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I colori dell'Architettura

MINERALS  
MINERAL PAINTS AND PLASTERS

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MINERALS

# Una storia che unisce epoche lontane e sguardi contemporanei

*A story that brings together distant eras  
and contemporary perspectives.*

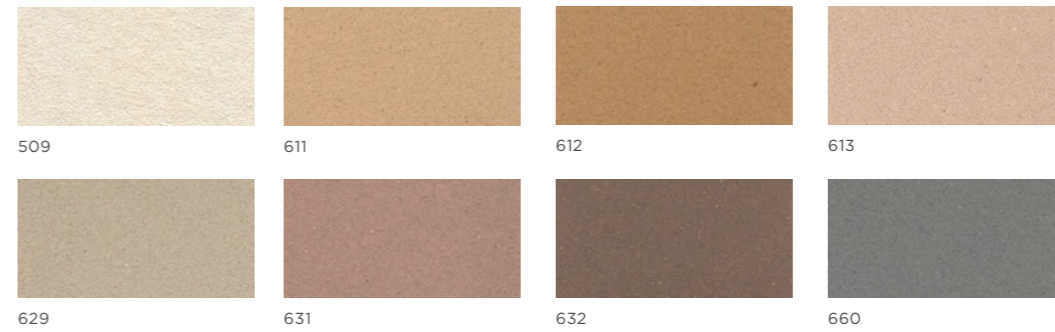
Le superfici "Minerals" raccontano una storia che unisce epoche lontane e sguardi contemporanei, restituendo identità e memoria dei luoghi. Calce, argilla e altre materie prime selezionate diventano texture profonde che assorbono la luce e reinterpretano materiali tradizionali grazie a studi e tecnologie all'avanguardia. Ogni finitura è una pelle viva, capace di raccontare il tempo, la mano dell'artigiano e l'attenzione ai dettagli che caratterizza il patrimonio culturale del nostro paese. Un equilibrio sensibile tra tradizione e innovazione, pensato per durare ed emozionare, trasformando superfici in esperienze da vivere.

The "Minerals" surfaces tell a story that bridges distant eras and contemporary perspectives, restoring identity and memory to places. Lime, clay and other carefully selected raw materials become deep textures that absorb light and reinterpret traditional materials through advanced research and technology. Each finish is a living skin, capable of expressing time, the artisan's hand and the attention to detail that defines our country's cultural heritage. A sensitive balance between tradition and innovation, designed to endure and inspire, transforming surfaces into experiences to be lived.

# MARMORINO KS

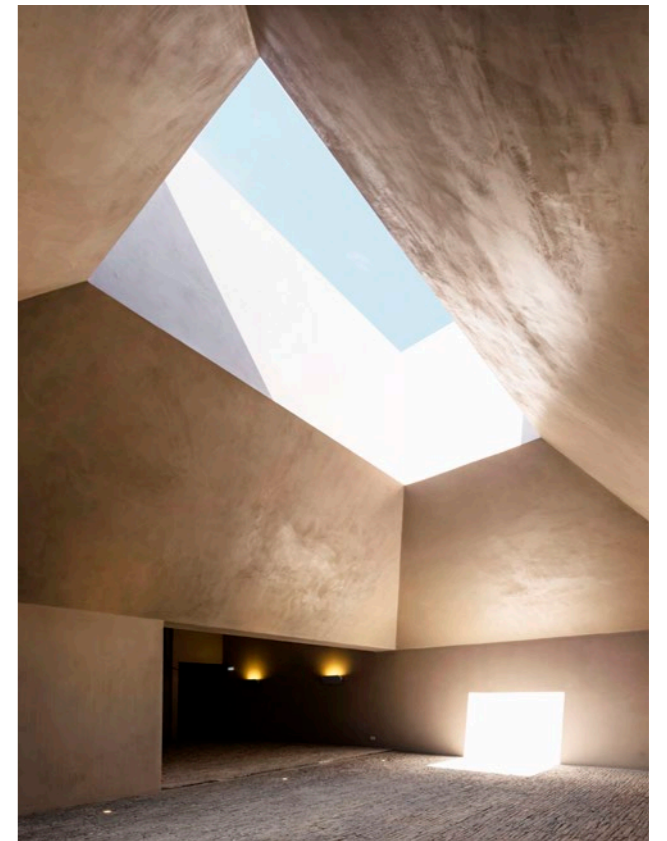


MARMORINO KS - RESIDENTIAL PROJECT - New Taipei City, Taiwan  
Application: Emily Taipei - Design: 23 Design Inc - Partner: Professional Choice



MARMORINO KS

MARMORINO KS - HERDADE DO FREIXO WINERY - Redondo, Portugal  
Partner: TDRV



Marmorino KS è il nostro iconico grassello di calce ad effetto satinato e opaco, apprezzato da architetti e professionisti in tutto il mondo. Le sue superfici vellutate, uniformi o leggermente nuvolate, dai colori morbidi e vibranti, richiamano l'eleganza senza tempo del Marmorino Veneziano.

Marmorino KS is our iconic lime putty finish with a satin and matte effect, appreciated by architects and professionals around the world. Its velvety surfaces—uniform or slightly clouded—with soft and vibrant colors recall the timeless elegance of Venetian Marmorino.

