

BALINEUM

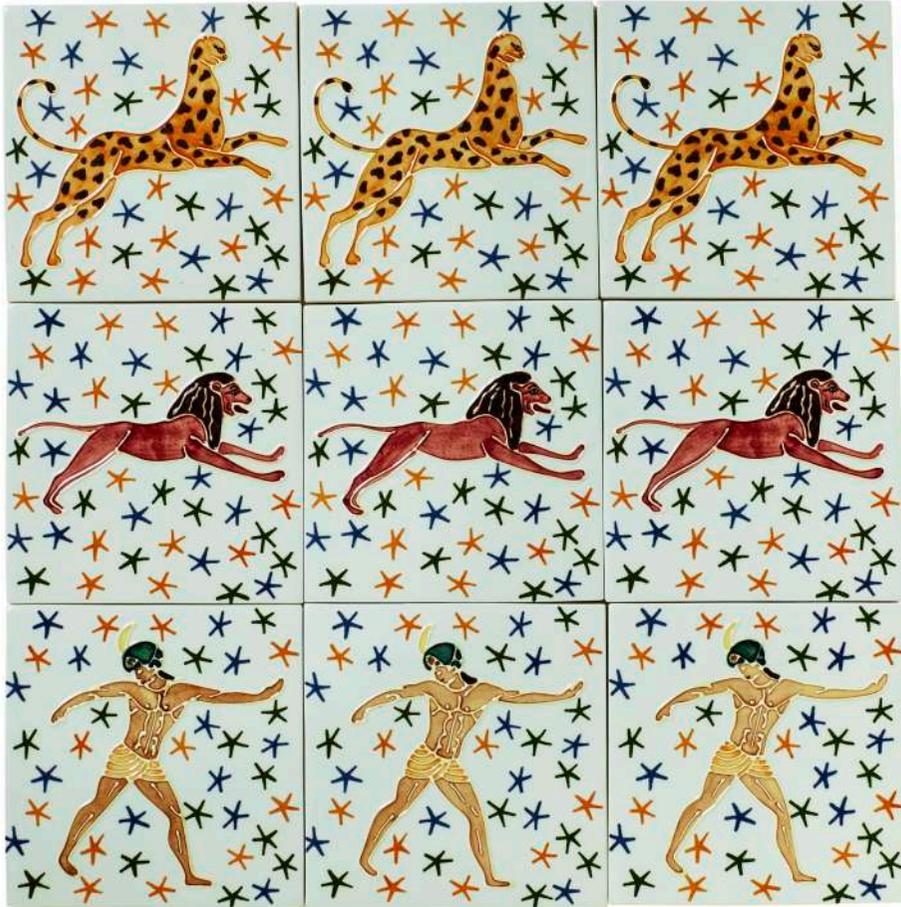
EGYPTOMANIA BY LOUIS BARTHÉLEMY

In Balineum's new Egyptomania collection of joyful handpainted ceramic tiles, French artist Louis Barthélemy captures the energy and vivacity of contemporary Egypt while paying homage to its storied past. Inspired by the ancient frescos and hieroglyphics lining Egypt's temples and tombs, along with the work of contemporary French photographer Denis Dailleux, Barthelemy evokes fantastical scenes of strong men, frolicking animals, and naturalist motifs. These playful illustrations are adaptations of his originally tapestry designs which are made in Cairo using centuries old applique techniques.

"Dailleux has lived in Cairo for many years. I was in Tangier when I first came across his work, a book called 'Meres et Fils' in a little book shop. It was a series of portrait of mothers with body builders sons, it was very striking. I looked at other photographs of his, the rural life of Luxor and Aswan, and it really made me dream," says Barthélemy.



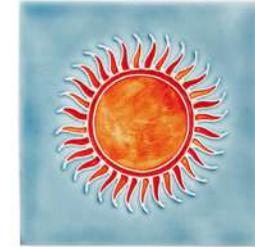
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Balineum with Louis Barthélemy

Those visions, coupled with visits to ancient tombs like Saqqara, manifested into vibrant tapestry designs which Barthélemy collaborated with a tent maker in Cairo. "I create large scale drawings and he applies them with straps of fabric to the canvas," he says, describing a centuries old applique techniques called khayamiya.

Now those tapestries have inspired the Body Builders tile collection, made with Balineum's handcrafted Hanley bases and Tube Line detailing. Unlike the time-worn colour of the ancient frescoes, however, Barthélemy's palette is vibrant and invigorating. "I always try to envision those sites full of colour as they were and I wanted to integrate that into the story of a tile," says Barthélemy.

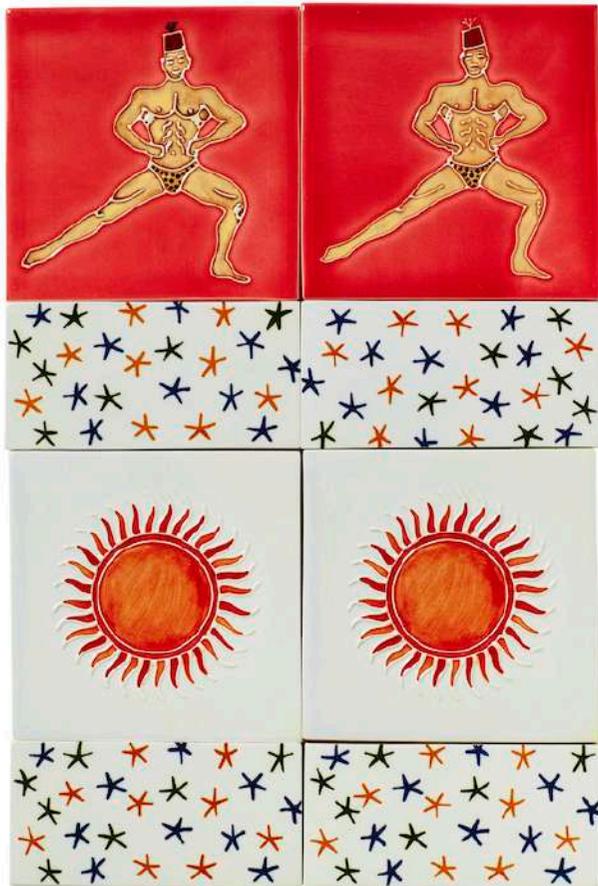


Mahmoud, Mustafa, Omar, Nadir
The Nile, Pectorals
Kader with Lotus
Soleyman with The Nile

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Leopard, Sun, Gazelle Embellished
Lotus Alternating and Papyrus
Mustaf, Papyrus, Carob Trees
Musaf with Anuketi and Carob Trees

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Mahmoud, Sun, Stars
Balineum with Louis Barthélemy

Clients can work with Balineum's starting edit of tile designs and create their own installation. Barthélemy is also available for bespoke commissions – where he will work alongside the client to design a bespoke mural installation unique to the client and their space.



Balineum with Louis Barthélemy

As with all handmade products slight variations will occur, be it subtle irregularities in shape, shade, or crazing. This will not affect the performance or serviceability of the tile. In fact, it adds to the unique characteristics of a handmade product. You may even spot the tile-maker's fingerprints on the underside. Due to the intimacy of the production, these tiles are suitable only for smaller-scale projects (under 15sqm).

Prices and dimensions

Liner	30 x 126 x 9mm	£18.48 each or £4897.20 per sqm
Half Square	63 x 126 x 9mm	£29.57 each or £3725.57 per sqm
Square	126 x 126 x 9mm	£45.08 each or £2885.38 per sqm



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