

novacolor®
I colori dell'Architettura

METALLICS
METALLIC EFFECT PAINTS

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METALLICS

Accenti preziosi che dialogano con la luce, tra memorie e visioni future

*Precious accents that interact with light,
between memories and future visions*

Le finiture “Metallics” nascono dall’eccellenza italiana e dal desiderio di trasformare la materia in luce, evocando il linguaggio dell’architettura contemporanea in cui il metallo diventa superficie, riflesso e identità progettuale. Come nelle opere di grandi progettisti, la materia metallica non è solo decorazione, ma elemento capace di modellare lo spazio e dialogare con la luce. Riflessi opulenti e giochi luminosi si intrecciano a texture preziose, evocando sete e broccati lavorati a mano. Texture metallizzate che raccontano un mondo di saperi antichi, tra le botteghe dei fabbri, le cuoierie e i setifici, reinterpretato in chiave contemporanea. Ogni superficie diventa un’esperienza sensoriale, dove luce e materia dialogano, creando ambienti esclusivi e sofisticati. La formulazione “green”, certificata RedCert², unisce estetica e sostenibilità, confermando Metallics come simbolo di innovazione, eleganza e fascino senza tempo.

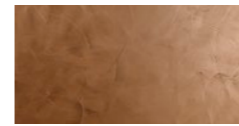
The “Metallics” finishes are born from Italian excellence and the desire to transform matter into light, evoking the language of contemporary architecture where metal becomes surface, reflection, and design identity. As in the work of great designers, metallic material is not merely decorative, but an element capable of shaping space and interacting with light. Opulent reflections and luminous effects intertwine with refined textures, evoking hand-crafted silks and brocades. Metallized textures that tell a story of ancient craftsmanship—from blacksmith workshops to leather ateliers and silk mills—reinterpreted through a contemporary lens. Every surface becomes a sensory experience, where light and matter engage in dialogue, creating exclusive and sophisticated environments. The “green” formulation, certified RedCert², combines aesthetics and sustainability, confirming Metallics as a symbol of innovation, elegance, and timeless allure.

METALLO_FUSO

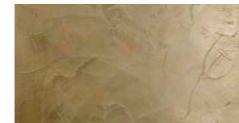


METALLO_FUSO: ARCHI+ BIG, ARCHI+ CONCRETE, R-STONE
SIGNATURE COLLECTION 2026
Photo: Matteo Imbriani - Styling: Studio Salaris

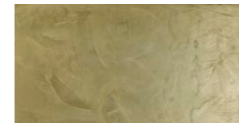
METALLO_FUSO - NOVACOLOR SHOWROOM - Milan, Italy
Photo: Gianluca Cisternino



