

artedomus



the expert series

edition 1





# introduction

words from phil brenton

The role of Artedomus is much more than simply a supplier. Rather, through our deep collaboration between architects and designers, commitment to sourcing the most unique products from around the world, Artedomus have become an active participant in the design industry more broadly.

Artedomus knows the power a singular product can make in a space. Founded in 1985 as Domus Ceramics, the company imported exclusive Italian floor and wall finishes to Australia, sourcing distinctive products with simple, intrinsic and timeless beauty. Domus quickly became a source of reference, inspiration and a preferred supplier for architects and designers.

Over the course of more than three decades, Artedomus has identified and discovered some of the most beautiful and recognisable marbles, limestones and sandstones in the design market, including Elba, Isernia and Bedonia. It is the exclusive supplier of INAX mosaics and architectural ceramics from Japan; the iconic Agape Italy bathware range; the Mangiarotti Collection of furniture from Agapecasa; and Le Corbusier LCS Ceramics based on the modernist

architect's béton brut and Polychromie Architecturale. Artedomus also pioneered the revolutionary Porcelain Panels. Artedomus have further become an active participant in the design industry more broadly since the release of New Volumes. We engage Australian designers to work entirely with our material to make beautiful objects for the home.

Artedomus is setting the benchmark in inimitable surfaces and exceptional design. We stand at the forefront of design, importing and developing truly exceptional and inimitable stone, tiles, architectural surfaces, bathware and furniture. Setting the benchmark in the industry, our new, innovative and custom product ranges push the boundaries of architectural materials.

We are proud to collaborate with Australia's best architects and designers who produce extraordinary projects.

A handwritten signature in dark ink, consisting of a series of loops and strokes, likely belonging to Phil Brenton.

phil brenton  
managing director  
artedomus

# contents

## the expert series



artedomus

6



japan

18



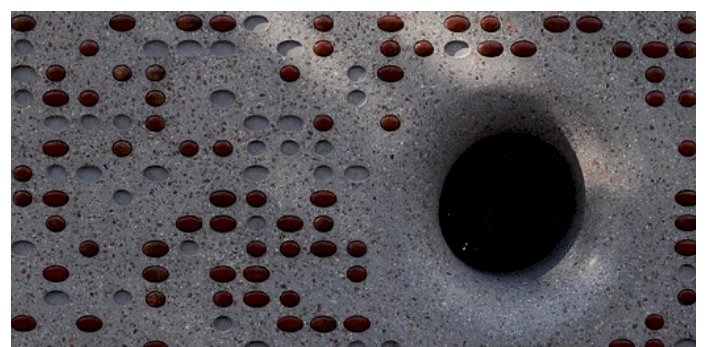
active 2.0

38

---

## outro and contact page

50





artedomus

the expert series





quick links

# artedomus



## episode 1 – about artedomus

Our experts share some insights into the world of Artedomus. They share the history of Artedomus, what the future holds for us and what makes us and our vast range of products so unique in the industry.



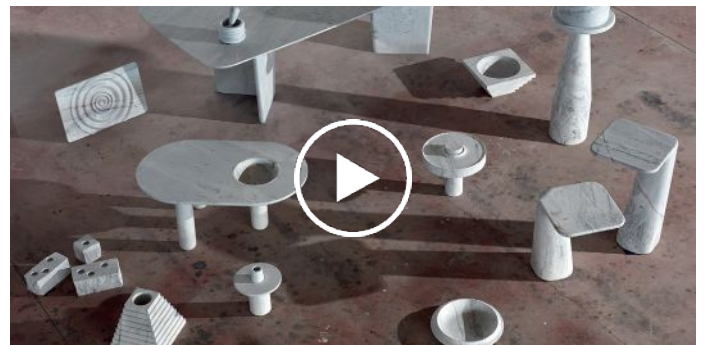
## episode 2 – natural stone

Our experts answer some frequently asked questions about stone including what is natural stone, what are some of the strengths as an architectural surface and why it is a popular material used in Australia.



## episode 5 – agape

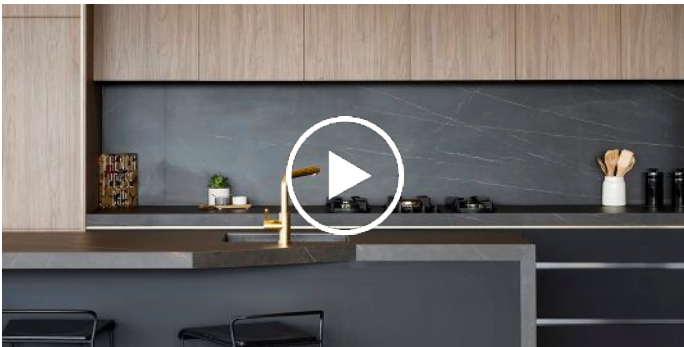
Our experts explain the history behind our Italian bathware brand, Agape and share what makes these products so unique and special and why they are more than traditional bathroom fixtures and fittings.



## episode 6 – elba

Our experts discuss our favourite Elba stone and why it is one of a kind. They explain what sets our Elba apart from other inferior stones on the market and discuss the inaugural New Volumes™ collection made from Elba.





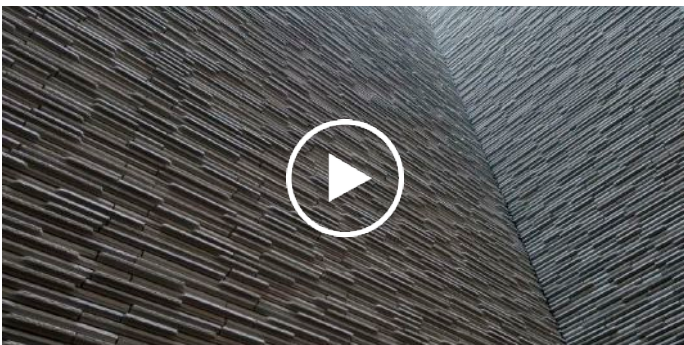
### episode 3 – porcelain panels

Our experts answer some questions about our porcelain panels including the strengths of porcelain as an architectural surface and what makes Artedomus' range of porcelain panels so technologically advanced.



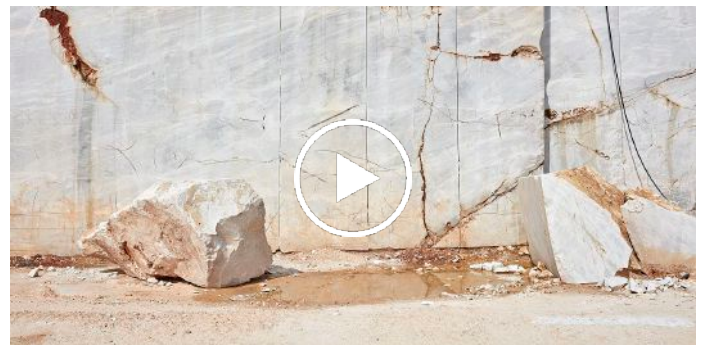
### episode 4 – inax

Our experts answer some frequently asked questions about our range of Japanese ceramics; Inax. They explain the qualities that make Inax ceramics so unique and why there is nothing else like it in the market.



### episode 7 – architectural ceramics

Our experts answer some frequently asked questions about our range of Japanese architectural ceramics by Inax. They explain the unique qualities and applications of architectural ceramics.

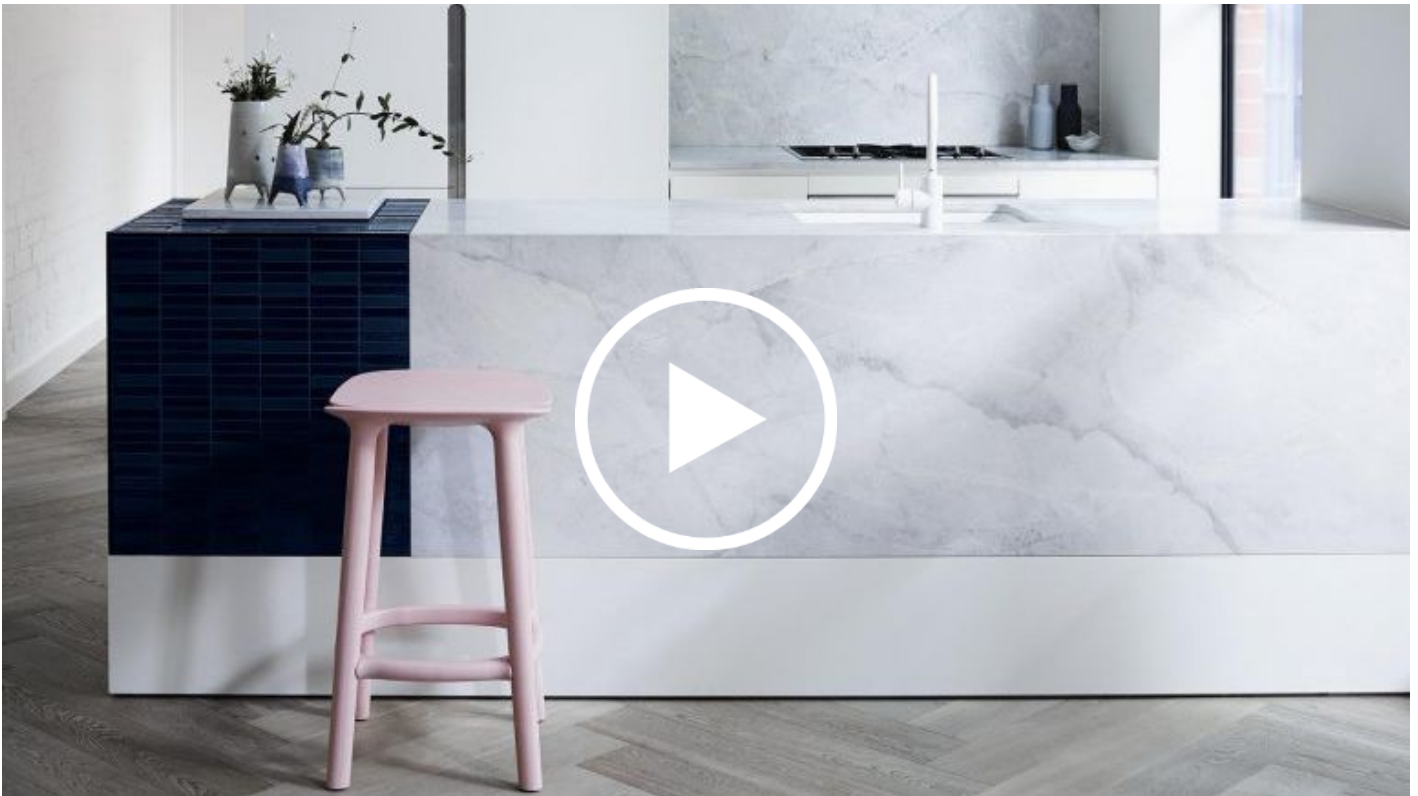


### episode 8 – natural vs engineered stone

In this video we explain the differences between natural stone and engineered stone, the common misconceptions between the two and the shortcomings of engineered and synthetic stone products.

artedomus – episode 1

# about artedomus



watch now

An architectural finishes business, Artedomus began 30 years ago and now work nationally with showrooms and warehouses in Melbourne, Sydney, Perth and Brisbane. Reflecting on the changing role of the company Phil Brenton explains they do not see themselves as suppliers of bathware or tiles but as part of the design industry.

