



*the
incidental
collection*

The Incidental Collection is an initiative of FCML's Design Initiative (FCDI) for FCML surfaces, adding another dimension to interior spaces through a fresh collaboration with fashion designers. With this collection we aspire to bring to our diverse audience curated designs on tiles by India's renowned fashion designers from the traditional design patterns of JJ Valaya, to Abraham & Thakore's earthy and geometrical designs to Péro's delicate, floral and bright patterns.

"FCML has been a luxury lifestyle retailer in the interior spaces since 2001, we truly felt that collaborations between different design disciplines is quintessential for the enhancement of the overall industry. We believe that rather than creating in silos, collaborating across streams will help harness synergies that will result in higher and more efficient design at mass industry levels", Abhinav Khandelwal, Managing Director, FCML .

"These bespoke walls and floors have been created in stoneware porcelain by an amalgamation of art, ceramic techniques and design. What I see today is that a gap needs to be filled in the design world, keeping this ethos in mind, we have tried to recast this historical surface into a new design avatar which is extremely versatile and timeless", Poonam Gupta, Director, FCML Surfaces

The design narrative of The Incidental Collection is based in tessellations in which the permutations and combinations of different shapes are closely fitted together, which can be used differently to create bespoke wall art and surfaces in every space. Inspired by the visual imagery of the fashion designers, FCML's technical knowledge, and experience for the requirements for the luxury market these tiles are made in India with unique and unusual techniques and fine tuned by hand, taking innovation to its threshold.



jj valaya
jj valaya

"Gulistan came out of my love for flowers and literally means the garden of flowers. The Mughal era represented flowers in many interesting ways, especially in miniatures. I have picked up the floral element from Indian miniatures with 3 distinct interpretations within this collection, each has a floral connotation interpreted very differently."

