



URBAN MATTER

MATTER EFFECTS FOR INTERIOR FURNISHINGS



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An urban soul, contemporary style and matter effects with strong visual impact.

Surrounded by a constantly evolving world, the **ICA** is ever conscious of the need to keep up with the latest design trends and the changing requirements of designers and architects. This is why the R&D laboratory invests so much energy in developing wood coatings with an appealing **metropolitan** flavor.

The **Urban Matter** range, composed of high-impact tactile materials, 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. With this range, surfaces can be created with **Steel, Chrome, Liquid Foil, Eldorado 24K, Satin-finish metal, Corten, Stone, Marble and Granitico effects** which retain the **rough appearance of the desired material** whilst offering the **warm texture of wood**. The Urban Matter range lends itself for a variety of creative uses, allowing for plenty of imagination, free experimentation with styles and **endless amounts of quite unique different effects**.



STEEL EFFECT

Metallic, oxidized and colorful: industrial style with a stylishly subtle soul.

The range includes two different interpretations of natural steel: **“foil”** with lighter, brighter shades and **“oxidized”** with warmer overtones and a more “lived-in” appearance. Both are available in **six different nuances** selected on the basis of current trends in the design sector.

The effect is obtained by using a coating cycle (on MDF panels or melamine paper) that combines the use of **pigmented gloss** with **steel-effect metallic coating**. The slight **scratching** is what actually gives it its authentic steel-like appearance and when the light falls on the surface, the reflections create movement and attractive shadowing.

- Spray application.
- All the visual beauty of steel.
- Combines the warmth of wood with a steel effect.
- Creation of unique effects by adjusting the following variables: color tone of the gloss polyurethane base, sheen, coloration (if applicable) of the steel-effect coating and of the final top coat.
- Can be applied to three-dimensional objects.
- Excellent lightfastness.
- Good chemical-physical resistance.

STEEL EFFECT



APPLICATION VIDEO



“FOIL” STEEL EFFECT



APPLICATION VIDEO



“OXIDIZED” STEEL EFFECT

STEEL EFFECT



ROSE GOLD



NICKEL



PLATINUM



LEAD



TITANIUM



MANGANESE



CHROME EFFECT

The water-based Chrome effect combines aesthetics and sustainability, enhancing any surface with elegant metallic reflections.

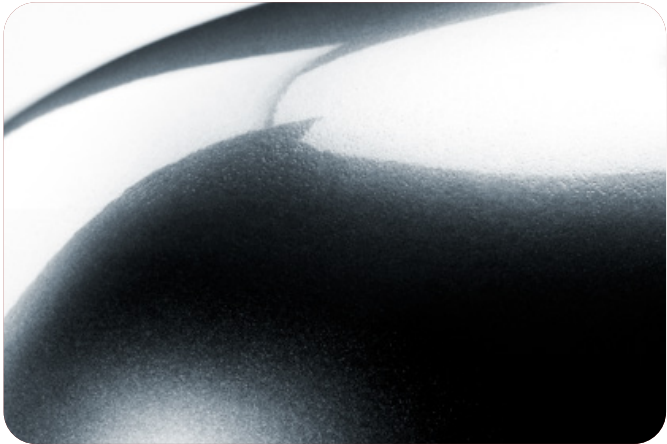
Applied to 3D reliefs and grooves, it creates dynamic light effects and ensures long-lasting durability.

The effect is achieved through a coating cycle (on MDF panels or melamine paper) that combines **water-based black gloss** with **Chrome effect coating**. The cycle ends with a water-based glossy finish for final protection.

- Easy application process.
- The water-based Chrome effect coating can be applied over a water-based gloss without sanding.
- Excellent gloss.
- Coating cycle suitable for various types of items, including three-dimensional ones: wood, plastics, decorative objects, and general indoor furnishings.



APPLICATION VIDEO



CHROME

LIQUID FOIL EFFECT

It is now possible to realistically reproduce the shimmering effect of sheet metal.

This range features five different metallic hues which create a “tin”, “gold”, “brass”, “copper” and “**bronze**” effect. This effect is obtained by using a simple coating cycle (on MDF panels or melamine paper), followed by a careful sanding and brushing process during which the metal particles present in the coating film are polished, creating a metallic surface.

- Spray application.
- All the visual beauty of sheet metal.
- Allows for greater flexibility and a faster working process than sheet metal.
- Can be applied to three-dimensional objects.
- Overcoating with a protective transparent layer will slow down the natural oxidation process.
- Excellent lightfastness.



