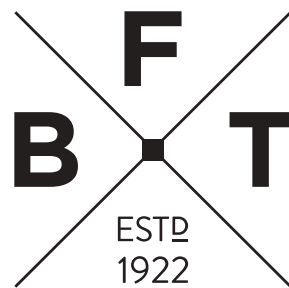




VIRTUOSO RANGE



VIRTUOSO
CONTEMPORARY DESIGNER ART TILES





THE MAGIC OF HANDCRAFTED TILES

WHAT IS THE MAGIC ELEMENT?

Cement tiles are 100% handcrafted, and really incorporate the concept of Wabi - Sabi in them. Cement tiles are not fired; there is no glaze layer on the surface of the tile.

They derive their durability from the combination of finely dehydrated ground Portland cement layer and a more coarse layer of sand and cement.

THE MAKING OF AN ARTISANAL PRODUCT

Cement tiles are made by hand, one at a time, using mineral pigments. The pigment layer is hydraulically pressed into the surface and becomes a part of the tile.

The metal mold is handmade following specific design drawings. After the tile is cast by the artisan, it must be cured in water for a period of time, and then air dried before being shipped. It is for this reason that cement tiles have a longer delivery period than ceramic tiles, but they have an extremely long life.

WHAT MAKES OUR TILES STAND OUT?

Our tiles are neither printed nor painted, coloured cement materials are hand-poured into divider molds to create these patterns.

WHY ARE NO TWO TILES THE SAME?

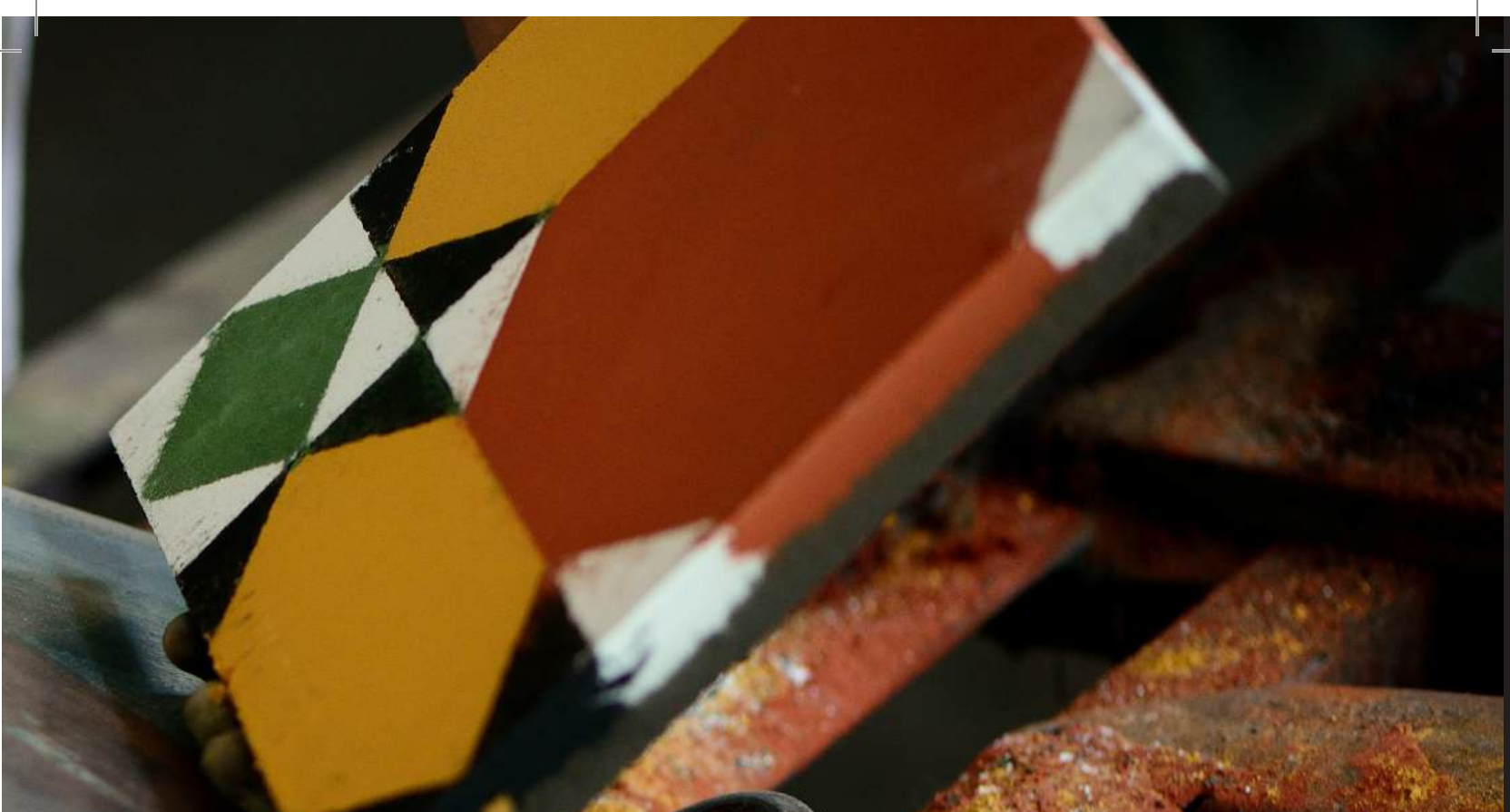
Because of the traditional processes involved with the production of these tiles, slight variations such as small edge splinters, colour bleeding/smudging between elements of the pattern and surface scratches are inevitable. In addition, some tiles may have small crack or cobweb-like structures on them. This is perfectly normal and is due to the chemical process followed by cement. It is precisely these imperfections which give these tiles their distinct charm and natural appeal.

