



NATUCER

EXPERIENCE DAYS

TO CONNECT WITH YOU

CONNECT WITH

WALL TRENDS

IN POST-COVID HOME

CONNECT 360° WITH WALL TRENDS **NEW WALL TRENDS IN POST-COVID HOME**

No doubt about the effects of Covid in our life. New changes on the way of working, relations, routines and specially at home. Suddenly our house became our best and only refuge, used for anything we could imagine, meetings, central office, gymnasium, spa, entertainment and play, but also relax.

This absolute new situation changed our view about the possibilities of our homes, playing with new tendencies about decor and interiorism trends.

New versatile spaces looking for comfort, harmony,
but always keeping the aesthetic style.



Baño Austral Bianco 40x120 · Giorgio Metallo 13x13

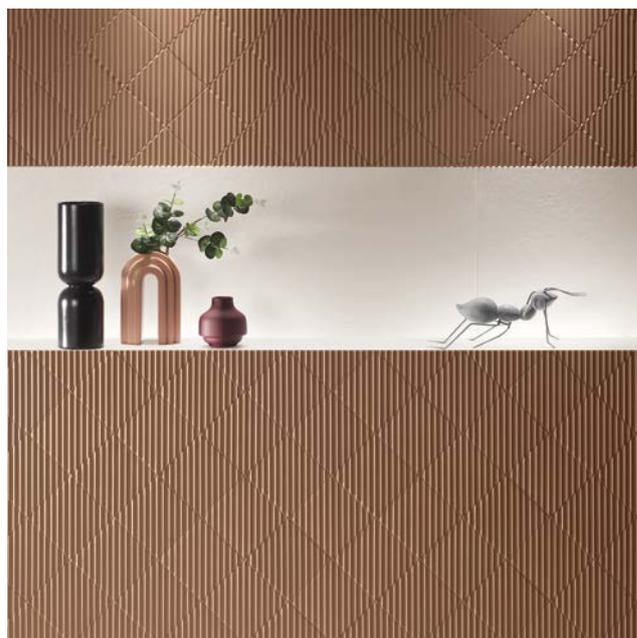
1. Colours & nature

Colours have a great emotional power, and the colours at home usually define our lifestyle. In these difficult times, colours at home reduce our stress. Looking for relaxing spaces, connected to nature, plants that renew and purify our air.

White colour, together to natural and earth colours like sand, terracota, greens, are the best for architects and designers to share the calmness we need today, taking us to the most ideal outdoors.



Moodboard realizado con serie Evoke 6,5x26 · Giorgio 13x13 · Donna 10x20



Austral Bianco 40x120 · Enzo Caldaia 13x13



Terraza Muretto Bianco 5x25

1. 1. Lighting up in white

Today we realise the importance of a comfort home. White colour offer us the brightness and spaciousness feelings that we need now. White colour reflects the 96% of light getting warm and light rooms. Small spaces will be bigger, and "metro tiles " in its long style will improve this visual effect.



Detalle Evoke Clear 6,5x26



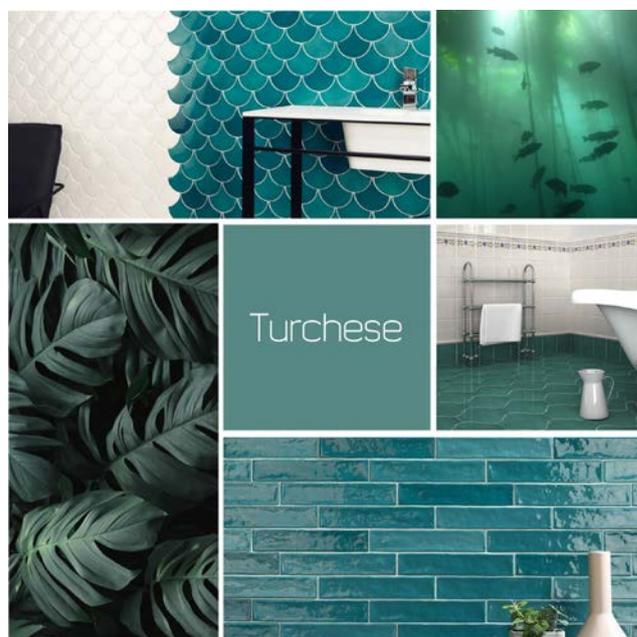
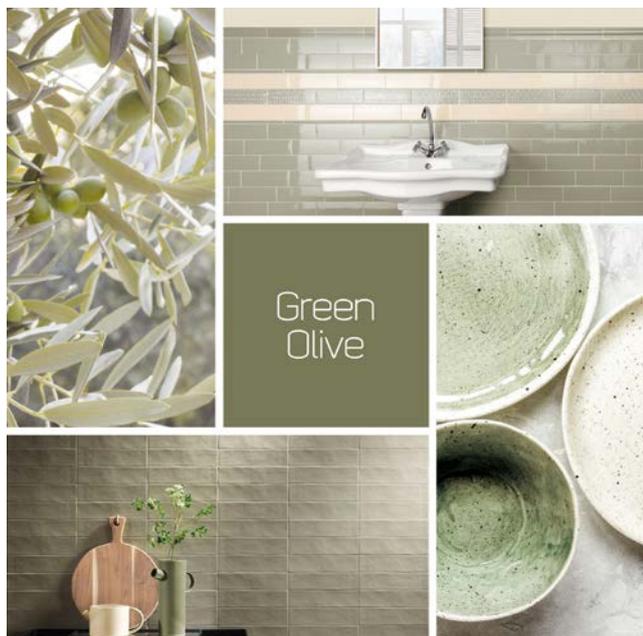
Detalle Cocina Chic Cotton 6,4x26 · Demi-Bullnose Cotton 1,5x30