This is reflected in their focus on offering timeless products that are not based on trends but on looking for the new and different. Artedomus are driven to inspire, both their clients and themselves, constantly searching the world over to bring new and interesting products and materials to the Australian design industry.



artedomus – episode 2

# natural stone



watch now

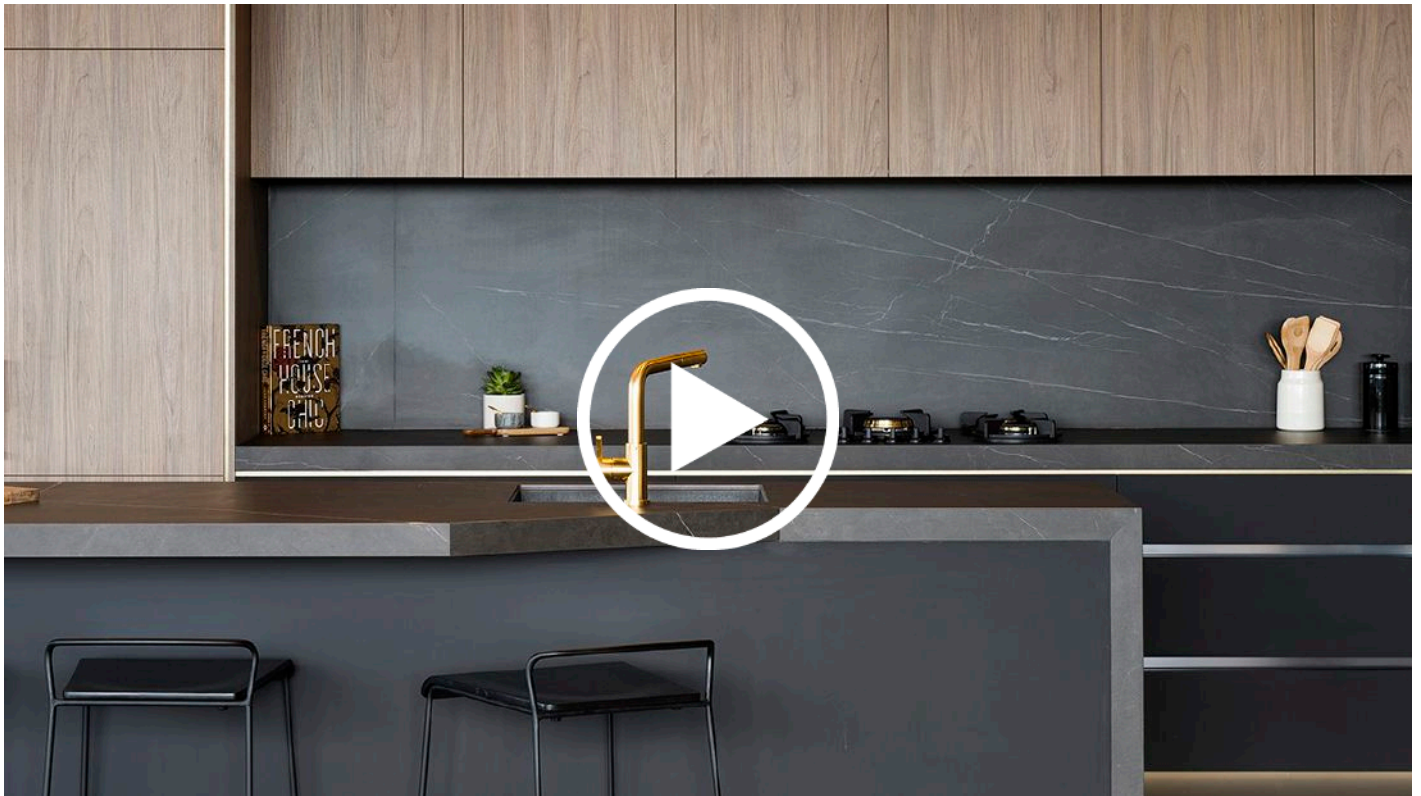
Artedomus have been working with stone since the company was founded 30 years ago, putting them in the position of not only having intimate knowledge of the qualities of natural stone but the role of stone as one of the most significant materials within the design industry.

Stone has been used as a building material for thousands of years and remains highly sought after today among architects and designers. Phil Brenton speaks to the inherent functional aesthetic qualities of natural stone, which make it a truly unique material, while Matthew Croll, Sydney Sales Manager, explains what patina means for natural stone, and how natural stone can also be re-honed to repair damage, making it a highly versatile and practical.



artedomus – episode 3

# porcelain panels



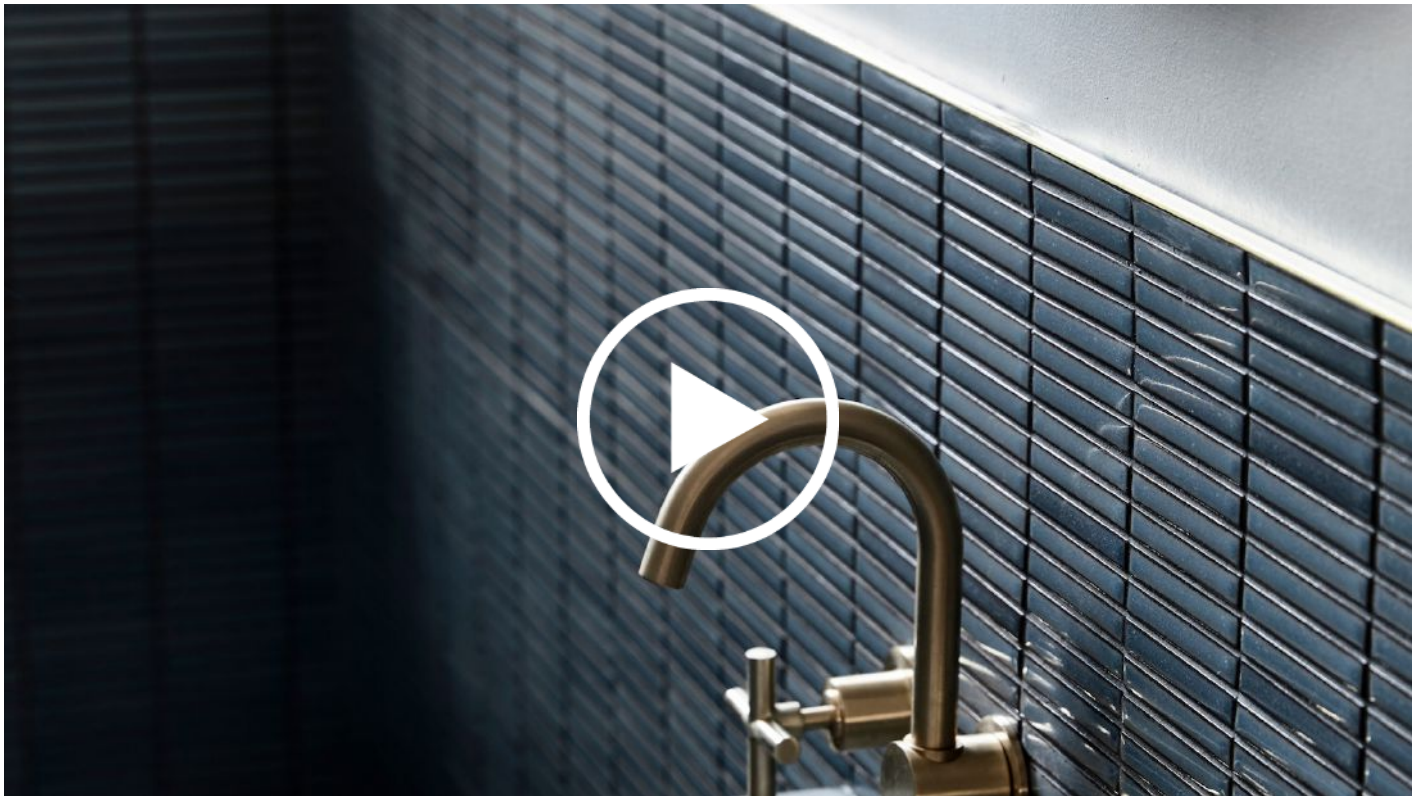
watch now

Incredibly durable, porcelain panels are a sought-after material used everywhere from the kitchen and bathroom to the outdoors. Phil Brenton explains how the manufacturing achieves the remarkable qualities of this material, and how it is essentially made in a process that replicates the natural process through which stone is made. He speaks to the unique combination of durability and lightness, which makes it suitable to be used on walls, and the fact the material does not need to be sealed as the manufacturing process 'deletes' the porosity.

Matthew Croll explains the 6mm thickness available and the newer 12mm thickness created specifically for kitchen benchtops, and how porcelain panels can be a cost-effective alternative to natural stone.

artedomus – episode 4

inax



watch now

Yassaman Bahar, Senior Sales Melbourne, delves into the history of Inax Tiles founded by Frank Lloyd Wright in the 1920s with two Japanese master tile makers to create the tiles for the Imperial Hotel. Today, the tiles are used in bathrooms, kitchens and splashbacks, benchtops, exterior facades and pools, across residential, hospitality and commercial projects.