# CALCECRUDA

CALCECRUDA, FASE SILOSSANICA - PRIVATE HOUSE - New Taipei City Taiwan  
Application: Emily Taipei - Design: 23Design - Partner: Professional Choice



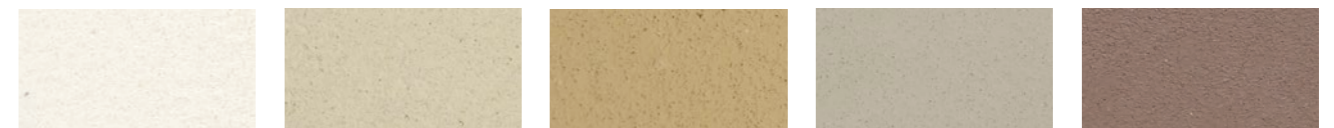
CalceCruda è un rivestimento decorativo minerale e microporoso, ideale per interni ed esterni: una materia che nasce dalla calce e dall'argilla, capace di modellarsi e restituire profondità e armonia. Una pelle minerale che respira, accompagna lo sguardo e contribuisce al benessere dell'ambiente, trasformando le pareti in elementi vivi, autentici e senza tempo.

CalceCruda is a mineral and microporous decorative coating, ideal for interiors and exteriors: a material born from lime and clay, capable of being shaped to bring depth and harmony. A mineral skin that breathes, guides the eye, and contributes to environmental well-being, transforming walls into living, authentic, and timeless elements.



CALCECRUDA

CALCECRUDA, IRONIC - THE WEDGEWOOD GARDEN - London, UK  
Application: Bespoke Outdoor Spaces - Design: Jo Thompson - Partner: Raymunn Ltd.



BIANCO

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# CALCECRUDA INTONACHINO



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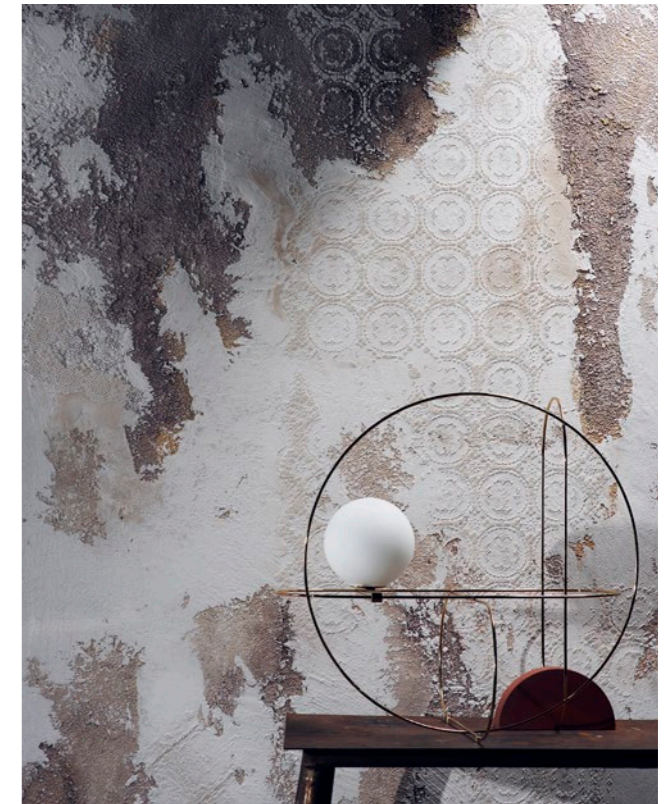


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CALCECRUDA  
INTONACHINO

CALCECRUDA INTONACHINO



A+



CalceCruda Intonachino è un rivestimento minerale che prende forma nello spazio e contribuisce al comfort degli ambienti. Formulato con calce, argilla, marmi e sabbie selezionate, offre lavorabilità ottimale e texture nuvolate che accolgono la luce e valorizzano i colori caldi e morbidi.

CalceCruda Intonachino is a mineral coating that takes shape within a space and contributes to environmental comfort. Formulated with lime, clay, marble and selected sands, it offers excellent workability and clouded textures that welcome light and enhance warm, soft colors.

# MARMUR

## MEDIO & FINE



MARMUR MEDIO - CRÉM - Taipei, Taiwan  
Application: Emily Taipei - Design: Haoyang Interior Design - Partner: Professional Choice



MARMUR  
MEDIO



MARMUR  
FINE



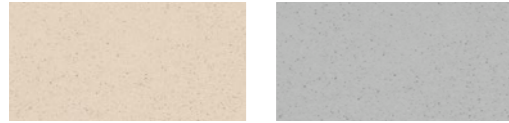
MARMUR FINE, ANIMAMUNDI - RESIDENTIAL PROJECT - Taipei, Taiwan  
Design: Guru Interior Design Consultant - Partner: Professional Choice



Marmur è la linea di intonachini di calce che trasforma le superfici in elementi eleganti e raffinati, unendo lavorabilità e pregio estetico. Marmur Medio, a grana media, crea toni morbidi e vibranti con effetti nuvolati, perfetto per Pietra o Travertino, mentre Marmur Fine, a grana fine, offre texture armoniose e durature, ideali per pareti interne ed esterne di grande fascino.

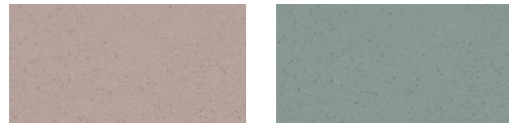
Marmur is a line of lime-based plasters that transforms surfaces into elegant and refined elements, combining workability with aesthetic value. Marmur Medio, with a medium grain, creates soft and vibrant tones with clouded effects, perfect for stone or travertine finishes, while Marmur Fine, with a fine grain, offers harmonious and durable textures, ideal for highly attractive interior and exterior walls.

# TEODORICO



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Teodorico è un intonachino a base di calce composto da idrato di calce, sabbie di marmo selezionate e inerti di qualità. La sua finitura compatta e semi-lucida ricorda la pietra di marmo, con colori saturi e vibranti, trasformando le superfici in elementi eleganti e duraturi, con la possibilità di arricchirlo aggiungendo miche Gold, Silver o Bronze per effetti ancora più preziosi e personalizzati.

