

PHOTOBOOK

novacolor®
I colori dell'Architettura

MADE IN ITALY

COVER PHOTO

Project: 10# Steak House - Shenzhen, China
Design: Ray Wong & RMA
Partner: Bardese
Photo: Kaijian Lee & K&J VISION
Application: Novacolor Guangzhou Panyu
PRODUCT: Luce_Wall Painting

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MINERALS



Project: Residential Project in north Taiwan
Design: Guru Interior Design Consultant
Partner: Professional Choice
Application: EMILY Art Deco, Taipei
PRODUCT: Archi+ Argilla [with Wall2Floor Rasal]

MINERALS

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IT

Le texture Novacolor raccontano una storia che ci rimanda ad epoche lontane e a diverse identità regionali.

Materie prime contemporanee e studi all'avanguardia sono utilizzati per re-interpretare materiali tradizionali, come ad esempio la calce e l'argilla.

Il patrimonio culturale del nostro paese è rappresentato dalla cura di Novacolor per i dettagli.

Ogni prodotto è il risultato di una condivisione: clienti e decoratori sono coinvolti all'interno del processo creativo così che si possano ottenere prodotti artigianali made in Italy.

EN

Novacolor textures tell a story that recalls of ancient times and regional identities: contemporary materials and innovative studies are used to re-interpret traditional materials, such as lime and clay.

The cultural heritage of our country reflects Novacolor attention to the details.

Every product is the result of sharing where clients and decorators are involved in the creative process, so as to achieve handmade products made by Italians.

FR

Les textures de Novacolor racontent une histoire qui nous rappelle des temps éloignés et des identités régionales différentes.

Des matières premières contemporaines et des études de pointe sont utilisées pour réinterpréter des matériaux traditionnels, tels que la chaux et l'argile.

Le patrimoine culturel de notre pays est représenté par l'attention de Novacolor pour les détails.

Chaque produit est le résultat d'un partage: les clients et les décorateurs sont très impliqués dans le processus de création, afin d'obtenir des produits typiques made in Italy.

DE

Die Novacolor-Texturen erzählen eine Geschichte, die an ferne Epochen und unterschiedliche regionale Eigenschaften erinnert.

Zeitgenössische Rohstoffe und modernste Studien werden verwendet, um traditionelle Materialien wie Kalk und Ton.

Das kulturelle Erbe unseres Landes wird durch Novacolors Liebe für Details repräsentiert.

Jedes Produkt ist das Ergebnis eines Austauschs: Kunden und Dekorateure sind stark in den kreativen Prozess eingebunden, so dass sie handwerkliche Produkte des Made in Italy erhalten können.



MINERALS

Marmorino KS

Grassello di calce ad effetto satinato
per interni ed esterni

Mineral plaster coat with a satin effect
for interiors and exteriors

Enduit à la chaux à effet satiné
pour intérieurs et extérieurs

Feine Spachtelmasse auf Kalkbasis zur Dekoration
von Oberflächen im Innen- und Aussenbereich

marmorino ks

Project: Residential project in Taichung City, Taiwan
Design: PU JU interior design Taichung
Partner: Professional Choice
Application: Sunshine Stucco Taichung, Taiwan
PRODUCT: Marmorino KS



Project: NW Living
at Taipei, Taiwan
Design: Nordico Studio
Partner: Professional Choice
Application: EMILY Art Deco, Taipei
PRODUCT: Marmorino KS



Project: The Prime Mansion, China
Design: Mrs Shao Siqi, Suzhou City, Jiangsu province
Partner: Bardese
PRODUCT: Marmorino KS [ceiling]



Project: The Hotel MouCo, Portugal
Design: Architects Aliados, Lda
+ Susana Leite
Partner: TDRV, Lisbon
Photo: Alexander Bogorodskiy
PRODUCT: Marmorino KS





MINERALS

MateriaViva

Rivestimento murale minerale in polvere per interni,
miscelato con componenti naturali

Mineral powder wall coating for interiors,
mixed with natural components

Revêtement mural minéral en poudre pour intérieurs,
mélangé avec des composants naturels

Mineralische pulverwandbeschichtung für innenräume,
gemischt mit natürlichen komponenten

MATERIAviva
natural bond

Project: Novacolor Showroom 24 "MateriaViva", Milan
Design: BeeBest Milano
Application: Davide Palma
Photo: Beppe Brancato
PRODUCT: MateriaViva [cocciopesto]

Project: Novacolor Showroom 24 "MateriaViva", Milan
Design: BeeBest Milano
Application: Davide Palma
Photo: Beppe Brancato
PRODUCT: MateriaViva [pomice, sughero]

Project: Novacolor Showroom 24 "MateriaViva", Milan
Design: BeeBest Milano
Application: Davide Palma
Photo: Beppe Brancato
PRODUCT: MateriaViva [cocciopesto, conchiglia]







MINERALS

Archi+ Argilla

Rivestimento murale in polvere
per interni ed esterni a base di argilla

Mineral plastercoat in powder
for interiors and exteriors, formulated with natural clay

Revêtement mural minéral en poudre
pour intérieur et exterieur, à base d'argile naturelle

Auf natürlichem ton basierender
mineral-glattstrich in pulverform

Archi+ Argilla

Project: Residential Project in north Taiwan
Design: Guru Interior Design Consultant
Partner: Professional Choice
Application: EMILY Art Deco, Taipei
PRODUCT: Archi+ Argilla [with Wall2Floor Rasal]



Archi+ Fondo, Archi+ Argilla for Texture&More - Tulip

Project: Novacolor Showroom 23, Milan
Partner: Studio-Salaris - Jorn Thiede
PRODUCT: Tulip: Archi+ Fondo, Archi+ Argilla



MINERALS

Archi+ Pietra

Rivestimento murale in polvere
a base di calce idraulica,
per interni, ad effetto pietra

Lime-based powder coating for interiors,
based on hydraulic lime with stone effect

Revêtement mural en poudre
à base de chaux hydraulique,
pour intérieurs, à effet de pierre

Pulverbeschichtung auf Basis
von hydraulischem Kalk
für Innenbereiche mit Steineffekt

Archi+ Pietra

Project: Hotel Antares Meribel, France
Design: Gilbert & associés
Application: Maison&Matières (ambassador Julien Rolland)
PRODUCT: Archi+ Pietra





Project: Hotel Antares Meribel, France
Design: Gilbert & associés
Application: Maison&Matières (ambassador Julien Rolland)
PRODUCT: Archi+ Pietra



Archi+ Pietra Intonaco

Finitura decorativa in polvere a base di calce idraulica,
per interni, a grana grossa

Decorative coating for interiors,
based on hydraulic lime with bigger grain

Finition décorative en poudre
à base de chaux hydraulique,
pour intérieurs, à graine grosse

Dekorative Oberfläche aus Pulverbeschichtung
auf Basis von hydraulischem Kalk
für Innenbereiche, grobkörnig

Archi+ Pietra Intonaco

Project: HORM Showroom, Milan
Partner: Horm
PRODUCT: Archi+ Pietra Intonaco

MINERALS

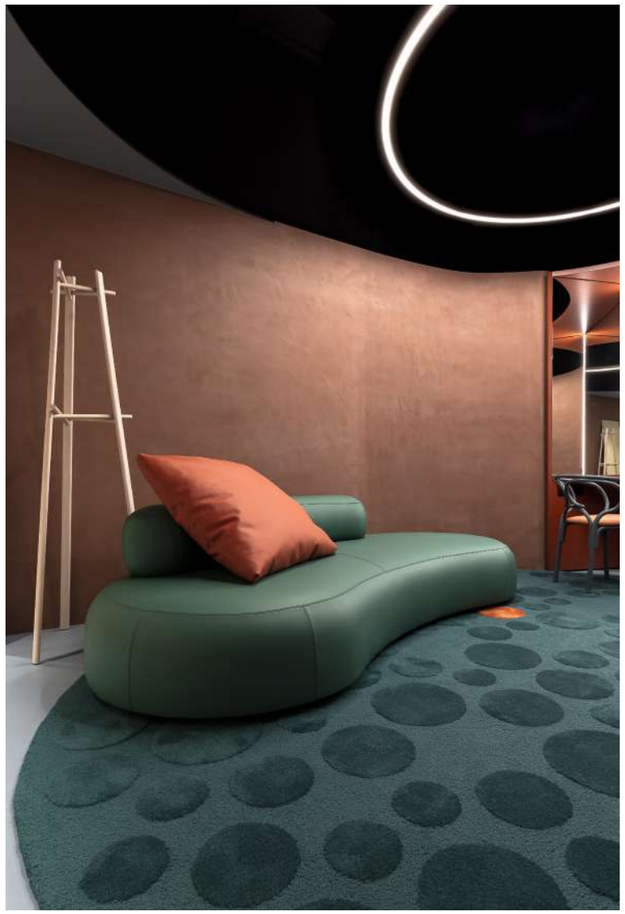
Archi+ Tadelakt

Rivestimento murale in polvere per interni,
a base di calce idraulica

Lime-based plaster in powder for interiors,
with hydraulic lime

Revêtement mural en poudre pour intérieurs,
à base de chaux hydrauliques

Archi+ tadelakt ist ein feinputz
aus hydraulischem kalk für den innenbereich





Archi+
Tadelakt

Project: "Vietato l'ingresso" - Il Primo Camerino, Arcimboldi Theatre, Milan
Curator: Giulia Pellegrino
Architect: Calvi Ceschia Viganò Architetti Associati
PRODUCT: Archi+ Tadelakt

