



ME TALL ICA

viva
MADE



METALLICA

Metallica è la nuova, eclettica proposta di Viva: una collezione di grandi lastre e brick che ripropone l'audacia cangiante del metallo. L'iridescenza della calamina conferisce matericità alla superficie, plasmando la luce e reinterpretando la mutevolezza cromatica della lamiera. L'effetto metallico, declinato in quattro colorazioni, viene decodificato in giochi di luce e riflessi sofisticati, che ben si adattano alla definizione di spazi moderni e alle costruzioni d'avanguardia. Il metallo si spoglia della freddezza che lo relega ad elemento industriale per calarsi nell'eclettismo dello spazio da vivere, interpretandolo attraverso alonature cangianti, riflessi opalescenti e sofisticate cromie, dal nero al lavagna, fino all'acciaio e al bianco. L'eclettismo della collezione trova la massima espressione con MetalBrick, il formato 6x24 ispirato alle tecniche raku, progettato per creare abbinamenti di grande impatto, esaltando le caratteristiche metalliche della collezione e amplificandone i riflessi iridescenti.

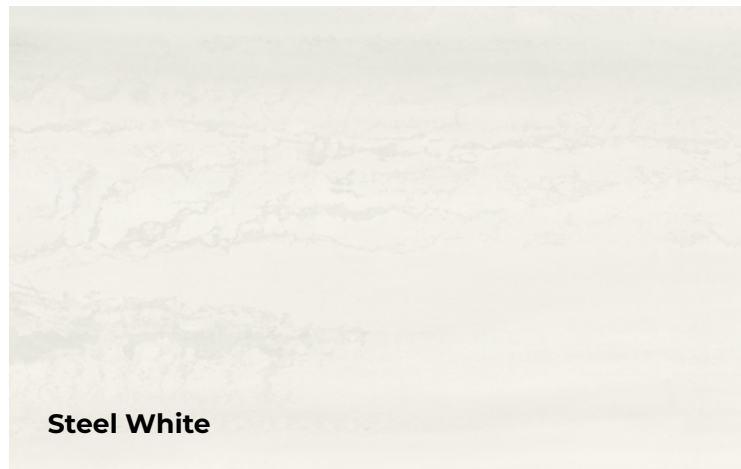
Il Brick è disponibile in cinque colorazioni differenti - White, Grey, Blue, Green e Black - in palette con le nuance delle grandi lastre Metallica.

Metallica is the new, eclectic collection by Viva: an assortment of large slabs and bricks with all the iridescent daring of metal. The iridescence of mill scale gives the surface a tactile appeal, shaping the light to convey the ever-changing colour effect of the metal sheet. The metallic effect, in four colours, generates interplays of light and exquisite reflected glints, ideal for defining modern interiors and for avant-garde architectural projects. Metal sheds the chilly image that once restricted it to the industrial mood to enter the eclectic world of living-spaces, designing their character with the aid of iridescent streaks, opalescent gleams and sophisticated colours, from black to slate grey, steel and white. The collection's eclecticism reaches its peak with MetalBrick, the 6x24 size tile inspired by the Raku technique, designed for use in high-impact combinations, and amplifying the collection's metallic characteristics and iridescent gleams. The Brick is available in five different colours - White, Grey, Blue, Green and Black - which match the shades of the Metallica large slabs.

