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PATTERNED COLOR CONCRETE TILES DEBUT AT
NEOCON NEW YORK

“Strata” Series Explores Plasticity with Colorful Concrete

Abstract and organic three-dimensional patterns mark the new “Strata” series of tinted concrete tiles. The four patterns in two sizes, designed by David Bergman and Lori Greenberg of Fire & Water, will be licensed to and produced by Get Real Surfaces, the well-known manufacturers of color concrete counters, furniture and tile.

The designs and collaboration with Get Real are an outgrowth of several earlier designs by Bergman for his architectural clients. The “Still Leaf” pattern evolved out of a fireplace surround and a coffee table design. (The table, also called “Still Leaf,” debuted at last May’s ICFF.) The newer relief patterns include “Square Dance,” a composition of overlapping rectangles evocative of Frank Lloyd Wright’s Mayan related patterns; “Fred,” a mid-century moderne derived design; and “Edge of the World,” a group of striated linear and corner tiles that can serve either as borders or complete patterns.

The three-dimensional texture and relief possibilities of cast concrete are what intrigued Bergman and Greenberg most and spurred the new designs which represent a combination of Bergman’s architectural sensibilities and Greenberg’s graphics and fashion training. Having worked with color concrete extensively in his architectural projects, Bergman felt that most of the current concrete designs being produced did not explore the potential for casting patterns in relief into the surface. The new series is a result of this exploration.

The tiles are designed to either be used independently or as decorative details in conjunction with Get Real’s own flat tiles, and will be available in both their standard and extensive custom colors. Intended applications range from interior uses such as bathroom walls and fireplace surrounds, to exterior building walls and landscaping. The tiles will be available in 12" x 12" and 6" x 6" sizes.

The Strata line will be displayed at Get Real Surfaces’ booth at NeoCon New York on

