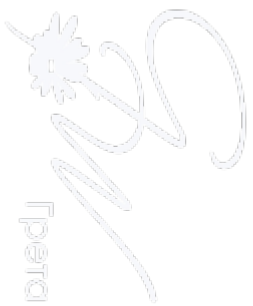


pophamdesign



О П У Б Л И К О В А Н О



Грета Вульф

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WHERE MODERN DESIGN MEETS
TRADITIONAL MOROCCAN CONCRETE TILES

© popham design 2018

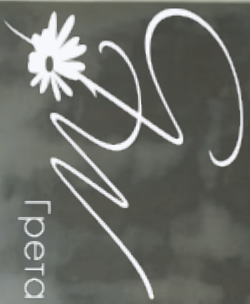
ОГЛУБЛИКОВАНО



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THE GROUNDWORK

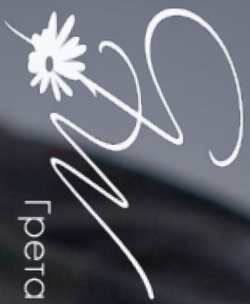
Founded in 2007 by Americans Caitlin and Samuel Dowe-Sandes, popham design is a design studio and bespoke tile workshop based in Marrakech, Morocco. The company designs and manufactures handmade concrete tiles that are exported throughout the world, adorning luxury hotels, restaurants and residences from San Francisco to Sydney. The idea for popham design was simple: to celebrate and maintain a traditional artisan craft, while updating it with modern patterns and color combinations.

The collection draws inspiration from Morocco and its rich history of pattern, along with influences as diverse as the pattern of raindrops cascading down a windowpane, the shadow cast by a palm tree under the blazing African sun, or a delicate crescent moon aloft in a velvety sky.

¹ ENVELOPE | Marine, Milk (previous page)

² ZIGZAG ON ONE | Kohl, Milk

Photo © Auhaus Architecture



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THE WORKSHOP

Concrete tiles are part of the cultural and artistic heritage of Morocco. popham design is fortunate to have an enviable team of master artisans, many of whom have 20+ years experience in their craft. Each tile is lovingly hand made to order (3 to 5 minutes per tile). Each tile is unique with subtle variations in color and line. These “imperfections” distinguish a handmade product from a mass-produced one, lending depth, movement and character to installations.

Tucked away in an olive grove on the road to the Atlas Mountains, the popham design workshop aims to respect the Moroccan countryside, treading as lightly as possible on the earth, and strives to implement eco-friendly policies wherever possible. This includes water filtration and rainwater reclamation systems, over 95% locally sourced materials, recycled packaging, and solar-heated showers for the team.

popham design tiles are pressed in a hydraulic press, not kiln fired like ceramic tile, so very little energy goes into their production. The tiles are cured and then air dried, and contain no lead or other harmful toxins. They are suited for commercial and residential applications – walls and floors – and perform very well partnered with radiant heat. The tiles are durable, functional, and easy to care for, and can be used indoors and out.

