

pophamdesign

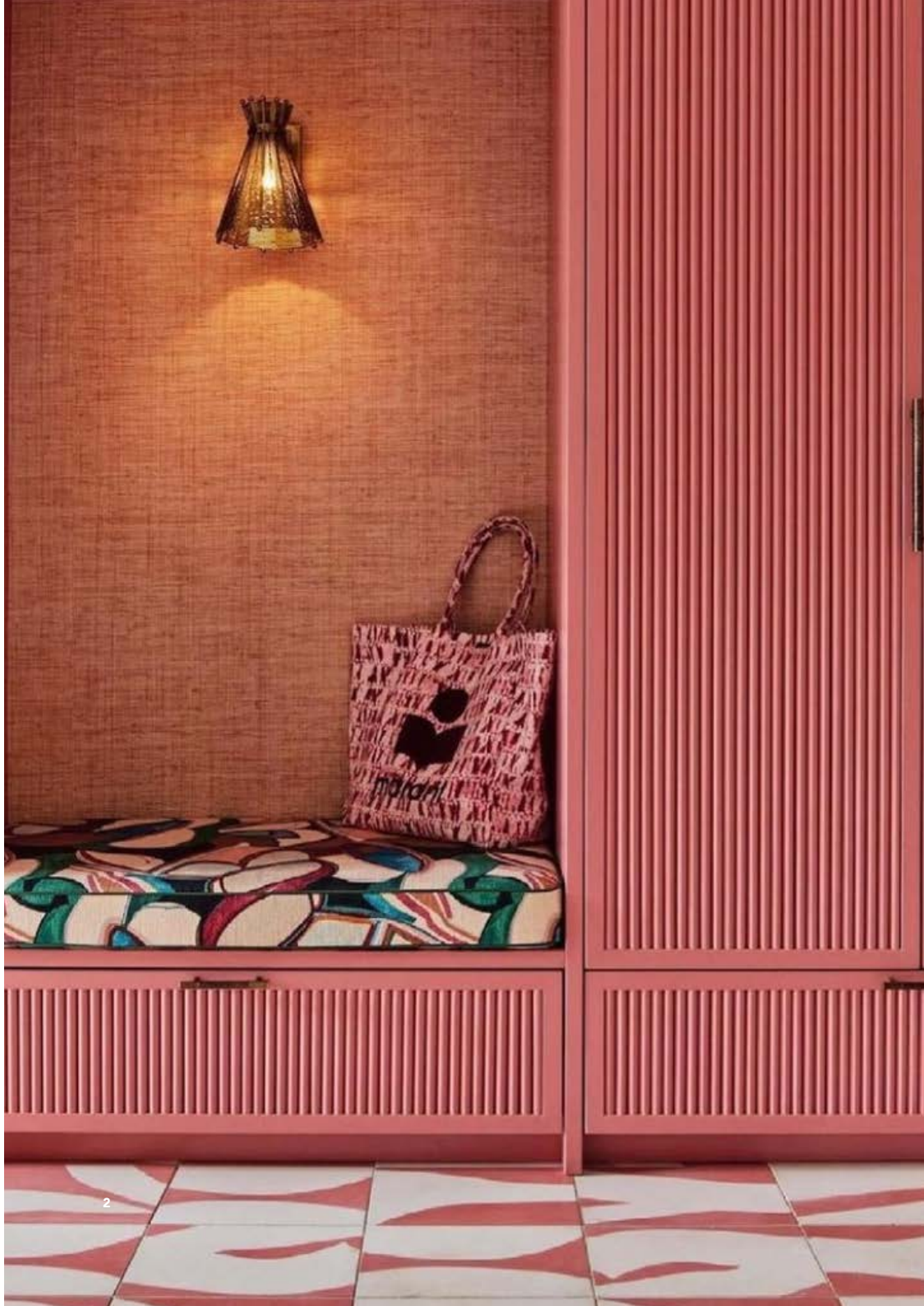




1 HEX PINWHEEL in Lagoon/Milk  
Photo © Lindsay Brown / Project by Annie Downing Interiors

WHERE MODERN DESIGN MEETS  
TRADITIONAL MOROCCAN CONCRETE TILES

© popham design



1/2 KELLY | Flamingo, Milk

Photo © Space Content Studio / Project by Nicoline Beerkens



## THE GROUNDWORK

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 concrete and zellige tiles, turning out about 1 million hand-crafted tiles per year. popham design tiles are exported throughout the world, adorning luxury hotels, restaurants and residences from California to Copenhagen. The idea for popham design was simple: to celebrate and maintain a traditional artisan craft, while improving quality and sustainability and 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.