WHAT ARE THE BENEFITS OF USING CEMENT?

Cement is incredibly durable. Floors can last up to 60 to 70 years if used and maintained properly. In addition to this, the tiles can be re - polished a number of times during their life and will look as good as new each time this is done. Cement floors can take a lot of wear and tear, and are perfect for high traffic areas.

BFT OFFERS YOU A RANGE OF COLOURS

Our tiles are available in a vast variety of shades which can be combined and paired to create beautiful results. The only exception, however, whenever darker colours (especially black or dark blue) are used in conjunction with lighter colours (especially white), there will be smudging during the polishing process. This is due to the dark pigment being polished off and settling onto the lighter tile. To avoid this, the combination of colours can be changed. Our designer can advice you on this.



WHY ARE THE JOINT LINES VISIBLE ONCE THE TILES ARE LAID?

Tiles are laid very close to each other. Since the joint lines are very fine, it is difficult for the grouting material to stay inside. Some of this material may come out, causing the joint lines to be visible.

Sometimes, free lime left over from the curing process will float to the top of the tile forming a whitish layer on top.

This feature is called efflorescence and is inherent in all cement products. The efflorescence will gradually go away with regular mopping and use of the floor. To remove it more quickly, one can purchase our soap and scrub the floor.

WHAT IS THE TILE POROSITY?

Cement tiles have porosity similar to natural stones. They are not recommended for areas where there will be spillage of oil or masalas. In bathrooms, they should preferably be used in dry areas and walls.

ARE THE BFT TILES SUITABLE FOR OUTDOOR USE?

If the tiles are used outdoors, they will get a weathered appearance and the polish not remain. The recommended use of these tiles is indoors.

CARE AND MAINTENANCE

Avoid using harsh chemicals, phenyl etc. Just use plain water, and most importantly, change the water often during the mopping process. This will keep the tiles clean and indeed, will ensure your tiles gleam more and more over the years.

If you like, you may buy our soap solution and use a small capful in each bucket of water. A small bottle should last you a long time.

INSTALLATION BY CERTIFIED CONTRACTORS

Always have your floor installed by our certified contractor, Gaaia Contractors as they would know all the steps to be taken to produce an outstanding floor. Getting the tiles laid by a non-certified contractor will ruin the tiles. We will take no responsibility for tiles fixed by a non-certified contractor.

