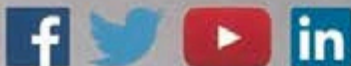


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OFFICIAL MAGAZINE OF THE TILE ASSOCIATION

## Ceramiche Caesar launches international design competition with promise of project promotion



Entries are now being sought for the Cross Design Contest 2017, an international contest organised by Ceramiche Caesar.

Open to architects, interior designers and university students, Cross Design is billed as one of the most interactive challenges of recent years, designed to set participant's creativity free by presenting a project to a panel of experts.

Participants have to submit a project for one of the environments in the Caesar Gallery, the new showroom at the company's HQ in Fiorano Modenese, which opened in September 2017.

Participants should study and interpret one of three moods identified in Cross Design 2016/2017, the magazine dedicated to the latest trends of the world of design and the result of meticulous trend research by Ceramiche Caesar.

Entries should be uploaded on the dedicated web site: [contest.caesar.it](http://contest.caesar.it). The must be an architectural project that has never been presented before; one that combines Caesar products in an harmonious and original manner and is has a strong creative spirit. Caesar

will provide the dimensions and plan of the space, the textures of the collections to use and some tools of the mood board, but it is up to the participant to create a setting inspired by a loft in a large city, with an elegant and contemporary style. The aim is also to enhance the value of Caesar porcelain stoneware by using its products for floors and walls.

Once all the entries are in, a five-strong jury will select the best three projects, in compliance with very strict evaluation criteria, and will award three prizes.

The winner will receive €5,000.00 and see his/her project realised in the Caesar Gallery. The winner will also be interviewed by an important trade magazine and be Caesar's guest at Cersaie 2017.

The second and third place winners will also take part in the Bologna exhibition and will be awarded prizes of €3,000.00 and €2,000.00 respectively.

Extensively promoted through international media and the company's social channels, the Cross Design Contest will also include a Web Award special mention, given to the project that is most appreciated online.

The winner will receive a prize offered by Archiproducts, one of Ceramiche Caesar's media partners for the contest.

To take part, visit: [contest.caesar.it](http://contest.caesar.it).

For specific enquiries, contact Caesar at: [contest@caesar.it](mailto:contest@caesar.it).

## Diesel Living and Iris Ceramica create seven new surfaces



The partnership that began in 2016 between the international lifestyle brand Diesel Living and Iris Ceramica, which started in 2016, has borne recent fruit when the first collection was presented in the SpazioFMG per l'Architettura gallery in Milan during Design Week. Bearing the hallmarks of the Diesel brand, fused with new suggestions, exotic scenarios, panoramas of the Arizona desert and views of the Grand Canyon, the resulting designs included Ribbed Arizona Concrete, Ribbed Oxide, Shades of Blinds, Fence, Grunge Concrete, Ribbed and Combustion. These seven new surfaces extend the Diesel Living with Iris Ceramica range, accentuating the aesthetic characteristics of materials marked by time and stressed by heat and light.

## NEWS IN BRIEF



Paul Fincken has been brought on board to head up the British Ceramic Tile's specification sales team as the UK manufacturer builds on recent growth, concentrating on their commercial and housebuilder business.

Although based in Bristol, Fincken's role as Head of Sales in the Housebuild & Specification Sector will make him a regular at the new London Hub in Clerkenwell.

"Having been in the construction industry for over 15 years and gaining vast amounts of knowledge and experience has helped me build and improve my skill set, in technical matters and sales account development along with staff management," states Fincken.



BAL has appointed Paul Telfer as Specification Sales Manager for London and the South East.

Telfer will work with architects, designers, specifiers and contractors supporting them on M40/M20 specifications,

providing project support and delivering RIBA-accredited CPDs.

Telfer joins BAL from the Stansons Group where he worked with architects, specifiers and contractors on exclusive projects such as the Clarges office and apartment development in Piccadilly, and Townlands Hospital in Henley on Thames.

Matthew Leaver, Head of Specification at BAL said: "I'm delighted to welcome Paul to the team as part of our continued development and investment in the specification sector to support all parties in delivering long-lasting and high quality tiling projects across the whole of the UK."



RAK Ceramics Group has appointed Alvin Biggs as Vice President of Sales in Europe. As part of his new role he will become the Managing Director in Italy and Germany overseeing the sales and operations functions across Europe.

Biggs has been with RAK Ceramics (UK) since January 2012 and held a senior role as joint managing director for 18 months in the lead up to RAK Ceramics (UK) becoming a wholly owned subsidiary in January 2016. Since then he has been a senior member of the European management team.