

2023's 'It' Marble: Six Affordable Ways to Work Calacatta Viola Into Your Decor

You needn't renovate your kitchen or demo your bathroom to grace your home with the sumptuous, coveted stone



BLOCK PARTY The Norm Architects Tall Marble Plinth makes for a statement side table. \$1,995, MenuDesignShop by MENU

By Elizabeth Sweet

Feb. 17, 2023 4:35 pm ET

🔗 📌 📄 🗨️ 📧 📧 Gift unlocked article 🎧 📻 Listen (4 min) ⋮

FOR MOST OF the 2000s, white Calacatta and Carrara marble, with their subtle colorations, reigned as interior design's status stones. "Everyone" craved the gray and gold hints of color that ran through the marbles popular then, recalled Gabriela Cruz, vice president of operations with Nash Stone Group in Farmingdale, N.Y.

What no one would have guessed at the time was that a marble shot through with wine-red veining would dethrone white marbles so handily in the 2020s. But [Calacatta Viola](#), with its rivulets of aubergine and burgundy, has done just that. Today customers want marble with color and life, notes Ms. Cruz, who theorizes that a post-Covid desire for vibrancy is driving the passion for the stone. Chicago designer Caroline Turner, who recently installed a kitchen worktop and backsplash in the material, says demand for Viola has reached a "fever pitch."

The problem: It doesn't come cheap. Fortunately, for anyone who can't finance pricey slabs of specialty stone, designers of decorative objects, furnishings and tile have jumped on the quarry wagon. "I think this is the best part about Viola skyrocketing in popularity—so many more options," said Ms. Turner.

These posh, relatively wallet-friendly pieces include bookends, bath accessories and weighty (yet movable) marble plinths, like those designed by Copenhagen's Norm Architects and sold via the [design shop MENU](#). The low, wide version can act as a coffee table, while a lamp or flower arrangement would sit handsomely atop the chunky pedestal.



From left: Clé Calacatta Viola Six Hex Mosaic Sheet, \$74 a square foot, CléTile.com; Marble Body Brush by Gilded Body, \$129, ThirteenLune.com

Deborah Osburn, founder of Clé Tile in San Rafael, Calif., waxes poetic about the Italian marble. "It becomes more magical the longer you look at it," said Ms. Osburn, noting that Viola's veining, often described as wine-colored or purple, is more nuanced. First, you take in its warm white base tone, she explained, then you notice "the deepest shades of eggplant, olive green, raisin red-browns laced with ribbons of beige tones like wheat and hay—all colors that are on trend now."

Recognizing that not everyone can afford the \$125 to \$150 a square foot that a slab of the marble exacts, Ms. Osburn introduced Calacatta Viola in tile form. Clé Tile's offerings range from large field tiles (12 inches by 24 inches) to penny rounds, which cost \$80 per square foot and make small-scale installations—dressing up a niche, for example—within reach. Hex mosaic and penny-tile sheets also make it possible to secure and relish smaller quantities with more manageable shipping and installation fees.



From left: Sefro Marble and Metal Side Table, available in stores only, \$499, CB2.com; Moon Pedestals from \$3,240, Form-LosAngeles.com

Ms. Turner likes to shop [Etsy](#) for stone sinks in Viola "that are perfect for a powder room," but she also sees value in accessorizing with decorative objects made from the coveted stuff. "Place a large Viola tray on a coffee table or ottoman to hold your TV remote," she suggested. "It's an easy and affordable upgrade."

Designer Jonas Bjerre-Poulsen, a founding partner at Norm Architects, created the plinths in Calacatta Viola to highlight the stone's varied surface and inevitable imperfections—and believes our appreciation of such materials goes way back. "Regardless of progress, our physiology chooses the natural over the artificial. We instinctively enjoy the feel of stone more than that of plastic and find views of the sky or a lake more pleasing than skyscrapers." Introducing a bit of Viola into the home "breathes life back into the urban, rewinding our man-made habitats," he said. It can even add a philosophical note: "We can take comfort in knowing that we are part of something greater than ourselves."








From left: Modern Outdoor Pollock Sphere Side Table Parasol Base Calacatta Marble, \$10,067, 1stDibs.com; Cache (Denmark) Equi Bookend in Calacatta Marble, about \$355, ShopBetaPlus.com

The Wall Street Journal is not compensated by retailers listed in its articles as outlets for products. Listed retailers frequently are not the sole retail outlets.






