

Vol. 1/2020

# TRENDING

THE INSPIRATIONAL MAGAZINE BY GUOCERA

www.guocera.com

## GO URBAN!

Check out the concrete styles, page 38.

## Like it fancy?

Learn more about marble, page 42.

## STONEMANIA

All you need to know about it, page

Find out what are the **TRENDING** four interior design themes and which one suits your personality.

IN  
MA  
GINE

PREMIUM LIFESTYLE BY  
GUOCERA

### 1.1 NATURE INSPIRED

A place of peace and harmony to rest.

### 1.2 URBAN HERITAGE

A mix of retro and mid-century style.

### 1.3 MODERN SCANDI

Refined simplicity meets comfort and functionality.

### 1.4 STYLISH LUXURY

A touch of class to luxurious home.

# TRENDING

The inspirational magazine by guocera



IN

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INMAGINE  
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# TRENDING

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## 04

### 1. Interior Design Themes

Nature Inspired  
Urban Heritage  
Modern Scandi  
Stylish Luxury



#### 1.1 Natural Inspired

Harmonious spaces that mix neutral colours and natural materials.



#### 1.2 Urban Heritage

Style that mixes traditional and modern elements.



#### 1.3 Urban Heritage

Clean lines, mixes comfort with functionality.



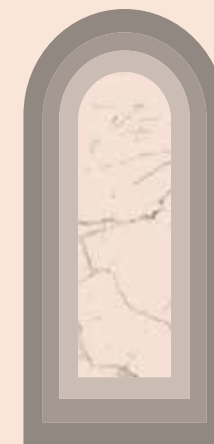
#### 1.4 Stylish Luxury

The luxury and classy design style.

## 33

### 2. Colours in Trend

Discover our most beautiful and trendy colours.



## 36

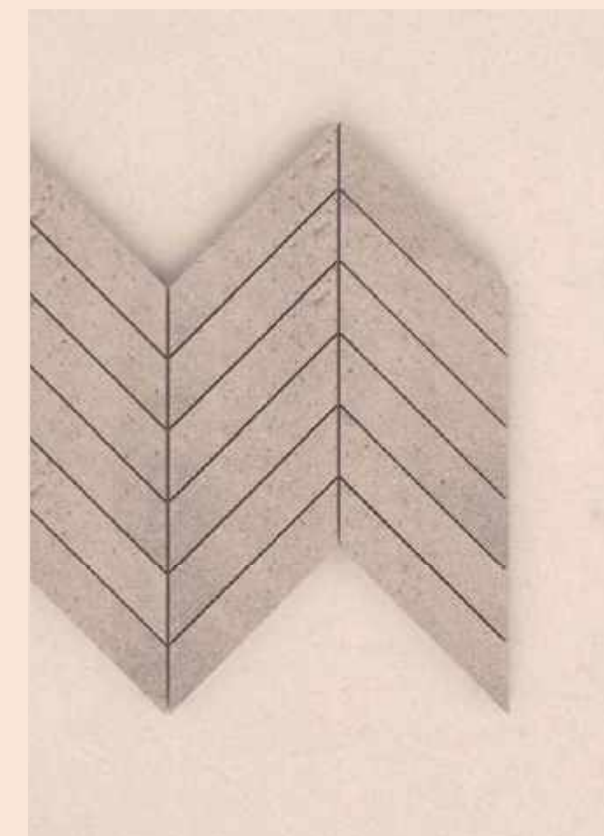
### 3. Why Inmagine

The uniqueness of INMAGINE collection that's trending in style.

## 40

### 4. Special cuts & mosaics

We will show you the variety of mosaics and all the special cuts that are available.



## 56

### 5. Do you know?





### 1.1 Nature Inspired

Take a step towards naturalness, where spaces are light and airy. Think of a place in balance and harmony that promotes calm and peace. Neutral colours and natural materials take the lead in a clutter-free space.



### 1.3 Modern Scandi

Think refined simplicity meets comfort and functionality. This is where the world of cosy Scandinavian designs collides with the industrial glory of a modern art gallery. Clean lines are balanced with colour accents that are universal in appeal.



# 1. Interior Design Themes

### 1.2 Urban Heritage

A blended style with traditional elements and modern elements. Think of an eclectic place where colours and graphics freely express your own personality. That means retro and mid-century modern items that remain a timeless style.



### 1.4 Stylish Luxury

Taking the cues from grand hotels and villas, this design style adds a touch of class to every home, from classical, art-décor (Versace) to sleek understated elegance of today (Armani).





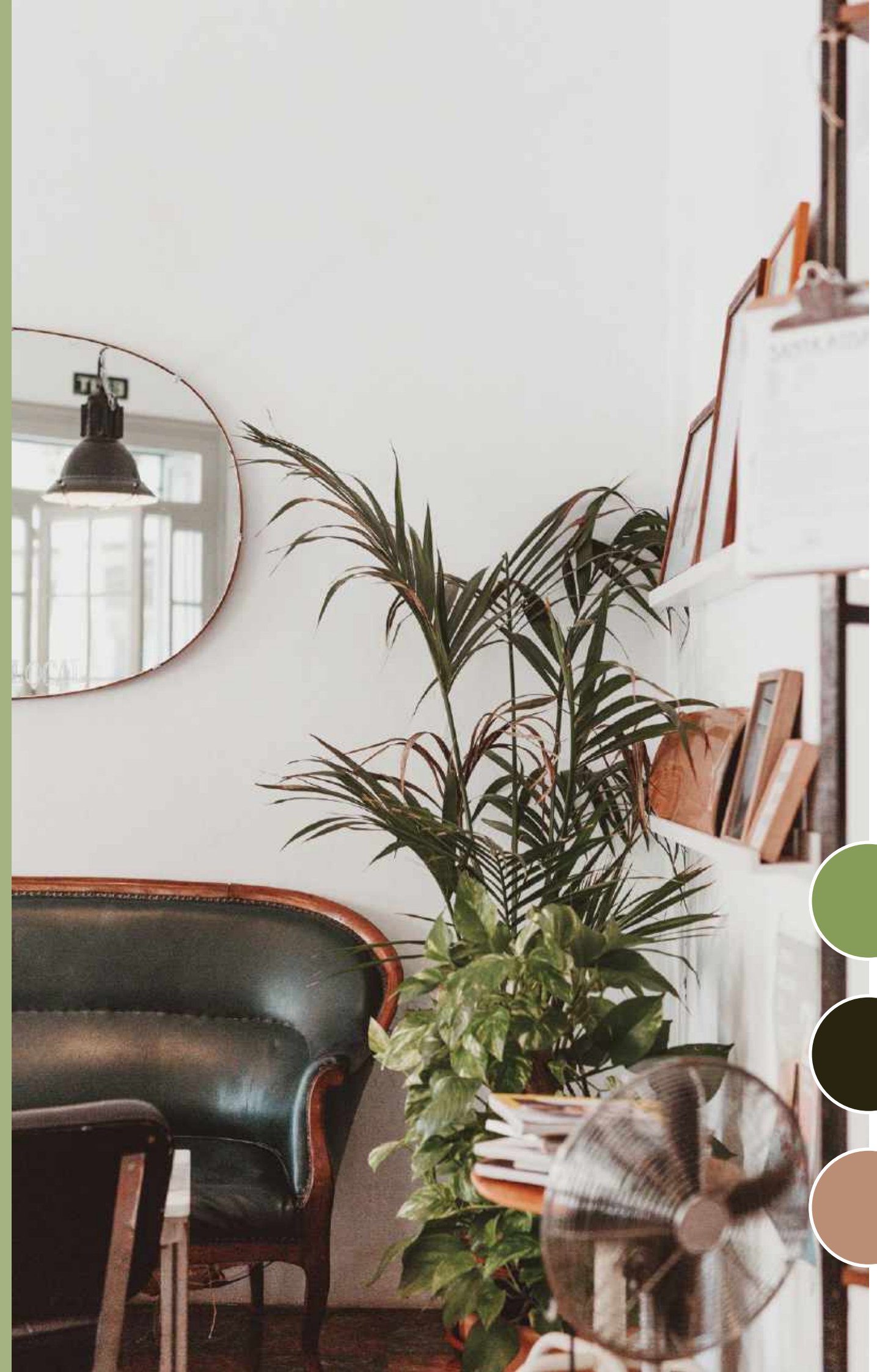
# 1.1 Nature Inspired

*Infuse the sense of nature in your home. A blend of neutral colours bring harmony from nature and create that sense of peace and calm in your space.*

