

Italian Decorative FINISHES



 Italian
Decorative
NATURAL PLASTERS & PAINTS

www.italiandecorative.com



Three Collections

Endless Possibilities

Mineral Wall Finishes

Reminiscent of age-old Italian plasters, our range of Mineral Wall Finishes includes various natural lime-based products. To take our range up a notch, we have created a selection of additive materials that can elevate the look, feel and texture of your walls.

Our wall plasters are suited for both interior and exterior walls. White in its pure state, these wall plasters can be tinted in all the colours of our chart and of other popular palettes.

The wall plasters come in tubs and are applied with a trowel or spatula and contain natural materials that have no Volatile Organic Compounds (or VOCs).

Seamless Mineral Floors

Our range of Seamless Mineral Floors brings years of Italian class right at your footsteps. These mineral-based floors provide an uninterrupted, smooth and uniform finish, going soft on the looks and sturdy on the structure.

Owing to the strength of the mineral bases, our floor plasters can be applied in a layer as thin as 2mm while providing maximum durability. Pastellone, one of the products from this range, can also be applied to walls for a continuous, uninterrupted wall to floor look that appeals to a minimalist aesthetic.

The floor plasters come in tubs and are applied with a trowel.

Luxury Paints

Reveal a splash of your personality on your walls with our decorative range of Luxury Paints. These paints are for the more ornate corners, catering to the aesthetic needs of minimalists, extravagants and everyone in between.

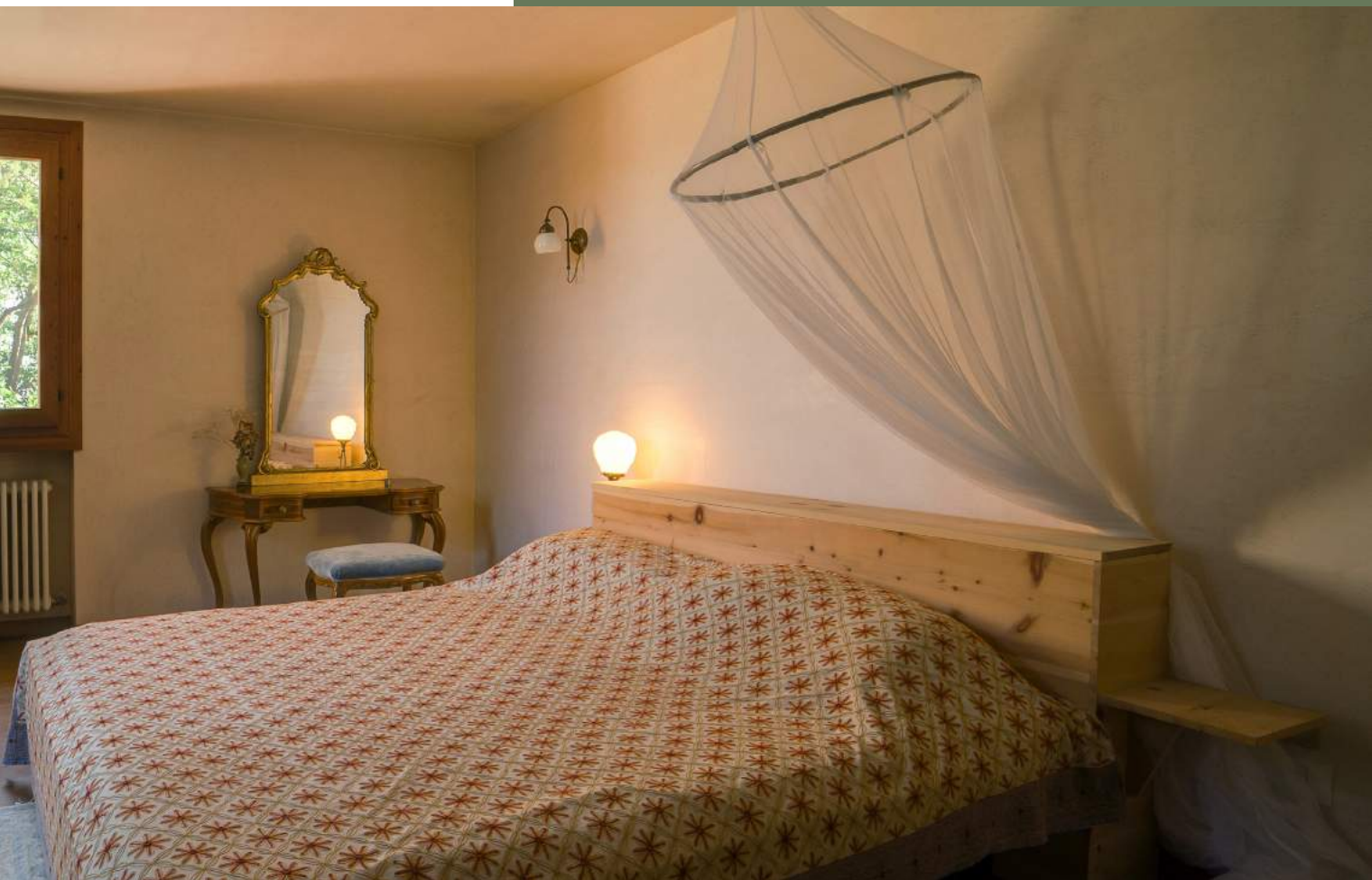
Our range consist of 10 acrylic or epoxy paints, that can be tinted in any colour and refined in an extensive variety of subtle and artistic finishes.