Teodorico is a lime-based plaster composed of hydrated lime, selected marble sands, and high-quality aggregates. Its compact, semi-gloss finish recalls marble stone, with rich and vibrant colors that transform surfaces into elegant and long-lasting elements. It can also be enhanced with the addition of Gold, Silver, or Bronze mica to achieve even more refined and customized effects.



TEODORICO - RESIDENTIAL PROJECT



TEODORICO

TEODORICO - RESIDENTIAL PROJECT

# MATERIA VIVA

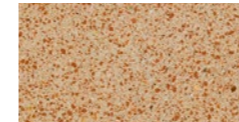
A+



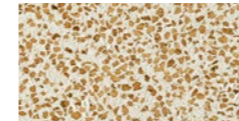
Materia Viva è un intonachino materico a base calce che unisce tradizione e sostenibilità, trasformando i materiali naturali del patrimonio italiano in superfici uniche. La base in polvere può essere miscelata con componenti naturali come cocchiopesto, sughero, conchiglia, pomice, canapa e marmi colorati, rendendola una base unica che cambia aspetto a seconda dell'aggregato selezionato e creando texture tattili e luminose, dove ogni effetto racconta la propria storia.

Materia Viva is a lime-based textured plaster that combines tradition and sustainability, transforming natural materials from Italian heritage into unique surfaces. The powder base can be mixed with natural components such as cocchiopesto, cork, shell, pumice, hemp, and colored marbles, making it a versatile base that changes appearance depending on the selected aggregate, creating tactile and luminous textures where each finish tells its own story.

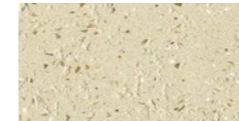
MATERIA VIVA COCCIOPESTO - NOVACOLOR SHOWROOM - Milan, Italy  
Application: Novacolor Ambassador Davide Palma - Photo: Beppe Brancato



COCCIOPESTO



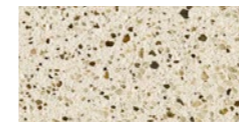
SUGHERO



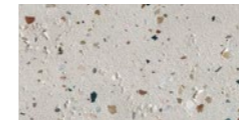
CONCHIGLIA



CANAPA

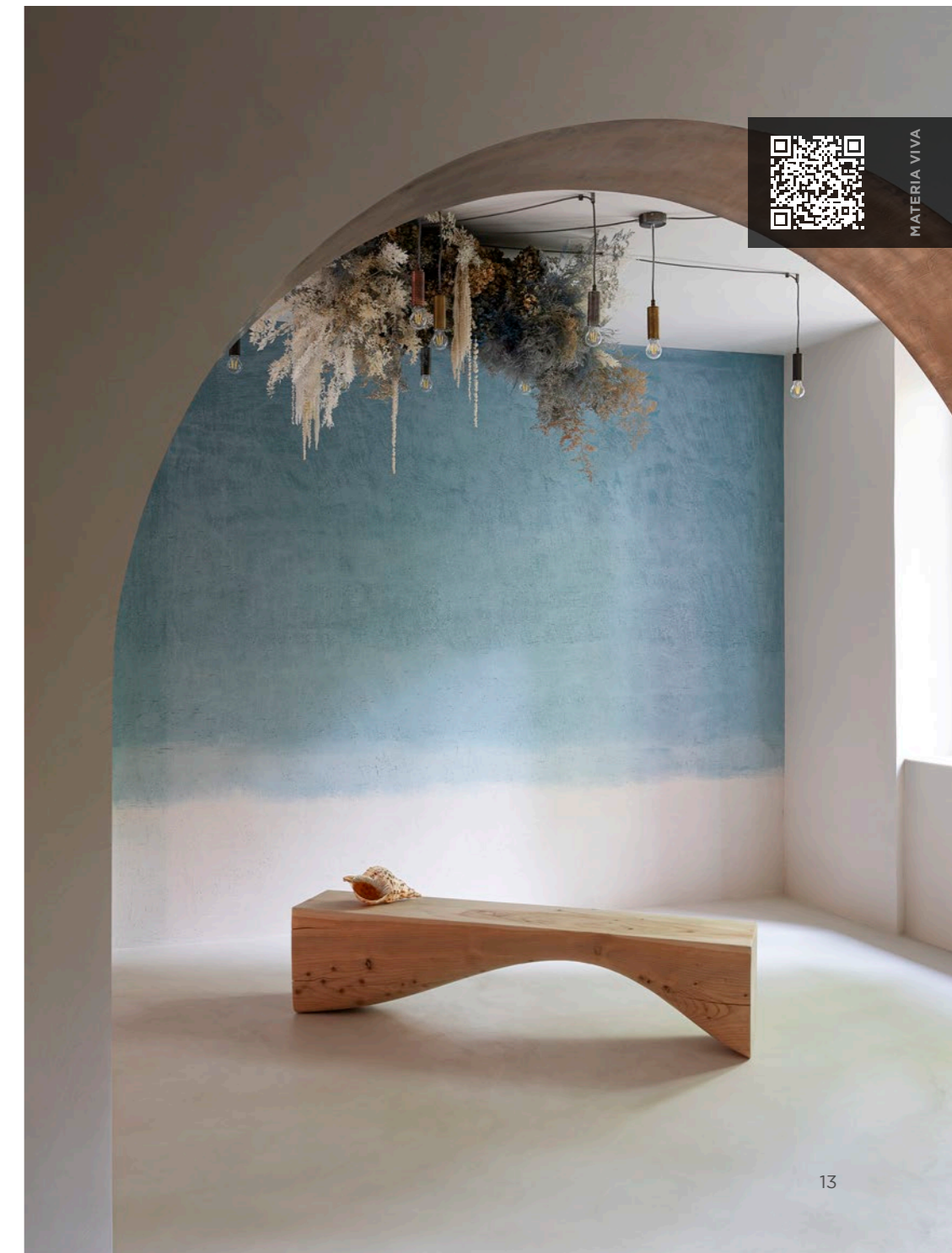


POMICE



MOSAICO

MATERIA VIVA CONCHIGLIA - NOVACOLOR SHOWROOM - Milan, Italy  
Application: Novacolor Ambassador Davide Palma - Photo: Beppe Brancato