MOST POPULAR NEWS

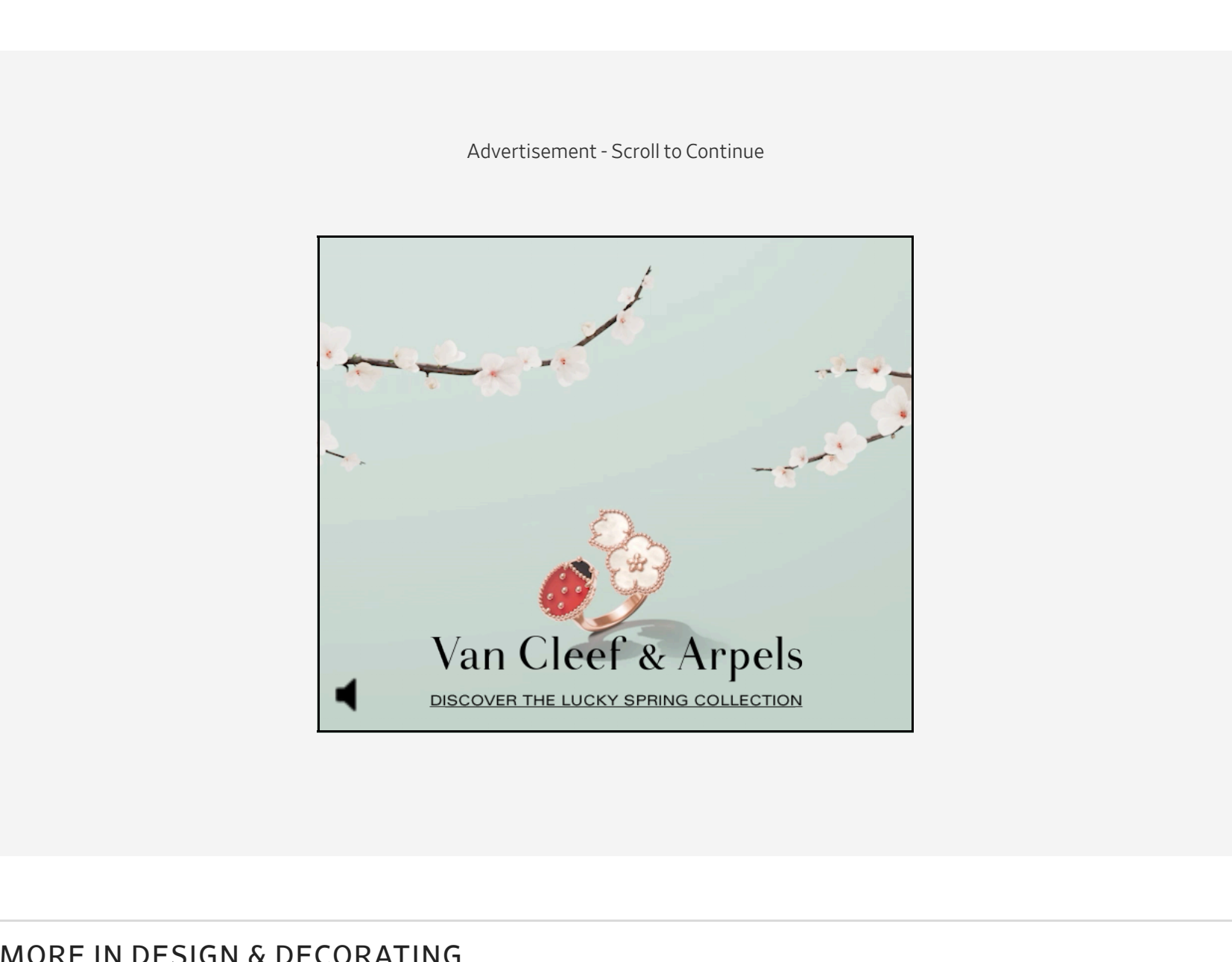
1. Tucker Carlson Is Leaving Fox News 
2. The Grim Life and Brutal Death of a Wagner Recruit 
3. Make This Simple Move to Get More Return on Your Cash 
4. 'Participation Trophies' Are a Fake Crisis. Here's the Real Problem for Youth Sports. 
5. Don Lemon Departs CNN 

MOST POPULAR OPINION

1. Opinion: Joe Biden and the 51 Spies of 2020 
2. Opinion: China Embarrasses Macron on Europe 
3. Opinion: Progressives Convinced Us to Get a Gun 
4. Opinion: Gavin Newsom's Red-State Liberation Campaign 
5. Opinion: The Clinton-Trump Parallels 

RECOMMENDED VIDEOS

1. Tucker Carlson's Private Messages Were a Major Factor in His Ouster 
2. India's Population Surpasses China, Shifting Global Order 
3. Former KFC Restaurant in Russia Reopens as 'Rostic's' 
4. Watch: DeSantis Calls Disney Lawsuit 'Political' 
5. WSJ Opinion: Biden 2020 and Shutting Down the Hunter Biden Laptop Story 