When exploring nature you can decrease your stress level and science has proven that nature does bring a positive effect on your health and wellbeing. With that in mind, we believe that the nature inspired design theme will give you a similar feeling. Bringing natural finishes into our homes isn't a new concept, but it is still very much relevant.

We like to have living elements and organic materials in our homes such as leather, wood, cotton, seagrass, etc. The variants of nature inspired materials are huge.

Choose materials that match with your personality. A easy way to start is by bringing in wood elements into your space. It sets a warm tone and is beautiful, durable and versatile. If you want to achieve a calm nature inspired space in your home, it's a good idea to start by keeping the base colours neutral and then you can be creative by adding some texture and materials from nature. Another easy hack will be adding some living plants, not only is it beautiful accessory but they also can give you a good night's sleep.







INTERIOR DESIGN IDEAS

# Nature Inspired



## 1. Soft couches

Soft and cozy furnitures in earth tones are the way to go.

## 2. Trendy Rattan

A current trendy material in interior design is rattan. Try to include it!

## 3. Small details

Details are always the secret for a cosy space, specially for this natural inspired spaces.

## 4. Soft fabrics

One of the easy way to make your home feel cozy and friendly is by incorporating fabric with different textures.

## 5. Bright colours

Orange and green are relaxing colours for the spirit and will bring peace and harmony to your home.





# Nature Inspired

## Nature-inspired elements in our homes have never been so trendy

The most trendy style is the combination of a modern nature inspired home with soft textures and calming colors. Follow our tips and inspiration and you will get this wonderful feeling in your own home.



### Sofas in soft colours

Create a soft vibe by having a big cosy comfortable sofa in natural colours.



### Warmcoloured marble and stone

To create the natural feeling, you need to start from the ground and work your way up. The colour and texture on the floors and walls play an important role. You can get the natural feel by warm coloured marble and stone.

### Warm light

One of the easiest ways to create a natural feel in your home is to use warm lights. Cold lights creates a harsher atmosphere.



### Earthy tones textiles

Make it cosy with soft earthy textiles!



### Mix of wood and steel

A wooden table with details of steel is the way to go for a natural touch.



### Plants are a must in any home.

No home is complete without plants and especially not if the home has a natural theme.



# 1.2 Urban Heritage

*Think of the industrial rough materials in a open space mixed with some retro and bright coloured furnitures and random accessories. If you want to break away from the traditional style, this might be the one for you.*

The urban style is characterized as a non-traditional style. Various materials and construction qualities are often used to create the urban and modern feel. Urban style stands for galvanized steel, concrete floors, brick walls, metals, exposed beams and unfinished surfaces to create a distinctly modern, bohemian look. This type of style is supposed to have a random feel and is best embodied by the idea of the converted industrial loft, huge steel windows with open floor plans that brings a lot of natural light that creates a feeling of an open and airy space. Functional objects were also included in the urban style interiors is to create an outdoor-industrial atmosphere.

This alludes to the central function of the urban style, which is to create space, sometimes in surprising ways. The combination of living and working spaces had become a norm in the inner cities and industrial areas, which was called as studio apartments. Industrial buildings were also converted into apartments and often to embrace the Urban style. Renovated warehouses may have a concrete floor. The colour palette in urban interior is mostly in neutral shades with some accent of strong colours such as orange. The neutral shades creates a suppressed type of mood which make the furniture and essential decoration stand out.







1

INTERIOR DESIGN IDEAS

# Urban Heritage



2



3



4



5

## 1. Floors

Create the urban style by having a colourful floor with patterns.

## 2. Coloured furniture

Go crazy with different colours furnitures.

## 3. Analogue cámara

Fill your home with both classic and modern details like analog cameras and magazines.

## 4. Patterns!

If you ever feel doubtful about how to achieve the urban feel in your home, patterns is the way to go!

## 4. Be different

Ordinarily is boring if you want an urban feel. Think outside the box and mix in different patterns of design.



## STYLE TRENDS

### Urbanize your home by choosing bright colours, graphic elements and funky furnitures

Make the interior fun by combining different styles. Choose the colours that you don't usually use and mix it with some unique furnitures. Try go for the unusual pieces by shopping at the flea markets at your place.

#### Coldcoloured concrete and patterns

It's all about colours and patterns. If you have a plain floor and wall, you can play around with more colourful furnitures and details.



#### Colourful chairs

Nice looking chairs in bright colours is the perfect way to add the urban feel.

#### Plants in glass

Make it a bit more fun by placing different plants in glass vase or bowl with water instead of using the common pot with soil.



#### Metallic lamps

A hard metallic lamp is a good way to mix in this theme.

#### Happy coloured pillows

If you have a yellow chair, why don't you combine it with a bright blue pillow.



# Urban Heritage





# Urban Heritage



## Greyscale enviroment

Beautiful textures and colours in floors and walls are important in every home. It doesn't matter what theme you choose to have. A nice foundation is always important to start from.



## White lamps

Although urban design has no boundaries, it is important to incorporate some white and calm coloured elements too.

## All you need is some inspirations, colours and be confident.

Urban heritage has many layers, choose for yourself how far you want to go, but be confident. You don't have to go all in, just bring some colours and different elements into your interior and there you have it, a more settle urban heritage design home.

### Kitchen supplies

Cool kitchen supplies are never wrong.



### Coffee table

A good looking coffee table is important in every home. A black one is good contrast against all colours.



### Mustard is the go to colour.

Right now the colour mustard is a must in your urban home!

### Texture and materials

By using different textiles and materials, you can easily get different feel and theme in your home. After all, there is no boundaries when it comes to urban style.





# 1.3 Modern Scandi

*A peaceful mind starts with a harmonious home with a lot of natural light. A light colour palette with some contrasts from the natures inspired materials creates a crisp Scandinavian style in your home.*

Dark curtains, big carpets and bright coloured walls are a big no no when it comes to a Scandinavian interior. Less is more! This expression fits well in describing Scandinavian design.

The rooms should have large airy areas with lights from all directions, giving a feeling of simplicity but yet stylish. To create that Scandinavian touch in the bedroom, you can invest in some raw linen bedding that are not only functional but comfortable, then add some simple thin white curtains to get that crisp feeling. Complete the look by adding some nordic details. It can be a woolen plaid casually flung over the

bed edge and a sheepskin on the floor. The Scandinavian style has long been associated with a lot of white which creates a minimalistic and calm feeling, and at the same time give you a spacious impression.

Add some shades of gray to create some depth to the space but still maintaining the feeling of simplicity. Incorporate some good storage spaces in your home by selecting stylish and functional decorations pieces such as basket, table with drawers, etc.