The Luxury Paints are thinner than our Mineral Wall plasters and can easily be applied with a brush, roller or spray, except for a select few that are best applied with a trowel or spatula.

Made in Italy, for the World

From the finest marbles to exceptional limes, Italy is a treasure trove for all things exquisite. Those raw, pristine and natural materials are the very building blocks of our stuccos and paints, which exude Italian tradition and prestige in its every inch. Italian Decorative manufactures each of its products in Italy and shares its pride with every corner of the world with strokes of pure Italian luxury.



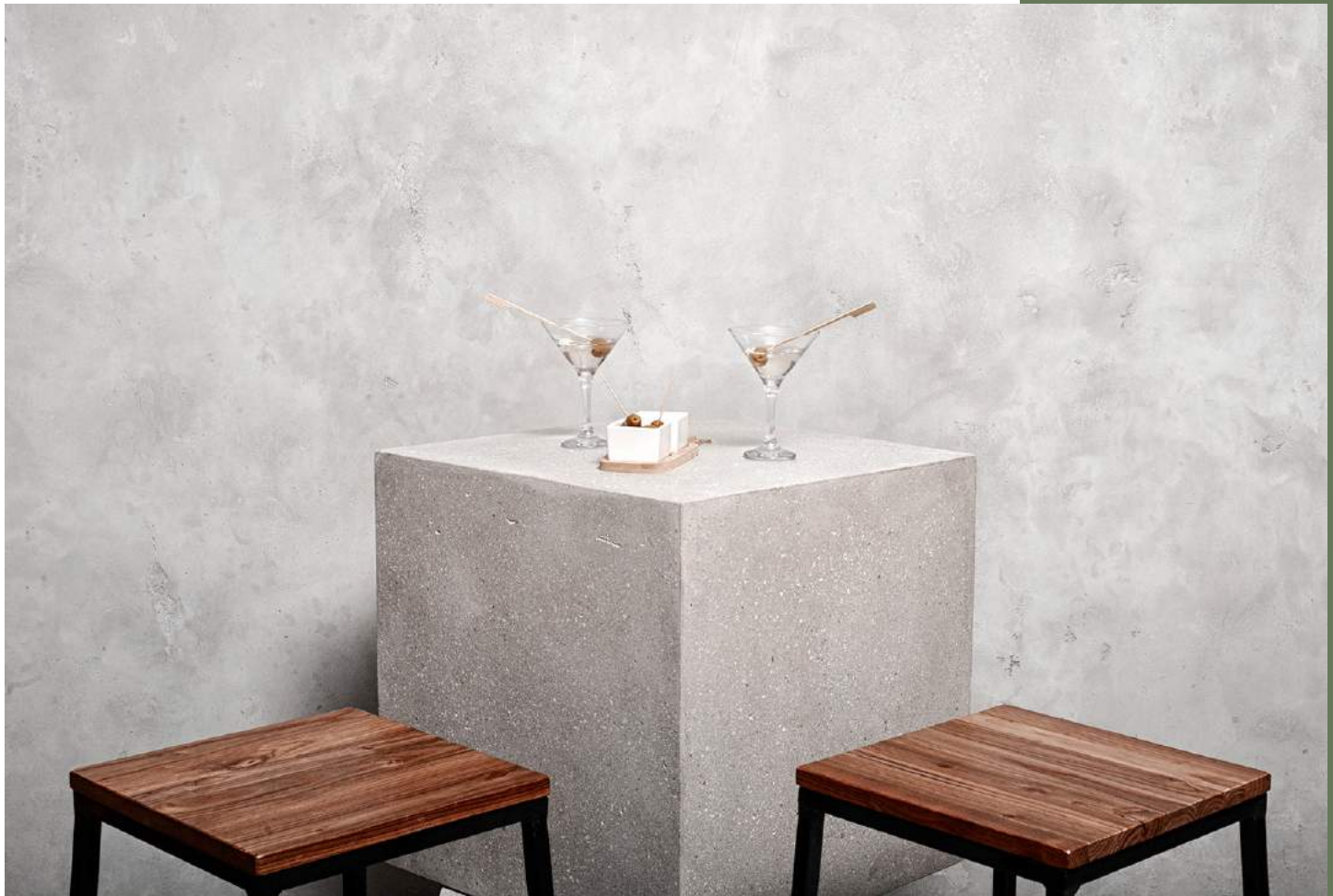


Mineral Wall Finishes

Our Mineral Wall Finishes come in an extensive and varied range to cater to your every need. They comprise of a mix of products that suit interior, exterior or both applications.