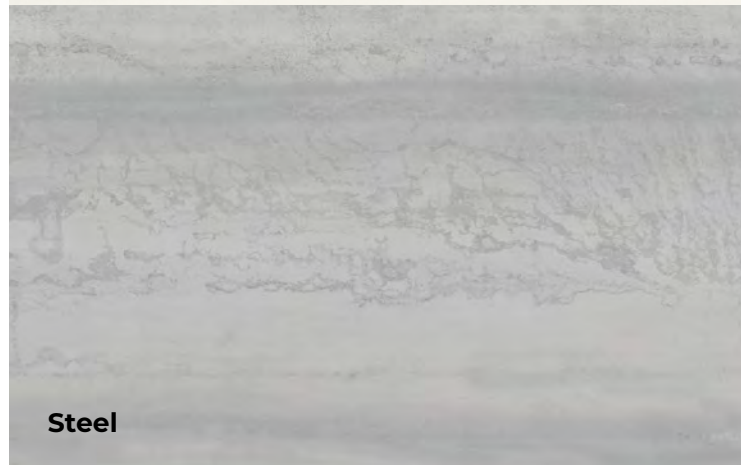
colori

colours - couleurs - farben - colores - цвета

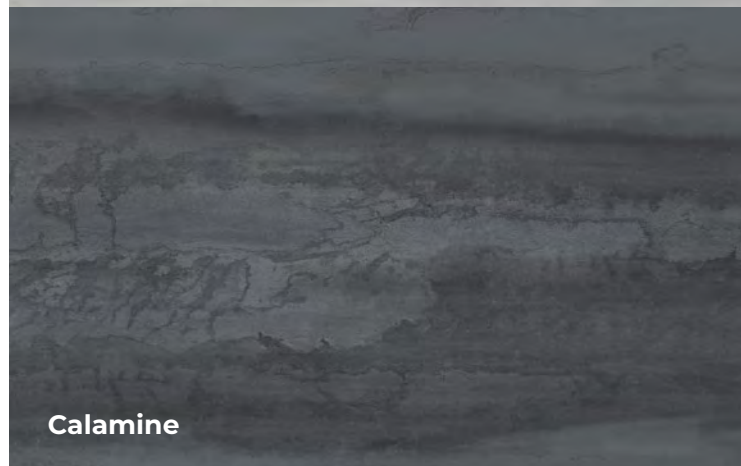
METALLICA



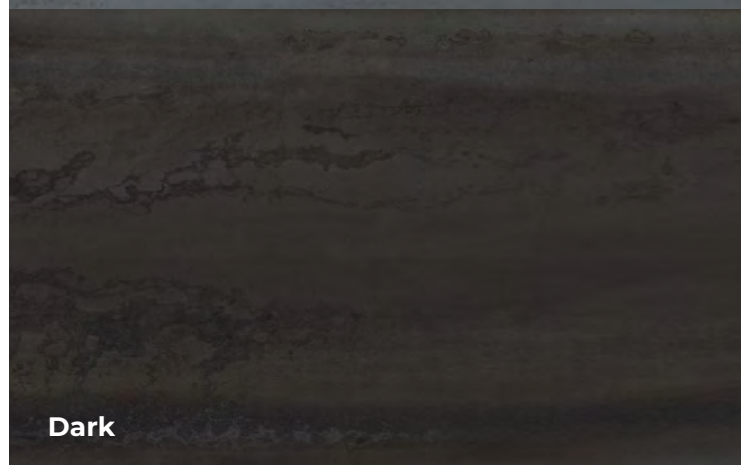
Steel White



Steel

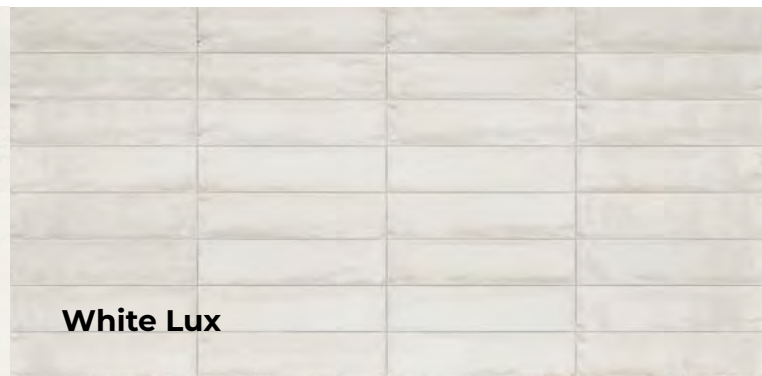


Calamine



Dark

METALBRICK



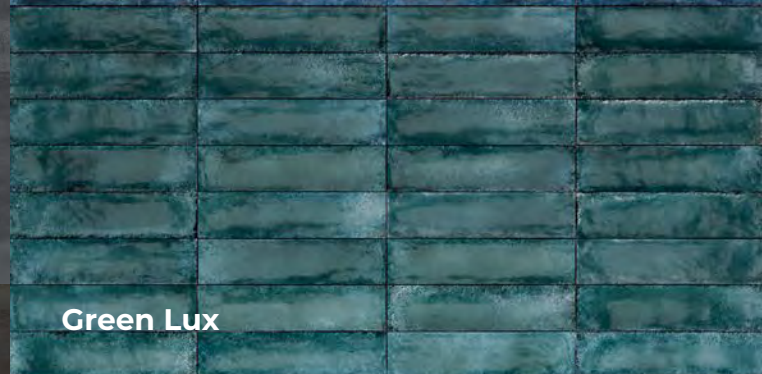
White Lux



Grey Lux



Blue Lux

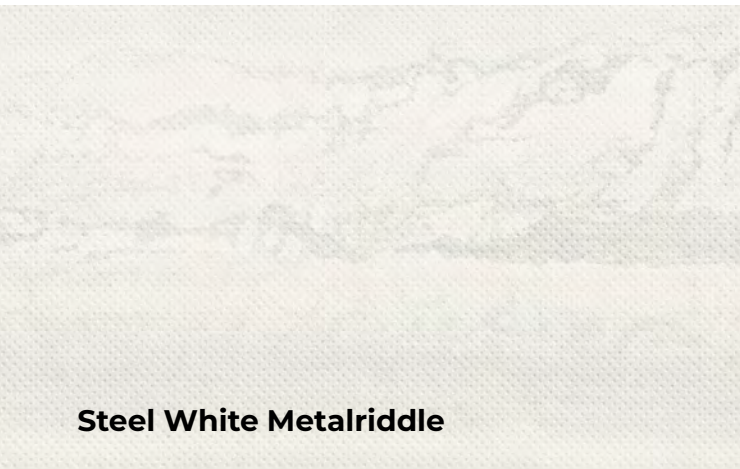


Green Lux

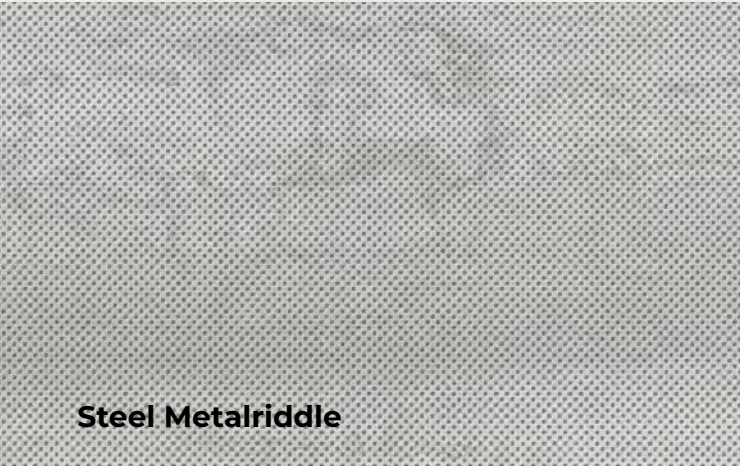


Black Lux

METALRIDDLE



Steel White Metalriddle



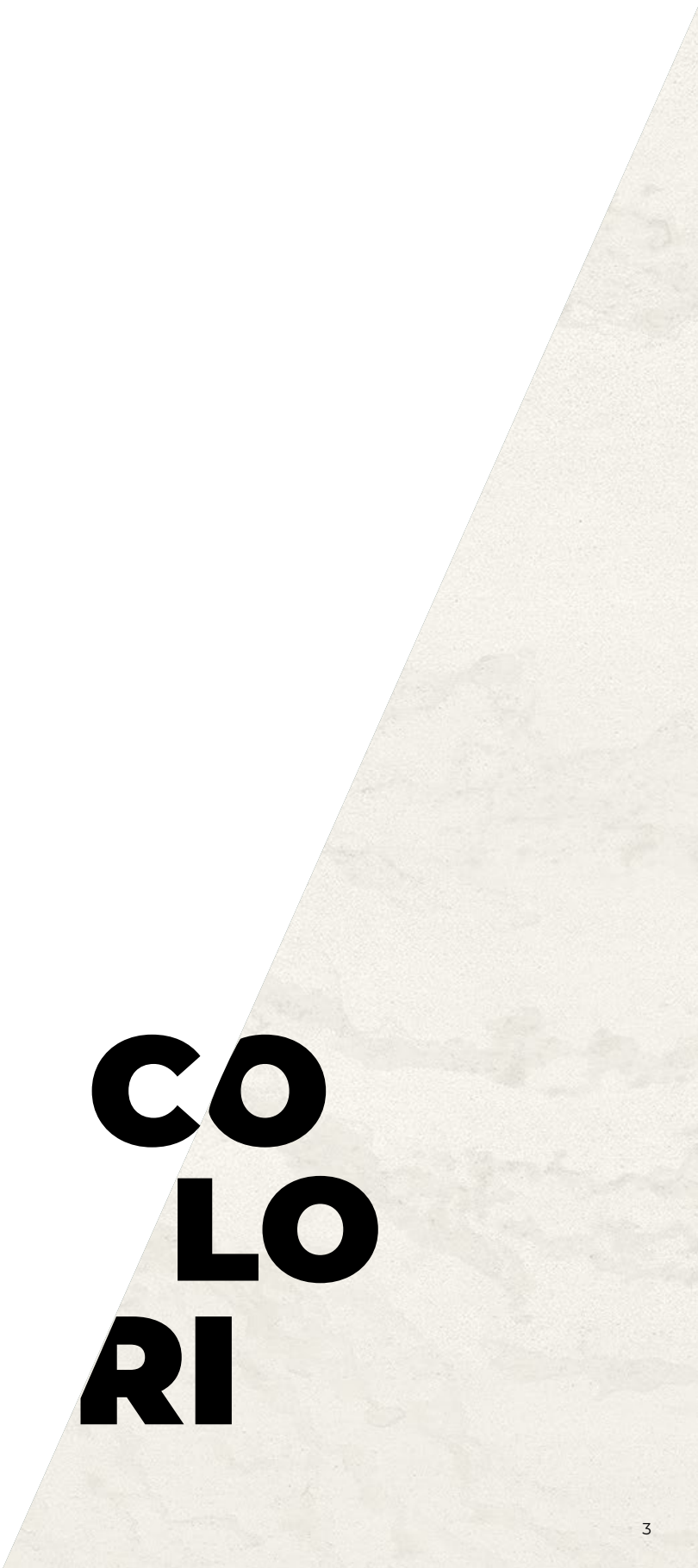
