

BALANCE

COLOURS COLLECTION

DUSTY ROSE

MOODBOARD



BALANCE

COLOURS COLLECTION



THE SENSORIAL CHROMATIC
GARDEN

Research and innovation, experience and technique, technology and nature, and harmony and sensory awareness. The right balance is required to make anything to work.

Our love of nature has given rise to the **BALANCE COLOURS COLLECTION**, the ICA chromatic garden of **finishes for interiors** where the senses engage with various **visual and tactile perceptions**.

NUANCE AND SPECIAL EFFECTS
THAT GENERATE STRENGTH AND HARMONY

DUSTY ROSE

MOODBOARD

DUSTY ROSE is one of the moodboards from the **BALANCE** collection. This palette **draws inspiration from an antique rose and the hues of baked earth and boulders** in an enchanting landscape which fuses special finishes with the nuances of nature. Salt lakes gleam amid a dry desert wilderness.



DUSTY ROSE

MOODBOARD

FINISHES FOR INTERIORS

MOODBOARD



PRODUCT

INSPIRATIONS



THE WILD NATURE
OF THE DESERT

DUSTY ROSE

MOODBOARD

DUSTY ROSE FINISHES FOR INTERIORS

We live in a world of **nuances**, **textural detail and colours** which is a continual source of inspiration and wonder for us.

With DUSTY ROSE, we give space to our love of **nature**, promoting growth of **ICA's chromatic garden** of interior finishes. Here, the senses engage with various visual and tactile perceptions.

Matter effects and textured surfaces have been obtained through a variety of techniques and mimic the distinctive intricate beauty of our planet. **Stone, marble, sand and charred wood come alive through form and atmospheres, turning surfaces into three-dimensional objects.**



S-MATT METALLIC

Metallic, soft-touch and ultra-matt water-based coating - Colour BROWN



STEEL EFFECT

Steel-effect coating - Colour ROSE GOLD



LIQUIDICE NUDE

Ice-effect coating - Colour NUDE



MARBLE EFFECT

Marble-effect coating - Colour NUDE



CONCENTRATED INK DYE

With a water-based S-MATT two-component finish



DUSTY ROSE

MOODBOARD

ADD MORE
COLOURS & SPECIAL EFFECTS
COMBINE YOUR MOODBOARD

BALANCE COLOUR COLLECTION COLOUR PALETTE

Selection of BALANCE lacquers applied to ribbed MDF with an S-MATT finish

The BALANCE colours meet a refined ribbed effect (“cannettato” in Italian) which is revolutionizing the world of interior design. This technique involves the creation of a **three-dimensional molded pattern of evenly spaced (and predominantly vertical) grooves**. This effect can be created on several different materials. This fluted surface can take a variety of forms, but it is always not only visually pleasing, but also alluringly tactile, **bringing a sense of depth, dynamism and dimension**. The Italian word “*cannettato*” has natural connotations because it evokes slender swaying reeds lining a river bank. It is a **decorative option that resonates with our need to reconnect with the Earth**, a deep emotion which has influenced interior-design styles over the past few years and chimes perfectly with the values of BALANCE.

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NUDE



COCOA



TAUPE

MATERIAL/SPECIAL FINISH EFFECTS



COTTON VENICE QUARTZ EFFECT

VENICE QUARTZ – COTTON effect coating with “small” DUSTY ROSE speckling



MORTAR CEMENT EFFECT

Aged mortar cement effect – Colour: VINE

BALANCE

YOUR CREATIONS



ICA SpA

Via Sandro Pertini 52 - Zona Ind.le A
62012 Civitanova Marche (MC) - Italy
T +39 0733 8080 - F +39 0733 808140
www.icaspa.com - info@icaspa.com

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