Project: ELIZ Showroom, Taiwan
Partner: Professional Choice
Application: EMILY Art Deco, Taipei
PRODUCT: Archi+ Tadelakt [ceiling]



CalceCruda

Rivestimento decorativo minerale
a base di calce e argilla per interni ed esterni

Decorative mineral coating
with lime and clay for interiors and exteriors

Revêtement minéral décoratif
à base de chaux et d'argile pour intérieurs et extérieurs

Mineralische deko-beschichtung
auf lehm-und kalkbasis für innen und außen

CalceCruda

Project: Residential project at Tou-Qian Road, Xin-zhuang, New Taipei City, Taiwan
Design: Archlin Studio
Partner: Professional Choice
Application: EMILY Art Deco, Taipei
PRODUCT: CalceCruda



Project: THE WEDGWOOD GARDEN, London, UK
Design: Jo Thompson
Partner: Raymunn Ltd.
Application: Bespoke Outdoor Spaces
PRODUCT: CalceCruda [with IRONic]



Project: Casa Sedra, Romania
Partner: Color Smart
PRODUCT: CalceCruda

Project: The Eslite Residence in Suzhou city, China
Design: Mrs Shao Siqi
Partner: Bardese
Application: Novacolor Suzhou
PRODUCT: CalceCruda





Project: Residential Project in north Taiwan
Design: Guru Interior Design Consultant
Partner: Professional Choice
Application: EMILY Art Deco, Taipei
PRODUCT: CalceCruda [with Zeus Silver]

Project: Louis Vuitton Savoir Faire, Jakarta, Indonesia
Design: Kezia Karin
Partner: PT Guiji Cat Mada
PRODUCT: CalceCruda [front wall]





MINERALS

Antiche Patine / Fase Silossanica

Fase silossanica per velature
su supporti sintetici e silossanici

Fase silossanica for velatura
on synthetic and siloxane surfaces

Fase silossanica pour lasure
sur substrats synthétiques et siloxanes

Siloxan-bindemittel für lasuren
für außen- und innenbereiche

Antiche Patine

Project: THE LOFT HOUSE
- Mujahid Farms and Stables, Pakistan
Design: Khyyam Ikram Design/Build,
Umer and Hasnain Architects
Partner: Innovators
PRODUCT: Antiche Patine / Fase Silossanica



MINERALS

Marmur Fine / Marmur Medio

Intonachino a base di calce, a grana fine o media, per interni ed esterni

Lime-based plaster, with fine or medium grain, for interiors and exteriors

Enduit à la chaux à grain fin ou moyen, pour intérieurs et extérieurs

Putz auf Kalkbasis und Marmorsand; mittel- und feinkörnig für innen und außen

Marmur Fine

Marmur Medio

mineral finishes

Project: MB 4 Office Building, Lisbon, Portugal
Photo: Savills Portugal
Partner: TDRV
PRODUCT: Marmur Fine



Project: MB 4 Office Building, Lisbon, Portugal
Photo: Savills Portugal
Partner: TDRV
PRODUCT: Marmur Fine



Project: Residential project, Taipei, Taiwan
Design: Guru Interior Design Consultant
Partner: Professional Choice
Application: EMILY Art Deco, Taipei
PRODUCT: Marmur Fine



Marmur Fine & Marmur Medio for Texture&More - Hyperion

Project: HORM Showroom, Milan
Partner: Studio-Salaris - Peter Wu
PRODUCT: Hyperion: Marmur Fine, Marmur Medio



MINERALS

Teodorico

Intonachino a calce decorativo per interni ed esterni
con mica oro, argento e bronzo

Lime-based decorative coating for interiors and exteriors
with gold, silver and bronze mica

Enduit décoratif à la chaux pour intérieurs et extérieurs
avec effets or, argent et bronze

Dekorativer Kalkputz für Innen- und Außenflächen
mit Gold-, Silber- und Bronze-Effekt

Teodorico

Project: Residential Project, Tainan, Taiwan
Design: Gen Design Tainan, Taiwan
Partner: Professional Choice
Application: Kuan Jing Art Deco., Kaohsiung, Taiwan
PRODUCT: Teodorico

Era a Pennello / Lime Paint

Pittura a calce, per interni ed esterni

Lime paint, for interiors and exteriors

Peinture à la chaux, pour intérieurs et extérieurs

Kalkfarbe, innen und aussen

Lime Paint
ERA A PENNELLO



Project: Residential project, Tainan, Taiwan
Design: Ms. Renee Chen / FULLHOUSE INTERIOR DESIGN
Partner: Professional Choice
Application: KJ Art Deco, Kaohsiung
PRODUCT: Era a Pennello / Lime Paint

CONCRETE



Project: Casa das Freiras, Lagos, Portugal
Design: Mario Martins
Partner: TDRV
Photo: Fernando Guerra
PRODUCT: Archi+ Concrete

CONCRETE

63 Archi+ Concrete
70 Archi+ Big
75 Concrete by Novacolor

IT

Una città è molto più di un semplice spazio.
Ogni città ha una propria vita e una propria memoria, fatta dalle interazioni tra le persone che la abitano.
L'ambizione di Novacolor è di offrire soluzioni per vivere la città con maggiore consapevolezza, esaltando la pianificazione urbanistica come risultato di un'architettura collettiva.
È da questa volontà che nascono le linee dedicate agli effetti cemento Archi+ e Concrete by Novacolor.

EN

A city is much more than just a simple space.
Every city is a place with a life and with its own memory, made by the interactions between
the people that live there.
Novacolor's ambition is to offer solutions to live the city with a better consciousness, exalting urban planning, as a collective result of architecture.
Aimed by this will, Novacolor creates the products' lines Archi+ and Concrete by Novacolor, different ways to interpret the cement effects.

FR

Une ville est bien plus qu'un simple espace.
Chaque ville a sa propre vie et sa propre mémoire, faite des interactions entre les gens qui y vivent.
L'ambition de Novacolor est de proposer des solutions pour mieux vivre la ville, en valorisant l'urbanisme comme résultat d'une architecture collective.
C'est de ce désir que naissent les lignes dédiées aux effets béton, Archi+ et Concrete by Novacolor.

DE

Eine Stadt ist viel mehr als nur ein einfacher Raum.
Jede Stadt hat ihr eigenes Leben und eigene Erinnerungen, die sich aus den vielfältigen Beziehungen ihrer Menschen zusammensetzt. Novacolor hat es sich zum Ziel gesetzt,
Lösungen anzubieten, um die Stadt bewusster zu leben und die Stadtplanung als das Ergebnis einer kollektiven Architektur hervorzuheben.
Aus diesem Wunsch heraus entstehen die Linien Archi+ und Concrete by Novacolor.



CONCRETE

Archi+ Concrete

Intonachino di calce in polvere
ad "effetto cemento"

Mineral plaster coat in powder
with cement feel

Enduit à la chaux en poudre
à "effet béton"

Feinkörniger Kalkputz in Pulverform
für innen und aussen mit Betonoptik

Archi+ Concrete

Project: Ritz Hotel, Portugal
Partner: TDRV
Photo: João Guimaães,
GUIHART - Photography, Arts and Design,Lda
PRODUCT: Archi+ Concrete