DIMENSIONAL TOLERANCES

As a characteristic of cement tiles, there will be dimensional variations both in thickness and right angles.

These have to be adjusted during the laying of tiles by using cement mortar mix instead of adhesive, and also by the skill of the mason in adjusting the pattern to fit properly.

THE BFT PROCESS



01

BLENDING

The pigment composition is a mixture of high quality white Portland cement, marble powder and natural mineral colour pigments. The ingredients are blended together carefully over a period of 3-4 hours to produce the final colours.

02

MOLDING

The colours are filled with hand into a metal mold. The metal mold, containing the desired pattern is handmade from specific design drawings. Handmade cement tiles are unique and are expected to have slight imperfections, which give them character and depth.

03

COMPRESSING

A cork in the form of a strong metal plate is applied at the top of the mold and the tile is pressed using a mechanical hydraulic press. The pressure applied is up to 1-ton per square inch, which produces a compact tile.



04

HARDENING

After pressing, the tiles are removed from the mold and placed on a rack until they harden enough to be moved into a tank of water.

05

HYDROLYSIS

The tiles are cured in water for several days, and not touched, during which they undergo a hydrolysis process and harden into strong concrete.



06

DRYING

They are then removed from the tank, and allowed to further cure in the air, until they are fully ready to be shipped to the customer.

THE BFT STORY

1922

OUR JOURNEY

Jamshed Mehta, a colleague of Mahatma Gandhi, inspired the young Pherozesha Sidhwa by saying "India needs both economic and political independence".

Pherozesha borrowed money, and started a tile manufacturing unit along with nephew Rustom, and friend Jamshed. Thus, in 1922, was born The Bharat Flooring Tile Company. In the fishing village of Mora, Uran, where the family once made liqueurs from fruits and flowers. Without electricity, water or telephone service. With only fishing boats to carry goods and people - when the weather was fair!

1923

OUR FIRST CLIENT SIR COWASJI JEHangIR

Still there after 93 years! Sir Jehangir HC Jehangir testifies "... we are very happy to inform you not only are the tiles still existing and in excellent condition but are much admired by ourselves, by many of our tenants and by visitors to the building. In fact, we like the tiles so much we do not allow them to be replaced by any of our tenants."

1923-1935

THE RAJ ERA

"Equal to the world's best" was the motto. Many princely residences were tiled by the Bharat Tiles Company; amongst them for their Highnesses, the Maharajas of Bansda, Bikaner, Gwalior, Jodhpur, Kolhapur. Umaid Bhavan Palace retains them still and many others. Even the British could not resist using Bharat's 'Swadeshi' tiles in their Governors' houses, Universities, the Mint, and other public buildings!

1950

THE TERRAZZO ERA

Bharat responded with Premium Terrazzo Tiles, made of the whitest stone chips money could buy, as well as chips of the best Italian and Indian marble, providing cool, clean and beautiful Terrazzo or mosaic floors that are cherished even today throughout India.



1999

HERITAGE RENAISSANCE

Rediscovering its original molds and catalogues, Bharat's Heritage™ range was re-launched in 1999 at the first Kalaghoda festival.

Each Heritage™ Tile is handcrafted and then mechanically processed for strength and longevity. Unlike mass produced products, some irregularities in line and some variation in shades are the hallmark and charm of handcrafted products. Continuing the grand tradition of past centuries, even today the tiles are made to order, to satisfy individual design and colour preferences.

2014

BFT+ RANGE

BFT+ is about our constant search for beauty, grace, meaning and an idea.

An idea with modern sensibilities depicted through colours and lines. In the light of our drive and inspiration, we brought in BFT+ Our collaboration with young and visionary designers to create art.

2017

MADE IN INDIA

We have traveled back to our roots and created a tile range inspired by our country's diversity, and rich heritage, cultures and art forms. Every state in India, and every community in every part of the country, has its own unique and fascinating character.

Embodying these, and keeping in mind the specialty of each state, we have introduced our 'MADE IN INDIA' series.

