

Designer Q&A

with Eloy Selles, West Coast general manager, Porcelanosa



Porcelanosa is recognized as a global leader in the innovation, design, manufacturing and distribution of luxury tile, kitchen and bath products. The company was founded over 40 years ago in Castellon, Spain, and since then, they have been providing architectural and design solutions to consumers and the A&D community with unparalleled innovation, quality, and service. The family who originally founded Porcelanosa back in 1973 still runs it today under the same core values of work ethics and integrity. Recently, we sat down with Eloy Selles, who oversees the company operations of their Anaheim and West Hollywood locations to find out what's trending now.

Q. What are some of the key trends for 2016?

A. In 2016, you can expect to see the use of more bold metallics as well as hexagon shaped tiles. Metallics can add so much personality to any room, whether used as an accent wall or a simple backsplash. The same applies to hexagon shaped tiles. You can create classical patterns using hexagons with flooring tile as well as walls; make them large scale or small – the choice is ultimately up to your own design aesthetic.

We've also seen a shift to more large format tiles. Porcelanosa has a wide variety of large format tiles such as our Air Slate collection which is available in 47"x94" and our X-Light collections which are available in 39"x118". Porcelanosa also produces luxury vinyl tile that is available in many different styles including natural wood, woven textiles, and brushed natural woods.

Q. How do you uniquely meet the needs of customers and design professionals?

A. The demands of consumers and design professionals are ever-changing and at Porcelanosa, we strive to make our clients' home design or remodel projects as pleasant and convenient as possible. When working with Porcelanosa, clients have the opportunity to work directly with a design consultant to help bring their project from start to finish. We also provides 3D Rendering services that allow clients to visualize their project before making a purchase. This service was once available to trade professionals only but is now available for consumers as well.

Q. As a growing organization, how do you stay connected with your broader audience?

A. We've experienced incredible growth over the years, and today, our global presence extends to over 140 countries through more than 400 company owned showrooms, distribution centers and an extensive network of independent distributors and retailers. Porcelanosa's unique distribution method allows us to bring our clients the latest in European design well ahead of independent distributors.

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