



GRANADA TILE

volume five

# 2015 LOOKBOOK

# HAPPY 2015!

## Welcome to the latest edition of Granada Tile's Lookbook.

We're particularly excited to introduce our collaboration with Erin Adams. Her aesthetic is unique – a blend of the folk art tradition that she was exposed to as a child and the sophistication of her education in New York. We think these tiles are a perfect extension of our Echo Collection.

Our relationship with Erin began at a trade show where she was showing a selection of beautiful handmade ceramics. Her work was interesting, her motifs were clever and something about them stayed with us long after the show had shut down. We had kept in touch and decided to work together, eager to see what would come out of this new collaboration. The process was informal and inspirational, with ideas flowing back and forth over email, and the designs that resulted have that same modern ease. As Erin herself noted when she first saw the finished tiles, "There's nothing like them out there." We think you'll agree. Bright, crisp and lively, these are remarkable tile designs and we're very proud to add them to our collection.

2014 was a very exciting year for us. Along with continuing coverage in the top home decor magazines and a growing stable of interior designers with whom we work again and again, we've jumped, feet first, into all things social media. Along with being able to find us on Facebook, Houzz and Twitter, we've launched our Instagram (@GranadaTile), discovering a world of people who are as obsessed with our beautiful tiles as we are. If the predictions are correct, 2015 promises to be the year of cement tile and we couldn't be more thrilled.

Keep Tiling,

*Marcos & Melaniè*



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# INTRODUCING Erin Adams

Erin Adams was raised in San Antonio, Texas, where her mother had an art gallery. Vacations took the family to New York, where they studied fine art in the city's museums, and to Mexico, where Erin was exposed to the work of prominent folk artisans. An art show by Alexander Girard was a seminal moment for her, illustrating how fine and folk art can work together.

She returned to New York for graduate school, attending the Pratt School of Art and Design for a Master's degree in Ceramic Design. Following her studies, she opened a gallery and worked in interior design and in houseware design before shifting her focus to architectural mosaics. She was the first to use stained glass as a mass-produced tile and the first to design the mini rectangle tile pattern now seen throughout the industry.

After partnering with Ann Sacks Tile and Stone for over 13 years, Erin broke off her exclusivity and became a free agent of her designs. She is constantly innovating and finding new ways and materials to shake up the industry, moving from stained glass tile to teak tile to concrete tile with ease and assurance.

“ I want my work to be approachable and functional. It's what I love about tile. It's there to be walked on and used and loved. ”

## salla



White, Chocolate



Black, Sky, Dawn, White



Espresso, Mustard,  
Silver, White



Jade, Mist, Sage, Olive

## narvik



White, Midnight



Silver, Black, Grey, White



Mustard, Yellow,  
Cream, White



Jade, Tan, Dawn,  
Turquoise

# NORDIC VARIATIONS

“ I played with every iteration of the oval, the circle and the square, in every configuration I could imagine. I took it to the limit! These shapes are what form the basis of each of these patterns. ”

## stockholm



Sky, White, Sage, Blue



Caramel, Yellow, White, Black

## oulanka



Grey, White, Sage, Olive



Silver, Mustard, Rose, Yellow



White, Turquoise



White, Turquoise, Tan



White, Yellow



Sky, White, Blue, Olive

## tuntsa



Sky, Yellow



Cream, Coffee

## oslo



Mustard, Silver, Jade



Tan, Dawn, Turquoise

## aarhus



White, Latte, Midnight, Sky



Yellow, Aqua, White, Teal

## laholm



White, Turquoise



Turquoise, White



Rose, White



White, Grey, Silver, Black



Silver, White



White, Silver

## vetlanda



Cream, Tan



Tan, Cream



Yellow, White

“ I think that these designs are very modern but there’s also something retro about them. It’s what makes them timeless. I designed them to work in a lot of different interiors. There’s nothing out there quite like them. ”