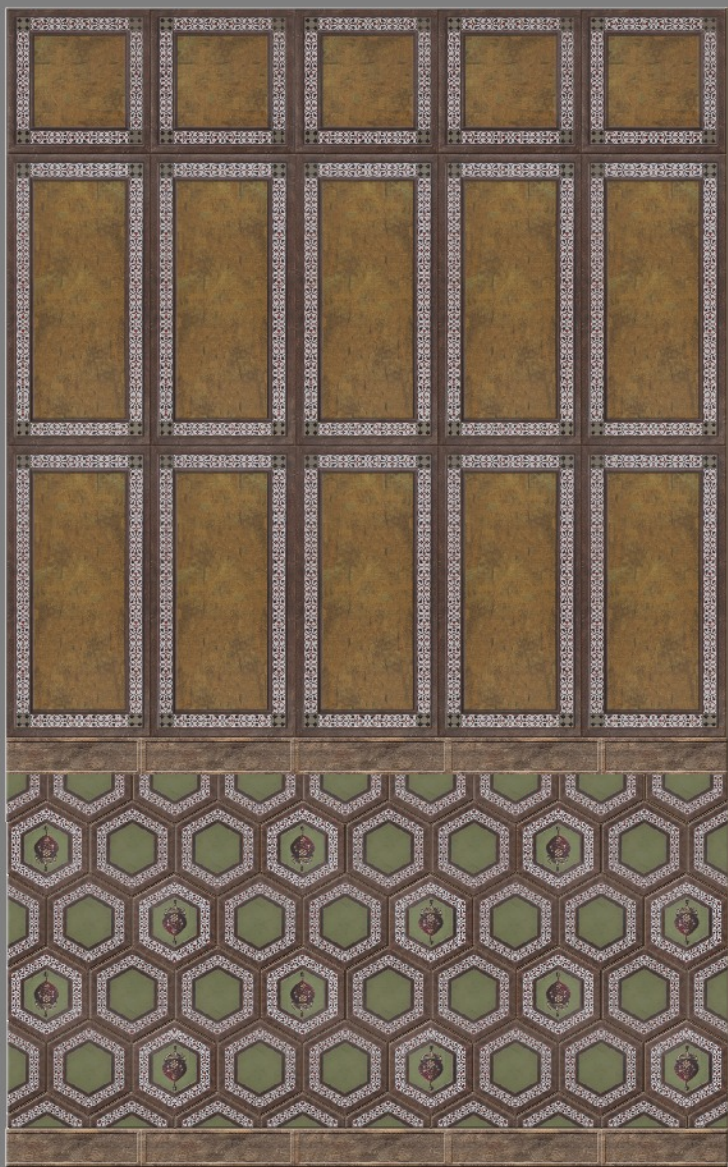


The Gulistan Collection 1

Inspired by Mughal miniatures, this collection has the finest influences in design from the Islamic and the Mughal world. Gulistan comes from the love of flowers, where each floral connotation is interpreted differently, to create a dramatic statement in wall art.



