

novacolor®  
I colori dell'Architettura

WALL2FLOOR  
SEAMLESS SYSTEM

novacolor.it

WALL2FLOOR

# Continuità materica che trasforma lo spazio in un unico fluire.

*Material continuity that transforms space  
into a single, flowing whole.*

Wall2Floor è un sistema multistrato che trasforma pareti e pavimenti in superfici continue, verticali e orizzontali, prive di giunte, seguendo le più raffinate tendenze dell'architettura contemporanea. Elegante e versatile, unisce passato e presente, valorizzando ambienti storici e moderni con cromie e texture uniche. La materia prende forma attraverso forza, colore e linee pulite, definendo spazi armonici e distintivi. La tecnologia integrata garantisce superfici facili da mantenere, igieniche e perfette per la riqualificazione di spazi esistenti. Wall2Floor dà vita a ambienti senza tempo, dove estetica e funzionalità si fondono in un equilibrio naturale e sofisticato, riconnettendo a una dimensione essenziale in cui il vero lusso è un'eleganza concreta e naturale.

Wall2Floor is a multilayer system that transforms walls and floors into continuous surfaces—both vertical and horizontal—without joints, following the most refined trends of contemporary architecture. Elegant and versatile, it bridges past and present, enhancing both historic and modern spaces with unique colors and textures. Matter takes shape through strength, color, and clean lines, defining harmonious and distinctive environments. Integrated technology ensures surfaces that are easy to maintain, hygienic, and perfect for the renovation of existing spaces. Wall2Floor creates timeless environments where aesthetics and functionality merge in a natural and sophisticated balance, reconnecting with an essential dimension in which true luxury lies in a concrete and natural elegance.

Elegant.  
Modern.  
Versatile.



# RESIDENTIAL SYSTEM



Il sistema Wall2Floor Residential trasforma cucine e living in ambienti continui, eleganti e armonici. Ideale per decorare e riqualificare le superfici, si può sovrapporre alle finiture esistenti. Ogni parete e pavimento diventa una tela, pronta a dialogare con luce, colori e texture. Spazi unici, sofisticati e contemporanei, dove matericità e atmosfera si fondono in armonia.

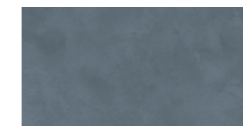
The Wall2Floor Residential system transforms kitchens and living areas into continuous, elegant, and harmonious environments. Ideal for decorating and renovating surfaces, it can be applied over existing finishes. Every wall and floor becomes a canvas, ready to interact with light, colors, and textures. Unique, sophisticated, and contemporary spaces where materiality and atmosphere blend in harmony.



WALL2FLOOR, MARMORINO KS - RESIDENTIAL PROJECT - Netherlands  
Application: Ronald, Creative Wall Art NL - Partner: AGNN



W2F 088



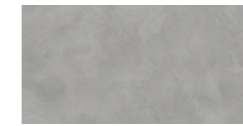
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W2F 020



W2F 046

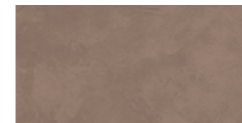


W2F 038

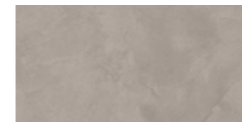


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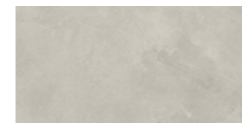