Steel Metalriddle



Calamine Metalriddle



Dark Metalriddle



**CO
LO
RI**

CALAMINE



Calamine
120x278 - 47^{1/4}"x109^{7/16}"

Metalbrick Green Lux
6x24 - 2^{3/8}"x9^{7/16}"







Calamine
120x278 - 47^{1/4}"x109^{7/16}"

Metalbrick Green Lux
6x24 - 2^{3/8}"x9^{7/16}"



Calamine
60x120 - 23^{5/8}" x 47^{1/4}"

Metalriddle Calamine
60x120 - 23^{5/8}" x 47^{1/4}"



NOTHING
WORTH HAVING
COMES EASY

21 Oct 16:29





Metalriddle Calamine
60x120 - 23^{5/8} x 47^{1/4}"

Calamine
60x120 - 23^{5/8} x 47^{1/4}"



Calamine
90x90 - 35^{7/16} x 35^{7/16}"





Calamine
120x278 - 47^{1/4}"x109^{7/16}"

White
120x278 - 47^{1/4}"x109^{7/16}"

Metalbrick Blue Lux
6x24 - 2^{3/8}"x9^{7/16}"

STE ELWH ITE







Metalbrick Grey Lux
6x24 - 2^{3/8}" x 9^{7/16}"

Steel White
60x120 - 23^{5/8}" x 47^{1/4}"



Metalbrick White Lux
6x24 - 2³/₈"x9⁷/₁₆"

Steel
120x278 - 47¹/₄"x109⁷/₁₆"

STEEL





Steel
60x120 - 23^{5/8}" x 47^{1/4}"

Steel
30x60 - 11^{13/16}" x 23^{5/8}"

Metalriddle Steel
30x60 - 11^{13/16}" x 23^{5/8}"

Metalbrick Black Lux
6x24 - 2^{3/8}" x 9^{7/16}"