We pride ourselves in incorporating natural, Italian-origin minerals such as repurposed marble, local limestone and precious stones. We have adapted age-old techniques and formulations to suit modern needs, using natural compounds over artificial and chemical ones wherever possible. This leaves us with products that are breathable, naturally mould-resistant, and have 0 Volatile Organic Compounds (or VOCs), thereby eliminating harmful off-gases and reducing our ecological impact.

Our Mineral Walls, applied with trowels or spatulas, can be finished into an endless array of textures, from glossy, marble-like surfaces to opaque, textured surfaces and anything in between.

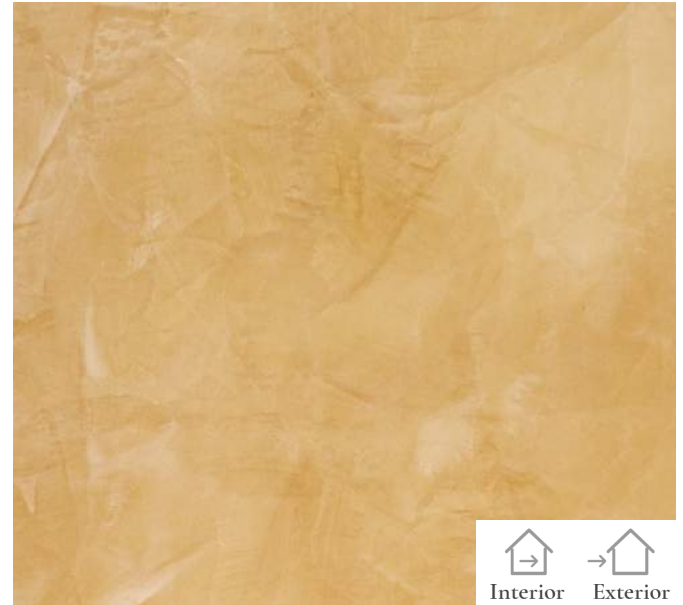




Stucco Veneziano Grosso

Coarse Venetian polished plaster

This is a traditional, lime-based plaster that hails from Venice. It has the most basic finish with little movement owing to its coarse grain. It has medium shine and is popularly used to buff into faux marble finishes.