W2F 075

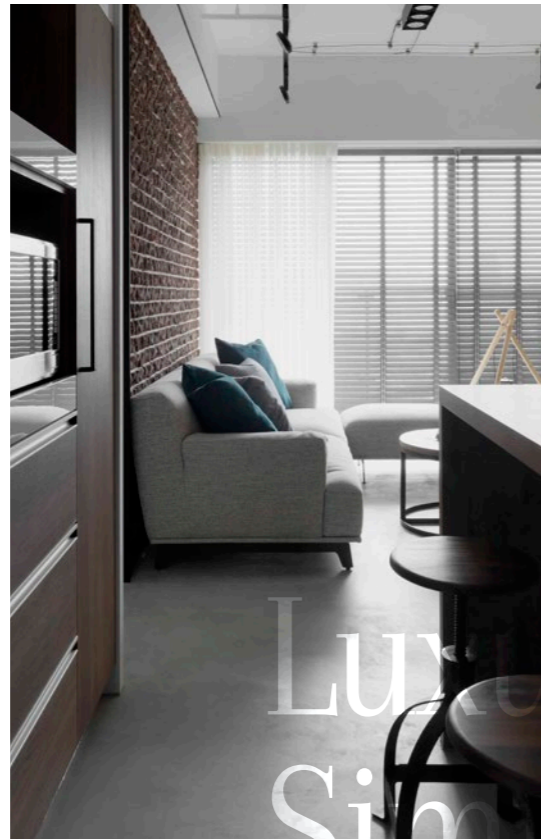


W2F 074



W2F 060





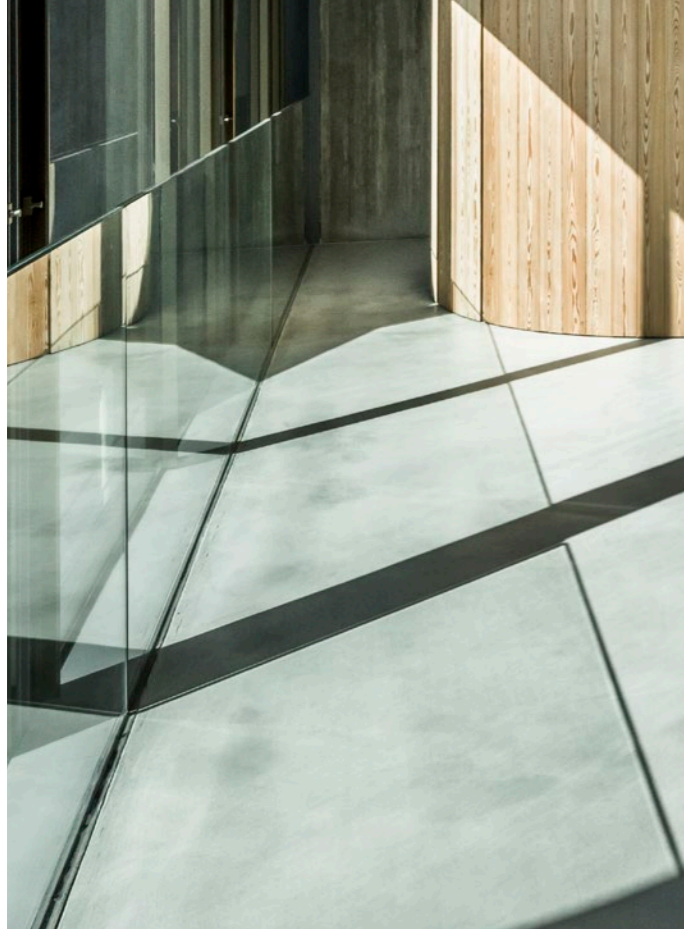
Luxury.  
Simplicity.  
Versatility.





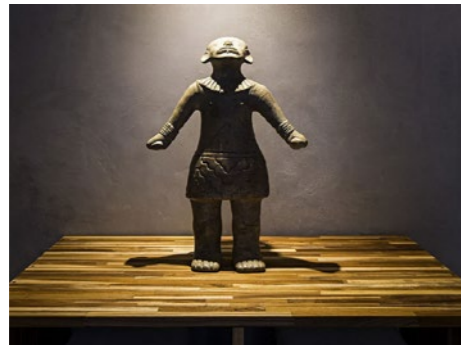
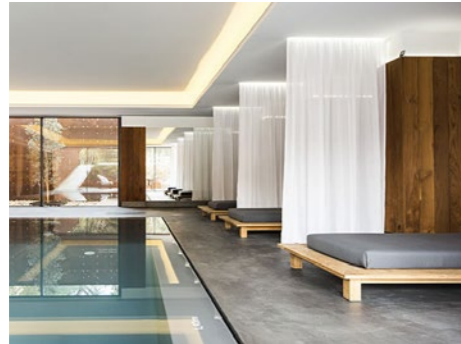
WALL2FLOOR, MARMORINO KS - RESIDENTIAL PROJECT - Travessa do Barbosa, Lisboa, Portugal  
Partner: TDRV - Project: Aires Mateus - Photo: João Guimarães





WALL2FLOOR - CASA NA ESTRELA - Estrela, Lisboa, Portugal  
Partner: TDRV - Project: Aires Mateus - Photo: João Guimarães

# HOSPITALITY & WELLNESS SYSTEM



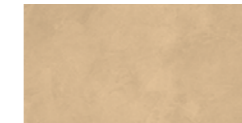
Wall2Floor Hospitality & Wellness è un sistema dall'aspetto uniforme e compatto, progettato per garantire elevate performance anche in contesti ad alto traffico. Ideale per architetture private e commerciali — centri benessere, spa, showroom, hotel e uffici — interpreta lo spazio con equilibrio tra resistenza, estetica e continuità materica.

