INTERIOR MATERIAL SELECTION GUIDE

The Definitive Reference for Flooring · Wall Finishes · Ceiling Materials
Stone · Wood · Glass · Metal · Fabric & Smart Materials

Flooring	Wall Finishes	Stone	Timber
Glass	Metal	Fabric	Smart

200+	12	50+	2025
MATERIALS	**CATEGORIES**	**SPEC TABLES**	**EDITION**
Covered in this guide	Flooring to smart surfaces	Technical comparisons	Current pricing & trends

Presented by Architecture + AI • Professional Reference • For Architects, Designers & Homeowners

■ MATERIAL SELECTION FRAMEWORK

How to choose the right material for every space

Selecting interior materials is a multi-layered decision that balances aesthetics, performance, budget, sustainability, and maintenance. The right material for a bedroom is rarely the right material for a bathroom. This guide provides a structured framework to evaluate every option systematically.

1. SPACE FUNCTION

- Wet/dry area requirement
- Foot traffic intensity
- Acoustic requirements
- Thermal performance needs

2. AESTHETIC GOALS

- Design style (modern/classic)
- Colour palette integration
- Texture and pattern mix
- Light reflectivity (LRV)

3. BUDGET RANGE

- Material cost per sqft
- Installation cost
- Long-term maintenance
- Replacement lifecycle

4. DURABILITY

- Expected wear lifespan
- Scratch/stain resistance
- UV fade resistance
- Structural load bearing

5. SUSTAINABILITY

- VOC emission levels
- Recycled content %
- Carbon footprint
- End-of-life disposal

6. MAINTENANCE

- Daily cleaning requirements
- Periodic sealing/treatment
- Professional restoration
- Warranty coverage

◆ HOW TO READ THIS GUIDE — RATING SYSTEM

Rating Axis	Excellent	Good	Average	Poor
Cost	■50–150/sqft	■150–400/sqft	■400–800/sqft	■800+/sqft
Maintenance	Wipe clean	Monthly care	Seasonal treatment	Professional only
Durability	25+ years	15–25 years	8–15 years	Under 8 years
Sustainability	GreenPro/LEED	Low VOC certified	Standard grade	Non-certified

■■ FLOORING MATERIALS — COMPLETE GUIDE

Marble · Granite · Vitrified · Hardwood · Laminate · Vinyl · Epoxy · Terrazzo

Flooring is the single largest visual surface in any interior and the most structurally demanding. The wrong choice leads to costly replacements within 5 years. Below is a comprehensive evaluation of every major flooring material available in the Indian and global market in 2025.

ITALIAN MARBLE

LUXURY TIER

Natural calcite stone quarried in Carrara, Statuario and Calacatta varieties. Timeless elegance with unique veining.

COST	MAINT.	DURABILITY
■250–1200/sqft	High — seal every year	20–50 years

PROS: Timeless beauty, adds resale value, cool surface

CONS: Porous — needs sealing, shows etching

VITRIFIED TILES

MID-RANGE TIER

Double-charged and full-body vitrified tiles fired at 1200°C. The most popular flooring in urban Indian homes.

COST	MAINT.	DURABILITY
■60–350/sqft	Very Low	15–30 years

PROS: Durable, low maintenance, vast design range

CONS: Cold underfoot, slippery when wet

ENGINEERED HARDWOOD

PREMIUM TIER

Real wood veneer (3–6mm) bonded to HDF/plywood core. Offers authentic wood feel with improved stability.

COST	MAINT.	DURABILITY
■250–800/sqft	Medium — clean & oil every 2 yr	15–25 years

PROS: Warm, natural, refinishable, dimensionally stable

CONS: Not suitable for wet areas, higher cost

EPOXY FLOORING

CONTEMPORARY

Two-component resin system applied at 2–5mm thickness. Ideal for modern, industrial, and commercial interiors.