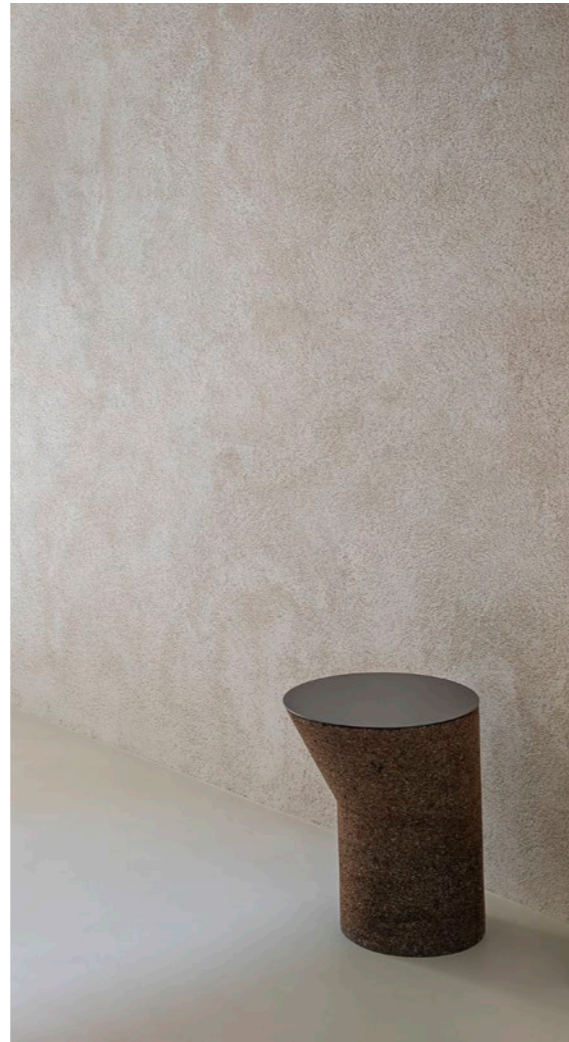


MATERIA VIVA

MATERIA VIVA POMICE - NOVACOLOR SHOWROOM - Milan, Italy  
Application: Novacolor Ambassador Davide Palma - Photo: Beppe Brancato



MATERIA VIVA SUGHERO - NOVACOLOR SHOWROOM - Milan, Italy  
Application: Novacolor Ambassador Davide Palma - Photo: Beppe Brancato



MATERIA VIVA CANAPA - NOVACOLOR SHOWROOM - Milan, Italy



MATERIA VIVA MOSAICO - NOVACOLOR SHOWROOM - Milan, Italy

# ARCHI+ PIETRA

ARCHI+ PIETRA - RESIDENTIAL PROJECT - Tainan, Taiwan  
Application: KJ Art Deco - Design: Eric Chen - Styling: Mia Zhou - Partner: Professional Choice - Photo: WU2 Creative



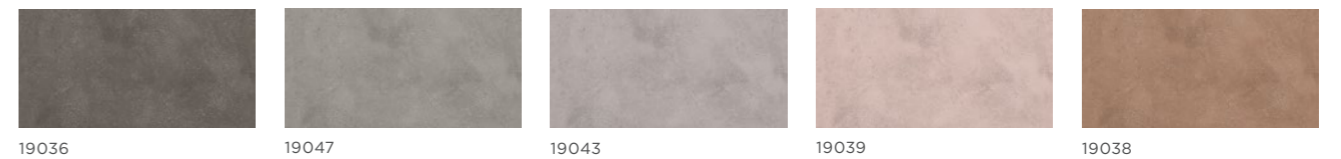
Archi+ Pietra nasce dalla calce e si trasforma in superficie viva, intensa, autentica. È una finitura che evoca la solidità della pietra e la delicatezza del gesto artigianale, capace di rendere ogni ambiente caldo, materico, senza tempo.

Archi+ Pietra is born from lime and transforms into a living, intense, authentic surface. It's a finish that evokes the solidity of stone and the subtlety of the artisan's touch, capable of making any space warm, textured and timeless.



ARCHI+  
PIETRA

ARCHI+ PIETRA - HOTEL ANTARÈS MÉRIBEL - Méribel, France  
Application: Maison&Matières - Novacolor Ambassador Julien Rolland - Design: Gilbert & associés



# ARCHI+ PIETRA INTONACO

ARCHI+ PIETRA INTONACO, MARMORINO KS - CLEAN CHIC - China  
Design: Liyong design - Partner: Bardese

