



PRESS RELEASE

POP TILE COLLECTION

Pop Tile Collection is the new porcelain collection launched by Vives that takes us back to the essence of the 1960's. Designs full of colour with a unique style reflect the vibrant and bright character of an era full of iconic elements. In addition to an undeniable decorative value, the series stands out for its rectified finish that minimizes the width of the joint gap and achieves a sense of continuity throughout the surface. Its non-slip finish is an added value to all its qualities which allows it to be used in all types of commercial and residential projects.

The base tile of the series is called Sixties and is available in the rectified 15x15 cm and 29,3x29,3 cm formats, and in a wide variety of colours (Nacre, Ivory, Smoke, Marengo, Celeste, Ocher, Amber and Chocolate) to combine with each other or with the other decorated designs. The collection is completed by a wide range of decorated designs with a splash of colour all with a marked retro character.

Ten designs are available in 15x15 rectified format: **Wha** porcelain tile stands out for its unmistakable minimalist personality with a design of undeniable simplicity whilst having a strong presence to it. With a simple black circle on a Nacar base it is capable of transforming all kinds of spaces. The **Popart** model creates a heterogeneous and dynamic surface composition thanks to a greatly studied selection of different designs inspired by Pop Art with a unique colour palette. **Carnegie** porcelain tile presents a cheerful pattern of floral motifs and beautiful shades to dress the room with an eclectic and carefree style. The **Marquee** model reflects the full power of a vibrant kaleidoscope. A design born from an encaustic inspiration that, with its original framework, is ideal for dressing the most

modern space with a nostalgic touch. **Ferus** represents the purest retro style with a renewed look. It is a composition of pop art designs combined with each other that gives the surface a light and cozy hue. The **Saville** design fills the room with a very special touch thanks to its powerful marengo print. An ode to chromatic contrast where the old and the new coexist in complete harmony. **Cavern** creates a relaxed and peaceful environment with a flowery design on a soft grey scale. A declaration of principles which are ideal for spaces that require a very personal subtle touch. The **Fluxus** porcelain tile is a geometric design of ocher and amber tones inspired by those iconic works of art from the sixties. The surface will become the prominence of the room with its ornate personality. With an intense range of warm colors, the **Bethel** porcelain tile covers the rooms with a free and bohemian spirit. An excellent choice to recreate a decorative style full of excesses. Finally, the **Bonnie** porcelain tile brings enthusiasm for modern and flirtatious spaces. A tile with clean lines, full of timeless charm that fits perfectly in any decorative style.

In a 29,3x29,3 cm rectified format, the series offers 6 very unique designs: The **Harris-R** porcelain tile, available in a Marengo and a Celeste version, is a design with an unmistakable pop essence. The **Janis-R** porcelain tile, with a daring personality and makes it the center of attention of any project. It is available in the colours of Nacre and Marengo. The **Nimbin-R** model is inspired by the sixties essence to create spaces full of renewed freshness. **Afton-R** is designed in ocher tones and curved shapes to fill any space with a certain warmth. With a grey floral print, the **Flaps-R** design generates bright movements on surfaces, reminiscent of the essence of past decades. And finally, the **Leslie-R** model is an interesting ceramic patchwork with triangular motifs, full of vitality and colour, capable of reviving the spirit of any ambience.

The Pop Tile Collection represents a new generation of encaustic tiles with its own philosophy and potential to attract its own attention. A collection designed for those spaces in which contemporary design icons coexist with the aesthetics of yesteryear.