William Pearse, Melbourne Sales Manager, explains that the Inax architectural tiles are highly-sought after as they do not vary from batch to batch, the rising interest in Japanese tiles over the past decade, and the difference between Japanese ceramics and those manufactured elsewhere due to their long baking process. Yassaman and William also speak about the service Artedomus offer when a client orders Inax tiles and the breadth and quality of the vast Inax range.

artedomus – episode 5

# agape



watch now

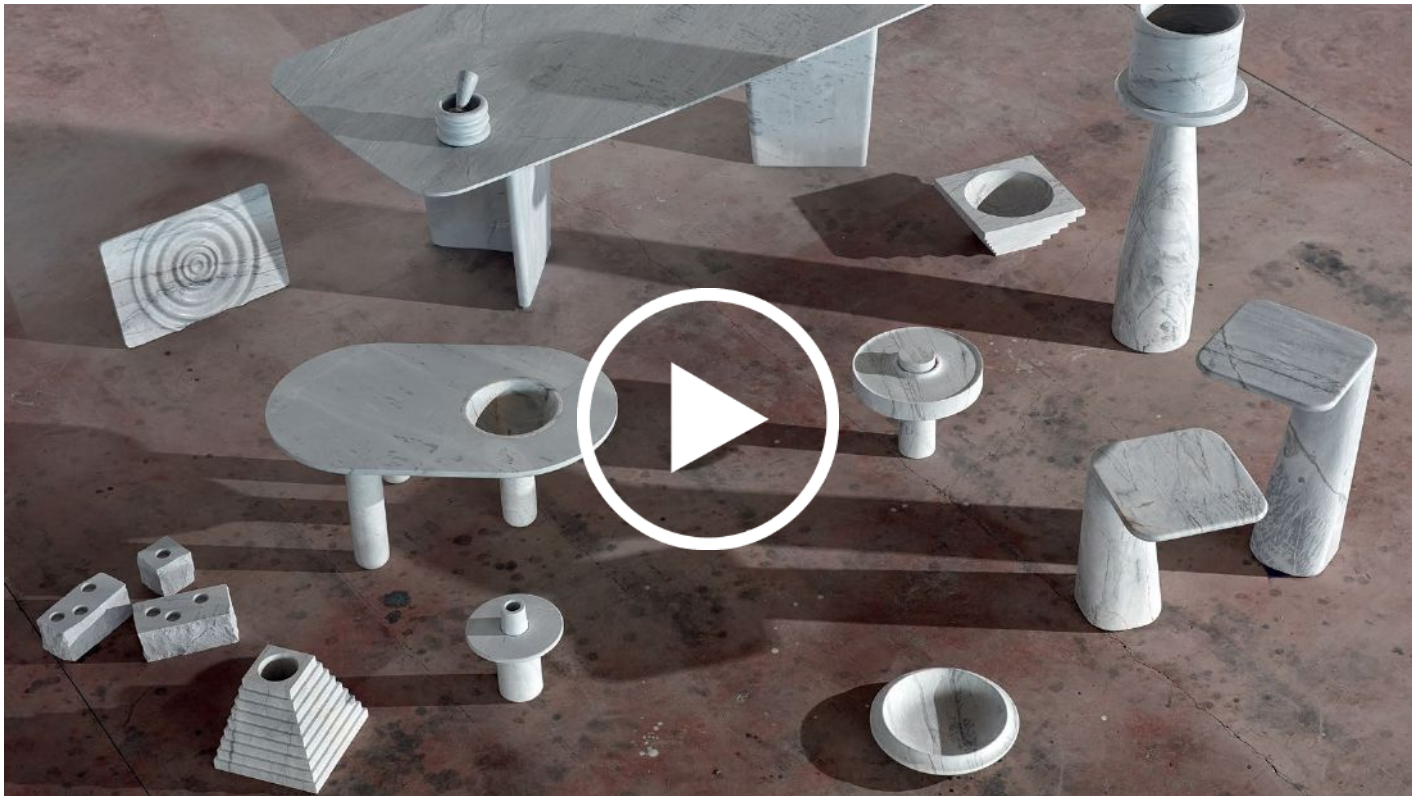
Artedomus is the exclusive distributor of Agape in Australia. William Pearce explains the company was founded early in the 1970s by two brothers, both architects, who are still the owners. Agape is a design house, which means that most products are designed by the owners, but have also been known to collaborate with other architects and designs often on pieces custom designed for specific projects that are then released as part of the Agape range.

With a huge range, from a small soap dish or mirror to large baths, basins and their Casa range of furniture, Yassaman Bahar explains how many clients will design an entire bathroom around a single focal Agape product.



artedomus – episode 6

# elba



watch now

Artedomus Elba is a unique stone in Australia as it is exclusive to Artedomus, who began importing it 15 years ago. Phil Brenton explains that due to the fact there is no naming protocol in the industry, other companies will call different stones Elba, however, Elba is only quarried in one location in Greece that is exclusive to Artedomus.

Due to a higher dolomite percentage, Elba is harder and more resistant to staining and scratching than other marbles, and can even be used externally with a sandblasted finish, where it will not deteriorate over time. Phil and Matthew Croll describe the company's pride in New Volumes, the first collection Artedomus created, engaging eight Australian designers to work with entirely with Elba to make beautiful objects for the home.

artedomus – episode 7

# architectural ceramics



watch now

Artedomus coined the term architectural ceramics or architectural tiles to describe interior and exterior tiles that are not traditionally grouted, acting as an architectural feature instead of a tile. William Pearse explains the primary function of the products are that they are an exterior feature that is not sensitive to the extremes of the external environment as they are water resistant.

Yassaman Bahar goes through the process involved in specifying the architectural ceramics, and the services Artedomus offer to help their clients with selecting the tiles, ordering, and installation, as well as their custom-design offering.



artedomus – episode 8

# natural vs engineered stone



watch now

This video in the series explores the differences between natural and engineered stone, with Phil Brenton exploring the reasons Artedomus have had no involvement with engineered stone since the company began 30 years ago.

Phil explains Artedomus are committed to educating clients about the differences so that they can make an informed decision, highlighting that the term 'engineered stone' is not correct, as it is in fact 10% resin, giving it a plastic appearance that is very different from natural stone. Other differences include the fact it is not UV stable, so, therefore, cannot be used outdoors and is susceptible to discolouration when used near doors or windows, and it lacks the authenticity and natural variation that makes genuine stone unique.



japan

the expert series





## quick links

# japan



### episode 1 – welcome to japan

Episode 1 introduces the series and sets the scene, introducing the Artedomus team and exploring their love of Japan and motivation for filming the most recent visit.



### episode 2 – the rich history of mosaics in japan

Episode 2 delves into the Japanese tradition of ceramics, which is one of the oldest in the world. This long tradition is reflected in the architecture and design throughout Japan, and the way in which it has evolved over the centuries.



### episode 5 – the natural beauty of japanese tiles

Episode 5 explores the influence of 'wabi-sabi', the Japanese principle of beauty in imperfection, and how this is seen in INAX ceramics. The subtle variation and layers of texture and colour that characterise these ceramics are intrinsic to the design and manufacturing processes, many of which are specific to individual family-owned ceramics factories.



### episode 6 – the customisation of tiles

Episode 6 delves into how the close relationship with the INAX factories enables Artedomus to give Australian architects and designers unparalleled access to custom ceramics, and how the development of custom tiles has, in turn, informed the development of new ranges.





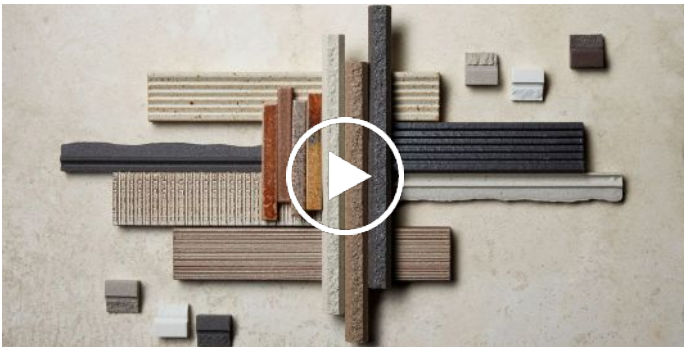
**episode 3 – the use and symbolism of tiles in japan today**

In Japan, not only do tiles have applications far beyond those that familiar in Western architecture and design, but the products themselves expand the definition of a tile.



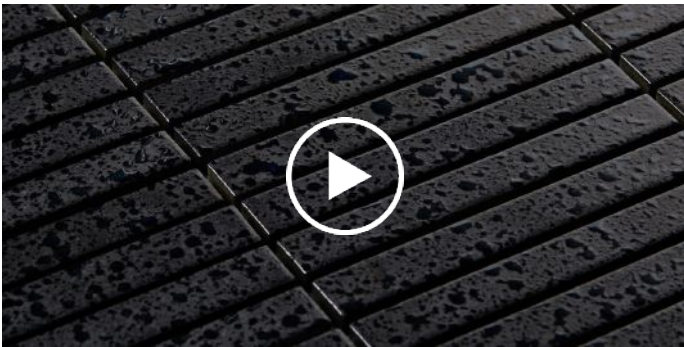
**episode 4 – the manufacturing process & engineering elements**

The process by which natural clay is transformed into a beautiful and durable tile is the result of a manufacturing process that has its roots in centuries-old techniques. In a testament to the value of these traditional manufacturing methods, many factories in Japan today continue to use technologies and equipment that are very old.



**episode 7 – artedomus’ connection to the inax factories**

Key to the successful relationship between Artedomus and INAX is the connection to the individual factories themselves. With many factories being family-owned operations that work with INAX as their global distributor, visiting the factories has led to the cultivation of warm and productive relationships.



**episode 8 – journey’s end**

Coming to the end of a week-long visit to the Japan exploring the factories, traditions and uses of tiles in Japanese architecture and design, the Artedomus team is invigorated and excited to bring what they’ve seen and discovered back home to Australia.

japan – episode 1

# welcome to japan



watch now



The tradition of ceramics in Japan is steeped in history. It is a tradition whose significance is a reflection of Japanese culture, and one that is driven by passion.

For Artedomus, filming the Expert Series was an opportunity to share the stories, places, and history that the team experience and discover in greater depth each time they visit Japan. “At Artedomus, we love to tell stories and one of the best stories that we have is the story of INAX and the story of Japanese ceramics,” says Phil Brenton, managing director of Artedomus.

