



TOUCHSTONES OF ITALIAN STYLE

Like the legendary high-performance sports cars from the company founded by Ferruccio Lamborghini, ceramic tiles created by the automobile entrepreneur's son, Tonino, are stunning to behold, impeccably engineered and coveted by the international design cognoscenti.

WRITTEN BY { BONNIE DAVIDSON



From the same design DNA that first produced the most drool-inducing Italian speed kings of the road comes the Tonino Lamborghini Luxury Surfaces line of ceramic tile—high-end wall and floor coverings that, for the first time, are available to designers and consumers in this country through Tile Doctor, the exclusive agent in the United States.

Part of the luxury lifestyle brand created in 1981 by Tonino Lamborghini, son of sports car visionary Ferruccio Lamborghini, Tonino Lamborghini Luxury Surfaces consists of 14 collections inspired by prominent Formula One racing circuits, including Indy, Interlagos, Le Mans, Long Beach, Marina Bay, Monte Carlo, Montréal, Silverstone, Nürburgring and Estoril.

 Tonino Lamborghini



BATHROOMS

Designs range from dramatic geometrics to abstracts, street art to marble- and granite-like veins, bold and flashy to neutral and serene. Elements linked to luxury sports cars—carbon, steel, shiny wood, copper and rose gold—are incorporated into some of the designs. Individual tiles inscribed with the iconic image of a charging bull—the logo of the Lamborghini family, said to represent consistency, fortitude and power—are strategically placed on each wall, floor or other surface.

Born in Cento, Italy, in 1947 into a family famous for its achievements in the mechanical and automotive sector, Lamborghini took off in his own direction in 1981. “At the time, I was assisting my father in the family group, but I felt



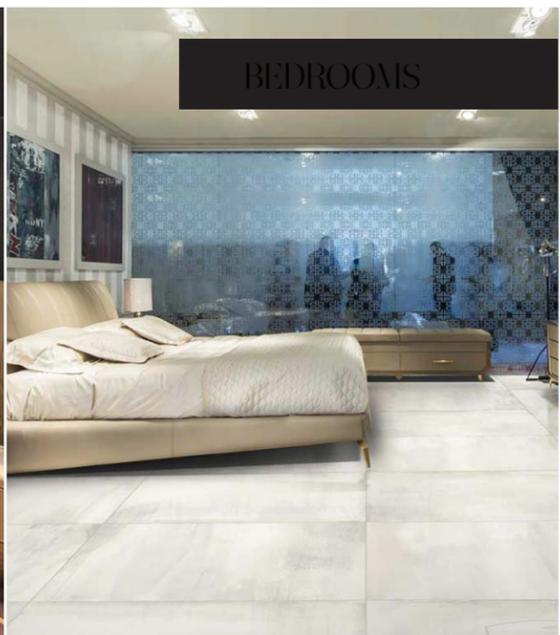
ENTERTAINING



the need to do something exclusively of my own, different from the world of engines,” he said. “I have always been interested in design and accessories. I really liked brands like Gucci and Hermès and I was inspired by them to create an activity with signature branded products. Just as Gucci was inspired by the equestrian world with iconic elements, such as a bracket or a bite, I took inspiration from the bearing, the piston, the springs, the suspensions.”

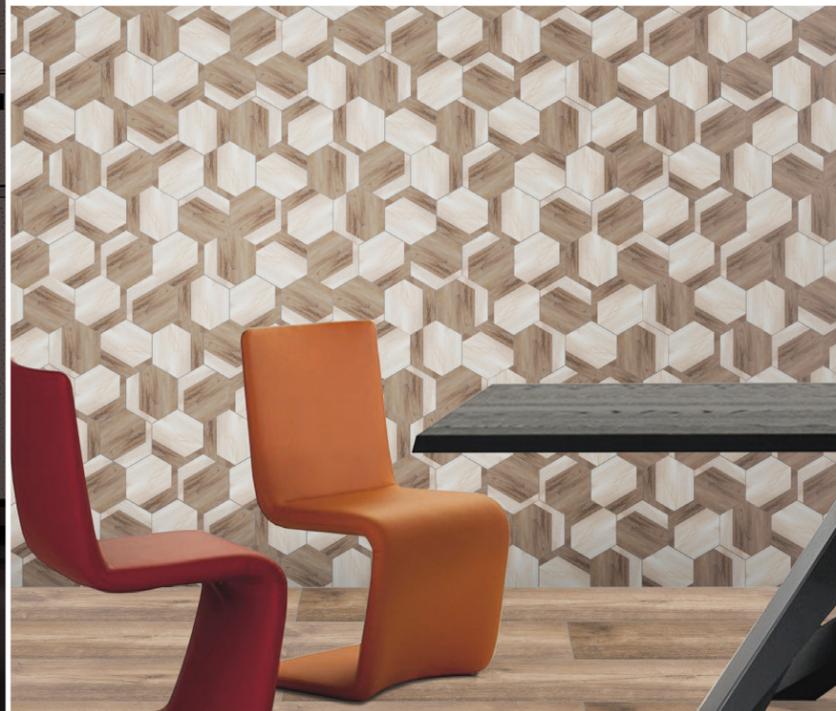
Thus, Lamborghini entered the luxury world with his characteristic sky-high standards, uncompromising spirit and razor-sharp focus on innovation. His eponymous company went on to introduce not only ceramic tiles, but also Tonino Lamborghini-branded watches, eyewear, smartphones, perfumes, furniture, clothing, sports accessories, golf and utility carts, beverages and energy drinks, cafes and restaurants, and, most recently, five-star hotels and real estate projects.

