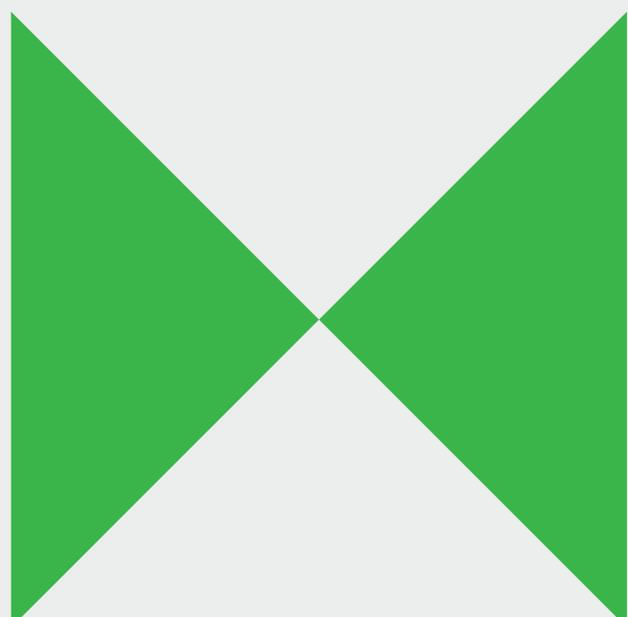


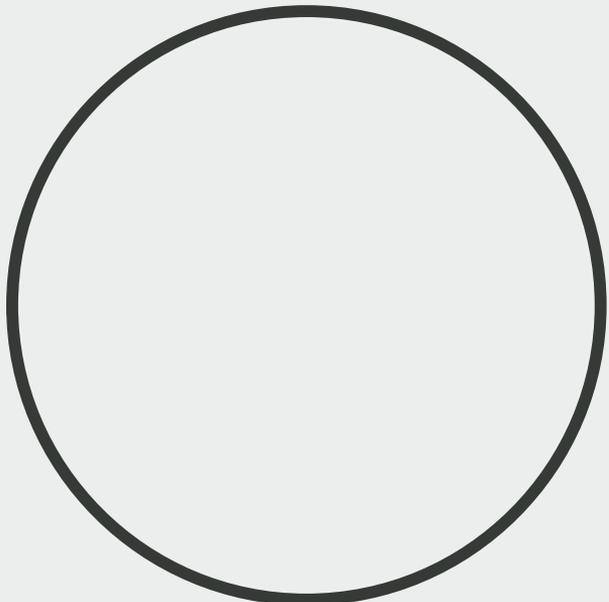
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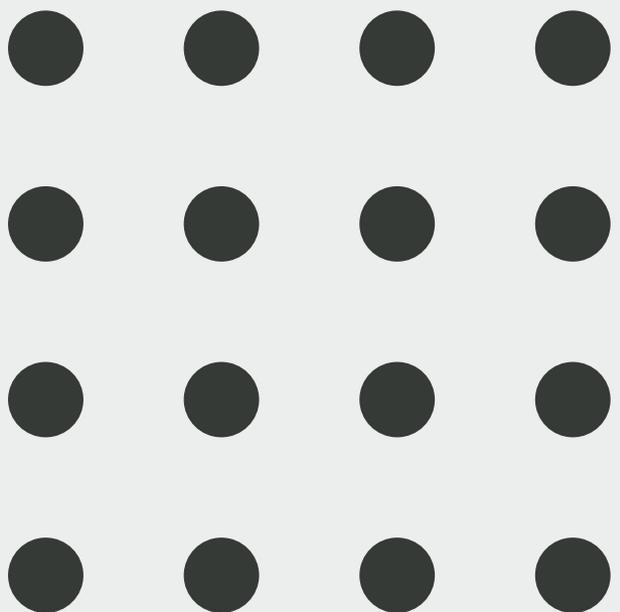


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# 10 design tips

Doing some renovations is a big deal! In addition to adapt ourselves to daily construction projects, we certainly don't want to choose the wrong **material, color** or **size!**

Even if we are an interior design geek, when it's time to refresh a room that we like and for which we spent a lot of money, it's important to ask ourselves **good questions** and mostly, to know where to find the answers.

Because La Tuilerie understands your needs and support your renovating projects, we created for you a practical design **guide** about ceramic. In order to do so, we asked **10 professional designers** which we love the artistic intelligence, to answer 10 questions about tile.

Whether it is to know about glossy finish, size or mosaic, this informative guide will certainly help you for your next renovations!

# MARYLOU GIRARD BOUCHARD JOLI JOLI DESIGN

## HOW CAN I FIT THE GROUT COLOR WITH MY CERAMIC?



I have to say that it's a matter of taste, but I love to choose a grout color that is **contrasting** with the ceramic.

I think it's more of a **classic and timeless** style!

For example, for a great cream color tile, I would choose a black grout to **delimitated the outline** and vice versa!