Travelling to Japan gives Artedomus the chance to visit the ceramic factories in person, meet with the suppliers, and select new products to bring to Australia. “It never ceases to amaze me I’ve been here a number of times, and every time I come back, I see something else that simply blows my mind,” says William Pearce, Artedomus Melbourne sales manager.

Regularly visiting Japan is also a means of experiencing the way in which ceramic tiles have been used in Japanese architecture and design, both historically and in the present day. In doing so, the team has gained a unique appreciation and understanding of how integral the context of Japanese history and culture is to the tiles that are produced.

“You walk down a street of Tokyo and you can see such contrast,” says Matthew Croll, Artedomus Sydney sales manager. “You go to different parts of Japan, rural areas of Japan where some of the

factories are that we go to, the people are very humble, it’s a beautiful thing. It’s something I think that we lose in Australia; in a way we have a tendency to focus on ourselves and own little world.”

Yassaman Bahar, senior sales at Artedomus Melbourne, says, “I feel like everything is a little bit more focused on the ceremony [in Japan]. The way you eat, the way you greet people. And it’s interesting the different building materials that they use and where they use them and why they use them, and the importance of how it’s made and how that affects them culturally.”

In this way, Artedomus’ connection to the tradition of ceramics production in Japan is grounded in an appreciation for the fact that the tiles are far more than just the sum of their parts. It goes toward expressing why some materials have an intangible but genuinely powerful presence when used in architecture and design. As Matthew Croll expresses, “You see a tile [and] you look at it in a way that perhaps is very two dimensional. But to see this ancient art, the people watching [the Expert Series] will hopefully get an appreciation of the materials, the places, and the people that make these tiles.”

---

Words by Rose Onans

This article originally featured on The Local Project.

japan – episode 2

# the rich history of mosaics in japan



watch now



The Japanese tradition of ceramics is one of the oldest in the world. The architecture and design throughout Japan reflect this long tradition and the way in which it has evolved over the centuries.

The Artedomus team's first visit on arrival in Japan was the Third Imperial Hotel. After Frank Lloyd Wright's second Imperial Hotel was dismantled in 1967, much of the building was reconstructed at the Meiji-Mura architecture museum near Nagoya. Visiting the site, the original details of the ceramics used can be seen. "The brilliant thing about walking up to the Imperial Hotel here at Meiji-Mura-Mura is that the façade's exactly as it was when it was in Tokyo," says Phil Brenton, Artedomus managing director. "You can see all of the phenomenal details that Frank Lloyd Wright worked with the collaborators at INAX to produce."

When Wright was designing the Imperial Hotel, he found ceramicists in the Tokoname area with the skill to realise his vision. "The business that started to make these tiles and these handcrafted elements is the INAX that we deal with today," Phil explains. The clay from the Tokoname area is the other key element that characterises INAX tiles and that gave the Imperial Hotel tiles their distinctive colouration. Clay has been an important material throughout history. While not all countries had access to stone and quarries, clay has historically been a readily available material. In Japan, clay was used not only for tiles but also for other elements of construction, and the company that was the pre-cursor to INAX had a long history before the 1920s, when the tiles for the Imperial Hotel were commissioned, making clay water pipes.

Filming the Expert Series Japan, Artedomus visited the original kilns in which the clay pipes were produced and observed the traditional salt glaze that was used on the pipes still present inside the kiln. Some of the pipes themselves can still be seen lining the pathways around the town, examples of "very functional ceramics that gave rise to the very beautiful ceramics that we now see all through Tokoname and the ones we see from INAX," says Phil. The timber buildings in the area, blackened by the smoke from the kilns that have been operating in Tokoname for over 100 years, are now home to ceramic artisans, with whom Artedomus has developed not only close working relationships but also genuine friendships.

"Since we've started working with INAX it's been an incredible privilege for us to get learn from people who have been in the tile industry here for a very long time," says Phil. "Sugiyama san has become a very dear friend of ours." The relationship with Sugiyama san and INAX has been integral to the development of the range of tiles Artedomus has been able to bring to Australia. Says Matthew Croll, "He's managed to guide us to places that I guess we would never have seen and thought to go, but he takes us to the places that are special."

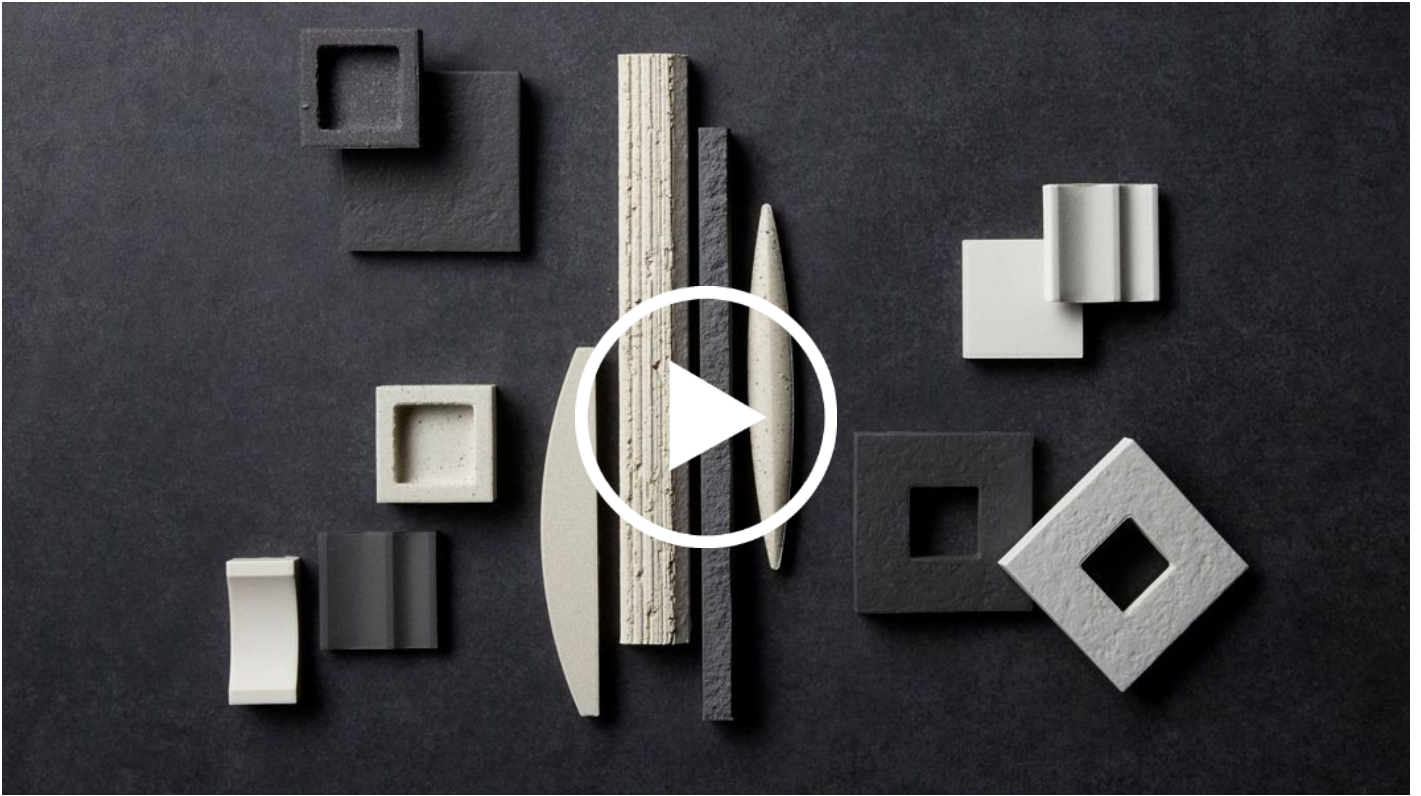
---

Words by Rose Onans

This article originally featured on The Local Project.

japan – episode 3

# the use and symbolism of tiles in japan today



watch now



In Japan, not only do tiles have applications far beyond those that familiar in Western architecture and design, but the products themselves expand the definition of a tile.

The Artedomus team explored some of the most unique examples of tiles used in contemporary Japanese architecture, which highlight the remarkable breadth of design both in the tiles and in their uses. Most buildings in Japan use tiles not just internally but as external cladding too. “There are lots of earthquakes here, so the buildings are concrete. To decorate the buildings, they cover them with tiles,” explains Yassaman Bahar, senior sales at Artedomus Melbourne.

William Pearce, Artedomus Melbourne sales manager, agrees. Tiles are “almost like architectural jewellery,” he says. In Japan, “they treat a tile beyond just a wet area product, it’s something that’s decorative, it’s something that enhances a building both on the inside and the outside in a way that no other cultures use.” The Celine store in Tokyo showcases this approach, with a façade that is both organic and structured. Phil Brenton, Artedomus managing director, explains that “it’s an example of INAX’s capability to create customised ceramics for small solutions. You can see the very beautiful deep blue glaze that’s typical of Japanese ceramics on a lot of the pieces and the way that they’ve arranged them in different angles to create more of a 3-D effect with the tiles.”

The Toyosu Building lobby also utilises a vertical arrangement of tiles to a very different, but equally striking, effect. With cream terracotta cylinders stacked at different angles, a textured rhythmic effect is created that is enhanced by backlighting

illuminating the gaps between each tile. Texture is also a defining feature of the Marc Jacobs building, which features an INAX tile custom-designed for the project, which is now available in Australia through Artedomus. The dark tile has a broken edge facing outward, which en-masse creates a beguiling, almost bark-like texture.

The Artedomus team also visited the Vertical Cemetery in Tokyo, which shows several different uses of INAX tiles. A cream mosaic tile creates a smooth and subtle surface that is employed across the curved areas of the building. This is contrasted with a grid across the windows that consists of a random selection of INAX ceramic architectural tubes in different colours and profiles. Additionally, William draws attention to the “little highlights on the outside of the building around the fences and the walls in a famous INAX product called Sentousai.”

Exploring these buildings and seeing the contemporary uses of tiles in Japan, both on this visit and over the years, has opened the Artedomus team’s eyes to the vast potential of ceramics in architecture. “By being able to show these Japanese projects and these Japanese buildings to people, we’ve been able to show that ceramic cladding is an incredibly beautiful and durable way to clad a building,” says Phil.