COST	MAINT.	DURABILITY
■80–250/sqft	Low — mop clean	10–20 years

PROS: Seamless, hygienic, highly customisable

CONS: Hard underfoot, slippery without additive

◆ FLOORING QUICK COMPARISON

Material	Cost/sqft	Durability	Wet Areas	Underfloor Heating	Eco Rating
Italian Marble	■250–1200	★★★★★	No — seal req.	Not recommended	★★★■■
Indian Granite	■80–300	★★★★★	Yes	Not ideal	★★★★■
Vitrified Tile	■60–350	★★★★■	Yes	Compatible	★★★■■
Engineered Wood	■250–800	★★★★■	No	Yes — ideal	★★★★■
Laminate	■70–200	★★★■■	No	Limited	★★★■■
Luxury Vinyl (LVT)	■120–350	★★★★■	Yes	Yes	★★★■■
Epoxy Resin	■80–250	★★★★■	Yes	Not ideal	★★■■■
Terrazzo	■200–600	★★★★★	Yes	Yes	★★★★★
Kota Stone	■40–80	★★★★★	Yes	No	★★★★★

■■ WALL FINISHES & TREATMENTS

Paint · Wallpaper · Cladding · Plaster · Tiles · Panels · Stone Veneer

Walls cover the greatest visual area of any room — typically 40–60% of what the eye sees. Wall finish selection sets the mood, acoustics, and maintenance burden of a space. From budget emulsion paints to hand-crafted Venetian plaster, every option is evaluated below.

ARTISAN FINISH

TEXTURE / STUCCO PLASTER

Hand-applied mineral plasters including Venetian, Marmorino, and modern sand-finish textures. Each wall is unique.

COST	MAINT.	DURABILITY
■60–400/sqft	Low — repaint every 5–8 yrs	15–25 years

PROS: Bespoke, breathable, timeless European aesthetic

CONS: Skilled labour intensive, longer drying time

FASHION FINISH

DESIGNER WALLPAPER

Non-woven, vinyl, grasscloth, and digital printed wallpapers. Latest 2025 trend: maximalist botanicals and geo-metallics.

COST	MAINT.	DURABILITY
■35–500/sqft	Medium — avoid moisture	5–15 years

PROS: Instant transformation, huge design variety

CONS: Moisture sensitive, replace on damage

STATEMENT FINIS

NATURAL STONE CLADDING

Thin-cut slate, quartzite, sandstone, and ledge-stone panels installed as feature walls and external cladding.

COST	MAINT.	DURABILITY
■150–600/sqft	Low — seal periodically	30+ years

PROS: Natural, unique, durable, adds depth & texture

CONS: Heavy — structural consideration needed

TRENDING 2025

FLUTED WOOD PANELS

MDF or solid wood panels with linear groove profiles. The most-searched interior design product of 2024–25.

COST	MAINT.	DURABILITY
■120–400/sqft	Medium — dust in grooves	10–20 years

PROS: Warm, acoustic absorption, very on-trend

CONS: Requires finishing, not wet-area suitable

◆ 2025 TRENDING WALL COLOUR PALETTES

WARM EARTHY NEUTRALS (Most Popular 2025)

Warm Sand · Terracotta · Ochre · Linen · Truffle · Ivory · Sienna · Walnut

MOODY JEWEL TONES (Luxury Segment 2025)

Ink Blue · Forest · Amethyst · Burgundy · Midnight · Olive · Espresso · Aubergine

◆ WALL FINISH PERFORMANCE MATRIX

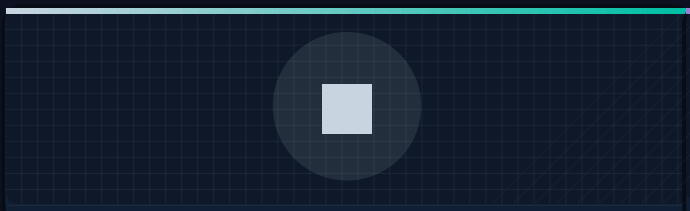
Finish Type	Washability	Moisture Res.	Acoustic	Eco / VOC	Cost/sqft
Emulsion Paint	★★★★■	★★■■■	None	Low VOC avail.	■8–40

Micro-cement	★★★★★	★★★★★	Minimal	Medium	■120–350
Venetian Plaster	★★★★■	★★★■■	Minimal	Low VOC	■120–400
Ceramic Wall Tile	★★★★★	★★★★★	None	Standard	■40–200
Wallpaper (Vinyl)	★★★★■	★★★■■	Slight	Varies	■35–200
Grasscloth Paper	★★■■■	★■■■■	Good	Natural	■150–500
Wood Panels	★★★■■	★★■■■	Excellent	Varies	■120–400
Stone Cladding	★★★★★	★★★★★	Good	Natural	■150–600

❖ CEILING MATERIALS & FALSE CEILING SYSTEMS

Gypsum · POP · Wood · Metal · Stretch · Acoustic · Coffered

The ceiling is the fifth wall — the most neglected yet most impactful design surface. False ceiling systems have evolved from simple gypsum boards to complex multi-level, back-lit, acoustic, and smart-integrated systems. Understanding the options prevents costly mid-project changes.