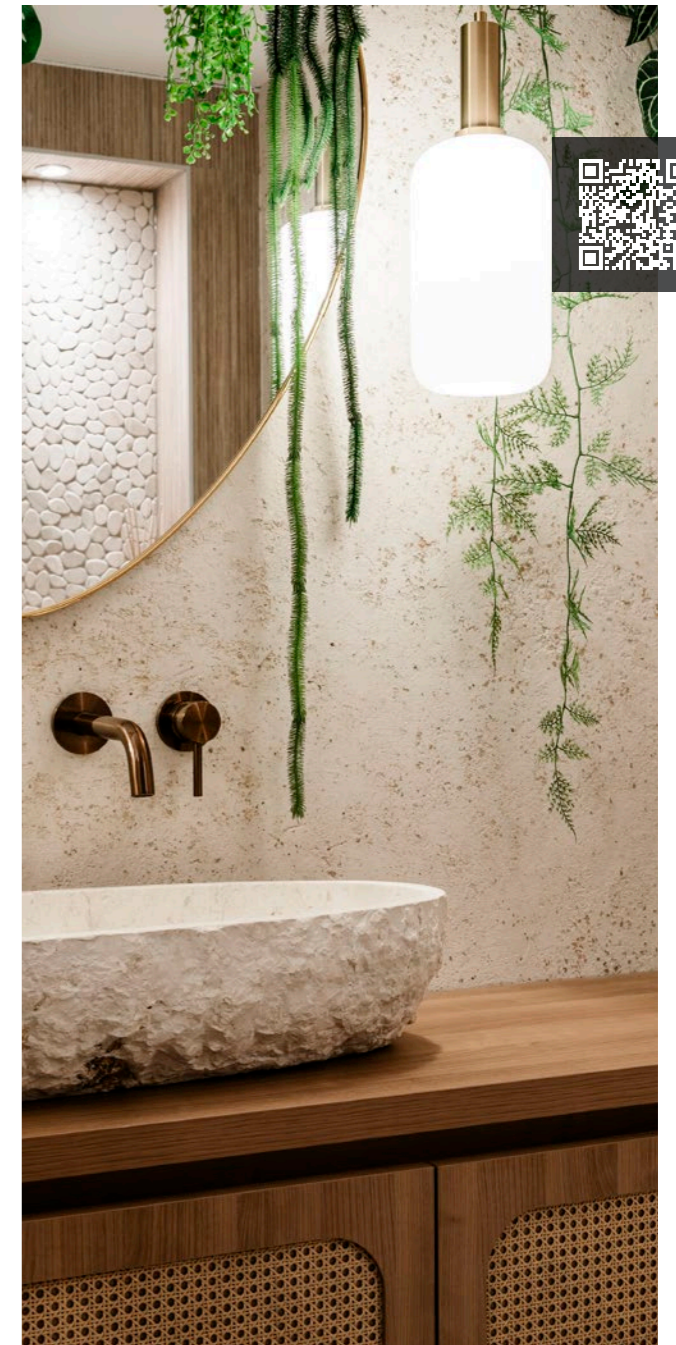


ARCHI+ PIETRA INTONACO - "BALINESE" PROJECT - The Netherlands  
Application: Ronald Elling - Creative Wall Art NL - Partner: AGNN



Archi+ Pietra Intonaco è un rivestimento minerale a base di calce che interpreta la tradizione in chiave contemporanea, trasformando le superfici in pareti materiche, eleganti e senza tempo. La sua texture ricca e naturale dona profondità agli ambienti, esaltando luce e architettura con un'estetica autentica e raffinata.

Archi+ Pietra Intonaco is a mineral lime-based coating that interprets tradition with a contemporary touch, transforming surfaces into textured, elegant and timeless walls. Its rich, natural texture adds depth to spaces, enhancing light and architecture with an authentic and refined aesthetic.

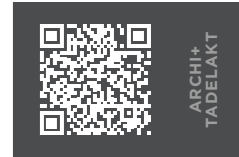
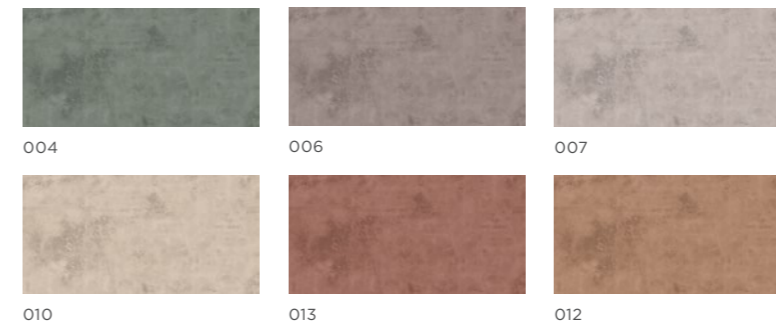


ARCHI+  
PIETRA INTONACO

# ARCHI+ TADELAKT



ARCHI+ TADELAKT - GYROTONIC STUDIO - Taipei, Taiwan  
Partner: Professional Choice - Application: L.H.Y. Art Deco Zhu-Bei - Design: LOHE Design



ARCHI+ TADELAKT - "VIETATO L'INGRESSO",  
IL PRIMO CAMERINO ARCIMBOLDI THEATRE - Milan, Italy  
Application: Novacolor Ambassador Davide Palma -  
Design: Studio Calvi Ceschia Viganò Architetti Associati



Archi+ Tadelakt è un rivestimento minerale a base di calce che reinterpreta l'eleganza del Tadelakt marocchino in chiave contemporanea. Superfici morbide, vellutate e luminose prendono forma attraverso una materia naturale e autentica, capace di avvolgere gli spazi con un fascino senza tempo.

Archi+ Tadelakt is a mineral lime-based coating that reinterprets the elegance of Moroccan Tadelakt with a contemporary touch. Soft, velvety and luminous surfaces take shape through a natural, authentic material, capable of enveloping spaces with timeless charm.