LIQUID FOIL EFFECT



GOLD



TIN



BRASS



APPLICATION VIDEO



COPPER



BRONZE

ELDORADO 24K EFFECT

High-sheen metals can be reproduced with great ease to create unique on-trend effects on all surfaces.

There are four main colors — “gold”, “rose gold”, “bronze” and “copper” — but there are infinite possibilities to create effects with the same high levels of sheen.

The **Eldorado 24K** effect can be created with a single coat on various types of items: plastic materials, various objects, glass and interior furnishings in general. Application of an undercoat increases the sheen, while an appropriate overcoat offers maximum protection.

- Spray application.
- An effect just like metal.
- Excellent sheen.
- Can be applied to three-dimensional objects.
- Excellent color fastness.
- Ability to create colors based on sample.

ELDORADO 24K EFFECT



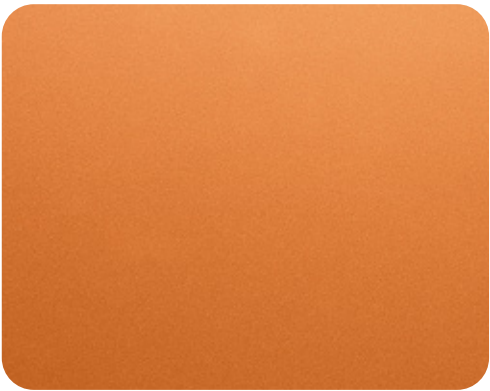
GOLD



ROSE GOLD



BRONZE



COPPER

SATIN-FINISH METAL EFFECT

Appealing metallic colors that, thanks to their sheen, add an elegant and sober dimension to environments.

The satin-finish metals of the Urban Matter range are characterized by their high sheen and are available in five different versions: “lead”, “gold”, “steel”, “bronze” and “copper”.

The coating cycle (on MDF panels or melamine paper) combines the use of a **gloss base** with a **two-component water-based coating with satin-finish metal effect**, which is then protected with a **matt acrylic transparent top coat**. The slight **scratching** of the surface, coupled with the application of an **aging patina**, creates dynamism and unique, highly appealing shades.

- Spraying application.
- Aesthetic effect similar to satin-finish metal.
- Combines the warmth of wood with a steel effect.
- Unique effects can be created by intervening on the following elements: color tone of the gloss base, scratching (where relevant) and application of an aging patina.
- Can be applied to three-dimensional objects.
- Excellent lightfastness.
- Good chemical-physical resistance.

SATIN-FINISH METAL EFFECT



LEAD



ANTIQUED LEAD

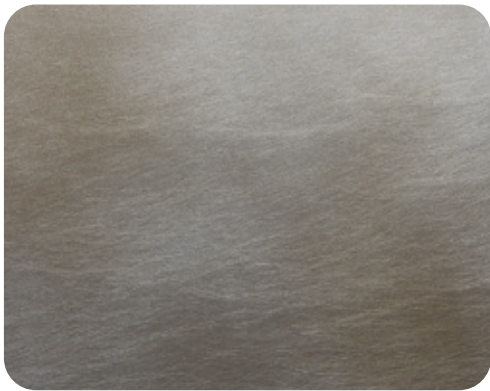


GOLD



ANTIQUED GOLD

SATIN-FINISH METAL EFFECT



ANTIQUED STEEL



STEEL



ANTIQUED BRONZE



BRONZE



ANTIQUED COPPER



COPPER



CORTEN EFFECT

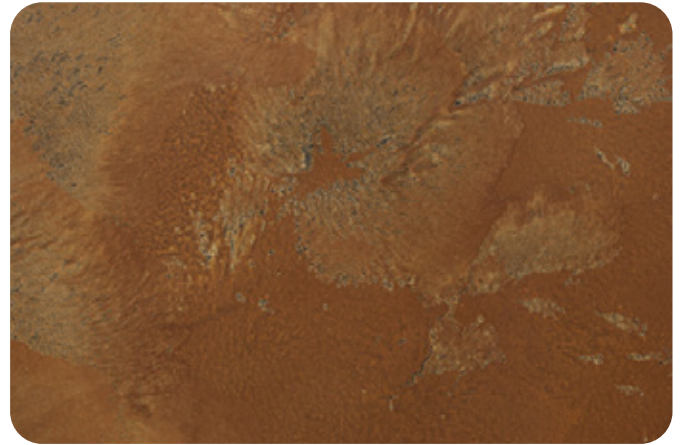
This effect offers an even more “lived-in” contemporary style and features an uneven surface which enhances light and dark nuances, mimicking the attractive color of natural Corten steel.