2019

VIRTUOSO

Our experience, quality and integrity has always been greatly complemented by imagination and innovation. This time we collected new age designers to create contemporary art in collaboration with our values and history. Virtuoso, refers to a person with a special knowledge of or interest in works of art or curios. These artists bring you from Contemporary Terrazzo to Seascapes and Brush Stroke to Journey of Strokes, these tiles work individually in the abstract form, but when juxtaposed together, be it with asymmetry or rotation, or come together to form contemporary designs of familiar concepts.

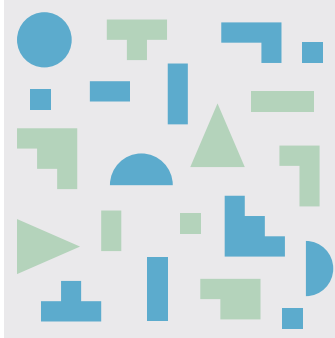




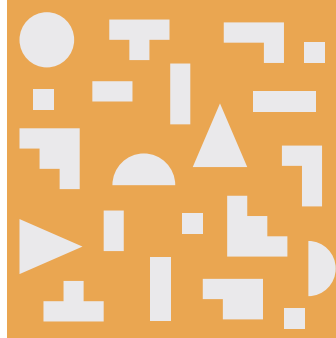
Aniruddh Mehta

Aniruddh Mehta is a Graphic Designer, Art Director and a Visual Artist based out of Mumbai. He runs an independent design studio, Studio Bigfat, and is often known by the moniker 'thebigfatminimalist'. His work has been featured on platforms such as Architectural Digest, Republic, Kyoorious, etc, and has been associated with brands such as Redbull, Adidas, Facebook and more.

Virtuoso range: Contemporary Terrazzo



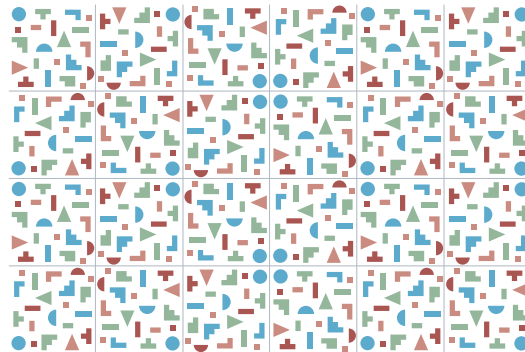
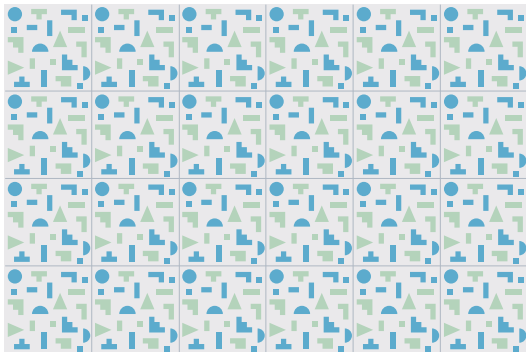
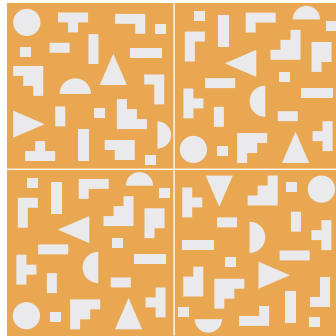
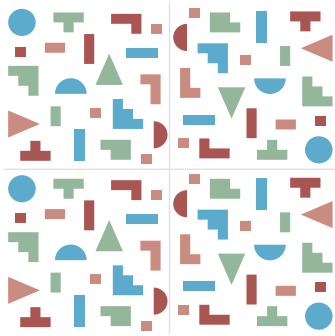
20cm x 20cm



20cm x 20cm



20cm x 20cm



The classic Terrazzo tile is very reminiscent of Indian homes and often associated with nostalgia of an old 'Bombay'. The reimagining of this tile in a modern and contemporary approach is an aim to reintroduce the terrazzo back into spaces, outside of homes and more in tuned with contemporary interior design and architecture - be it co-working spaces or restaurants.

