

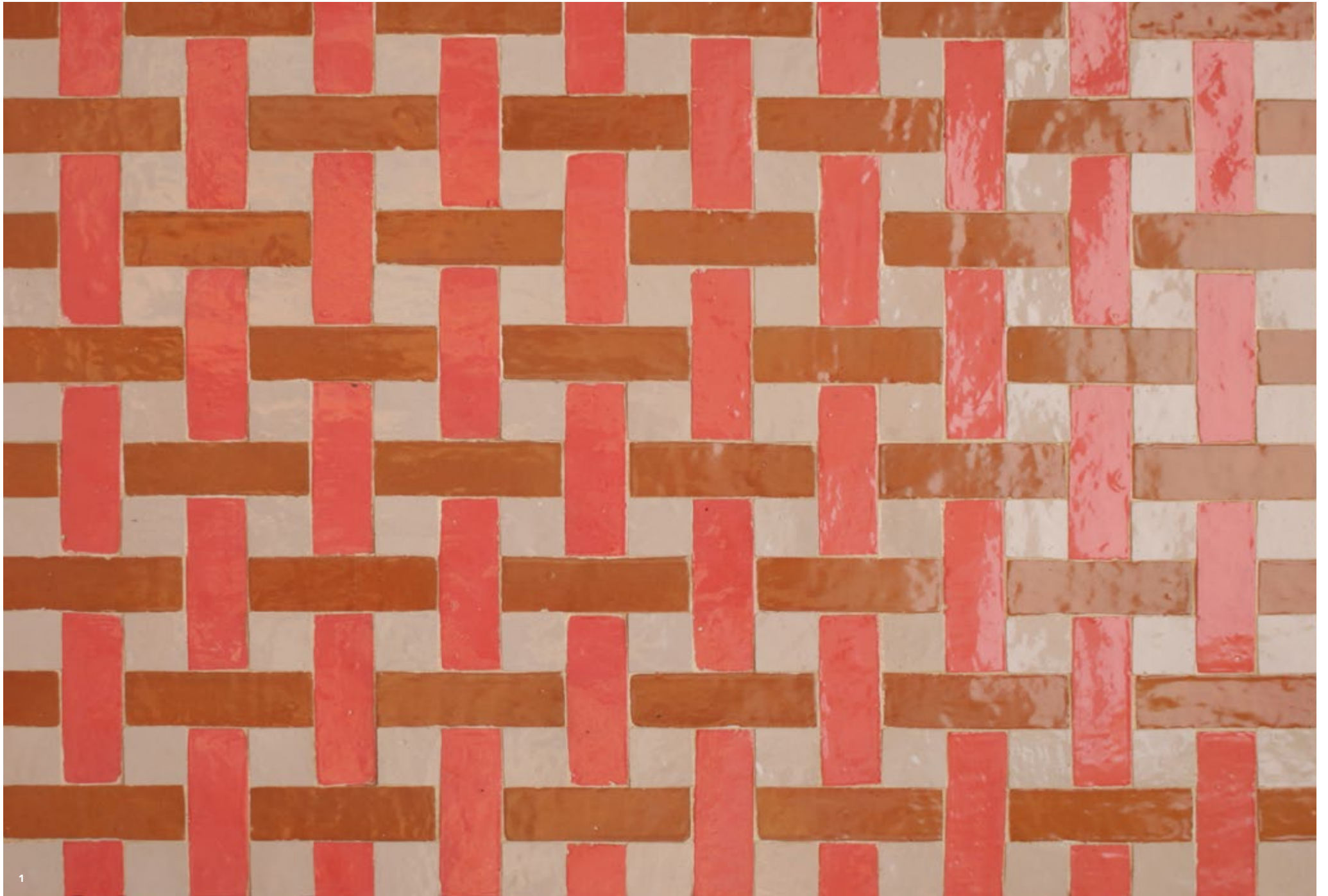


pophamdesign  
ZELLIGE



A CONTEMPORARY TAKE ON A CENTURIES-OLD TRADITION

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## POPHAM DESIGN ZELLIGE

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## THE STORY OF ZELLIGE


**Z**ellige tiles are hand-cut, glazed ceramic tiles made of Moroccan clay. These stunning tiles have exceptional color, rich and nuanced color variation, wonderful surface texture and a brilliant finish across which light gracefully dances.