RAME



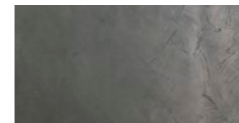
OTTONE



BRONZO



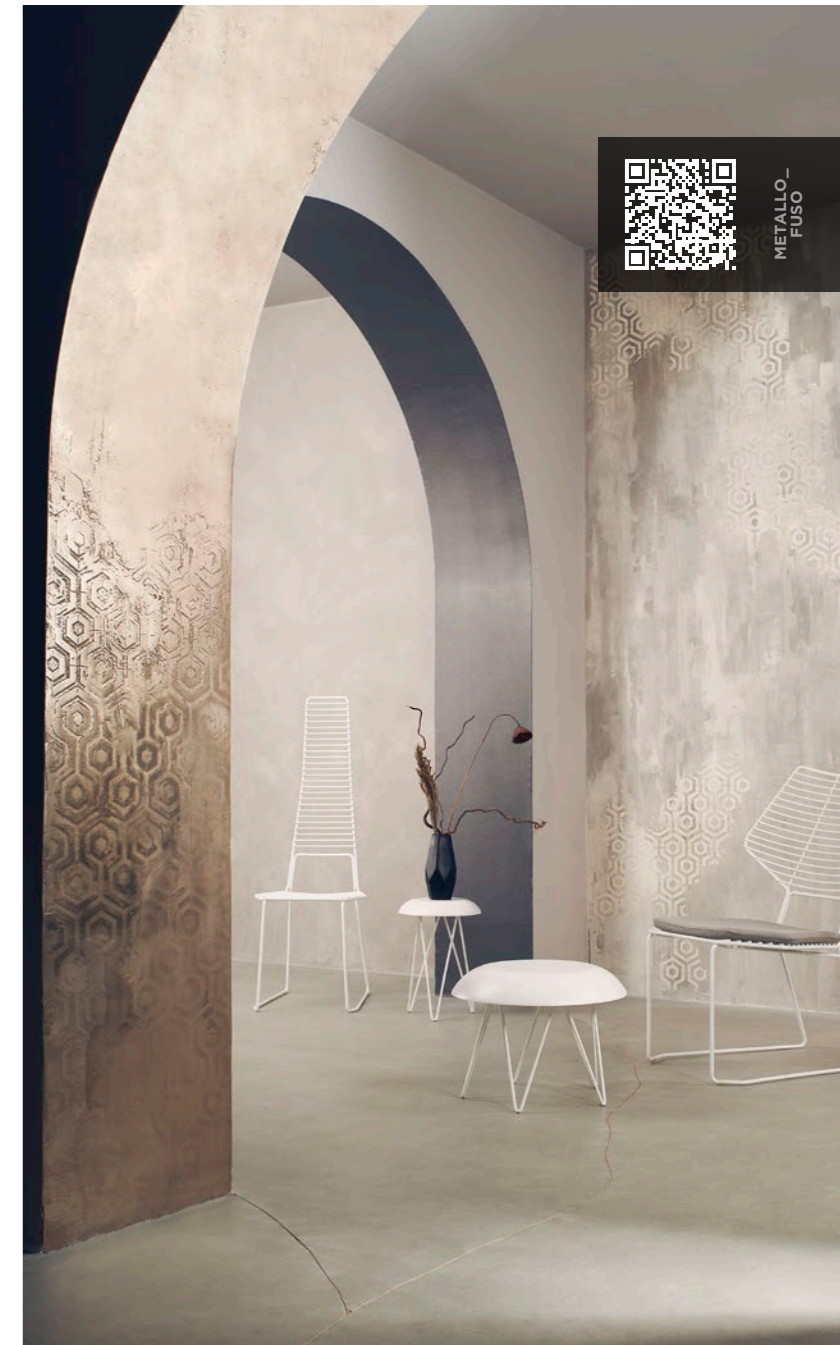
STAGNO



ZINCO

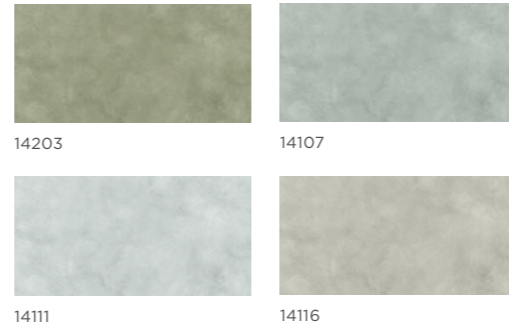
Metallo_Fuso porta il fascino del metallo autentico negli interni. Polveri di leghe metalliche, resine bicomponente e additivi selezionati creano texture esclusive e giochi di luce sorprendenti, conferendo eleganza, esclusività e personalità a ogni ambiente.

Metallo_Fuso brings the allure of authentic metal into interiors. Metallic alloy powders, two-component resins and carefully selected additives create exclusive textures and striking plays of light, lending elegance, exclusivity and character to every space.



DUNE & DUNE OPACO

DUNE OPACO - PRIVATE HOUSE - Taipei City, Taiwan
Application: Emily Taiwan - Design: 23 Design inc. - Partner: Professional Choice Taiwan



Morbida e luminosa, Dune arricchisce gli interni con leggere cariche metallizzate che creano giochi delicati di luce e riflessi. Le pareti diventano elementi accoglienti e armoniosi, dove lo sguardo e il tatto trovano piacere.