¹ HEX TARGET | Milk, Indigo, Petal

Photo @ Chris Terry



THE SHAPES



LARGE SQUARE

30 x 30 x 1.5 cm
11.81 x 11.81 x 0.59 in



MEDIUM SQUARE

20 x 20 x 1.2 cm
7.88 x 7.88 x 0.48 in



SMALL SQUARE

15 x 15 x 1.2 cm
5.9 x 5.9 x 0.48 in



MINI SQUARE

10 x 10 x 1.2 cm
3.94 x 3.94 x 0.48 in



LARGE HEXAGON

29 x 25 x 1.5 cm
11.42 x 9.84 x 0.59 in



MEDIUM HEXAGON

23 x 20 x 1.2 cm
9.06 x 7.88 x 0.48 in



SMALL HEXAGON

17 x 15 x 1.2 cm
6.7 x 5.9 x 0.48 in



MINI HEXAGON

11.5 x 10 x 1.2 cm
4.53 x 3.94 x 0.48 in



RECTANGLE

30.48 x 20.32 x 1.5 cm
12 x 8 x 0.59 in



NORMAL PINTH

20 x 10 x 1.2 cm
7.88 x 3.94 x 0.48 in



ROUNDED PINTH

20 x 10 x 1.2 cm
7.88 x 3.94 x 0.48 in



BAGUETTE

30.5 x 6 x 1.2 cm
12 x 2.36 x 0.48 in



TALL ELONGATED HEXAGON

30 x 20 x 1.5 cm
11.81 x 7.88 x 0.59 in



SHORT ELONGATED HEXAGON

27 x 12.5 x 1.2 cm
10.63 x 4.92 x 0.48 in



LARGE DIAMOND

28 x 16.25 x 1.4 cm
11.03 x 6.4 x 0.55 in



SMALL DIAMOND

20 x 11.5 x 1.2 cm
7.88 x 4.53 x 0.48 in



LANTERN

30 x 20 x 1.5 cm
11.82 x 7.88 x 0.59 in



PENTAGON

29.5 x 19.3 x 1.5 cm
11.41 x 7.48 x 0.59 in

THE COLORS

RASPBERRY P101 1797 U	NUTMEG P49 168 U	CHESTNUT P42 7525 U	WARM GREY P33 WARM GREY 2 U	CHARTREUSE P17 615 U	CUCUMBER P93 5797 U	CELESTON P04 5445 U	PISTACHIO P85 5665 U	MALAGHTE P105 7721 U	DEW P77 7542 U	ICICLE P09 7457 U	FLUSH P86 4685 U	FIELD DRAB P60 4515 U	CREAM P20 7500 U	MILK P02 454 U
CONCH SHELL P103 177 U	MARABACH P14 7585 U	CINNAMON P48 7525 U	MALT A12 7529 U	BUCK P52 4535 U	ROBIN'S EGG P32 5595 U	DARK CELESTON P73 5565 U	SAGE P24 452 U	TURQUOISE P18C 7718 U	CORNFLOWER P78 644 U	SUMMER SKY P70 5503 U	PETAL P38 7590 U	TAUPE P97 402 U	HOG P41 7534 U	BONE P56 468 U
HARBOR ISLAND P109 708 U	MILK CHOCOLATE P63 7602 U	TERRA COTTA P31 723 U	KHAI P12 466 U	LIMONCELLO P100 170 U	CHROME P121 558 U	DOWNTON P96 5753 U	CANOUFLAGE A03 7755 U	TEAL P18B 322 U	DEMIN P79 7454 U	TANGIER P71 5493 U	PALE CORAL P81 726 U	ELPHANT P39 416 U	DOVE P06 413 U	STEEL P57 418 U
FLAMINGO P110 170 U	PLUMKIN P80 7412 U	CLEMENTINE P69 472 U	OATMEAL P36 727 U	BUTTER P23 7501 U	SEA GLASS P120 2254 U	LAWN P34 7741 U	ENVY P88 3425 U	LAGOON P113 7713 U	PEACOCK P51 7704 U	AZURE P62 630 U	LAVENDER P29 407 U	MUSHROOM P98 405 U	COCCOA P67 4975 U	OSTER P22 424 U
FRONY P106 7640 U	TAGINE P15 1815 U	POPPY P92 7580 U	WHEAT P27 466 U	MUSTARD P54 7405 U	OLIVE P03 4505 U	SPRING PEA P102 377 U	CONFU P93 570 U	CYPRESS P05 3302 U	LIPS P123 2196 U	SLATE P08 5493 U	LIAC P68 435 U	THISTLE P76 7674 U	CHOCOLATE P13 439 U	STORM P61 426 U
BUSH P25 7522 U	PIMENTO P30 7418 U	TOMATO P91 167 U	CAMEL P11 729 U	YOLK P16 7403 U	LICHEN P119 5835 U	MOSS P64 7762 U	JADE P95 7724 U	FLOID P107 7476 U	INDIGO P46 7707 U	NORTH SEA P94 5487 U	WISTERIA P43 7614 U	AUBERGINE P44 7449 U	SEAL BROWN P58 412 U	SMOKE P07 433 U
TOBACCO P104 469 U	HAZELNUT P55 476 U	DUNE P26 728 U	BISCUIT P99 466 U	SAFFRON P108 7550 U	CONCRETE GREEN P112 5625 U	EMERALD P66 555 U	AQUA P65 557 U	MIDNIGHT P37 546 U	MARINE P10 548 U	RUSSIA BLUE P22 5477 U	PURPLE REIGN P117 5155 U	PLUMNY P120 2254 U	BLUE BLOOD P111 539 U	KOHL P01 BLACK U

All patterns are available in any color combination from our palette, and all shapes are available in a single color.



