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**ARTIST
PROVOCATEUR**

Fabio Viale works in a mystical space, between the sacred and the profane creating marble sculptures that are tattooed in ink in a very personal language

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**INTERVIEW- CHETAN
KAJARIA**

The Tiles of India in conversation with Chetan Kajaria, Chairman, ICCTAS

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TILE TALES

Tiles trends are getting more and more experimental with infusion of new colours, application ideas and unconventional shapes



**ITALIAN SCULPTOR
FABIO VIALE**



ARTIST PROVOCATEUR

FABIO VIALE WORKS IN A MYSTICAL SPACE, BETWEEN THE SACRED AND THE PROFANE CREATING MARBLE SCULPTURES THAT ARE TATTOOED IN INK IN A VERY PERSONAL LANGUAGE

When the classic meets the contemporary through the most unconventional mediums, there is a palpable electricity that can leave you pleasantly stunned, mesmerized or completely enchanted, or in the best scenarios, all of the above! Fabio Viale's work does exactly that! Fabio is an Italian sculptor who tattoos his marble sculptures.

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CHETAN KAJARIA, CHAIRMAN, ICCTAS

Panna Roy Choudhury: Hello Everyone! My name is Panna Roy Choudhury. I am the Associate Editor of The Tiles of India magazine. I am joined by my colleague, Ms. Shital Joshi, Senior Feature Writer at The Tiles of India magazine. Today we are in conversation with Mr. Chetan Kajaria, who is currently the Chairman of Indian Council of Ceramic Tiles and Sanitaryware - ICCTAS. He is also the Joint Managing Director of Kajaria Ceramics Ltd. Today's conversation is an attempt to understand his views and outlook on how the industry is grappling with Covid19 and what measures can be taken to help it bounce back as normalcy returns gradually.

Mr. Chetan Kajaria

is known in the industry as an astute businessman with a visionary leadership and a foresightedness that is extremely commendable. We hope to glean many important insights and hope you enjoy listening to it. And now I will pass over to my colleague, Ms. Shital Joshi, to take this forward...

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NONRECTANGULAR / MIXED GEOMETRICS

Geometric tile shapes other than rectangles increase the interest factor of an installation. Trapezoid-, rhombus-, and diamond-shaped tiles allow for more interesting layouts than simple grids.



MODERNIZED MARBLE

Traditionally inspired ceramic materials, such as emulated marble, have been modernized to adapt to the contemporary styles of 2020.



REFINED NATURAL WOOD LOOKS

The natural wood look has been a staple in the tile industry for years. Thanks to evolving technology, the natural wood look remains uber-popular in 2020.

LARGE-SCALE PATTERNS

There is a shift from minimalistic designs toward ceramic tiles with big, bold patterns that instantly catch the eye. Available in a multitude of shapes and colour schemes, large pattern tiles are perfect as an accent piece or architectural element in an understated space, turning surfaces into true works of art. Large-scale pattern tile is also taking the form of non-square geometric shapes.



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