STANDARD CHOIC

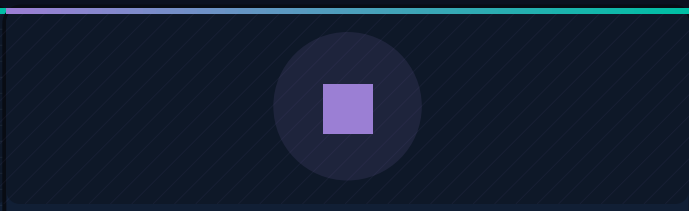
GYPSUM BOARD FALSE CEILING

Plasterboard panels (12.5mm or 15mm) on metal framing. The most widely used false ceiling system globally.

COST	MAINT.	DURABILITY
■60–120/sqft (installed)	Low — repaint as needed	15–25 years

PROS: Smooth finish, takes any paint, fire resistant

CONS: Not moisture tolerant unless specialised board



ULTRA-MODERN

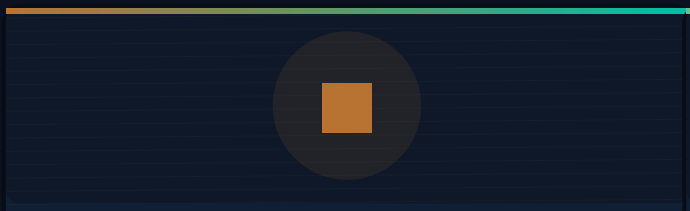
STRETCH CEILING SYSTEM

PVC or fabric membrane stretched over a perimeter track. Enables backlit ceilings, printed photography, and 3D forms.

COST	MAINT.	DURABILITY
■200–600/sqft	Very Low — just clean	10–20 years

PROS: Seamless, backlit ready, hides all services

CONS: Specialist installation, puncture risk



WARM PREMIUM

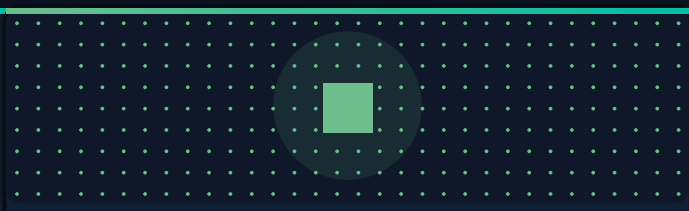
WOOD / TIMBER CEILING

Solid wood slats, engineered panels, or acoustic wood wool panels. Transform a room temperature dramatically.

COST	MAINT.	DURABILITY
■180–600/sqft	Medium	20–40 years

PROS: Warm aesthetics, natural acoustic absorption

CONS: Fire rating requirement, higher cost



FUNCTIONAL PREMIUM

ACOUSTIC CEILING TILES

Mineral fibre, fibreglass, or foam tiles with NRC (Noise Reduction Coefficient) ratings of 0.5–1.0.

COST	MAINT.	DURABILITY
■80–300/sqft	Low — replaceable tiles	15–25 years

PROS: Excellent sound control, easy access to services

CONS: Limited aesthetic options, office look

◆ CEILING SYSTEMS SPECIFICATION TABLE

System	Height Loss	Fire Rating	Acoustic (NRC)	Moisture Resistant	Cost/sqft
POP (Plaster of Paris)	50–150mm	Yes	0.05	No	■40–80
Gypsum Board	75–200mm	Yes	0.05–0.10	MR board avail.	■60–120
Metal / Armstrong Grid	100–200mm	Yes	0.55–0.75	Yes	■80–180
Wood Slat	50–100mm	Treat required	0.40–0.70	No	■180–600
Stretch Ceiling	30–60mm	Self-extinguish	0.05	Yes	■200–600
Acoustic Tiles	100–200mm	Yes	0.70–1.00	Limited	■80–300
Bamboo Ceiling	50–100mm	Treat required	0.35–0.60	No	■120–350
Glass / Mirror	50–100mm	Toughened	0.02	Yes	■300–800

■ STONE, TILE & SURFACE MATERIALS

Marble · Granite · Quartzite · Onyx · Porcelain · Zellige · Terrazzo

Natural and engineered stone remain the pinnacle of interior material specification. Understanding the geological differences, porosity levels, and appropriate applications prevents the most common and expensive material mistakes in luxury interiors.