- 1 SOMMERSSET | Marine, Azure
- 2 SPLINTER | Slate, Kohl, Marine, Milk
- 3 POLKA DOT | Blue Blood, Multicolor
- 4 RECTO VERSO | Indigo, Milk
- 5 ECLIPSE | Marine, Milk
- 6 HEX ZIGZAG | Milk, Indigo, Slate



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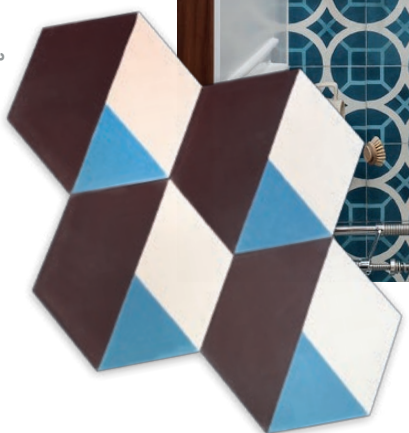
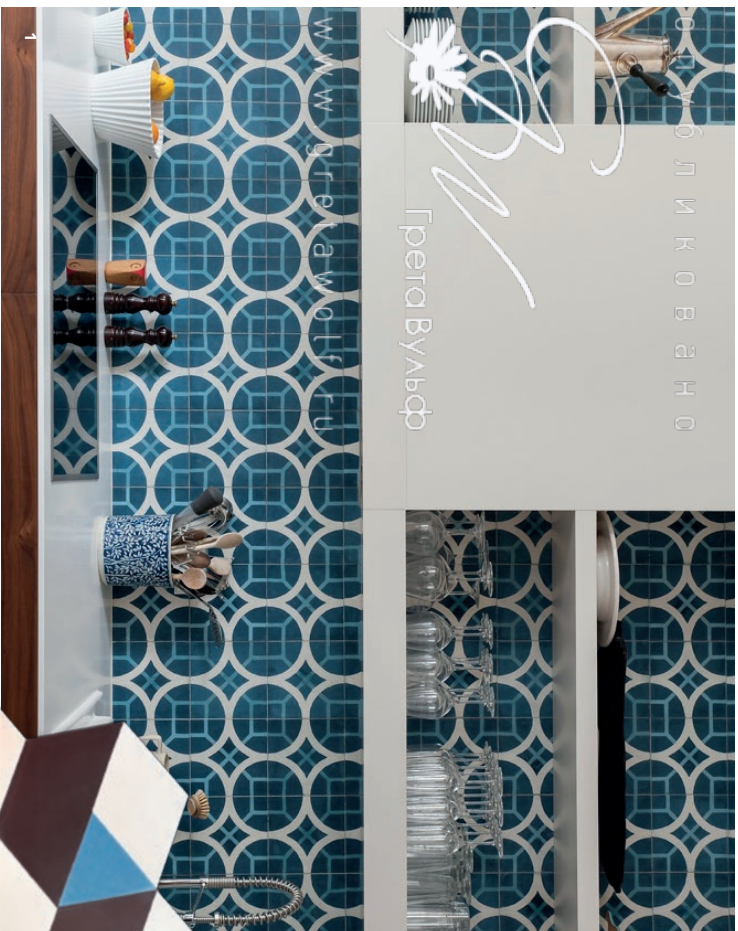
1 KELLY | Indigo, Milk