*In Arabic, zellige means  
“little, polished stone.”*

Zellige tiles are ancient, dating back to the 10th Century. Inspired by Roman and Byzantine mosaics, these glazed clay tiles have for centuries been cut into elaborate, geometric patterns to decorate palaces, fountains, patios and baths in the Arab world. These tiles, which flourished in Andalusia under the Moors, have always been a symbol of luxury and sophistication.

The process of creating jewel-like zellige tiles relies on expertise and craftsmanship, from the preparation of the clay to the application of the glazes to the final, patient hand-cutting of the shapes. The craft techniques of the skilled zellige artisans, or mellem, have been honed over many years.





*An artisan does not work alone. The work of an artisan is the time and work of a person, to be sure, but it is also the time and work of all of those who have passed on their knowledge of the craft. To understand the work of an artisan is to understand and appreciate their land and their culture, to acquire a fragment of it, and to pass it on in turn. To invest in handmade products is to participate in human relations; it is to possess the real thing.*





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## POPHAM DESIGN ZELLIGE

The popham design ZELLIGE collection aims to introduce some new shapes, scale and color combinations to this ancient medium, a similar edit that we brought to concrete tiles. Consider it a fresh eye on traditional geometries.

*“We love HANDMADE tiles. We have an UNABASHED PASSION for COLOR. popham zellige is infused with our signature sense of FUN and ENDLESS POSSIBILITIES.”*

Zellige and concrete (our 15-year-old baby) complement each other like ice cream on a warm summer day. The matte of concrete and the polish of zellige are the best of siblings.

While zellige is traditionally known for its complex patterns and tiny hand-cut tiles that make up elaborate, intricate designs, the popham collection presents simplified building-block shapes in larger sizes that tessellate to create simple or more complex installations.