The idea is to take the dispersed layout of the Terrazzo tile and apply a systematic yet playful, minimal and blocky order to its arrangement. The tile comes in a 'Morning' and 'Evening' theme, suitable for a low-lit room or one which basks in the sunlight.



Suzanne Dias

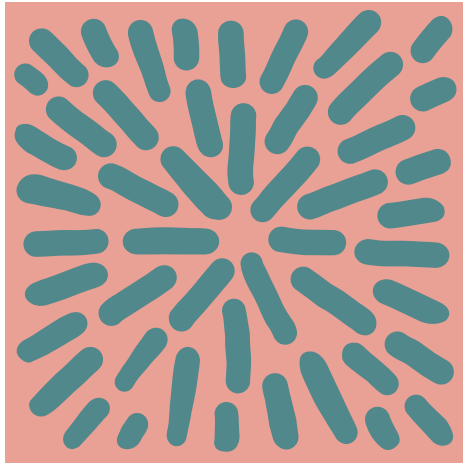
Suzanne Dias an illustrator and graphic designer graduated with a Bachelor's Degree in Graphic Design from Symbiosis Institute of Design.

Her work mainly consists of bold colours, clean lines and elements from nature, people, thoughts and moments. She has been extremely passionate about everything art and design related. She grew up drawing and painting as much as she could and one of her favourite things to do was to paint random patterns on paper. She was always fascinated and inspired by the beauty of nature which has featured heavily in her work as an illustrator.



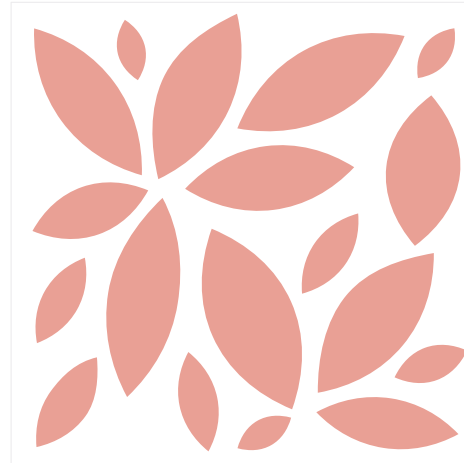
Virtuoso range: Brush Strokes & Petals

Brush Stroke

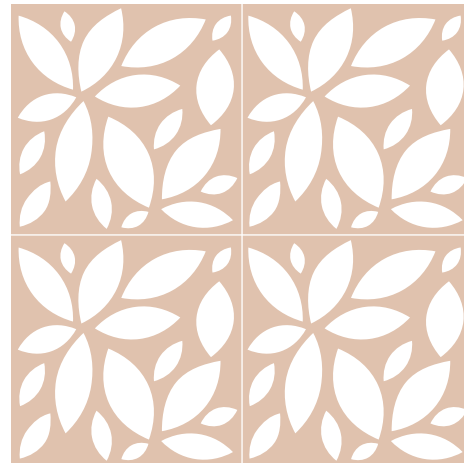
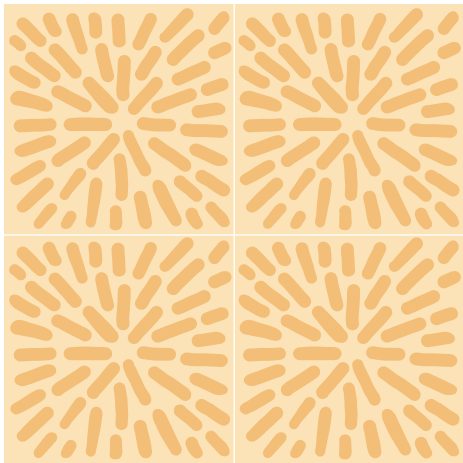


20cm x 20cm

Petals



20cm x 20cm



Brush Stroke tile design is representative of the artist's love for art, texture and pattern. This design was inspired by the crudeness and freedom of brush strokes in abstract art and pencil hatching on paper. It can bring an element of creativity and a laidback, organic aesthetic into every home.

Petal pattern is inspired by elements of nature and reminiscent of fallen autumn leaves or the arrangement of petals in the flower. "Petals" serves as an intricate yet subtle pattern, that brings the beauty of the outdoors, indoors.