Soft and luminous, Dune enriches interiors with subtle metallic accents that create delicate plays of light and reflections. Walls become welcoming, harmonious elements where both sight and touch find pleasure.

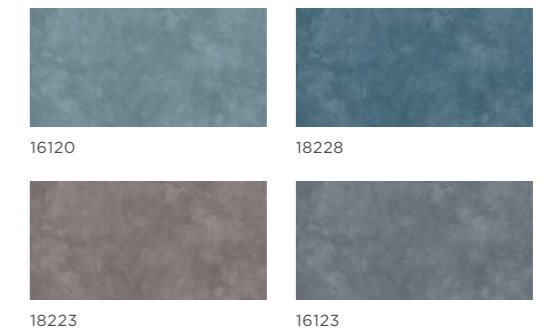


DUNE - PRIVATE HOUSE - Taipei City, Taiwan
Application: Emily Taiwan - Design: 23 Design inc. - Partner: Professional Choice Taiwan



Con Dune Opaco, gli interni assumono un aspetto avvolgente e sofisticato. Le cariche opache generano riflessi velati e giochi di luce delicati, trasformando ogni superficie in un ambiente elegante e armonioso.

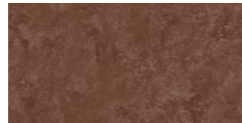
With Dune Opaco, interiors take on a warm and sophisticated look. The matte accents create subtle reflections and delicate plays of light, transforming every surface into an elegant and harmonious environment.



