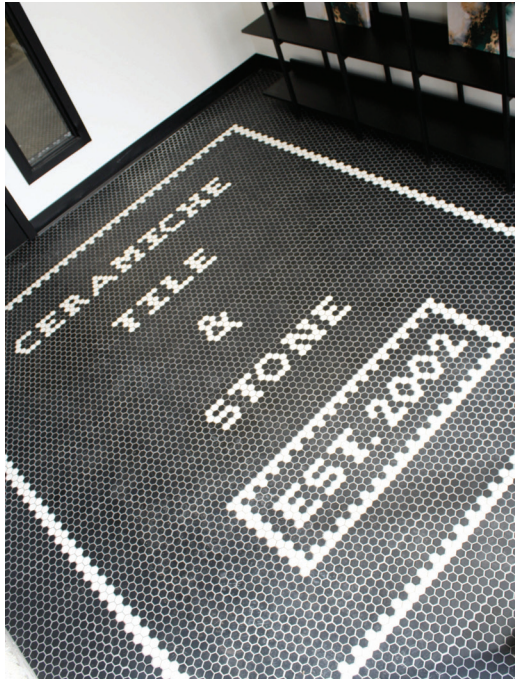


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**DESIGN IN PITTSBURGH**

## Elevated Experience

**Ceramiche Tile & Stone's new showroom expands on and embodies the warmth and richness of this Pittsburgh institution.**

"Is there any place more sacred for a family than home?" asks Ally Venturo, director of operations at Ceramiche Tile & Stone.

It's a question that carries a double meaning for Ceramiche in light of the company's recent move to a new showroom in Robinson. A West End staple, the family-run business has established a longtime clientele that continually returns for the enduring transparency, vetted knowledge, and unmatched curated collection Ceramiche provides.

So when Venturo and her father, Darren Jarvis, acquired the company after both working extensively with Ceramiche—Jarvis as an industry partner and Venturo as an employee—they knew carrying on the name meant bringing a fresh perspective, and with it, a new location.

"Our previous space was a boutique in a former church with so much character," Venturo notes. "We did everything we could to bring that feeling into a more functional, amenity-rich place."

The Robinson showroom

invites clients on a journey.

An open-concept floor plan encourages sight lines across the store, meaning inspiration can strike for a porcelain feature while clients peruse stone selections. Eschewing traditional vignettes, the team opted to install represented brands into the showroom's working kitchen, restrooms, and foyer, bringing a tactile element to the overall shopping experience. Perhaps most important are large workstations and private conference rooms that provide opportunities for architects, designers, and homeowners alike to lay samples against drawings, cabinet faces, and hardware for a living mood board.

Beyond the fresh yet familiar feeling it effuses, Ceramiche's new home illustrates the company's unwavering passion for client-centered service. "At the end of the day, it's about making sure every client leaves here loving what they found," says Venturo.

**CERAMICHE**  
*Tile & Stone*

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