1. 2. Forever Green

Green colour has arrived home. Natural plants, decor items and wall tiles. A house full of green glows warmly and fresh. Indoors full of harmony and style, used in the new tendencies as "Boho Chic" or Nordic tropic".

Green as one of the richest colours in a chromatic world.

But, not only the colour, also shapes, sizes, formats... change our rooms. Hexagons, triangles, fish scales, squares, rectangles,... Geometry as simple lines that in our eyes become visual art, full of harmony, movement, creating unique and personal spaces.

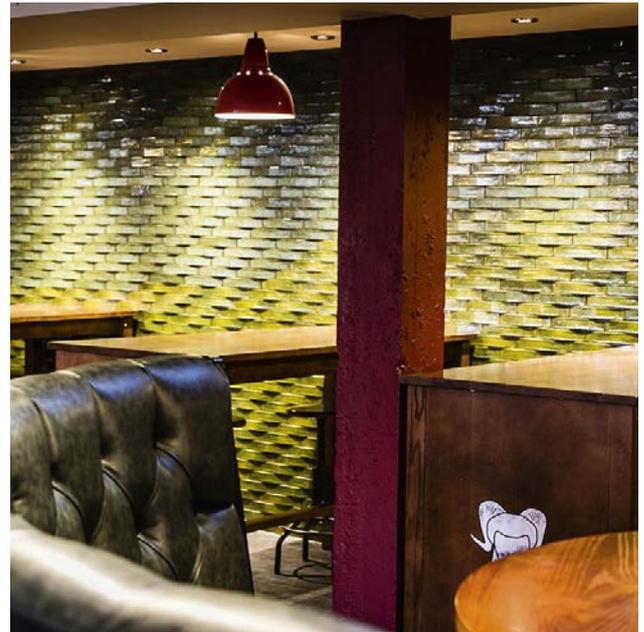


1. 3. Commercial Projects

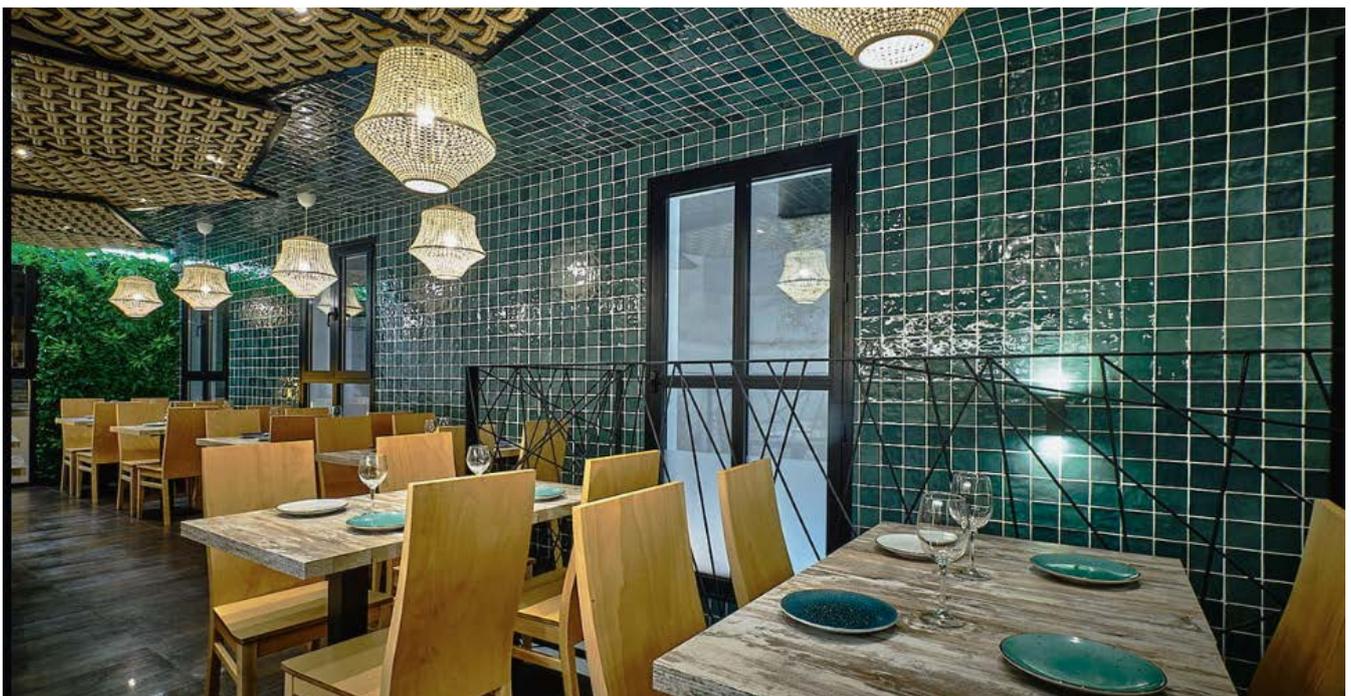
Sales and the design are living a reinvention time and adapt to the "new normal". The search for more hygienic solutions, more security spaces, more sense of well-being and safety, are laying the way for a new commercial interior design. And this is where color also plays an important role. Designers and interior designers also bet on green to bring to life refreshing and renewed projects, which give a sense of health and calm. Spaces are stained with green colors. A claim to nature indoors of absolute trend.



PROYECTO RESTAURANTE MANDOCA · serie Manhattan 6th ave 7,5x30



PROYECTO THE RAM BAR (REINO UNIDO) · serie Convex Menta 5x25

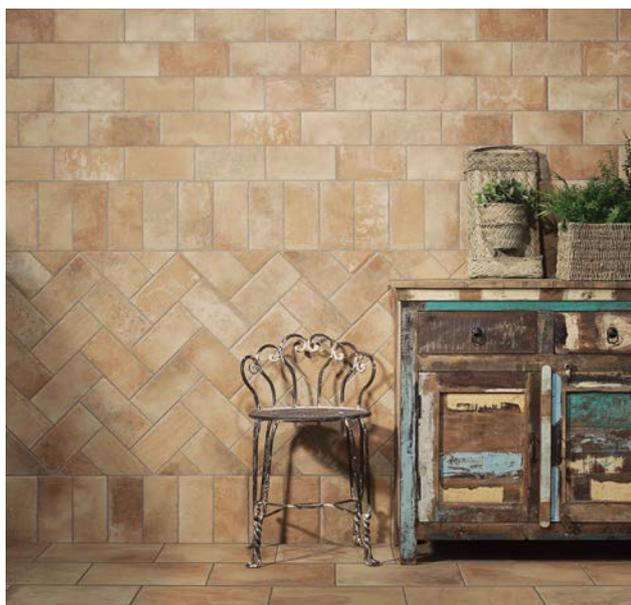


PROYECTO RESTAURANTE EL SOPA · serie Stow Mix Olive 10x10

2. Love for the rustic

The last months, searches for rustic houses increase on real estate portals. Renovations in second homes and country houses for holiday enjoyment have also increased.

