



## Runa Mathiesen

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### Tiling the way

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It is not often that we get excited about the utilitarian everyday objects such as the likes of tiles. Tiles are just one of life's small necessities – something one doesn't put a great deal of thought into. At least not until you yourself actually have to choose some for a project.

So, the excitement I felt on receiving these samples of **Decorum Est's** Hollywood Collection needs to be shared with the world. This tile collection beautifully echoes the luxurious decadence of Art Deco and 1930s and '40s Hollywood – an era combining traditional craftsmanship and futuristic shapes and thus creating a sleek texture or tactile smooth. Perhaps, the architectural equivalence of jazz?

Each of the tiles in the Hollywood Collection has been created to have its own unique texture and pattern, which contribute to the tactile vividness of the whole. Combined, they don't just make up a flat-coloured surface, but each tile reflects and bounces the light off in individual manner, and thus create interest and life.



by *Runa Mathiesen*

For more information, visit **Decorum Est**