Wall2Floor Hospitality & Wellness is a system with a uniform and compact appearance, designed to ensure high performance even in high-traffic environments. Ideal for private and commercial architecture—wellness centers, spas, showrooms, hotels, and offices—it interprets space through a balance of durability, aesthetics, and material continuity.

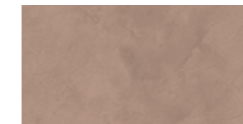




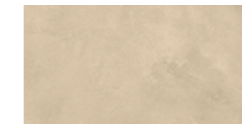
W2F 075



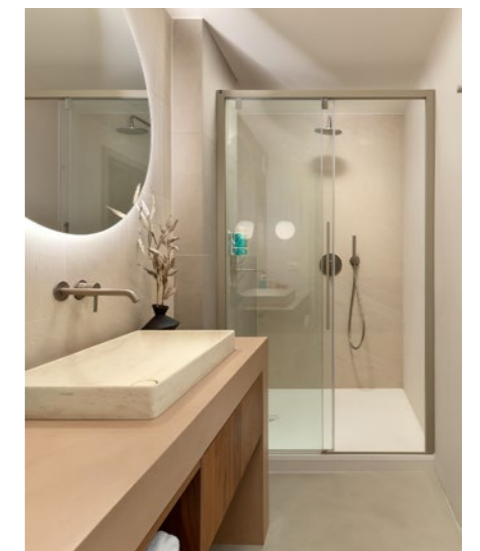
W2F 021



W2F 036



W2F 022





Atmosphere.  
Harmony.  
Resistance.



WALL2FLOOR, TEODORICO - VILLA MURTER - Island Murter Jezera, Croatia  
Partner & Application: Flooring

# COMMERCIAL SYSTEM



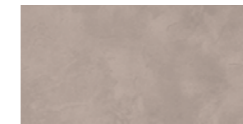
Wall2Floor Commercial unisce superfici uniformi e compatte a una resistenza straordinaria, perfetta per il traffico intenso di spazi pubblici e commerciali. Ideale per centri benessere, spa, showroom, hotel e uffici, trasforma pavimenti e pareti in elementi continui che dialogano con luce e materiali. Ogni ambiente diventa così un equilibrio di design e funzionalità, dove estetica e performance convivono in armonia.

Wall2Floor Commercial combines uniform and compact surfaces with outstanding resistance, making it perfect for the heavy traffic of public and commercial spaces. Ideal for wellness centers, spas, showrooms, hotels, and offices, it transforms floors and walls into continuous elements that interact with light and materials. Each environment becomes a balance of design and functionality, where aesthetics and performance coexist in harmony.

WALL2FLOOR, MARMORINO KS - NOVACOLOR SHOWROOM - Huizhou City, Guangdong, China  
Partner: Bardese - Design: Lico Design



W2F 044

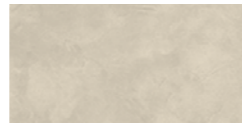


W2F 028

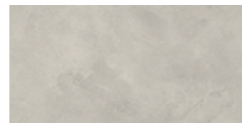


W2F 026

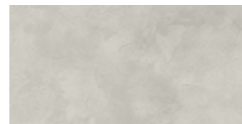




W2F 025



W2F 060



W2F 062



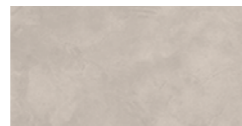


Strength.  
Colour.  
Edge.



WALL2FLOOR, DUNE OPACO - TRI WELLS DENTAL GROUP - New Taipei City, Taiwan,  
Partner: Professional Choice - Application: Emily Taiwan - Design: Houseplan Interior Design





W2F 027



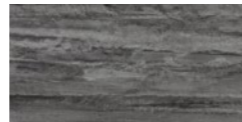
W2F 026



# DECORATIVE SYSTEM



W2F METAL SHABBY



W2F METAL DISTRESSED



W2F METAL STONE



W2F METAL LIQUID

Wall2Floor Decorative propone soluzioni estetiche dal forte carattere evocativo, pensate per interpretare e soddisfare ogni esigenza di decorazione e personalizzazione delle superfici continue. Il sistema combina prodotti, tecniche applicative e texture Wall2Floor con le finiture decorative più distintive dell'offerta Novacolor, dando vita ad ambienti unici, sofisticati e memorabili.