People is looking to be more in contact with the nature and the outdoors places. Houses with garden, large terraces and a trend of rustic style that invites you to relax with the warm look. Worn mud, irregularly tile edged and handcrafted appearance are some resources that recover this natural trend that makes its way into the rural and rustic interior design. The walls are filled with details that take us to the countryside.



Recibidor Boston East 11x22,5 · Boston East 22,5x45



Cocina Ferro di Boston Crema 15x30 · Ferro di Boston Crema Hex. 36x41,5



Cocina Atelier Antique 10x10



2.1. New trend rustic look

We relate rustic style to a relaxed way of understanding life and a strong sense of tradition. However, this does not mean that this rustic style has to be linked exclusively to life in the village. There are renovated rustics that decorate the most urban homes.

These rustics continue to feel a quiet and serene life but with right touches of modernity and avant-garde. In this style the wall tiles maintain that essence of handmade craft tiles but with straight lines and satin finish. The perfect combination is a range of natural colors with furniture and decorative design elements.



Detalle Evoke Kale 6,5x26



Baño Austral Bianco 40x120 · Evoke Clay 6,5x26 · Memory Opal 60x120

3. The hygienic bathroom

In a context where health has become a priority and where hygiene measures to be safe of Covid have been standardized in our daily routine, the bath takes on a special and important role of our day to day.

