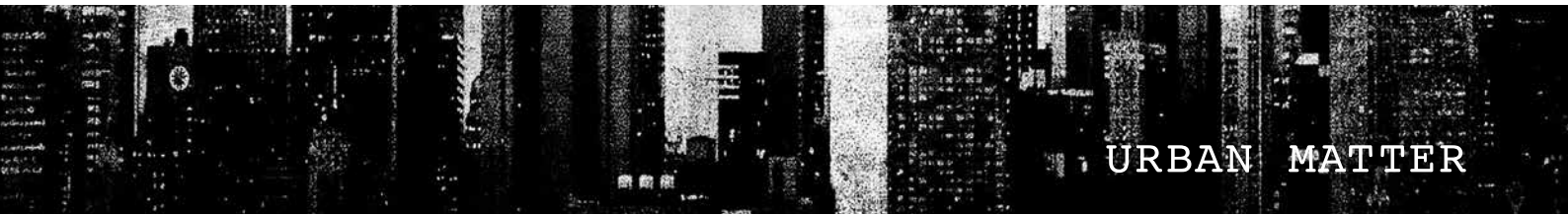




# URBAN MATTER

MATTER EFFECTS FOR INTERIOR FURNISHINGS





URBAN MATTER

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## URBAN MATTER

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

Surrounded by a constantly evolving world, the **ICA Group** 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, Liquid Foil, Eldorado, Satin-finish metal, Corten and Stone 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

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“FOIL” STEEL EFFECT



APPLICATION VIDEO



“OXIDIZED” STEEL EFFECT



APPLICATION VIDEO

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STEEL EFFECT



ROSE GOLD



PLATINUM



NICKEL

STEEL EFFECT

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LEAD



TITANIUM



MANGANESE

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## 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

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TIN



APPLICATION VIDEO



GOLD

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# LIQUID FOIL EFFECT

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BRASS



COPPER



BRONZE

## ELDORADO 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** 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 EFFECT

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GOLD



ROSE GOLD

# ELDORADO EFFECT

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BRONZE



COPPER

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## 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

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ANTIQUED LEAD



LEAD



ANTIQUED GOLD



GOLD

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SATIN-FINISH METAL EFFECT



ANTIQUED STEEL



ANTIQUED COPPER



ANTIQUED BRONZE

## 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”, “Corten acid-etched cast iron” and “Corten acid-etched oxide”.

- 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



APPLICATION VIDEO



ACID-ETCHED CAST IRON



ACID-ETCHED OXIDE

## 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



APPLICATION VIDEO



STONE



APPLICATION VIDEO



MOON ROCK

# STONE EFFECT

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**BLUISH STONE**



**APPLICATION VIDEO**



**MARS STONE**

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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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