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"Children of a culture born in a water-rich environment, we have never really learned how important water is to us. We understand it, but we do not respect it."

William Ashworth,
Environmental Writer

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FLOORING AS A DEFINING AESTHETIC ELEMENT

For decades, flooring was treated as a supporting layer, however, today, it has emerged as an influential element in residential design, shaping how spaces are experienced, navigated, and perceived. From luxury residences to contemporary urban homes, the floor is no longer just a surface, it is the foundation of a design identity.

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Designers and homeowners alike increasingly recognize that flooring anchors the interior narrative. As Abhishek Somany, Managing Director & CEO, Somany Ceramics, New Delhi, explains, “Flooring today has evolved into a design-defining surface, shaping how spaces are experienced rather than merely supporting them functionally.” According to him, one of the strongest trends driving this shift is the move towards larger, more seamless surfaces that visually expand interiors and allow architects and designers to work with cleaner, uninterrupted planes.

Abhishek Somany

Agreeing with this perspective, Satinder Chawla, Managing Director, Span Floors, notes that “in the luxury residential segment, flooring has evolved into a key architectural and aesthetic layer, rather than a background finish.” This change reflects a broader movement toward intentional design, where every surface contributes to spatial harmony, performance, and long-term value.

Satinder Chawla

According to a Mordor Intelligence report, the India Floor Covering Market is estimated at USD 85.15 million in 2025 and is expected to reach USD 101.28 million by 2030, growing at a CAGR of 3.53% during the forecast period (2025–2030).

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a-class marble

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One of the most visible changes in recent years is how flooring is now selected early in the design process rather than as an afterthought. Flooring responds directly to architecture, furniture planning, and circulation patterns. As Chawla puts it, “Overall, flooring is now expected to be bespoke, design-aligned, and architecturally integrated, rather than mass-produced or generic.”

This evolution is equally evident in surface-led design thinking. “Natural inspirations, be it stone, wood, and mineral textures continue to dominate, but they are now being reinterpreted through engineered surface technologies that offer greater consistency, durability, and design flexibility,” says Somany. He adds that “there is growing interest in expressive finishes, tactile textures, and controlled patterning, which add depth and character to both residential and commercial environments.”

Matt and satin finishes, valued for their understated sophistication and everyday practicality, are increasingly preferred. Another notable shift is the growing demand for visual continuity across floors, walls, and furniture. “This reflects a more holistic approach to spatial design,” Somany explains, “where surfaces contribute equally to aesthetics, comfort, and flow.”

This integrated thinking is echoed across material categories. At Rehau India & Sub Con, flooring is viewed not as an isolated product but as part of a larger interior ecosystem. Tushar Verma, Executive Vice President, explains, “We do not approach flooring as a standalone product category. We see it as part of a larger interior system that must work in harmony with kitchens, storage, and living spaces.”

Tushar Verma

As a result, neutral palettes, tactile finishes, and materials that visually integrate with furniture and cabinetry are gaining preference. “Flooring is expected to complement kitchens, wardrobes, and storage systems seamlessly,” Verma adds, highlighting how integration has become central to contemporary design thinking.

Natural materials and authentic expression

Across luxury homes, there is a growing preference for authenticity – materials that express their inherent character rather than conceal it. Wood, stone, and mineral-inspired surfaces dominate this conversation. In high-end residences, wood flooring remains especially significant. “Wood flooring has become central to high-end homes, valued for its warmth, authenticity, and ability to integrate seamlessly with refined interior design themes,” says Chawla.

At the same time, brands like Somany are rethinking how natural aesthetics can be delivered at scale. “What defines us is the depth of our material thinking where design, manufacturing capability, and long-term usability are considered together,” says Somany. This approach allows the brand to create surfaces that are visually compelling while remaining structurally robust and adaptable across flooring, wall cladding, and furniture-led applications.

This philosophy extends naturally to stone. According to Ramesh Bhandari, Director, A-Class Marble, “Flooring today is increasingly about visual continuity and material authenticity. Large-format flooring has become a clear preference because it makes spaces feel more expansive, with fewer joints interrupting the surface.”

Ramesh Bhandari

a-class marble

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White marble, in particular, continues to define luxury interiors. “It is valued not just for its timeless appeal but also for how it reflects and interacts with light,” Bhandari explains. The focus has shifted from decorative excess to surfaces that age gracefully and retain relevance over time.

Patterns, formats, and architectural definition

While minimalism remains influential, flooring design is also embracing pattern as a tool for architectural expression. In luxury residences, standard plank formats are giving way to layouts that introduce rhythm and spatial structure. “Patterned floors such as herringbone, chevron, Versailles panels, mansion weave, and other custom layouts are increasingly used to introduce rhythm and architectural definition,” says Chawla.

Large-format surfaces are equally transformative. Anamol Anand, Director of Growth and Strategy, Valueline, observes, “Large format slabs, seamless surfaces, and stone-inspired finishes are increasingly popular, as they create visual continuity and a sense of openness within spaces.” These formats allow flooring to function as a unifying plane across rooms rather than a segmented surface.