Pratap Chalke

Pratap Chalke's daily life is a source of inspiration for his work. As an illustrator, he likes to experiment and try new tools and techniques.

He has worked with brands like Sunsilk, Adidas Original's, Vat69, Godrej and has done some editorial illustrations with Style Magazine- France, Verve Magazine, Caravan Magazine and Gaysi Zine.



Virtuoso range: Journey of Strokes

Scribble

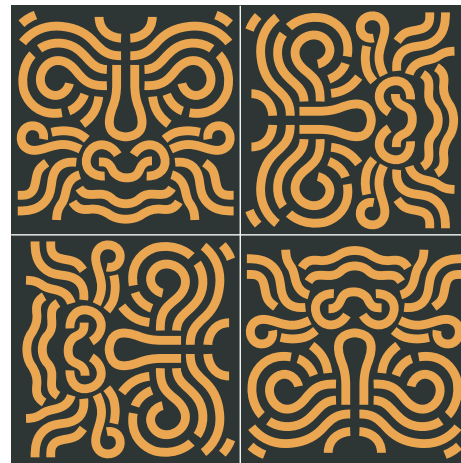
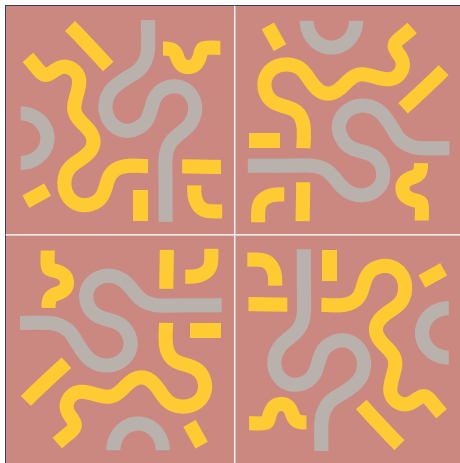


20cm x 20cm

Masks



20cm x 20cm



The artist has explored the journey of strokes with their flow to create these designs. They are an output of his practice of brush strokes with which he has created interesting visuals by strategically composing them. Despite having a simple language he has kept his compositions interesting. In the first design, the pattern consists of abstract strokes and the second design he has turned those strokes into a portrait.

Scribble is a pattern of abstract strokes, he has explored the flow of strokes with these designs.

Masks is Pratap's exploration of symmetric strokes into a portrait. They are an output of his practice of brush strokes with which he has created interesting visuals by strategically composing them.

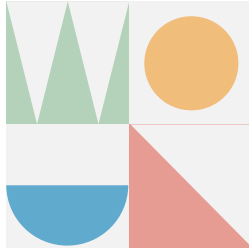


Shweta Malhotra

Shweta Malhotra is a graphic artist/designer based in Mumbai. After working across advertisement agencies and design studios for close to 8 years, she branched out on her own and currently works independently. Her overall design aesthetic is minimal, bold and graphic, a response to the maximalist visual language prevalent in India.

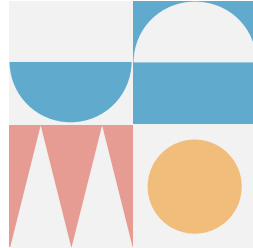
Virtuoso range: Seascapes

Type A



20cm x 20cm

Type B



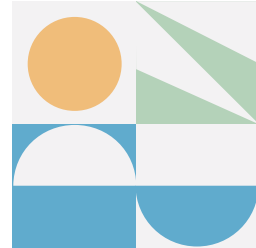
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Type C