INTERIOR DESIGN IDEAS

# Modern Scandi

## 1. Stylish chairs

To mix some stylish designed chairs with simple interior to create a dynamic combination.

## 2. Shades of grey

Grey is a great colour to give you a calm scandic feel home.

## 3. Natural materials

Create a warm and inviting feeling in your home by putting some nature inspired items.

## 4. Geometric patterns

Classic Scandinavian patterns make a good contrast to simplicity and provide homely feel.

## 5. Mix materials

A combination of different materials such as metal and wood, plus with the gray shades and pastel tones background will be a great combo.



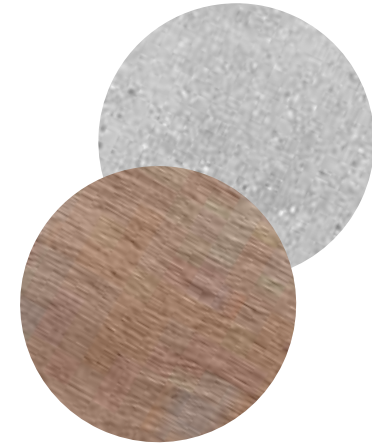
# Modern Scandi



Modern Scandi Chic is very dreamy and careful. It has bright colours that radiate warmth and calmness.

### Concrete and wooden surfaces

In order to create modern scandi, concrete and wood are two important elements that should be included in your home.



### Designers chairs

Try to mix in some expensive looking furnitures for some difference in style.

### Industrial lamps

Combine your spaces with brown, grey or black lamps.



### Succulents

Succulent is a popular choice to give a modern touch in your home.

### Soft textiles

Use some soft textiles to soften the plain white look.





## STYLE TRENDS

Combine the black colour with wooden finishing interior to get the elegant look and feel.

Minimalist style in Modern Scandi is a mix of nature inspired and stylish luxury. Lots of woods and natural finishes that combined with darker colours and classy details

### Stone combinations

Although white or neutral colour is epitome in modern scandi, you can definitely go for a larger dark coloured area such as bathroom.



### Side tables

Small tables can make a space in a room feel more put together. Wooden tables are very nice in a modern scandi home.

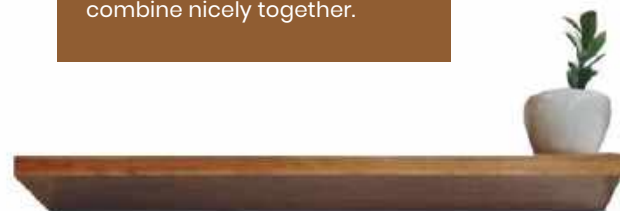
### Wooden mirrors

Mirror with wooden frame is a great choice.



### Wooden shelves

Like so much else for modern scandi, it is also nice to set up wooden shelves to make all the furniture combine nicely together.



### Black faucets

These faucets allow you to go beyond and add a touch of colour to the space.



### Ceiling lamps

A modern minimalist detailed ceiling lamp which show off the bulb is a good addition.



### Towels

Towels provide a touch of warmth, softness and comfort.



### Soap

Put a nice soap in the bathroom with the scent of fresh cotton or ocean breeze.



# Modern Scandi

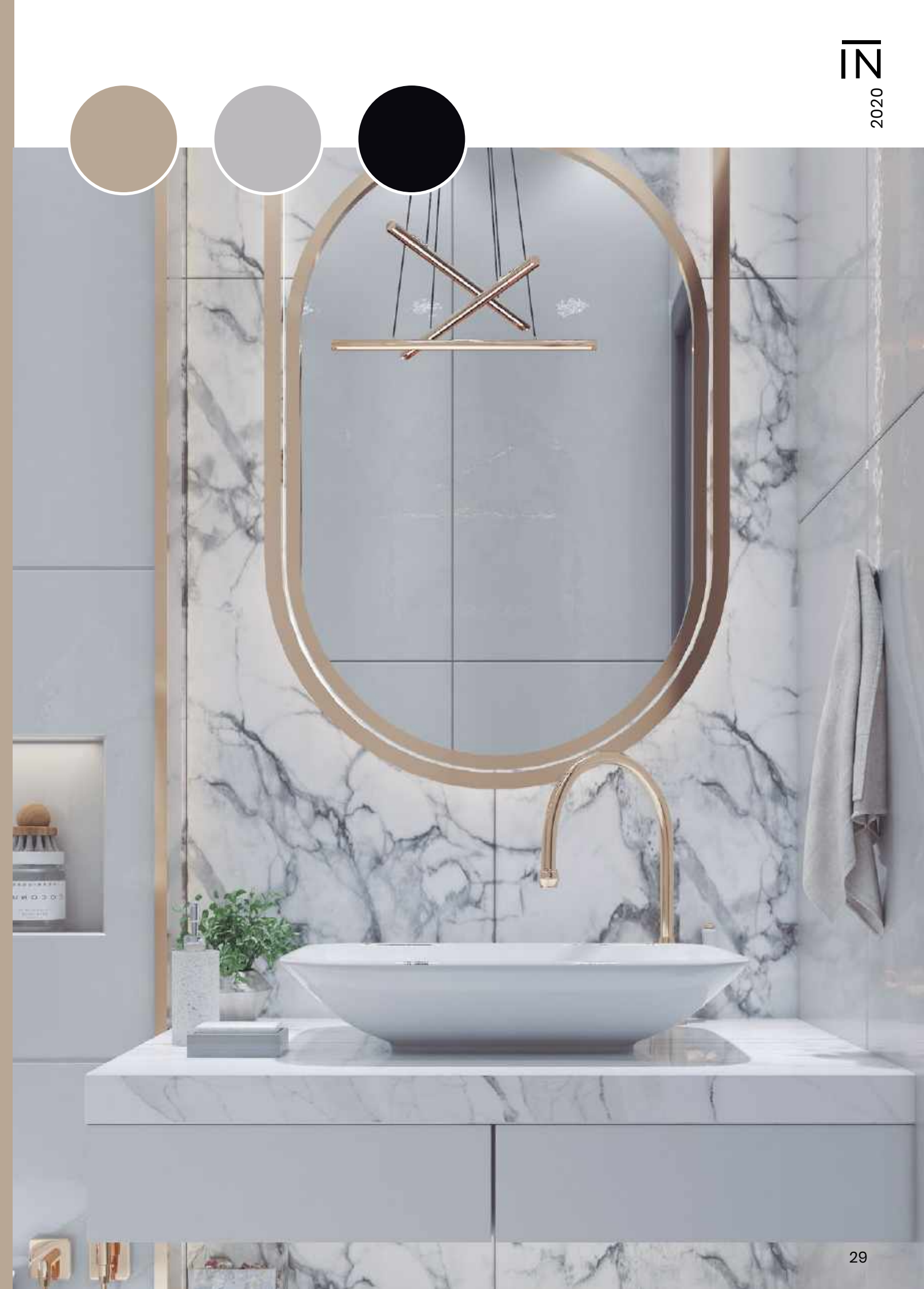


# 1.4 Stylish Luxury

*Dark shades combined with metal and silk to create the luxury and a touch of mysterious look and feel. Bring that exclusivity and the elegance feel of a luxurious hotel to your home.*

Combine the velvet furnitures with unique design and in a darker shade allow you to achieve the luxurious style in your own space. To accomplish that luxury feeling, go with symmetry, coherent colour scale and exclusive materials as it will give you a calming and harmony effect. Precious materials such as brass, copper, tin and silver are not only timeless but also give the room an exclusive feel. Feel free to mix warm and cold tones and materials for this theme. You

can go for several colours, but not too many. Dull colours with black gives an elegant impression. Although it is a truly safe card is to pick, don't be afraid to mix it the different textures and shapes. Mixing colours with exclusive materials also creates the beautiful balance between charming and harmonious. Pair elegant and exclusive materials such as velvet and silk with a contrast one like heavy linen and jute to create the magic in your space.