# ARCHI+ ARGILLA



ARCHI+ ARGILLA - 2023 FRETTE CAMPAIGN  
Photo: Matteo Imbriani - Styling: Studio Salaris



Archi+ Argilla è un rivestimento minerale che riporta in superficie la forza primordiale della terra. L'argilla naturale, unita alla calce, dà vita a una materia autentica e sensibile, capace di restituire calore, profondità e una bellezza essenziale.

Archi+ Argilla is a mineral coating that brings the primal force of the earth to the surface. Natural clay, combined with lime, gives life to an authentic and expressive material, capable of imparting warmth, depth and essential beauty.



ARCHI+ ARGILLA - CASA PLATFORM - Rome, Italy  
Project: SET Architects - Photo: OmarGolli



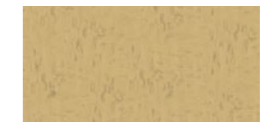
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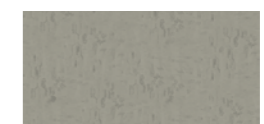
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ARCHI+  
ARGILLA

# ARCHI+ CONCRETE



ARCHI+ CONCRETE - CASA DAS FREIRAS - Lagos, Portugal  
Design: Mario Martins - Partner: TDRV - Photo: Fernando Guerra

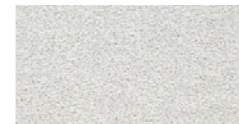


Archi+ Concrete è un intonachino a base calce che reinterpreta il fascino del cemento in chiave elegante e contemporanea. I suoi effetti velati, dai toni morbidi e vibranti, donano carattere agli ambienti, creando superfici materiche perfette per spazi moderni e di design.

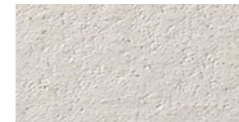
Archi+ Concrete is a lime-based plaster that reinterprets the allure of concrete with an elegant, contemporary touch. Its subtle effects, with soft and vibrant tones, give character to spaces, creating textured surfaces perfect for modern, design-oriented environments.



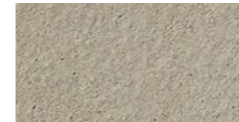
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MKS 20151



MKS 20101

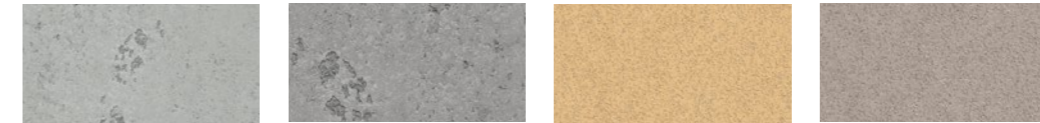


ARCHI+  
CONCRETE



ARCHI+ CONCRETE - HOTEL BEORE - Nantou County, Taiwan  
Application: SunshineStucco - Design: NEXT Design - Partner: Professional Choice

# ARCHI+ BIG



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ARCHI+  
BIG

ARCHI+ BIG - GRAND MANSION YONG HE - Taipei City, Taiwan  
Application: Emily Deco - Partner: Professional Choice



Archi+ Big è un intonachino a base calce che esprime la materia in modo deciso e contemporaneo. Le sue superfici, ricche e strutturate, prendono forma anche con una sola applicazione, dando vita a effetti autentici e dal forte impatto visivo.

Archi+ Big is a lime-based plaster that expresses material in a bold, contemporary way. Its rich, textured surfaces take shape even with a single application, creating authentic effects with strong visual impact.

# LIMEWASH EFFECT

ERA A PENNELLO / LIME PAINT & CALCECRUDA TINTA A STUCCO

CALCECRUDA TINTA A STUCCO - RESIDENTIAL PROJECT



CalceCruda Tinta a Stucco è una finitura decorativa minerale per interni, formulata con calce, argilla purificata e marmi selezionati, bilanciati per offrire lavorabilità e versatilità ottimali. Applicata a pennello, regala superfici opache ricche di sfumature e variazioni cromatiche; con spatola inox si trasforma in finiture lucide, dai toni profondi e vibranti.

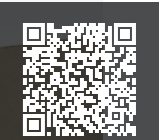
CalceCruda Tinta a Stucco is a mineral decorative interior finish, formulated with lime, purified clay and carefully selected marbles, balanced to provide optimal workability and versatility. When applied with a brush, it creates matte surfaces rich in nuances and color variations; with a stainless steel trowel, it transforms into glossy finishes with deep, vibrant tones.



Era a Pennello è una pittura a base di calce che interpreta la parete con leggerezza e autenticità. La sua materia sottile si stende con naturalezza, lasciando affiorare il carattere del supporto e dialogando con esso in modo sincero.

Era a Pennello is a lime-based paint that interprets walls with lightness and authenticity. Its delicate material spreads naturally, revealing the character of the substrate and engaging with it in a genuine dialogue.

ERA A PENNELLO / LIME PAINT - RESIDENTIAL PROJECT



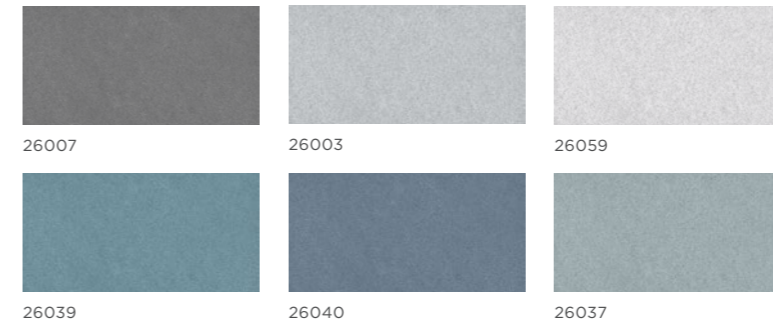
ERA A PENNELLO / LIME PAINT



CALCECRUDA TINTA A STUCCO

# VP SUEDE

VP SUEDE - HOSPITALITY PROJECT



VP SUEDE - HOSPITALITY PROJECT



A+

VP Suede è un rivestimento a base calce per finiture satinare, pensato per interni ed esterni. Il colore si distende in modo uniforme, attraversato da leggere vibrazioni che donano movimento senza eccessi. Un equilibrio sottile tra morbidezza e carattere, capace di creare ambienti intimi, eleganti e contemporanei.