It is not just a purely functional space, the bath has been transformed to a space for well-being. An intimate space at home.

In this new bathroom hygiene turns out to be an imperative value. To do this, it is committed to new "hands-free" equipment. Sensor taps or automatic pushbuttons for toilets and urinals that do not require touching.



Baño Austral Bianco 40x120 · Imagine Triangle Snow 15x17,5

The use of wall tiles in these spaces turns out to be the safest and most hygienic option. It is a waterproof product that create a totally healthy and aseptic environment, it prevents the development of colonies of bacteria and molds. No stains are generated on its surface and can be easily cleaned.

3. 1. A relax space

The bathrooms start to think differently and try to separate the most functional spaces from those most associated with relax. It is a more hygienic option where sink, toilet, shower and bathtub would be insulated from each other.

For this area intended for well-being we propose soft and refreshing tonalities with delicate textures. Pastel blues or turquoise tonalities mix with greyish always feel relax. Perfect to take a long bath of relaxing foam and thus forget for an instant about this crisis that surrounds us.



PROYECTO BAÑO PARTICULAR · Squama Maya 12,7x6,2



Baño Stow Bianco 20x60 · Decor Stow Bianco 10x10 · Stow Acqua 20x20

3. 2. Full of natural materials

Environmental sustainability is a key element nowadays. Bamboo, woods, ceramics, textiles and stones are some of the organics materials combined in our homes, they will make spaces more natural and cozy, in addition to more "green".

Natucer tiles are produced always having in consideration the environment, achieving an ecofriendly product for its pre-consumer and postconsumer recycle content.



Baño Hyde Part 20x120 · Convex Calç 5x25



Baño Zellige Grey 6,2x25

4. All day in the kitchen

Kitchen became the essential place in the house during the lockdown. Probably it is the area where we spent more time and it has become the core of our homes, therefore we need the space to be appropriated.

People look for kitchens that are clean, spacious, stimulates family live, with all the technology integrated. All has to be organized. Once again ceramic becomes the best option for an area that it is sensible to stains and dirt. Adding to it technical features, ceramics adds value with the immense color palette, shapes, textures, etc. allowing us to decorate with our personal style.



Cocina Tempo Old Atlantic 11x11



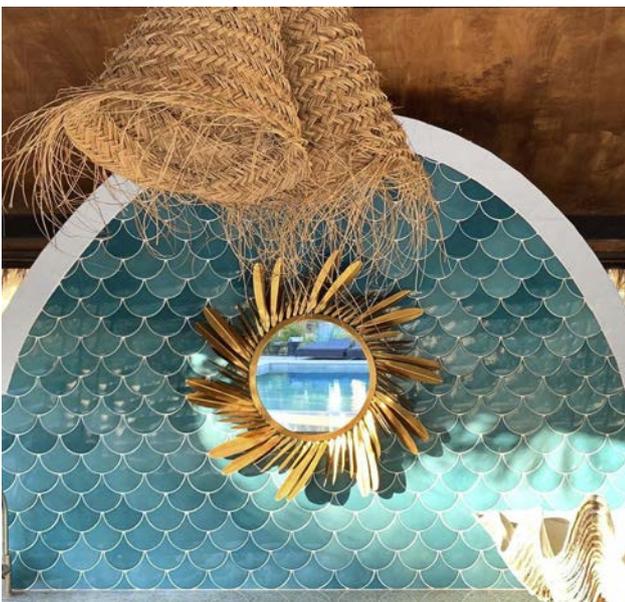
Detalle cocina Valentino Turchese Craq. 13x13

5. Shapes that brings you to the ocean

Fishscale shapes is a design that impresses you and makes the space to become alive, dynamic and creative, they bring you to the bottom of the ocean with an elegant design. Lot's of projects have chosen this shape to personalize their homes inspired on the ocean live.



Detalle Cocina Squama Mist 12,7x6,2



PROYECTO GRAN VILLA ROSA · Squama Porc. Emerald 12,7x6,2



PROYECTO RESTAURANTE CALA ROSSITA · Squama Olive 12,7x6,2



PROYECTO RESTAURANTE CASA EL PALO · Squama Rice 12,7x6,2 · Squama Maya 12,7x6,2 · Squama Turchese 12,7x6,2

After this difficult time, we all have changed our mentality and homes. Our ideal home has changed at the same time that our way of live have evolved.

Now is the time to rethink in the spaces and look for more security, functionality, commodity, versatility, and specially, esthetics. For all of them, ceramics will be a key factor to create spaces with harmony.

NATUCER
CERÁMICA NATURAL