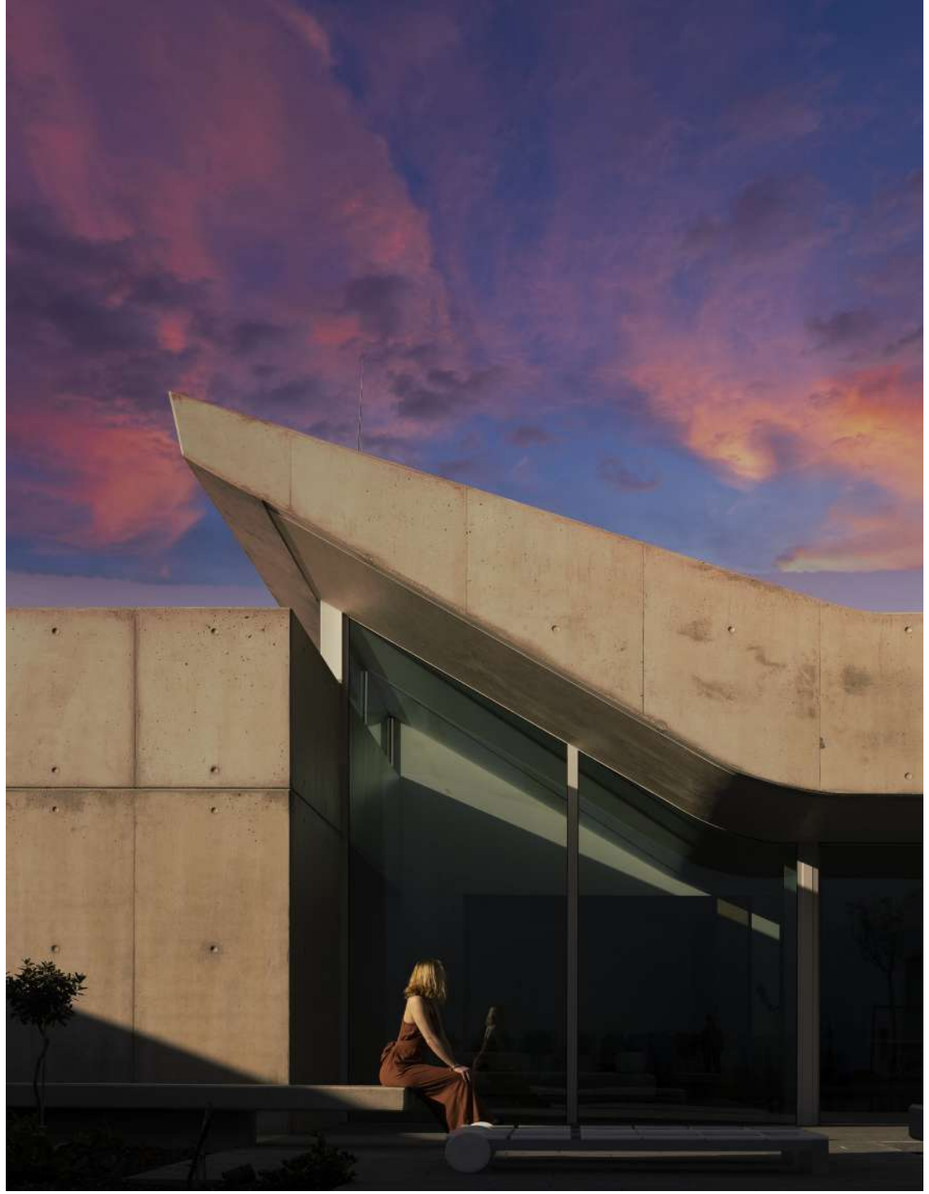
Project: Ritz Hotel, Portugal
Partner: TDRV
Photo: João Guimaães, GUIHART – Photography, Arts and Design,Lda
PRODUCT: Archi+ Concrete





▲ Project: Residential project at Tainan,Taiwan
Design: Ms. Renee Chen
Partner: Professional Choice
Application: KJ Art Deco, Kaohsiung
PRODUCT: Archi+ Concrete

◀ Project: Residential project in Changhua County , Taiwan
Design: 8-Distance
Partner: Professional Choice
Application: Sunshine Stucco Taichung, Taiwan
PRODUCT: Archi+ Concrete



Project: Casa das Freiras, Lagos, Portugal
Design: Mario Martins
Partner: TDRV
Photo: Fernando Guerra
PRODUCT: Archi+ Concrete



Archi+ Big

Intonachino di calce in polvere per interni ed esterni,
a grana grossa, ad effetto cemento

Mineral plaster coat in powder for interiors and exteriors,
with big grain

Enduit à la chaux en poudre pour intérieurs et exterieurs
à grain moyen

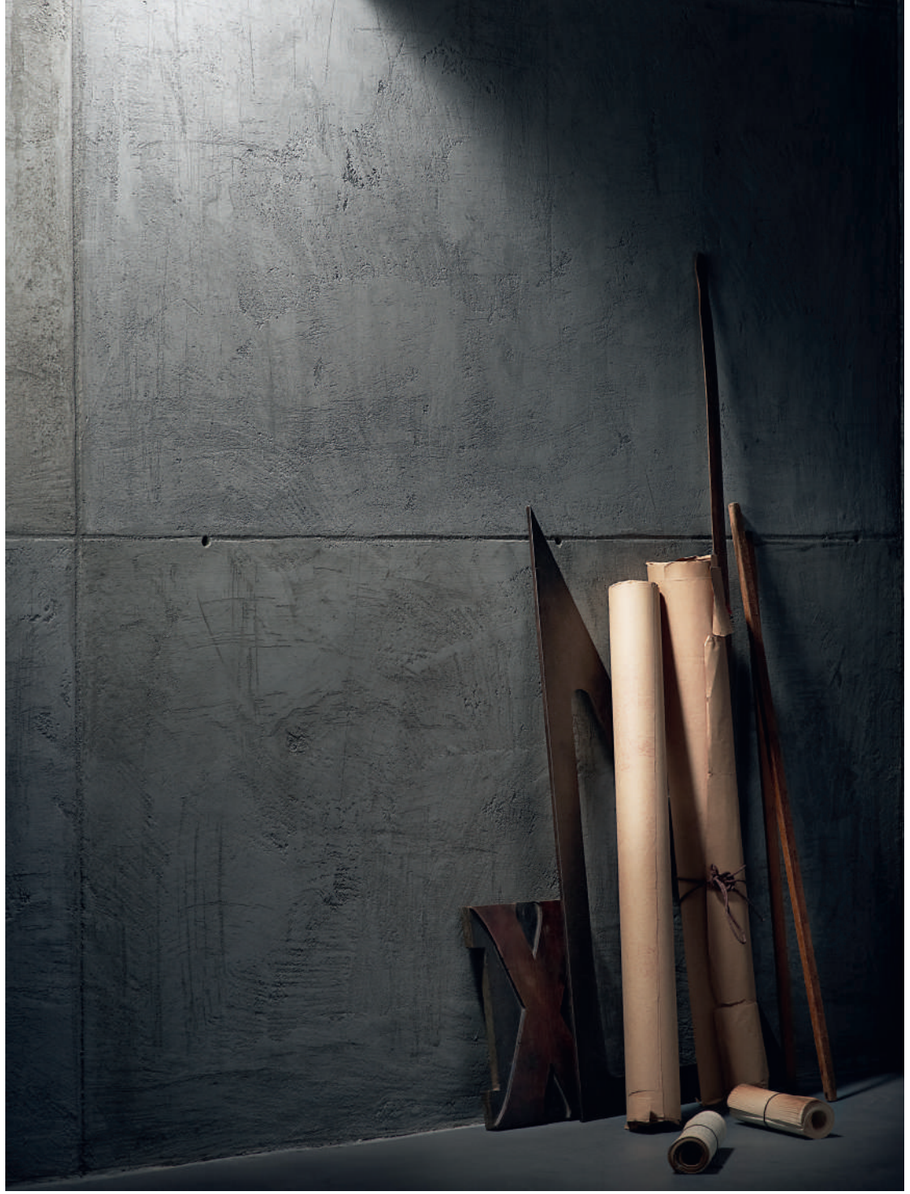
Grobkörniger Kalkputz in Pulverform
für innen und aussen mit Betonoptik

Archi+ Big

Project: Residential Project, Tainan, Taiwan
Design: Gen Design Tainan, Taiwan
Partner: Professional Choice
Application: Kuan Jing Art Deco., Kaohsiung, Taiwan
PRODUCT: Archi+ Big







Project: Grand Mansion YONG HE, Taipei City, Taiwan
Archlin Studio
Partner: Professional Choice
Application: EMILY Art Deco, Taipei
PRODUCT: Archi+ Big



Concrete by Novacolor

Intonachino acril-silossanico fine per esterni, antialga

Acrylic-siloxane plaster coat for exteriors, anti-mould

Enduit acrylique-siloxane fin pour extérieurs, anti- algues

Algenfester Acryl-Siloxan-Feinputz, für Außenbereiche

OUTSIDERS
INTOSIL & CONCRETE BY NOVACOLOR

Project: NW Living
at Taipei, Taiwan
Design: Nordico Studio
Partner: Professional Choice
Application: EMILY Art Deco, Taipei
PRODUCT: Concrete by Novacolor



FLOORINGS

Project: Tri Wells Dental Group at Lin Kuo, New Taipei City, Taiwan
Design: Houseplan Interior Design, Co, Ltd.
Partner: Professional Choice
Application: EMILY Art Deco, Taipei
PRODUCT: Wall2Floor Top Coat

FLOORINGS

80 Wall2Floor Top Coat
87 Wall2Floor Top Coat Waterproof
90 Wall2Floor Terrazzo

IT

Elegante. Moderno. Versatile.
Un sistema multistrato che permette la realizzazione di rivestimenti continui senza giunte, secondo le più recenti tendenze dell'architettura.
Wall2Floor decora ambienti antichi e contemporanei offrendo soluzioni cromatiche e tessiture contaminate da passato e presente.
Wall2Floor dà vita a linee pulite e superfici mai uguali che ci riconnettono a una dimensione essenziale in cui il vero lusso è un'eleganza concreta e naturale.

EN

Elegant. Modern. Versatile.
A multi-layer system that permits to achieve seamless surfaces, jointless, according to the most recent trends in architecture.
Wall2Floor is the ideal system for both traditional and contemporary environments, thanks to the elegant chromatic solutions and textures with past and present contaminations.
Wall2Floor by Novacolor gives birth to original surfaces, never the same, that bring us back to an essential dimension where the real luxury is the natural elegance.