VP Suede is a lime-based coating for satin finishes, designed for both interiors and exteriors. The color spreads evenly, subtly crossed by gentle variations that add movement without excess. A delicate balance of softness and character, it creates intimate, elegant and contemporary spaces.



VP SUEDE

# FLORENZIA

FLORENZIA - RESIDENTIAL PROJECT



FLORENZIA - "BALINESE" PROJECT - Netherlands  
Application: Ronald Elling - Creative Wall Art NL - Partner: AGNN



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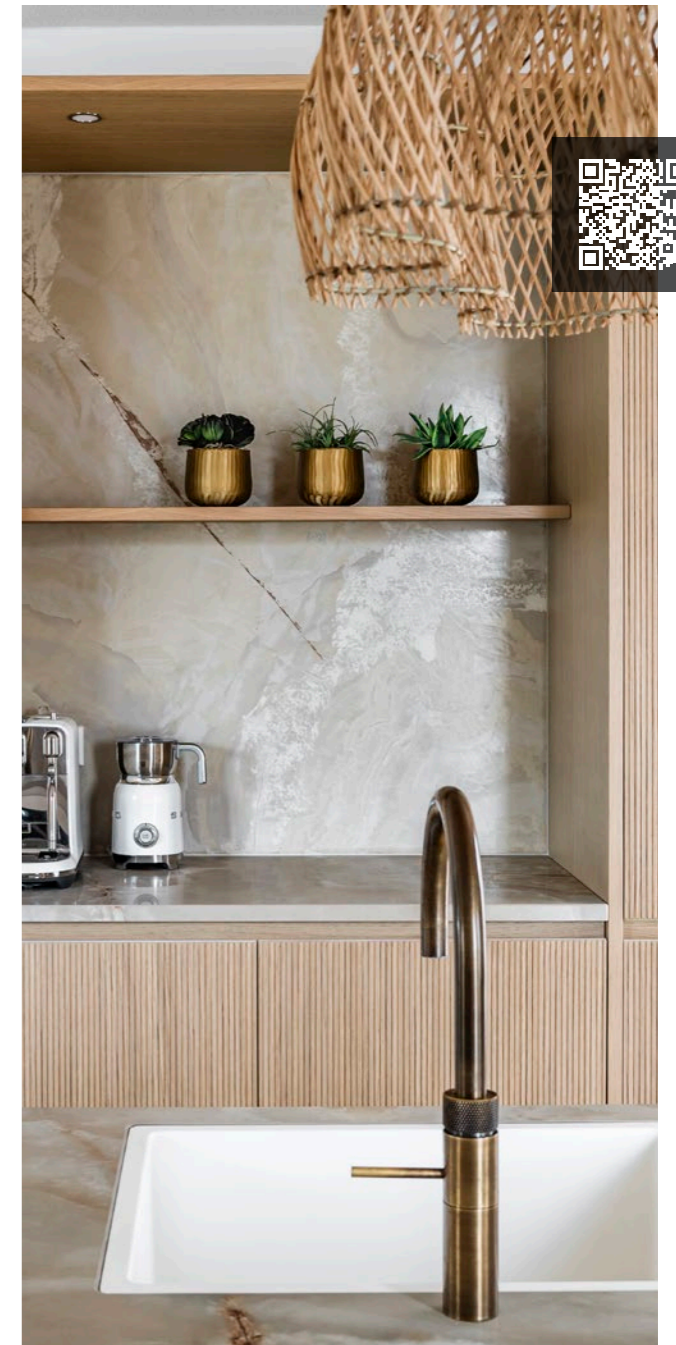


BIANCO



Florenzia è uno stucco decorativo minerale a base di puro grassello di calce che dona alle superfici una luminosità intensa e sofisticata. Le sue finiture lucide, dai toni morbidi e vibranti, creano giochi di luce eleganti e profondi, capaci di valorizzare ogni ambiente.

Florenzia is a mineral decorative stucco made from pure lime putty, giving surfaces an intense and sophisticated luminosity. Its glossy finishes, with soft and vibrant tones, create elegant, deep plays of light that enhance any space.



FLORENZIA

# MIRROR



MIRROR - RESIDENTIAL PROJECT

A+

Mirror è uno stucco lucido a calce che trasforma le superfici interne in vere opere di pregio. La sua finitura brillante, ottenuta grazie a specifici additivi e al grassello di calce stagionato, cattura la luce restituendo profondità e eleganza.

Mirror is a glossy lime stucco that transforms interior surfaces into true works of art. Its brilliant finish, achieved through specific additives and aged lime putty, captures light, imparting depth and elegance.

