

TILE TODAY

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**CERSAIE 2021:
FOUR TILE
SHOWS IN ONE**

**WORKING TOGETHER
IN WATERPROOFING**

POOL SEASON TILES

In 2022, Tile Today will be leaning more into being a digital-first publication with more content-driven e-newsletters and a revamped home page. This will provide more opportunities to engage with our readers and advertisers.

In this issue, we look at pool tiles and speak to Andrew Lester from Customised Tiles, specialists in pool coping, and which serves a growing market from Burleigh Heads, Queensland. Andrew recently made a major investment in a new Ferrari & Cigarini machine that will help meet the increased demand.

We met Iain "Vvo" Middleton over Zoom to talk about his work as the administrator of the Tile Geeks group on Facebook. He has extensive experience in the tile industry, specifically in mosaics, and is currently senior tiling/construction lecturer at South Metro TAFE in Western Australia.

Queensland branch president of the Australian Tile Council, Roy Wells from Natural Tile explained the benefits of being an active member of the industry association.

Our European-based correspondent, Joe Simpson, has also been busy. In addition to his report on this year's Cersaie event, he interviewed Rino Bedogni, head of marketing & communications at Ceramiche Refin.

Other specialist contributors for this edition include Paul Evans, current president of the Australian Institute of Waterproofing and Bryan Vadas who writes about the current shipping challenges.

There is a lot of content in this issue as we close out 2021. We wish everyone safe and happy holidays, and much success in the new year.

To remain informed about the tile industry, just click **the link below** to subscribe or go to the ad at the bottom of this page:

<https://bit.ly/3dJ5EBc>

Until next time,



Betty Tanddo
Editor

FRONT COVER IMAGE

Designed for outdoor use, the Risseu line by Ceramiche Refin is inspired by the pebbles that can be found in Liguria, a region in northwest Italy. They are often found in urban gardens and churchyards. The collection expands the company's OUT 2.0 range.



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Flawless imperfection: Ceramiche Refin's marketing makeover

Rino Bedogni, the recently-appointed head of marketing & communications at Ceramiche Refin takes time out from the Cersaie event to speak to Tile Today's international correspondent, Joe Simpson

For the past decade or more, the Refin stand has been one of the major trend hubs at Cersaie. The company became known for its bold marketing approach led by its then head of marketing, Paolo Cesana. Refin began to be seen as a brand that consistently delivered design-led innovation in ceramic surfacing.

Now there is a new man at the helm: Rino Bedogni. The company's new head of marketing & communication spent 15 years at Cellularline and brings a refreshing approach to the job. Bedogni's philosophy is to differentiate the brand by explaining and reinforcing Refin's creative soul and cultural context.

What is Refin's approach to Cersaie 2021?

This important edition of the flagship professional trade show marks the relaunch of the entire surface design sector. At Ceramiche Refin, we decided to draw inspiration from the flawless imperfection of nature and art, rediscovering the value of Italy's historical and artistic tradition, of the exclusive luxury of

craftsmanship, and of nature in all its power.

The result of this research are new collections that were designed to suffuse every architectural and interior design project with emotion. The spotlight will be on the Affrescati, Cortina, and River collections. Places brought to life by creative expressions, collective memories, and lived experiences. Gestures and testimonies that shape and narrate the past, give a voice to the present, and become a promise for the future. An artistic journey through age-old techniques, intrinsically linked to Italian art, telling tales of history and beauty.

Does the Affrescati range have a clear USP (unique selling point)?

Affrescati offers an evocative and eclectic interpretation of the history and beauty of wall frescoes, a heritage asset deeply intertwined with Italian culture. This tradition has been projected into the contemporary world by means of intensely textured surfaces featuring subtle undulations, trowel marks, and an original chromatic layering,



Rino Bedogni is Ceramiche Refin's new head of marketing & communication

with a sophisticated identity creating refined backdrops.

The Scrovegni Chapel in Padua and the frescoes of the ancient dwellings of Pompeii are just some of the works of art that can be seen in the markings and colours of the collection. This is not only a truly beautiful new tile design, but also an important collection that conveys a clear sense of the road ahead for Refin.

What distinguishes Cortina from other wood-effect ranges?

Only after exploring the most beautiful mountains in the Dolomites, did we create the Cortina collection. This wood-effect porcelain stoneware range is the result of many natural sources of inspiration. It combines Refin's artisanal soul with the beauty of the mountain landscape, where aesthetics are enhanced by touch.

In the Cortina collection, ancestral wisdom and craftsmanship are reinterpreted to emphasise authenticity and exclusivity. It features different types of wood with various degrees of ageing, and is the result of meticulous research aimed at discovering and choosing the most particular staves to offer a completely exclusive product. It is ideal to create warm and welcoming



The Cortina collection is a wood-effect porcelain stoneware range that combines Refin's artisanal soul with the beauty of the mountain landscape

interiors, reproducing the typical charm of mountain chalets, with a design that is both contemporary and sophisticated.

How does River play into the Wabi Sabi interior trend?

It is true to say that the River collection stemmed from intense observation of natural phenomena and, in particular, of the erosive action of water on river stones. Where the stone emerges, the effect is textured and structured. However, when it is submerged, the surface appears to be smoothed by water, with softer contrasts. The surface of the River range replicates this effect, offering an enticing interplay of environment and perception, nature and emotion."

How do these ranges reflect Refin's corporate ethos?

These three new collections confirm our deep bond with craftsmanship, research, and the huge Italian cultural heritage, key drivers that find their maximum stylistic expression in Made in Italy of which Ceramiche Refin is a proud ambassador.

Is there one key quality that runs across these new ranges?

Yes. Attention to detail. To create authentic new designs — ones with real design depth and aesthetic soul — takes time, maybe six months or more. This comes through in the 30 different faces of the Cortina range, the hundreds of photographic images that we analysed and assimilated for River to deliver the subtle colours and textures, or the spatulated surfaces of Affrescati. I am truly proud of the design team's dedication to perfection. It shines through in all three collections.

Would you highlight any other ranges?

Fornace springs to mind. This is a timeless collection, perfect for designs that make a strong contemporary impact. Available in Avorio, Tortora, Terra, Zafferano, and Rosato, the large format tiles can be given an even more sophisticated look with the Amalfi decorative motif.

I should also mention Foil. This range is typical of Refin's belief that new ideas create new surfaces. Our Foil range is the result of a complex



The River collection stems from intense observation of natural phenomena and, in particular, of the erosive action of water on river stones



The Affrescati range comes in an Ombra colour



Affrescati offers an evocative and eclectic interpretation of the history and beauty of wall frescoes



The River range is offered in a Natural hue

creative process. By studying metal and its characteristics, we have created porcelain stoneware tiles with fine and delicate details. The Aluminium, Titanium, and Burnish varieties pay homage to

the unpredictable nature of hand-crafting metal, while the Corten and Verdigris varieties reveal the intense side of Foil, inspired by the industrial surface of oxidized metals. ■