Metalriddle Steel
30x60 - 11^{13/16}"x23^{5/8}"

Steel R10
60x120 - 23^{5/8}"x47^{1/4}"



DA RK



Dark
60x120 - 23^{5/8}"x47^{1/4}"

Metalbrick Grey Lux
6x24 - 2^{3/8}"x9^{7/16}"







Dark
60x120 - 23^{5/8}"x47^{1/4}"



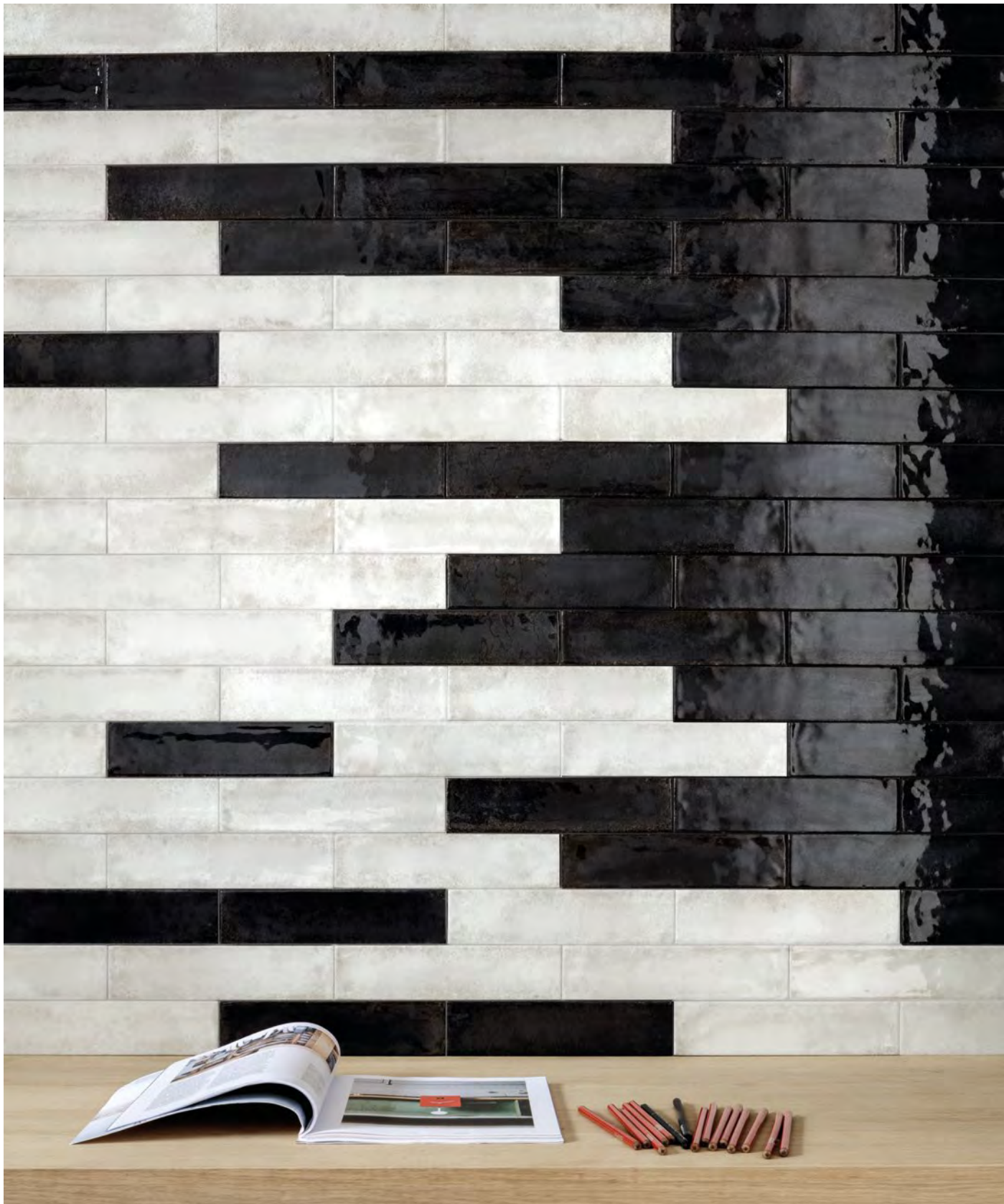
Dark
120x278 - 47^{1/4}"x109^{7/16}"