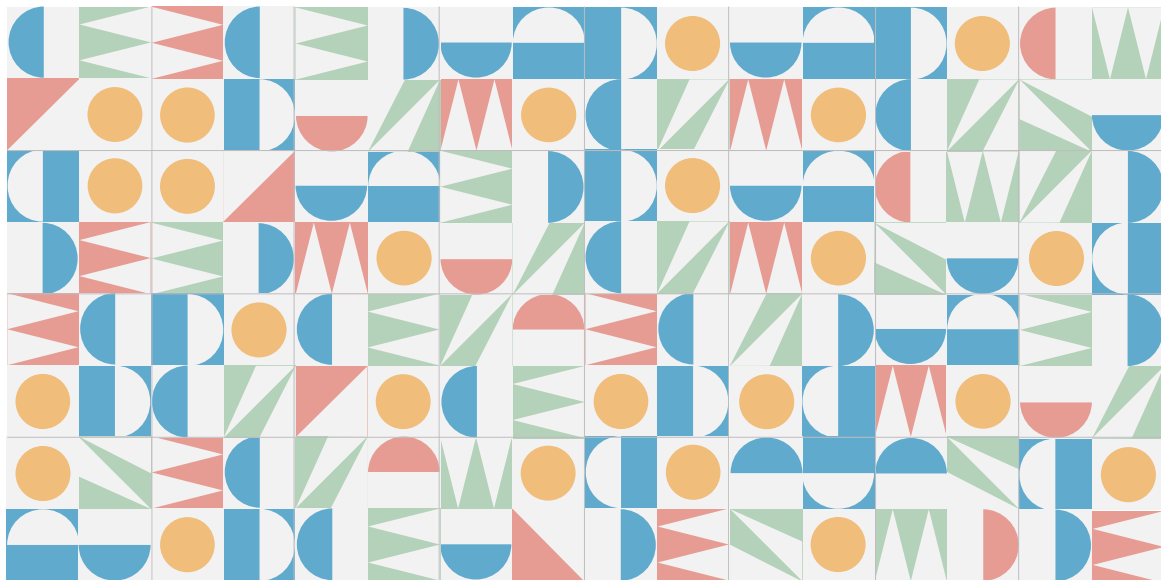
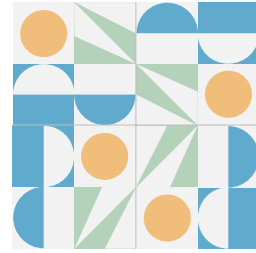
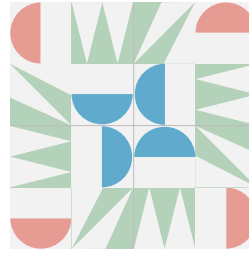
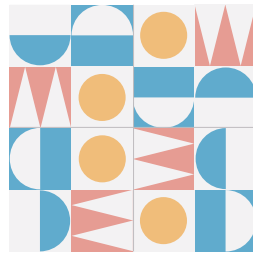
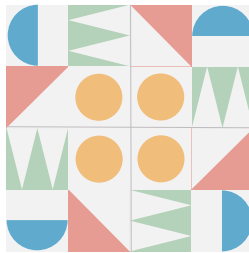


20cm x 20cm

Type D



20cm x 20cm



Seascapes is inspired by the artist's frequent travels to the beach destinations across the world. The collection casts a distinctly geometric and minimalist eye on the scenic elements that make a seascape - the sun, the waves, palm trees and the mountains in the distant horizon.

The patterns formed are distinctly asymmetrical and can be arranged in any combination, perfectly capturing the sunny, easy-going nature of life on the beach.

