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New product 2025

## **SOLID GROUND: Rethinking creative freedom**

**At BAU 2025, Agrob Buchtal once again proves its ceramic and design expertise with the series novelty SOLID GROUND: In cooperation with the internationally awarded architectural office Hadi Teherani Design, a unique tile collection was created in which all elements harmonise with each other and bring diverse, always coherent design ideas to life.**

With architectural base materials and formats, creative scope has been created for designers to develop their own expression for their project. Beyond the aim of presenting beautiful individual tiles, the objective of SOLID GROUND is to perfect the combinatorics in such a way that all elements - designs, colors and formats - always produce something unseen as part of overarching design ideas. Basic colors and current, colorful natural tones as well as a modular format system provide a surprising amount of freedom.

The basic design of the series combines solidity with elegance: travertine - natural and expressive, finds an urban, timeless foundation in simple yet multi-faceted concrete. Both are convincing as soloists and unfold their innovative power side by side in SOLID GROUND. The overarching color concept is based on a finely graduated grey scale from Italian white to a warm Belgian grey and a cool Nordic grey. Intense shades such as red clay and mud green extend the spectrum in a warm and inviting direction, inspired by natural earth and clay colors. "The colors and materials in this collection enhance rooms. Various scenarios are possible: from elegant to playful, from discreetly bright to colorful and emotional or even tactile. This selection creates creative freedom and individual innovations - art in space from your own imagination, so to speak," says Hadi Teherani about the tile series.

### **Combinatorics in perfection**

A total of 12 basic colors - 6 each for concrete look and travertine - form corresponding color pairs. The formats can also be perfectly combined: The 30 x 60 cm basic tile as well as an expressive mosaic and a bar format complement each other to create a balanced overall picture or set accents in the room. Additional generous dimensions of up to 120 x 120 cm convey solidity and elegance as the basic feeling of SOLID GROUND.

The principle of perfectly conceived combinations also applies to the wall: with a smooth and a relief surface, the stoneware tiles in 30 x 60 cm format match each other and the grained travertine look of the floor tiles. With its three-dimensional surface structure, the fine wave profile creates an additional haptic layer without being obtrusive. And, depending on the laying technique, creates playfully subtle images. The three light shades match the color matrix of the floor tiles.

The different shades of the finely graduated grey scale enable structuring and zoning and subtly separate areas of use from one another. The 145 cm wide travertine stair tread included in the collection offers further scope for a complex design. The intelligent combinability of the individual elements in the collection means that you can always create something unique from your own ideas. Just how versatile and innovative the various designs, colors and formats can be combined and designed is demonstrated by the "Typicals" developed by Hadi Teherani Design for the series - a multitude of ideas and sample examples for kitchens, hallways, shops and much more.

### **Safe terrain**

Holism, urban sophistication and high-quality design characterise Hadi Teherani's architecture. SOLID GROUND is a collection that is based on architectural standards and covers the entire range of applications in its compactness. Literally a safe terrain for architects, planners, project developers and private builders to design contemporary living, office worlds, hotels or retail spaces with only one tile construction kit in a high-quality and versatile way.

Good design is not only beautiful to look at, but also functional in every respect: with R10/A+B slip resistance throughout and an antibacterial Hytect® finish, SOLID GROUND fulfils all requirements.

And on the way to a climate-neutral future, ceramics are already one of the most sustainable building materials of all.

*approx. 4,500 characters*

### **PRESS CONTACT**

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Motif 1: Hadi Teherani – born in Tehran in 1954, he grew up in Hamburg – is an internationally acclaimed architect and designer. He designs living space not just in part, but comprehensively and complexly, from innovative urban approaches to emotional architecture and interior design.



Motif 2: The individual elements can be intelligently combined to create something unique from your own imagination.



Motif 3: One of six colour tone pairs: concrete look and travertine form a harmonious atmospheric unit in red clay and Persian red.



Motif 4: The matt stoneware tiles in 30 x 60 cm for the wall: a perfect match in smooth and gently relief. Shades: grey green, natural white and Belgian grey. The fine wave profile creates an additional haptic level.



Motif 5: Finely graded shades of grey structure and zone different areas of use. The 145 cm long travertine step offers space for a complex design.



Motif 6: So-called 'typicals' demonstrate the combinatorics of SOLID GROUND's designs, colours and formats.