---

Words by Rose Onans

This article originally featured on The Local Project.

japan – episode 4

# the manufacturing process & engineering elements



watch now



The process by which natural clay is transformed into a beautiful and durable tile is the result of a manufacturing process that has its roots in centuries-old techniques. In a testament to the value of these traditional manufacturing methods, many factories in Japan today continue to use technologies and equipment that are very old.

“One of the brilliant things about working with INAX tiles for us is that the quality of the production is so high,” says Phil Brenton, Artedomus managing director. “We take thousands and thousands and thousands of square meters of mosaics from these factories and we have basically no issues with the production – which is an incredible thing considering that a lot of the technical aspects of these tiles [are] very difficult to get right.” The manufacturing processes that enable this level of precision and consistency, while also delivering the beautiful natural qualities for which Japanese ceramics are renowned, are the result of the factories’ experience working with the variables of temperature and timing that affect the chemical reactions that ultimately determine the result.

At the Omi Factory, the Artedomus team filmed a retired tunnel kiln. 100 metres long, with the hottest temperatures found in the centre of the kiln, the tiles move through on tracks over a period of two and a half days. Throughout this firing process, the raw materials are transformed into the exceptionally hard, durable final product, while minute variations in the time spent in different parts of the kiln and the associated temperature produce the beautiful complex characteristics of the glaze and finished tile.

At the Ceramic Lab, Phil shows the different results that can occur purely by increasing the amount of titanium dioxide, with the colour ranging from white through to a deep yellow. Altering the temperature produces different results again, as does reducing the amount of oxygen in the kiln – a

process called reduction firing that emphasises the expertise that is involved in controlling and working with these very sensitive reactions.

“Probably the most striking change is when you do the reduction firing,” Phil says. “This is still the same glaze but by stripping the oxygen out of the kiln during the firing process there’s very marked changes in the finished colours of the tiles. This is quite a volatile process and that’s when we get our more volatile, interesting glazed products and you see a lot more variation in the different tiles.”

Glazing and firing are not the only important aspects of tile production. The Artedomus team visited INAX’s Nippon Mosaic factory, the only factory in Japan to produce extruded ceramics. “Pressed tiles are traditionally the way that most floor tiles are made, but an extruded is pushed through a mould like a pasta!” explains Yassaman Bahar, senior sales at Artedomus Melbourne. “An extruded tile obviously affects the appearance, makes it a bit more handmade looking, a bit more unusual.”

Above all, understanding the manufacturing process, and how tradition and expertise are inseparable, is vital, Yassaman explains. “At Artedomus, it’s really important for us to be able to explain how the tile is made and why they are the quality that they are. You have to watch it being made, you have to talk to the factory owners, you need to understand the journey of the product.”

---

Words by Rose Onans

This article originally featured on The Local Project.

japan – episode 5

# the natural beauty of japanese tiles



[watch now](#)

The beauty of Japanese tiles lies in the principle of ‘wabi-sabi’, an idea that suggests beauty is to be found in the natural qualities of an object – in its imperfections and the characteristics that make it unique.

While Japanese culture and design emphasise precision and attention to detail, “tiles aren’t ceramics aren’t meant to be perfect. That’s in the beauty of the product, that variation” says Yassaman Bahar, senior sales at Artedomus Melbourne. “We’ve got tiles like the Yohen Border and ‘yohen’ means variation.” Variation and interest also come not only through the glazes and natural characteristics of the tiles themselves, but through the individual factories that bring their own creativity to the design and manufacturing process.

INAX works with many factories throughout Japan, and does not own all of them, explains Phil Brenton, Artedomus managing director. “They’re often family businesses that have been making ceramics for decades or even hundreds of years, they have their own design departments and their own creative people that come in and create the prototypes for them,” he says. For Artedomus, visiting these factories presents an opportunity to discover new and unusual tiles that have been developed by these designers. “Walking through some of these factories that I’ve been through, you kind of look around a corner pick up a crate

and move it out of the way and you find something, something different. Something that connects to you and something that’s not on the main shelf,” says Matthew Croll, Artedomus Sydney sales manager.

The story that each tile tells is in the design, in the manufacturing process, and in the materiality. “Japanese ceramics – they’re almost always made with a story behind them, a lot of the methods that get used to create the glazes that we love have very traditional methods. [They’re often developed] for ceramics as art and now they’re being translated for ceramic as tiles,” Phil explains. Embracing the raw natural materiality of the products is another reason for their beauty, reflects William Pearse, Artedomus Melbourne sales manager. This approach also extends into the tiles, such as the extruded and textured tiles, that show the means by which they are made, Phil adds. “The nature of the product is that there’s nothing hidden, the scratching, the strength of the tile is shown on the surface.”

---

Words by Rose Onans

This article originally featured on The Local Project.



japan – episode 6

# the customisation of tiles



[watch now](#)

Customisation is key to the practice of architecture and design, yet while custom products and materials such as carpet and fabric are readily available, customisation of tiles has not been typically an option. Through the relationship with INAX, Artedomus has been able to offer Australian architects and designers an unparalleled opportunity to customise tiles for specific projects.

“One of the great pleasures [in] dealing with INAX is their open-mindedness to produce special products or custom products for architects and designers in Australia,” says William Pearce, Artedomus Melbourne sales manager. While Artedomus has been offering custom products for a number of years, he explains that John Wardle, of John Wardle Architects, has been one of the architects to embrace customised ceramics most strongly.

Most recently, Artedomus collaborated with John Wardle Architects to produce custom ceramics for the Melbourne Conservatorium of Music, “covered in thousands and thousands of oval shaped, what we nicknamed ‘egg’, tiles,” says William. Artedomus also sourced a custom tile for another John Wardle project, with a striated tile used on the bathroom walls, and the same size tile in a more structured finish used on the floor. “With his floor tile they actually sandblasted the tile after it was glazed, which is a very unusual process and it gives it more grip.”

Conducting sourcing trips to Japan is, therefore, extremely important for Artedomus, as it provides unique opportunities to discover the vast range of options available, to explore different techniques, and visit individual factories that specialise in particular types of tiles or glazes. “Architects and designers are used to having custom carpet samples or fabric samples, but not custom tile product. And that’s really something that we’re really proud to be able to offer, thanks to INAX,” says William.

At the Akai factory, the team were shown a custom pressed mould that had been created specially to produce a textured tile. “This particular factory also has a machine that can put five different glazes onto one tile,” says Yassaman Bahar, senior sales at Artedomus Melbourne. “Being able to do different glazes you’ve got a variety of colours, you can do mixtures, you can customise.” Customisation also presents opportunities for creativity that are key to expanding the ranges of tiles available. Many what are now bestselling tiles for Artedomus in Australia were in fact initially custom designed tiles.

“Every architect or designer, all of their work is around customising items for their clients, they custom design every aspect of people’s homes and projects that’s the nature of their skill,” says Phil Brenton, Artedomus managing director. “For us to be able to respond to that by being able to produce them a customised tile that will suit their project specifically – the architects and designers we work with find that massively appealing. We love seeing brand new products being used specifically for one particular job and sometimes we take that into our range. Probably eight or 10 of the products that we now stock at Artedomus are custom tiles that we designed for a project at one time or another.”

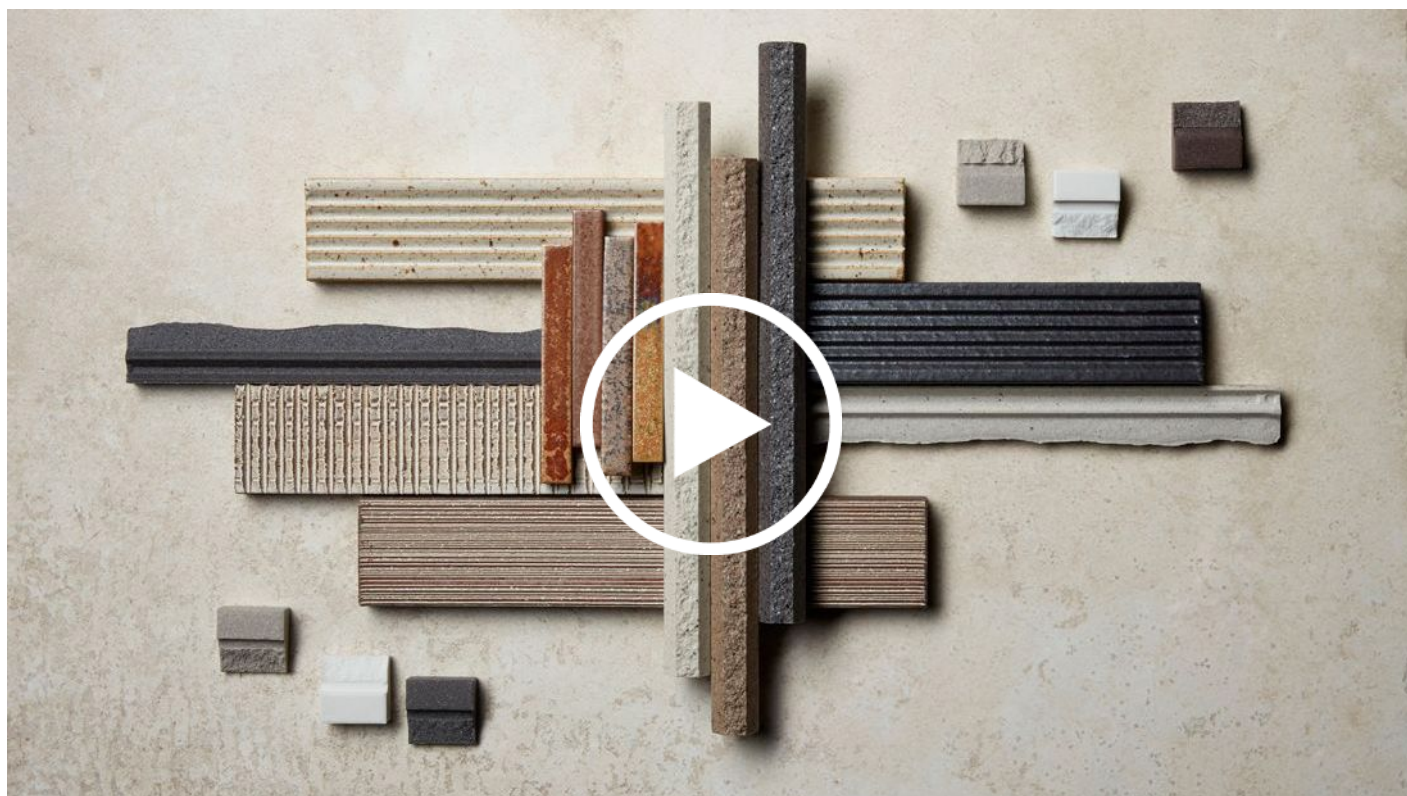
---

Words by Rose Onans

This article originally featured on The Local Project.

japan – episode 7

# artedomus' connection to the inax factories



watch now



Key to the successful relationship between Artedomus and INAX is the connection to the individual factories themselves. With many factories being family-owned operations that work with INAX as their global distributor, visiting the factories has led to the cultivation of warm and productive relationships.

