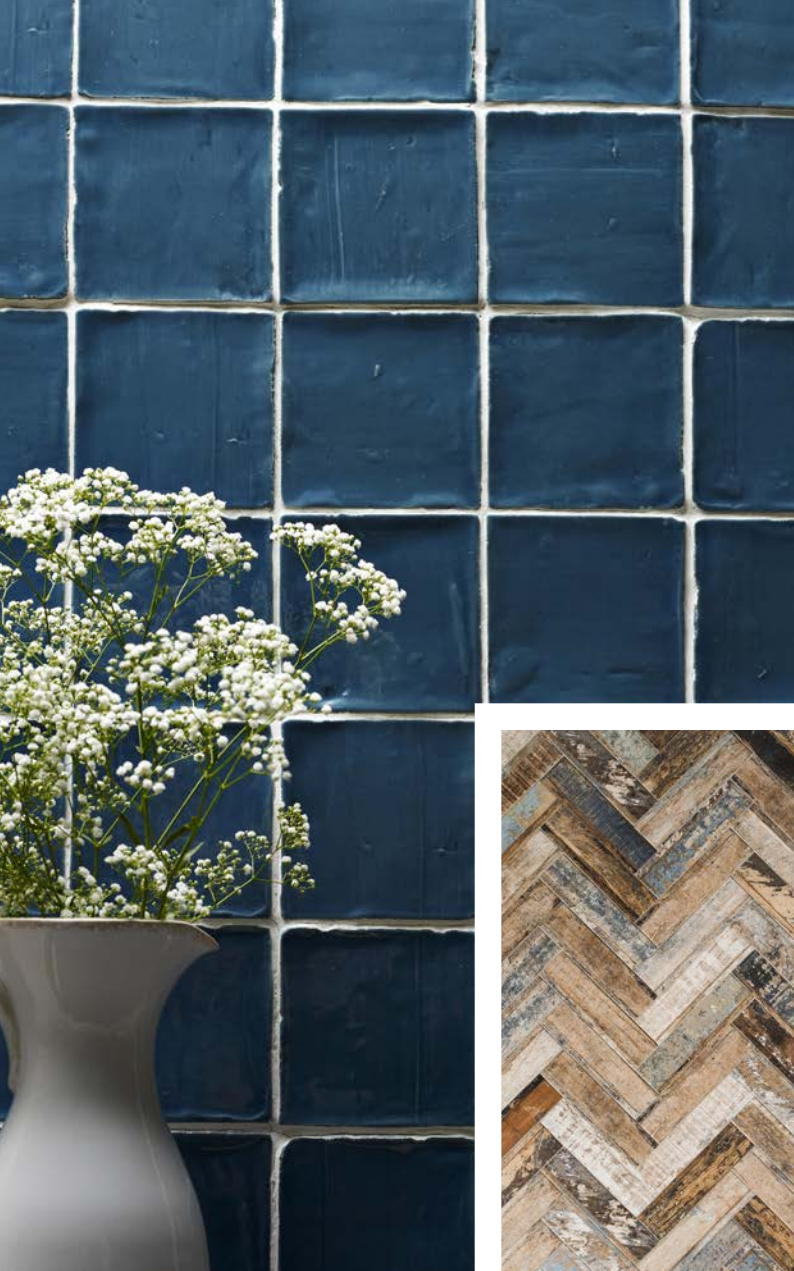
Neutrals have progressed to a warmer colour palette, creating a sense of home comfort and achieving a soothing aesthetic.

These serene hues exist outside of a singular tone and instead include the blending and layering of multiple shades.

Adding a texture or featured accent colour is key, working perfectly against these subtle shades.









Subdued

Warm earthy hues are evolving into rustic and baked tones inspired by nature's own colour palette. This has reaffirmed Dulux Trade's Colour of the Year selection, Spiced Honey.