FR

Élégant. Moderne. Polyvalent.
C'est un système multicouche qui permet la réalisation de revêtements continus sans jointures, selon les dernières tendances architecturales.
Wall2Floor décore des environnements anciens et contemporains offrant des solutions chromatiques et des textures contaminées par le passé et le présent.
Wall2Floor donne vie à des lignes épurées et des surfaces jamais égales qui se reconnectent à une dimension essentielle dans laquelle le vrai luxe est une élégance concrète et naturelle.

DE

Elegant. Modern. Vielseitig.
Es handelt sich um ein Mehrschichtsystem, das die Realisierung nahtlos ineinander übergehender Beschichtungen ermöglicht, die den neuesten architektonischen Trends entsprechen.
Wall2Floor veredelt antike und zeitgenössische Räume mit chromatischen Lösungen und Texturen, die von Vergangenheit und Gegenwart durchdrungen werden.
Wall2Floor lässt klare Linien und unterschiedlichste Oberflächen zum Leben erwachen, die zu einer einzigen, essentiellen Dimension werden, in welcher der wahre Luxus eine konkrete und natürliche Eleganz ist.



FLOORINGS

Wall2Floor
Top Coat

Sistema continuo in microcemento
per la decorazione di pareti e pavimenti

Seamless microcement system
for the decoration of walls and floors

Système continu pour la décoration des murs et des sols

Mineralisches spachtelsystem für boden und wänden,
mit grenzenloser optik

WALL2FLOOR

Project: Tri Wells Dental Group at Lin Kuo, New Taipei City, Taiwan
Design: Houseplan Interior Design, Co, Ltd.
Partner: Professional Choice
Application: EMILY Art Deco, Taipei
PRODUCT: Wall2Floor Top Coat

Project: Travessa do Barbosa, Portugal
Partner: TDRV
Photo: João Guimaães,
GUIHART - Photography, Arts and Design,Lda
PRODUCT: Wall2Floor Top Coat







Project: THE LOFT HOUSE
- Mujahid Farms and Stables, Pakistan
Design: Khyyam Ikram Design/Build,
Umer and Hasnain Architects
Partner: Innovators
PRODUCT: Wall2Floor Top Coat



FLOORINGS

Wall2Floor
Top Coat Waterpoof

Rivestimento epossidico bicomponente
per la decorazione di superfici orizzontali e verticali
senza giunte di ambienti interni umidi
e a contatto con l'acqua

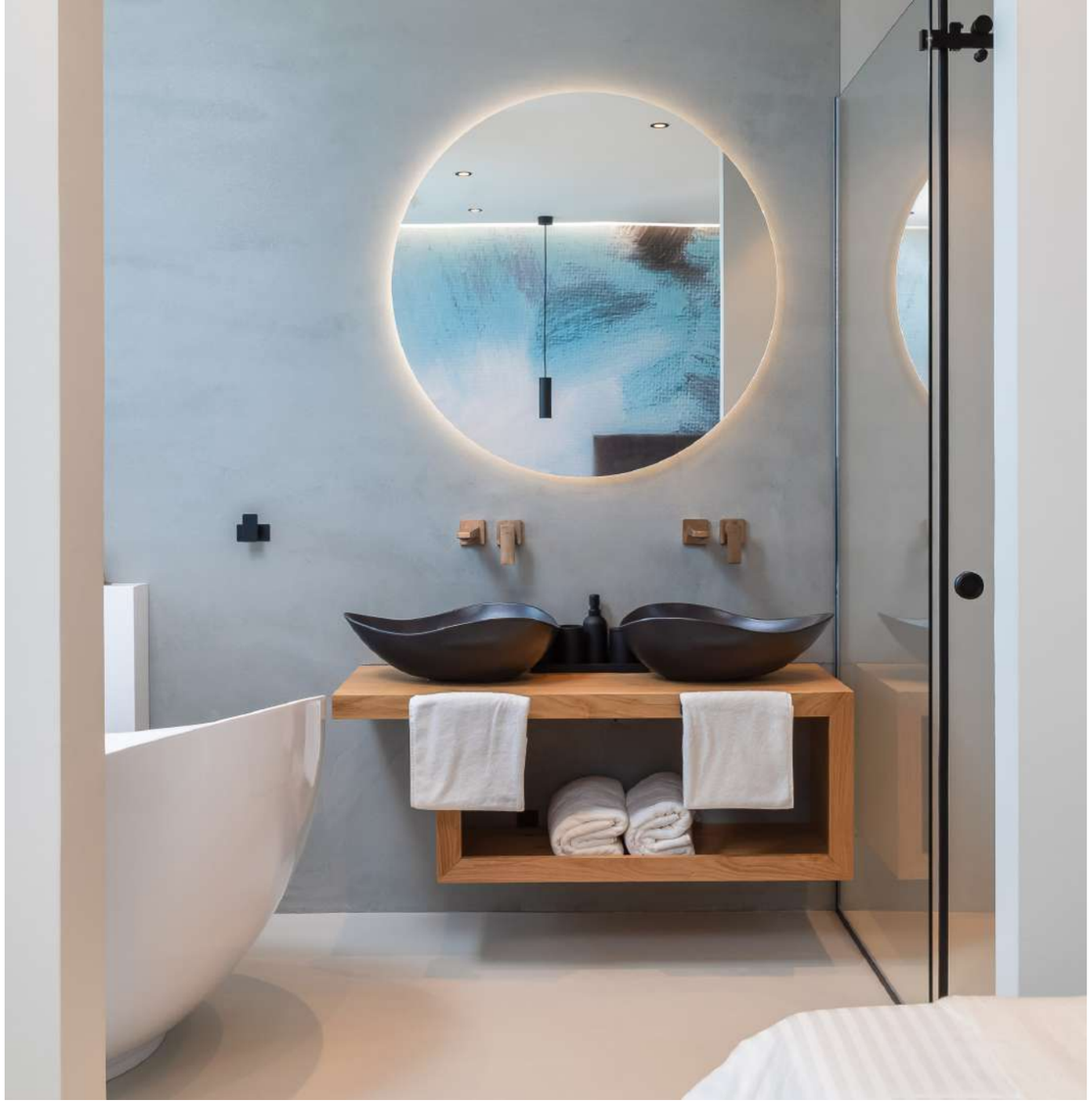
Two-component epoxy coating for the decoration
of seamless horizontal and vertical surfaces
in damp interior environments or in contact with water.

Revêtement époxy bi composant pour la décoration des
surfaces intérieures horizontales et verticales, qui permet
d'obtenir des finitions continues sans joints spécifiques
pour les milieu humides en contact avec l'eau

Zweikomponenten-Epoxidbeschichtung für
die dekorative Gestaltung fugenloser horizontaler und
vertikaler Flächen in Feuchträumen und Innenbereichen,
die mit Wasser in Berührung kommen

WALL2FLOOR

Project: Sublime Comporta - Grândola, Portugal
Partner: TDRV
PRODUCT: Wall2Floor Top Coat Waterproof





Project: Villa Murter, Jezera
Partner: Flooring, Croatia
PRODUCT: Wall2Floor Top Coat Waterproof



FLOORINGS

Wall2Floor Terrazzo

Sistema minerale in polvere per pavimenti,
arricchito con cristalli di cotisso di Murano

Mineral powder system for floors, enriched
with Murano cotisso crystals

Système minérale en poudre pour sols
avec de cristaux de verre « cotisso » de Murano

Pulverförmiges, mit Murano-Glaskies-Kristallen
angereichertes, mineralisches System für Fußböden

WALL2FLOOR
TERRAZZO

Project: Private apartment, Zagreb, Croatia
Partner: Flooring, Croatia
PRODUCT: Wall2Floor Terrazzo

METALLICS



Project: 10# Steak House - Shenzhen, China
Design: Ray Wong & RMA
Partner: Bardese
Application: Novacolor Guangzhou Panyu
Photo: Kaijian Lee & K&J VISION
PRODUCT: Luce_Wall Painting

METALLICS

96 Dune Opaco
99 Swahili
100 Africa
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111 Metallo_Fuso
116 R-Stone

IT

Preziosi accenti metallici e seducenti giochi di luce si alternano a effetti tattili che ricordano il cuoio.

Le finiture decorative Novacolor ricordano i prodotti d'eccellenza italiani fatti a mano, ed evocano un mondo di sapori antichi, un viaggio nelle botteghe dei fabbri e nelle cuoierie, tipiche del nostro paese.

Dai rifessi opulenti di DUNE e SWAHILI, alle preziose texture di R-STONE e LUCE_WALL PAINTING fino all'avanguardia di ANIMAMUNDI.

EN

Precious metallic highlights, seducing games of lights alternate with tactile effects that remind of leather.

Novacolor decorative finishes recall the traditional handcrafted Italian excellence and evoke a world of ancient flavors, a journey across the traditional goldsmith's shops and the leather manufacturing, typical of our country.

From the opulent reflections of DUNE and SWAHILI, to the precious textures of R-STONE and LUCE_WALL PAINTING to end with the cutting edge finish of ANIMAMUNDI.

