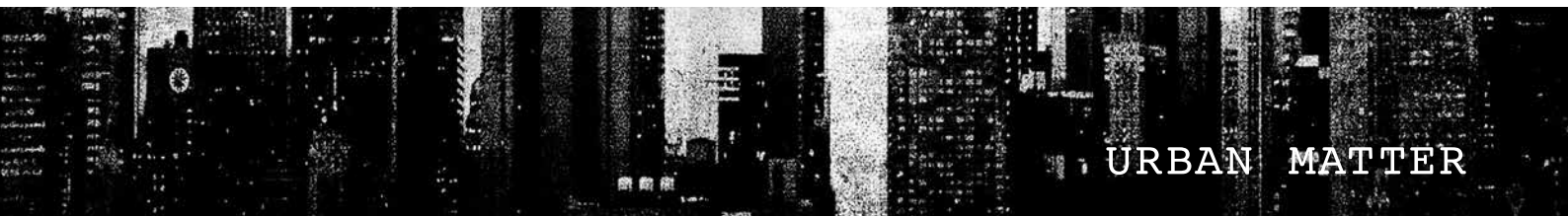




URBAN MATTER

MATERIAL-LIKE EFFECTS FOR INTERIOR FURNISHINGS



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by **MY LAB**

URBAN MATTER

Urban soul, contemporary style, with material-like effects that have strong visual impact.

The world of **ICA Group** is continually evolving, with an unerring focus on the latest design trends and on the requirements flagged up by designers and architects. For this reason, the R&D laboratory has dedicated its energies to the development of wood coatings with a distinctly **metropolitan flavor**.

The **Urban Matter** range – composed of high-impact, material-like effects – embodies a style that is at once contemporary, refined, realistic and “imperfect” [due to the deliberate unevenness of the coated surface]. It is a style that is very much inspired by the everyday. Using this range, it is possible to produce surfaces with **Steel, Cement and Corten effects**, retaining the **rough appearance of the material** being simulated while also offering the **warmth to the touch** that only wood can provide. The Urban Matter range can be deployed for a plethora of creative uses, giving the imagination free rein, with the potential to come up with an **infinite variety of ever-changing and unique effects**.



STEEL EFFECT

Metallic, oxidized, colored: industrial styling with an elegant, understated character.

The range offers two different interpretations of natural steel: **“foil”** with lighter, brighter tones, and **“oxidized”** with warmer tones and a more “lived-in” appearance, available in **eight different nuances** selected on the basis of an analysis of current trends in the world of design. The effect is produced through a coating cycle [on MDF panels or melamine paper] that combines the use of **gloss lacquer** with the **steel-effect metallic coating**. The light **scratches** provide the minute detail that allows the surface to simulate steel even more effectively and, accentuated by the reflection of the light, generate undertones and a sense of movement.

- Spray application.
- Aesthetic effect similar to the look of steel.
- Offers the warmth that only wood can provide.
- Creation of unique effects by adjusting the following variables: color tone of the gloss polyurethane base, opacity, coloration [if applicable] of the steel-effect coating and of the final top coat.
- Suitable for application to three-dimensional objects.
- Good chemical/physical resistance.
- Excellent resistance to light.

STEEL EFFECT



STEEL “FOIL” EFFECT



“OXIDIZED” STEEL EFFECT





RAME



BRONZO

STEEL EFFECT



PLATINO



NICHEL



ORO ROSA



PIOMBO



MANGANESE



TITANIO

CEMENT EFFECT

An industrial look and “powdery” colors characterize furnishings endowed with the cement effect.

The range encompasses **three gray tones**, which are the fruit of ICA Group's research into the latest trends in contemporary interior design. The effect is produced through a coating cycle [on MDF panels or melamine paper] that combines the use of the **water-based base coat**, **mixed using a spatula**, with the **special effect Vellumatt**, in three different shades.

