

pophamdesign

A
Tale
of Tiles

WHERE MODERN DESIGN MEETS
TRADITIONAL MOROCCAN
CONCRETE TILES

“Globally, there’s been a renewed drive toward slow design, the handmade and small-batch, in which provenance is as celebrated as the finished product.”

Tara Stevens, Conde Nast Traveler





PRESENTING POPHAM

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popham design

Founded in 2007 by Americans Caitlin and Samuel Dowe-Sandes, popham design is a design studio and bespoke tile workshop based in Marrakech, Morocco. The company designs and manufactures handmade, turning out about 1 million handcrafted tiles per year. popham design tiles are exported throughout the world, adorning luxury hotels, restaurants and residences from San Francisco to Sydney. The idea for popham design was simple: to celebrate and maintain a traditional artisan craft, while updating it with modern patterns and color combinations.

The collection draws inspiration from Morocco and its rich history of pattern, along with influences as diverse as the pattern of raindrops cascading down a windowpane, the shadow cast by a palm tree under the blazing African sun, or a delicate crescent moon aloft in a velvety sky.



Photo by Nicolas Matheus





Our Workshop

Concrete tiles are part of the cultural and artistic heritage of Morocco. popham design is fortunate to have an enviable team of master artisans, many of whom have 20+ years experience in their craft. We're not kidding when we say that our tiles are handmade, each and every one, individually; a labor of love that takes three to five minutes per tile.

Tucked away in an olive grove on the road to the Atlas Mountains, the popham design workshop aims to respect the Moroccan countryside, treading as lightly as possible on the earth, and strives to implement eco-friendly policies wherever possible. This includes water filtration and rainwater reclamation systems, over 95% locally sourced materials, recycled packaging, and solar-heated showers for the team.