This effect is obtained by using a coating cycle (on MDF panels or melamine paper) which allows for the combination of a series of different products needed to produce the desired effect: “Corten”.

- Spray application.
- All the visual beauty and tactile feel of Corten steel.
- Combines the warmth of wood with a Corten steel-effect look.
- Allows for greater flexibility and a faster working process than sheet metal.
- More stable over time than Corten steel.
- Does not emit the metal dust associated with Corten steel.
- Excellent lightfastness.
- Good chemical-physical resistance.



APPLICATION VIDEO



CORTEN

STONE EFFECT

The stone effect creates an ever-changing play of light and shadow, mimicking the surface of natural stone.

This effect is obtained by using a coating cycle (on MDF panels or melamine paper) using pigmented and metallic coatings in different colors, giving the variants “stone”, “moon rock”, “bluish stone” and “Mars stone”.

- Spray application.
- All the visual beauty of natural stone.
- Warmer wood texture than natural stone.
- Excellent lightfastness.
- Good chemical-physical resistance.

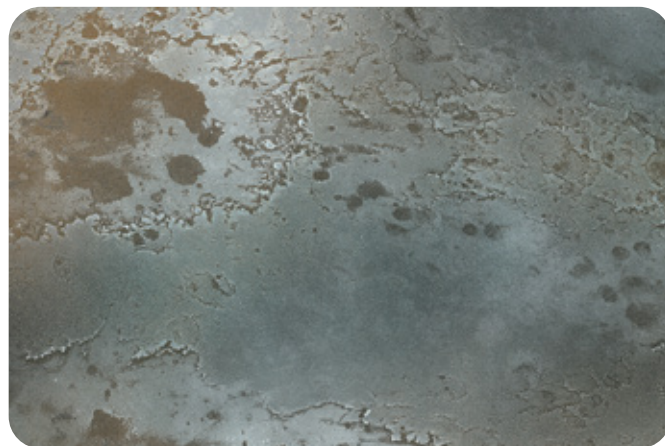
STONE EFFECT



STONE



APPLICATION VIDEO



BLUISH STONE



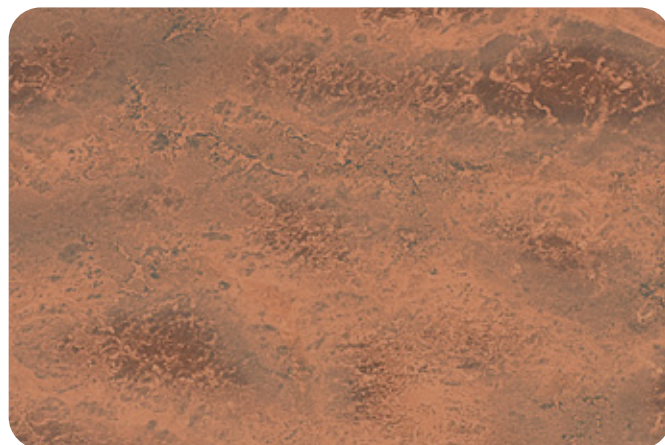
APPLICATION VIDEO



MOON ROCK



APPLICATION VIDEO



MARS STONE

MARBLE EFFECT

The Marble effect realistically reproduces the veining of natural stone, transforming any surface into an elegant and distinctive element. It combines the timeless sophistication of marble with chromatic freedom, offering endless possibilities for customization.

The effect is achieved through a coating cycle (on MDF panels or melamine paper), involving the shaded and non-uniform application of two alternating aged patinas, resulting in a unique and highly customizable finish every time.