One of the most interesting parts about working with INAX is that each of their factories is an independent business that offer up their ceramic tiles to INAX to be their global distributor," says Phil Brenton, Artedomus managing director. "This means that they've all got their own design departments and do all of their own prototyping." As a result, Artedomus discovered that there are many products that are not distributed widely, giving Artedomus an extraordinary access to new and unusual products. Additionally, this meant that by working with the factories directly, they could develop products exclusively for Artedomus to supply.

With Artedomus as a go-to supplier for architects and interiors designers seeking a specific colour or effect for a tile, working with the factories enables them to source the perfect product to suit the needs of a particular project. "The joy of dealing with a company like this one is they're always willing to test samples and make samples for us," says William Pearce, Artedomus Melbourne sales manager. Visiting the Naka factory, William shows a product that the factory manufactures as a standard, and then compares it with a very similar

yet subtly different version of the same tile that is produced exclusively for Artedomus.

As well as this important product-focused reason for visiting the factories, it has led to close relationships with the people who own and work in the factories. "Sometimes we'll have a bento box [for lunch] at one of the factories; we're always looked after like very special guests," says William. "All of them are family owned businesses, which are treasured by those families, and the people that work there. It's like almost going into someone's home but they're also making something out the back. It's a very special experience."

Travelling as a group is also important for the team, explains Phil. "We like to travel together as a group, because the cultural personality is such an important part of who we are. Being able to come here as a team and learn about these things together is massively beneficial for the business as a whole."

---

Words by Rose Onans

This article originally featured on The Local Project.

japan – episode 8

# journey's end



watch now

Coming to the end of a week-long visit to the Japan exploring the factories, traditions and uses of tiles in Japanese architecture and design, the Artedomus team is invigorated and excited to bring what they've seen and discovered back home to Australia.

"We've come to the end of our trip here in Japan, we've visited lots of factories, we've seen some really interesting buildings custom tiles that were made by INAX, extruded tiles, pressed tiles and glazing, we've looked at the history of INAX and the history of ceramics and how they're intertwined in Japanese culture," reflects Yassaman Bahar, Artedomus Melbourne senior sales.

"Japan has become a big part of our lives professionally and personally," says Phil Brenton, Artedomus managing director. "It's been fascinating to take people who haven't seen this type of operation before to see these ceramic factories and see the things that we have found fascinating for a very long time." For Matthew Croll, Artedomus Sydney sales manager, who always considered himself more focused on stone, the experience of travelling to Japan and witnessing the vast array of ceramics reinforced the unique benefits of tiles. "The ceramic world that is Japan and INAX, it's effectively like making stone – a product that's in fact even harder than a lot of stone, more durable, more refined."

Above all, the visit to Japan exemplifies Artedomus' driving belief in to not simply selling customers a product, but to educate them in the stories, traditions and practices that make the tile unique and high quality. as well as bringing back knowledge about some of the applications of tiles and ceramics in Japan that are not yet widespread in Australia. "To be able to do that for architects and designers, it builds that ongoing trust," says Yassaman.

"Every visit we end up finding something that we didn't know that we needed and that we didn't know that designers in Australia needed and we end up taking it into our range and bringing it home with us to start using in projects in Australia," says Phil. With the journey now complete, the next phase will be of enjoying introducing these new products into the Australian design industry.

---

Words by Rose Onans

This article originally featured on The Local Project.



# series 3

the expert series



quick links

## series 3



### episode 1 – active 2.0

Active 2.0 is a revolutionary photocatalytic surface that is antiviral, antibacterial and anti-odour. Active 2.0 reduces indoor nitrogen oxide and VOC levels, and its self-cleaning properties ensure ease of maintenance, reflecting the need for product performance to deliver beyond its physical appearance.



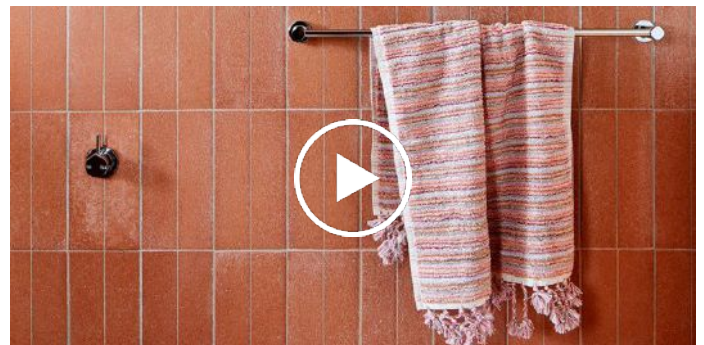
### episode 2 – the external environment

Hear from our experts to learn about how architectural ceramics, porcelain panels and natural stone can perform practically and aesthetically over a long period of time, providing a strong and safe solution to external applications.



### episode 5 – customisation

Artedomus is the customisation expert. Customisation is key to creating unique architecture and design. Artedomus works closely with its suppliers to offer customised products for architects and designers so they can create stand-out designs. In our Expert Series, you'll learn about the possibilities of customisation, and the suppliers and products that offer it.



### episode 6 – cotto manetti terracotta

Terracotta has proven to be a timeless and versatile surface that is equally at home in the Uffizi Museum and Duomo in Florence, as in an old Tuscan villa or a modern Australian house. While terracotta's burnt-orange hue has long been a classic, the broader and contemporary range of colours produced by Cotto Manetti is seeing terracotta transcend the traditional to offer a new palette of timeless surfaces.





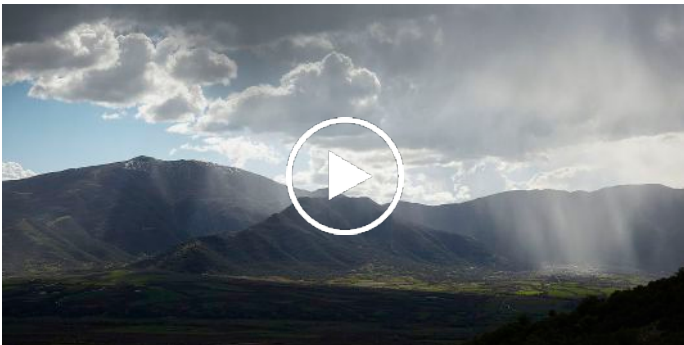
### episode 3 – natural stone care

Natural stone requires some care and maintenance. Hear our experts discuss how to look after your stone.



### episode 4 – types of stone

Whether its marble, quartzite or travertine, choosing the right stone for your application is crucial to design and performance. It's important to ascertain what you want from your stone and carefully consider durability and patina. In our Expert Series on Types of Stone we delve into the essential information you need to consider in your decision.



### episode 7 – sustainability

Why Artedomus is a trusted name in sustainability. Sustainability has long been an important consideration of architecture and design, but the 2019-20 bushfires in Australia shed a light on sustainability concerns more than ever. As a trusted name in sustainability, Artedomus is committed to operating in the best interests of the environment, both in its business operations and its partnerships with suppliers.

active 2.0 – episode 1

# active 2.0

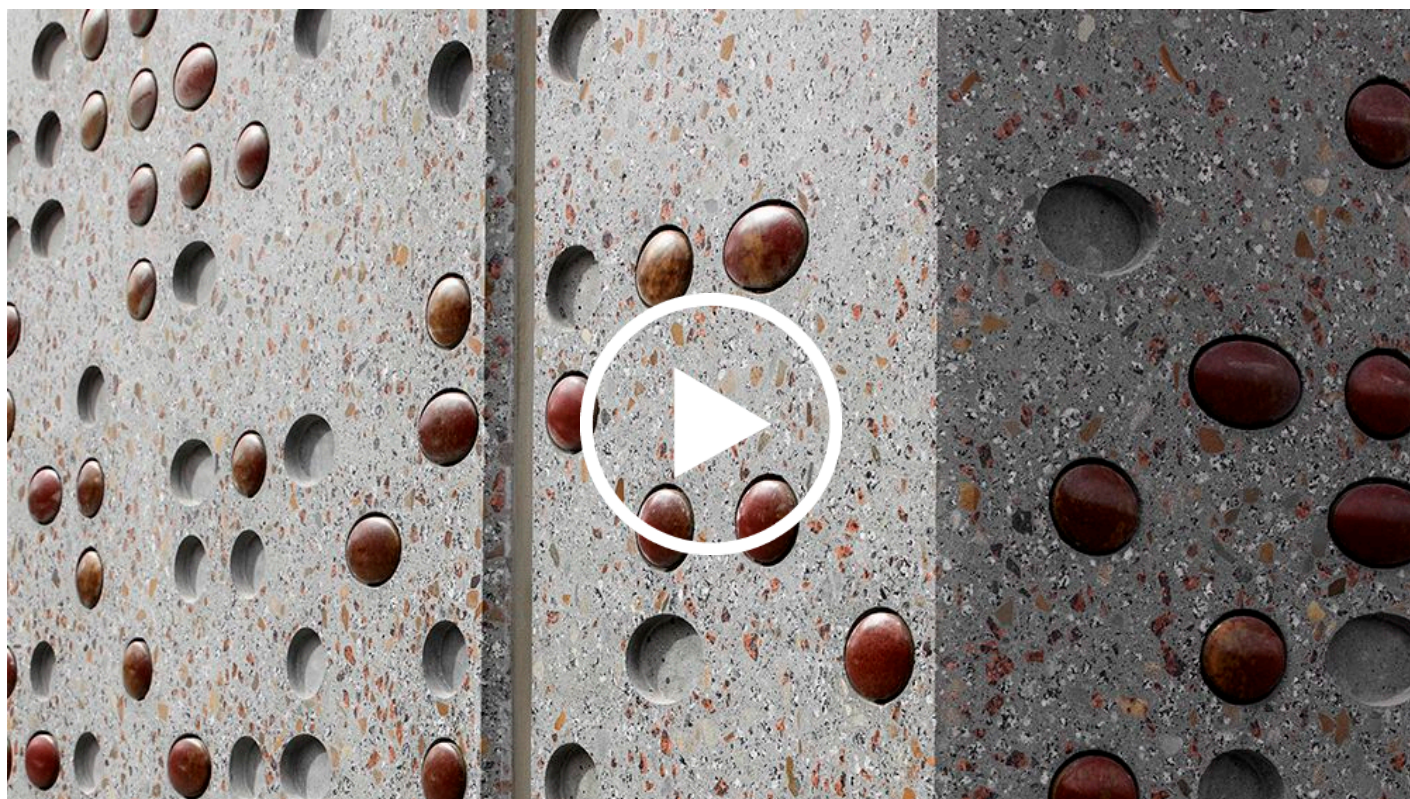


watch now

Active 2.0 is a revolutionary photocatalytic surface that is antiviral, antibacterial and anti-odour. Active 2.0 reduces indoor nitrogen oxide and VOC levels, and its self-cleaning properties ensure ease of maintenance, reflecting the need for product performance to deliver beyond its physical appearance.