Anamol Anand

Somany’s latest ranges respond directly to this shift. “Our offerings are shaped by evolving lifestyles and the increasing overlap between architecture, interiors, and furniture,” Somany explains. Collections such as Elita and Senso focus on subtle textures and balanced tones, while EternaStone and Everstone reinterpret stone aesthetics through engineered surfaces that deliver greater uniformity and performance.

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Performance as a design imperative
Alongside aesthetics, performance is a defining criterion. Modern homes demand flooring that withstands moisture, temperature fluctuations, foot traffic, and evolving lifestyles. At Rehau, this performance-first mindset has driven the adoption of rigid core and stone-based technologies. “From a functional standpoint, water resistance and dimensional stability are no longer optional,” Verma notes.

Similarly, Somany highlights the role of advanced manufacturing. “Our flooring solutions are defined by advanced sintered bodies and high-performance surface engineering,” he says, pointing to the Continua+ manufacturing facility, which enables large-format, structurally stable surfaces with high resistance to wear, heat, and moisture, suitable not just for floors but also for countertops, vanities, and architectural platforms.

Sustainability and long-term value
As flooring becomes a long-term investment, sustainability and wellness have moved to the forefront. “Sustainability at Somany is embedded within our manufacturing philosophy,” says Somany. “We focus on resource efficiency, waste reduction, and creating surfaces that last longer, perform better, and reduce the need for frequent replacement.”

This commitment is echoed across the industry. From certified wood sourcing at Span Floors to adhesive-free installation systems at Rehau and waste-reducing wire-saw technologies at A-Class Marble, sustainability is increasingly tied to performance, longevity, and indoor environmental quality.

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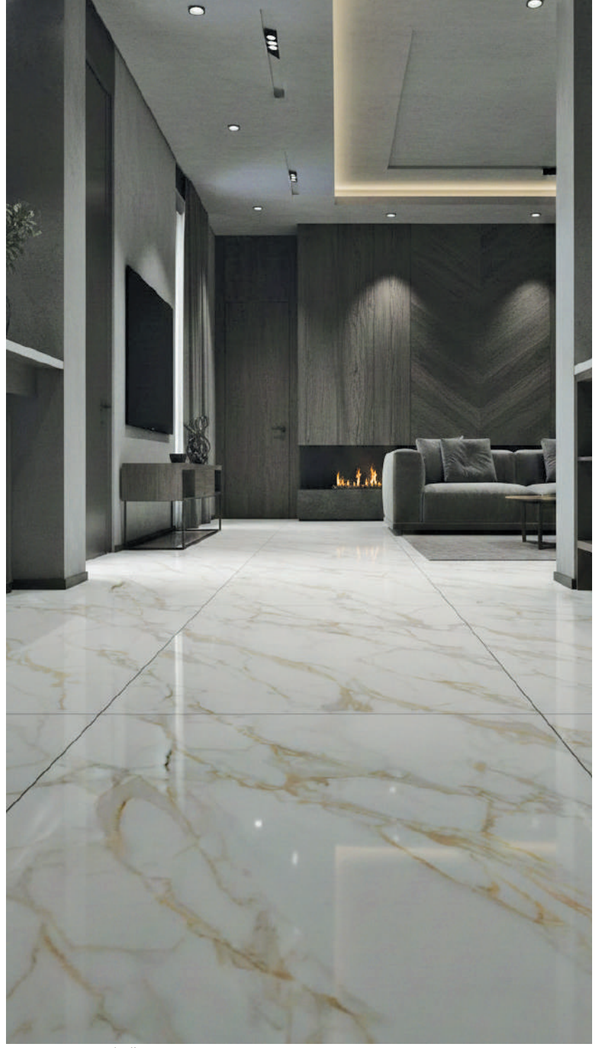

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Looking ahead
Steering away from its humble origins, the floor of the future is expected to play an even more strategic role in interior design. “The coming year will see accelerated adoption of engineered and sintered surfaces that offer both aesthetic versatility and functional reliability,” Somany predicts. As boundaries blur between architecture, interiors, and furniture, surfaces that perform across applications will gain prominence.

Ultimately, flooring has transcended its utilitarian origins. It now helps define how homes look, feel, and perform, quietly shaping daily experiences while anchoring design expression. As materials, technologies, and consumer awareness continue to evolve, flooring stands firmly at the intersection of aesthetics, architecture, and lifestyle.

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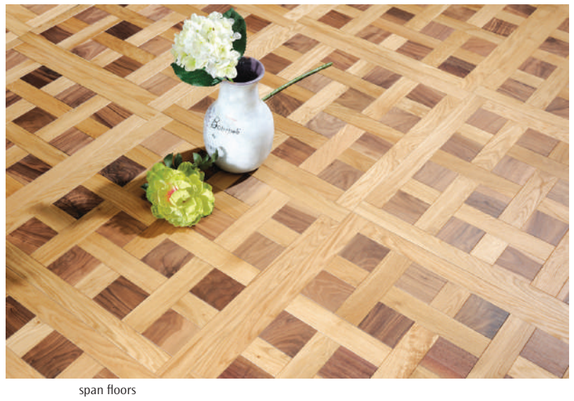

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