2 DIAMOND IN THE ROUGH | Milk, Smoke, Olive

Photo © Nicolas Mathews

3 DAZED ON ONE | Midnight, Milk

Photo © Jessie May

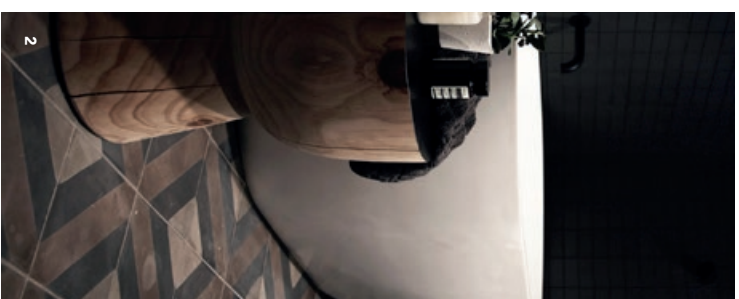


1 FRETWORK ON ONE | Marine, Milk, Azure
Photo © Nicolas Mathews

2 HEX FRACTAL | Cocoa, Azure, Milk

3 DEMI HEX LONG | Robin's Egg, Multicolor
Photo © Nicolas Mathews

4 ZIGZAG ON ONE | Lapis, Milk



1 BACKGAMMON | Kohl, Milk

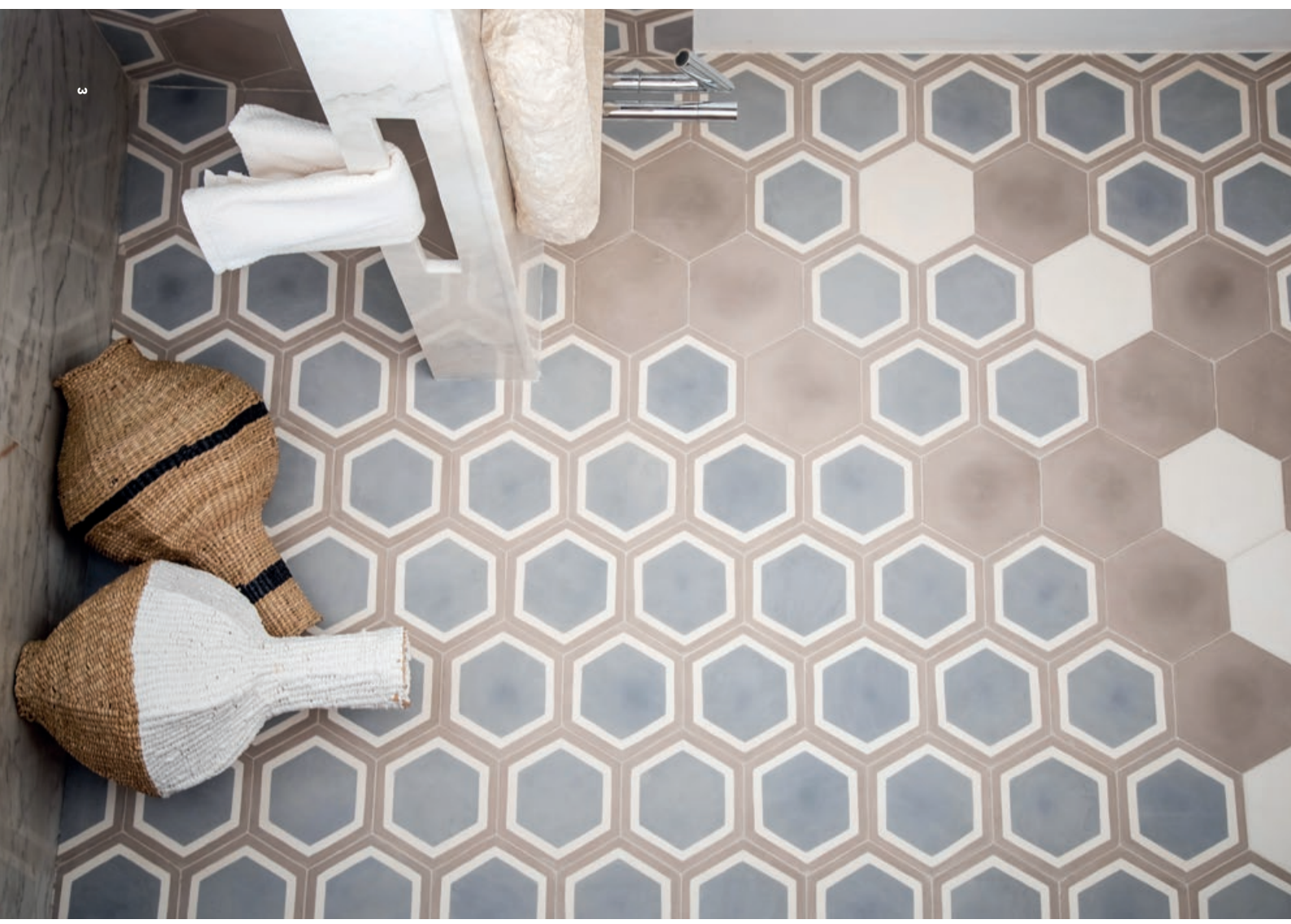
Photo © Nicolas Mathews

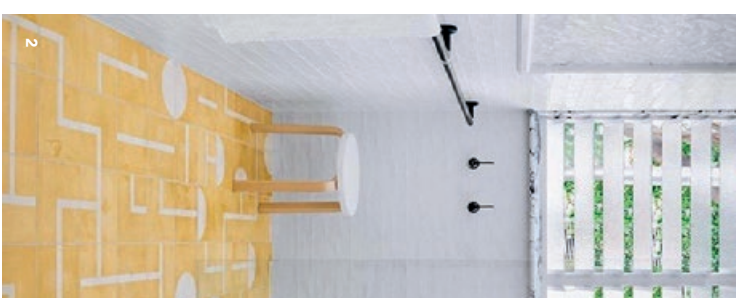
2 REP STRIPE | Kohl, Tobacco, Malt

Photo © Kate Connors

3 HEX HONEYCOMB + FIELD | Elephant, Milk, Khaki

Photo © Cecile Perrine Hermitte





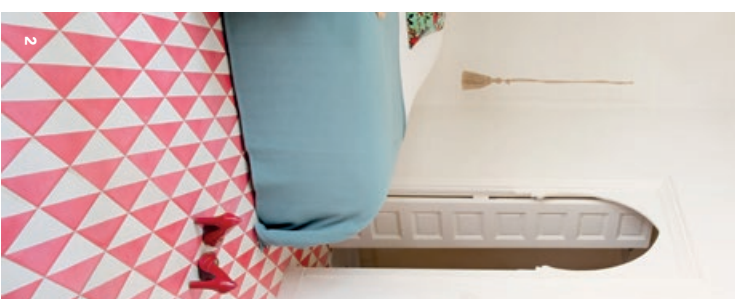
- 1 HEX CROSSROADS | Saffron, Milk
- 2 BRASILIA | Yolk, Milk