- Spray and spatula application.
- An effect that is comparable to cement in tactile and aesthetic terms.
- Unique effects can be achieved by mixing the water-based base coat with a spatula.
- Very smooth to the touch.
- Good chemical/physical resistance.

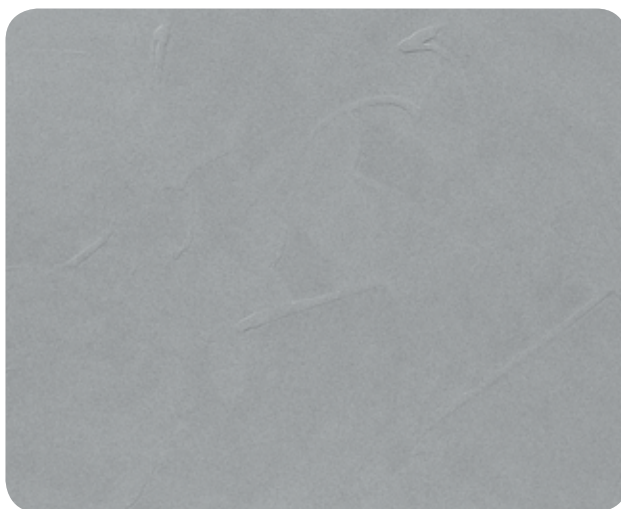




OMBRA

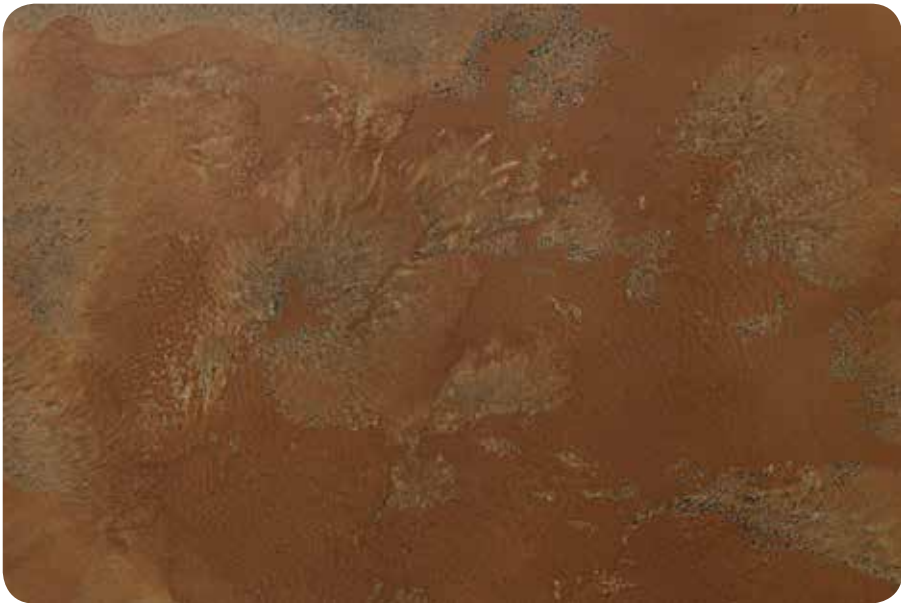


LUCE



POLVERE

CORTEN EFFECT



CORTEN

CORTEN EFFECT

This effect embodies a contemporary style that is even more “lived-in”, with an uneven surface characterized by light and dark nuances that reproduce the deep coloration of natural Corten steel.

The effect is produced through a coating cycle [on MDF panels or melamine paper] that combines the **matt black base coat** with **water-based aging agents** [flower yellow and oxide red], with the color movement being generated by means of a jet of compressed air on the coated surface.

- Spray application.
- An effect that is comparable to Corten steel in tactile and aesthetic terms.
- Creation of unique effects by adjusting the following variables: compressed-air jet, color tone of the polyurethane matt base and of the aging agents.
- Excellent resistance to light.
- The warmth of wood and the stability of the effect over time, with respect to Corten steel.





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