Stucco Veneziano Medio

Medium-grain Venetian polished plaster

This Venetian lime-based plaster has a medium grain that allows for more movement as compared to its coarse counterpart. Smooth surfaces with slight contrasts and depths can be achieved with this plaster.



Stucco Veneziano Fine

Fine Venetian polished plaster

A decorative Venetian plaster with a lime base, this plaster can be buffed to highly glossy and smooth surfaces and has maximum movement. Chiaroscuro effects of deep darks and soft lights can be achieved with this plaster for dramatic or subtle effects.



Stucco Veneziano Metallico

Fine Venetian polished plaster with pearlescent mica powders

This plaster is our Stucco Veneziano Fine reborn with metallic mica. The finish of this plaster has a subtle glow and iridescence from the mica powder and can be finished to achieve varying degrees of shine. Available in Copper, Bronze, Gold, and Silver.



Stucco Veneziano Opaco

Opaque Venetian polished plaster

An opaque, velvety take on Venetian plasters, this is one of our most versatile stuccos. This plaster is most popularly used to create intriguing effects with light and dark blends, similar to that of soft suede.



Stucco Veneziano Lucido

Matte Venetian polished plaster with vibrant marble grains

With this plaster, you can elevate your interiors with high sheen mirror-like finishes. It's laced with superfine powdered marble that gives it an extremely glossy look when polished. It's waterproof and a perfect alternative to tiles for your bathroom walls.



Stucco Facciata

Easy-to-maintain, mould- and algae-resistant plaster

An easy-to-maintain, mould- and algae-resistant plaster, Stucco Facciata is the go-to plaster for exterior walls. It's made from hydraulic lime and has a smooth finish that adds to the overall aesthetic of your walls.



Bisanzio

Ultra-smooth, iridescent Venetian plaster

Like sheets of silk draped over a wall, this plaster has a smooth texture with an almost magical iridescence. Matte as it is, but glowing subtly under sunlight, this silk-like plaster is one of the most unique in our collection.



Domus

Crude-textured Venetian plaster

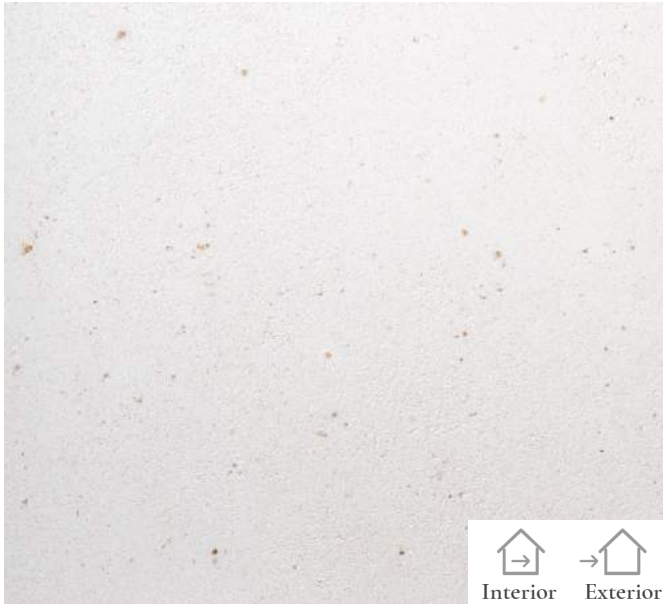
This is a traditional, uniformly textured plaster that is highly versatile. It can be used outdoors for a clean and simplistic look, or indoors for a subtly crude finish that comes in Fine, Medium and Coarse textures.



Dolomiti Base

Crude/smooth Venetian polished plaster

This plaster shares similarities with the rough Domus, but has an alternating smoothness that makes for an interesting texture. It is a minimalistic plaster that caters to refined aesthetics while being durable and suitable for high-traffic interiors and exteriors.



Dolomiti Gold

Crude/smooth Venetian polished plaster with golden mica flakes

Adorned with subtle flakes of gold mica, this plaster is an iteration of our Dolomiti Base for those with a keen eye for detail. It pairs wonderfully with warm-toned settings that require an added touch of elegance.