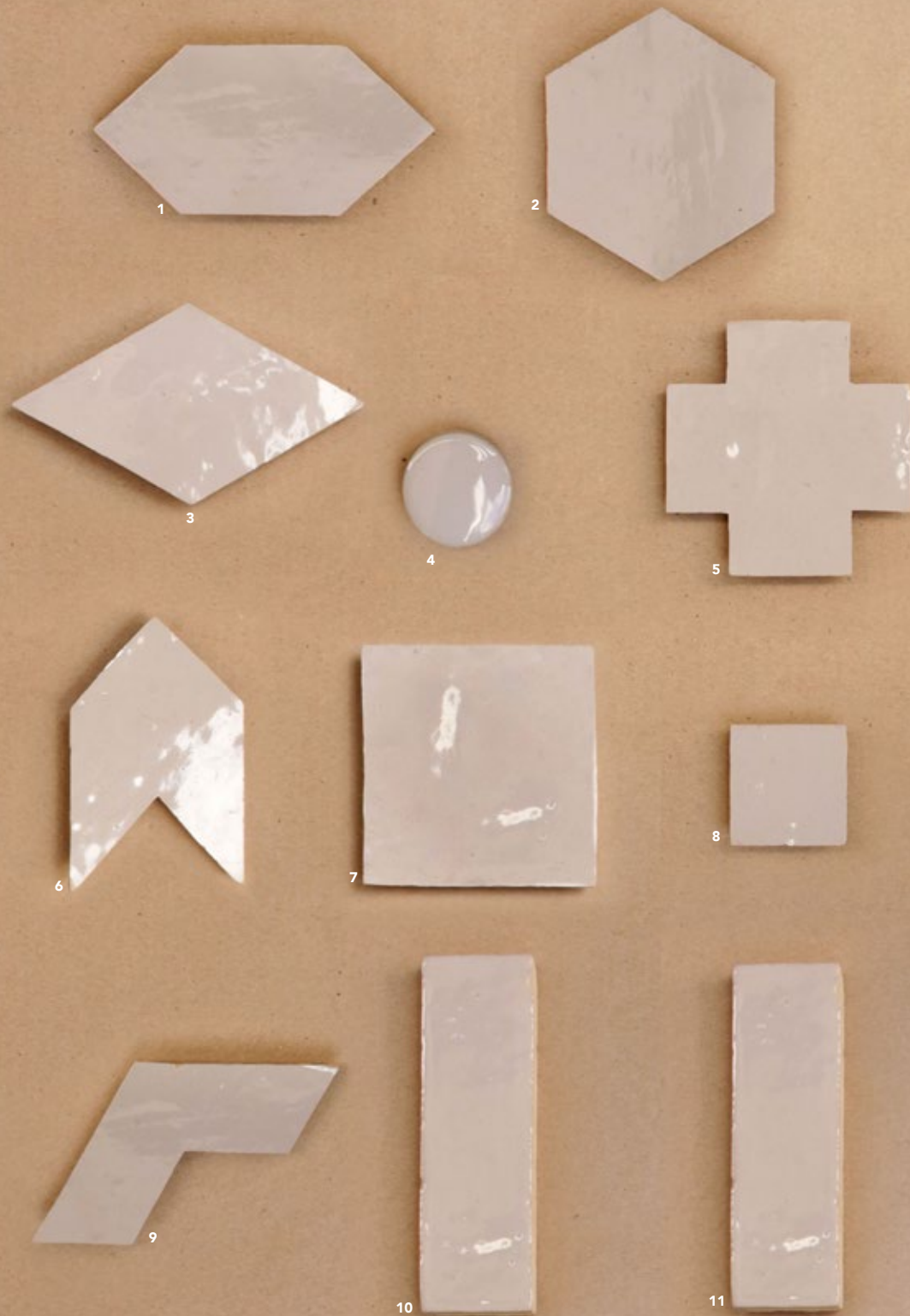
In addition to a delicious palette and some standard, but also new forms, our collection embraces some important innovations in the way zellige tiles are produced. All of our glazes are lead free (and free of other heavy metals as well). And our clay is filtered to remove impurities before it is formed and fired.



1 BOOMERANG | Jam, Cherry Blossom, Clotted Cream  
2 PLUS | Nile, Firehouse



# OUR HANDMADE ZELLIGE SHAPES



**1**  
**SKINNY HEX**  
14.7 x 6.6 x 1.2 CM  
5.5 x 2.3 x 0.5 IN  
0,83 M2/BOX  
8.93 SQFT/BOX  
110 PIECES/BOX  
16 KG/BOX

**2**  
**WEE HEX**  
11.3 x 9.8 x 1.2 CM  
4.4 x 3.9 x 0.5 IN  
0,6 M2/BOX  
6.46 SQFT/BOX  
72 PIECES/BOX  
12.1 KG/BOX

**3**  
**DIAMOND**  
15.2 x 8.8 x 1.2 CM  
5.9 x 3.1 x 0.5 IN  
0,77 M2/BOX  
8.29 SQFT/BOX  
126 PIECES/BOX  
15 KG/BOX

**4**  
**MACARON**  
4.9 x 4.9 x 1.2 CM  
1.9 x 1.9 x 0.5 IN  
0,6 M2/BOX  
6.46 SQFT/BOX  
320 PIECES/BOX  
12 KG/BOX

**5**  
**PLUS**  
10 x 10 x 1.2 CM  
3.9 x 3.9 x 0.5 IN  
0,73 M2/BOX  
7.86 SQFT/BOX  
88 PIECES/BOX  
14 KG/BOX

**6**  
**FLIGHT**  
11.2 x 7.4 x 1.2 CM  
4.33 x 2.76 x 0.48 IN  
0,7 M2/BOX  
7.53 SQFT/BOX  
126 PIECES/BOX  
14 KG/BOX