AFRICA



A314 - ASMARA



A321 - KAMPALA



A302 - MOMBASA



A324 - MEKNES



A326 - TANGERI



AFRICA

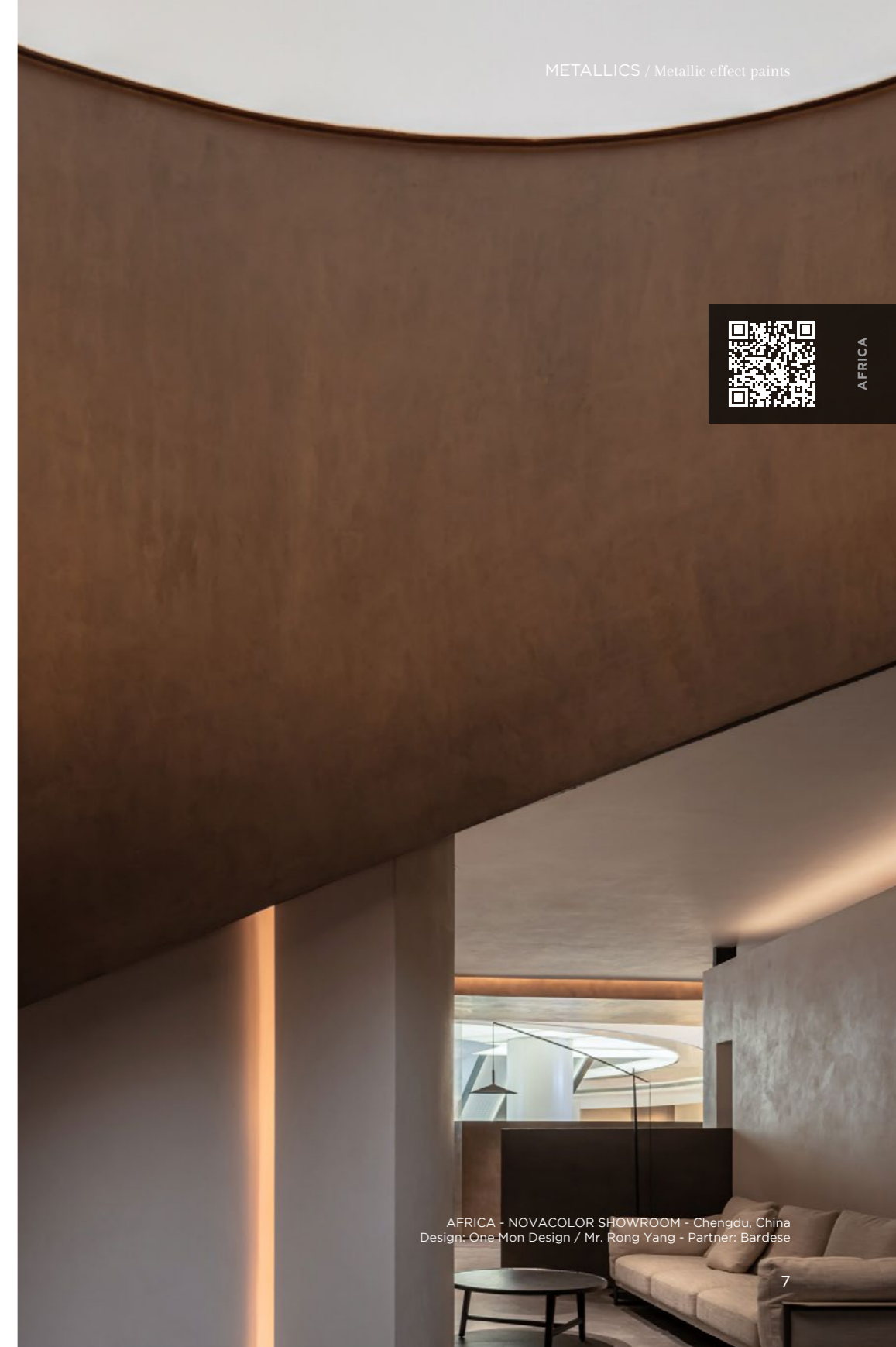


Leggera e vellutata, Africa veste gli spazi con cariche metallizzate che creano texture tattili e riflessi luminosi. Ogni ambiente diventa elegante e pieno di personalità, dove luce e materia dialogano tra loro.

Light and velvety, Africa dresses spaces with metallic accents that create tactile textures and luminous reflections. Every environment becomes elegant and full of character, where light and material engage in dialogue.



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



AFRICA - NOVACOLOR SHOWROOM - Chengdu, China
Design: One Mon Design / Mr. Rong Yang - Partner: Bardese

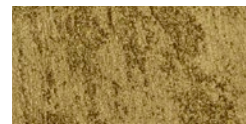
SWAHILI & SWAHILI OPACO

SWAHILI - RESIDENTIAL PROJECT



Raffinata e luminosa, Swahili combina cariche metallizzate e farine di quarzo, generando giochi di luce cangianti. Le superfici accarezzano lo sguardo e il tatto, trasformando gli spazi in ambienti eleganti, armoniosi e sorprendenti.

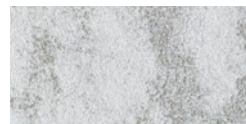
Refined and luminous, Swahili combines metallic accents with quartz powders, creating shimmering plays of light. Surfaces caress both sight and touch, transforming spaces into elegant, harmonious and captivating environments.