FR

De précieux accents métalliques, de séduisants jeux de lumière s'alternant avec des effets tactiles rappelant le cuir.

Les finitions décoratives Novacolor rappellent les produits artisanaux italiens, évoquant un monde de saveurs anciennes, un voyage à travers les ateliers de forgerons et de maroquinerie, typiques de notre pays.

Des reflets opulents de DUNE et SWAHILI aux textures précieuses de R-STONE et de LUCE_WALLPAINTING jusqu'à la particularité d'ANIMAMUNDI.

DE

Edle Metallakzente und verführerische Lichtspiele wechseln sich mit haptischen Effekten ab, die an Leder erinnern.

Die Deko-Ausführungen von Novacolor erinnern an exzellente italienische Handarbeit und an die Welt antiker Traditionen, eine Reise in die Werkstätten der Schmiede und Lederhersteller, die so typisch für unser Land sind.

Von den opulenten Lichtreflexen von DUNE und SWAHILI über die kostbaren Texturen von R-STONE und LUCE_WALLPAINTING bis zur avantgardistsichen Personalität von ANIMAMUNDI.

Dune Opaco

Rivestimento decorativo per interni
ad effetto opaco

Decorative architectural trowel-on coating
with mat metallic patterns

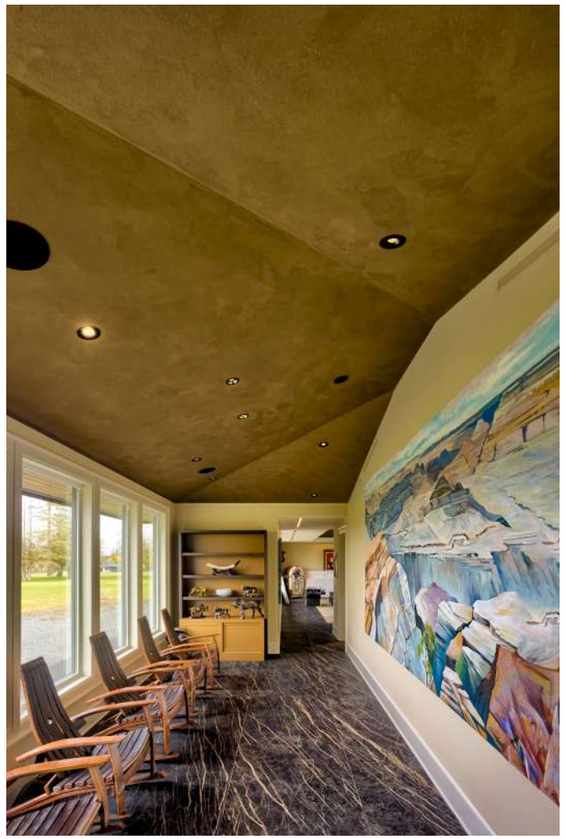
Revêtement décoratif pour intérieurs
à effet métallisé mat

Dekorative Innenwandbeschichtung
für eine matte Optik

Dune Opaco

Project: Residential project, Taiwan
Design: NiNi design company, Taipei
Partner: Professional Choice
Application: EMILY Art Deco, Taipei
PRODUCT: Dune Opaco





METALLICS

Swahili

Rivestimento decorativo testurizzato per interni ad effetto metallizzato oro e argento

Decorative textured interior trowel-on coating with gold and silver metallic patterns

Revêtement décoratif texturisé pour intérieurs à effet métallisé or et argent

Texturierte dekorative Innenwandbeschichtung mit metallisiertem Gold und Silber Effekt

Swahili

Project: Residence, Fort Langley, BC, Canada
Design: Lindsay Eby Interiors
Partner: Polished Stucco
Photo: Sajjad Mokhtarzadehgan
PRODUCT: Swahili

METALLICS

Africa

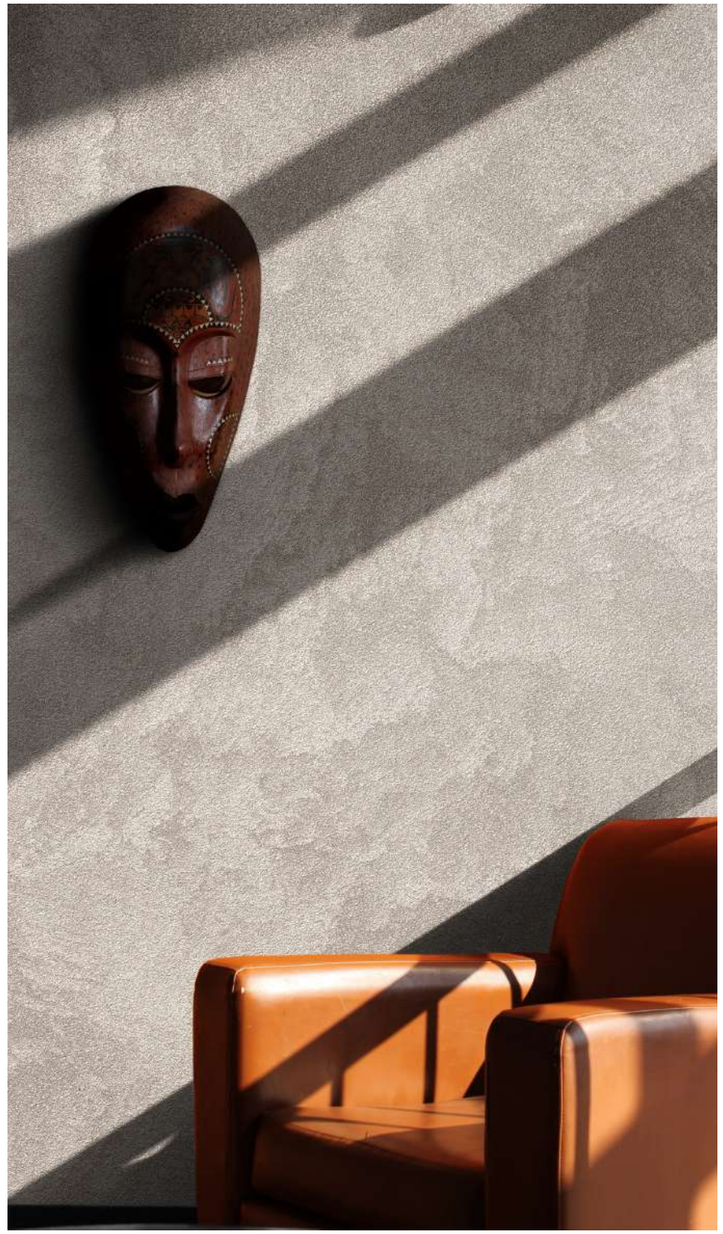
Rivestimento decorativo per interni
ad effetto metallizzato

Decorative architectural trowel-on coating
with stunning metallic patterns

Revêtement décoratif pour intérieurs
à effet métallisé

Dekorative Innenwandbeschichtung
mit metallisiertem Effekt

Africa



Project: Novacolor Showroom, Chengdu, China
Design: One Mon Design - Mr. RONG Yang
Partner: Bardese
PRODUCT: Africa



METALLICS

Luce_Wall Painting

Rivestimento decorativo testurizzato per interni,
ad effetto metallizzato

Textured decorative finish for interiors
with soft metallic effects

Revêtement décoratif pour intérieurs
à effet texturisé

Dekorative Innenbeschichtung
mit Perlmutt-Effekt, Gold und Silber

luce
Wall Painting
nature enlightens interiors

Project: 10# Steak House - Shenzhen, China
Design: Ray Wong & RMA
Partner: Bardese
Application: Novacolor Guangzhou Panyu
Photo: Kaijian Lee & K&J VISION
PRODUCT: Luce_Wall Painting

Project: 10# Steak House - Shenzhen, China
Design: Ray Wong & RMA
Partner: Bardese
Application: Novacolor Guangzhou Panyu
Photo: Kaijian Lee & K&J VISION
PRODUCT: Luce_Wall Painting

METALLICS

Animamundi

Rivestimento decorativo per interni
ad effetto “dilavato”, tenuemente metallizzato

Decorative top-coat finishing for interiors,
with “washed out” effect
and soft metallic patterns

Revêtementdécoratifpour intérieurs
à effet“délavé” légèrement nacré

Dekorbeschichtung mit leichtem
“verwaschenem” metallic-effekt für innenbereiche

animamundi

Project: Residential project, Taipei,Taiwan
Design: Guru Interior Design Consultant
Application: EMILY Art Deco, Taipei
Partner: Professional Choice
PRODUCT: Animamundi





Project: Residential project, Taiwan
Design: Guru Interior Design Consultant
Application: EMILY Art Deco, Taipei
Partner: Professional Choice
PRODUCT: Animamundi



METALLICS

Metallo_Fuso

Rivestimento decorativo per interni
a base di polveri metalliche

Metal powder-based decorative coating for interiors

Revêtement décoratif pour intérieurs,
à base de poudres métalliques

Dekorative Beschichtung für Innenbereiche
auf der Basis von metallischen Pulvern

metallo_fuso

Project: Novacolor Showroom, Chengdu, China
Design: One Mon Design - Mr. RONG Yang
Partner: Bardese
PRODUCT: Metallo_Fuso [with Africa]





