



**CERAMIC**  
SURFACES AUSTRALIA



Escaping to  
**Outdoor Spaces**





Australia has always had a climatic environment that suits outdoor living, but never before have we seen both urban and non-urban outdoor spaces transform from day into late night gatherings of people wanting to meet around a table, complete with aperitif in hand.

Confirmed by recent studies, the **Outdoor Space Escape** trend is quite evident to anyone who happens to pass through the various city neighbourhoods or vacation destinations. This is a phenomenon that cuts across all ages, and in fact while it's Gen Z aged 25 to 35 who go out at least once a week, the older generations – from Millennials to Baby Boomers – also like to spend their leisure time outside the home. This flow of people revitalizing corners of cities and suburbs is certainly nothing new, but it appears to be growing steadily. Driven by a constant desire to explore, consumers are looking for new settings, to transform an ordinary experience into something special.

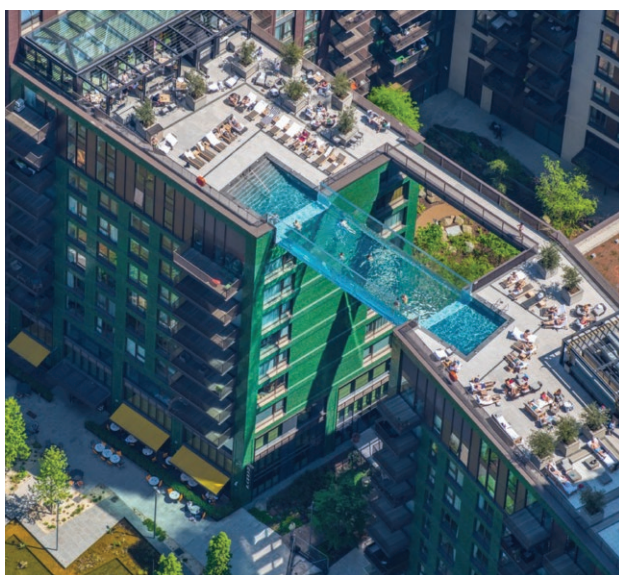
Indeed, for some time now the hotel industry has been busy revamping its identity by transforming itself into new landmarks, both in urban areas and holiday destinations.



In fact, hotels and resorts have opened up to the local areas, offering hybrid consumption opportunities in versatile and multifaceted spaces, perceived today as microcosms for enjoying something **different from normality** and non-ordinary experiences.

Starting with the success of dining spaces run by renowned chefs, today we have the outdoor appeal of hotel rooftops set up as **salons** for social events where the presence of a swimming pool contributes to further enrich the experience.





Momentarily elevating oneself and observing one's city or a natural panorama from above can provide a new and unique lens for observing and perceiving reality. An **Escape to Outdoor Spaces**, then, that satisfies an innate desire for freedom. More accessible when in one's own city, or intensely desired when in the places of leisure.

When creating such outdoor spaces special attention needs to focus on the planning of such space. Not only is the finished ambience the focus, but importantly the finishes that will maintain the desired ambience and be maintenance free in an outside environment. Colour, texture and format all play an important role in the mood of the outdoor space created, and there is none more versatile and everlasting than the use of porcelain stoneware floors, walls and furnishings.

For detailed information about the extensive ranges of landscape porcelain stoneware materials and pool tiles available for resort & hospitality projects or residential environments, contact us today at [info@csaustralia.com.au](mailto:info@csaustralia.com.au) or visit [www.ceramicsurfacesaustralia.com.au](http://www.ceramicsurfacesaustralia.com.au)