active 2.0 – episode 2

# the external environment



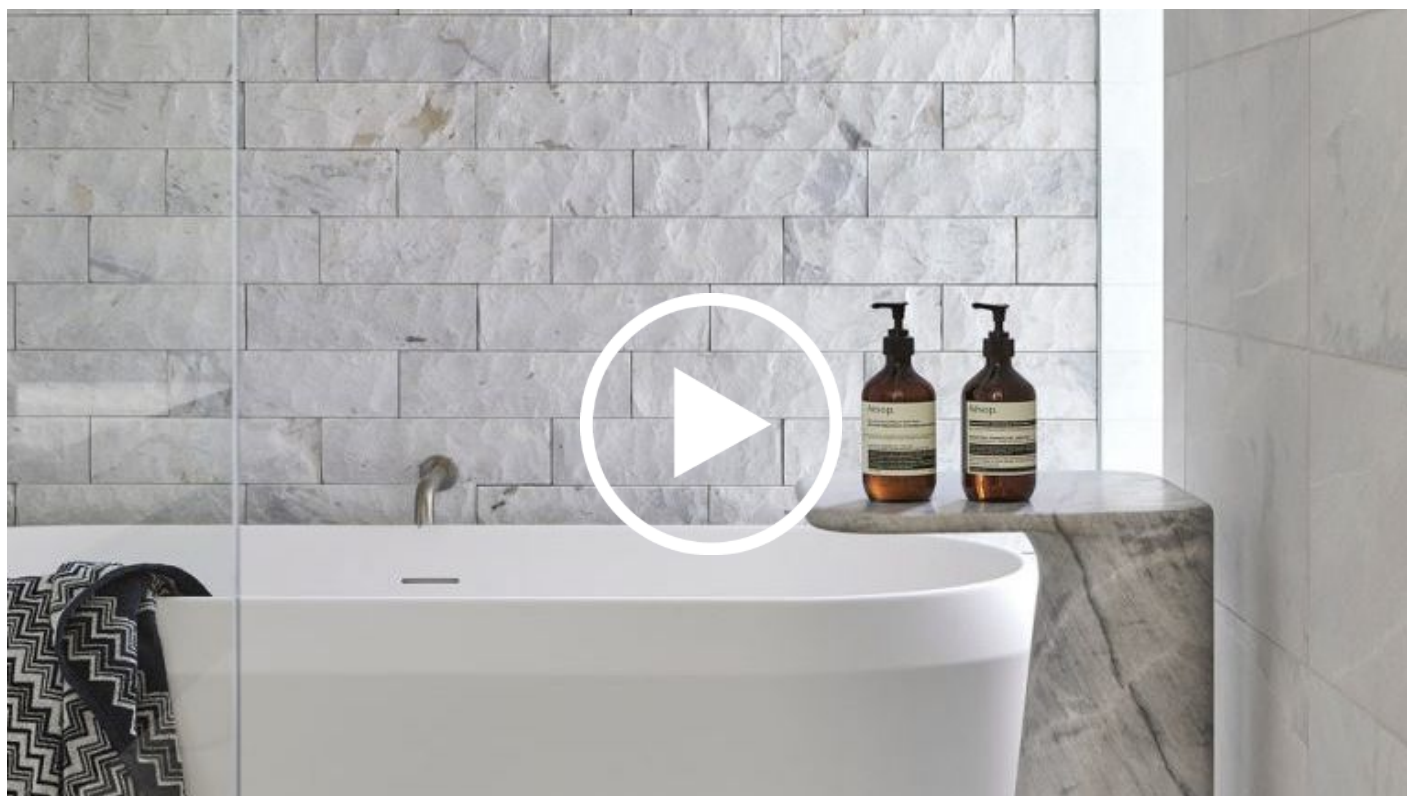
watch now

Hear from our experts to learn about how architectural ceramics, porcelain panels and natural stone can perform practically and aesthetically over a long period of time, providing a strong and safe solution to external applications.



active 2.0 – episode 3

# natural stone care

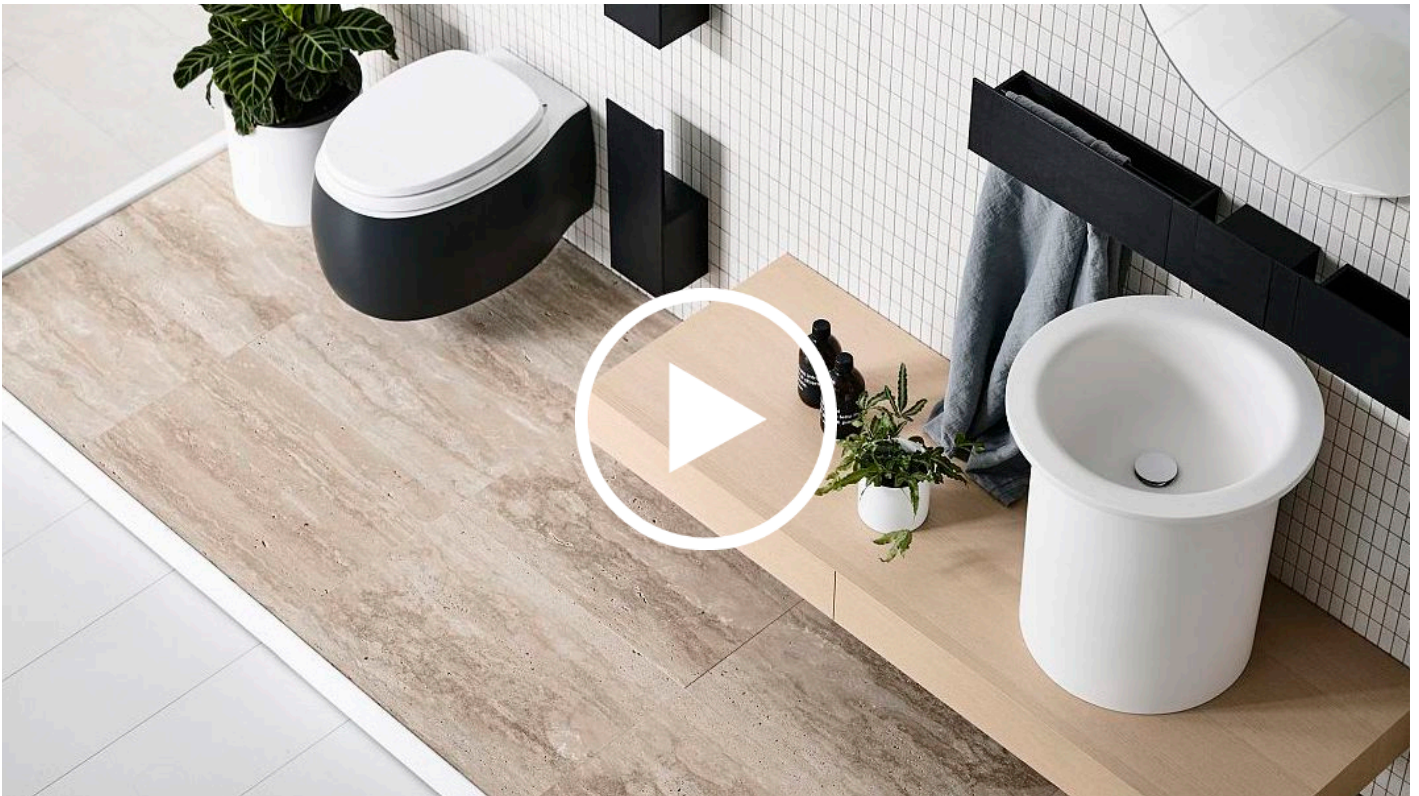


watch now

Natural stone requires some care and maintenance. Hear our experts discuss how to look after your stone.