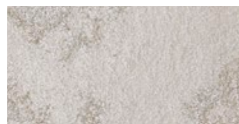
SWG 18058



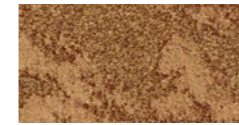
SWG 18055



SWS 18013



SWS 18027



SWS 18019



SWS 18042



SWS 18023



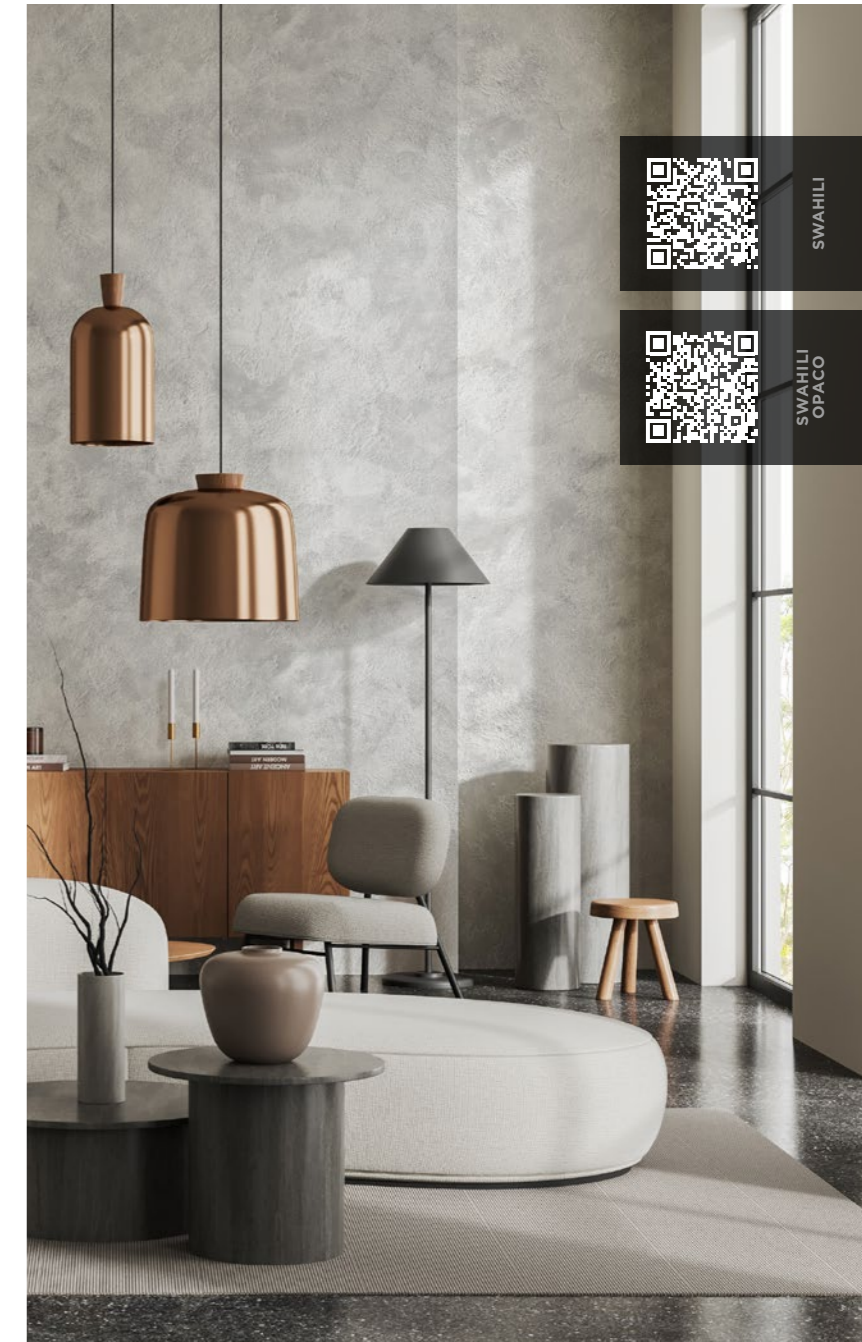
SWS 18024



Swahili Opaco porta morbidezza e raffinata eleganza negli interni. Le cariche opache metallizzate e le farine di quarzo creano riflessi delicati e giochi di luce velati, donando superfici armoniose e accoglienti.

Swahili Opaco brings softness and refined elegance to interiors. The matte metallic accents and quartz powders create subtle reflections and gentle plays of light, resulting in harmonious and inviting surfaces.