ULTRA-LUXURY

STATUARIO MARBLE

White Carrara marble with dramatic grey veining. The most photographed stone in luxury interiors.

COST	MAINT.	DURABILITY
■600–1500/sqft	High — annual seal	30–50 years

PROS: Iconic, resale value, cool surface

CONS: Porous, etch-prone, costly

BOLD STATEMENT

BLACK GRANITE

Absolute Black, Rajasthan Black or Galaxy granite. Zero porosity, scratch-proof surface.

COST	MAINT.	DURABILITY
■80–200/sqft	Very Low	50+ years

PROS: Zero porosity, heat proof, scratch resistant

CONS: Shows fingerprints, heavy

EMERGING STAR

QUARTZITE

Metamorphic rock harder than marble. Patagonia, Taj Mahal, Sea Pearl varieties trending strongly.

COST	MAINT.	DURABILITY
■300–900/sqft	Low — less sealing	40+ years

PROS: Marble look with granite durability

CONS: Can be confused with marble — verify

STATEMENT LUXUR

ONYX STONE

Translucent banded calcite with backlit capability. Feature walls, bar counters, and luxury bathrooms.

COST	MAINT.	DURABILITY
■800–3000/sqft	Very High — seal & pol	20–30 years

PROS: Unique backlit glow, dramatic veining

CONS: Very soft, expensive, fragile

ARTISAN TREND

ZELLIGE TILES

Hand-crafted Moroccan terracotta tiles with reactive glaze. Imperfections are the feature — no two tiles

COST	MAINT.	DURABILITY
■300–800/sqft	Medium — regroutin(	20–30 years

PROS: Handmade character, trending globally

CONS: Uneven surface, grout intensive

VERSATILE HERO

PORCELAIN SLAB

Large format 120×240cm or 160×320cm panels. Can replicate any stone at lower maintenance.

COST	MAINT.	DURABILITY
■150–600/sqft	Very Low	25–40 years

PROS: Stain-proof, huge formats, low maintenance

CONS: Cold, can crack under flex

◆ STONE HARDNESS & POROSITY GUIDE (Mohs Scale)

Stone Type	Mohs Hardness	Porosity	Best Application	Sealing Frequency
Marble (Carrara)	3–4	High (1.5–2%)	Feature walls, low-traffic floors	Every 12 months
Granite	6–7	Very Low (0.1–0.5%)	All applications incl. outdoors	Every 3–5 years
Quartzite	7	Low (0.5–1%)	Floors, counters, shower walls	Every 2–3 years
Limestone	3	High (5–15%)	Walls only, dry areas	Every 6 months
Slate	2.5–4	Medium (1–4%)	Floors, feature walls	Every 2 years
Travertine	3–4	High (variable)	Walls, light-traffic floors	Every 12 months
Onyx	3	High (2–3%)	Feature walls, backlit panels	Every 6 months
Sandstone	6–7	High (10–25%)	External, rustic interiors	Every 12 months

■ WOOD, METAL & GLASS IN INTERIORS

Timber species · Veneer · Metal finishes · Glass types · Mirror · Backlit panels

◆ TIMBER SPECIES GUIDE

Wood species selection significantly impacts cost, durability, grain character, and sustainability credentials. Always verify FSC or PEFC certification for sustainable sourcing.