1 BAGUETTE | Milk, Azure, Cocoa, Flamingo

Photo © Nicolas Matheus

WE'RE NOT KIDDING WHEN WE SAY  
THAT OUR TILES ARE HANDMADE,  
EACH AND EVERY ONE - INDIVIDUALLY!

*A LABOR OF LOVE  
THAT TAKES 3-5  
MINUTES PER TILE.*



## THE POPHAM ETHOS

Concrete tiles, part of the cultural and artistic heritage of Morocco, 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. popham design concrete tiles are made from Portland cement, marble powder, pozzolans, fibers, and some additives to increase quality. By quality, we mean tiles that have a higher resistance to flexural breakage, abrasion, and lower water absorption. Using better materials, not more materials, we produce thinner tiles which result in reduced shipping weights and costs.

We are fortunate to have an enviable team of master artisans, many of whom have 20+ years experience in their craft. Alongside our artisans is a team of engineers committed to continual process and production improvements. Elevating an artisan product means elevating the experience for customers all over the world with timely deliveries, an export-quality product, reactive customer service and evolving design.

Tucked away in an olive grove on the road to the Atlas Mountains, our workshop aims to respect the Moroccan countryside. Treading as lightly as possible on the earth, popham is dedicated to implementing eco-friendly policies wherever possible. popham utilizes water filtration, rainwater collection and reclamation, recycled packaging and solar showers for the studio. 95% of materials used in popham tiles are locally sourced and we are committed to being a positive member of our community.