Dolomiti Silver

Crude/smooth Venetian polished plaster with silver mica flakes

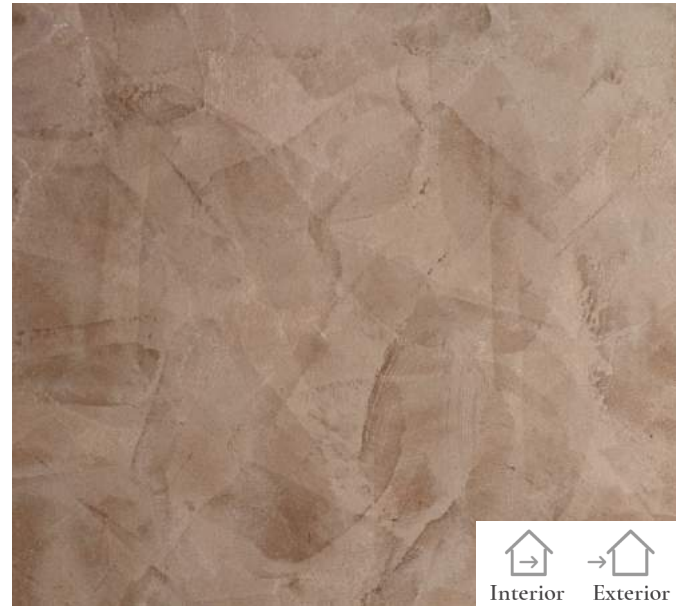
Another variant of the Dolomiti Base, this plaster is speckled with bright, silver flakes of mica that mimic the stars in the sky. It is more suited for cool-toned settings and adds a subtle sense of sophistication to the environment.



Concrete Plaster

Concrete-textured Venetian polished plaster

For enthusiasts of all things modern, this plaster is a dream come true. It is a lime and cement-based stucco that imitates the look and texture of exposed concrete. Apart from your walls, it can also be applied to furniture to create a statement piece.



Tadelakt

Velvety Moroccan polished plaster

A one-of-a-kind plaster in our range, this Moroccan plaster is lauded for its durability and suave appearance. It is naturally waterproof, protecting its exotic looks and making for an evergreen plaster that could withstand the scalding humidity of Moroccan Hammams.



Travertino

Travertine marble-inspired Venetian polished plaster

This spectacular plaster mimics Italy's famous marble, travertine. It can be finished into a more traditional texture, that looks closest to the real marble, or into a more modern finish, which is a subtle homage to the marble's fibrous appearance.



Cocciopesto

Rugged Venetian polished plaster with terracotta powders

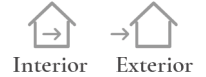
One of the oldest Venetian stuccos for exterior walls, this is a robust yet highly breathable lime-based plaster. It is coarse and laced with terracotta powder which makes it resilient to humid environments.



Impulso

Versatile and rough textured Venetian polished plaster

This hard and highly textured plaster can be finished into a huge variety of textures, making it our most versatile decorative stucco. It is lime-based yet hard, making it an ideal choice for ornate interior or exterior walls.



Pastellone

Uber-durable Venetian polished plaster

A minimalist's go-to, this plaster has a smooth, seamless and immaculate finish with an extremely subtle shine. It can be applied to walls and floors, creating a continuous wall-to-floor flow where it is an elegant alternative to tiles and hardwood.

Seamless Mineral Floors

Our Seamless Mineral Floors consist of a selection of our Italian plasters that have the strength and durability required to withstand high amounts of traffic and harsh conditions.

These plasters create a seamless continuity for your floors that isn't broken by unsightly lines that are a given with tiles. They come in subtle, smooth and sturdy finishes that give your floors a touch of class and elegance with each variant.

These floor plasters can be tinted with the same palette as our walls, allowing you to create a beautiful continuity or a complimentary scheme.