# KARINE ROY

## DESIGN BY KA

### SHOULD I CHOOSE A MATTE, A TEXTURED OR A GLOSSY FINISH?

First, we should avoid a glossy finish in rooms where we use water! First of all, we have to think security! Also, keep in mind that barefoot traces are more likely to be visible on shiny finishes.

For a glamorous look, glossy tiles are a must. Because they remind us of jewelry and prestigious hotel lobbies, they give a chic ambiance to your space. Also, shiny tiles **reflect light** which makes a small room looks bigger.

Matte finish and imitation of natural textures are giving more of an **urban and rustic look**. Some people are saying that matte finishes are more difficult to maintain, but it's actually false. Because porcelain is not a porous product, maintenance is easy.

Textured ceramic like wood, concrete weaving and stone imitations are very popular because prices are **affordable**. Just a little advice : 3D tiles are difficult to wash so they are usually not recommended for a backsplash.

 @bykarineroy

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# KATERINE HAMEL DESIGN

## IS IT POSSIBLE TO USE LARGE CERAMIC TILES FOR A LITTLE SPACE AND THE CONTRARY?



It is absolutely possible to lay **large ceramic tiles** in a little room. It makes it look **bigger**, mostly if you use rectified tiles to favorise joints as close as possible.

In a big room, it is preferable to use little tiles like **mosaic** to put emphasis on a **feature wall**.

On the ground, a floor made of mosaic tiles could be too busy for the eyes, the laying work would be arduous and the maintenance too!



# ARIANE DALPÉ

## ADDESIGN

### WHICH ELEMENTS DO I HAVE TO CONSIDERATE TO HARMONIZE MY BACKSPLASH WITH THE REST OF MY KITCHEN?

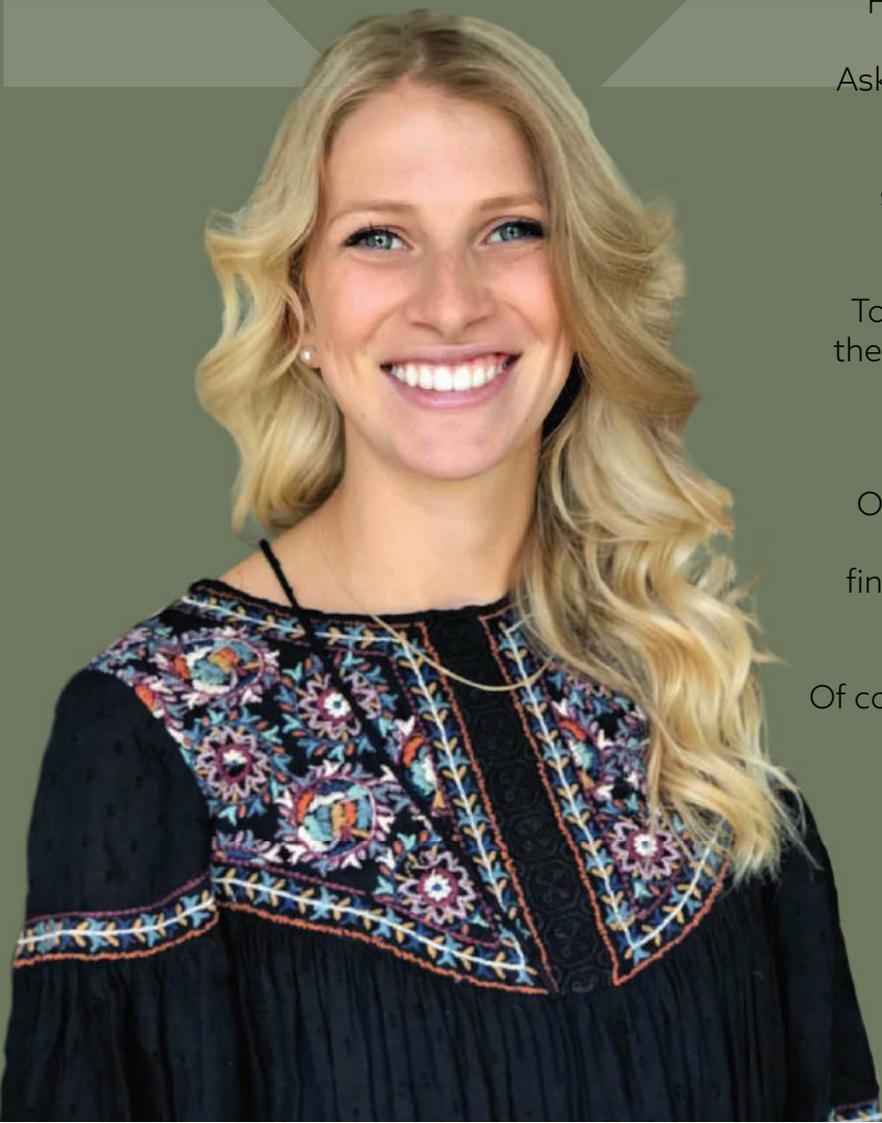
A backsplash is a good way to add a touch of **personality** and a bit of prestige to a kitchen. Also, it's easier to clean than a common wall. Here are what you have to considerate to choose your backsplash.