Species	Janka Hardness	Origin	Grain Character	Best Use	Cost/sqft
Teak	1155 lbf	Myanmar/India	Straight, oily	All interiors + outdoor	■400–1200
White Oak	1360 lbf	Europe/USA	Open grain, cathedrals	Floors, furniture	■300–800
Walnut	1010 lbf	USA/Europe	Rich dark, wavy	Furniture, feature walls	■350–900
Mango Wood	1070 lbf	India	Varied, colourful	Furniture, accents	■150–350
Bamboo	1380 lbf	Asia	Fine linear	Floors, panels	■120–280
Pine	870 lbf	Global	Knotty, rustic	Rustic style, ceilings	■80–200
Ash	1320 lbf	Europe/USA	Pronounced grain	Sports, contemporary	■250–600
Rosewood	2440 lbf	India (restricted)	Interlocked, purple	Furniture only	■800–2500

◆ METAL FINISHES IN INTERIORS

ARCHITECTURAL METALWORK OPTIONS

- Brushed Stainless Steel — kitchens, bath fittings, handrails
- Powder-Coated Steel — furniture, partitions, custom colours
- Corten Steel (Weathered) — feature walls, planters, facades
- Copper / Brass — tapware, light fixtures, accent panels
- Perforated Metal — acoustic panels, room dividers, screens
- Expanded Metal Mesh — staircases, facades, decorative grilles

METAL FINISH TYPES & CHARACTERISTICS

- Brushed / Satin — directional texture, hides fingerprints
- Mirror Polished — high reflectivity, shows fingerprints
- Antique / Patina — aged character, unique, non-uniform
- PVD Coated — durable colour (gold/black/rose gold)
- Powder Coated — any RAL colour, chip-resistant
- Lacquered — colour with sheen, interior use only

◆ GLASS TYPES & APPLICATIONS

Glass Type	Thickness	Key Property	Interior Application	Cost Factor
Clear Float Glass	4–12mm	High transparency	Partitions, shelves, tables	1× base
Toughened / Tempered	6–19mm	5× stronger, safe break	Shower screens, floors, facades	2–3×
Laminated Safety	6.4–25mm	Holds on break (PVB interlayer)	Skylights, overhead glazing	2–4×
Frosted / Acid-Etched	4–12mm	Diffused light, privacy	Bathroom, office partitions	1.5–2×
Back-Painted Glass	6–10mm	Opaque colour, glossy	Feature walls, splashbacks	2–3×
Fluted / Reeded Glass	4–10mm	Linear texture, partial privacy	Cabinetry, partitions (trend)	2–3×
Smart Glass (PDLC)	8–14mm	Electric privacy on/off	Conference, luxury bedrooms	15–25×
Mirror Glass	4–6mm	Full reflectivity	Feature walls, wardrobe doors	1.5–2×

■■ UPHOLSTERY, FABRIC & SOFT MATERIALS

Linen · Velvet · Leather · Performance fabric · Rugs · Curtains

Soft materials — upholstery, curtains, rugs, and cushions — control acoustics, thermal comfort, and the emotional warmth of a space. They are the most replaceable interior elements and therefore the safest place to introduce bold colour and pattern decisions.

Fabric Type	Durability (Rubs)	Cleanability	Best Application	Avoid In
Pure Linen	15,000–20,000	Spot clean	Curtains, light upholstery	High-traffic seating
Performance Linen	50,000+	Machine washable	All upholstery uses	N/A
Velvet	20,000–30,000	Professional clean	Feature chairs, sofas	Homes with pets
Leather (Full Grain)	200,000+	Wipe clean	Sofas, dining chairs	High humidity rooms
Faux / Vegan Leather	40,000–80,000	Wipe clean	All upholstery	Sunny rooms (fade)
Bouclé	10,000–15,000	Spot clean only	Accent chairs (trend)	High-traffic areas
Outdoor Performance	100,000+	Hose clean	Indoor-outdoor furniture	N/A
Silk	5,000–8,000	Dry clean only	Cushions, curtains only	Any upholstery
Microfibre	50,000+	Damp wipe	Family homes, child rooms	N/A
Wool Blend	25,000–40,000	Spot / dry clean	Sofas, rugs	Wet areas

◆ WINDOW TREATMENTS & CURTAIN GUIDE

SHEER CURTAINS

- Light diffusion without blocking
- Ideal for layering with block-out
- Linen, voile, or silk materials
- Thermal performance: Low
- Privacy rating: Low

BLOCK-OUT CURTAINS

- Complete light elimination
- Significant thermal insulation
- Essential for bedrooms
- Thermal performance: High
- Privacy rating: Complete