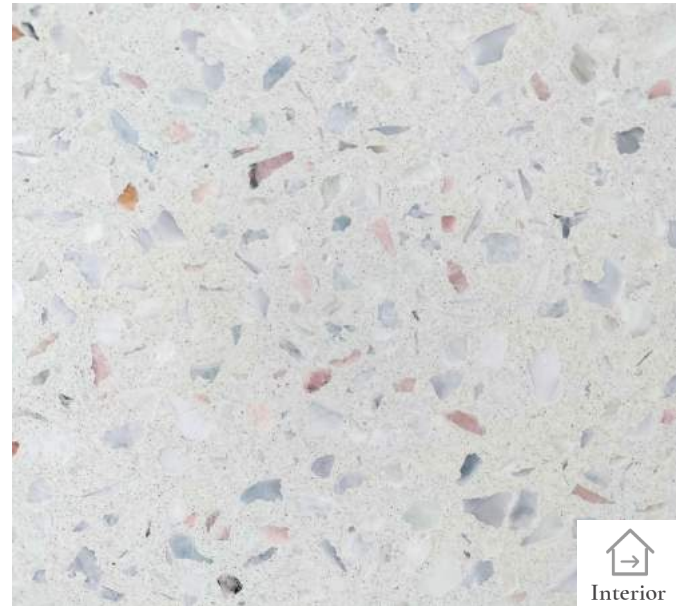




Pastellone

Plaster that can be applied to walls and Floors

This creates an immaculate continuity with a subtle sheen, making it an elegant alternative to tiles or hardwood floors. It can be applied plain, to resemble a Stucco Veneziano, or with small aggregates, like in this picture.



Terrazzo

The traditional Venetian Terrazzo, stronger than ever

We have replaced the traditional binder for terrazzo cement, with an innovative one, magnesium. As a consequence, our Terrazzo can be achieved at an astonishing thickness of just 1 cm. This groundbreaking addition allows this floor to be 10 times harder than cement while being completely natural and eco-friendly.

Luxury Paints

Unleash your imagination with our extensive range of luxury paints. It consist of 10 acrylic or epoxy paints, that can be used to create works of art with the walls as your canvas.

These paints are light and can be applied with a brush, roller, spray or trowel, allowing for a wider range of designs, textures and finishes. That versatility means that you can create robust and aggressive designs that stand out or subtle and mellow designs that gently elevate your interiors.





Iridescendo

Metallic finish with a silky texture

Made from breathable acrylic, this paint has both values of aesthetic and utility. It is a decorative paint that has finely crushed quartz and other minerals, giving it a subtle sheen, and has a silky feel. It's also easy to maintain since it is semi-washable.



Sahara

Iridescent finish with a sandy texture

This paint is enriched with microscopic grains of quartz that resemble the fine texture of sand. These particles also give the paint an iridescent look.



MilliColor

Matte finish spritzed with vibrant dots

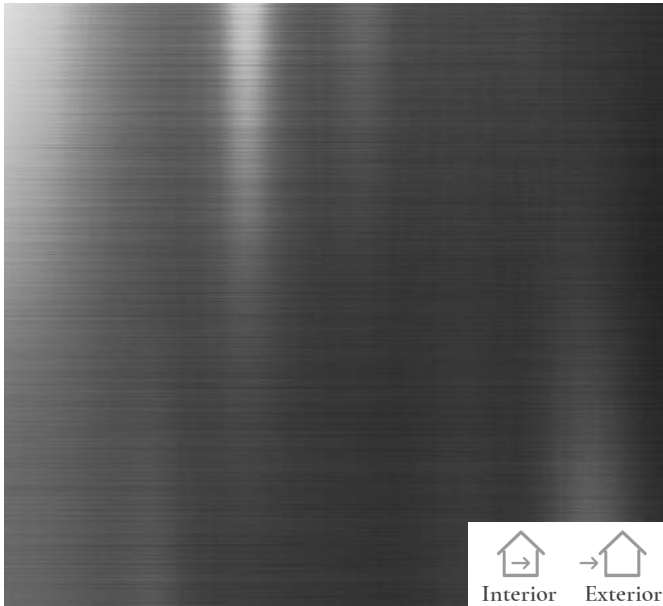
A bold and artistic finish, this washable paint is well-suited for open environments where it can stand out in all its glory. It is easy to apply and highly resistant to dust.