Ask yourself if the backsplash is situated near your main work area. If it's the case, you should choose **low maintenance tiles**. On the contrary, if you constantly cook on a kitchen island, allow yourself something more **extravagant** like 3D tiles or mosaics, which need more joints.

To determine the color of your backsplash, you need to considerate the color of each element in the kitchen: floor, cabinets, countertops etc. If you want your backsplash to blend with all these elements, choose a tile in the **same color palette**.

On the other hand, if you want your backsplash to be eye-catching, choose instead a flamboyant tile, linking colors, textures and tile finishes. And why not accentuate the backsplash with a **contrasting ceramic grout!**

Of course, everything depends on your tastes. However, I suggest you **to take a moment** to analyze if everything goes well together.



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# REBECCA LAELA-DUBÉ DESIGNER

## WHAT'S THE USE OF 3D TILES?

For a complete wall or only an **accent**, 3D tiles are the latest ceramic trend.

Use a simple lighting to make your wall look like a work of art! You'll see not only a great texture but also multiple facets that direct the **light** in every direction of the room.

This embossed design gives to your wall a **boost of beauty**. Whatever you choose a white classic tile or a funky one with patterns, the 3D effect is always outstanding!





# SOPHIA GAUTHIER BRANCOLI LA BRANCOLI DESIGN

## SQUARE, RECTANGLE OR HEXAGON! HOW TO CHOOSE THE RIGHT TILE SHAPE?



We must take into consideration room dimensions and the desired effect! **Square** format tiles 24x24 can be interesting if we want to cover a large surface and minimize the number of joints, which gives **uniformity** to the room.

For smaller spaces, a good option would be to choose small square tiles with **patterns**, very popular at the moment with concrete materials and vintage style tiles.

A **rectangular** 12x24 tile is a polyvalent and classic choice which is effective in both small or big rooms! We are seeing more and more rectangular tiles these days and it gives a great elegant look to a decor, either for floor and wall.

The **hexagon** tile is a big trend of the last years and it's definitely a must if we want to create a creative look. All we have to do is to choose the adapted size for our space! It could be great to try a different shape of tile!

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# STÉPHANIE GUÉRITAUD DÉCONOME

## CAN I MIX WOOD AND CERAMIC IN A ROOM?

Of course it's possible! It has always been done in the decoration field, but design is evolving right now with less square and traditional tile laying.

The imbrication of hexagon tiles or chevron patterns with wooden slats adds, for example, a **decorative attract** to floor transitions in an open area.

For bathrooms or for a fireplace lap, porcelain wood imitation tiles are also very trendy because they allow **bold mixes**, waterproof and fireproof.





# TANIA TRUDEL

## AUBE CRÉATIONS

### WHAT CAN I DO TO SHOWCASE CERAMIC TILES IN A ROOM?



There are so much possibilities to showcase ceramic tiles that it's difficult to choose only one!

A good option would be to make a **transition** between two ceramic styles.

It's great to see on the floor all the different nuances and textures, mainly in **open areas**.

For a good transition, we are mostly considering the **complexity of materials** and the details.

Beside, there are great choices of **wood effect tiles!**



# ALEXANDRE LAFLEUR DESIGN

## IS IT POSSIBLE TO MIX EVERY STYLE OF CERAMIC?

Every ceramic style can be mixed,  
but be careful, secret lies in  
**moderation.**

For example, a vintage mosaic  
floor goes very well with large  
polished porcelain on the walls.  
The **contrast** between those two  
styles enhances their individual  
beauty and gives a **very  
sophisticated look.**





# KARINE MATTE

## MATTE ET GLOSSY

### WHAT ARE THE BIG CERAMIC TRENDS?

Tile market is always **evolving!**

This year, **geometric shapes** and patterns are very popular but the biggest trend is the tile installation!

For example, subway and chevron tiles are installed **vertically** instead of horizontally like we usually see.

This tile laying favors the **height effect**, in addition to gives a touch of originality.





# Inspiration XXL

After all these **design tips**, difficult not to change our old ceramic isn't it?

We believe that environment can greatly influenced our **perceptions**, our **moods**, and even our **health**. Here's why we bet, not only on quality products and knowledge, but also on design which constitutes the signature of a renovation project!

Many thanks to all the designers who participated to our design guide about ceramic. Follow them on their social networking sites, you won't regret it! They share with you their projects, **inspiring photos**, tips and a lot more!

Come visit us at our different stores, it will be a pleasure to help you!  
We are also on **Instagram and Facebook!**