- 3 HEX PICK UP STICKS | Saffron, Milk
- 4 BLUR | Saffron, Yolk, Milk



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2



3

1 ENVELOPE | Raspberry Milk

2 HARLEQUIN | Raspberry, Milk

Photo @ Cadie Perine Hermitte

3 HEX EXPLODED STARBURST | Dove, Milk, Pimento



1 HEX ZULLU | Azure, Dove, Milk, Turquoise, Clementine, Petal

Photo © Cecile Perrine Hermitte

2 HEX FIELD | Petal

Photo © Cecile Perrine Hermitte

3 DIAMOND CHEVRON | Flamingo, Chartreuse, Kohl

4 HEX CROSSROADS | Harbour Island, Milk

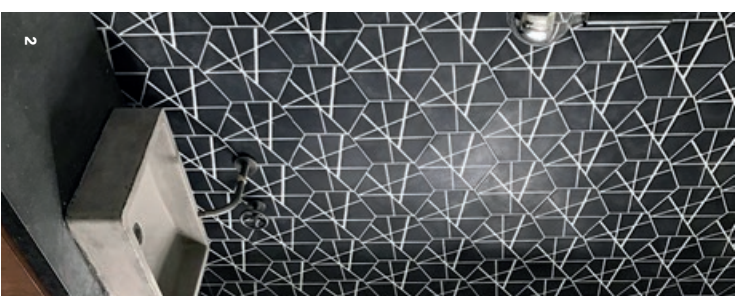


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4



- 1 HEX ARTICHOKE | Kohl, Milk
- 2 HEX PICK UP STICKS | Kohl, Milk
- 3 SQUARISH | Milk, Kohl, Smoke, Dove, Fog