Photo by Brita Soennichsen





popham design



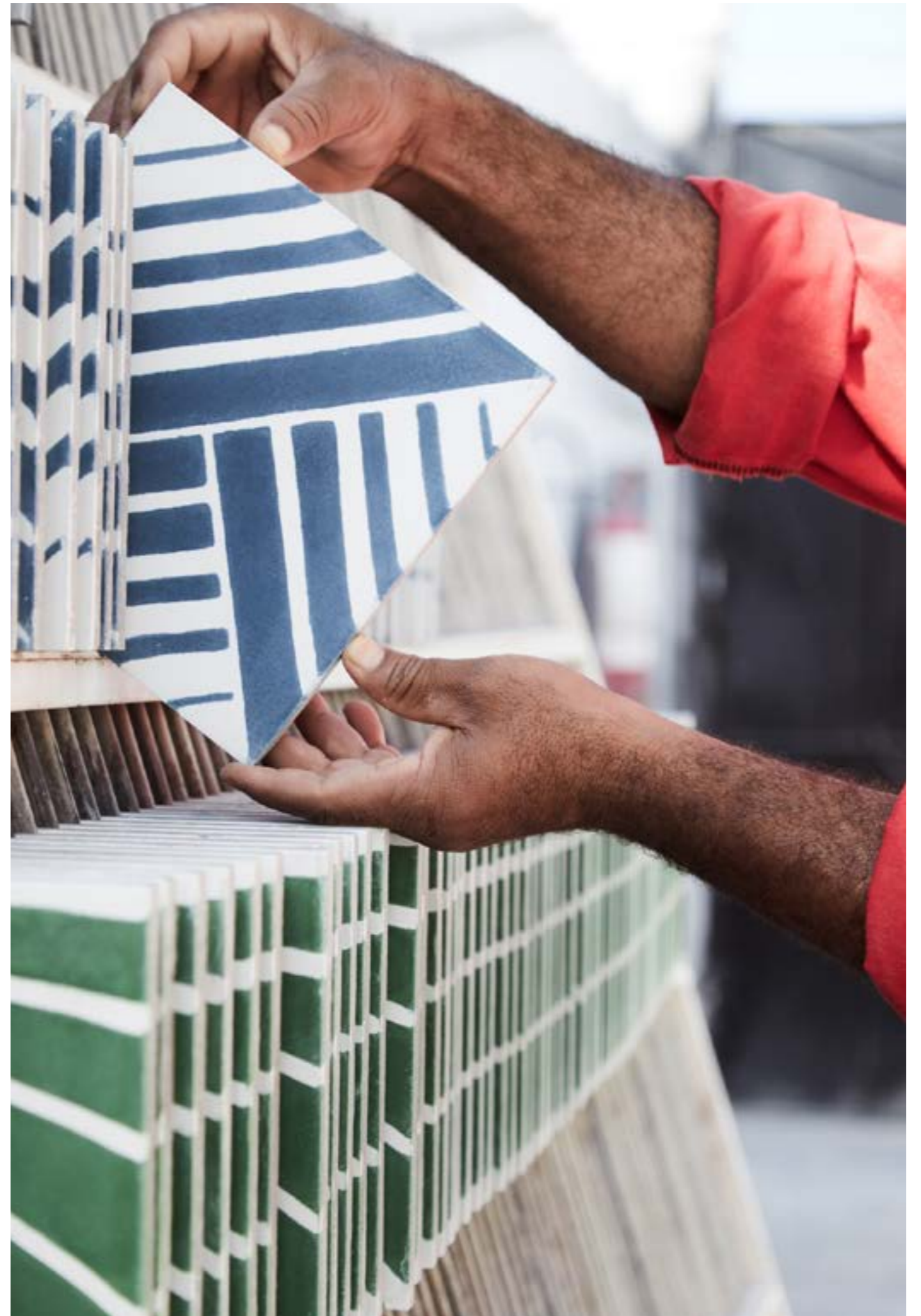
Our Concrete Tiles

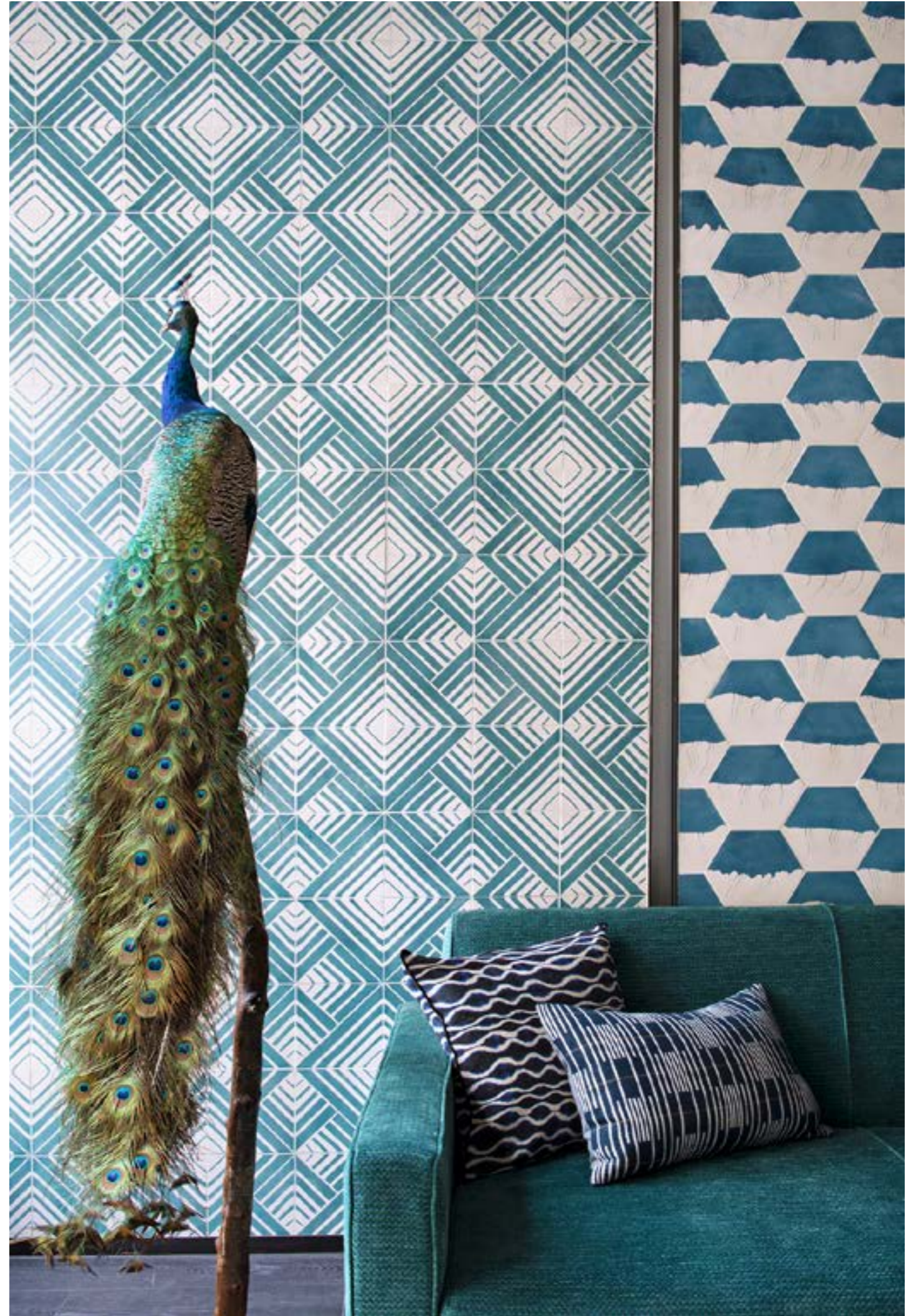
Concrete tiles were developed by the French in the 1860s. Not a lot has changed in the ensuing 160 years apart from advances in the primary materials and of course the advent of electric presses, and perhaps most importantly, design. Concrete tiles are made from Portland cement, marble powder, pigments and in the case of popham tiles, some additives to increase strength and decrease porosity.