Metalbrick Black Lux
6x24 - 2^{3/8}"x9^{7/16}"

Paglia - Statale9
20x120 - 7^{7/8}"x47^{1/4}"



METAL BRICK



Metalbrick
White Lux - Black Lux
6x24 - 2³/₈" x 9⁷/₁₆"

Dark
60x120 - 23⁵/₈" x 47¹/₄"





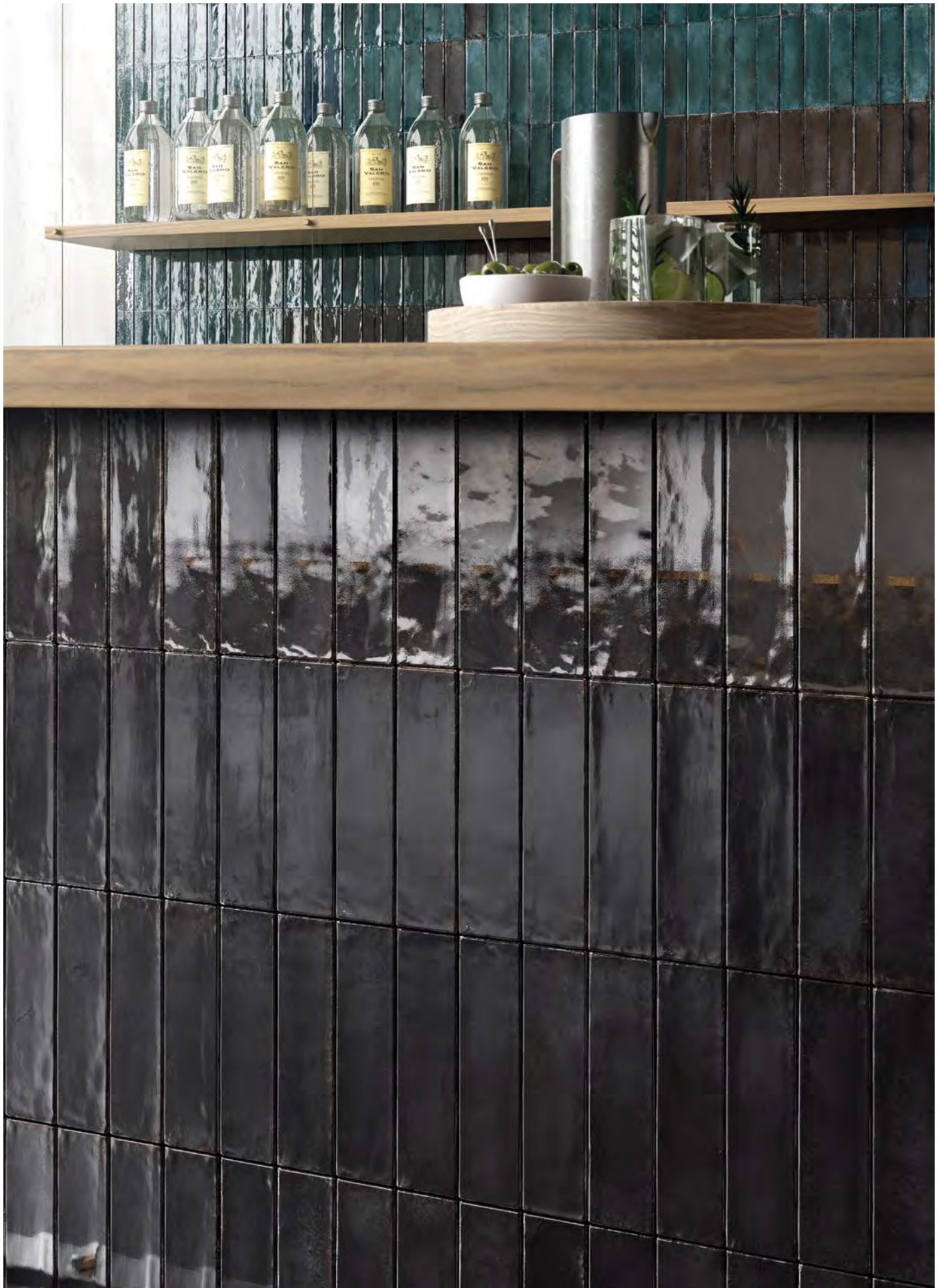
Dark
120x278 - 47^{1/4}"x109^{7/16}"