**7**  
**SQUARE 10**  
10 X 10 X 1.2 CM  
4 x 4 x 0.48 IN  
1 M2/BOX  
10.76 SQFT/BOX  
100 PIECES/BOX  
20 KG/BOX

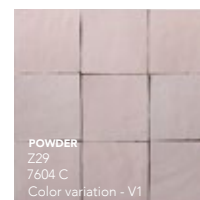
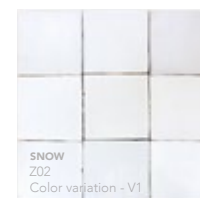
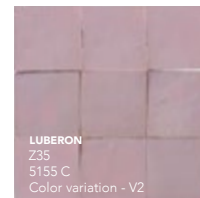
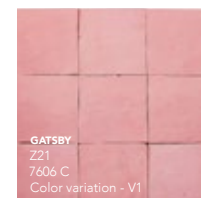
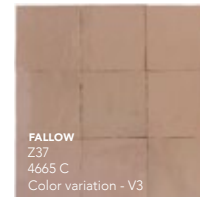
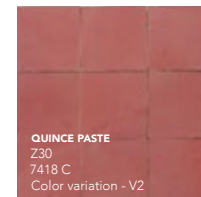
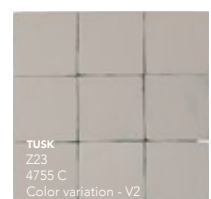
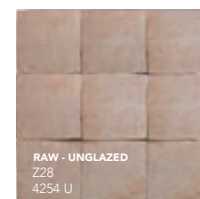
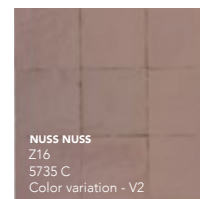
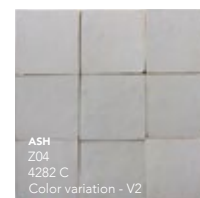
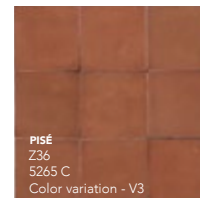
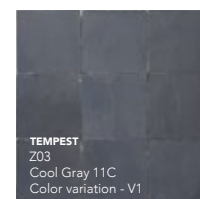
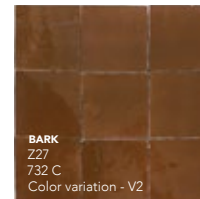
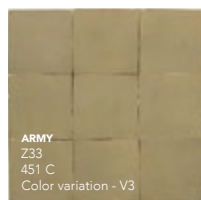
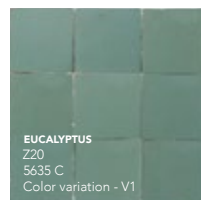
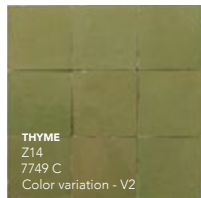
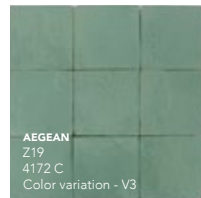
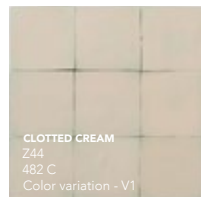
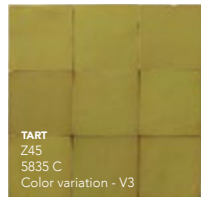
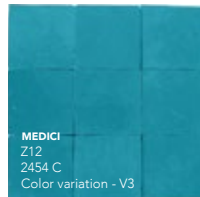
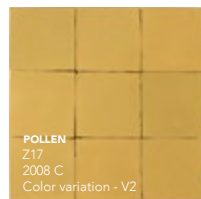
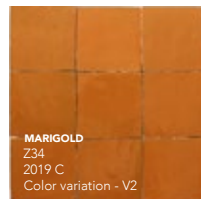
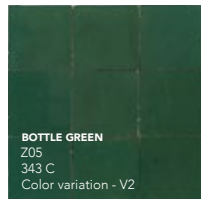
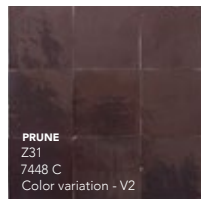
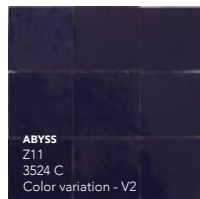
**8**  
**SQUARE 5**  
5 x 5 x 1.2 CM  
2 x 2 x 0.48 IN  
1 M2/BOX  
10.76 SQFT/BOX  
400 PIECES/BOX  
20 KG/BOX