Project: Novacolor Showroom, Chengdu, China
Design: One Mon Design - Mr. RONG Yang
Partner: Bardese
PRODUCT: Metallo_Fuso [with Africa]



Project: HORM Showroom, Milan
Partner: Horm
PRODUCT: Metallo_Fuso

METALLICS

R-Stone

Sistema decorativo per interni ed esterni

Decorative system for interiors and exteriors

Système décoratif pour intérieurs et extérieurs

Dekorative beschichtung
für innen- und aussenbereiche

R·STONE



Project: Yu Chocolatier, Da'an Dist.,Taipei,Taiwan
Design: Studio VVHH
Partner: Professional Choice
Application: Sunshine Stucco Taichung, Taiwan
Awards: 2022 TID award, TINTA Award
PRODUCT: R-Stone







Project: Black Àazienka, Poland
Design: Scala Design
Partner: REM
Photo: Paweł Waga
PRODUCT: R-Stone



OXIDATION

Project: The Lodge Hotel, Vila Nova de Gaia, Portugal
Design: Nini Andrade Silva
Partner: TDRV
Photo: Francisco de Almeida Dias
PRODUCT: IRONic [with Archi+ Concrete, Africa]

OXIDATION

125 IRONic
126 Verderame_Wall Painting

IT

Il tempo è al centro di tutti i prodotti della linea Oxidation, finiture che riproducono il ciclo della natura.

Texture ossidate che trasformano oggetti e pareti in opere d'arte uniche.

EN

Time is at the center of Novacolor's Oxidation line of products, finishes that reproduce the natural flow of time.

Oxidized textures that transform objects and walls in precious and unique pieces of art.

FR

Le temps est au centre de tous les produits de la ligne Oxydation, des finitions qui reproduisent le cycle de la nature.

Des textures oxydées qui transforment les objets et des murs en œuvres d'art uniques.

DE

In der Linie Oxidation steht die Zeit im Mittelpunkt aller Produkte, die den Kreislauf der Natur nachbilden.

Oxidierte Texturen, die alle Gegenstände und Wände in einzigartige Kunstwerke verwandeln.



IRONic

OXIDATION

IRONic

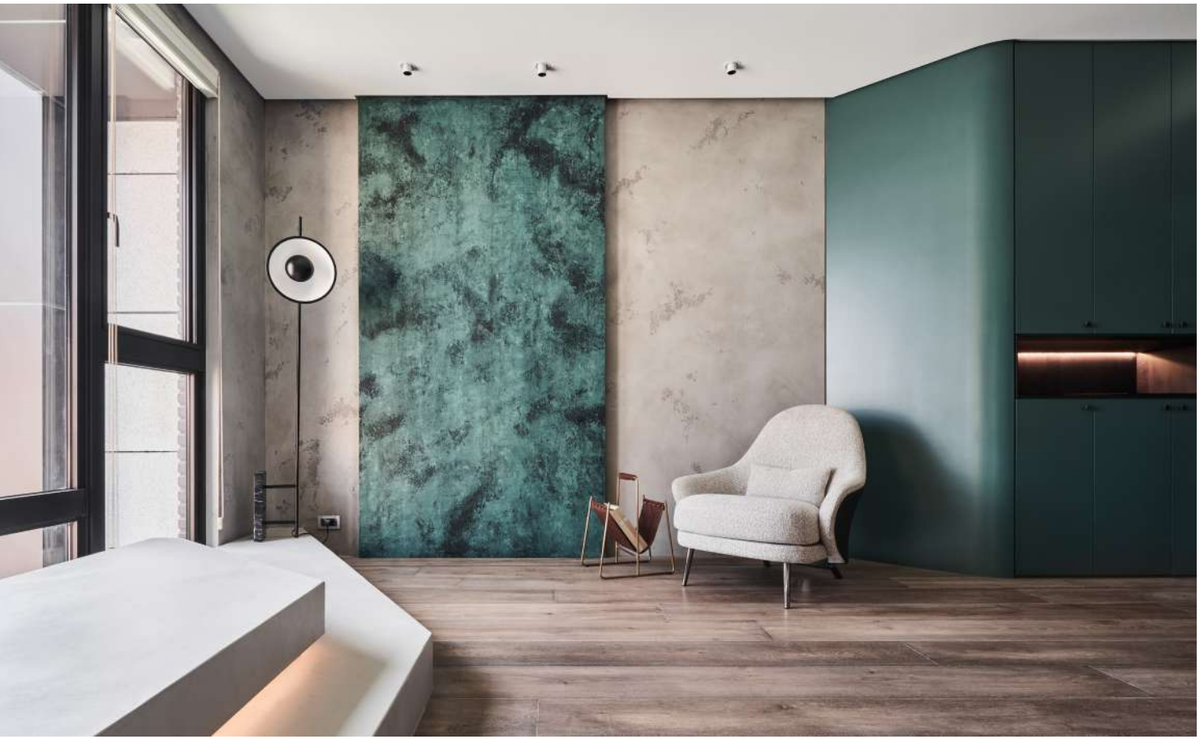
Rivestimento ad effetto ruggine, per interni ed esterni

Decorative coating with rust effect, for interiors and exteriors

Revêtement à effet de rouille, pour intérieurs et extérieurs

Dekorative Beschichtung mit Rost-Effekt, für Innen- und Außenbereiche

Project: The Lodge Hotel, Vila Nova de Gaia, Portugal
Design: Nini Andrade Silva
Partner: TDRV
Photo: Francisco de Almeida Dias
PRODUCT: IRONic [with Archi + Concrete, Africa]



OXIDATION

Verderame_Wall Painting

Verderame_Wall Painting

Rivestimento decorativo ad effetto rame ossidato

Decorative coating with green copper oxidation effect

Revêtement décoratif donnant un effet cuivre oxydé

Dekorative Wand-Verkleidung mit dem Effekt
des oxidierten Kupfers

Project: Residential Project Taipei, Taiwan
Design: MoreIn Interior Design
Partner: Professional Choice
Application: EMILY Art Deco, Taipei
PRODUCT: Verderame_Wall Painting

MATMOTION

Project: "Vietato l'ingresso" - Arcimboldi Theatre, Milan
Curator: Giulia Pellegrino
Architect: Enrico Scaramellini
Photo: Luca Privitera
PRODUCT: MATmotion

MATMOTION

133 MATmotion
134 MATmotion Silk

IT

MATmotion è una linea di smalti e pitture professionali con finitura ultra- opaca o eggshell, superlavabili, antigoccia, indicate per la decorazione di soffitti e pareti interne anche su grandi superfici.

MATmotion realizza una finitura particolarmente uniforme, adatta in ambienti dove si desideri assicurare un eccellente risultato estetico associato alla velocità di esecuzione.

Bassa emissione di composti volatili in fase d'applicazione, prive di formaldeide e plastificanti aggiunti, le pitture MATmotion permettono un rapido riutilizzo dei locali tinteggiati.

Disponibili con finiture opaca ed eggshell, e nella linea decorativa MATmotion Deco (Silk, Marocaine, Velvet).

EN

MATmotion is a collection of waterbased professional emulsions with ultramatt or eggshell finish, washable, anti-drop, ideal for the decoration of interior walls and ceilings, even in cases of wide surfaces.

MATmotion permits to achieve particularly uniform effects, and guarantees excellent aesthetic results combined with the fast and easy application.

Due to the low VOC emissions during the application, and the absence of formaldehyde and added plasticizers, MATmotion Paint Collection allows a fast re-use of painted buildings.

Available with matt and egghshell finishes, and in the decorative line MATmotion Deco (Silk, Marocaine, Velvet).

FR

MATmotion est une ligne de peintures professionnelles en finitions ultra- matte ou eggshell, lavables, anti-goutte, parfaites pour la décoration de plafonds et murs internes, même pour des grandes surfaces.

MATmotion réalise une finition uniforme, idéale pour les ambiances où l'on veut combiner l'excellent résultat esthétique et la rapidité d'exécution.

Avec une très faible émission de COV en phase d'application, dépourvues de formaldéhyde et d'adjonction de plastifiants, les peintures MATmotion permettent une utilisation rapide dans les locaux teints.

Les peintures sont disponibles avec finition matte ou eggshell, et dans la gamme décorative MATmotion Deco (Silk, Marocaine, Velvet).

DE

MATmotion ist eine Linie professioneller Farben mit ultra-mattem oder Eierschalen-Finish, superwaschbar, tropfenfrei und für die Dekoration von Decken und Innenwänden auch auf großen Flächen geeignet.

MATmotion sorgt für ein besonders gleichmäßiges Finish, das sich für Umgebungen eignet, in denen Sie ein hervorragendes ästhetisches Ergebnis in Verbindung mit der Ausführungsgeschwindigkeit erzielen möchten.

MATmotion-Farben sind frei von flüchtigen Verbindungen während der Auftragsphase, frei von Formaldehyd und zugesetzten Weichmachern und ermöglichen eine schnelle Wiederverwendung der gestrichenen Räume.