Like the best handmade products, our tiles are perfectly imperfect. One of the appealing aspects is the fact that no two tiles are ever the same. Given the ingredients and the handmade production, there are a few things you should expect: subtle color and line variation, mild differences in dimensions and thickness, small bumps, and occasional chipped or irregular edges. These subtle variations and irregularities are a natural aspect of our handmade product, lending an authentic charm to every installation. When considered tile by tile, the variations can be alarming, but a tile installation is the sum of its parts. When dispersed across a floor or wall, the variations result in depth and movement. Also, concrete tiles improve with time and wear, acquiring an exceptional patina and singular texture.

Our tiles are pressed in a hydraulic press, so very little energy goes into their production. They are cured and then air dried, and contain no lead or other harmful toxins. They are suited for commercial and residential applications – walls and floors – and perform very well with radiant heat.

popham design ENVELOPE in Marine/Milk and SUNSHINE in Lawn/Milk





We prize all things hand-crafted & customizable. With popham, you can order any pattern in any combination of colors!



popham design WHISKEY (floor) in Smoke/Kohl/Biscuit and DIAMOND IN THE ROUGH (wall) in Smoke/Biscuit/Kohl



popham design HEX EXPLODED STARBURST in Kohl/Biscuit/Milk

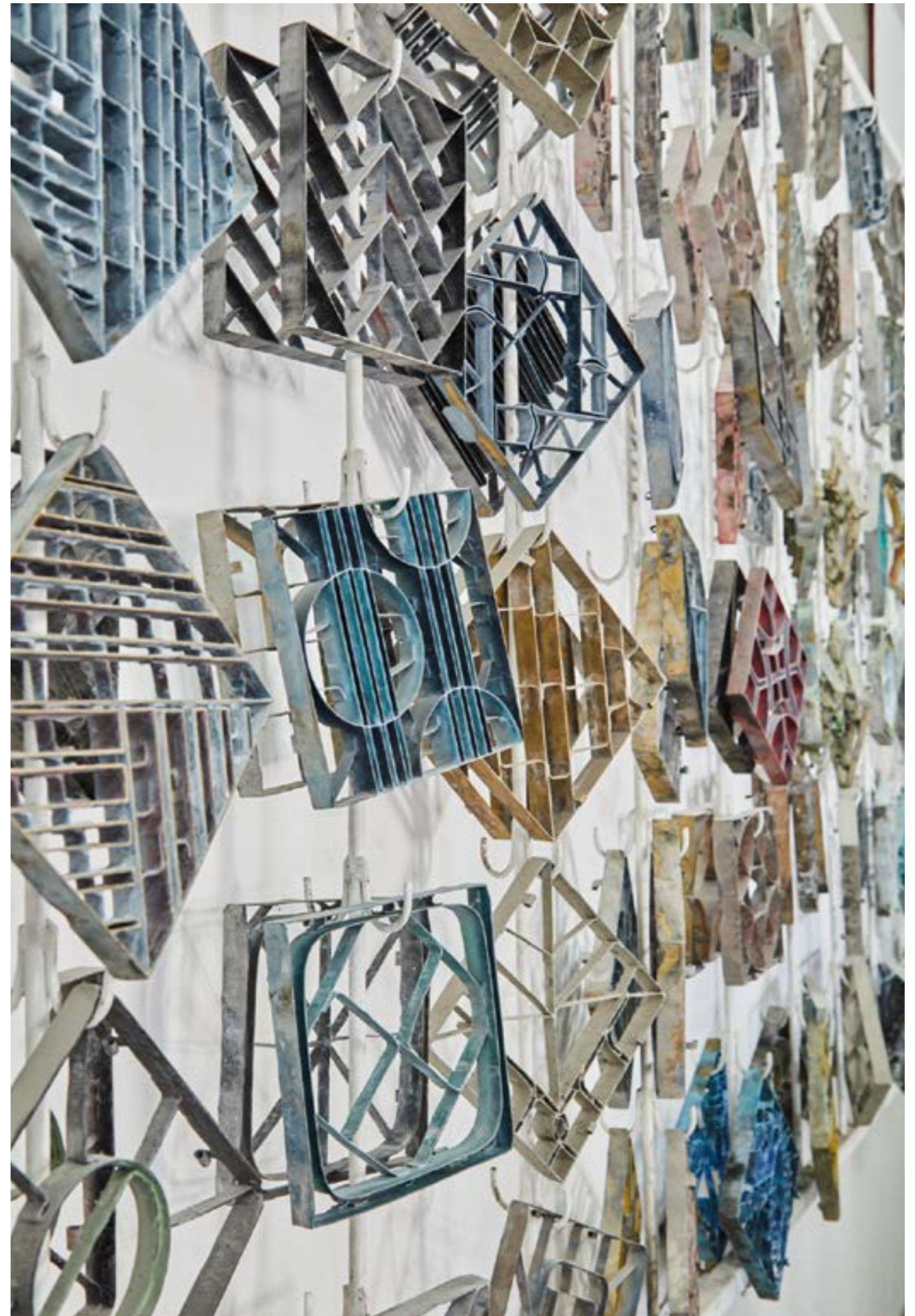


Custom Is Key

We have dozens of shapes and sizes in our collection in addition to over 150 patterns and 150 colors. Meaning, the opportunities to have a one-of-a-kind installation are virtually limitless.

And we can also create custom formats and patterns, even custom colors. Send us a Pantone Uncoated code and we'll see if we can match it.

popham design workshop





*Our
Standard Shapes
& Sizes*



SQUARE
7.88 x 7.88 x 0.48 IN
18 TILES / BOX
7.75 SQFT / BOX
20 KG / BOX



HEXAGON
9.06 x 7.88 x 0.48 IN
18 TILES / BOX
6.66 SQFT / BOX
17 KG / BOX



RECTANGLE
12 x 8 x 0.59 IN
14 TILES / BOX
9.33 SQFT / BOX
29 KG / BOX



HEX LONG 1
11.81 x 7.88 x 0.59 IN
14 TILES / BOX
7.53 SQFT / BOX
25 KG / BOX



LARGE DIAMOND
11.03 x 6.4 x 0.55 IN
30 TILES / BOX
7.21 SQFT / BOX
23 KG / BOX



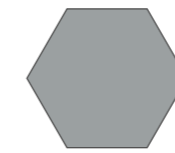
BAGUETTE
12 x 2.36 x 0.59 IN
42 TILES / BOX
8.29 SQFT / BOX
25 KG / BOX



