

GLOSSARY OF TERMS

Art Tile. Motawi's line of multi-colored or polychrome tile; they can be displayed as art in frames or on easels, used as accent tiles for installations, or simply hung on the wall

Bisque. Unglazed tile; Motawi's clay recipe fires to a bright white bisque before glaze colors are applied

Bulb Glaze. The method by which glaze color is applied to Art Tiles using a bulb syringe

Ceramic Tile. Tile made from clay that is permanently hardened by heat, usually by firing in a kiln

Clay. Primary ingredient for making tile; Motawi's clay is manufactured by our sister company, Rovin Ceramics, and results in a bright white base for our tiles

Collage. An installation composed of a variety of tile shapes and sizes in an apparently random style layout

Colorway. A combination of glaze colors in which a particular Art Tile or a series of tiles is available

Cuenca. Spanish for 'basin', this is the name of the centuries-old technique Motawi uses to create multi-colored or polychrome Art Tiles

Decorative Tile. Any tile that features an image or scene; both Art Tile and Relief Tile are considered decorative

Dip Glaze. The method by which glaze color is applied to Field and Relief tiles; tiles are dipped individually into a bath of liquid glaze color

Edge Glaze. A tile detail where the glaze color completely covers the edge of the tile, used for exposed edges on installation projects

Field Tile. Single-colored tile that features no decorative element and is used for installations; Motawi's Field Tile has a unique appearance and comes in a variety of sizes and shapes

Firing. The process of heating tile in a kiln; Motawi fires each tile twice: first to harden our clay into bisque, and second to melt our glaze, forming a smooth hard surface coating

Glaze. The liquid colorant used on tiles; see the Glaze section to view glaze color options for Field and Relief tile

Glaze Range. Sample tiles of a particular glaze color, showing the acceptable variations in shade, hue and surface quality that are intrinsic to the beauty of Motawi's glazes

Grout. The cementitious material that fills the spaces between tiles and holds them in place (aka mortar)

Grout Joint. The spacing between tiles, to be filled with grout; Motawi recommends a 3/16" grout joint

Kiln. A type of furnace or oven used for baking clay into tile; Motawi's kilns fire at temperatures ranging from 1900 to 2400 degrees Fahrenheit

Mesh-Mount. A method of attaching tiles to a mesh screen to ease the installation process. Motawi's Mosaic patterns are sold mesh-mounted.

Modularity. The sizing of our tiles, allowing them to fit together as expected; for instance, two 2x2's separated by a grout joint can be substituted for one 2x4 tile, and four 3x3's separated by grout joints can be substituted for one 6x6 tile

Molding. Type of Relief tile that is shaped to be used as architectural ornamentation, such as chair rails, base moldings, crown moldings and liners

Mosaic. A repeating pattern created by very small tiles; Motawi offers two standard mosaic patterns, and custom options are also available

Mural. An artwork formed by a series of decorative tiles abutting each other to create one overall image, such as Motawi's Pine Landscape Mural

Nominal Size. A tile size "in name only" that is used for identification and differs from the actual tile dimensions. Motawi's actual tile dimensions take into account a 3/16" grout joint; thus a nominal 3x6 tile actually measures 2-13/16" x 5-13/16" and a nominal 4x4 actually measures 3-13/16" x 3-13/16"

Overage. Additional tile ordered to ensure a smooth and timely installation in case of breakage; overage of Motawi's Field Tile also allows for better glaze color range selection

Polychrome. Another name for multi-colored Art Tile

Production Lead Time. The time it takes to produce a tile project, from the point that it is ordered until it is ready to ship

Relief Tile. Single-colored decorative tile, where the image is either carved into the tile surface, sculpted above the tile surface, or a combination of both

Rovin Ceramics. Motawi's sister company that produces our clay; Rovin also sells clay, glaze and supplies to ceramic artists and educators

Sealant. Material applied to the tile surface during installation forming a stain resistant shield

Subway Tile. A style of tile that mimics the 3x6 white glazed ceramic tiles used on the walls of the New York City subway stations in the early twentieth century

Tape Face. An installation technique whereby masking tape or painter's tape is used to cover the surface of decorative tile, protecting the surface during grouting

Thin-set or Mastic. The adhesive used to attach tiles to a surface for permanent installation

Wallpaper. A repeating and continuous tile pattern used to create large decorative areas

Our Aesthetic Influences:

Arts & Crafts Movement. An international design period encompassing decorative and fine arts that flourished in Europe and North America from about 1870 to 1920. This social and artistic movement was characterized by a return to handwork, skilled craftsmanship, and attention to design in the decorative arts, in contrast to the mechanization and mass production of the Industrial Revolution. Motawi Tileworks has an extensive collection of decorative tiles in the Arts & Crafts style.

Charley Harper (1922-2007). A Mid-Century illustrator celebrated for his minimalist renderings of the natural world and best known for his highly stylized wildlife prints, posters and book illustrations. Motawi Tileworks has the exclusive license to create tiles using Charley Harper's designs.

Dard Hunter (1883-1966). A leading artisan and writer of the Arts & Crafts Movement. Motawi Tileworks has drawn inspiration for several tile designs from a series of Dard Hunter illustrations.

Frank Lloyd Wright (1867-1959). America's most famous architect, he was considered a pioneer whose ideas were well ahead of his time. Wright designed many detailed elements within his buildings (light fixtures, windows, rugs) to be in harmony with humans and the natural environment, a philosophy he called organic architecture. Motawi Tileworks has the exclusive license with the Frank Lloyd Wright Foundation to create tiles inspired by his designs.

Louis Sullivan (1856-1925). An American architect who was both the "inventor" of the skyscraper and a mentor to Frank Lloyd Wright. Sullivan's unique use of building ornamentation was inspired by nature and based on organic, natural forms such as plants, leaves, or floral patterns. Motawi Tileworks has a line of decorative tiles based on the work of Louis Sullivan.

Mid-Century Modern. A distinctive style of architecture, furniture and graphic design from the middle of the 20th century (roughly 1933 to 1965) characterized especially by clean lines, organic and streamlined forms, and lack of embellishment. Motawi Tileworks has a collection of decorative tiles inspired by Mid-Century Modernism.