Erhältlich mit matten und Eierschalen-Oberflächen und in der dekorativen Linie MATmotion Deco (Silk, Marocaine, Velvet).



MATmotion

Smalto murale opaco e satinato per interni

Water-based matt or satin emulsion for interiors

Emulsion murale mate et satin pour interieurs

Matter und satiniert Anstrich für Innenbereiche, extrem waschbar

MAT MOTION
ITALIAN STYLE

Project: "Vietato l'ingresso" - Camerino 7, Arcimboldi Theatre, Milan
Curator: Giulia Pellegrino
Architect: Enrico Scaramellini
Photo: Luca Privitera
PRODUCT: MATmotion

MATmotion Silk

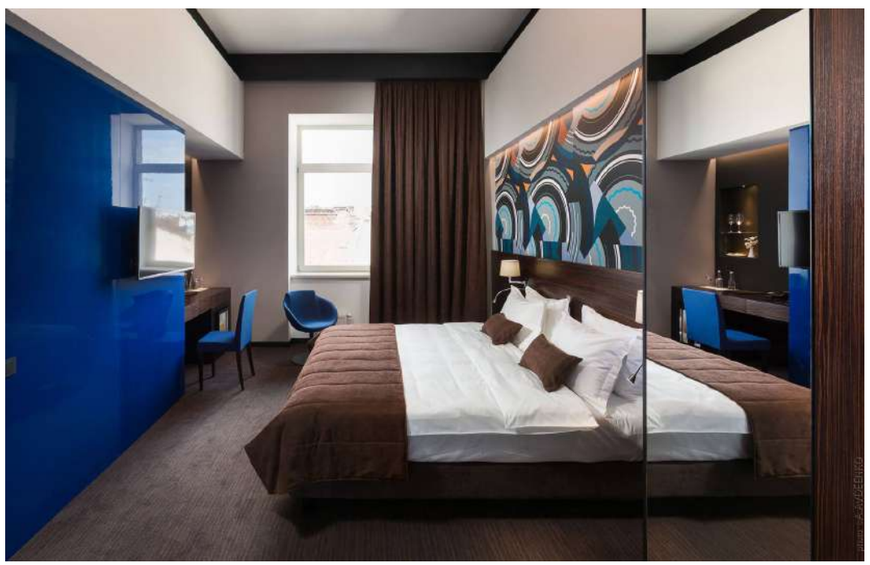
Finitura decorativa per interni,
a base di cariche ad effetto metallizzato

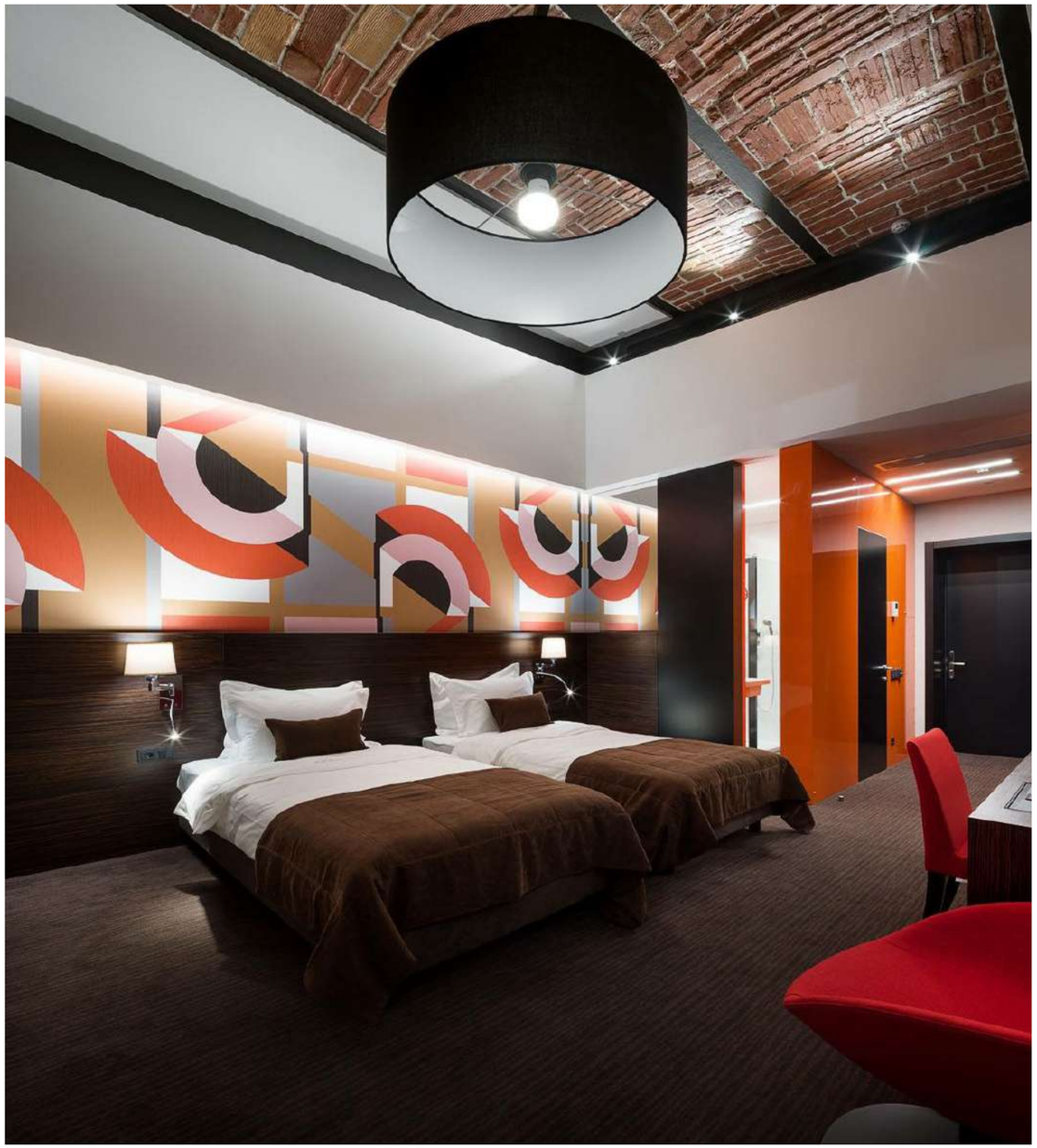
Decorative finish for interiors,
based on metallic effect fillers

MATmotion Silk est une finition
pour la décoration des surfaces verticales en intérieur,
à base de charges à effet métallisé

MATmotion Silk ist eine Beschichtung zur Dekoration
von vertikalen Oberflächen in Innenräumen

Project: Bankhotel Art Congress Hall, Lviv, Ukraine
Partner: TBI
PRODUCT: MATmotion Silk







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CATALOG

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07 MINERALS

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CalceCruda Intonachino
- Rivestimento decorativo minerale per finiture d'interno ed esterno
- Decorative mineral coating for interiors and exteriors
- Revêtement décoratif minéral pour intérieurs et extérieurs
- Dekorative Mineral-Beschichtung für innen und außen

CalceCruda Tinta a Stucco
- Tinta a stucco a base di argille purificate per finiture spatolate lucide o, opportunamente diluito, per finiture opache stese a pennello
- Clay-based paint and plaster for glossy applications with trowel or, properly diluted, for matt textures applied by brush
- Revêtement décoratif minéral pour finitions intérieures, à effet brillant et mat
- Mineralische dekorative Beschichtung für Innenausstattung, glänzend und matt

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Florenzia
- Puro grassello di calce stagionata per finiture lucide, per interni
- Pure slaked lime-air putty for glossy finishing for interiors
- Pure mastic de chaux aérienne éteinte saisonnée pour finitions brillantes en intérieurs
- Reiner abgelagerter Löschkalk für glänzende Oberflächen, für Innenräume

Mirror
- Stucco minerale extra lucido per decorazioni di superfici interne
- High-gloss mineral venetian plaster for interiors
- Stuc minéral extra brillant pour intérieurs
- Extra Glänzende Feine Kalkspachtelmasse Für Den Innenbereich

Cera Wax
- Finitura decorativa all'acqua per interni a base di cera polietilenica
- Water-based decorative finish for interiors based of polyethylene wax
- Finition décorative à l'eau pour intérieurs à base de cire poly éthylénique
- Kalter polyethylenwachs für mineralische oberflächen im innenbereich

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Wall2Floor Polvere
• Rivestimento cementizio in polvere, per superfici orizzontali e verticali interne ad uso commerciale
• Cement-based coating in powder, for horizontal and vertical surfaces in commercial interiors
• Revêtement supérieur en poudre à base de ciment pour surfaces intérieures, horizontales et verticales, des locaux commerciaux
• Zementäre Beschichtung aus Pulver für horizontale und vertikale Innenflächen

Wall2Floor Metal
• Sistema continuo per la decorazione di pareti e pavimenti in combinazione con alcune delle finiture decorative Novacolor
• Continuous system for wall and floor decoration in combination with some of Novacolor's decorative finishes.
• Système (de revêtement) continu et sans couture qui permet la décoration de murs et sols, mélangé aux finissions décoratives Novacolor.
• Fugenloses System für die Gestaltung von Wänden und Fußböden in Kombination mit einigen Dekorfinish- Produkten der Marke Novacolor.