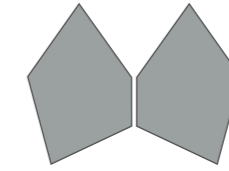
Our Specialty Shapes & Sizes



LARGE SQUARE
11.81 x 11.81 x 0.59 IN
8 TILES / BOX
7.75 SQFT / BOX
25 KG / BOX



LARGE HEXAGON
11.42 x 9.84 x 0.59 IN
10 TILES / BOX
5.59 SQFT / BOX
20 KG / BOX



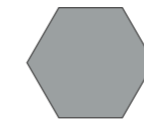
PENTAGON
11.41 x 7.48 x 0.59 IN
14 TILES / BOX
5.27 SQFT / BOX
15 KG / BOX



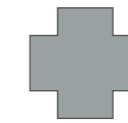
LANTERN
11.81 x 7.88 x 0.59 IN
14 TILES / BOX
6.03 SQFT / BOX
20 KG / BOX



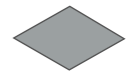
MEDIUM SQUARE
9.84 x 9.84 x 0.59 IN
14 TILES / BOX
9.36 SQFT / BOX
31 KG / BOX



HEX BRASS INLAY
9.06 x 7.88 x 0.48 IN
18 TILES / BOX
6.66 SQFT / BOX
20 KG / BOX



PLUS
7.88 x 7.88 x 0.48 IN
18 TILES / BOX
5.81 SQFT / BOX
15 KG / BOX



SMALL DIAMOND
7.88 x 4.53 x 0.48 IN
54 TILES / BOX
6.66 SQFT / BOX
17 KG / BOX



SMALL SQUARE
5.9 x 5.9 x 0.48 IN
18 TILES / BOX
4.41 SQFT / BOX
11 KG / BOX



SMALL HEXAGON
6.79 x 5.9 x 0.48 IN
18 TILES / BOX
4.09 SQFT / BOX
10 KG / BOX



RECTANGLE 2
1.81 x 6 x 0.59 IN
16 TILES / BOX
7.75 SQFT / BOX
26 KG / BOX



BAGUETTE 2
7.88 x 2.36 x 0.48 IN
54 TILES / BOX
7.53 SQFT / BOX
20 KG / BOX



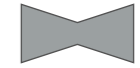
MINI SQUARE
3.94 x 3.94 x 0.48 IN
72 TILES / BOX
7.75 SQFT / BOX
20 KG / BOX



MINI HEXAGON
4.53 x 3.94 x 0.48 IN
72 TILES / BOX
6.66 SQFT / BOX
17 KG / BOX



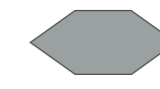
NORMAL PLINTH
7.88 x 3.9 x 0.48 IN
36 TILES / BOX
7.75 SQFT / BOX
20 KG / BOX



BOW TIE
7.88 x 3.94 x 0.55 IN
32 TILES / BOX
4.95 SQFT / BOX
15 KG / BOX



BOUCHON
2.75 x 2.75 x 0.48 IN
72 TILES / BOX
3.76 SQFT / BOX
10.5 KG / BOX



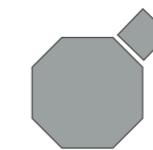
HEX LONG 2
10.63 x 4.92 x 0.55 IN
32 TILES / BOX
5.81 SQFT/BOX
25 KG / BOX



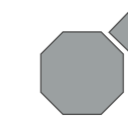
ROUNDED PLINTH
7.88 x 3.9 x 0.48 IN
36 TILES / BOX
7.75 SQFT / BOX
20 KG / BOX