**9**  
**BOOMERANG**  
14.5 x 7.7 x 1.2 CM  
5.7 x 3 x 0.5 IN  
0,64 M2/BOX  
6.89 SQFT/BOX  
138 PIECES/BOX  
14 KG/BOX

**10**  
**DASH**  
15 x 5 x 1.2 CM  
5.9 x 2 x 0.5 IN  
0,96 M2/BOX  
10.33 SQFT/BOX  
128 PIECES/BOX  
21.8 KG/BOX

**11**  
**BEJMAT**  
14.2 x 4.5 x 2 CM  
5.6 x 1.8 x 0.8 IN  
0,63 M2/BOX  
6.78 SQFT/BOX  
100 PIECES/BOX  
20.2 KG/BOX

# OUR ESSENTIAL ZELLIGE PALETTE



All shapes are available in any color from our palette, and custom colors are available upon request. Pantone codes are closest approximates; please expect delightful variation within each zellige color.





- 1 BOOMERANG | Jam, Cherry Blossom, Clotted Cream
- 2 PLUS | Downpour, Ash, Maïs, Pigeon
- 3 FLIGHT | Pigeon, Petrol, Polar, Abyss
- 4 PLUS | Nile, Firehouse





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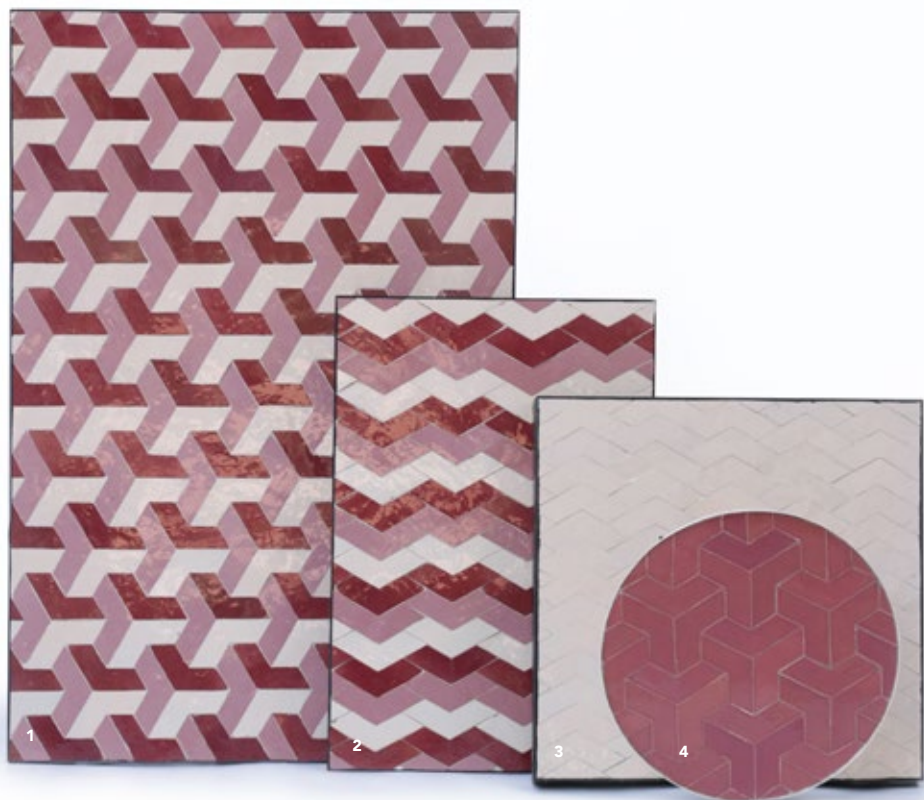