SWAHILI OPACO - RESIDENTIAL PROJECT

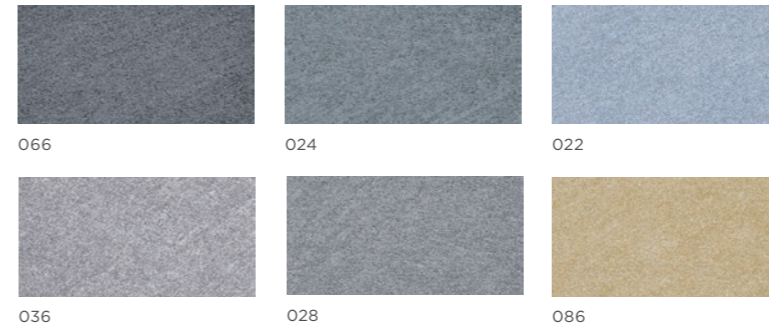


SWAHILI



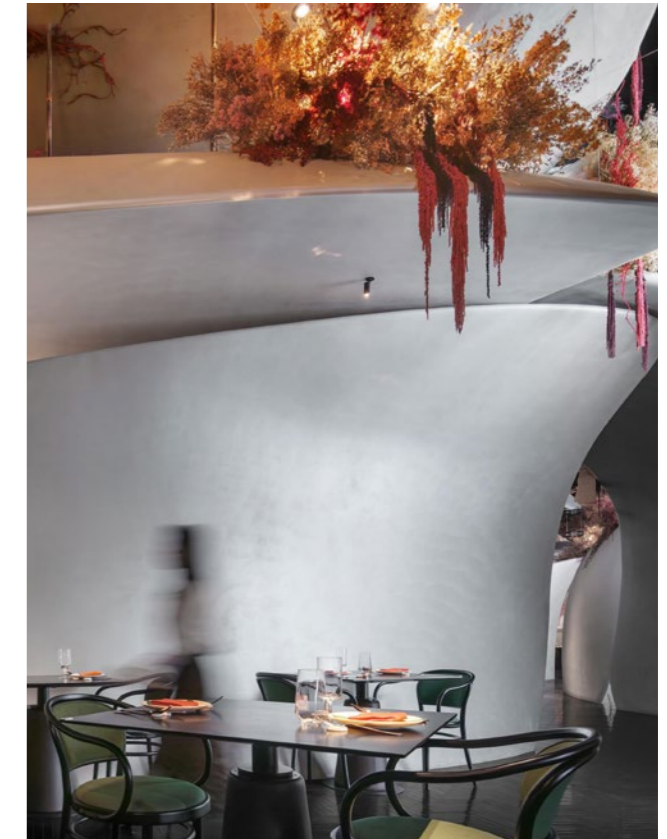
SWAHILI
OPACO

LUCE_WALL PAINTING



Luminosa e raffinata, Luce_Wall Painting trasforma le pareti in scenari di luce e riflessi cangianti grazie a cariche metallizzate e inerti selezionati. Gli spazi diventano eleganti e pieni di carattere, mentre il tatto viene accompagnato da superfici piacevoli.

Bright and refined, Luce_Wall Painting transforms walls into landscapes of light and shimmering reflections thanks to metallic accents and carefully selected aggregates. Spaces become elegant and full of character, while the touch is met with pleasing, tactile surfaces.



LUCE_WALL PAINTING - 10# STEAK HOUSE - Shenzhen, China
Application: Novacolor Guangzhou Panyu - Design: Ray Wong & RMA - Partner: Bardese
Photo: Kajian Lee & K&J VISION

LUCE_WALL PAINTING - 10# STEAK HOUSE - Shenzhen, China
Application: Novacolor Guangzhou Panyu - Design: Ray Wong & RMA
Partner: Bardese - Photo: Kajian Lee & K&J VISION

ZEUS

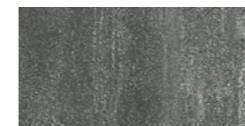
ZEUS, CALCECRUDA - RESIDENTIAL PROJECT - Taiwan
Application: Emily - Design: Guru Interior Design Consultant - Partner: Professional Choice



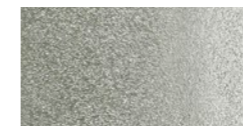
Zeus trasforma le superfici in autentica lamina metallica. Luminosa e modellabile, arricchita da pigmenti metallici e copolimero speciale, esalta luce, profondità e movimento. Gli interni acquistano un carattere prezioso e sofisticato, dove lo sguardo e il tatto trovano un'esperienza unica, elegante e senza tempo.