# GEOMETRIC DESIGNS

## avesta



Black, White, Coral, Grey



Latte, White, Jade, Olive

## boden



Yellow, Cream, Coffee, White



Jade, Olive



White, Midnight



Turquoise, White, Aqua, Yellow



Silver, White, Grey, Black

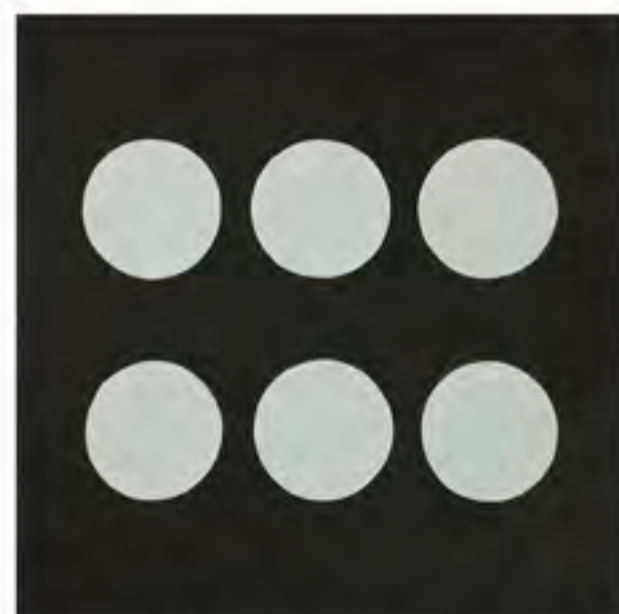


Jade, Tan, Turquoise, White

## viborg



Black, White



White, Black

## solna



Silver, Grey



Grey, Silver

“ I'm very into mathematical formulas and geometry and this collection reflects my obsession with the circle, the oval and the square and how they work together. ”



White, Sky



Sky, White

# NORTHERN LIGHTS

## malmo



Rose, White, Yellow, Grey



Cream, Coffee



Black, White, Yellow, Aqua



Aqua, White, Midnight

“ I like to deconstruct things and take them down to where form and function become one. And that’s really how I approach my design. It’s all about pattern and simplified form. ”