1 HONEYCOMB HEX | Teal, Milk  
Photo © Brita Soennichsen

# OUR STANDARD SHAPES AND SIZES



**SQUARE**  
20 x 20 x 1.2 CM  
7.88 x 7.88 x 0.48 IN



**HEXAGON**  
23 x 20 x 1.2 CM  
9.06 x 7.88 x 0.48 IN



**RECTANGLE**  
30.48 x 20.32 x 1.5 CM  
12 x 8 x 0.59 IN



**HEXLONG 1**  
30 x 20 x 1.5 CM  
11.81 x 7.88 x 0.59 IN



**DIAMOND**  
28 x 16.25 x 1.4 CM  
11.03 x 6.4 x 0.55 IN



**BAGUETTE**  
30.5 x 6 x 1.5 CM  
12 x 2.36 x 0.59 IN



**LARGE SQUARE**  
30 x 30 x 1.5 CM  
11.81 x 11.81 x 0.59 IN



**MEDIUM SQUARE**  
25 x 25 x 1.5 CM  
9.84 x 9.84 x 0.59 IN



**SMALL SQUARE**  
15 x 15 x 1.2 CM  
5.9 x 5.9 x 0.48 IN



**MINI SQUARE**  
10 x 10 x 1.2 CM  
3.94 x 3.94 x 0.48 IN



**LARGE HEXAGON**  
29 x 25 x 1.5 CM  
11.42 x 9.84 x 0.59 IN



**HEX BRASS INLAY**  
23 x 20 x 1.2 CM  
9.06 x 7.88 x 0.48 IN



**SMALL HEXAGON**  
17.25 x 15 x 1.2 CM  
6.79 x 5.9 x 0.48 IN



**MINI HEXAGON**  
11.5 x 10 x 1.2 CM  
4.53 x 3.94 x 0.48 IN



**SMALL DIAMOND**  
20 x 11.5 x 1.2 CM  
7.88 x 4.53 x 0.48 IN



**BOW TIE**  
20 x 10 x 1.4 CM  
7.88 x 3.94 x 0.55 IN



**PLUS**  
20 x 20 x 1.2 CM  
7.88 x 7.88 x 0.48 IN



**ELONGATED HEXAGON 2**  
27 x 12.5 x 1.4 CM  
10.63 x 4.92 x 0.55 IN



**RECTANGLE 2**  
30 x 15 x 1.5 CM  
1.81 x 6 x 0.59 IN



**NORMAL PLINTH**  
20 x 10 x 1.2 CM  
7.88 x 3.9 x 0.48 IN



**ROUNDED PLINTH**  
20 x 10 x 1.2 CM  
7.88 x 3.9 x 0.48 IN



**BAGUETTE 2**  
20 x 6.5 x 1.2 CM  
7.88 x 2.36 x 0.48 IN



**PENTAGON**  
29.5 x 19.3 x 1.5 CM  
11.41 x 7.48 x 0.59 IN



**LANTERN**  
30 x 25 x 1.5 CM  
11.81 x 7.88 x 0.59 IN



**L SHAPE**  
20 x 20 x 1.2 CM  
7.88 x 7.88 x 0.48 IN



**OCTAGON**  
20 x 20 x 1.2 CM  
7.88 x 7.88 x 0.48 IN



**OCTAGON**  
15 x 15 x 1.2 CM  
6 x 6 x 0.48 IN



**BOUCHON**  
7 x 7 x 1.2 CM  
2.75 x 2.75 x 0.48 IN



**MINI BOUCHON**  
5 x 5 x 1.2 CM  
1.96 x 1.96 x 0.48 IN

# OUR SPECIALTY SHAPES AND SIZES

# OUR COLOR PALETTE

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 P134 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 P101 1797 U	PIMENTO P30 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	TAJINE P15 1815 U	COCOA P67 4975 U	SEAL BROWN P58 419 U	CHOCOLATE P13 412 U	MALT A12 7529 U	JAIPUR P141 7521 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
KHAKI P12 2312 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
RUSSIA BLUE- BLACK P72 5487 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
DARK CELADON P73 5565 U	MILK P02 WARM GREY 1 U	FOG P41 7534 U	WARM GREY P33 WARM GREY 2 U	DOVE P06 413 U	TAUPE P41 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

All patterns are available in any color combination from our palette, and all shapes are available in a single color.



**PERFECTLY IMPERFECT.**  
No two tiles are ever the same.

## WHAT TO EXPECT

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 concrete tiles are suited for commercial and residential applications – walls and floors – and perform very well with radiant heat.

1 DIAMOND CHEVRON | Icicle, Milk, Conch Shell  
Photo © Emma Lewis / Project by Tabitha Webb





## BESPOKE DESIGN

### SHAPE. PATTERN. COLOR.

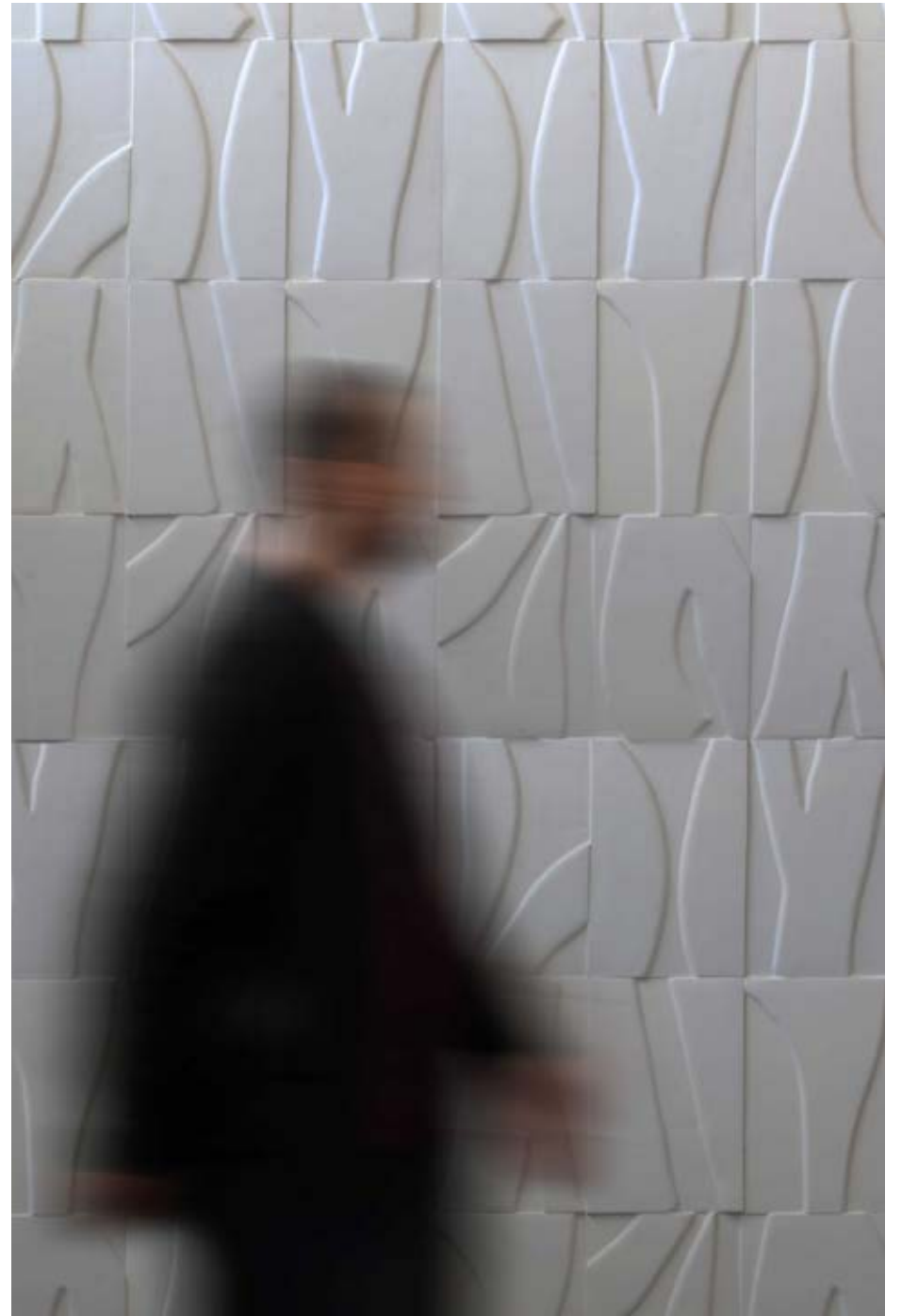
At the core of popham design is the idea our collection provides the tools for you to PLAY and design something truly unique. We offer the architect, designer, or intrepid homeowner about 30 forms and hundreds of patterns and colors to choose from. The way these three variables are combined provides near-infinite opportunities. And since each tile is produced by hand, minimum orders are just 5 boxes! We regularly add new forms, patterns and colors, both of our own accord and in response to custom requests from clients.