Wall2Floor Decorative offers aesthetic solutions with a strong evocative character, designed to interpret and meet every need for decorating and customizing continuous surfaces. The system combines Wall2Floor products, application techniques, and textures with the most distinctive decorative finishes from the Novacolor range, creating unique, sophisticated, and memorable environments.





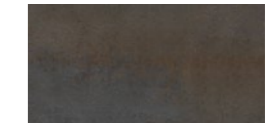
W2F METAL AGED



W2F METAL STEEL



W2F METAL COPPER



W2F METAL RUSTY

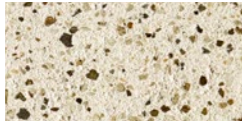
Expression.  
Texture.  
Identity.



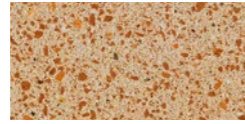
WALL2FLOOR METAL COPPER & STEEL - COMMERCIAL PROJECT



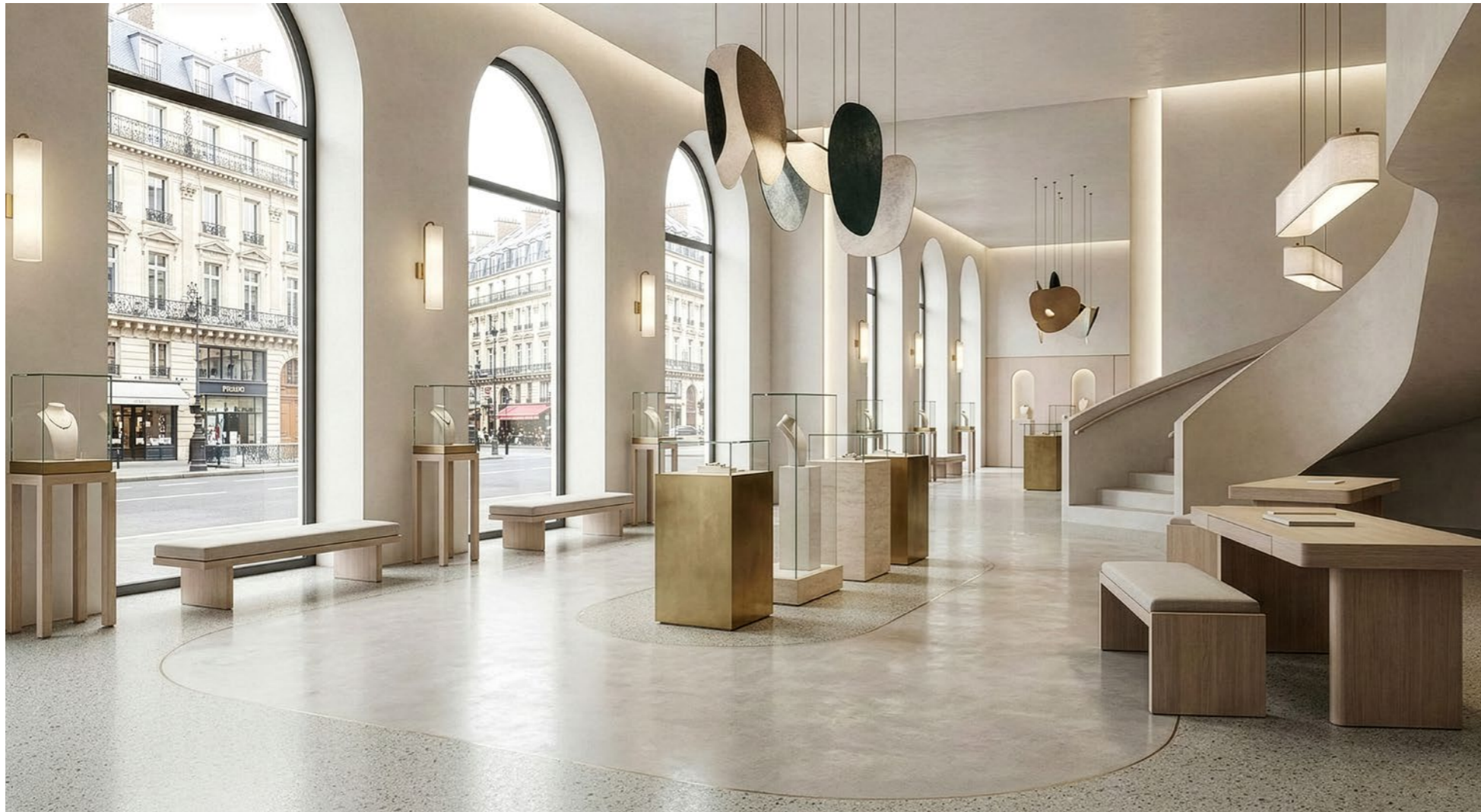
W2F CONCHIGLIA



W2F POMICE



W2F COCCIOPESTO



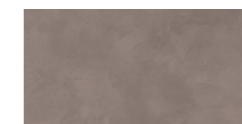
WALL2FLOOR & WALL2FLOOR CONCHIGLIA - COMMERCIAL PROJECT

# OUTDOOR SYSTEM

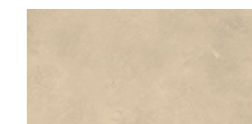


Wall2Floor Outdoor estende la continuità materica agli spazi esterni protetti dell'abitazione, come porticati e logge coperte. Pensato per superfici riparate dagli agenti atmosferici, accompagna con eleganza il passaggio tra interno ed esterno. Non è destinato ad aree piscina o zone carrabili. Applicato in uno spessore inferiore a 3 mm, preserva leggerezza, uniformità e coerenza progettuale.

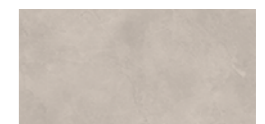
Wall2Floor Outdoor extends material continuity to protected outdoor areas of the home, such as porches and covered loggias. Designed for surfaces sheltered from weather exposure, it elegantly accompanies the transition between indoor and outdoor spaces. It is not intended for pool areas or driveable surfaces. Applied at a thickness of less than 3 mm, it preserves lightness, uniformity, and design coherence.



