





Product

# Vitra Tiles Collection

Designer

Dima Loginoff

Manufacturer

Vitra Tiles

Product family

African Dots, Lace Story,  
Blossom, Dolls, Fancy  
Lines

Completed

2011

Dimensions

60 x 60, 45 x 90, 30 x 30,  
30 x 60 mm

Material

Porcelain



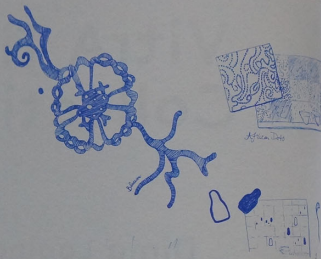
Ceramic tiles are a great medium for young designers and artists. They are cheap to produce and can provide an infinite array of colours, patterns and textures. Decorative tiles have been used since the time of the Romans, are represented in nearly every major decorative movement and are certainly not in danger of falling out of favour anytime soon.

Vitra, the global manufacturers and distributors of tiles and bathroom fixtures, has teamed up with Dima Loginoff, the young Russian designer, to produce five enchanting ranges of wall and floor tiles. Known collectively as **VITRA TILES COLLECTION** by Dima Loginoff, they are made entirely of porcelain with patterns interpreted from traditional images, ranging in influence from Russian folklore to indigenous dot paintings.

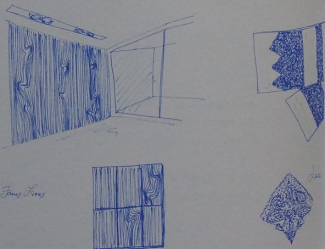
Loginoff, who started his career in interior design and whose work is marked by rich materials and sensual forms, seems to have found the perfect partner in Vitra. His designs are well-conceived for the medium; within each collection, the principal leitmotif is available in varying shapes and sizes, meaning that users can create large varied compositions that tell a 'big picture'.

This is particularly true of the 'Dolls' range, for which Loginoff has placed golden matryoshka dolls, of varying sizes, on backgrounds of black, white and grey – a highly stylised and sophisticated interpretation of a famous folkloric image. In the same vein, 'Tape Story' has been drawn from classical lacework designs, whilst 'Blossom', 'African Dots' and 'Fancy Lines' are more contemporary in their approach. The entire collection comes in large format and both rectangle and square shaped tiles for both the wall and floor.

Photography: Courtesy of Vitra and Dima Loginoff



## Ceramic tiles are a great medium for young designers and artists



Raw materials used to produce ceramic tiles are unloaded and heaped in storage bins inside the warehouses. Conveyor belts transport them to storage silos, where they are later selected, dosed and weighed automatically, resulting in a mixture that, along with a percentage of water and recycled scraps, is then finely ground in the continuous ball mills. To remove moisture, the spray-drying process takes place inside a cylindrical chamber, producing a powder made of tiny spheres, called 'atomized material'. Next, the processing cycle determines the shape and appearance of the different ranges. The atomized material moves to the pressing stage, where it is moulded into tiles and ground to a specified density.



Afterwards, the glazed tiles are fired using the single-firing method.

The pressed tiles, which are shaped but not yet fired, move on to the glazing stage where 'glazes' are applied that will give the product the desired appearance and colour.



Tiles are kept in temporary storage bins during various stages until they are required for the next step in the production process.

The product undergoes quality control, is boxed, packaged and ready to be shipped.



Born in 1972, the Russian **DIMA LOGINOFF** was initially a hair stylist before turning to interior and product design. He graduated with honours from the International Design School in Moscow and Rhodes International in the United Kingdom.

Loginoff's work is characterized by bold colours, fluid lines and rich, often metallic surfaces, with an overall feeling of Moscow luxury and (perhaps) post-soviet (high-tech) present. So far, his oeuvre has spanned lighting (for Studio Italia Design), furniture (for Artek, for which the 'Diamond Lounge' was acquired for Salvatore Ferragamo's Gallery Arts Hotel in Florence) and some residential interiors. He also is a consultant for companies in the area of trends and gives classes on conceptual design. His work has been exhibited in design shows and exhibitions in Los Angeles, Miami, Milan, Moscow and Paris.