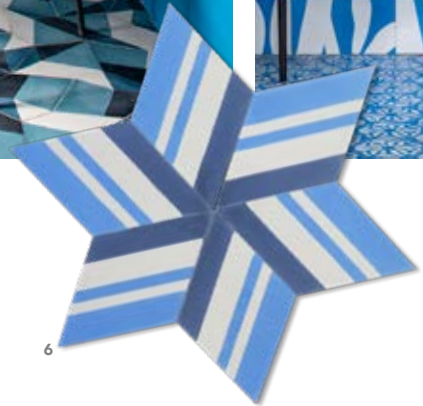
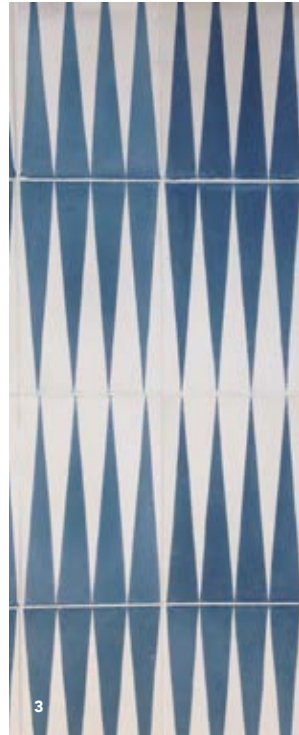
1 KELLY | Kohl, Milk  
Photo © Form Makers

## OUR NEW RELIEF COLLECTION



These uni-color KELLY RELIEF concrete wall tiles are our first foray into dimensional tiles. We are approaching texture with the same playful attitude we've applied to color and pattern, exploring its emotional impact. The relief height is 1/4". The tiles can be produced in any of the colors from our extensive palette. And look at the way light plays across the 3D surface!