1 SQUARE 10 | Jam

2 SQUARE 10 | Jam, Dickinson, Pitch Black, Ash, Pise, Downpour, Tusk, Snow





- 1 BOOMERANG | Jam, Cherry Blossom, Clotted Cream
- 2 BOOMERANG | Jam, Cherry Blossom, Clotted Cream
- 3 BOOMERANG | Clotted Cream
- 4 BOOMERANG | Cherry Blossom
- 5 SQUARE 5 | Dickinson











- 1 SQUARE 5 | Tusk
- 2 PLUS | Aegean

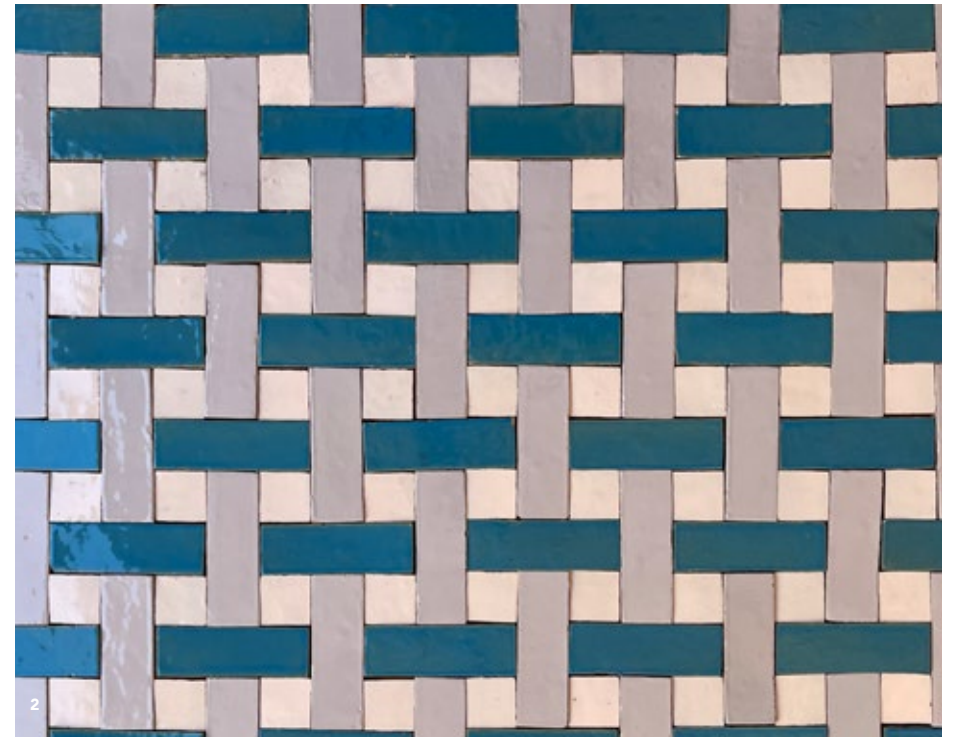