ROMAN BLINDS / ROLLER

- Clean contemporary look
- Space-efficient, flat profile
- Wide fabric/pattern choice
- Thermal performance: Medium
- Privacy rating: High

◆ RUG MATERIAL & SIZING GUIDE

RUG MATERIALS — PERFORMANCE

- Wool — best for cold climates, natural, durable, expensive
- Jute / Sisal — natural, textured, not suitable for wet areas
- Cotton — washable, affordable, flat-weave only
- Polypropylene — outdoor-grade, stain-proof, very durable
- Viscose / Silk blend — luxurious sheen, delicate — rooms only

RUG SIZING RULES

- Living room: All sofa legs ON the rug (preferred)
- Dining: Rug extends 60cm beyond all chair edges
- Bedroom: Rug extends 45–60cm from bed on all sides
- Entryway: Rug fills 80% of the entry corridor width
- Never use a rug smaller than the sofa — floating effect

■ SMART & SUSTAINABLE MATERIALS — 2025

Biophilic · Recycled · Carbon-neutral · Living walls · Smart surfaces · Zero-VOC

Sustainability is no longer a premium add-on — it is a baseline expectation in 2025. Smart materials combine performance with environmental responsibility. This section covers emerging materials reshaping interior design globally and in the Indian market.



TRENDING CHOIC

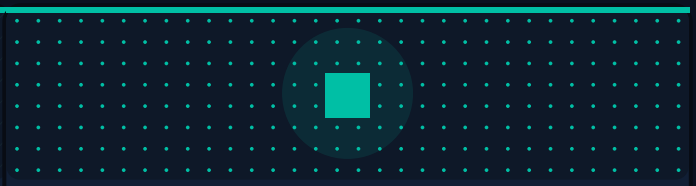
MICRO-CEMENT / MICRO-SCREED

Thin-coat cementitious system (2–3mm) applied over existing surfaces. No joints, no tiles, completely seamless finish.

COST	MAINT.	DURABILITY
■150–400/sqft	Low — seal every 2 yrs	15–25 years

PROS: Seamless, moisture resistant, any surface, fast

CONS: Hairline cracking risk, skilled application



ECO-LUXURY

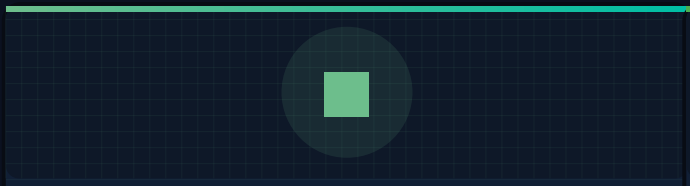
RECYCLED TERRAZZO

Made from recycled glass, marble chips, and industrial waste set in cement or epoxy. Zero-waste manufacturing.

COST	MAINT.	DURABILITY
■200–600/sqft	Low — periodic polish	40–50+ years

PROS: Sustainable, durable, design-forward, unique

CONS: Requires professional grinding/polishing



FUTURE MATERIA

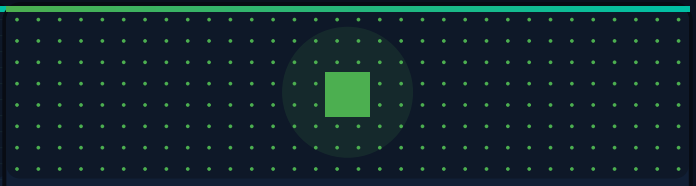
MYCELIUM PANELS

Grown from mushroom roots (mycelium) on agricultural waste. Fully compostable, fire-resistant, and acoustic.

COST	MAINT.	DURABILITY
■500–1500/sqft	Low — fragile to moisture	10–20 years

PROS: Carbon-negative, compostable, acoustic, unique

CONS: Currently limited availability in India



LIVING MATERIAL

BIOPHILIC MOSS WALLS

Preserved or living moss panels for vertical gardens. Air-purifying, acoustic, and dramatically biophilic.

