

START WITH A STATEMENT:
Living Room Tiles
That Impress



2025
TILE GUIDE

NOT JUST A ROOM IT'S THE FIRST IMPRESSION

Hi! I'm Ashok, your tile expert.
The living room is the heart of your home-where guests are welcomed, families gather, and first impressions are made. With so many tile choices in the market, selecting the right one can feel overwhelming. The best way to approach this is by breaking it down into three key factors:
tile size, finish, and style.



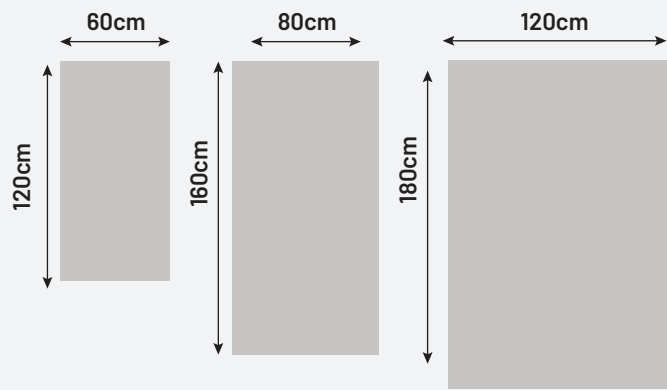
TILE SIZE – CHOOSING THE RIGHT ONE

The size of a tile makes a noticeable difference in the overall feel of a living room. Larger tiles create a more open, seamless look with fewer grout lines. That means less scrubbing and hassle-free cleaning—making them a practical choice for high-use areas like living rooms.

These larger formats are especially effective in creating a spacious, elegant feel. Surprisingly, they're not just for large rooms. In smaller living areas, larger tiles help make the space feel visually bigger and less broken up, thanks to minimal grout lines. It's a simple design upgrade that requires no structural renovation. And with fewer joints, cleaning becomes easier and more efficient too.

Many leading brands today offer large-format vitrified tiles across different collections to suit a variety of design needs. Common formats ideal for living room spaces include:

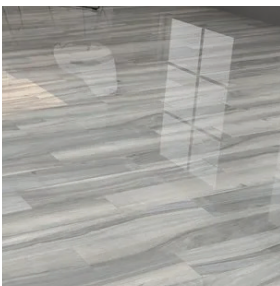
60x120 cm • 80x160 cm • 120x180 cm



TILE FINISH – WHAT WORKS BEST FOR LIVING ROOMS?

The finish of your tile impacts both aesthetics and functionality. It affects how much light reflects across the room, the mood it creates, and how easy it is to maintain.

HERE'S HOW DIFFERENT FINISHES WORK: _____



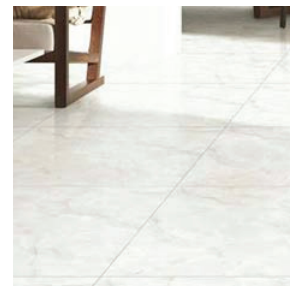
Glossy / Polished Finish

Reflects light, making the room feel bright, sleek, and luxurious. A great fit for modern interiors.



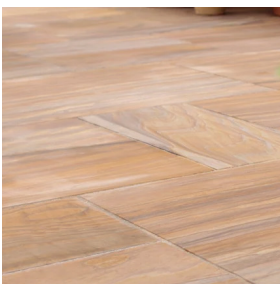
Satin Finish

A blend of gloss and matt, offering a soft, elegant sheen without glare. Easy to clean, and works well across both living rooms and kitchens.



Matt Finish

Subtle and contemporary, this finish is globally popular and now trending in India.



Wood-look or Natural Stone Finish

For a warm, rustic ambiance, wood-effect tiles from Johnson's vitrified collections bring in an earthy, organic aesthetic.

Thanks to advanced ceramic engineering, it's possible to use the same tile across your living room and kitchen for a cohesive, continuous design.

STYLE – MATCHING TILES TO YOUR DÉCOR

*Your tile should reflect your overall home décor theme.
Below are popular directions based on different styles:*



FOR A MODERN, MINIMALIST LOOK

Large-format tiles in neutral tones like light grey, white, or beige.



FOR A LUXURIOUS FINISH

Polished marble-look tiles .



FOR A COZY, NATURAL AESTHETIC

Wood-effect tiles that deliver warmth and are scratch- and stain-resistant.

ACCENT WALLS – MAKING A STATEMENT

Accent walls are a creative way to bring depth and personality into your living room. A well-designed accent wall can serve as the room's focal point or a subtle design flourish.

HERE ARE A FEW APPROACHES:

- **Subtle elegance:** Marble-look tiles in soft, neutral tones
- **Bold statements:** Smaller tiles from Johnson's Heritage Collection (10.8x10.8 cm and 10x30.2 cm) are perfect for intricate wall designs
- **Rustic and artistic:** Tiles from the Evoke Series in the Endura Collection (20x20 cm) with intricate patterns
- **Natural, earthy finish:** Wood or stone look tiles from Johnson and Porselano collections that replicate the feel of natural material, but offer higher durability



DURABILITY – ENSURING LONG-LASTING BEAUTY

Since the living room is a high-traffic area, durability is non-negotiable. Johnson's vitrified tiles are designed to meet the demands of everyday use, offering:

HERE ARE A FEW APPROACHES:

- **Scratch resistance:** Withstanding regular footfall and wear
- **Stain-free surfaces:** Easy to clean and maintain
- **Low maintenance:** Fewer grout lines mean less accumulation of dust and dirt

To explore more, Johnson showrooms offer a dedicated selection of stain-free vitrified tiles—perfect for stylish, functional living spaces.

WHICH BRAND TO CHOOSE?

There are many tile brands available that meet basic requirements. But if you're looking for a brand that strikes the right balance between **aesthetics, durability, size options, and surface finishes**, **Johnson Tiles** is worth exploring.

With over 67 years of tile manufacturing expertise, Johnson is one of India's most trusted names—chosen by countless homeowners across the country.

The brand invests in product development based on real customer needs

Their tiles aim to balance design with practical functionality, including safety features

Their collections are built with different spaces and applications in mind

With a track record of innovation and multiple collections tailored for living spaces, Johnson offers:

- *Vitrified large-format tiles in 60x120, 80x160, and 120x180 cm sizes*
- *A full spectrum of finishes—glossy, satin, matt, wood-look*
- *Coordinated styling options for living rooms, kitchens, and accent walls*
- *Collections like Porselano, Marbonite, Johnson , and more*
- *Options that are scratch-resistant, stain-free, and easy to maintain over the long term*



Explore more:

- If you want to know more, step into a **Johnson Experience Centre**, where experts will guide you in choosing the perfect tiles.

<https://www.hrjohnsonindia.com/display-centre>

- If there isn't one near you, **visit the Johnson website** to find the closest authorized Johnson dealer.

<https://www.hrjohnsonindia.com/dealer-locator>

- Or try our **Tile Studio**, an interactive tool that lets you see how different tiles will look in your own space.

<https://www.hrjohnsonindia.com/johnson-tile-studio>





<https://www.hrjohnsonindia.com>

Scan the QR code below to explore our
range of tiles for all spaces
and find the perfect fit for your home.

Planning Other Spaces Too?

If you're exploring tile options for other areas in your home, you might find these guides useful. Each one is designed to help you choose the right tiles based on the specific needs and usage of that space.

Bathroom Tiles

Kitchen Tiles


Staircase Tiles

Roof/Terrace Tiles

Bedroom Tiles

Feel free to refer to them as you plan your home-it's often helpful to look at the full picture before making your final selections.



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