Gulistan Collection 1 | Tessellation 1



Gulistan Collection 1 | Tessellation 2

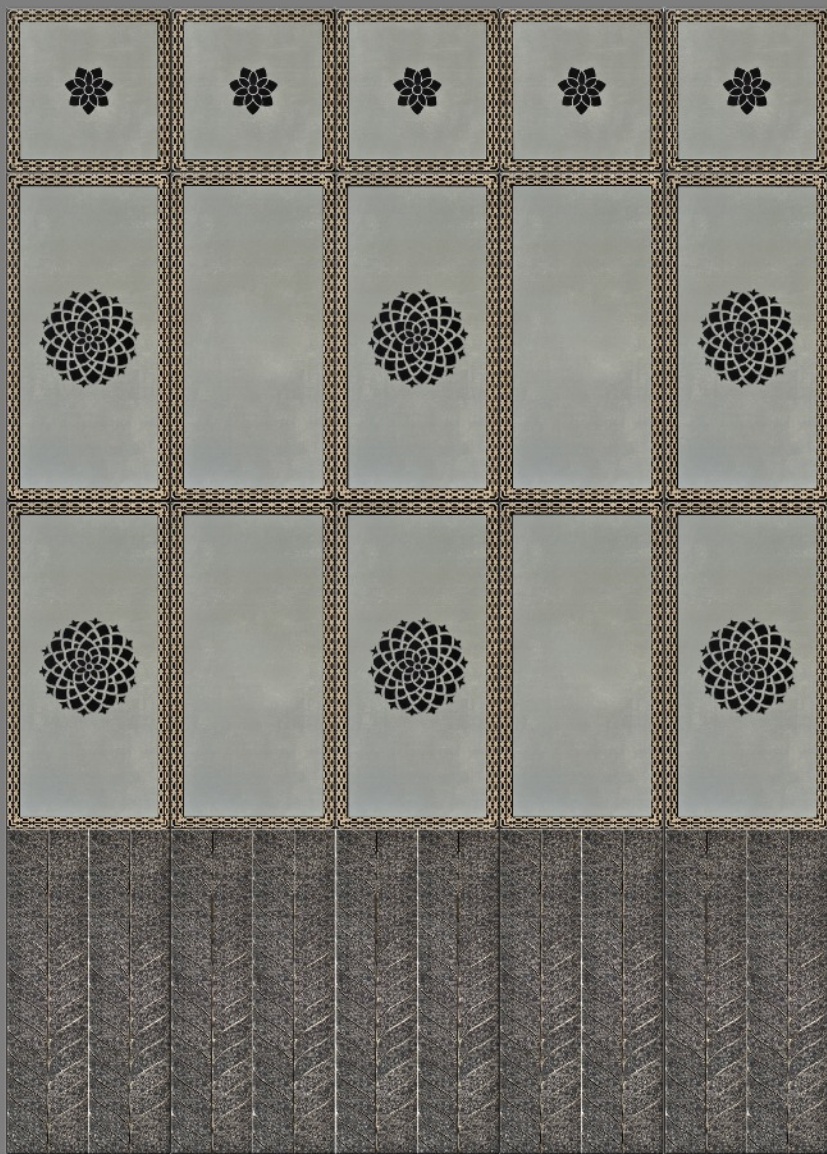


Gulistan Collection 1 | Tessellation 3



The Gulistan Collection 2

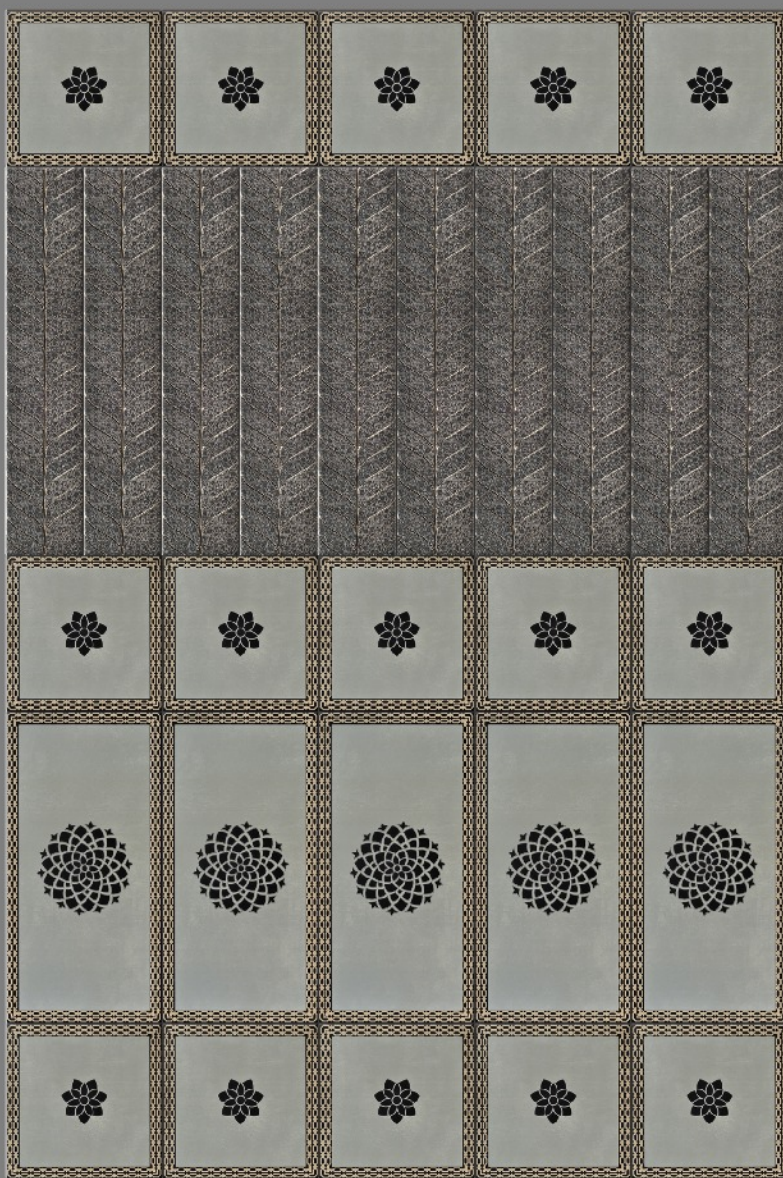
Floral motifs with mughal miniature undertones have been used, which is a contemporary interpretation of a flower in a sumptuous stoneware medium. It is a play between neutrals and colours, with the beiges, ivories and greys in accents that create an element of surprise in different interior spaces.



Gulistan Collection 2 | Tessellation 1



Gulistan Collection 2 | Tessellation 2



Gulistan Collection 2 | Tessellation 3



The Gulistan Collection 3

This collection can be used as wall art, with elements that have endured the test of time, creating a quirky and artistic experience in different interior spaces. The signature Valaya design sensibilities uphold the belief that any modern space requires an effective mix of the eclectic with modern.



