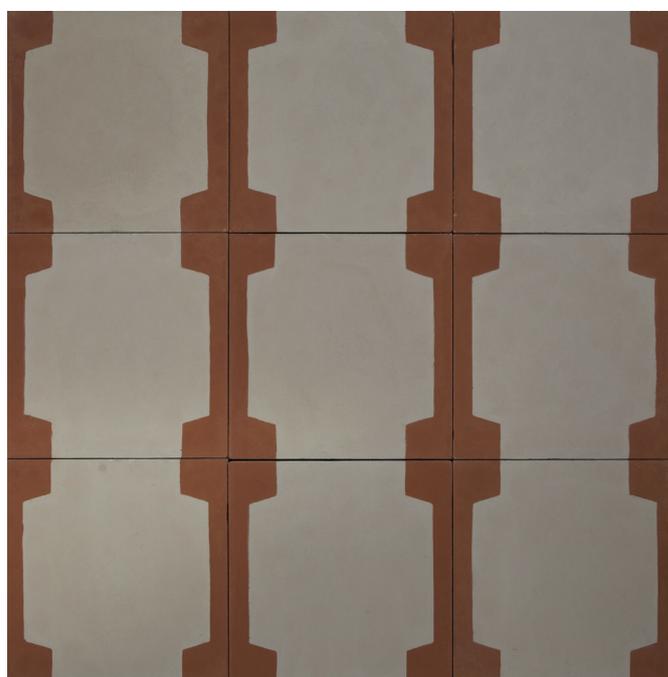
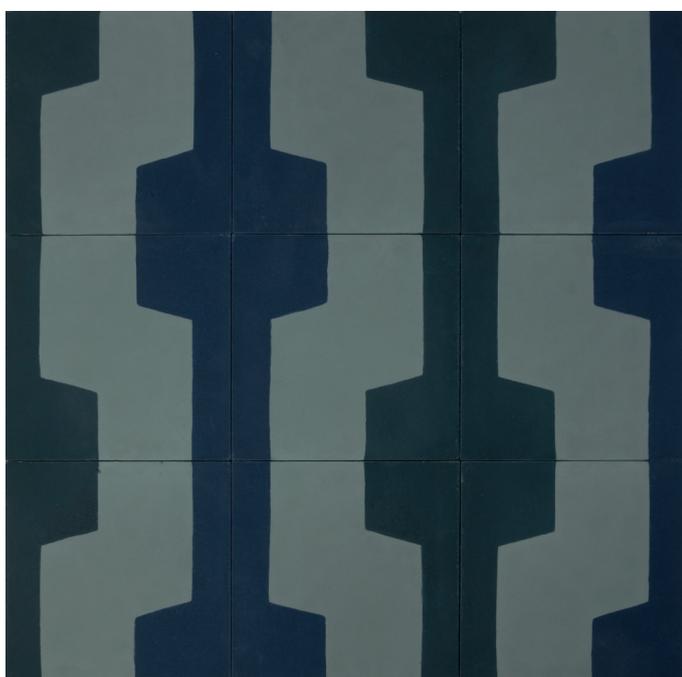




X



RAILS LAUNCHES ITS FIRST TILE RANGE IN COLLABORATION WITH CHIC PARISIAN BRAND LA MAISON BAHYA



Following the success of RAILS, her debut furniture-sculpture range, designer Gwendoline Porte has created a cement tile collection, which echoes the graphic silhouette of her original, highly praised design. Working in conjunction with Parisian tile house La Maison Bahya, whose pieces are all handmade in Morocco, Porte has produced a design that makes a powerful, contemporary impression. The tile range functions beautifully in a variety of schemes, from hallways and bathrooms to kitchens and utilities.

Launching as part of Bahya's spring 2020 collection, the tiles transpose Porte's signature motif in a number of colourways. Turning her hand to a different medium was always an ambition. 'Since the RAILS concept launched, it has proved popular both in residential and commercial projects and it is currently carried in the Design Museum's store in London,' comments Porte. 'So it seemed natural to extend the idea to other formats. Working with Audrey Rode and Alexandre Sopočko at La Maison Bahya to finesse the design was a dream because the brand is a natural fit for us. I enjoy the honest, organic quality of the cement tiles, which are made using traditional methods and they marry perfectly with my simple but graphic designs.'

Adds Rode, 'We are delighted to collaborate with Porte on her distinctive RAILS motif, bringing it to life in an exciting and different format and scale. It's great to see her design reimaged within the context of the texture and artisanal qualities of our cement tiles.'

THE NEW TILE RANGE WILL BE AVAILABLE TO BUY ONLINE AT MAISON-BAHYA.CO.UK AND COST £168 PER SQUARE METRE.
DIMENSIONS: 20 X 20 CM
THICKNESS: 12 MM (WALLS) OR 16 MM (FLOOR)



Rail 2A - Peacock 1 / 35 1 / Aqua 1



Rail 2B - Aqua 1 / 35 1 / Peacock 1



Rail 1 - Peacock 1 / 35 1 / Peacock 1



Rail 1 - 35 1 / Peacock 1 / 35 1



Rail 1 - Tangerine 2 / Blush 6 / Tangerine 2



Rail 1 - Blush 6 / Tangerine 2 / Blush 6



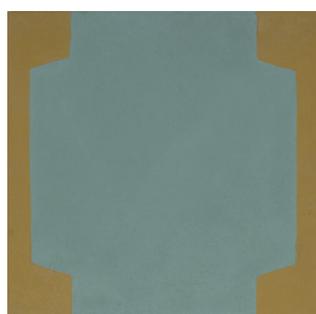
Rail 1 - Aqua 1 / Mustard 2 / Aqua 1



Rail 1 - Mustard 2 / Aqua 1 / Mustard 2



Rail 1 - 35 1 / Mustard 2 / 35 1



Rail 1 - Mustard 2 / 35 1 / Mustard 2



Rail 1 - Blush 6 / Mustard 2 / Blush 6



Rail 1 - Mustard 2 / Blush 6 / Mustard 2

ABOUT MAISON BAHYA

Maison Bahya has been producing cement tiles since 2015, with Audrey Rode and Alexandre Sopoçko at the helm. Each range is designed in their Paris atelier and handcrafted in Moroccan workshops using traditional methods. The studio collaborates regularly with creators, designers and customers to develop exclusive collections in a range of bespoke finishes and colours.

ABOUT GWENDOLINE PORTE

Gwendoline Porte is a French interior designer, born in 1974, who lives and works in London.

She spent her childhood under the Caribbean sun and the shade of palm trees, growing up barefoot, in contact with warm sand and the colonial houses of Guadeloupe. As an adult, she moved to Paris to study and work as a PR in fashion, events, arts and digital marketing. She then moved to London, whose cosmopolitan nature she embraced.

Porte recently graduated in Interior Design at Chelsea College of Arts, UAL, receiving the Dean’s Award for her work. RAILS, designed as a functional sculpture, was inspired by a cross section of railway tracks and aims to capture the essence of life’s journey. It has been exhibited at Decorex London, Paris Design Week, the Decorative Arts Museum in Berlin, London’s Clerkenwell Design Week 2019, London Design Fair, 100% Design and Pierre Frey’s Design Centre Chelsea Harbour showroom.

PRESS ENQUIRIES:

BAHYA
 contact@maison-bahya.com
 m. +33 (0)9 82 46 20 84
maison-bahya.com

RAILS Edition
 contact@gwendolineporte.design
 m. +44 78 9699 6119
gwendolineporte.design



bahya_tiles
 rails_edition