## ringsted



Coral, Black, Yellow, Cream



Teal, Yellow, Aqua, White

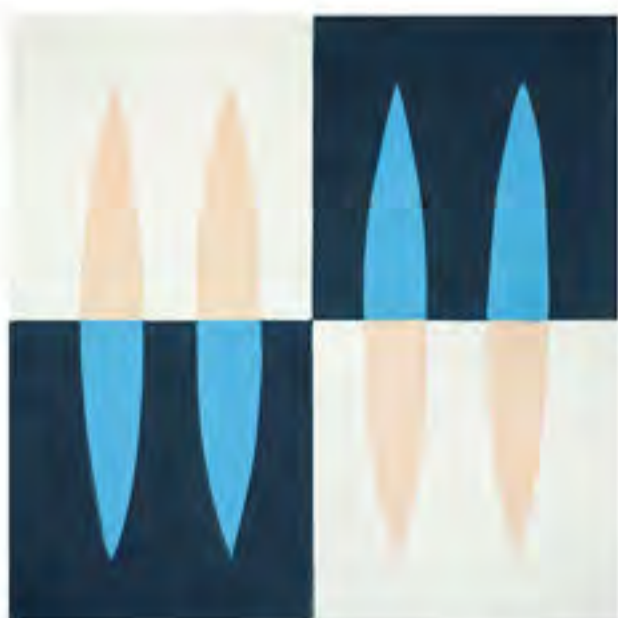
## shara



White, Yellow, Silver, Rose



Mustard, White, Yellow, Grey

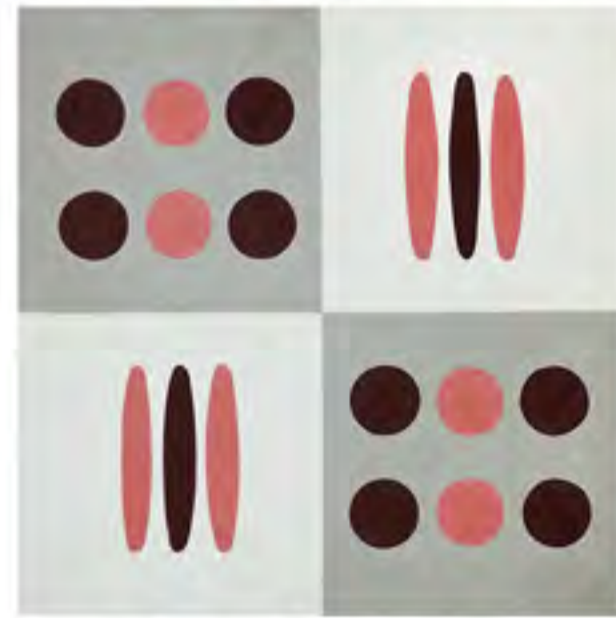


Midnight, Sky, Latte, White



White, Grey

## helsinki



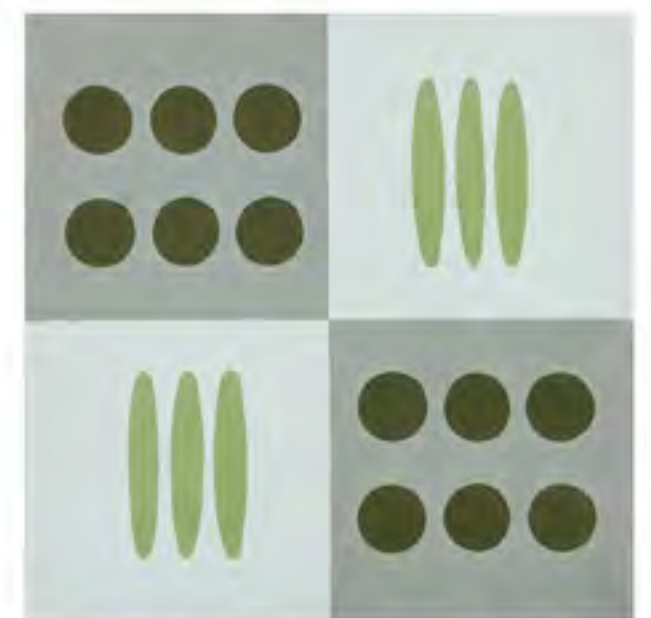
Rose, Chocolate, Grey, White



Jade, Grey, Olive, White



Yellow, Cream, Tan, White



Jade, Mist

## PLAYFUL SHAPES

## kotka



Coral, White, Black, Yellow



Teal, Yellow, Aqua, White



Tan, Cream



Yellow, Silver, Mustard, White

## umea



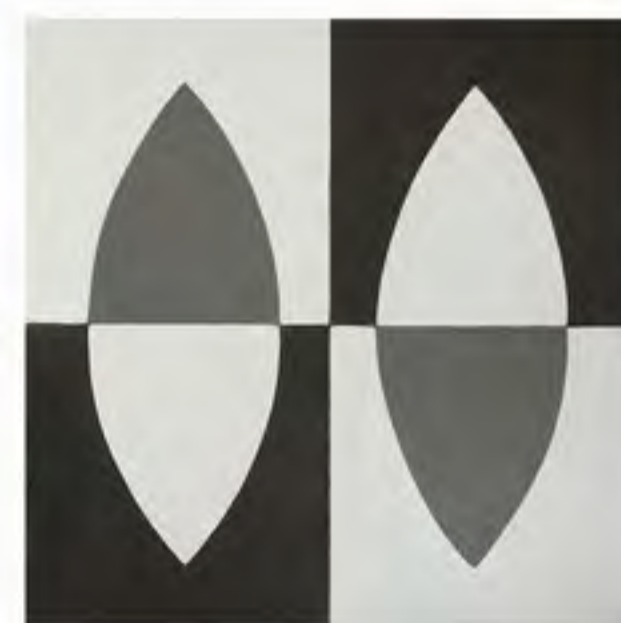
Cordoba, Grey, Coral, Shell



Grey, Olive



Tan, Yellow, Cream, White



Black, White, Silver

## visby



Aqua, Blue, Sage



Coral, White, Yellow

“ The collection was developed through my study of ovals, circles and squares and how they work together. Even, if you look closely, Salla and Kotka come out of that; they were not intentional. For Kotka, I started with the idea of putting the shapes in the corner and seeing what happened. ”