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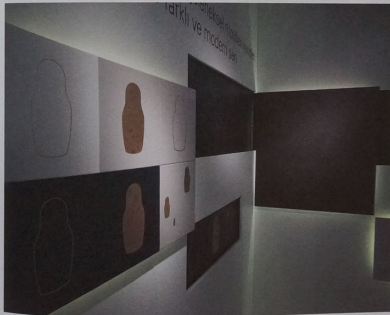
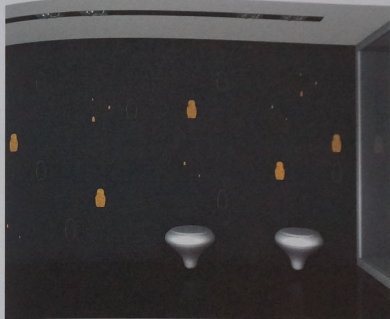


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The 'Africa line' range was inspired by traditional indigenous drawings and the swirling lines that can be seen in textiles, and also body painting during rituals and ceremonies. It comes in a monochrome palette of varying combinations.



With the exception of 'Fancy Lines', all ranges come for both the wall and floor, so the pattern can be continuously laid on both surfaces.

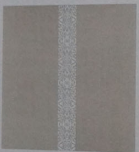
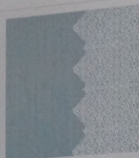


Based in Turkey, the history of **VITRA** goes back to 1942 with the Dr Nejat Eccezioğlu Ceramic Factory – a small earthenware workshop in Istanbul. After the war, an economic boom (and declining popularity of marble bathrooms) led to a demand for sanitaryware and in 1956, the factory opened its first production plant. By 1966, Vitra was adopted as a brand name in reference to vitrified products – the technical name for ceramic ware. The company launched internationally in 1983 and the tile division was started in 1999.

Vitru Tiles has production plants in Turkey, France, Germany and Russia and sales offices and showrooms in many more locations. It makes ceramic and porcelain tiles for indoor and outdoor living and was the first producer of mosaic tiles in Turkey. In the recent past, Vitru Tiles has contracted a handful of designers to create special collections for them, including Defne Kot, NGA Design, Ross Lovegrove and, most recently, Dima Loginoff –

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'Dalla' is the range of tiles most inspired by Loginoff's Russian roots. A stylised form of a traditional matryoshka doll is featured if the designer has used to decorate his own home) has been printed using real gold – in varying sizes and pattern formations and either in solid format or silhouette. The background colours are grey, white or black.



Other patterns have been worked into the 'Lace Story' collection.

The principal leitmotif is available in varying shapes and sizes



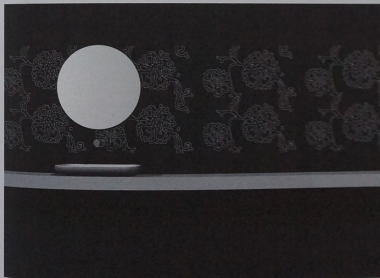
'Lace Story' tiles are produced in both square and rectangular formats and various colour tones – dark blue, light blue, ochre brown and beige.



For 'Lace Story', the designer chose a soft green background texture. The lace pattern is raised.



The 'Fancy Lines' range of tiles creates an optical illusion. This range was the most technically challenging to produce, requiring eleven printing processes.



The mesmerising 'Fancy Lines' range is available in one dimension of rectangular tiles and has a glossy, liquid appearance. There are two types of tile available: one that has straight lines and another where they are distorted to the left or right, creating a shimmering optical effect.

'Woods' features large, organic fern-like patterns with white contours on white, beige and anthracite backgrounds. Distorting patterned and plain lines creates a pleasantly random surface effect.