MINI BOUCHON
1.96 x 1.96 x 0.48 IN
162 TILES / BOX
4.3 SQFT / BOX
12.3 KG / BOX



OCTAGON 20
7.88 x 7.88 x 0.48 IN
18 TILES / BOX
6.78 SQFT / BOX
17.5 KG / BOX



OCTAGON 15
6 x 6 x 0.48 IN
18 TILES / BOX
3.87 SQFT / BOX
10.3 KG / BOX



Our Signature Colors



| | | | | | | | | | | | | | |
|--|----------------------------------|------------------------------------|----------------------------|-----------------------------|-------------------------------------|--------------------------------|-----------------------------|----------------------------|----------------------------|-----------------------------|--------------------------|-----------------------------|------------------------------|
| ICICLE P09 7457 U | DEW P77 537 U | SUMMER SKY P70 537 U | CORNFLOWER P78 644 U | TANGIER P71 2205 U | AZURE P62 630 U | LAGOON P113 7713 U | MALACHITE P105 7721 U | DENIM P79 7454 U | LAPIS P123 300 U | INDIGO P46 7707 U | PEACOCK P51 7704 U | MIDNIGHT P37 546 U | FJORD P107 7476 U |
| PETAL P38 7590 U | PALE CORAL P81 726 U | NUDE P148 4755U | FLUSH P86 4685 U | CHESTNUT P42 7525 U | BLUSH P25 7522 U | PURPLE REIGN P117 5155 U | THISTLE P76 7660 U | PLUMMY P118 5125 U | AUBERGINE P44 7449 U | OXBLOOD P143 1955 U | INK P132 5395 U | BLUE BLOOD P111 539 U | MARINE P10 548 U |
| FLAMINGO P110 170 U | CONCH SHELL P103 177 U | HARBOUR ISLAND P109 708 U | PEONY P106 7640 U | RASPBERRY P77 1797 U | PIMENTO P77 7418 U | TOMATO P91 167 U | POPPY P92 7580 U | MARRAKECH P14 7585 U | CINNAMON P48 7566 U | CAMEL P11 729 U | PUMPKIN P80 7412 U | CLEMENTINE P69 472 U | TERRA COTTA P31 723 U |
| OATMEAL P36 727 U | FIELD DRAB P60 4515 U | WHEAT P27 466 U | DUNE P26 2317 U | TOBACCO P104 469 U | MILK CHOCOLATE P63 7602 U | HAZELNUT P55 476 U | NUTMEG P49 168 U | COCOA P67 4975 U | SEAL BROWN P58 419 U | CHOCOLATE P13 412 U | MALT A12 7529 U | JAIPUR P141 7521 U | KHAKI P77 2312 U |
| LIMONCELLO P100 110 U | YOLK P16 7403 U | SAFFRON P108 7550 U | MUSTARD P54 7407 U | BISCUIT P59 467 U | OLIVE P03C 4505 U | CHARTREUSE P17 615 U | BUCK P52 7501 U | BUTTER P23 468 U | CUCUMBER P90 5797 U | CREAM P20 7500 U | BONE P56 7527 U | SEA GLASS P120 2254 U | CHROME P121 558 U |
| RUSSIA BLUE- BLACK P72 5487 U | NORTH SEA P94 5487 U | SLATE P08 2206 U | MOSS P64 7762 U | PEAT P146 7553 U | CONCRETE GREEN P112 5625 U | DOWNTON P96 5753 U | CAMOUFLAGE A03 7755 U | SAGE P24 452 U | AQUA P65 557 U | MALLARD P135 623 U | CELADON P04 5645 U | PISTACHIO P85 5665 U | ROBIN'S EGG P32 5595 U |
| DARK CELADON P73 5565 U | ENVY P88 3425 U | EMERALD P66 555 U | LAWN P34 7741 U | CROCODILE P131 7747 U | LICHEN P119 5835 U | PEEVISH P147 7552U | SPRING PEA P102 377 U | JADE P95 7724 U | CORFU P93 570 U | TURQUOISE P18c 7718 U | TEAL P18b 322 U | CYPRESS P05 3302 U | BAVARIA P133 5535 U |
| FOG P41 7534 U | WARM GREY P33 ARM GREY 2 U | DOVE P06 413 U | TAUPE P97 402 U | ELEPHANT P39 416 U | LILAC P68 5225 U | LAVENDER P29 407 U | STEEL P57 417 U | WISTERIA P43 7615 U | MUSHROOM P98 405 U | OYSTER P22 424 U | STORM P61 426 U | SMOKE P07 433 U | KOHL P01 BLACK U |
| MILK P02 WARM GREY 1 U | | | | | | | | | | | | | |



Stock

The possibilities for bespoke orders are endless with popham design. But sometimes it's nice to have your choices narrowed down a bit. Our selection of stock, warehoused just outside of Paris, provides just that. These are some of our favorite, signature patterns and colors, and they can be yours in a matter of days.

popham design BAGUETTE in Multi-grays









Resources

PLAY

popham design's simulator tool allows you and your clients to select shapes, patterns and colors from our collection and then play with them in various layouts. The layouts are useful to share with installers for complicated pattern placements.