- 1 POD | Indigo, Azure, Turquoise, Marine, Milk
- 2 MELON | Turquoise, Milk  
Villa de Byans | Designer Les Maisons Fabel
- 3 BACKGAMMON | Indigo, Milk
- 4 SPLINTER | Glacier  
Photo © Nicolas Matheus
- 5 KELLY + HEX KYOTO | Peacock, Milk  
Casa Beatnik | Designer Bonhomme Group
- 6 GROSGRAIN | Peacock, Milk, Marine



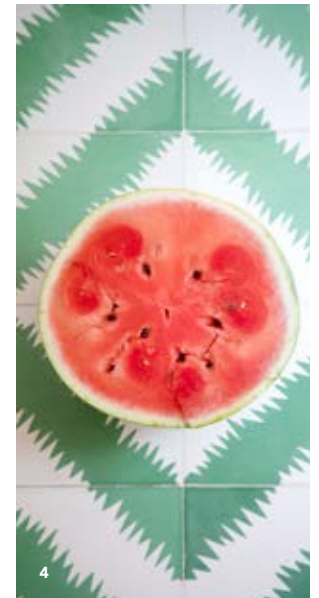
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1 BRASILIA | Lawn, Milk  
Designer Jennifer Bunsu

2 BACKGAMMON | Emerald, Milk  
Designer Jennifer Bunsu

3 PENTAGON | Lawn, Chrome, Jade,  
Emerald, Bavaria, Celadon

Photo © Lou Toinon | Designer masa studio

4 ZIGZAG ON FOUR | Lawn, Milk



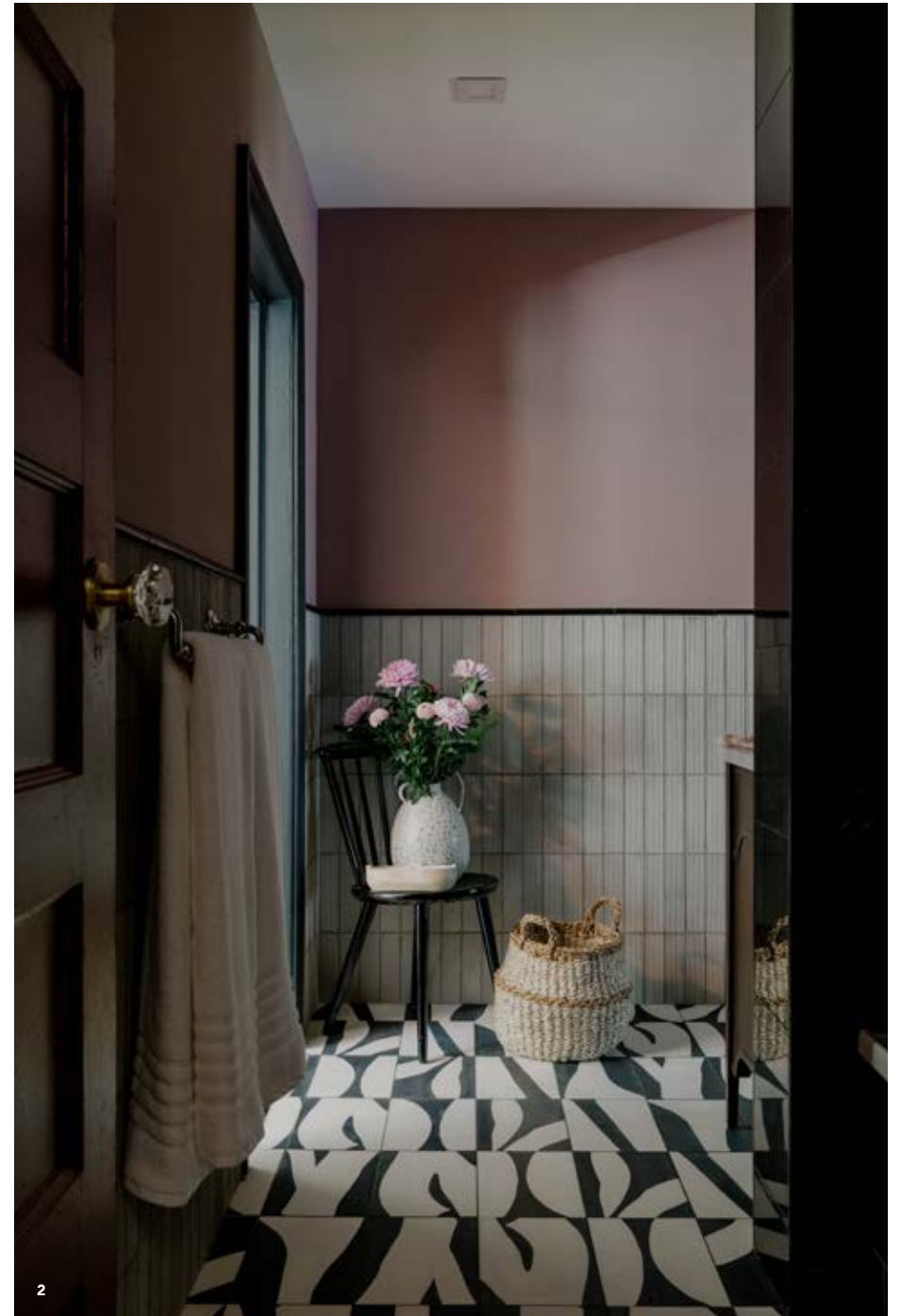
1 PLAID | Kohl, Pimento, Buck, Robin's Egg, Cream