MORE IN DESIGN & DECORATING

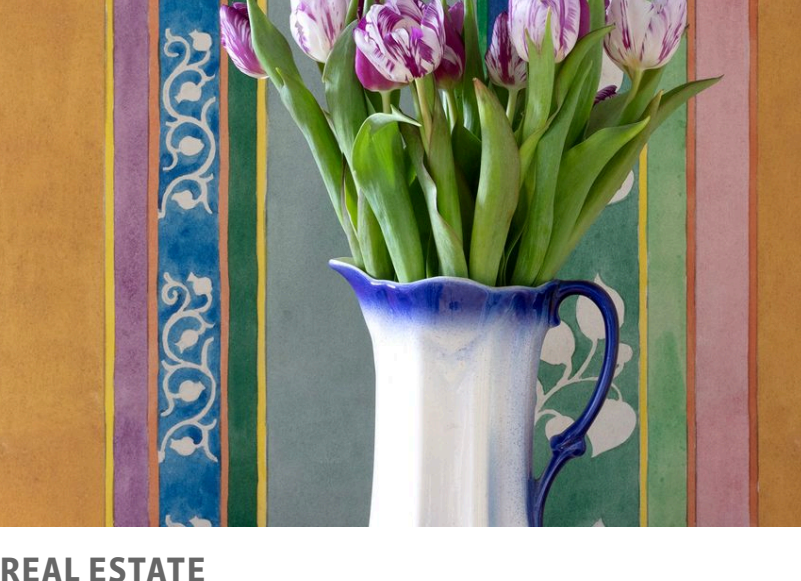
- [This Eclectic Harlem Living Room Shows How to Rock Red Walls](#)
- [Custom-Made Furniture Is Easier to Get Than Ever. Here's Why.](#)
- [Should Champagne Be Sipped From Coupes or Flutes? A Design Lover Weighs In](#)
- [Slipcovers, the Old-School Sofa Refreshers, Are Finally Getting a Refresh](#)
- [For the Best Decor Finds, Take a Guided Shopping Tour to Paris, Istanbul and More](#)

SHOW CONVERSATION (9) ▼

WHAT TO READ NEXT...



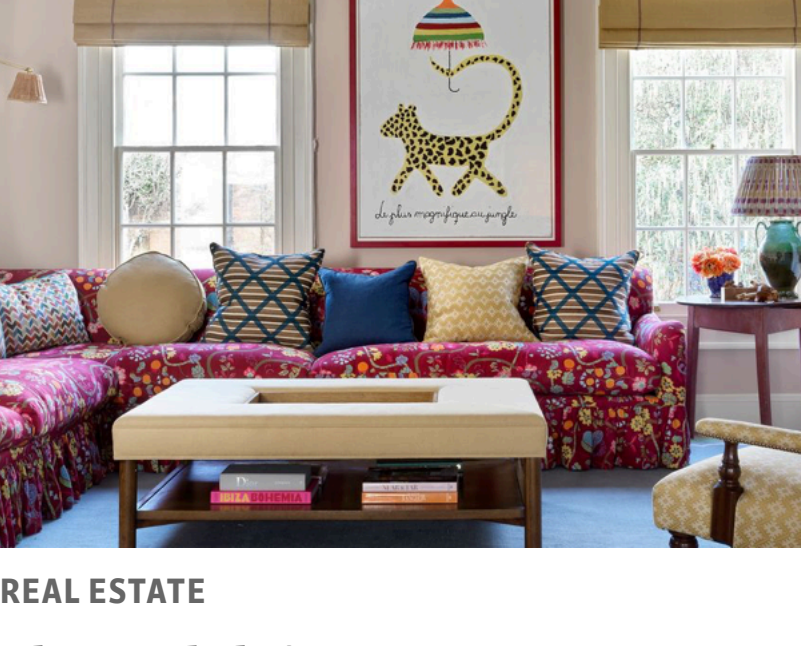
REAL ESTATE
I'm Growing Flowers Instead of Vegetables This Year. Should I Feel Guilty?
1 day ago



REAL ESTATE
The New Type of Stripe Interior Designers Can't Get Enough Of
6 days ago



Enjoy Print News in a Digital World
SUBSCRIBER MESSAGE DOW JONES ONLINE



REAL ESTATE
This English Country Home Is a Master Class in Decorating With Personality
7 days ago



REAL ESTATE
2023's Most Coveted Kitchen Is Superexpensive. Here's How to Get the Look for Less
13 days ago



REAL ESTATE
Four Homes Later, One Thing Remains the Same: Their Interior Designer
7 days ago



REAL ESTATE
How to Avoid the 5 Most Common Dining Room Decorating Mistakes
1 year ago



REAL ESTATE
Midwest Cities Led WSJ/Realtor.com Housing Index in First Quarter
1 day ago

ADVERTISEMENT

Schwab's Take on Today's Markets
Charles Schwab

12 Must-Own Dividend Stocks Everyone Needs in Their Portfolio
Wealthy Retirement

Hands Down One of the Best Cards for Good Credit
The Ascent

50-Year Wall Street Legend: "You have 90 days to move your money"
Chalkin Analytics

Former Goldman VP: "50 Years of Data Is Saving Move Your Money Now"
Slansberry Research

Illinois: The List Of The Top Financial Advisor Firms Is Out
smartasset

oianomi

SPONSORED OFFERS

HOTELS.COM: Hotels.com Coupon - 30% Off Hotel Stays + More

HOTWIRE: 10% off In-App bookings - Hotwire Coupon Code

BARCELÓ: Exclusive: 10% off Barcelo promo code 2023

PRICELINE: 15% off Priceline promo code 2023

BOOKING.COM: Up to 50% off stays + free cancellations: Booking.com promo code

EXPEDIA: Exclusive Expedia coupon - Save 25% or more + Extra 5%