MAKING OF VIDEO

See how popham design's handmade tiles are made (www.pophamdesign.com/the-making-of-video). It can be effective in stressing the handmade, artisanal qualities of our tiles.

INSTALLATION VIDEO

popham design concrete tiles are individually handmade by our team of expert artisans, and, like all concrete tiles, are porous and require careful installation. If you have your installer follow the steps in our video, your clients will have a beautiful tiled space they can enjoy for years! (www.pophamdesign.com/installation-video)

ORDER/CUSTOMER SUPPORT

Francesca Genova
francesca@pophamdesign.com



popham design ZIGZAG ON FOUR in Wheat/Milk

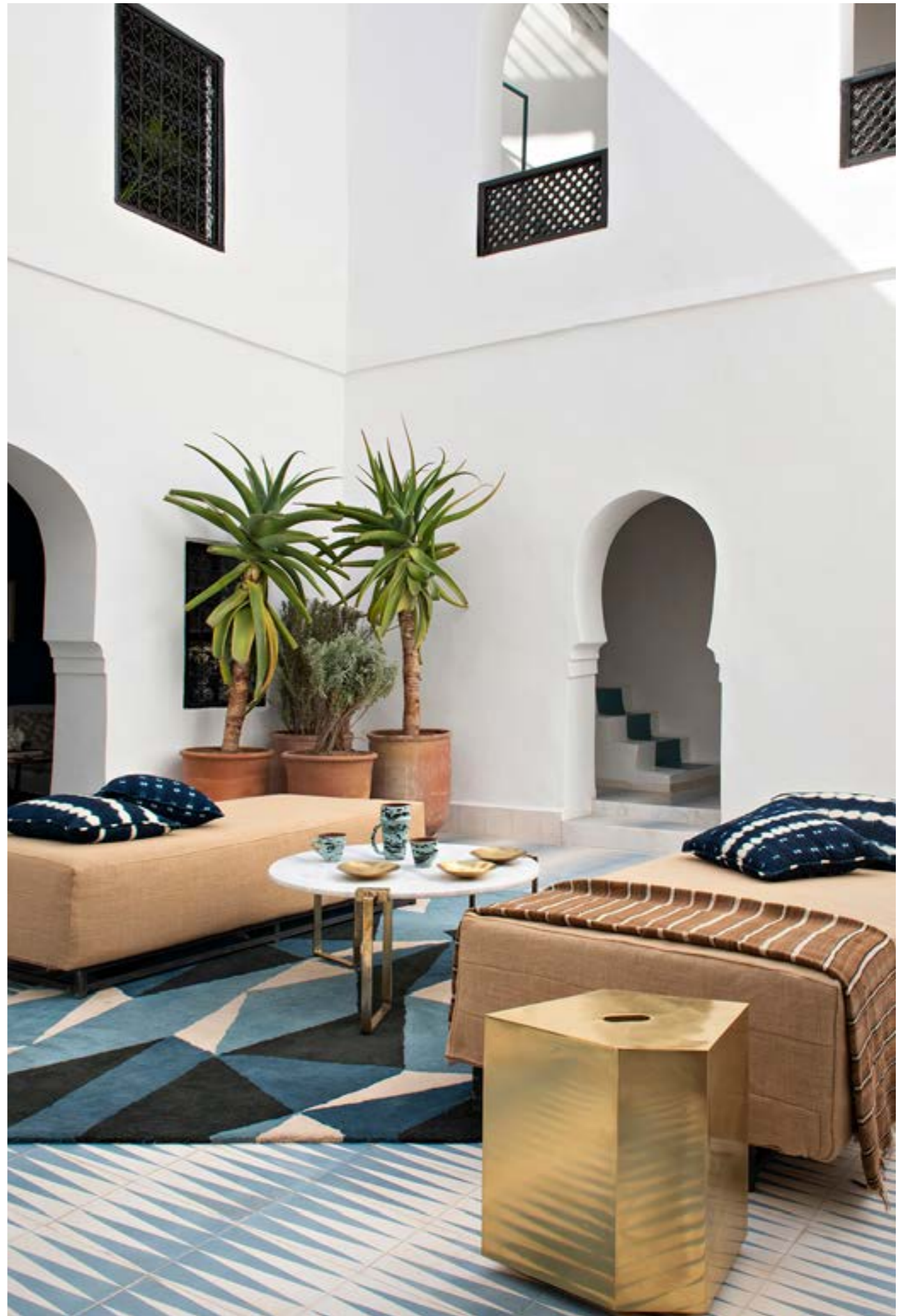






popham+

popham+ is a collection of handcrafted luxury pieces for the home, including lighting, tables/stools, & a few whimsical items like a Backgammon game and leather saddle maker's swing. This capsule collection is informed by the artisanship of Marrakech and beautiful materials like brass, leather and stone, all imbued with a degree of playfulness.





BACKGAMMON

Backgammon is one of the world's oldest board games, dating back some 5,000 years to Mesopotamia. This popham design Backgammon set is a personal ode to our favorite table game. The playing board is constructed of popham design signature handmade Backgammon concrete tiles set in a brass-clad frame. The thirty plus- and circle-shaped playing "checkers" are individually hand-cast and polished in our atelier in Marrakech, as are the leather-lined dice shakers.



PICK UP STICKS

Is it a sculpture? Is it a hat rack? No, it's a light inspired by the children's game, with a random, sticks-thrown-at-the-wall — look. Created entirely by hand by our popham+ brass team, the sconce ships with 3000 lumen, high-CRI LED strips installed.

