MODERN RESIDENCES

CONTEMPORARY ARCHITECTURE



Wood-Look

~Porcelain Tiles~

A Smarter Alternative to Natural Wood in Contemporary Homes

1. Wood-Look Porcelain vs. Natural Wood
2. Applications Throughout the Home
3. Curated Wood-Look Porcelain Collections







A Smarter Alternative to Natural Wood




Modern Residences

Timeless Modern Living













1. Wood-Look Porcelain vs. Natural Wood

Wood-Look Porcelain Tile Offers Much Lower Costs Than Wood

60% Lower Total Lifetime Cost*

*Including all hardwood maintenance expenses

1.1. A Clear, Informed Comparison

Natural wood is often associated with warmth, elegance, and timeless appeal. However, when evaluated from a **performance, durability, and long-term value standpoint**, wood-look porcelain tile offers a clearly superior solution for modern residential environments.



1.2. Authentic Wood Aesthetics, Engineered Performance

Thanks to advanced ceramic manufacturing technologies, today's porcelain tiles accurately reproduce the **grain, tonal variation, texture, and visual warmth of real wood**. The result is a finish that looks natural while delivering a level of consistency and reliability that natural wood cannot guarantee.

1.3. Stability in Any Environment

Unlike natural wood, porcelain is **non-porous and dimensionally stable**. It does not warp, swell, crack, or deteriorate when exposed to:

- Water and humidity
- Temperature fluctuations
- Direct or indirect sunlight

This allows the same wood aesthetic to be used consistently throughout the home, without technical limitations.

1.4. Durability for Everyday Living

Wood-look porcelain is designed to withstand daily use without visible wear. It offers high resistance to:

- Scratches and abrasion
- Impact from furniture and daily activity
- Marks caused by footwear or pets

Where natural wood inevitably shows dents, scratches, and aging, porcelain maintains its original appearance over time.



1.5. Minimal Maintenance

Unlike real wood flooring, porcelain does not require:

- Sanding
- Sealing
- Refinishing
- Specialized Treatments

Routine cleaning with standard neutral products is sufficient, making it an ideal solution for homeowners who value **luxury finishes with minimal upkeep**.



1.6. Long-Term Value

From a lifecycle perspective, wood-look porcelain represents a **lower total cost of ownership**. Its durability and resistance to damage significantly reduce future maintenance and replacement costs.

1.7. A Responsible Material Choice

Wood-look porcelain preserves the visual language of wood **without relying on timber extraction**, aligning contemporary design with a more conscious and responsible material approach.





2. Applications Throughout the Home

Thanks to its technical properties and visual versatility, wood-look porcelain integrates seamlessly across the entire home, ensuring design continuity and long-term performance.

2.1. Flooring

- Living areas and open-plan spaces
- Bedrooms and private zones
- Kitchens, where durability & easy cleaning are essential
- Transitional areas such as hallways and entrances

Porcelain planks allow designers to extend a wood aesthetic across different spaces without functional compromises.

2.2. Bathrooms

Unlike natural wood, porcelain performs exceptionally well in moisture-rich environments. It can be confidently used for:

- Bathroom floors
- Shower areas
- Vanity and feature walls

This enables a cohesive design language between dry and wet spaces.

2.3. Wall Applications

Wood-look porcelain can also be installed vertically, creating:

- Accent walls
- Feature panels
- Integrated floor-to-wall compositions

Its dimensional stability ensures long-term performance without deformation or staining.

Wood-Look Porcelain Collections





3.



Selected Manufacturers & Real Product References

The following **collections are commercially available wood-look porcelain products**, curated by Modern Residences to guide clients during the finishes selection process. Each collection has been selected for its **design quality, consistency, and suitability for contemporary homes.**



GRESPANIA

Grespania offers one of the most complete and refined wood-look porcelain portfolios, combining technical reliability with highly controlled design execution



BURO

Collection Page:
www.grespania.com/en/series/buro

Catalog:
www.grespania.com/en/pdf-collection/349

Design Profile
A clean and contemporary wood interpretation with balanced grain and restrained contrast.

Curator Note
Ideal for modern interiors where the floor supports the architecture without dominating the space.

Color Options



GUINEA

Collection Page:
www.grespania.com/en/series/guinea

Catalog:
www.grespania.com/en/pdf-collection/439

Design Profile
Rich tonal variation inspired by exotic woods, with depth and warmth.

Curator Note
Recommended for clients seeking character and warmth with a refined finish.

Color Options



JUNGLA

Collection Page:
www.grespania.com/en/series/jungla

Catalog:
www.grespania.com/en/pdf-collection/49

Design Profile
Natural wood appearance with subtle knots and soft texture.

Curator Note
A versatile and realistic option, especially effective when transitioning from real wood.

Color Options

MALMO

Collection Page:
www.grespania.com/en/series/malmo

Catalog:
www.grespania.com/en/pdf-collection/283

Design Profile
Nordic-inspired collection with light tones and visual clarity.

Curator Note
Perfect for bright interiors and contemporary, Scandinavian-influenced homes.

Color Options



OSLO

Collection Page:
www.grespania.com/en/series/oslo-pav

Catalog:
www.grespania.com/en/pdf-collection/425

Design Profile
Linear, neutral wood expression focused on uniformity and continuity.

Curator Note
Excellent for open-plan layouts and seamless spatial transitions.

Color Options



SELVA

Collection Page:
www.grespania.com/en/series/selva

Catalog:
www.grespania.com/en/pdf-collection/107

Design Profile
Organic and tactile wood look with expressive texture.

Curator Note
Best suited for interiors where material presence and texture are key design elements.

Color Options





SHERWOOD

Collection Page:
www.grespania.com/en/series/sherwood

Catalog:
www.grespania.com/en/pdf-collection/50

Design Profile
Timeless wood aesthetic with familiar tones and balanced realism.

Curator Note
An excellent choice for clients hesitant to move away from traditional hardwood.

Color Options



WABI SABI

Collection Page:
www.grespania.com/en/series/wabi-sabi

Catalog:
www.grespania.com/en/pdf-collection/56

Design Profile
Rich tonal variation inspired by exotic woods, with depth and warmth.

Curator Note
Recommended for clients seeking character and warmth with a refined finish.

Color Options