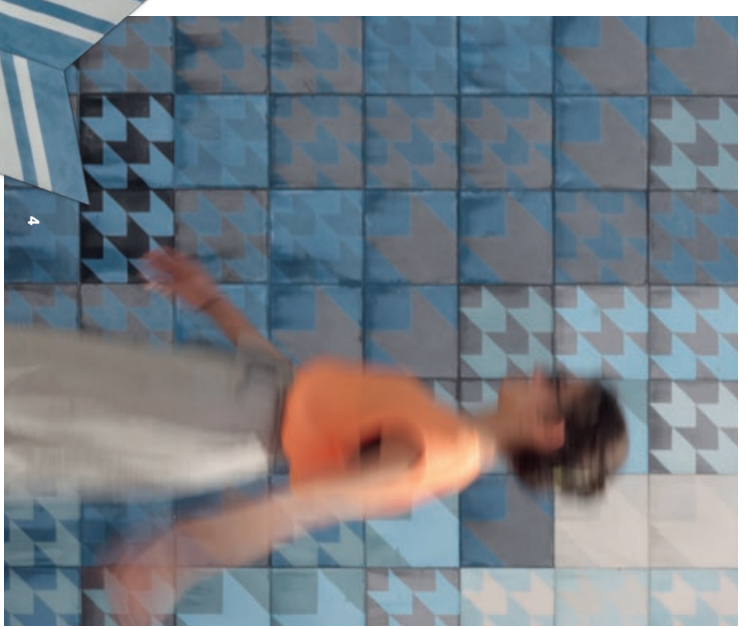
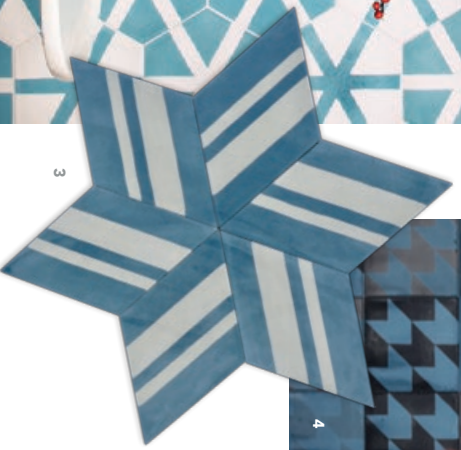
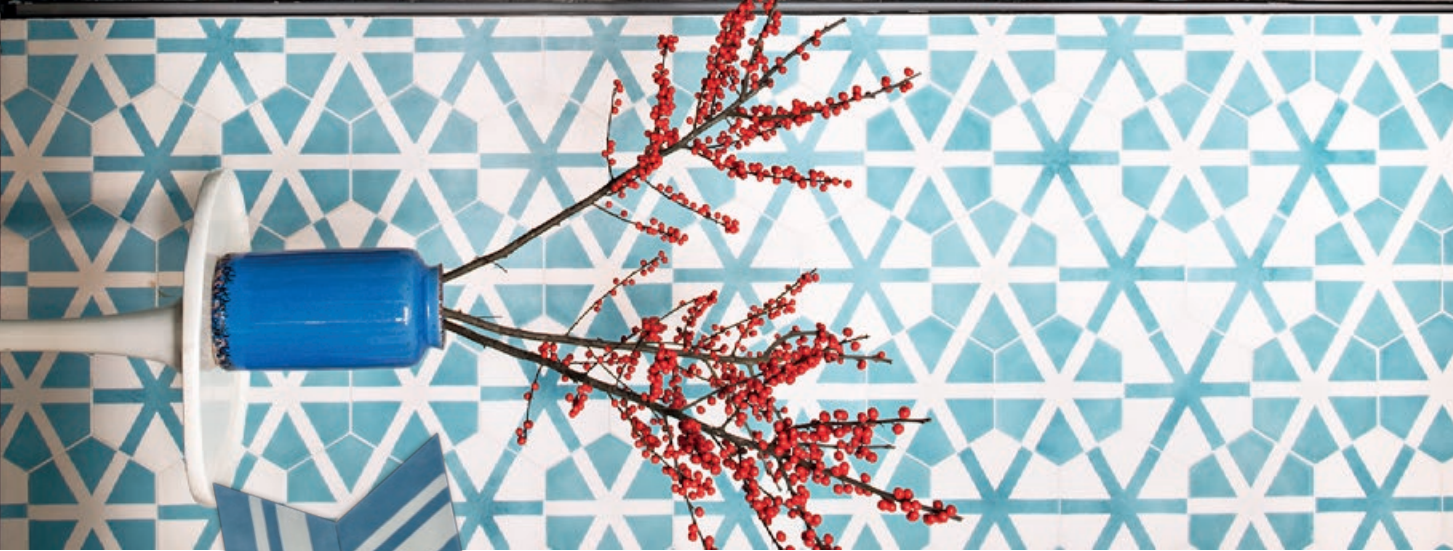




