

Lori Weitzner x Artistic Tile Collaboration Wows at HD Expo



An example space featuring the Forest pattern in the Whisper colorway. Photography courtesy of Artistic Tile.

Collaboration is the name of the game in today's design industry. Pairing the inspired sensibilities of a big-name designer with a manufacturer whose technical capabilities can realize their vision has resulted in some stunning products over the years. It's also highlighted the robust abilities of manufacturers to not only fabricate product, but act as talented design partners in the creative process.

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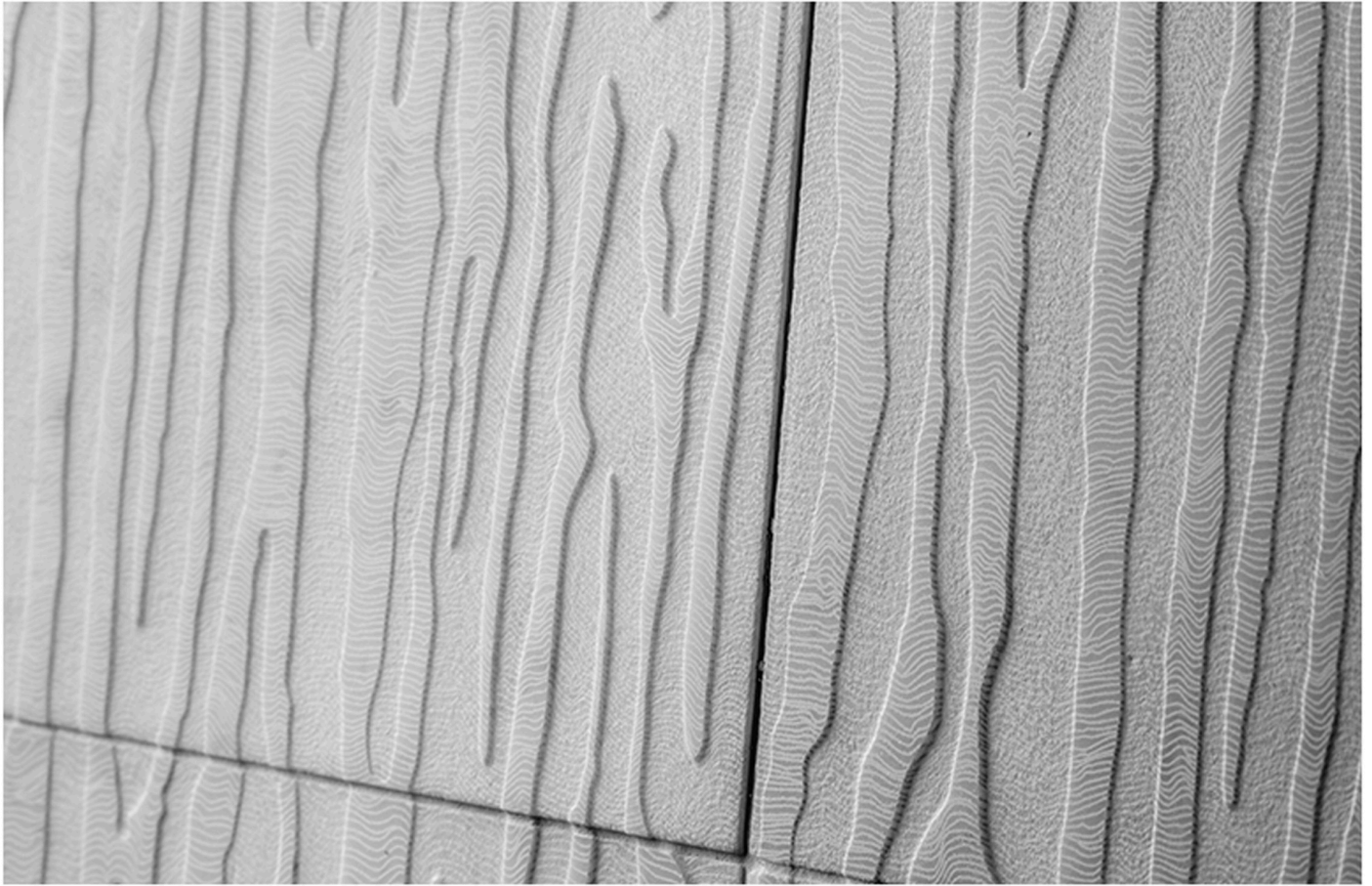
The latest iteration of this trend can be found at HD Expo, where Artistic Tile unveiled two new collections made in collaboration with award-winning textile designer Lori Weitzner. Designed specifically for interior vertical surfaces, the [Lori Weitzner x Artistic Tile Collaboration](#) features two organic patterns, River and Forest, that originated at Weitzner's White Box Sanctuary Studio.



The River pattern in the Night Shadows colorway. This look is rendered in China Black marble. Photography courtesy of Artistic Tile.

“When Artistic Tile first proposed this collaboration, I knew our studio could bring something to them that they didn’t currently have in their portfolio,” explains Weitzner. “Organic, textural looks are something that our studio does very well. For Forest and River, we created a lot of preliminary looks through painting, drawing, and paper folding. Then we worked with Artistic Tile to narrow down the selection.”

In exchange for her substantial expertise in creating earthy, tactile patterns with textiles, Artistic Tile opened up a whole new world of materials for Weitzner to discover. “I had no idea there were so many different kinds of stones in world—it was an eye-opening experience for me,” says Weitzner. “Because I didn’t have much knowledge of what was actually possible to create with stone, I could really push the envelope in terms of coming up with patterns. The exceptional design team at Artistic Tile would then say ‘Oh we can’t do that, but maybe we could try this.’ Everyone really benefitted from working and exploring together.”



The Forest pattern in the Whisper colorway. This look is rendered in Bianco Carrara marble. Photography courtesy of Artistic Tile.

When it came time to select colorways, Weitzner and Artistic Tile settled on three varieties of marble in black and white tones. “Sometimes people don’t think of whites and blacks as colors but they absolutely are,” says Weitzner. “We selected whites and blacks that create mood and easily serve as backdrops to other colors, but aren’t dead.”

The Whisper palette utilizes Bardiglio Nuvolato and Bianco Carrara marbles. The lightness of these stones creates an ambiance of calm, quiet, and sanctuary. On the opposite end, the Night Shadows palette veers towards a masculine, urban sophistication rendered in China Black marble.

Both River and Forest are available now for specification.

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