



VitrA Tiles presents its 2023 Novelties Collection at CERSAIE

CERSAIE, Bologna Italy - September 2022 – VitrA Tiles' presents its most recent range of tiles featuring its integrated systems and materials library, inspired by nature and the essential circular creativity of life. Launching at the autumn CERSAIE 2022, the Novelties 2023 collection is an invitation to join in a bold, colourful and regenerative journey of self-discovery. VitrA Tiles has enriched this collection with a variety of propositions that allow the users to meet differing style needs and to create surfaces in designs that have staying power over time.

Sensing the desire of consumers search for well-being and comfort, both from a physical and emotional point of view, VitrA Tiles has responded by reconnecting with the energy of nature, in a rich variety of choices that will enable users to create living spaces that allow them to feel the restorative effect of the outside world, and to bring their creativity to the forefront. Novelties 2023 is VitrA Tiles' answer to satisfy people's need to live in a safe place, where they feel comfortable and can regenerate.

System Novelties offer three distinctive choices in the Resincrete, Lightstone and CobbleMix. The Resincrete System uses bold colours to arouse emotions and is playful in blending resin with concrete to create surprising textures. LightStone reflects a purer relationship with nature, offering a feeling of comfort and tranquility, helping to create relaxed environments, into which it infuses serenity and dynamism. Cobblemix rounds off the Systems trio through its design "without borders" of an aesthetic continuity between indoor and outdoor. Interiors thus acquire energy and vigor as the distinction between inside and outside dissolves, allowing the power of nature to permeate even enclosed spaces.

In its material novelties selection, VitrA Tiles offers Ardesia Stone, Quastone, City Marble and Cementside. The Ardesia Stone Collection twists the natural texture of the stone from which it is inspired, to give it a charming, urban character. Quarstone's sparkling surface reflects the natural glow of quartzite to create an intimate and serene atmosphere offering both warm and cooler colour alternatives. City Marble redefines a refined elegance for urban living that is chic and casual, with four different types of top quality marble to choose from, reintroducing a touch of nature's splendour back into urban contexts. Finally, the Cementside collection, enriched with monochrome structural veins on a uniform surface texture, has a cement look that is perfect for adding elegance and a contemporary feel to any living space.

Press Contact: vitra@eczacibasi.com.tr