COST	MAINT.	DURABILITY
■800–3000/sqft	Medium (living) / Low (preservec	5–15 years

PROS: Air quality, biophilia, acoustic, Instagram-worthy

CONS: Preserved: Low maintenance / Living: Irrigation needed

◆ SUSTAINABILITY CERTIFICATION GUIDE

Certification	What it Covers	Why It Matters	Applies To
GreenPro (CII)	VOC, recycled content, energy	India's leading green label	Paints, panels, tiles
LEED Material Credits	LCA, recycled %, regional mat.	Global benchmark	All materials
FSC / PEFC	Responsible forest sourcing	Ensures no deforestation	All wood products
Declare Label (LBC)	Full ingredient transparency	Identifies toxic chemicals	Furniture, finishes
GREENGUARD Gold	Low chemical emissions	Critical for schools, hospitals	Paints, adhesives, panels
Cradle to Cradle	Full lifecycle assessment	Circular economy standard	Carpet, tiles, panels
EPD (Environmental PD)	Carbon footprint, lifecycle	Quantified environmental data	Concrete, steel, tiles
IS 15258 (BIS India)	Indian standard for VOC	Ensures safe indoor air	Paints and coatings

■ ROOM-BY-ROOM MATERIAL GUIDE & COST REFERENCE

Best material choices per room · India pricing 2025 · Pro tips

LIVING ROOM

- Vitrified/marble floor · Texture plaster walls · Gypsum ceiling · Sofa fab
- Budget estimate: ■8–25 L total

MASTER BEDROOM

- Engineered wood or carpet floor · Wallpaper / plaster · Wood ceiling accents · Curt
- Budget estimate: ■5–18 L total

MASTER BATHROOM

- Marble or large porcelain · Full tile walls · Waterproof POP ceiling · Fra
- Budget estimate: ■4–15 L total

KITCHEN

- Anti-skid vitrified floor · Kitchen tile splashback · Moisture-resistant gypsum ceiling
- Budget estimate: ■3–12 L total

HOME OFFICE

- LVT or carpet tile floor · Acoustic panels on walls · Acoustic tile ceiling
- Budget estimate: ■2–8 L total

DINING ROOM

- Polished marble or terrazzo · Painted walls · Feature pendant zone · Leather/faux-l
- Budget estimate: ■3–10 L total

◆ INDIA MATERIAL PRICING REFERENCE 2025

Category	Economy	Mid-Range	Premium	Luxury
Flooring (sqft)	■40–80	■80–250	■250–600	■600–3000+
Wall Finish (sqft)	■8–30	■30–120	■120–400	■400–1500+
Ceiling (sqft inst.)	■40–80	■80–160	■160–400	■400–800+
Stone Countertop (sqft)	■80–180	■180–400	■400–800	■800–3000+
Upholstery Fabric (m)	■200–600	■600–1500	■1500–4000	■4000–20000+
Curtain (per window)	■3–8K	■8–20K	■20–50K	■50K–2L+
Rug (per unit)	■3–8K	■8–25K	■25–80K	■80K–5L+

◆ 15 PRO TIPS FROM EXPERIENCED INTERIOR DESIGNERS

1. Always order 10–15% extra material to account for cuts, wastage, and future repairs.
2. Never select flooring in isolation — always view samples with your wall colour under the room's actual lighting.
3. Large format tiles (90×90cm+) make rooms feel larger but require flatter subfloors — check your slab flatness.
4. Wet areas (bathrooms, kitchen) demand a minimum slip resistance rating of R10; outdoor R12 or above.
5. All wall and ceiling paints should be tested as 30cm×30cm dried samples — colours shift dramatically on drying.
6. Natural stone is quarry-batch dependent — order all material from the same batch to ensure colour consistency.
7. The "5-material rule": limit to 5 primary materials per floor to avoid visual chaos.
8. Acoustic comfort = 30% hard surfaces + 70% soft — most homeowners get this backwards.
9. Lighting temperature (2700K warm vs 4000K cool) changes how every material looks — specify lighting early.
10. VOC levels matter: insist on low-VOC or zero-VOC primers and paints — especially for bedrooms and nurseries.
11. Grout colour defines the tile pattern — dark grout emphasises individual tiles, light grout unifies the surface.
12. Request maintenance schedules in writing from every material supplier before signing off.
13. Sustainable materials now come at 5–15% premium but reduce long-term maintenance costs by 30–50%.
14. Always mock up material boards (A3 minimum) with all finishes together before client approval.
15. The best material is the one that looks best AND performs in 10 years — not just on installation day.



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