

PRESS INFORMATION | January 2024

Novelty 2024: FACTORY

PERFECTLY IMPERFECT AS LIFE ITSELF

How do you actually create the good feeling of lived-in rooms? For example with the series novelty FACTORY from Agrob Buchtal: Aged concrete floors on which time has left its traces served as a natural source of inspiration. The Circle decorative tile adds a cosy modern country feeling with classic ornaments and creates something unique in the mix.

The FACTORY tile design combines the best of two worlds: A casual industrial look as the basis. Stylised leaf patterns as counterparts that break up the archaic factory charm and tell their very own story in combination.

USED-LOOK FOR THE ROOM

The basic design pays homage to New York and London studios of the 1960s and 70s, when affordable living space was scarce and artists converted empty industrial buildings. The textured surface of the floor tiles is matt and unglazed, giving the look a distinctive, authentic element.

Perfectly "imperfect" in expression, functional and also ideal in terms of planning for sustainable concepts - today as then, born from the conversion of factory and production halls or shop spaces. With a colour palette in lime, bronze grey, aluminium, asphalt and blue steel, FACTORY makes a strong statement when renovating old buildings and furnishing modern loft architecture.

Unique contrasts with warm colours and ornaments

The wall design of the basic tiles quotes whitewashed or finely levelled clay plaster walls and contrasts the floor tiles with soft, natural tones in cotton and smoke white.

Circle, the decorative tile for walls and floors, brings a cosy modern country flair that balances tradition and modernity: The stylised all-over leaf pattern of rhythmically shifted geometric circles combines organically with the minimalist clarity of the industrial style. Colour tones from both worlds serve individual design preferences.

Circle can also structure and accentuate areas, create spatial connections and draw visual axes, especially in spacious open-plan layouts.

FACTORY features three formats for the floor and two for the wall as well as non-slip mosaic, stair and terrace tiles and can be used functionally and creatively in modern living and working environments, retail concepts, hotels and restaurants. All products are Hytect-coated and therefore particularly easy to clean.

A mix of styles that always works

With FACTORY, coolness and well-being become one. The casual combination of opposites, a gentle breeze that embraces the traces of time, creates the inviting nonchalance of lived-in spaces. Or to express it like in the sixties - the right setting for every happening.

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