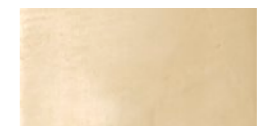


MIRROR

MIRROR - RESIDENTIAL PROJECT



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# ANTICHE PATINE

## PATINA MINERALE & FASE SILOSSANICA

CALCECRUDA, ANTICHE PATINE / FASE SILOSSANICA - PRIVATE HOUSE - New Taipei City, Taiwan  
Application: Emily Taipei - Design: 23Design - Partner: Professional Choice



A+

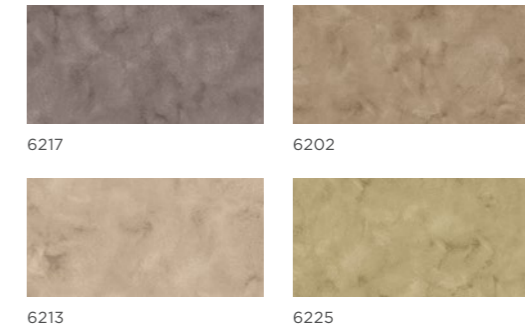
Antiche Patine / Fase Silossanica dona velature leggere e cromie vibranti, con toni e sfumature che variano secondo tecnica e colore, valorizzando sia interni classici e moderni sia facciate storiche o complessi rurali. Una finitura elegante e versatile, capace di trasformare ogni superficie in un elemento di pregio e armonia con la luce.

Antiche Patine / Fase Silossanica provides delicate veils and vibrant colors, with tones and nuances that vary according to technique and hue, enhancing both classic and modern interiors as well as historic façades or rural complexes. An elegant and versatile finish, capable of transforming any surface into a refined element in harmony with light.



Antiche Patine / Patina Minerale ricorda le antiche patinature, creando toni e sfumature variabili secondo tecnica e colore, mentre la formulazione garantisce permeabilità al vapore, resistenza ai raggi UV e agli agenti atmosferici.

Antiche Patine / Patina Minerale evokes traditional patinas, creating tones and nuances that vary according to technique and color, while its formulation ensures vapor permeability, UV resistance and durability against weathering.



ANTICHE PATINE / PATINA MINERALE - THE LOFT HOUSE - Pakistan  
Project: Khyyam Ikram Design/Build, Umer and Hasnain Architects - Partner: Innovators

# PURO\_VOC FREE

PURO\_VOC FREE - RESIDENTIAL PROJECT

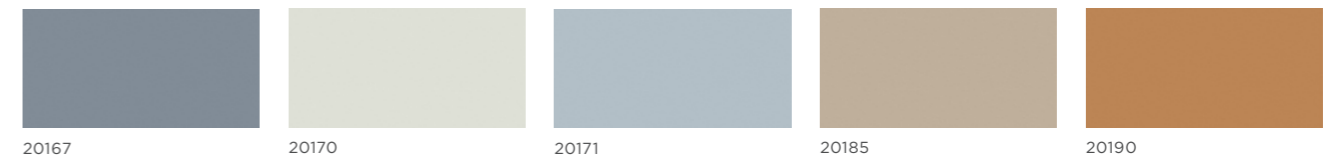


Puro\_VOCFree è un'idropittura minerale opaca, inodore e priva di VOC, biocidi e formaldeide, che respira con le pareti e contribuisce al benessere degli ambienti, garantendo cariche minerali innovative, copertura e luminosità.

Puro\_VOC Free is a matte mineral paint, odorless and free of VOCs, biocides and formaldehyde, allowing walls to breathe and promoting healthy indoor environments, while providing innovative mineral content, coverage and luminosity.



PURO\_VOC FREE - RESIDENTIAL PROJECT



# GREEN APPROACH

Novacolor ridefinisce il concetto di abitare proponendo prodotti che uniscono innovazione, sostenibilità e funzionalità, contribuendo a un benessere consapevole senza rinunciare all'estetica.

Novacolor redefines the concept of living by offering products that combine innovation, sustainability and functionality, contributing to mindful well-being without sacrificing aesthetics.



ANTICHE PATINE / FASE SIOSSANICA	○						
ANTICHE PATINE / PATINA MINERALE	○	○	○				
ARCHI+ ARGILLA	○			○	○	○	○
ARCHI+ BIG	○			○	○		○
ARCHI+ CONCRETE	○			○	○		○
ARCHI+ PIETRA	○			○	○		○
ARCHI+ PIETRA INTONACO	○			○	○		○
ARCHI+ TADELAKT	○			○	○		○
CALCECRUDA	○		○	○	○		○
CALCECRUDA INTONACHINO	○		○				
CALCECRUDA TINTA A STUCCO	○		○				
ERA A PENNELLO - LIME PAINT	○			○	○		○
FLORENZIA	○			○	○		○
MARMORINO KS	○			○	○		○
MARMUR FINE E MEDIO	○			○	○		○
Materia Viva	○				○		
MIRROR	○						
PURO_VOC free	○	○	○	○			○
TEODORICO	○			○	○		○
VP SUEDE	○						

# Minerals



## MINERALS



Certificato A+ per le basse emissioni di sostanze volatili nell'aria  
A+ Certified for the low emissions of volatile substances in the air



Certificato Indoor Air Comfort Gold  
Indoor Air Comfort Gold certified



Formulato con biomassa sostenibile grazie al sistema produttivo  
Mass Balance Approach Made from sustainable biomass thanks to the Mass Balance Approach productive system



Certificato Indoor Air Comfort USA  
Indoor Air Comfort USA certified



Riduce il carbon footprint. Certificato REDcert<sup>2</sup>  
Reduction of the carbon footprint. REDcert<sup>2</sup> Certified



Resistenza al fuoco  
Fire resistance



Riduce la concentrazione di formaldeide nell'aria  
Reduction of the formaldehyde concentration in the environment



Certificato International EPD System  
International EPD System certified

Le tonalità di questa cartella hanno valore puramente indicativo. The color samples in this color chart should be considered purely indicative.

Cover: MARMUR FINE, CALCECRUDA TINTA A STUCCO, FASE SILOSSANICA - NOVACOLOR SIGNATURE COLLECTION 2026  
Photo: Matteo Imbriani - Styling: Studio Salaris

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