Steel
120x278 - 47^{1/4}"x109^{7/16}"

Metalbrick
Black Lux - Blue Lux
Green Lux - Grey Lux
6x24 - 2^{3/8}"x9^{7/16}"







Metalbrick
Black Lux - Blue Lux
Green Lux - Grey Lux
6x24 - 2^{3/8} x 9^{7/16}"



**INCON
TRI
DI
SUPER
FICI**



COLORI/FORMATI

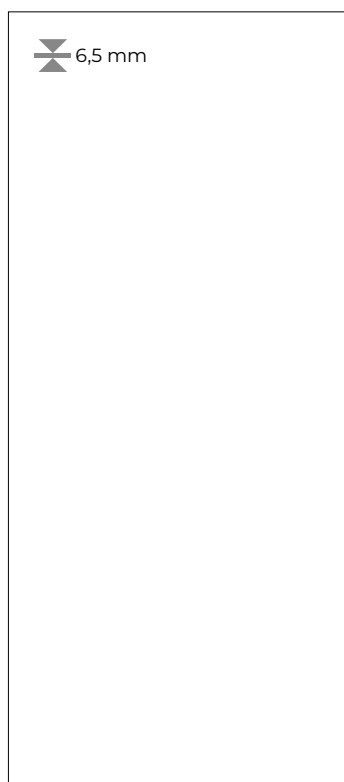
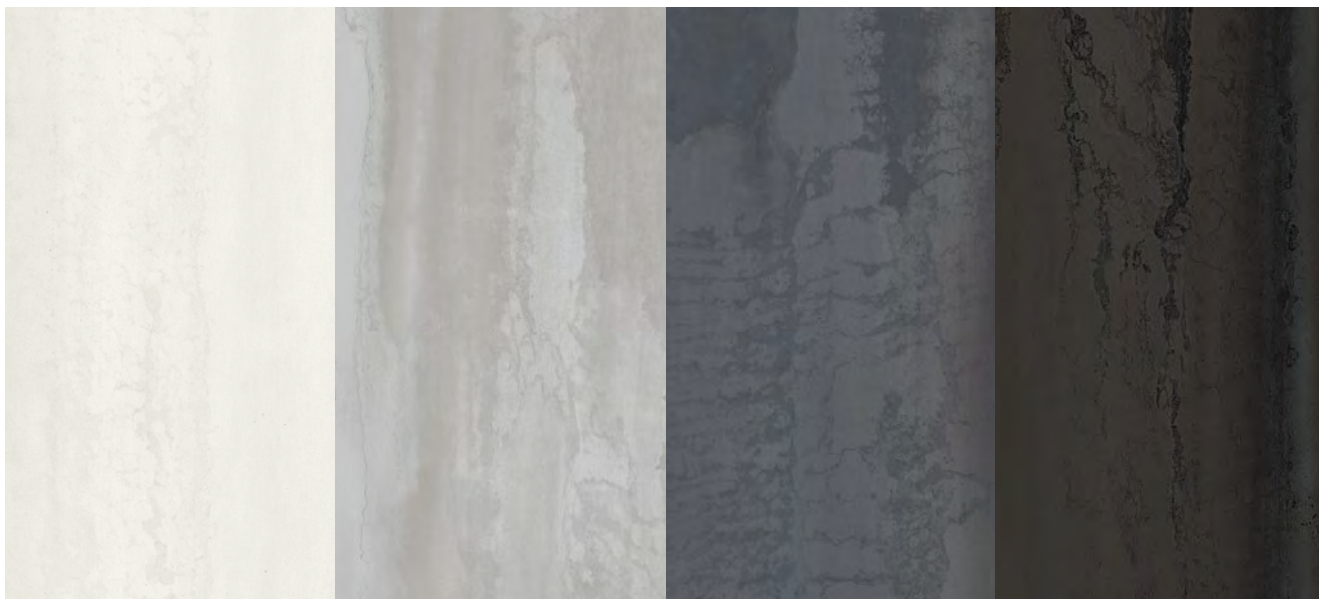
COLOURS/SIZES - COULEURS/FORMATS - FARBEN/FORMATE - COLORES/TAMAÑOS - ЦВЕТА/ФОРМАТЫ