Gulistan Collection 3 | Tessellation 1



Gulistan Collection 3 | Tessellation 2

elements
jj valaya

jj valaya

the gulistan collection 1



Mughal SQB
30x30 cm



Mughal SQ
30x30 cm



Mughal RTB
30x60 cm



Mewar SQB
30x30 cm



Mewar SQ
30x30 cm



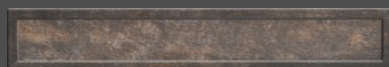
Mewar RTB
30x60 cm



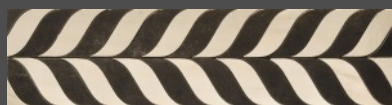
Qibla HX
19.2x22.1 cm



Qibla HXB
19.2x22.1 cm



Chakdar Jama Wooden
7.2x60cm



Jama Pattern
15x60 cm



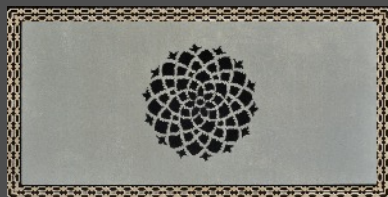
Chakdar Jama Border
3.5x60 cm



Bird & Leaf Set
30x120 cm (2 tiles set)



Mogul Mughal Rectangle (Concrete)
30x60 cm



Mogul Mughal Rectangle (Concrete)
30x60 cm



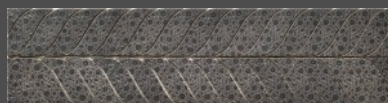
Mogul Mughal Square (Concrete)
30x30 cm



Mogul Mughal Square (Vulcano)
30x30 cm



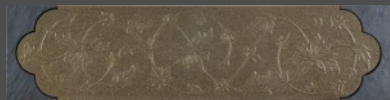
Silver Mughal Leaf (Concrete)
15x60cm



Grey Mughal Leaf (Vulcano)
15x60cm

jj valaya

the gulistan collection 3



Bronze Mughal Dome
15x60cm



Silver Mughal Dome
15x60cm



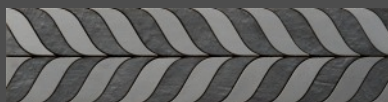
Bronze Mughal Rectangle
30x60cm



Silver Mughal Rectangle
30x60cm



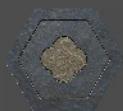
Black & Bronze Leaf
15x60cm



Black & Silver Leaf
15x60cm



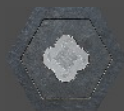
Bronze Hexagon
15.8x18.2 cm



Black & Bronze Hexagon
15.8x18.2 cm



Silver Hexagon
15.8x18.2 cm



Black & Silver Hexagon
15.8x18.2 cm



jj valaya
Fcml Surfaces | Sultanpur, New Delhi



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Techniques:

These bespoke walls and floors have been created in stoneware porcelain by an amalgamation of art, ceramic techniques and design. We have recast this historical surface into a new design avatar which is extremely versatile and timeless. We have experimented with unique and unusual techniques, taking innovation to its threshold, with a look that has never been seen before.

For instance, in Gulistan Collection by JJ Valaya, layering of multiple techniques such as etching, sand blasting, digital embossing, has resulted in a formulation where the process and its order in priority of application is the key to eye catching detail. In Green by Abraham & Thakore, we have played with manual pigment applications and hand screen methods, retaining the shades of leaf green in its depth and texture. In Kintsugi by pero, Japanese patterns tumbled at a shorter speed over longer time frames created in a format never seen before - which can be used with or without grouting on floor or wall.

The narrative was to bring together different design aesthetics and philosophies, creating unique design schemes on a similar product base and catering to a complete audience in this segment.

Creating a healthier ecosystem

The beauty of the Incidental Collection is matched by its eco-friendliness. With this collection we seek to beautify your space as naturally as possible where each tile has been designed using raw materials, pigments and base tiles which are lead free, the silk screens made are biodegradable. The energy efficient third firing processes have been fuelled by clean piped natural gas. The waterjet cutting process uses recycled water. Rain water harvesting is practiced at the OEM facility. The packaging has been designed using recycled cardboard boxes with design that supports safe delivery.

#TheIncidentalCollection
#FCML
#JJValaya
#ilovepero
#Abraham&Thakore
#GulistanCollection
#Green #ArchitecturalPatchwork
#Love&Peace
#Kintsugi
#VintageGarden
#StoriesOnATeliaRumal
#Fashion
#Interiors
#MakeInIndia
#Design
#Tiles
#Contemporary
#India



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<https://in.pinterest.com/FCMLSurfaces/the-incidental-collection-jj-valaya-gulistan-3/>

fcml surfaces

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