Italia Antica

Traditional Italian lime paint

A pure, lime-based paint that gives a sense of subtlety, warmth, and softness like no other. It has been used for both external and internal walls of traditional Italian buildings and is used today to create a cosy and comfortable environment.



Nobile

Molten metallic finish

If bright and bold metallic accents are what you're looking for, then this is the perfect pick for you. This versatile paint is available in iron, gold, bronze and copper and is perfect for large areas like walls and smaller accents like furniture or objects.



Ruggine

Oxidised metal finish

This is one of our most unique paints that emulate the look of barren, oxidised metals. It is applied onto the surface as a paste and then oxidised with an activator to give the most realistic and artistic effects. It is available in iron rust or copper's verdigris, and can be applied to walls as well as furniture and objects.



MicroTerra Light

Antique, contrasting finish

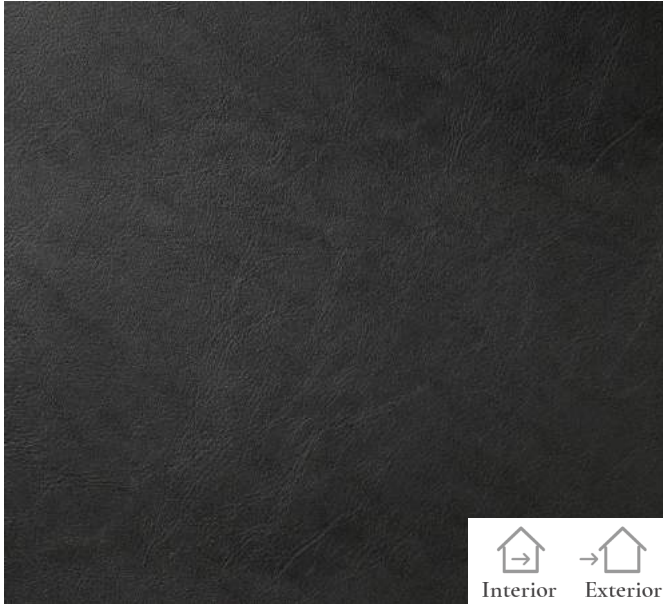
This water-based paint helps in achieving bold and contrasting textures with a light base. It's easy to maintain, is washable, and makes for a stunning accent wall.



MicroTerra Dark

Create dramatic textures with a dark and solemn base

The darker variant of this paint, it can be used to create dramatic textures with a dark and solemn base. It's easy to maintain, is washable, and makes for a stunning accent wall.



LeatherLux

Soft sheen finish with leather-like texture

Matt varnish finish with leather-like texture. This resilient and washable varnish feels like a layer of buttery soft leather over any surface, be it a wall or furniture. It has a matt look to it and is completely transparent. It can be combined with many plasters and paints, to enrich them with a satiny touch.



Terra di Venezia

Rough-looking Tuscan finish with a smooth texture

Inspired by traditional Tuscan architecture, this paint creates a unique and vintage look. The continuity of the tinted paint is gently broken by specks of white mineral flakes that creates striking patterns on your walls



Timbuktu

Matte finish with various decorative textures

This versatile matte paint can be used to create a finish reminiscent of sand dunes with reliefs that give it a sense of depth. Or it can be applied flat in small trowel strokes that create soft chiaroscuro effects to convey a sense of calm movement. It is best topped with LeatherLux for a velvety touch.



Professional Tools

Pristine finishes come from the right techniques and the right tools. Our application tools are designed or selected by experienced plaster artisans who have the deepest know-how of their products and how to apply them. They're also made right here in Italy, at the heart of our tradition.

Additives for Plasters

The unique finishes that you can achieve from Italian Decorative's range of products would be incomplete without our plaster additives. From materials like primers and various agents that make application smooth and simple, to aggregates like shimmering mica and mother of pearl that enhance the aesthetics of our plasters, our range of additives gives your walls and floors an exquisite and unparalleled look.

Visit **italiandecorative.com** to discover our full range of products.

www.italiandecorative.com

Visit our website to explore our updating range, project inspirations, informational videos and more.

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