



HOW TO CREATE *feature* WALLS

Sometimes tiling an entire room in the same colour can leave you with a sterile, boring space. Feature walls are the perfect way to liven up a room, creating variety and a focal point in the room.

Thanks to the latest technology, Ceramic Industries is able to bring you new, exciting feature wall tiles with very special effects. Our innovative inks and glaze technology can give tiles striking surface effects, while 3D profiles awaken the senses, inviting your touch. Going beyond visual beauty, these tiles encourage interaction and leave a lasting impression. And to help you finish off your beautiful spaces, we've developed plain tiles to match the feature tile of your choice.

CERAMIC NEWS • HOW TO CREATE FEATURE WALLS



HOW TO WOW:

guidelines for creating feature walls

To create a feature wall is to create a focal point in a room. Start by identifying an area in the room you want to draw attention to, keeping in mind the room's layout. You usually want the 'wow' area of your room to be the first area you look at when you enter a room. Alternatively, choose an area that has special features you'd like to highlight, like a bath, a fireplace or a special piece of furniture. Finally, pair your feature tile with the matching plain tile or white tiles for inspirational contrast.

Areas to create your *feature* wall

BATHROOM

This is an opportunity to show off your designer sanitaryware or other beautiful features in your bathroom.



- **Behind a bath**

Whether it's a built-in or freestanding bath, as the most glamorous sanitaryware item in the bathroom, it's usually the focal point in the room. Let it sparkle with an eye-catching feature wall behind it.

- **Behind a vanity unit or basin**

Tile behind the vanity unit or basin, from floor to ceiling. But don't be restricted by the width of the bathroom furniture – extend the feature wall beyond the outer lines of your vanity or basin to create a dramatic effect.

- **Behind a toilet and bidet**

This works especially well in your guest bathroom. Wow your visitors by creating a special feature wall that leaves an impression.

- **In a shower**

Feature tiles work perfectly for the entire shower space. Alternatively, use feature tiles just on the wall with the shower head, and pair with plain tiles to create further emphasis.

lls



KITCHEN

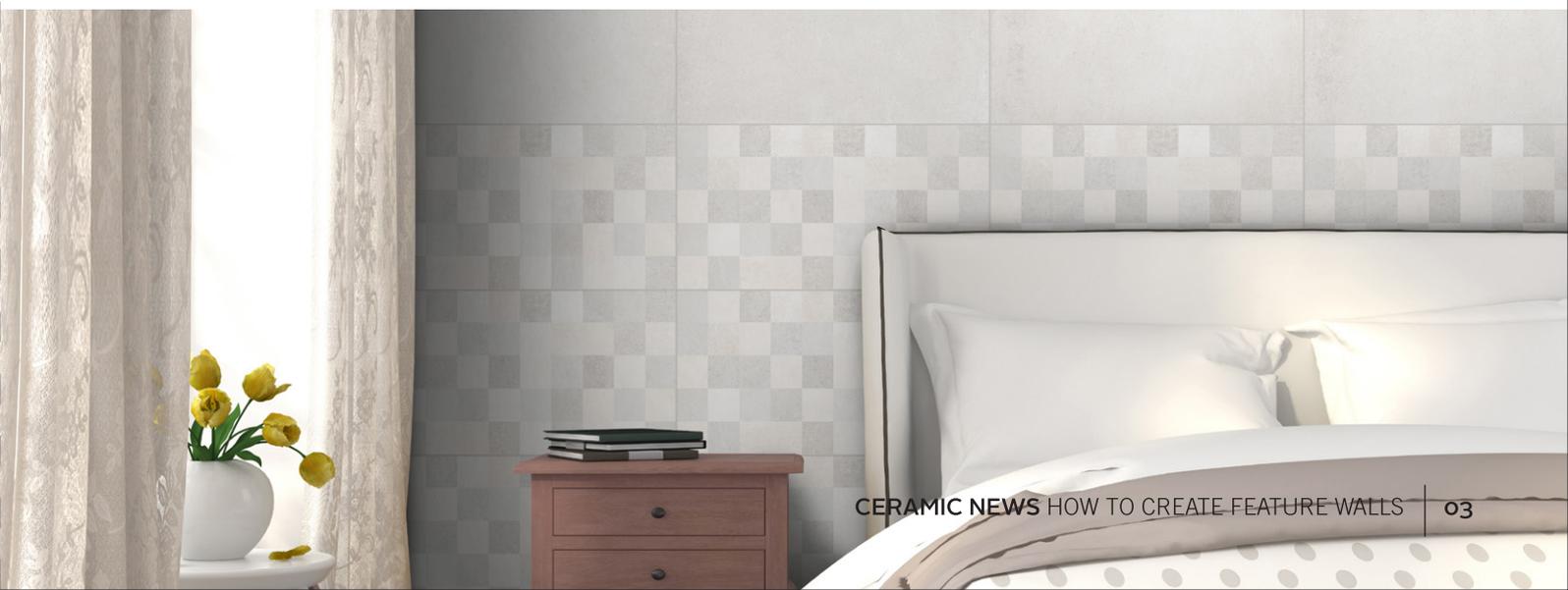
- Splashback areas behind sinks or counters can add colour, texture and character to a kitchen.
- A single, entire large wall is also good to turn into a feature wall, and works especially well for open-plan living, where it gives the kitchen area a feel of its own.

BEDROOM

- **Behind the bed**
Add depth to a small room, create intimacy, or bring a little jazz to a boring bedroom.

LOUNGE

- **Behind the couch**
Use the feature wall to create a cosy space behind the couch with a feature wall tile that complements the rest of your décor.
- **Behind the TV unit**
A feature wall can help to harmonise your hi-tech entertainment system with the other, natural elements in the room.
- **Around the fireplace**
Highlight an existing feature like a beautiful fireplace, and let its real character shine.



DIFFERENT CONFIGURATIONS



1

As a linear vertical panel



2

Two vertical panels



3

The wallpaper effect – one entire wall in a room.



4

Listello and double listello effect

These strips can provide a visual break in a wide expanse. Double listellos can also help to frame certain features on the wall, like a niche shelf in a bathroom or a kitchen splashback made up of plain tiles.



5

Random

Create a modern, striking feature wall with offset tiles that differ from each other but share a colour palette or a design element. It's a sure way to command attention.