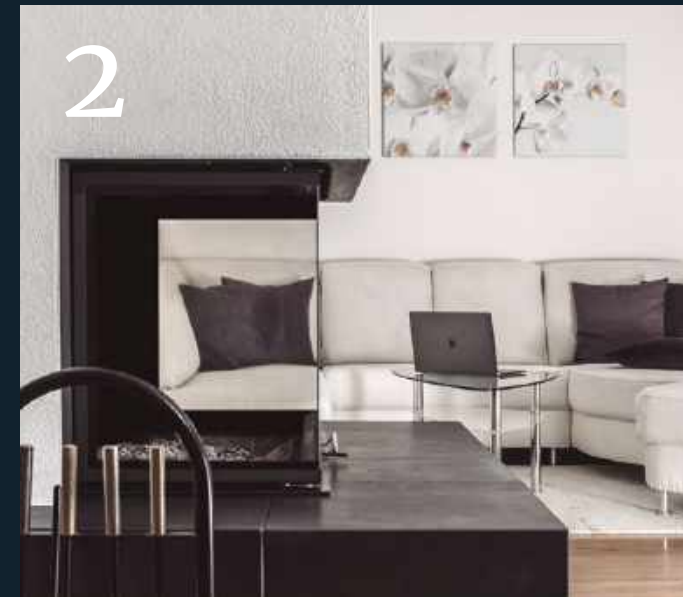






INTERIOR DESIGN IDEAS

# Stylish Luxury



## 1. Marble and gold

An easy way to achieve the luxurious look and feel is to combine marble with some gold details.

## 4. Patterns

Although luxury style is usually considered with white and clean surfaces, you can also use patterns.

## 2. Black and white

The base for luxury style is usually black and white. You can bring in different elements of colours to make it slightly softer.

## 5. Mirrors

A way to make a home bigger is to add a lot of mirrors. Mirrors not only make it look bigger but gives your home a more luxurious feel.



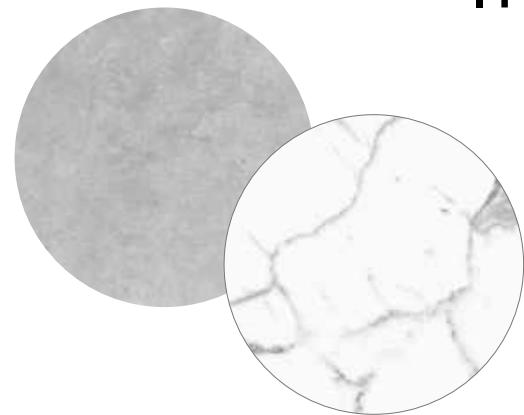
## 3. Details

To achieve the stylish luxury, you can style with flowers, lamps and magazines. Sometimes in a home everything depends on the details.





# Stylish Luxury



### Cold coloured marble and concrete

Marble has been in the trend for a long time. It gives you a luxurious and fresh look. You can have fun with marble than just a plain white. Or mix with concrete as alternative.



### Books for details

Keep the homely feel by putting some books on the table or on the shelves.

## Create a touch of elegance with exclusive materials in dark and light shades

Everyone interprets luxury differently. You can do as you feel like in your own home by adding some gold details, expensive looking pillows or just put up your finest paintings. You can enhance the whole look by combining different materials in dark and light shades.

**Paintings**  
Hang up some rich paintings on your wall for luxurious touch.



**Texture and materials**  
Use different textures and materials like pillows and blankets to give that exclusive feel. Use velvet to achieve the luxury look and feel.



**Sofas in soft colours**  
Nothing can go wrong in a light coloured sofa. Just be careful what you eat in it.



**Royal blue in textiles**  
A good colour to mix in with your black, white and grey is royal blue.



# 2. Colours in Trend



*INMAGINE offers palettes from light tones to darker tones. Find yours!*

## Pure environment

Do you like shades of white and grey in large areas with some elements of wood and plants? Then the pure environment is something for you. In this home it's important to create a calmness in large spaces. In this environment, there are few details, but those that exist are very important as everything fulfills its purpose.



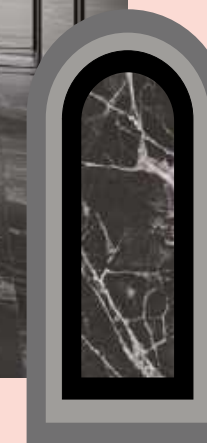
## Comfortable place

Create peace and comfort in your home by using warm lights and plenty of plants. Use warm brown tones to achieve a comfortable feeling.



## Classy area

Do you like to stay in the hotels? Like the luxury stylish feel of it? Then classy area is something for you. Mostly black and gray with a hint of white were selected for this theme, along with some metal based furnitures. Who doesn't like a bit of luxury in their home, right?



***What colour palette suits you and your personality the most?***



## Warm atmosphere

If you are a person who likes warm and soft tones in your home, the theme "warm atmosphere" is a great match for you. Here it is all about being soft in your interior yet stylish. Use different shapes on different furnitures. Beige and white are also great components in a warm atmosphere home.



# 3. Why INIMAGINE

Inspired by the crafted design  
and the origin of materials.

*Variety of design, colours  
& finishes for perfect  
combinations.*

**Infinite possibilities! Free  
your imagination and go  
with mix & match!**

Single Colour for each design. The INMAGINE  
collection is crafted from the origin of  
materials. The organic design sets one of  
the modern trends in home decorating.



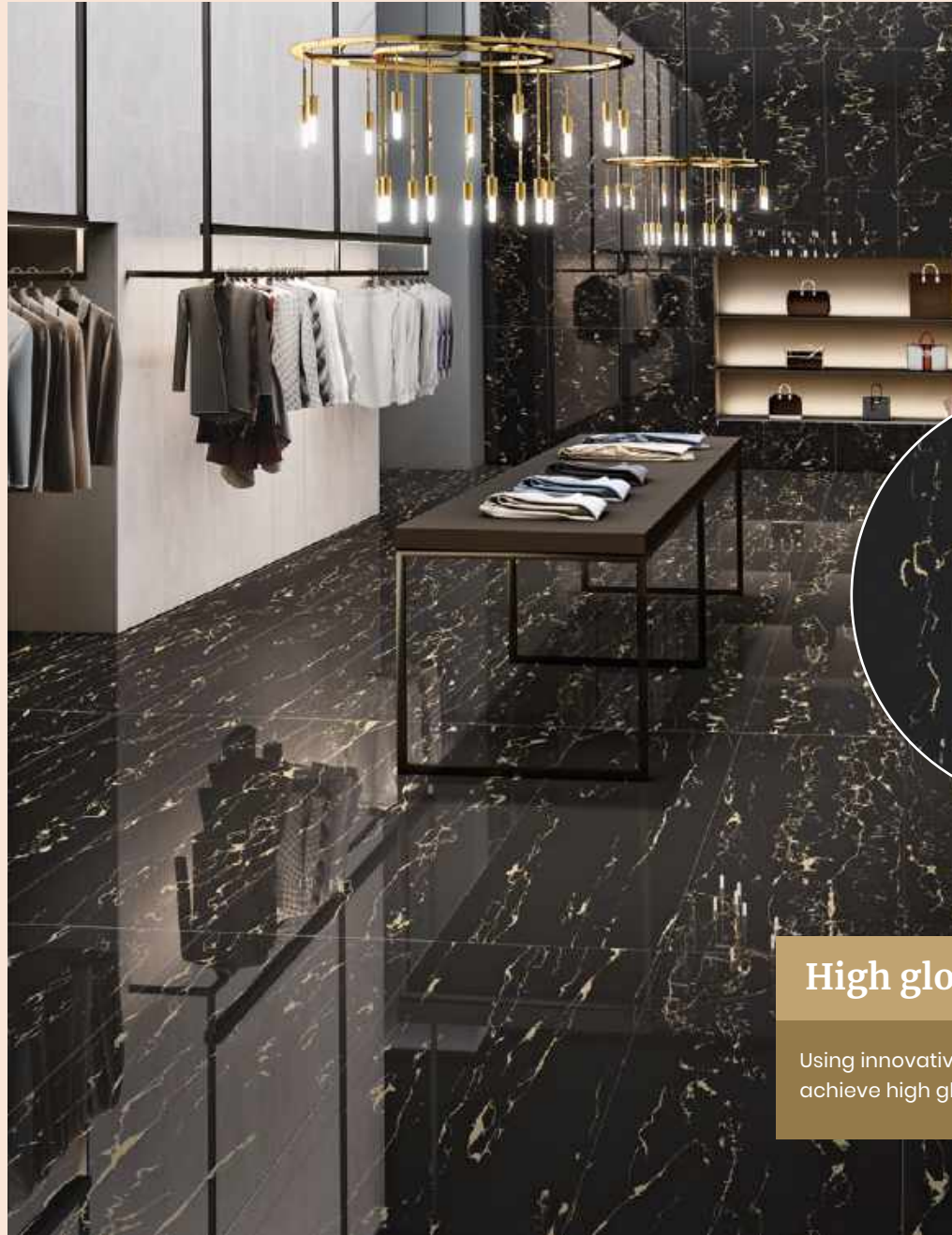
Colour and design inspired by the original materials.



