

POPJOB BY MIRAGE AND STUDIO JOB TAKES MILAN DESIGN WEEK BY STORM

During Milan Design Week in April, Mirage presented their new PopJob ceramic tiles collection at the Mirage Project Point, in the Brera district.

PopJob was born through a collaboration with contemporary designers Studio Job (Job Smeets and Nynke Tynagel) who lead the international creative scene with their provocative style. Developed with the aim of discovering new possibilities for ceramics with an innovative approach, the collection detaches itself from the imitative creations typical of the ceramic sector, exploring an innovative graphic and playful style.

Nynke Tynagel explains: "While visiting Mirage I noticed there was little use of relief and depth in some of their collection. I, of course, understand this in practical terms, but it gave me an idea: a transparent enamel coating on top of embossed tiles would create a smooth floor, while also giving a sense of depth.



Some of the Mirage collection consists of ceramic parquet tiles and they look almost no different from a real wooden floor. Why would you try to recreate a wooden floor? Why fake? Instead of this, we approached the wood structure in a more graphic way, exaggerating it and making a pop-like parquet with bright colours, nothing like reality."

The chromatic choice for PopJob comprises of seven colours, characterized by neutral and pastel tones: Pop White, Pop Beige, Pop Grey, Pop Blue, Pop Green, Pop Pink and Pop Black. The innovative techniques used create a super glossy product, with intense pigmentation which enhances the effects of the chromatic colour saturation, to create flooring, cladding and rug-shaped ceramics in a unique style.

This original interpretation of a classic and natural material and the varying chromatic pop colours, means that the PopJob collection is suited to many different projects and styles: from Nordic to elegant, contemporary, to neoclassical.

The PopJob floors were also featured in the Milanese MOOOI showroom, at 56 via Savona, with 200 square metres of PopJob cladding in the Pop Beige and Pop Grey colours. The new Mirage collection was therefore part of 'A life Extraordinary' exhibition by MOOOI.

<http://www.mirage.it/en/floors-and-coverings/collections/popjob/>



BAL SUPPLIES THE COMPLETE SOLUTION FOR RESIDENTIAL RENOVATION

BAL has provided a full tiling solution for the renovation of a six-bedroom country house in Cheshire tiled by Mark Isherwood from Artisan Tiling.

Featuring intricate brick slips, porcelain plank tiles and polished porcelain, the stunning redevelopment also has an external water feature tiled with split face stone.

A total of 400m² of tiling was completed on both the ground and first floor of the property including the kitchen, four

bathrooms and a cloak room over a calcium sulfate screed which was sanded and primed with BAL PRIME APD and decoupled using BAL RAPID-MAT uncoupling mat system.

As the kitchen and hallway floors weren't flat, Mark used BAL LEVEL MAX levelling compound to create a smooth and level surface to tile onto.

All floor tiles were fixed with BAL SUPERCOVER RAPID-FLEX adhesive and grouted with BAL MICROMAX2 Smoke, while all wall tiles were fixed using BAL SINGLE PART FLEXIBLE in white or grey and grouted using BAL MICROMAX2 grout in varying colours, all primed with BAL PRIME APD first.

BAL worked with Artisan Tiling to provide a full M40 Specification and on-site project support including screed testing on the calcium sulfate screed by Lewis Lupton, BAL Product Support Technician for the North.

On completion of the project, Mark said: "This was an amazing project to be involved with, featuring high quality designs, superior tiles and last, but not least, great fixing materials.

"I am a great fan of BAL whose products I use on a regular basis. You can always trust BAL for quality, plus they give you great back-up. As soon as I won this job I phoned Lewis who wrote a full specification and came on site to test the screed for moisture.

"It was a testing job over a long period of time, but BAL were with me every step of the way."

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