

# Insight

## STATEMENT FLOORING

*Inspired by the Eltinks' creative floors? There are plenty of individual ways to pep up your scheme*

The Eltinks' home features a mixture of classic terracotta, modern geometrics, timeless black-and-white checks and painted floorboards. It can be hard to pull together so many contrasting styles and finishes, but a cohesive colour palette and a judicious approach to pattern and scale are all it takes to make an impact.

### Mix it up

If you'd like to follow Leny and Harrie's lead, try mixing patterns and plains. Always consider scale, since a little motif or colour can go far, particularly in small rooms. Creating a mood board is a really helpful way of seeing how to achieve a sense of balance and proportion and how to build your scheme layer by layer. For example, if you're planning a really eye-catching geometric floor, try complementing it with a neutral palette and clean lines so you don't have too many colours and shapes vying for attention. Think about unusual combinations such as tiles set into wooden floors, large-scale floor tiles against small mosaics, and aged

stone mixed with timber. To keep the look fresh, stick to natural colours, with the occasional vibrant pop, such as a geometric tiled cloakroom.

### What are the options?

With so much choice available in terms of both material and pattern, it can be daunting to find the right option. Herringbone styles are very popular, either in ceramic or wood, and they're an ideal way of introducing subtle yet beautiful patterns and a sense of texture into even the simplest floor, instantly creating a focal point. Bold geometrics and Moroccan designs are a particularly contemporary and versatile choice, as they have a timeless appeal that's equally at home in both modern and traditional interiors. There are plenty of options when it comes to materials – consider printed plywood, wood stained in zingy hues, reclaimed wood with encaustic tiles, rubber – which is particularly durable in kitchens and bathrooms – poured resin, concrete and luxury vinyl, available in a host of smart patterns and geometrics.



### PROFESSIONAL ADVICE

'Floors are a blank canvas, so there's endless potential for getting creative and allowing them to take centre stage. Tiles are usually confined to kitchens, bathrooms and hallways, but they're becoming an increasingly popular choice for other rooms, thanks to the wider availability of decorative designs that are striking enough to grace any area in the home.

**Even the simplest and most inexpensive monochrome tiles can be used to fabulous effect. Checkerboard always makes an impact but you could take the look a step further by using unusual colours. Cream and green look particularly fresh in a kitchen, while black and green has a lovely Art Deco feel. Try laying tiles at different angles to subvert the classic look.**

Mosaics work really well, too, and shaped tiles are very much on trend. For example, the geometric lines of hexagonal terracotta tiles offer a stunning contemporary alternative to traditional terracotta floors.

**Another option is to harness the rich colour variation found in certain stones to design a floor with a completely natural, unique format. Just as you would do with any other type of pattern, dry-lay the tiles first so you can move them around and achieve the best spread of colour across the floor.'**

ROB WHITAKER, FIRED EARTH

### ADDRESS BOOK

■ **Fired Earth 0845 366 0400, [firedearth.com](http://firedearth.com)**

Find a large selection of contemporary and traditional floor tiles here

■ **Victorian Woodworks 020 7730 6957, [victorianwoodworks.co.uk](http://victorianwoodworks.co.uk)**

A variety of antique, aged, reclaimed and new wooden floors, handcrafted in the UK

■ **Amtico [amtico.com](http://amtico.com)**

Track down colourful and contemporary design-led vinyl flooring here



A pattern in a bathroom adds interest to all-white schemes

Wood is classic and hardwearing in a hall

Tiles are a good choice in high-traffic areas



**EXPERT EYE** *'Keep it simple and don't use too many different tile formats, colours and finishes. Less is more when it comes to bold flooring, so use pattern selectively'*

DOROTHEE JUNKIN, INTERIOR DESIGNER