## Mix & match

Wide colours selection in a collection.  
Variety of design, colours and finishes for  
perfect combinations and mix & match  
endless possibilities.





### High gloss and clarity

Using innovative and special material to achieve high gloss and clarity of finishes.



### Random faces

Available in 12 selected faces in 60x20 and 14 faces in 60x60. Nature's inspired beauty with coverage areas of > 8 sqm.

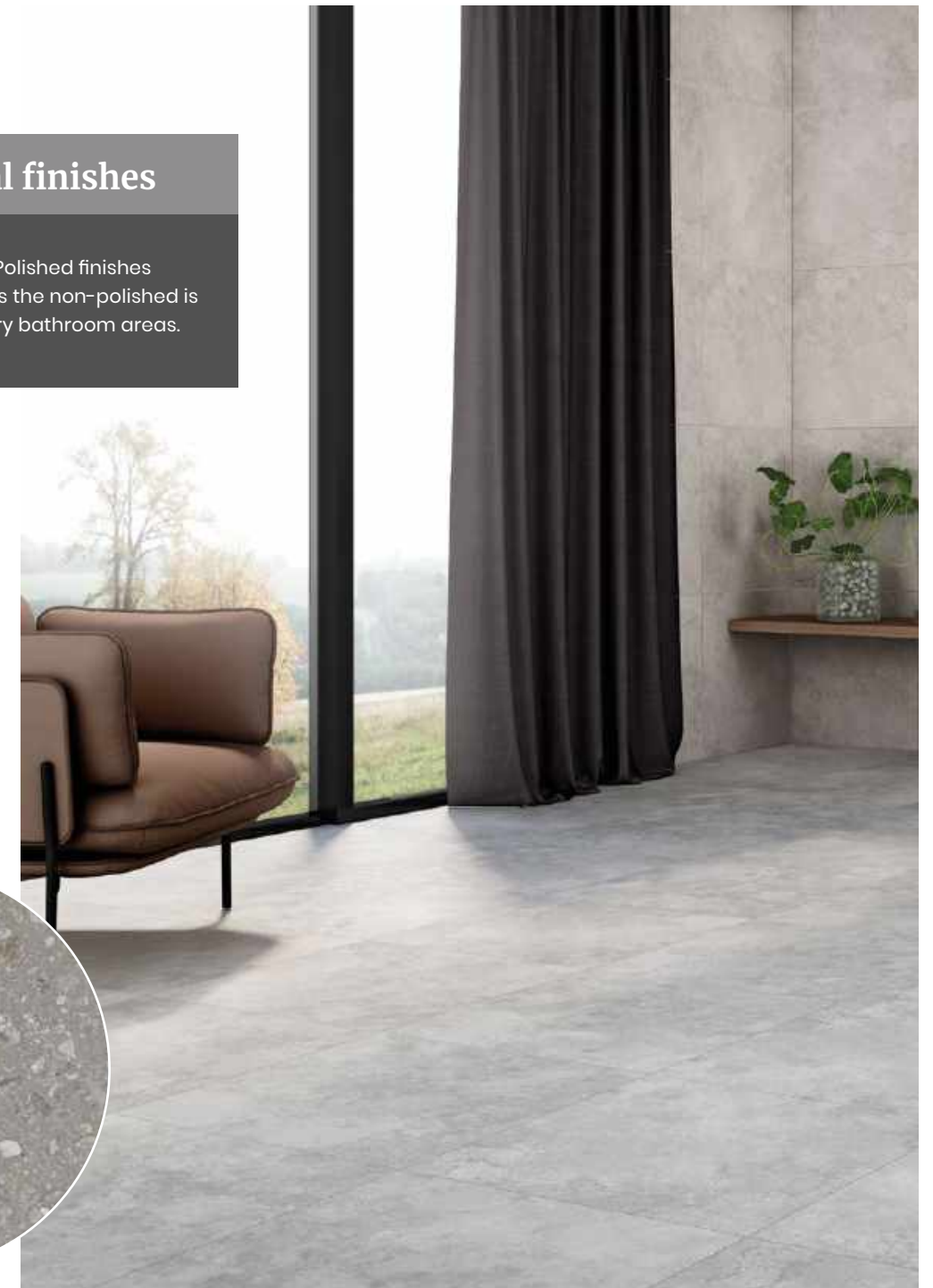
### Colour Body

Synchronizing the colour of surface design and body. This lessens the visibility of any impact chips which may occur. Perfect for step nosing and round edge finishing.