active 2.0 – episode 4

# types of stone



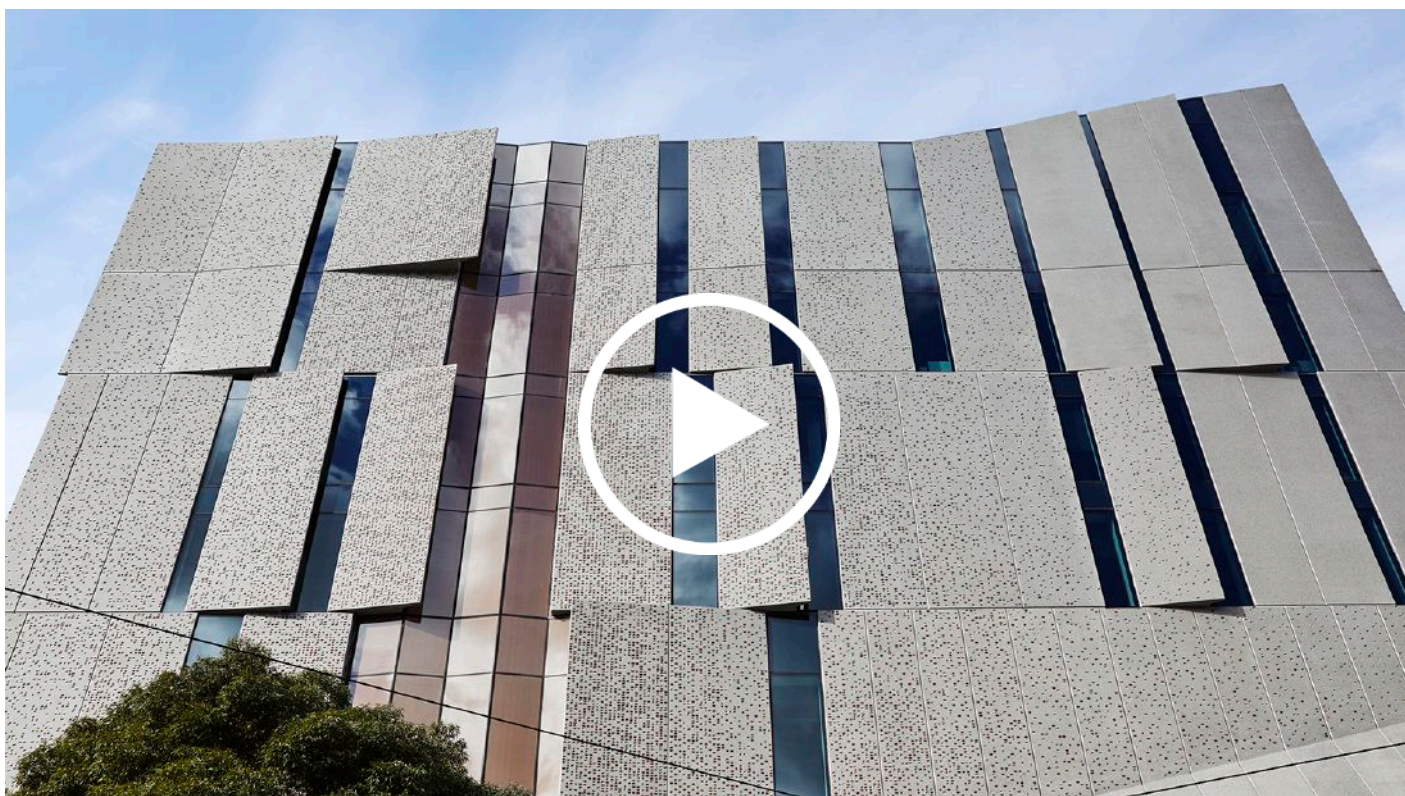
watch now

Whether its marble, quartzite or travertine, choosing the right stone for your application is crucial to design and performance. It's important to ascertain what you want from your stone and carefully consider durability and patina. In our Expert Series on Types of Stone we delve into the essential information you need to consider in your decision.



active 2.0 – episode 5

# customisation



watch now

Artedomus is the customisation expert. Customisation is key to creating unique architecture and design. Artedomus works closely with its suppliers to offer customised products for architects and designers so they can create stand-out designs. In our Expert Series, you'll learn about the possibilities of customisation, and the suppliers and products that offer it.



active 2.0 – episode 6

# cotto manetti terracotta



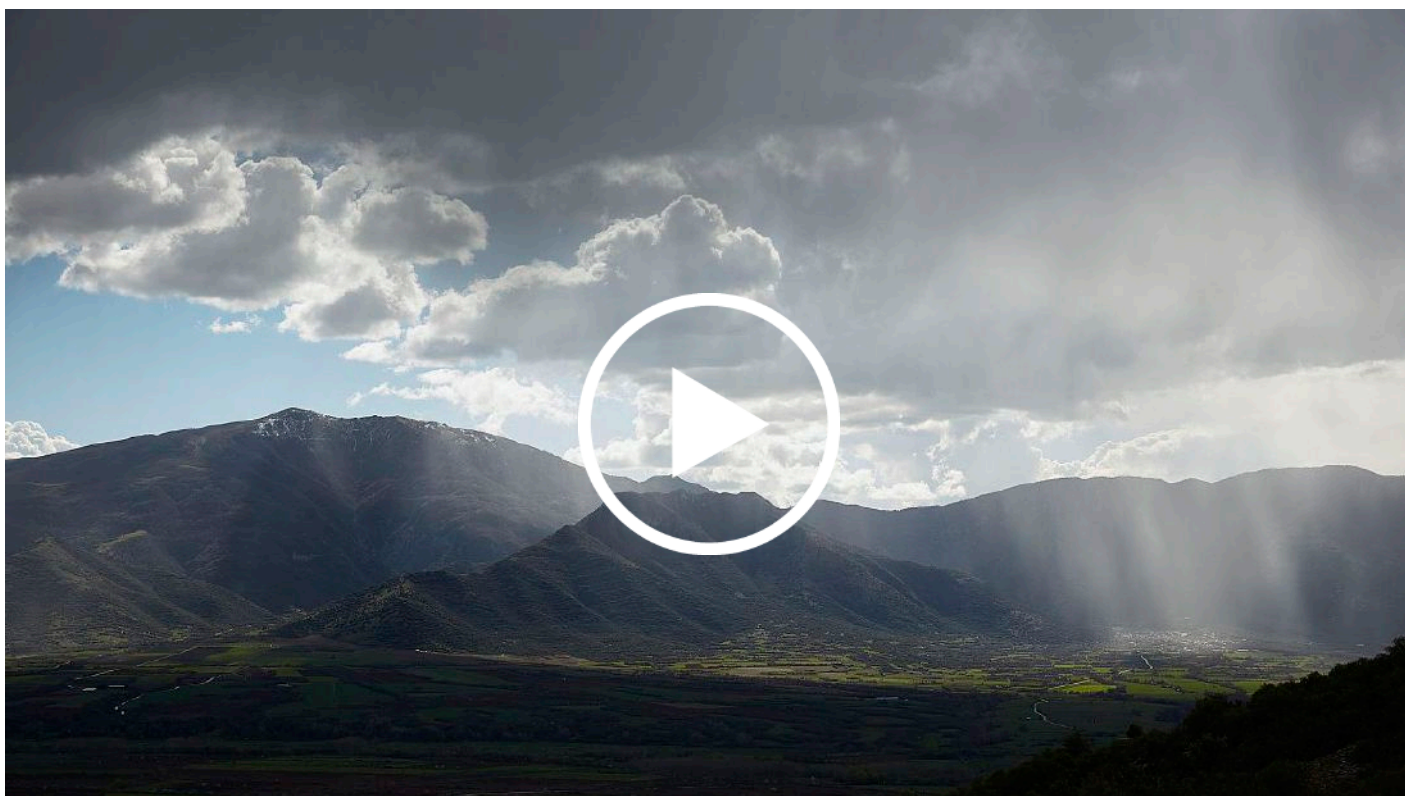
watch now

Terracotta has proven to be a timeless and versatile surface that is equally at home in the Uffizi Museum and Duomo in Florence, as in an old Tuscan villa or a modern Australian house. While terracotta's burnt-orange hue has long been a classic, the broader and contemporary range of colours produced by Cotto Manetti is seeing terracotta transcend the traditional to offer a new palette of timeless surfaces.

In our Expert Series, you'll learn about Cotto Manetti; what makes Manetti Terracotta unique, durable and sustainable; and how the products can be customised.

active 2.0 – episode 7

# sustainability



watch now

Why Artedomus is a trusted name in sustainability. Sustainability has long been an important consideration of architecture and design, but the 2019-20 bushfires in Australia shed a light on sustainability concerns more than ever. As a trusted name in sustainability, Artedomus is committed to operating in the best interests of the environment, both in its business operations and its partnerships with suppliers.

In our Expert Series, you'll learn about how Artedomus has implemented sustainability practices and works with suppliers who are environmentally responsible.





## outro

words from phil brenton

An architectural finishes business, Artedomus began 30 years ago and now work nationally with showrooms and warehouses in Melbourne, Sydney, Perth and Brisbane. Reflecting on the changing role of the company, we do not see ourselves as suppliers of bathware or tiles but as part of the design industry.

This is reflected in our focus on offering timeless products that are not based on trends but on looking for the new and different. Artedomus are driven to inspire, both our clients and ourselves, constantly searching the world over to bring new and interesting products and materials to the Australian design industry.

Our distinctive range of natural stone has been unearthed from around the world. Carrying a wide range of exclusively sourced, highest-grade stone, the Artedomus collection includes limestones, marbles, sandstones, bluestones and technical patterned stones, many of which are not available anywhere else in Australia.

We have changed the face of architectural surfaces with our Porcelain Panels. Manufactured using innovative Italian-designed technology, the extra-large, fine-profile, lightweight panels have exceptional strength, durability, resistance and low-maintenance requirements.

Our extensive range of tiles include porcelain, architectural ceramics, mosaics and stone. Inax's exquisite range of tiles vary in texture, dimensionality, colour, glaze and style, and we work with the Japanese company on custom projects and tiles for the Australian market. Cotto Manetti's terracotta tiles are made in strict compliance with the ancient traditions of Impruneta, Italy, and use locally quarried clay that produces terracotta like nowhere else in the world.

We are the exclusive Australian supplier of Agape Italy bathware, which has pioneered the evolution in transforming bathrooms from purely functional spaces to places of wellbeing and relaxation.

Designed for the home and office, our furniture range pushes the possibilities of materials. New Volumes™ is collection designed by prominent Australian designers. New Volumes explores the potential of Artedomus materials to inspire and enhance the everyday.

Our people are as important as its products, and their passion for design is backed by expert understanding and knowledge. Highly experienced teams in the Artedomus showrooms in Sydney, Melbourne, Brisbane and Perth work closely with architects, designers and consumers to find the perfect solution. Each showroom is an inspirational and aspirational space that showcases the beauty, versatility and contemporary design of Artedomus products.



A handwritten signature in black ink, appearing to be 'PB', with a long horizontal line extending to the right.

phil brenton  
managing director  
artedomus

artedomus

[www.artedomus.com](http://www.artedomus.com)

1300 278 336

## sydney

[sydney@artedomus.com](mailto:sydney@artedomus.com)

+61 2 9557 5060

## melbourne

[melbourne@artedomus.com](mailto:melbourne@artedomus.com)

03 9429 0075

## perth

[perth@artedomus.com](mailto:perth@artedomus.com)

+61 8 9226 0288

## brisbane

[brisbane@artedomus.com](mailto:brisbane@artedomus.com)

07 3852 6788

follow us on





domus

e  
edomus.com

domus.com

v f