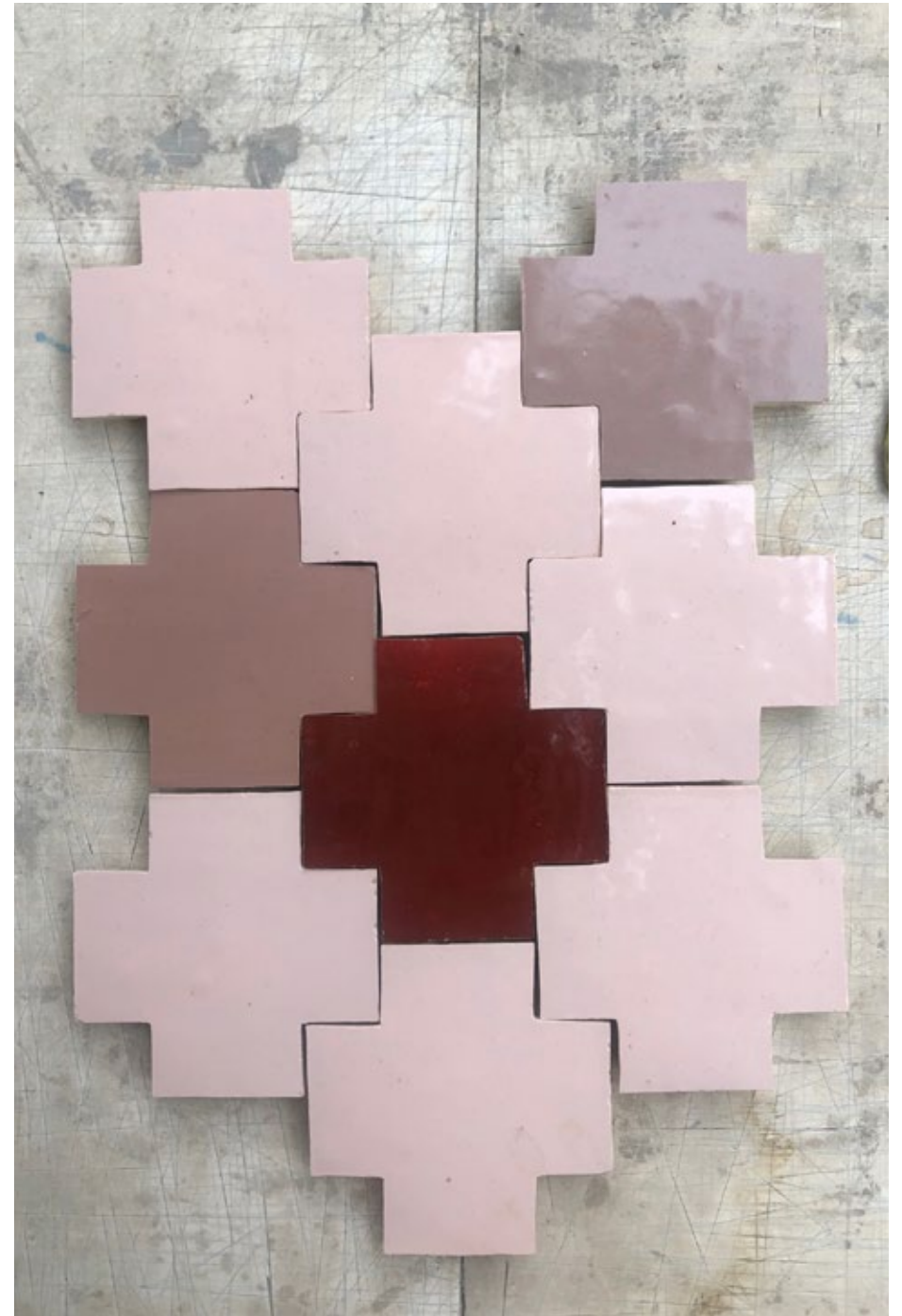




- 1 SKINNY HEX | Eucalyptus
- 2 DASH + SQUARE 5 | Plaster, Medici, Clotted Cream







1 DASH | Tusk  
2 PLUS | Dickinson, Cherry Blossom, Jam





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- 1 BOOMERANG | Nile, Iuberon, Agean  
2 SQUARE 10 | Medici



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