2 WHISKEY (floor) + DIAMOND IN THE ROUGH (walls) | Smoke, Kohl, Biscuit



1



2

1 SQUARISH ON FOUR | Kohl, Milk  
Photo © Jcqui Turk | Designer Caitlin Parker-Brown

2 KELLY | Kohl, Milk  
Photo © Lindsea Brown | Designer Eneia White



- 1 HEX ARROW | Pimento, Milk
- 2 SCALES | Pimento, Milk
- 3 HICCUP + DASH + SLOPE | Pimento, Milk





1



2



3

1 PLUS SHAPE | Tagine, Clementine, Khaki, Milk

Photo © Anson Smart | Designer Arent & Pyke

2 BRASILIA | Clementine, Milk

Photo © Suzanna Scott | Designer Regan Baker

3 SQUARISH ON FOUR | Clementine, Azure, Smoke, Icicle, Indigo, Milk



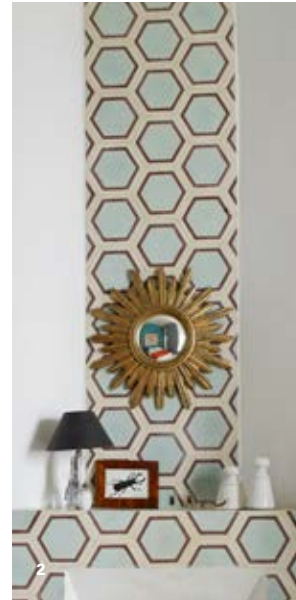
1 BRASILIA | Emerald, Milk  
Photo © Felix Forest | Designer Decus Interiors



2 PENTAGON | Botanist  
Photo © Birgit Mons | Designer Kate Feather



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2



3



4

1 HEX THIRDS | Celadon, Cypress, Lichen, Pale Coral, Milk

Photo © Nicolas Matheus

2 HONEYCOMB HEX | Robin's Egg, Cocoa, Cream

3 TATE | Chergui

4 SQUARISH ON FOUR | Indigo, Marine, Tangier, Milk

Photo © Agathe Tisseir | Designer Olivier Debin





1 HEX LONG SHADOW | Yolk, Milk

2 HEX THIRDS | Saffron, Milk

3 BLUR | Saffron, Yolk, Milk

4 OSCAR | Saffron, Milk

Photo © Luke Weller | Designer Mitchell + Corti Architects



- 1 ARCH | Raspberry, Harbour Island, Milk  
Coquette | Designer Bonhomme Group
- 2 ZIGZAG ON FOUR | Raspberry, Milk
- 3 BOWTIE | Flamingo, Harbour Island, Pale Coral, Flush
- 4 PENTAGON | Flamingo, Petal, Elephant, Marrakech, Malt, Milk  
Photo © Edi Solari | Designer Antonella Luciani / Cantiere Galli Design



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

*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.*

1 SQUARISH ON FOUR | Kohl, Milk  
Photo © Felix Forest / Project by Decus Interiors



- 1 TATE | Mix of greens
- 2 ARCH | Emerald, Milk + Milk, Emerald  
Designer Nap Atelier
- 3 TATE | Flush, Fjord, Robin's Egg, Turquoise, Milk  
Photo © Nicolas Matheus
- 4 HEX HONEYCOMB | Robin's Egg, Olive, Bone





1



- 1 PLUS SHAPE | Emerald, Robin's Egg, Milk  
Photo © Cecile Treal
- 2 BAGUETTE | Smoke, Oyster, Dove, Fog
- 3 PLUS SHAPE | Celadon, Dark Celadon, Milk
- 4 HEX DOT | Teal, Milk





1 HEX PUNCH | Limoncello, Milk

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