Zeus transforms surfaces into authentic metallic sheets. Luminous and malleable, enriched with metallic pigments and a special copolymer, it enhances light, depth and movement. Interiors gain a precious and sophisticated character, where sight and touch experience something unique, elegant and timeless.

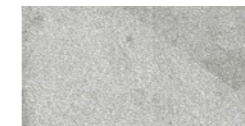
ZEUS - RESIDENTIAL PROJECT



R-STONE 17302 & ZEUS 6073



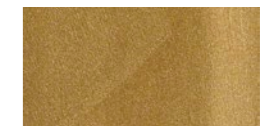
PLATINO



ARGENTO



22022

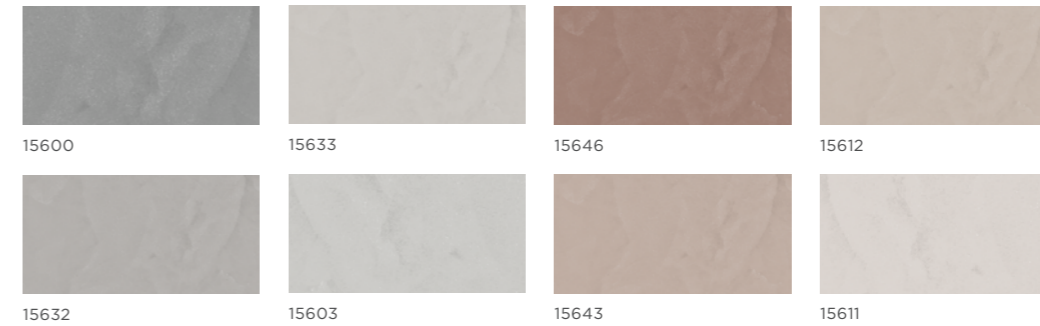


22008

ANIMAMUNDI



ANIMAMUNDI - PRIVATE HOUSE - Taipei City, Taiwan
Application: Emily Taiwan - Design: 23 Design inc. - Partner: Professional Choice Taiwan



ANIMAMUNDI - PRIVATE HOUSE - Taipei City, Taiwan
Application: Emily Taiwan - Design: 23 Design inc. - Partner: Professional Choice Taiwan



Animamundi reinventa il “cemento dilavato”, combinando un effetto perlato e opaco a una forte identità materica. Le pareti diventano superfici vive, tattili e prestigiose, capaci di valorizzare gli spazi con eleganza discreta e armonia. Questa finitura offre ambienti raffinati, distintivi e senza tempo.

Animamundi reinvents “washed concrete,” combining a pearlescent matte effect with a strong material identity. Walls become living, tactile and prestigious surfaces, enhancing spaces with subtle elegance and harmony. This finish creates refined, distinctive and timeless environments.





ANIMAMUNDI - PRIVATE HOUSE - Taipei City, Taiwan
Application: EMILY Taiwan - Design: 23 Design inc. - Partner: Professional Choice Taiwan

ANIMAMUNDI - PRIVATE HOUSE - Taipei City, Taiwan
Application: EMILY Taiwan - Design: 23 Design inc. - Partner: Professional Choice Taiwan



ANIMAMUNDI PER ESTERNI



ANIMAMUNDI PER ESTERNI - RESIDENTIAL PROJECT



Pensato per esterni, Animamundi protegge facciate e superfici con idrorepellenza e traspirabilità. L'effetto moderatamente perlato e opaco unito alla materia conferisce eleganza e armonia, trasformando le superfici in elementi vivi. Resistente a muffe e alghe, unisce bellezza, funzionalità e carattere senza tempo.

Designed for exteriors, Animamundi protects façades and surfaces with water repellency and breathability. The moderately pearlescent matte effect, combined with its material quality, imparts elegance and harmony, transforming surfaces into living elements. Resistant to mold and algae, it unites beauty, functionality and timeless character.