- Perfectly reproduces the beauty of natural stone.
- Suitable for application on flat surfaces made of wood, glass, and plastic materials.
- Numerous creative solutions with the possibility of creating unique effects in an infinite variety of colours compared to natural stone.
- Excellent light resistance of the applied colour shades.
- Extremely customizable application with non-repetitive results, unlike other marble-effect processes

MARBLE EFFECT



DUSTY ROSE



EARTH



APPLICATION VIDEO



TAUPE



NUDE

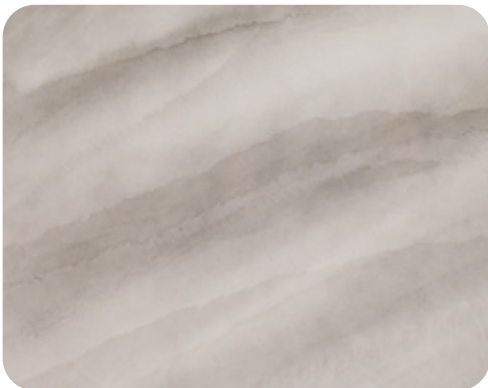
MARBLE EFFECT



PEACH



IRIS



GRAY



STRIPED



OCHRE



SIENNA



GRANITICO EFFECT

The Granitico effect restores the materiality and authentic feel of granite, reinterpreting the classic “salt and pepper” texture in a contemporary style. The collection, composed of 17 shades, offers a versatile colour range designed for interior design projects and decorative surfaces with strong visual impact.

The coating cycle, simple and efficient, is applied to MDF panels or melamine paper using water-based Granitico effect coating in the chosen shade, completed with a protective water-based finish that ensures long-lasting resistance and durability.

- Spray application.
- Easy execution of the coating cycle.
- Effect inspired by natural granite, precisely reproducing the “salt and pepper” texture for an authentic and tactile result.
- The colour collection includes 17 shades, from white to charcoal black, including sand, cement, and smoke tones.
- Reduced environmental footprint thanks to the use of water-based coatings.
- Excellent resistance to cold liquids (EN 12720), scratches (EN 15186), and light (EN 15187).

