Coverings 2020_ Discover our Made in Italy ceramics

Despite the difficult circumstances, Marca Corona is ready to present its Spring 2020 ceramic collections and willing to virtually attend the 31st edition of Coverings, the Global Tile & Stone Experience! From 20 to 23 April 2020, architects, contractors and industry professionals will have the chance to discover the style of 100% Made in Italy ceramics.

At Coverings 2020 we will present in absolute preview 3 brand-new porcelain stoneware series and all our latest design proposals. For further insights on our new stone and wood-effect coverings and floorings, we invite you to contact us at marketing@marcacorona.it or visit our Web Site.

Marca Corona Collections

Elisir

Marca Corona offers its own hyper-realistic interpretation of oak in Elisir, an authentic and sophisticated porcelain stoneware tiles collection. Its surfaces stand out for their natural appearance as the knots and grains of wood are reproduced faithfully. Enhanced by a warm 4 colour palette and the practical 20x120 size, Elisir surfaces bring sensations of intimacy and elegance to home settings and transform contemporary commercial places into exclusive, welcoming spaces. Elisir bets on preciousness and luminosity as well, through its exclusive decorative range made of metal inserts and brass strips.
Encode

For contemporary residential and commercial projects, Marca Corona suggests Encode, an authentic, elegant, functional stone-effect collection. These porcelain stoneware floor and wall tiles boast a refined appearance and a large, versatile colour range, with the 4 more subtle shades White, Shell, Grey and Dark joined by a more vibrant Green, which explicitly plays a tribute to the Burlington stone it’s inspired by. The Encode surfaces come in 3 large rectified sizes and 2 different finishes: the textured R11 version, available in the lighter colours, is designed to offer outstanding technical performance and maximum visual continuity between indoors and outdoors.

Foyer

The inspiration for Foyer, the new marble-effect collection by Marca Corona, comes from the innovative “pop-luxe” trend that seeks to reinvent classical style and fine materials with new graphic and colour crossover effects. From a skilful reworking of the most expressive natural marbles come Foyer’s 5 exclusive patterns, which acquire an even bigger personality thanks to the overlaying of new material and colour details. Foyer brings a pop character to the material it’s inspired by, thanks to the surprising decor elements, which make for a brand-new combination of material and colour: each of the 3 lighter colours is set into an elegant terrazzo-style spider’s web effect, respectively green, blue and taupe. The 120x278 size broadens the options and enhances the performance for using the tiles on walls.
**Overclay**

The inspiration for the Overclay collection comes from the earth and the architectural marvels of the past. From the ziggurats of Mesopotamia onwards, raw clay represents the oldest and most alluring construction material, found again today in ambitious new projects. Marca Corona seeks to re-evok the enveloping colours of the desert and the charm of the Mediterranean kasbahs, with a collection of porcelain stoneware floor and wall tiles with an authentic, sophisticated flavour. The varied range of warm shades, the large sizes and the shaded decorations bring character and fresh appeal to both indoor and outdoor residential and commercial settings.
**Victoria**

Marca Corona offers its own personal interpretation of the Neoclassical trend with Victoria, a series of white-body wall tiles inspired by the sophisticated wood panelling of the Victorian age.

Three-dimensional looks and colour are the signature features of Victoria. 40x80 surfaces designed for the most exclusive residential and commercial interiors: elegant cornices and innovative geometric volumes spring to life thanks to the trend-inspired colour palette that teams soft pastel shades with highlights that have a striking style impact.

![Victoria Image]

**Stonecloud**

StoneCloud sets out to reduce the roughness of stone and restyle it for new, ultra-chic settings. This collection of porcelain stoneware flooring and wall coverings, in large formats, places its bets on a simple, versatile colour range, which includes 4 neutral tones next to a bolder, trend-setting colour accent - Blue Oil.

Marca Corona focused on the surface finishes and went for sophisticated solutions such as the Soft version, with satin look and silky touch, and the Trama, with linear irregularities and pleasant worn-out feel, suited for both wall and floor application. Stonecloud is ideal even for outdoor use thanks to its textured version, which is slip and weather-resistant.

![Stonecloud Image]
Storie d'Italia

Storie d’Italia, the new porcelain floor and wall tile collection from the 1741 line, takes its inspiration from the art, folklore and craftsmanship skill of the past to redefine contemporary interior design, embarking on a style journey right through Italy and seeking a synthesis of its graphic expression and the authenticity of its materials.

Marca Corona has chosen a new 22x22 rectified size to make the most of a fresh, classy colour range: the 4 base tiles in white, yellow, blue and green, are teamed with the striking, authentic nuances of 7 different geometric and floral patterns. From this selection of the most expressive colours and patterns comes a brand-new multi-subject mix with a striking aesthetic impact.

The two finishes available, matt and glossy, add to the options available for shaping creative compositions: while the matt version is designed to highlight the artisan character of the whole range, the glossy variant, available for the coloured base tiles and the mix of decor elements, seeks to evoke the glossy appeal of traditional majolica tiles.
Paprica

The inspiration for Paprica, the new 1741 series of floor and wall tiles, comes from Memphis style, the radical design current that turned around interiors in Milan in the 1980s. From this eccentric, provocative trend, Paprica has borrowed the original graphics and the desire to take the observer by surprise.

The hallmark of Paprica, the new 1741 collection by Marca Corona, are the contemporary colours and creative patterns that turn porcelain stoneware into a design element with a surprising look.

These hexagonal floor and wall tiles (25x21.6) come in two types of colours: three elegant, neutral greys and three eccentric shades of red, blue and mustard, selected to bring a brighter, bubblier touch to interiors. Style research has focused on geometries and stylised graphics, giving rise to 4 original single-subject motifs and an innovative mix of decor elements.

Tortona

The 1741 line gains a decorative new jewel with Tortona, a collection of stoneware floor and wall tiles with a fresh, fun personality. The expressive power of Tortona lies in the decor elements, composed of 5 stylised motifs with a carefree character, and an original Mix of 11 different graphic subjects.

Colour research focuses on sophisticated pastel shades such as grey, airforce blue and pink, with a dusty finish, all displayed on the new and versatile 22x22 rect size.
Vie della Pietra

Marca Corona completes its Outdoor range with Vie della Pietra, a stone-effect floor tiles collection, available in 2 small sizes (22.5x22.5 and 22.5x45cm non-rect) and 2 thicknesses, 9 and 20mm. The series comprises of 7 different graphics, Falesia, Foehn, Altavalle, Quarzite, Oriente, Alpinia e Galassia, each inspired by a different natural stone and enhanced by its own exclusive colour shade.