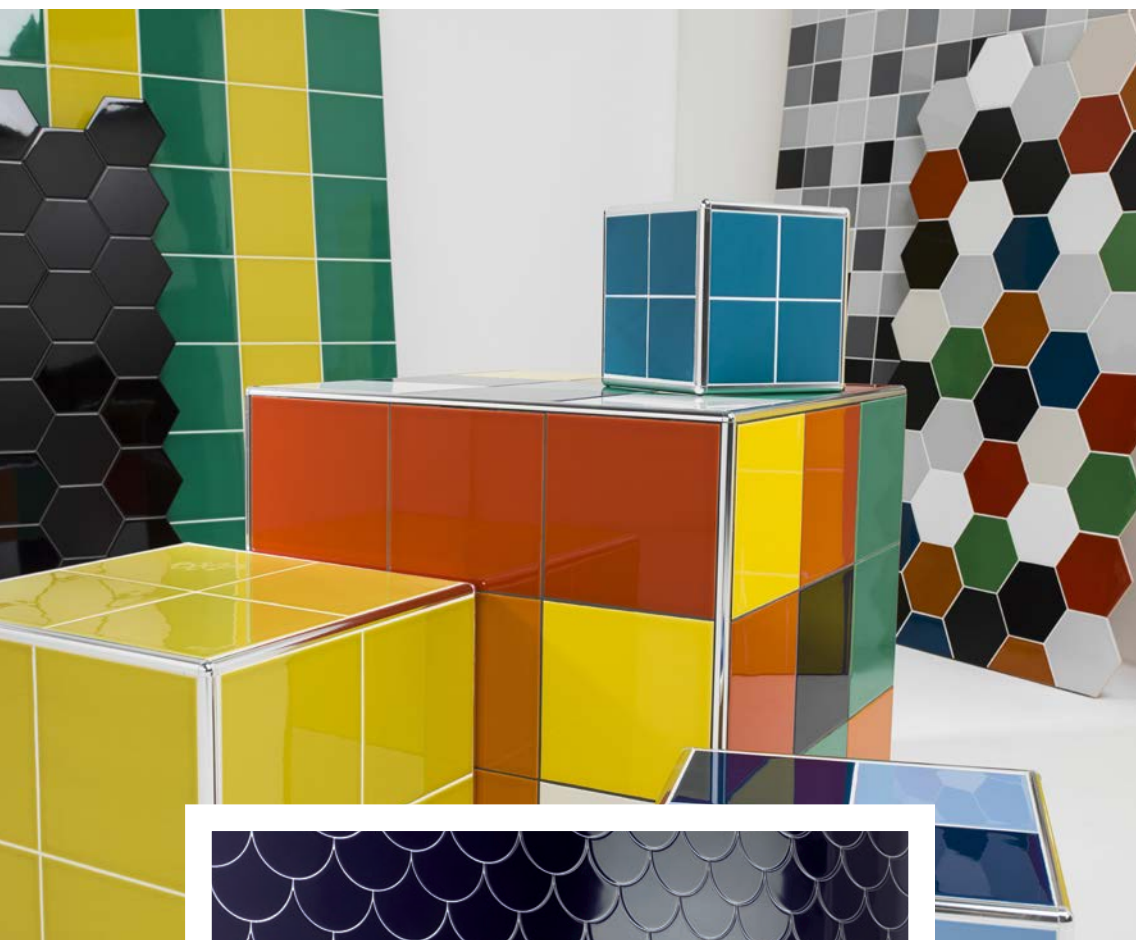
Mindful

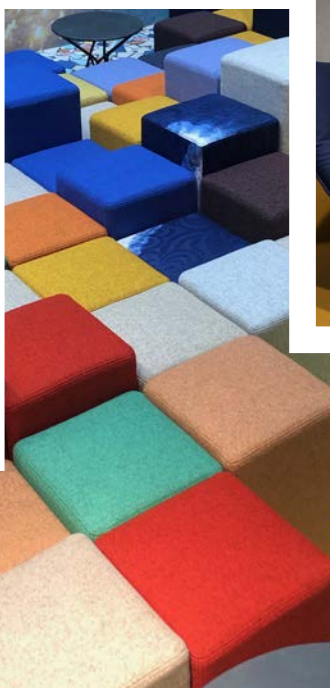
Pastels remain an essential colour palette with shades evolving into more chalky, baked tones. By mixing paler tints with darker hues, a calming effect can be created.

Soft mints and pinks are set to be key colours in the coming year, with pinks taking a more neutral stance. They create the perfect back-drop for pairing with contrasting accent colours.









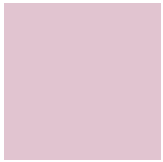
Radiant

Lively, playful shades are fast emerging across the spectrum, with most manifesting in primary hues used as a bold accent.

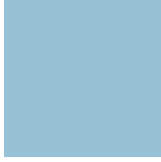
These bright pops of colour are also juxtaposed with whites and neutrals to create a softer finish.

Colour Overview





12-2905 TPG



14-4317 TPG



19-4050 TPG



18-5841 TPG



13-0858 TPG



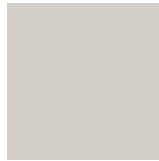
15-1263 TPG



18-1564 TPG

Radiant

SERENE



13-0002 TPG



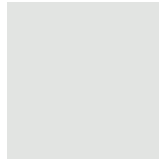
14-1305 TPG



18-5102 TPG



BLACK



WHITE



11-0907 TPG



17-1038 TPG



18-1340 TPG



15-0953 TPG



17-1038 TPG



18-1340 TPG



19-1930 TPG



16-1315 TPG



18-0523 TPG



19-4524 TPG



19-4125 TPG

Subdued

Mindful



12-0714 TPG



14-1313 TPG



14-3903 TPG



17-2601 TPG



13-0002 TPG



13-5305 TPG



17-4408 TPG

[illegible]



To summarise, 2019/20 trends continue to progress with a primary focus on wellness, natural influences, sustainability and being environmentally conscious.

Maximalism is key – ‘more is more’. Pattern is becoming increasingly popular and bolder choices are largely being made.

Materials and effects are being pushed further through innovation and the desire for detailed surfaces.

Colour palettes continue to express individuality through richer and bolder tones linking back to maximalism. However, these are paired with neutral and softer pastels for a thoroughly modern aesthetic.



Contact us

CREDITS

© Giuseppe Dinnella_2880 p56

Ceiling Lamps_ Atelier Areti

Stools_ Pulpo

Table _ Desalto

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Table_Baxter

Chairs_ Baxter

Marble slab_ Alimonti Milano

Sequence of neon lights_ Tecnolux

Ceramic_ Faina Collection

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Coffee Table _ Paradisoterrestre

Armchair_ Cassina

Chair _ Cassina

Ceramic Vases _ Ceramiche Milesi

Neon light _ Tecnolux

Glass Wall _ Vetreria Bazzanese

NOTE

Colour print and pantone references will vary from different printers.

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