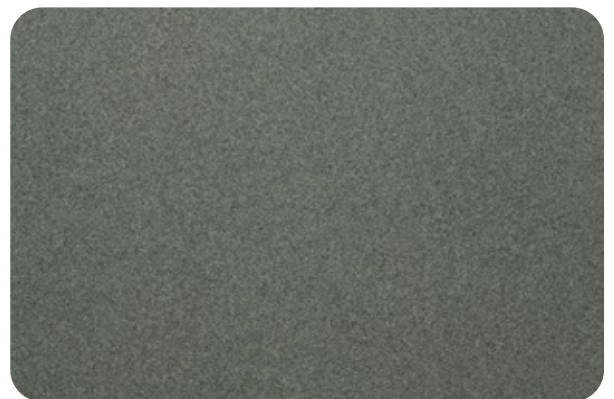
GRANITICO EFFECT



SALT-AND-PEPPER



GRAVEL

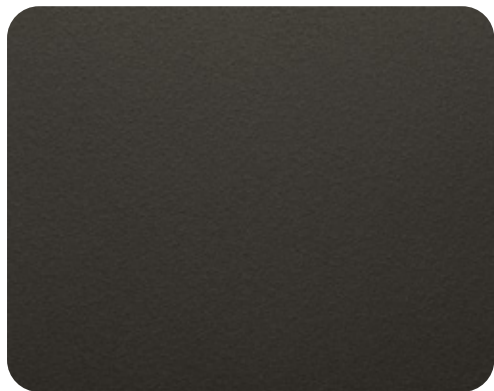


CEMENT

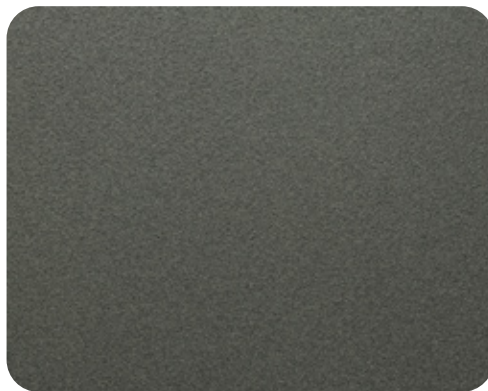


APPLICATION VIDEO

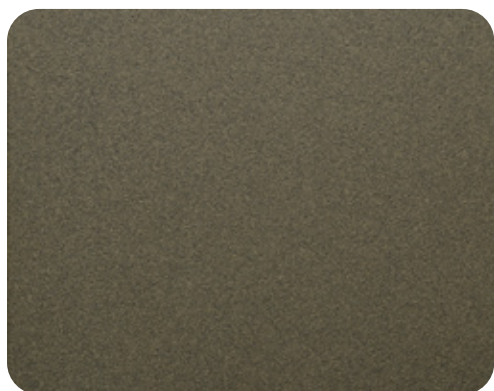
GRANITICO EFFECT



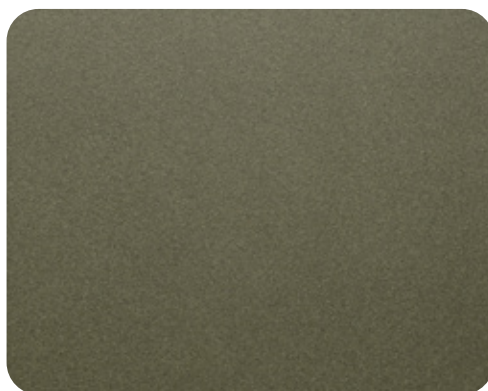
COAL



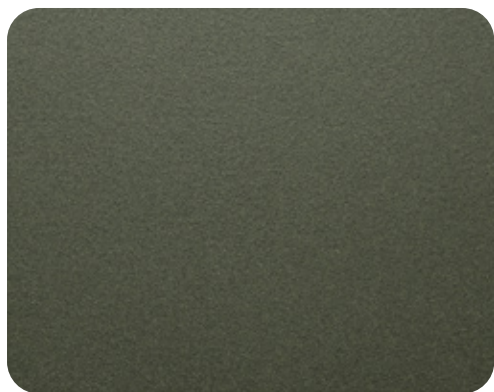
JERSEY



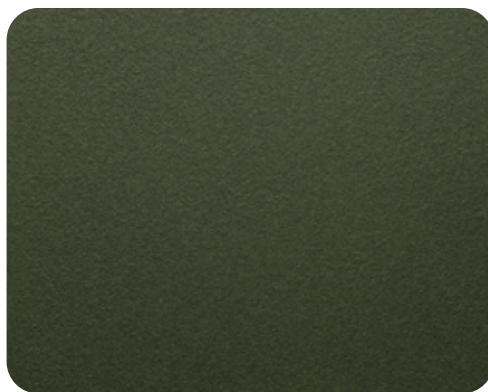
MOCHA



KAKI

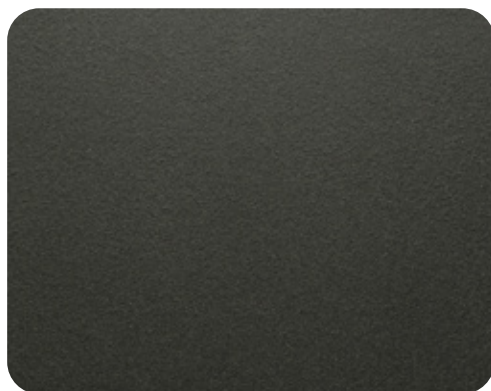


MILITARY GREEN

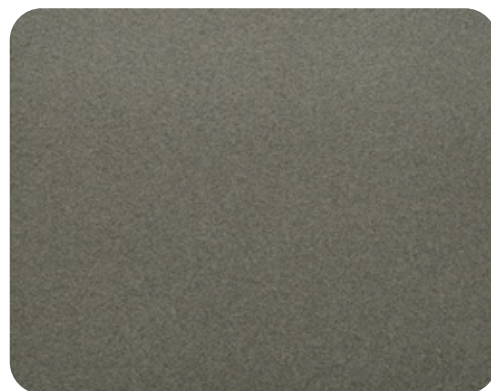


MOSS

GRANITICO EFFECT



ARDESYA



SMOKE



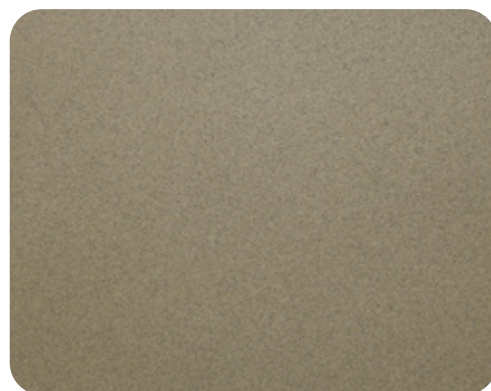
IVORY



SAND



STONE



CASHMERE



PLEASE NOTE THAT THE URBAN MATTER EFFECTS SHOULD BE OBSERVED UNDER NATURAL LIGHT.

The colors of this sample are for guidance only. We therefore recommended carrying out a preliminary test before starting the work.



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