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Best Of

THE GRANDEUR OF TRAVERTINE REREAD IN A CONTEMPORARY KEY

From a collaboration between Atlas Concorde and Hirsch Bedner Associates comes Marvel Travertine, honoring one of architecture's most classic materials

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The history of natural stone spans centuries and accompanies the evolution of architectural styles, fascinating us with its striking natural veins, its purity and variety of colors. Admired since antiquity, it has been used in countless applications; Travertine, in particular, is one of the most iconic materials of classic Italian architecture. Today, the advent of **marble-inspired ceramic collections** greatly expands its field of application in architecture and construction, with the proposal of evocative and high-performance claddings designing indoor and outdoor spaces. It's the aesthetic and grandeur of Travertine that inspire Marvel Travertine, a new addition emerging from the collaboration between **Atlas Concorde**, one of the key players in the world of ceramics, and **Hirsch Bedner Associates (HBA)**, one of the most important international interior design studios specializing in the design of hotels, resorts, spas, casinos, restaurants, cruise ships and residences. The result is a porcelain stoneware collection enriched with an exclusive line of cosmopolitan-inspired, architecturally-cut decorations adapted to any residential, commercial or hospitality design projects.

Marvel Travertine inherits the grandeur of "travertine" and reinterprets its aesthetic in a contemporary key, transforming it into a versatile surface for interior design projects.

Unveiled at Cersaie 2022, the collection seals a partnership founded on **shared values** and the commonality of Atlas Concorde and HBA's corporate culture: more than 50 years of experience, an international vocation, and a focus on innovation, trends and environmental issues. "Atlas Concorde shares our same passion for **design and excellence**," says HBA CEO Ian Carr. "As designers of cities of the future, we have a responsibility to conceive and create spaces that fully respect the environment and people. The surfaces of Atlas Concorde allow us to completely fulfill this mission."

Marvel Travertine inaugurates the collaboration between Atlas Concorde and Hirsch Bedner Associates (HBA), a leading international interior design firm

Marvel Travertine is a collection of extreme realism, which interprets the grandeur of the inspirational stone in a contemporary key, transforming it into a **prestigious surface**. "After listening to HBA's vision surrounding architecture and hospitality design, as well as the projects that inspire them, I immediately sensed an alignment of values between our companies. Their talent, their connection to their own history and their vision for the future of architecture make them an important partner capable of strengthening our vocation within the world of prestigious international design," says Maurizio Mazzotti, CEO of Atlas Concorde.

HBA has explored the expressive potential of Marvel Travertine by applying it to ten international architectural contexts, in addition to exclusively designing **five decorative solutions** for the collection.

DIAMOND DECORATION

Sunburst geometries draw a striking surface on which refined inclusions of

precious materials are distributed harmoniously.

Diamond decorations in the Pearl version – Designed by HBA

TESSELLATION MOSAIC

Triangles and squares unfurl in a swirling pattern of perfect proportions. The graphic alternation of Vein Cut and Cross Cut pieces supports the dynamism of a contemporary design.

Tessellation decorations in the White version – Designed by HBA

BASKETWEAVE MOSAIC

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The regular interweaving of tiles is enhanced by the directionality of Vein Cut streaks. Small details in the Cross Cut version make this mosaic match with both surfaces.

Basketweave decorations in the White version – Designed by HBA

ORIGAMI MOSAIC

Inspired by the ancient Japanese art of folding paper, this decoration creates the three-dimensional illusion of rhombuses protruding from the surface. The directionality of veins in the Cross Cut version is designed in each tile to accentuate the three-dimensional effect.

Origami decorations in the Sand version – Designed by HBA

CHISELLED URBAN GRID DECORATION

The minimal lines of the urban architecture meet ancient stone carving techniques, resulting in a decoration characterized by a balanced succession of marks and incisions across the entire surface.

Chiselled Urban Grid decorations in the Pearl version – Designed by HBA

In nature, travertine is formed by overlapping limestone deposits that give life to striations and characteristic surface perforations. Depending on how the block extracted from the quarry is cut, two types of surfaces with different appearances and personalities are obtained. Atlas Concorde's advanced ceramic technology allows a perfect reproduction of the details that characterize the two graphic variants: **Vein Cut** reproduces the classic striated appearance of travertine, expressing the balanced luxury of the inspirational material, while **Cross Cut** acts perpendicular to the striations, creating a cloudy effect typical of the stone. The **absolute realism** of Marvel Travertine is also provided by the characteristic perforations of natural travertine, created with highly accurate three-dimensional graphic effects and a light bas-relief that facilitates easy cleaning.

The palette reinterprets the three classic colors of travertine with contemporary shades: **White** and **Sand** are inspired by the warm tones of the original material, characterized respectively by light sand and beige streaks, while **Pearl** articulates the travertine effect in a cold and sleek gray, ideal for applications in essential designs. The elegance of its colors makes Marvel Travertine perfectly combinable with other Atlas Concorde collections, from a wood effect to concrete or marble effects, for original and creative combinations enhancing any project.

Residential environment created with White Vein Cut Marvel Travertine floors and Pearl Vein Cut claddings.

Marvel Travertine draws inspiration from and respects **nature**, safeguarding natural travertine quarries and meeting the highest standards of quality and environmental sustainability. Comprehensive and versatile, then, the collection fits perfectly into the functional ecosystem of floors, wall coverings, surfaces and furniture elements designed by Atlas Concorde to guarantee architects and designers coordinated designs solution for all kinds of indoor and outdoor applications.

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