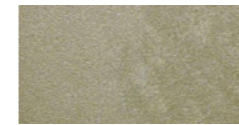
035



062



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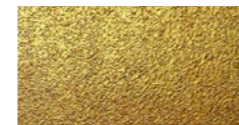
ANIMAMUNDI PER ESTERNI - RESIDENTIAL PROJECT

R-STONE

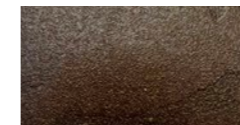
R-STONE - RESIDENTIAL PROJECT



R-STONE, ANIMAMUNDI, DUNE - YU CHOCOLATIER - Taipei, Taiwan
Application: Sunshine Stucco - Design: Studio VVHH - Partner: Professional Choice



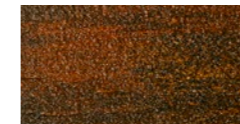
R-STONE FONDO BIANCO,
R-STONE METAL GOLD,
R-STONE PERLA 20147



R-STONE FONDO 17302,
R-STONE ROSSO



R-STONE FONDO 17304
& 17305, R-STONE PERLA
17402, R-STONE ROSSO



R-STONE FONDO 17304 &
17305, R-STONE ROSSO,
R-STONE PERLA 17402



R-stone trasforma le superfici in pietra autentica con patina invecchiata oppure dando vita a suggestivi effetti ossidati. Pigmenti metallizzati e resine speciali creano delicati giochi di luce e texture armoniose, valorizzando ogni ambiente con profondità, eleganza e carattere senza tempo.

R-stone transforms surfaces into authentic stone with an aged patina texture or creating evocative oxidized effects. Metallized pigments and special resins generate subtle plays of light and harmonious textures, enhancing every space with depth, elegance, and timeless character.



R-STONE

ECLAT_WALL PAINTING

ECLAT_WALL PAINTING, ARCHI+ BIG, ARCHI+ CONCRETE, ZEUS, DUNE
SIGNATURE COLLECTION 2025
Photo: Matteo Imbriani - Styling: Studio Salaris



ECLAT_WALL PAINTING

Dinamico e brillante, Eclat_Wall Painting è un prodotto per esterni che crea superfici ricche di luce e riflessi metallici. Minuscoli punti luminosi generano effetti tridimensionali e giochi cangianti, mentre la finitura idrorepellente e traspirante protegge dalle muffe e dalle intemperie. Gli ambienti risultano vivi, eleganti e senza tempo.

Dynamic and luminous, Eclat_Wall Painting is an exterior product that creates surfaces rich in light and metallic reflections. Tiny luminous particles generate three-dimensional effects and shifting plays of light, while the water-repellent and breathable finish protects against mold and weathering. The result is environments that feel vibrant, elegant, and timeless.



ECLAT_WALL PAINTING



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.



AFRICA	○	○	○	○
ANIMAMUNDI	○	○		○
ANIMAMUNDI PER ESTERNI				
DUNE	○	○		○
DUNE OPACO	○	○		○
ECLAT_WALL PAINTING				
LUCE_WALL PAINTING	○	○		○
METALLO_FUSO				
R-STONE Fondo		○		
R-STONE Rosso / Perla		○		
SWAHILI	○	○		○
SWAHILI OPACO	○	○		○
ZEUS				

Metallics



METALLICS



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



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



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 Gold
Indoor Air Comfort Gold certified



Riduce il carbon footprint. Certificato REDcert²
Reduction of the carbon footprint. REDcert² Certified

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

Cover: METALLO_FUSO, VERDERAME_WALL PAINTING - NOVACOLOR SIGNATURE COLLECTION 2026

Photo: Matteo Imbriani - Styling: Studio Salaris

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I colori dell'Architettura

Novacolor Back office:

Via U. Aldrovandi 10, 47122 Forlì (FC)

Tel +39 0543 401840 - info@novacolor.it



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

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