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Dune
• Rivestimento decorativo per interni ad effetto metallizzato oro e argento
• Decorative architectural trowel-on coating with stunning metallic patterns, gold and silver
• Revêtement décoratif pour intérieurs à effet métallisé or et argent
• Dekorative Innen-Wandbeschichtung mit metallisiertem Gold-Silber-Effekt

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Swahili Opaco
• Rivestimento decorativo testurizzato per interni ad effetto metallizzato opaco
• Textured matt metallic decorative finish for interiors, available as silver base
• Finition décorative matte à effet métallique texturisé pour intérieurs, disponible en base argent
• Strukturierte dekorative Beschichtung für Innenräume mit mattem Metalleffekt

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Zeus
• Rivestimento decorativo ad effetto "lamina di metallo" per interni
• Interior decorative finish with a gold or silver "metal sheet" effect
• Revêtement décoratif à effet "laminé" pour intérieurs
• Dekorative Beschichtung mit "Metall-Effekt"

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Eclat_Wall Painting
• Rivestimento decorativo per esterni ad effetto metallizzato oro
• Decorative coating for exteriors with gold metallic effect
• Revêtement décoratif métallisé doré pour extérieurs
• Dekorative Wandtechnik mit Goldpigmenten für den Außenbereich

Mi-Ku Therm
•Rivestimento decorativo atermico per interni
• Heat-proof, decorative finish, for indoors
• Revêtement décoratif athermique, pour intérieurs
• Dekorative wärmeschutz-beschichtungen für innenbereiche

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133 MATmotion
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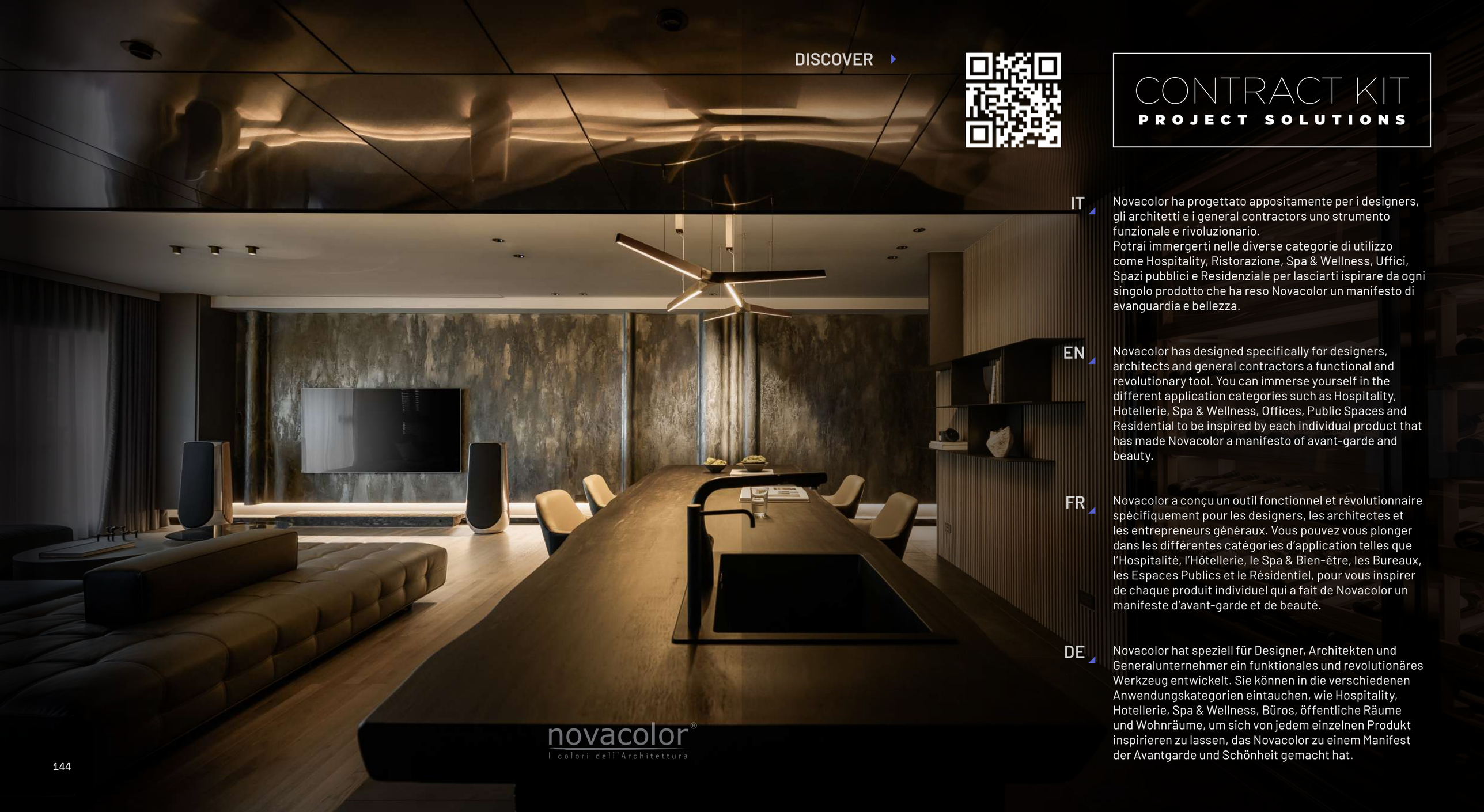
MATmotion Marocaine
• Finitura decorativa per interni, a base di cariche e pigmenti ad effetto metallizzato, argento
• Decorative finish for vertical surfaces in interiors, based on special aggregates and silver metallic pigments
• Finition pour la décoration des surfaces verticales en intérieur,
à base de charges et de pigments à effet métallisé, argent
• Beschichtung zur Dekoration von vertikalen Innenraumflächen
mit Füllstoffen und Metallic-Effektpigmenten, Silber

MATmotion Velvet
• Finitura all'acqua opaca, per interni, coprente, senza formaldeide,
a base di polimeri acrilici in emulsione acquosa
• Water-based matt finish for interiors, with high coverage, formaldehyde free,
based on water emulsion of acrylic polymers
• Finition à l'eau opaque, pour intérieurs, couvrante, sans formaldéhyde,
à base de polymères acryliques en émulsion aqueuse
• Matte Beschichtung auf Wasserbasis für Innenräume, ohne Formaldehyd
auf Basis von Acrylpolymeren in wässriger Emulsion

MATT

Puro_VOC free
• Idropittura traspirante per interni, a base di silicati
• Silicate-based, transpirant paint for interiors
• Peinture à l'eau transpirante à base de silicates pour intérieurs
• Atmungsaktive Innenfarbe auf Silikatbasis

Celestia_Wall Painting
• Rivestimento decorativo per interni ad effetto "Soft Touch"
• Decorative wall coating for interiors with a "Soft Touch" effect
• Revêtement décoratif pour intérieurs et extérieurs à effet "Soft Touch"
• Dekorative Wandbeschichtung mit "Soft-Touch" Effekt



DISCOVER

CONTRACT KIT
PROJECT SOLUTIONS

IT

Novacolor ha progettato appositamente per i designers, gli architetti e i general contractors uno strumento funzionale e rivoluzionario.
Potrai immergerti nelle diverse categorie di utilizzo come Hospitality, Ristorazione, Spa & Wellness, Uffici, Spazi pubblici e Residenziale per lasciarti ispirare da ogni singolo prodotto che ha reso Novacolor un manifesto di avanguardia e bellezza.

EN

Novacolor has designed specifically for designers, architects and general contractors a functional and revolutionary tool. You can immerse yourself in the different application categories such as Hospitality, Hotellerie, Spa & Wellness, Offices, Public Spaces and Residential to be inspired by each individual product that has made Novacolor a manifesto of avant-garde and beauty.

FR

Novacolor a conçu un outil fonctionnel et révolutionnaire spécifiquement pour les designers, les architectes et les entrepreneurs généraux. Vous pouvez vous plonger dans les différentes catégories d'application telles que l'Hospitalité, l'Hôtellerie, le Spa & Bien-être, les Bureaux, les Espaces Publics et le Résidentiel, pour vous inspirer de chaque produit individuel qui a fait de Novacolor un manifeste d'avant-garde et de beauté.

DE

Novacolor hat speziell für Designer, Architekten und Generalunternehmer ein funktionales und revolutionäres Werkzeug entwickelt. Sie können in die verschiedenen Anwendungskategorien eintauchen, wie Hospitality, Hotellerie, Spa & Wellness, Büros, öffentliche Räume und Wohnräume, um sich von jedem einzelnen Produkt inspirieren zu lassen, das Novacolor zu einem Manifest der Avantgarde und Schönheit gemacht hat.

novacolor®
I colori dell'Architettura



Novacolor is committed to reduce the environmental impact by producing friendly materials.

IT
I colori di questo catalogo, ottenuti con procedimento di stampa, possono variare rispetto all'originale ed hanno quindi un valore puramente indicativo.

EN
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FR
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DE
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I colori dell'Architettura

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