### Polished + Natural finishes

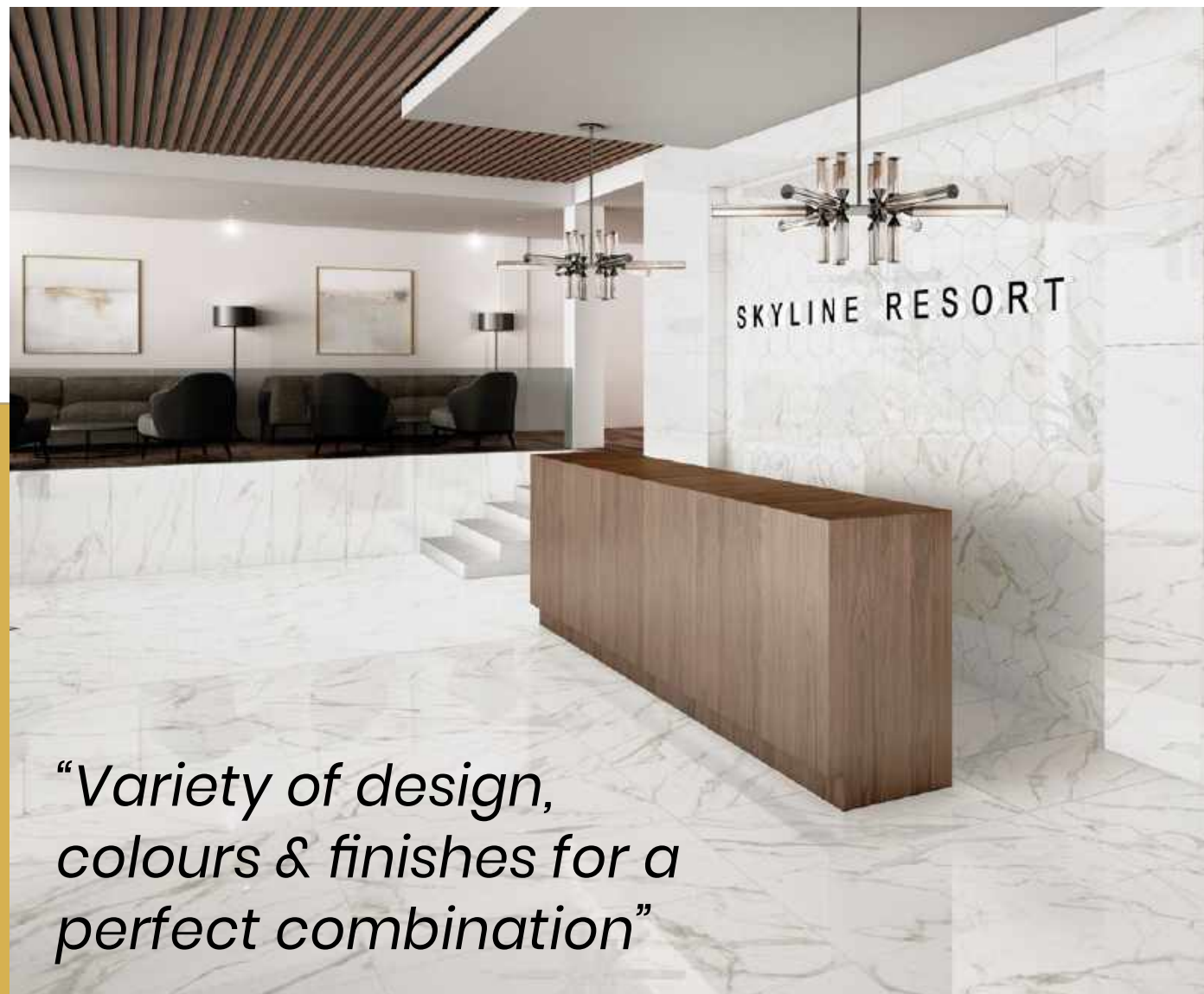
For wall and floor application. Polished finishes perfect for living room whereas the non-polished is great for dining, kitchen and dry bathroom areas.





# 4. Special cuts

**W**e want to inspire you with not only the designs and colours but also with a huge variety of special cuts! Whether is big or small cuts, a full wall or just a little section will give you an amazing result! Come and see our proposals in terms of colours, cuts and product combinations. Do you have any big idea? Let's make it real!



*“Variety of design, colours & finishes for a perfect combination”*



Modern spaces and so special areas!



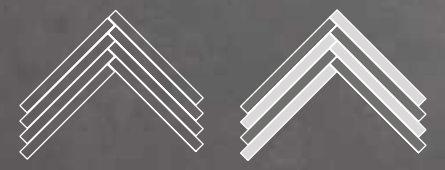
# Strip Cut S2 · Special cut

5 x 60 cm

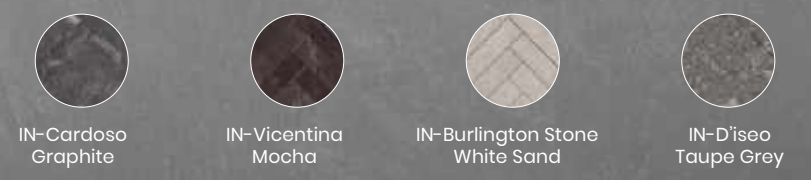
This herringbone design has been used for wood finishes but now is a real trend in other materials like stones or marble. Try it!



Variations:



Available series:





# Strip Cut S1 · Special cut

7,5 x 30 cm

The traditional way is always a good idea. This cut is perfect not only for wood but also for our stones designs. Try it!



Variations:



Available series:



IN-Portofino Greige



IN-Marmette Nero Black



IN-Marmette Mixes Black



IN-Stone Creppo Grey



IN-Fior di Bosco Mocha Grey



IN-Carrara White



IN-Calacatta White



IN-Nero Marquina Black



IN-Saint Laurent Black



IN-Burlington Stone White Sand



# Chevron Net C1 · Mosaic

31,2 x 32,8 cm

This cut allows you to combine different colours to create a wonderful pattern.



Variations:



Available series:





# Rhombus Net R1

35,4 x 28,5 cm

Amazing for vintage looks as this cut is perfect for our colours and to combine with the soft wood tonalities.



Variations:



Available series:



IN-City Concrete White



IN-City Stone Beige



IN-Concrete Cement



IN-Imperiale Bardiglio



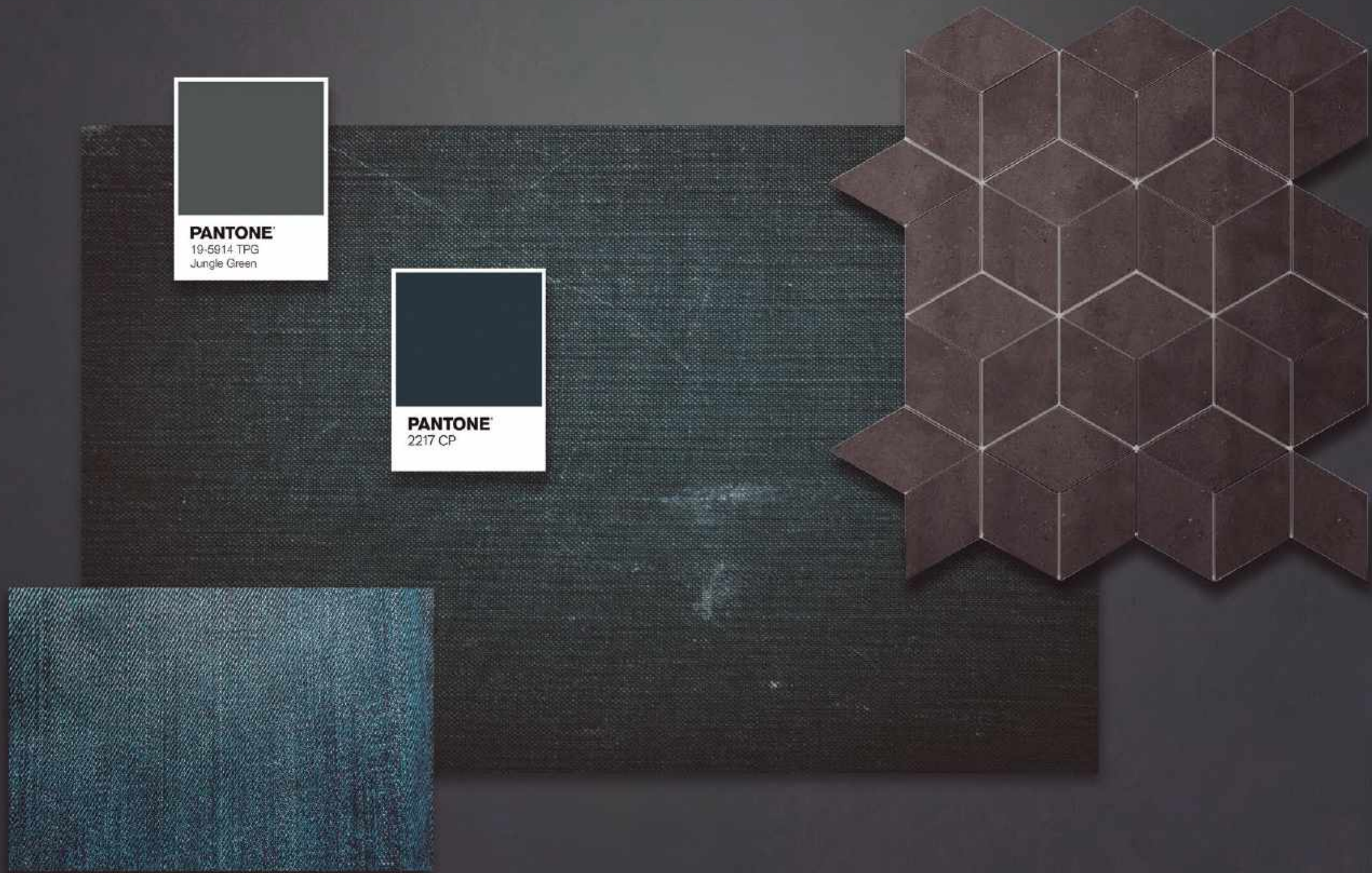
IN-Thala Stone



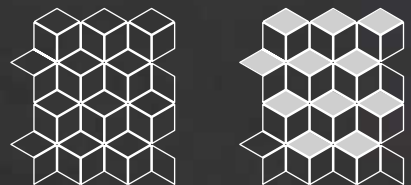
# Rhombus Net R2

34,1 x 36,6 cm

The smaller version of the rhombus mix amazing with more bluish decoration and fabrics.



Variations:



Available series:



IN-Basaltina White



IN-Portofino



IN-Basaltina Grey



IN-Basaltina charcoal



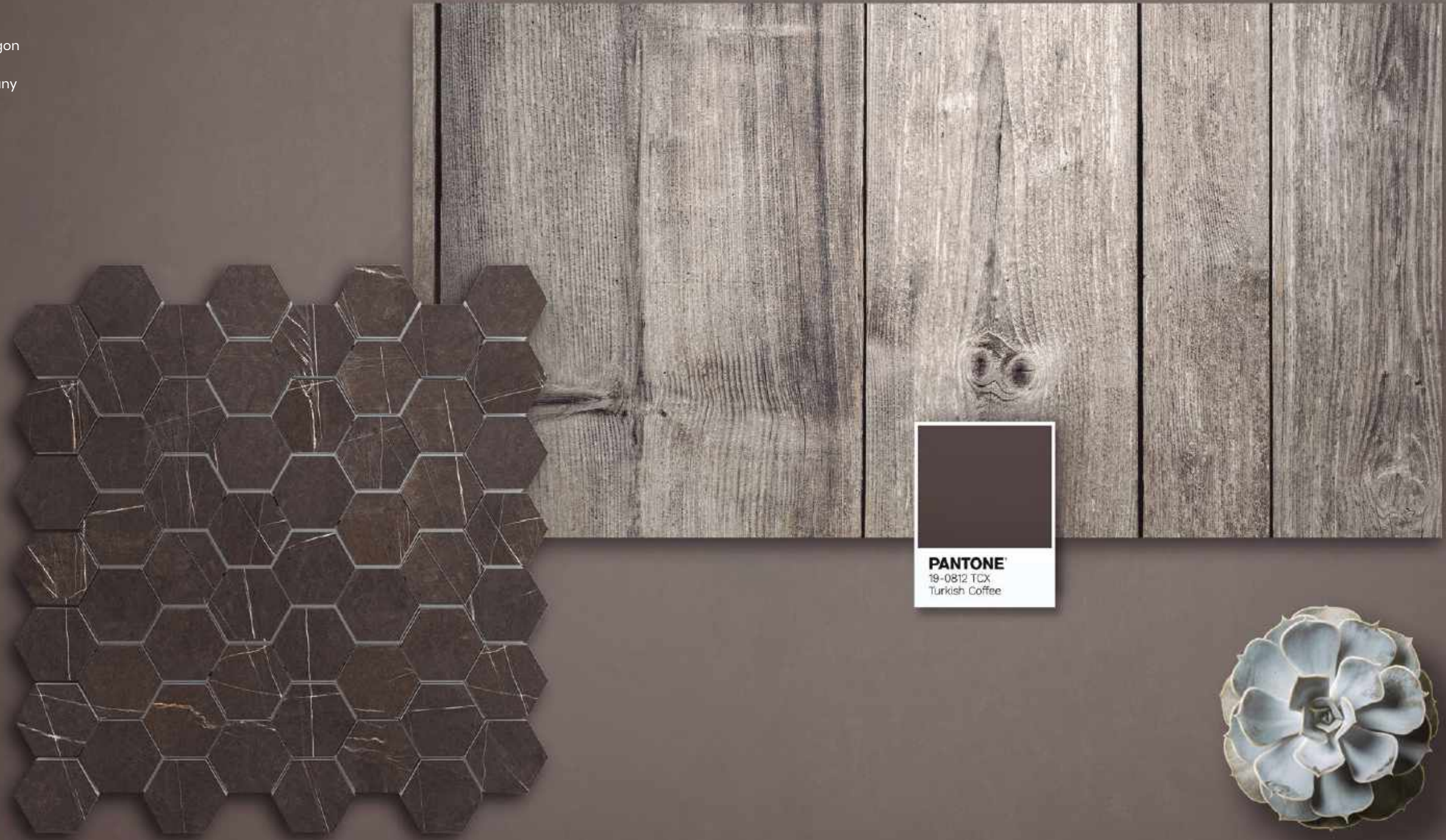
IN-Nero Marquina



# Hexagon Net H1

29,3 x 30,5 cm

We personally love this hexagon cut as it's small and so subtle but also gives a nice look to any space!



**PANTONE**  
19-0812 TCX  
Turkish Coffee

Variations:



Available series:



IN-Royal Cappuccino



IN-Pisantina Greige



IN-Marmette Mixes



IN-Pisantina Mocha



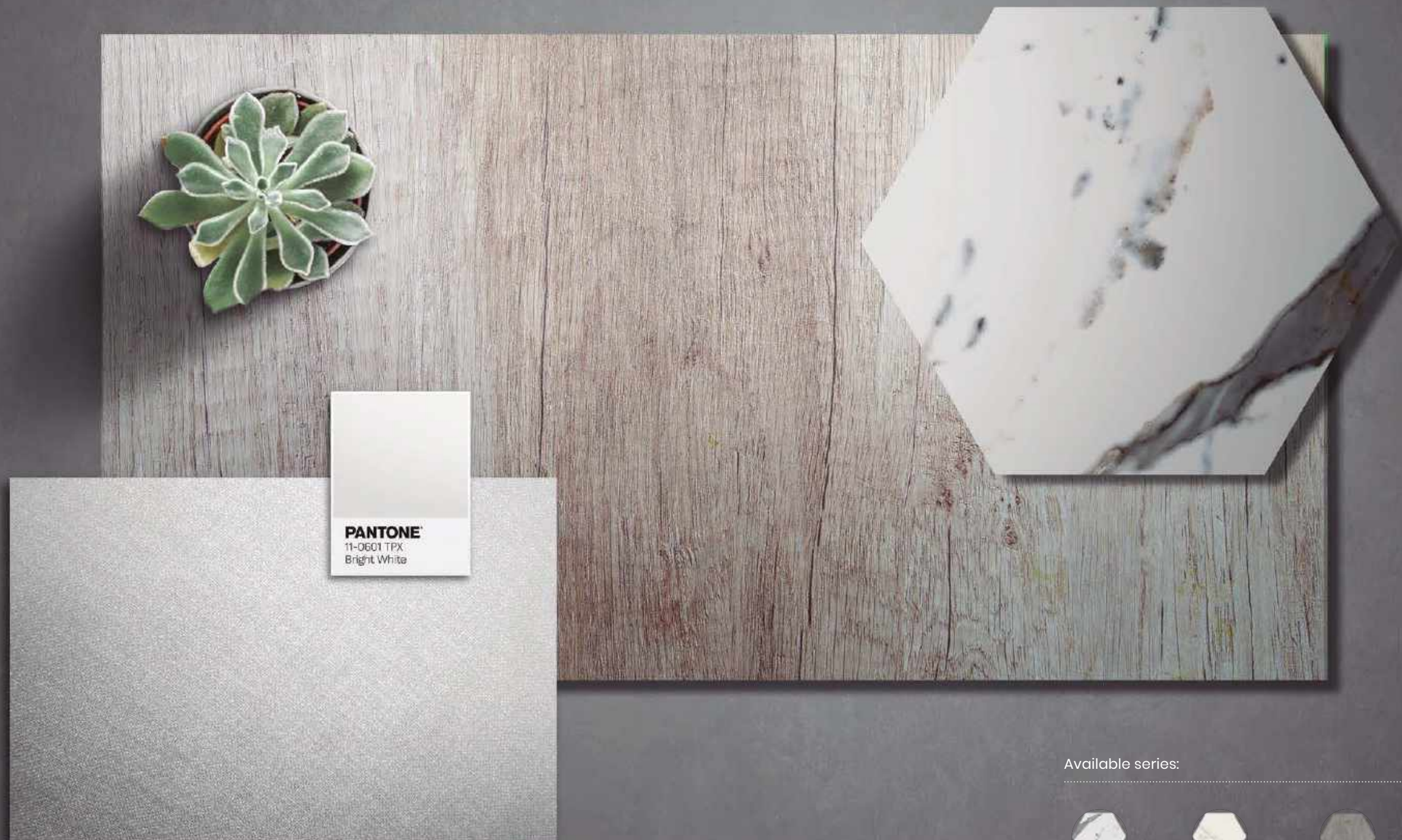
IN-Pisantine Anthracite



# Hexagon Net H2

25,98 x 30 cm

Love the big version of the hexagon specially for our marbles. We proposed to combine it with white and soft grey tones.



Available series:



IN-Calacatta



IN-Carrara



IN-Portofino



IN-Pisantina Creige



IN-Pisantina Mocha



IN-Saint Laurent



IN-Pisantina Antracite



IN-Portoro Gold





# 5. Do you know...?

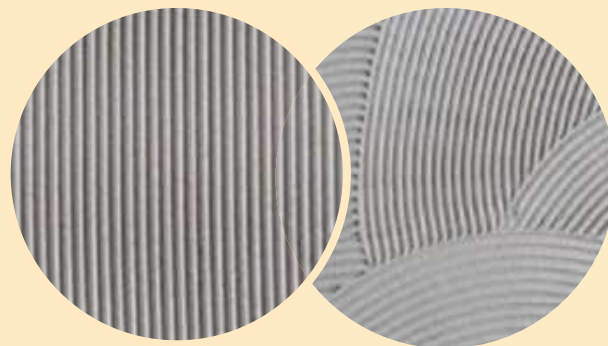
# 1

Back Buttering A Coat Of Adhesive On The Tile Will Maximise The Coverage.



# 2

Trowelling of adhesive in a straight line gives better coverage as the ridges can be flattened optimally compared to circular spreading directions.



👍 YES

⊗ NO

# 3

The Industry standard on minimum Tiles-to-adhesive coverage to substrate is:

Minimum 80% for all internal & Dry Areas

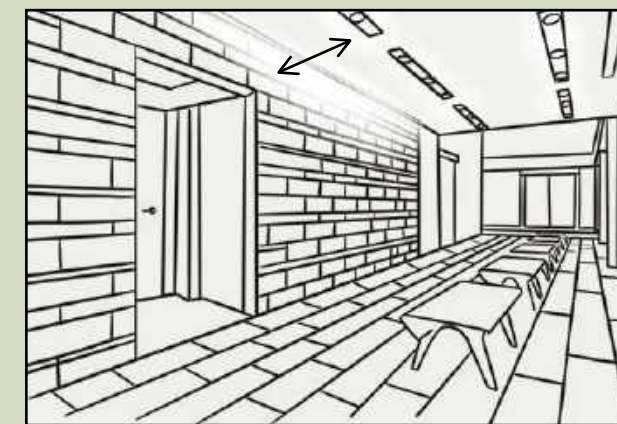


Minimum 95% for all external & wet areas



# 4

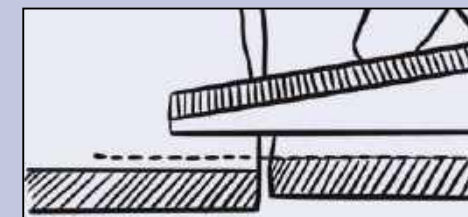
Placement of lighting at least 2 ft away from vertical wall tiling can minimise shadowing effect.



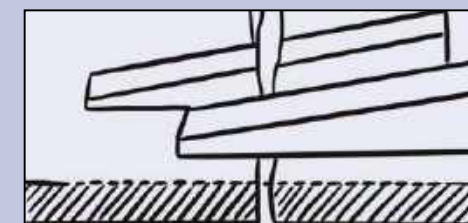
# 5

Use levelling systems for large format tiles to eliminate tile lippage.

Before



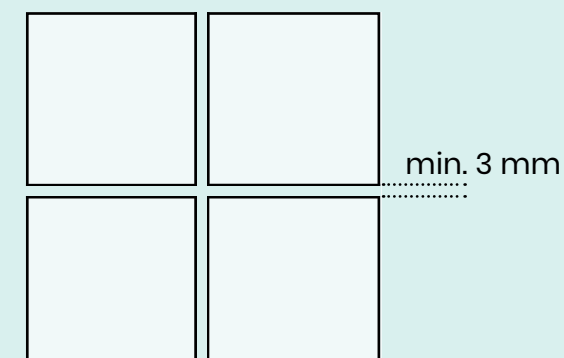
After



# 6

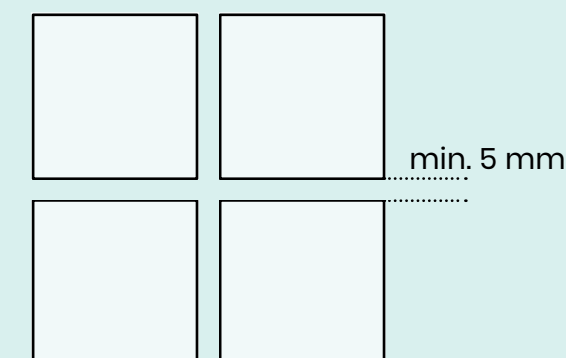
Incorporating the correct tiling joints and movement/expansion and perimeter joints to accommodate for the dimensional tolerance of tiles and substrate contraction/expansion and movements will ensure your tiling job is not susceptible to adhesion failures.

Interior area Wall & Floor



Expansion joint: Every 6 - 8 m.

Interior (exposed to sun & external wall & floor)



Expansion joint: Every 3 - 5 m.



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