

CHAPTER EIGHT

EUROPA ARTE®

CHAPTER OUTLINE

**Introduction**

Chapter 8 Europa Arte® is a diverse line of European-made ceramics and porcelains. As the word “Arte” in Europa Arte implies, the themes in this collection include a wide array of mediums: clay, paints, and textiles; as well as points of inspiration by which artisans would create their masterpieces. Together, these components make up the motif of this colorful and multifaceted chapter.

Key Features

Chapter 8 can be separated into two general categories: ceramic and porcelain. All facets of the sub-series found in this line were sourced from Spain and Italy respectively.

1. Ceramic Products**– Pennello Ceramic Series (Italy)**

- 4” x 16” ceramic field tiles have a subtle texture applied to them that simulates the delicate brushstrokes a painter would impress onto their work.
- A balance of texture and color was sought to not overpower any of the six field colors with texture or vice versa.
- 4” x 16” field tiles are available in six colorways: Cotone, Creama, Latte, Delfino, Minta, and Brezza.
- Corresponding 1/2” x 7-7/8” ramp edges (bullnose sticks) are available in all six field colors to serve as finishing pieces for exposed tile edges.

– Artista Ceramic Series (Spain)

- 3” x 6” ceramic field tiles designed to have a rich handmade texture representative of the soft indentations made by an artisan hand pressing clay into its desired final form.
- 3” x 6” field tiles are available in five colorways: Paloma, Pardo, Rica, Agave, and Caramelo.
- Corresponding 5/8” x 11 3/4” ramp edges (bullnose sticks) are available in all five field colors to serve as a finishing piece for exposed tile edges.

2. Porcelain Products

– Acquerello Porcelain Series (Italy):

- 6" x 6" Porcelain field tiles available in two distinct options: Solids and Patterns.
- Solids: 6" x 6" porcelain fields are available in four color options, Fresco, Urban, Cielo, and Giardino. Care was taken to ensure the solids maintained a level of character typically found in aged art pieces. One of the main points of emphasis for Acquerello was to maintain an effect of gently laid watercolors.
- Patterns: In total there are nine available options for the Acquerello Patterns comprised of three patterns in three colorways. Patterns available are: Palermo, Florence, and Verona.
- Each is available in: Urbano, Cielo and Giardino colors.
- Durable porcelain construction makes them suitable for both floor and wall applications.
- Corresponding 5/8" x 5-7/8" domes (pencil mouldings) are available in all four field colors to serve as a trim, transition or finishing pieces.
- Corresponding 1/2" x 5-7/8" ramp edges (bullnose sticks) are available in all four field colors to serve as finishing pieces for exposed tile edges.

– Fabrica Porcelain Series (Spain):

- 3" x 17" porcelain field tiles carry a dynamic, true-to-life textile texture.
- Available in four colorways: Muslin, Hemp, Chenille, and Tweed.
- These field options are sure to easily find their way into any interior motif in need of a soft textile texture alongside a durable porcelain construction.
- Durable porcelain construction makes them suitable for both floor and wall applications.
- There are no trim pieces available for this series. Mitring of corners or tile edging systems are recommended for turning corners or finishing the exposed edges of a tile installation.

Application

Please reference the Application Chart for Chapter 8 on our website, JeffreyCourt.com, for more details on recommended applications.

Testing

Product specifications are listed on each product specific web page on JeffreyCourt.com. If available, testing results for applicable products: ceramic, glass, and porcelain, can be found on the back of the respective chapter catalog for easy reference.

Installation Tips

1. Blending and Shade Variation

- To achieve your desired look, Jeffrey Court recommends that you inspect and confirm the tile and layout prior to installation. Installation of tile constitutes acceptance.

2. Rating

- For specific item-by-item shade variation rating, please reference each product specific web page on JeffreyCourt.com.

3. Setting Materials, Sealers and Grouts

- A high-quality white thinset meeting ANSI 118.4 or 118.11 is recommended for best installation results. Always check with setting material manufacturer to ensure suitability of material in setting tiles. A grey mortar, mastic, or adhesives could stain or alter the color of the product.
- As per the Tile Council of North America (TCNA): “For cementitious grout, joints smaller than 1/8” generally should only be grouted with unsanded grout, and joints of 1/8” and larger should only be grouted with sanded grout.”
- Grout color is part of the design process and considerations must be made. A grout choice closest to the color and hue of the tile being grouted can be considered the safest choice.

4. Cutting

- A professional grade wet saw outfitted with a high-quality diamond blade designed for cutting tiles is recommended. Always cut tiles with the face up.

IMPORTANT: Installation Instructions

We recommend wet cutting or the score and snap method during the installation process. Improper installation techniques could expose installer to inhalation of harmful silica dust.

Do no dry cut product using power tools during the installation process. Using dry cutting methods could present a risk of acute lung injury. If adequate ventilation cannot be achieved, wear a mask or respirator. For more information, see the SDS at www.JeffreyCourt.com.

Merchandising

The marketing and merchandising of this collection is supported by montage boards, touch boards, and A&D sample cards which aid in displaying the full product line. All of these point-of-purchase materials are accompanied by the Chapter 8 Europa Arte catalog. Showroom installation and loose sample pieces can also be ordered at a discounted price.

Visit the Jeffrey Court website, JeffreyCourt.com, to gain inspiration on the design possibilities offered with Chapter 8 Europa Arte®.