W2F 035



W2F 022



W2F 027



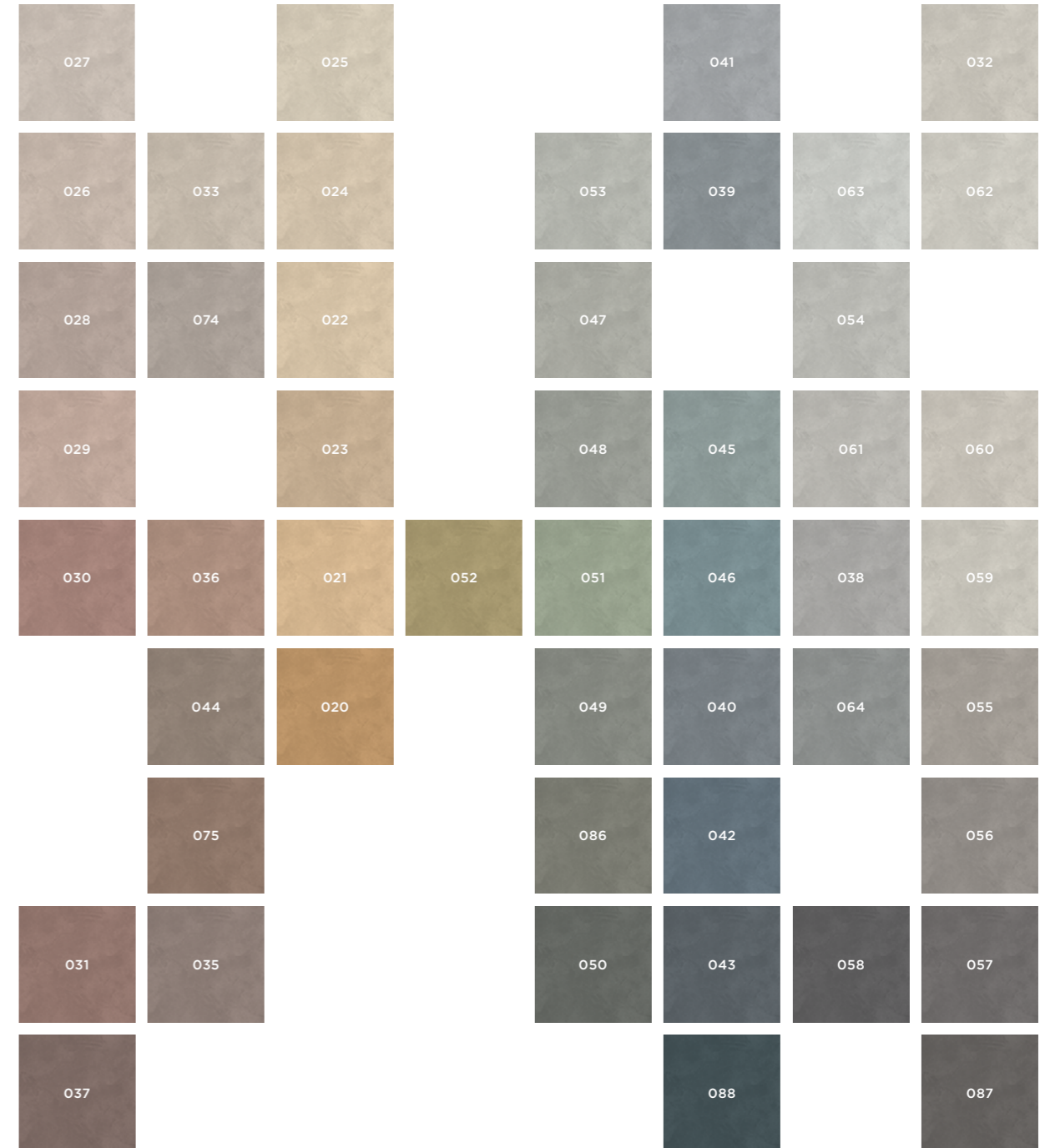
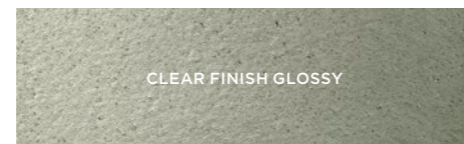
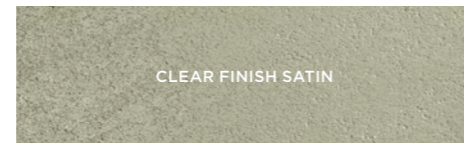
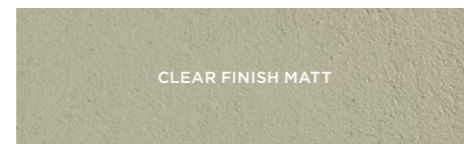
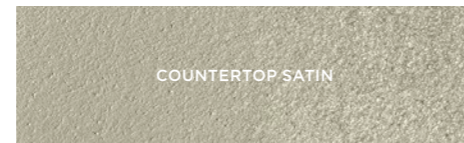
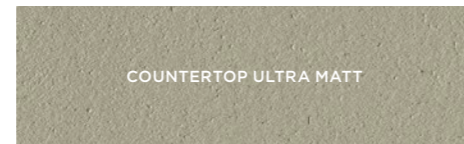
Position.  
Selection.  
Balance.



# COLORS & FINISHING

Wall2Floor intreccia passato e presente, trasformando ambienti antichi e contemporanei con cromie ricche e texture uniche. Ogni finitura prende vita, rivelando la materia come elemento di design unico e inimitabile. Linee pulite e superfici continue definiscono spazi essenziali, dove il vero lusso si manifesta in un'eleganza concreta, naturale e senza tempo. Uno spettro di colori ed effetti che invita a esplorare le possibilità creative di ogni ambiente, elevando la materia a esperienza estetica completa.

Wall2Floor intertwines past and present, transforming both historic and contemporary environments with rich colors and unique textures. Each finish comes to life, revealing matter as a unique and inimitable design element. Clean lines and continuous surfaces define essential spaces where true luxury manifests itself in a concrete, natural, and timeless elegance. A spectrum of colors and effects invites exploration of the creative possibilities of every environment, elevating matter into a complete aesthetic experience.



## GREEN APPROACH

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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.



Per maggiori informazioni sui singoli prodotti o per indicazioni sui diversi cicli di posa in opera dei diversi sistemi, consultare il manuale tecnico Wall2Floor.

For further information on individual products or guidance on the different installation systems and application cycles, please consult the Wall2Floor technical manual.



# Wall2Floor



## WALL2FLOOR



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



Adatto all'applicazione in luoghi in cui vengono maneggiati alimenti. Conforme HACCP  
Suitable for use in places where food is prepared. HACCP compliant.

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

Cover: WALL2FLOOR, ARCHI+ CONCRETE - SUHO HOME SHOWROOM - Huizhou, China

Design: Zhong Liangsheng, Lico Design - Partner: Bardese

# novacolor®

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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MANAGEMENT SYSTEM  
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