



BALINEUM

INTRODUCING FEARLESS EYES
BALINEUM X JEAN-PHILIPPE DEMEYER

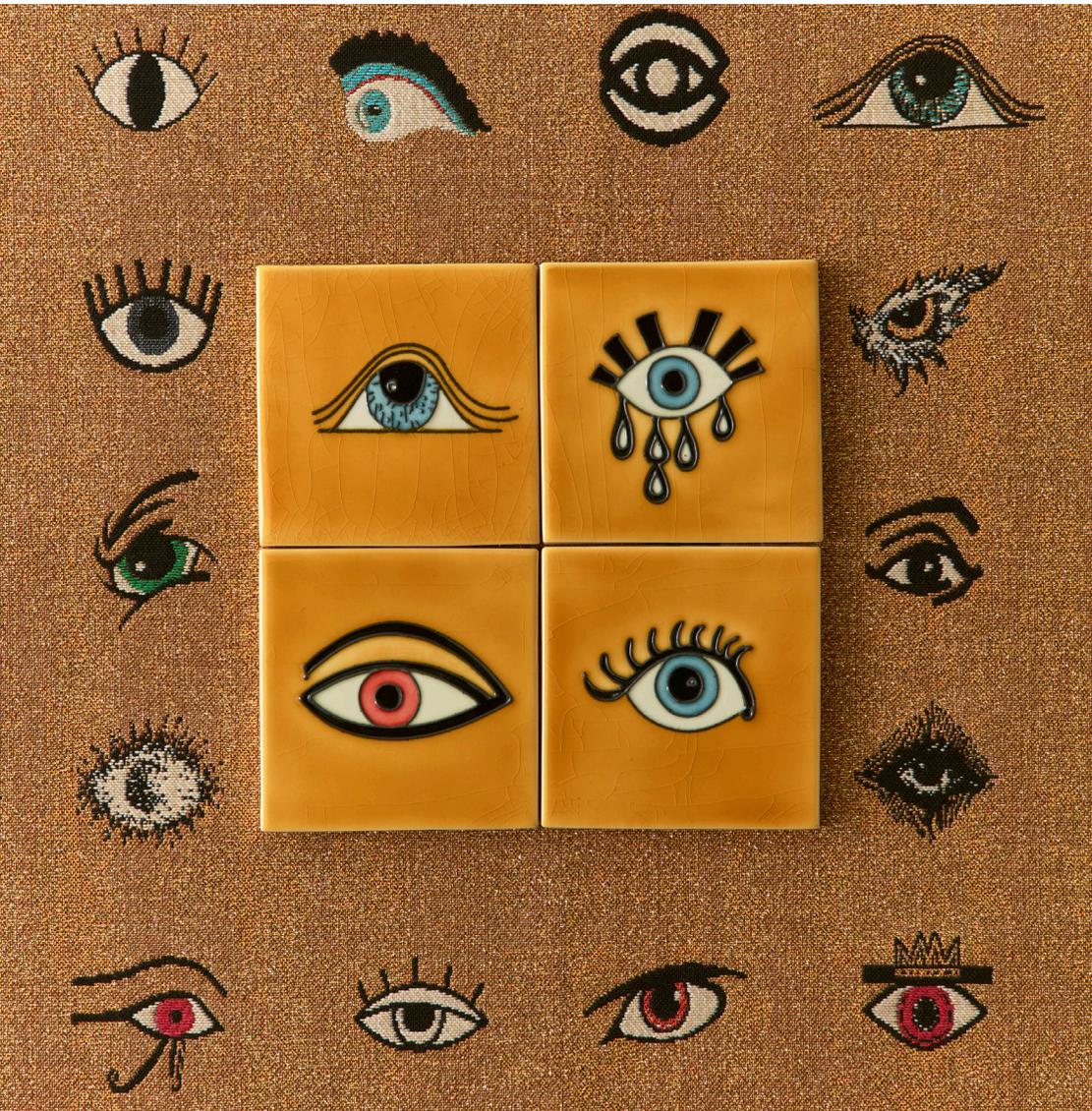
Balineum is pleased to introduce the Fearless Eyes tile collection, made in collaboration with Belgian interior designer Jean-Philippe Demeyer.

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The assortment of 15 tiles draws from Demeyer's vast collection of eye motifs, which began with a chance encounter on holiday in Capri more than a decade ago. There, Demeyer was captivated by eyes he spotted on a Fendi handbag.

"It was love at first sight and from that time I started collecting eyes wherever I went," he says. In Paris, he found an Egyptian eye on a vase in the flea market. While working on a project in Malta, he scooped up the eye of a fishing boat at the Maritime Museum gift shop. "The Maltese boats have different types of eyes than the Greek fishing boats," he notes. The collection grew to 36 specimens which eventually inspired Demeyer's Fearless Eyes fabric pattern, illustrated by Belgian artist Pablo Piatti.

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Now a selection of those same motifs has been meticulously recreated onto the Fearless Eyes tile collection—so called because “the eye is a symbol against evil,” says Demeyer.

Handcrafted and painted by Balineum’s artisans in Stoke-on-Trent, each eye motif is offered on one of six base colours: Cornflower Blue, a deeper Ocean blue, Gold, Snow white, chalky Adam pink and a minty Adam green. The latter two are named after architect Robert Adam, whose pastel Neoclassical designs once led Sir John Soane to describe all things “light and fanciful” as being Adamitic. Additional colours are available upon request.



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Tiles are 100mm x 100mm x 9mm and can be mixed with other sizes and shapes from Balineum's Hanley tile collection. Due to the intricacy of the production, these tiles are suitable only for smaller-scale projects under 15sqm.

They can be used on interior residential walls only, including fireplaces, kitchen splashbacks and bathroom wet rooms. They are not suitable for floors, exteriors, or commercial settings.



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ABOUT

Balineum are passionate about beautiful bathrooms, hence the Latin word for bathhouse. The aim is to bring impeccable style with a particular focus on preserving and celebrating classic designs. They embrace many of the bath's elements - tile, hardware, accessories - that translate beautifully to other rooms in the house. Most of products are designed or sourced exclusively by Balineum who work with the highest quality materials and with esteemed manufacturers and artisans from around the globe.

Balineum's first Studio is now open with visits by appointment.
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