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- 1 HEX TARGET | Azure, Milk (previous page)
- Photo © Richard Powers
- 2 TATE | Multicolor + HEX CROSSROADS | Azure, Milk
- 3 GROSGRAIN | Denim, Milk
- 4 FLIGHT ON FOUR + FLIGHT ON ONE | Multicolor Blues
- 5 BAGUETTE | Multicolor Blues, Milk



1 HEX STAR | Indigo, Milk

2 PLUS | Fjord, Slate, Azure

Photo © Daniel Gonzalez

3 HEX CROSSROADS | Emerald, Milk

Photo © Nicolas Mathews

4 TOUBKAL | Emerald, Milk

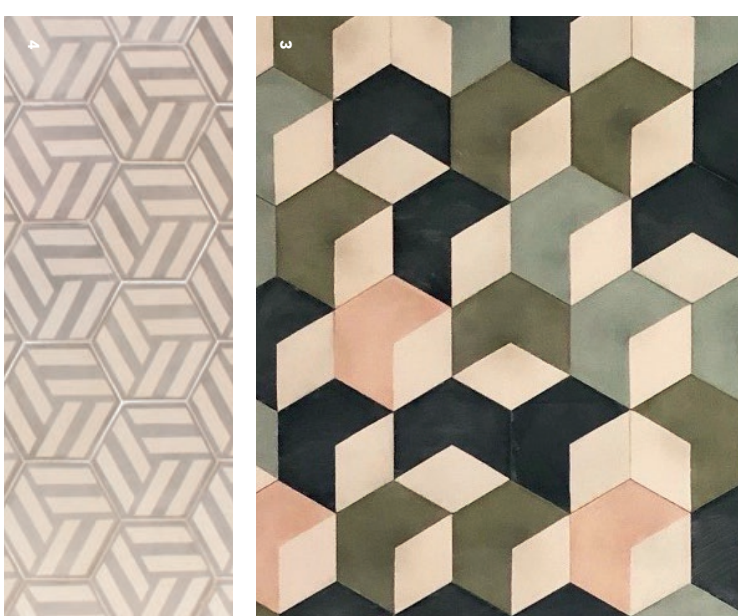
Photo © Nicolas Mathews



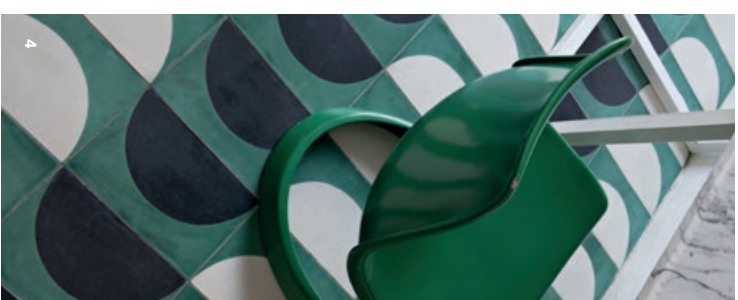
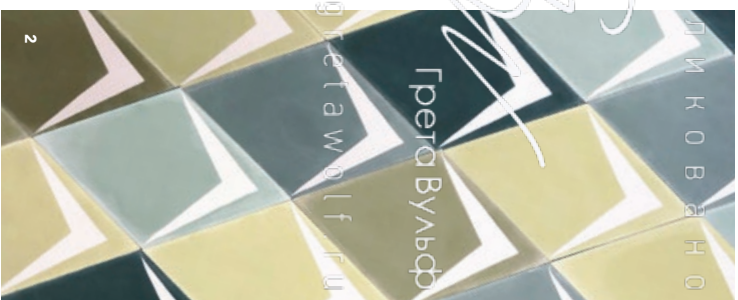
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- 1 X MARKS THE SPOT | Fog, Olive, Flush
Photo © Craig Wall, Interior Design © Connors & Co.
- 2 HEX ARTICHOKE | Khaki, Milk
- 3 HEX THIRDS | Cypress, Dark Celadon, Lichen, Blush, Milk
- 4 HEX KNOT | Dove, Milk



1 KYOTO | Chartreuse, Milk

2 SOARA | Multicolor Greens, Milk

3 OP ART ON FOUR | Milk, Lawn

4 ARCH | Emerald, Milk, Kohl

5 HEX POLKA DOT | Multicolor Greys (next page)

Photo © Richard Powers




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