PLUS LIGHTS

We call the light that emanates from this sconce the holy-moly glow. That's right. For the all brass version, light leaks from slashes cut into the sides of the Plus and haloes it from behind. Its marble counterpart has an ethereal glow. Created entirely by hand by our popham+ brass team, the sconce is unvarnished and ships with a 1000 lumen, high-CRI LED strip installed.



GOLDEN EGGS

These golden eggs are sculpted from 1mm brass sheets and come in three sizes –small, medium and large. Hung solo or in a hen party, they give a soft, ambient glow wherever they are installed. The sconces are made entirely by hand by our team of popham+ artisans in Marrakech. Twenty hours go into the production of each golden egg.

Popham Handmade Terracotta & Zellige

Debuting in early 2022, popham design gives a contemporary twist to traditional zellige with new shapes, larger sizes and a delicious palette of glazes with covetable variation. All hand made in Morocco.

popham design BOOMERANG IN Nude





Handmade Terracotta Shapes



EXCLAMATION POINT

5.4 x 5.4 x 1.2 CM
17.1 x 5.7 x 1.2 CM



ARCH

12.8 x 6.4 x 1.2 CM
14.8 x 14.8 x 1.2 CM



CLIPPED PYRAMID

15 x 15 x 1.2 CM



SMALL PYRAMID

10.82 x 4.08 x 1.2 CM



PLUS + U-TURN

14.8 x 14.8 x 1.2 CM
14.8 x 9.8 x 1.2 CM



PLUS

14.8 x 14.8 x 1.2 CM



U-TURN

14.8 x 9.8 x 1.2 CM



BOWTIE

21.6 x 10.8 x 1.2 CM



HALF BOWTIE

14.1 x 14.8 x 1.2 CM



FLIGHT

19.5 x 12.9 x 1.2 CM



DIAMOND

21.6 x 12.42 x 1.2 CM



BOOMERANG

22.3 x 12.9 x 1.2 CM



SQUARE - 15

16.2 x 16.2 x 1.2 CM



SQUARE - 10

10.8 x 10.8 x 1.2 CM



SQUARE - 5

5.4 x 5.4 x 1.2 CM



BEJMAT

17.65 x 5.7 x 1.2 CM



L SHAPE

15 x 10 x 1.2 CM







www.pophamdesign.com