TECHNICAL SPECIFICATIONS

VIRTUOSO TILES

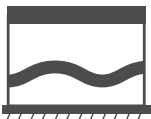
Conforming to IS 1237

TECHNICAL DATA COMPOSITION

Topping White cement, pigment, filler

Backing Grey cement, Stone Grit/Dust

- Topping Layer - 10 mm
- Backing Layer - 13 mm



Wet Transverse Strength
Above 3N/mm²



Abrasion Test
Below 3.5mm



Water Absorption
Below 10%



Standard Size
20cm x 20cm

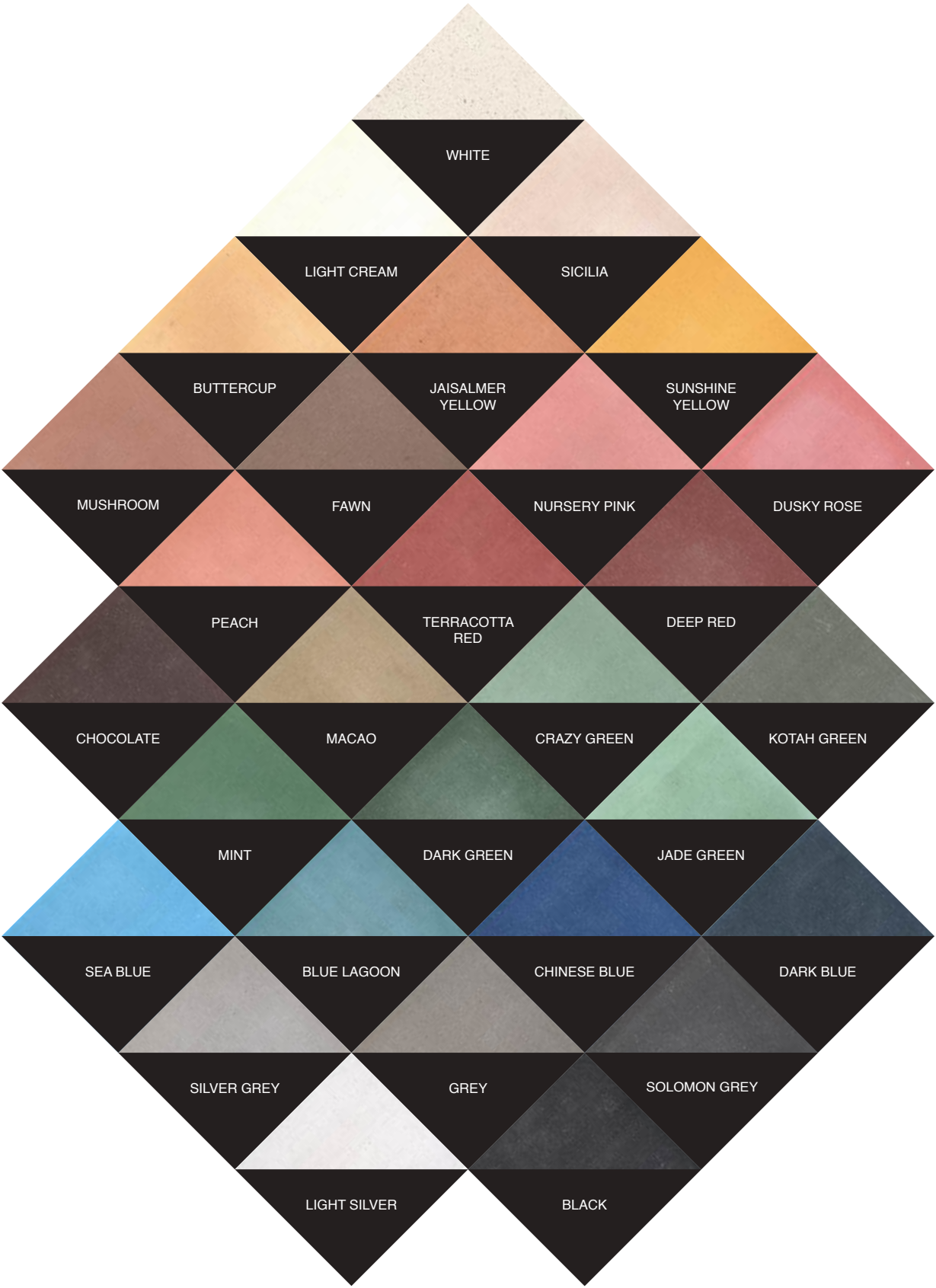


Thickness for Flooring Tile
23mm - 25mm



Thickness for Wall Cladding
16mm - 18mm

COLOUR CHART



These colours are indicative cement colour shades will be slightly different from printed colours. Though we use the finest ingredients and blend with the utmost care, variations in the shades of raw material can lead to variations between batches. These are the hallmark and charm of handcrafted products.

Note: Blue and Green colours are not recommended for use in sunlight.

Bharat Floorings & Tiles (Mumbai) Pvt. Ltd

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