



New collection of designer tiles by CERA

CERA Sanitaryware Ltd., India's fastest growing home solutions provider, launched a new collection of exclusive designer tiles for floor and wall at an event held in Kadi, Gujarat, where its main manufacturing plants for sanitaryware and faucets are located. CERA invited around 500 distributors of tiles from across the country to see the new collection, which was displayed over an area of 9,000 square feet. The collection included 500 designs in floor tiles and over 150 design concepts in wall tiles. The categories included digital glazed vitrified tiles, digital wall tiles, third-fired tiles, digital porcelain tiles, and so forth, in sizes varying from 600x600mm to 800x1200mm. The newly-launched range of designs include: Lucido range — digital glazed vitrified tiles; Eterno range — digital

porcelain tiles; Digitale range — digital wall tiles; Passion Range — third-fired tiles; and the Hardrock series — for high-traffic spaces like showrooms. All designs are unique and break the current clutter of tile designs in the industry. Lucido, the glazed vitrified range, which includes the new book match series are popular in both residential and commercial constructions. The marble series and rustic stone series have been designed keeping in mind the consumers' changing tastes. The new highlighter series in the glazed vitrified tiles are truly unique designs that can be used both for floors as well as for walls. Passion, the third-fired wall tiles range are designed in such a way so as to enhance the aesthetics. Apart from the 23 third-fired designs, one can also select from a range of 104 regular wall tiles. These look equally

elegant in both contemporary and traditional settings. Conceived by a team of well-known tile designers, the new range gives a refreshingly different look from the present designs available in the market at present. CERA's product range also include bathroom cabinets, storage water tanks, kitchen sinks, mirrors, and sensors. Its distribution network consists of over 2,000 dealers and 10,000 retailers. The company also showcases its products through company-managed CERA Style Studios and dealer-managed CERA Style Galleries.

cera-india.com



New range of faucets by GRAFF

GRAFF, the worldwide manufacturer of innovative faucets has come up with a new elegant faucet line that furnishes the bar as well as kitchen spaces. The latest innovation from GRAFF's internal G+ Design Studio, the Sospiro Collection, offers a contemporary twist on traditional style. Inspired by the silhouette of a classic bridge, the faucet features clean, sleek curvilinear lines that fit perfectly inside modern kitchens and bars. The faucet is offered both as a single-hole and as a 'bridge' model and is available in four finishes — polished chrome, brushed nickel, polished nickel, and olive bronze — in order to allow wide flexibility in design. The stylish faucet is outfitted with two levers that match both the single-hole and bridge options. The single-hole model is equipped

with a pull-down spray head with dual spray and stream water flow functions. Flexible in its capabilities, Sospiro meets various necessities in terms of application too. Sospiro's bar application, in fact, with its small-space design, falls in line with the growing trend of in-house bars and bar stations. With its headquarters in Milwaukee, Wisconsin, USA, and with locations across Europe, GRAFF is globally recognised for its trend-setting products and unique vision. Supported since 1922 by extensive plumbing and hardware manufacturing experience, GRAFF has positioned itself at the forefront of design, creating bathroom and kitchen fixtures for the luxury market.

graff-faucets.com

'Jalsa' and 'Aaram' chairs from HOF

With a traditional yet fresh perspective on the 'the art of sitting', leading furniture brand HOF has come up with an innovation that redefines the basics of ergonomics. The country's foremost premium furniture brand has been known in the past for intelligently combining the aesthetics of furniture-making with the science of comfort. With an objective to redefine the country's workspace environment, HOF has been a step ahead in incorporating the latest technology into its products. Collaborating with NID graduate Mann Singh was the first step in achieving this objective. Singh is known for being the only Indian product designer on the coveted list of the renowned

Italian aesthetics laboratory, Triade. With the visionary artistic sensibility of the young designer, HOF has been able to cross the limits of creativity and push the benchmark of manufacturing excellence. It is this vision of Singh that has culminated into the conceptualisation of the 'Aaram' and 'Jalsa' chairs. Anticipated to be a level of perfection, the 'Aaram' series of chairs is a new definition of comfort blended luxury, made using cotton. Equipped with a sturdy structure and premium teak-wood finish, one of the main highlights of this product is its light-weight pouffe — an additional footrest that provides relaxation. The 'Aaram' series of chairs have been designed in line with

providing comfort, especially for reading and other leisurely activities. The 'Jalsa' series of chairs delivers a message of 'returning to one's roots' by its appearance itself. The design of the product is dedicated to the Indian style of seating, one that has been scientifically proven to be the optimum sitting position. Sharing its fine cotton upholstery and teak wood material with 'Aaram', the 'Jalsa' line of chairs is equipped with continuous back and side supports. The idea behind is an east west collaboration — a merger of the western concept of using chairs and the Indian tradition of leg-wrapping. The differences in both the

products speak the diversity of Singh's artistic vision. The appearance of 'Jalsa' series of chairs seems to be a language of ancient wisdom, trying to revive a sturdy seating tradition, whereas 'Aaram' suggests the redefinition of the known

levels of comfort and luxury. The consistency of thought is the key focus on maintaining an ergonomically accurate structure, and manifest in the designs.

hofindia.com



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