His nascent luxury hospitality brand, Tonino Lamborghini Hotels and Resorts, is geared toward the world’s most demanding clientele. The first exclusive properties are all located in China—Suzhou, Kunshan, Huangshi and Changde. Plans are in the works to expand further across Mainland China, as well as into Cambodia, Macau and Saipan in the Northern Mariana Islands.

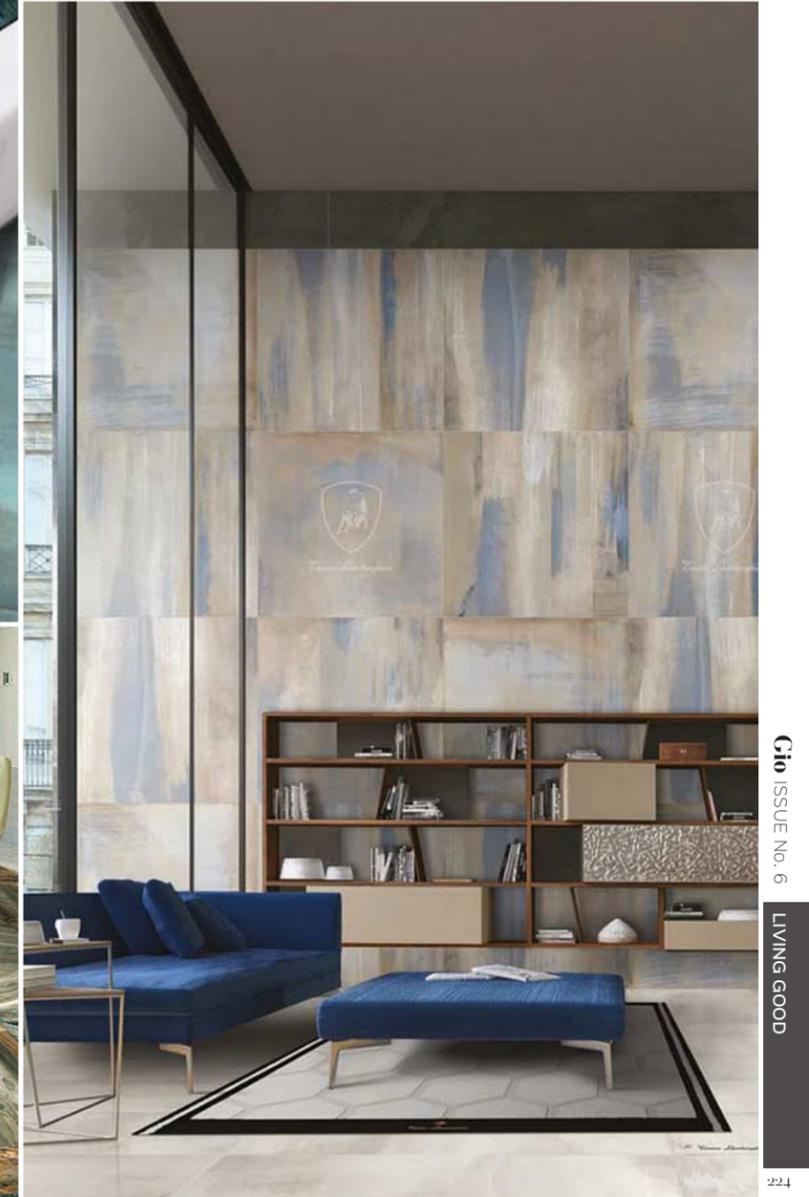


BEDROOMS





In addition, Tonino Lamborghini has his eye on branded luxury residential properties, which are a growing international trend. He's currently working with Chinese developer Oriental Pearls on Tonino Lamborghini Residences Dubai, a 4.6-million-square-foot Royal Pearls master-planned community located in Dubai's Meydan One district. Construction is underway on the development, which represents a total investment of \$6 billion; the first of four phases is expected to be completed by the third quarter of 2020, with total completion by 2024. All 7,500 premium residences will be completely outfitted with Tonino Lamborghini products, including ceramic tiles in the bathrooms, kitchens, living rooms, bedrooms and common areas. Also in development is a 65-story branded residential beachfront tower in Marina de Camboriú, one of the most exclusive luxury holiday resort areas in Brazil.



The goal is for residents to enjoy a complete Tonino Lamborghini lifestyle experience. "I hope my clientele understands my personal vision behind all my branded products," Lamborghini said, "to spread the passion and spirit of Italy with unique and distinctive products, inspired by Italian industrial design and the Lamborghini family mechanical heritage." *Che bella vita!*

tiledoctor.com, lamborghini-tiles.com