Steel White

Steel

Calamine

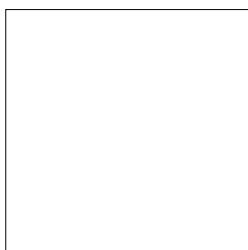
Dark



120x278 - 47^{1/4}"x109^{7/16}"

- EJ9N Steel White Nat. Rett. ● T99
- EJ9P Steel Nat. Rett. ● T99
- EJ9Q Calamine Nat. Rett. ● T99
- EJ9R Dark Nat. Rett. ● T99

5 patterns

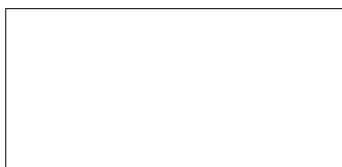


90x90 - 35^{7/16}"x35^{7/16}"

EJS6 Calamine Nat. Rett. ● T31

EJS7 Dark Nat. Rett. ● T31

23 patterns



60x120 - 23^{5/8}"x47^{1/4}"

EJ9T Steel White Nat. Rett. ● T31

EJ9U Steel Nat. Rett. ● T31

EJ9V Calamine Nat. Rett. ● T31

EJ9W Dark Nat. Rett. ● T31

Up to 23 patterns



30x60 - 11^{3/16}"x23^{5/8}"

EJ9Y Steel White Nat. Rett. ● T14

EJ9Z Steel Nat. Rett. ● T14

EJA0 Calamine Nat. Rett. ● T14

EJA1 Dark Nat. Rett. ● T14

Up to 92 patterns

Si consiglia la posa con fuga 2 mm. - Laying with a 2 mm-joint is recommended. - Pose recommandée avec joints de 2 mm.

Es wird eine Fugenbreite von 2 mm empfohlen. - Se recomienda la colocación con juntas de 2 mm. - Рекоменгується укладка с швом 2 мм.

METALBRICK

**ME
TALL
ICA**

Brick Lux 6x24

2³/₈" x 9⁷/₁₆"



EJA3 White Lux

● T29

91 patterns



EJA4 Grey Lux

● T29

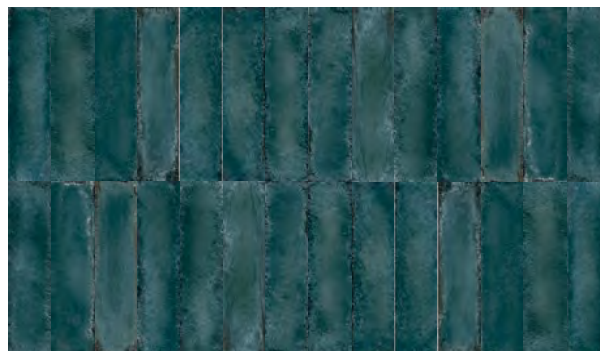
85 patterns



EJA6 Blue Lux

● T29

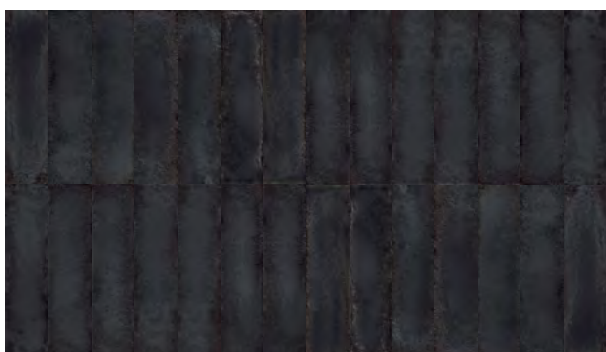
83 patterns



EJA5 Green Lux

● T29

85 patterns



EJA7 Black Lux

● T29

88 patterns

DECORO

DECORS - DECORS - DEKORE - DECORADOS - ДЕКОРЫ

Metalriddle

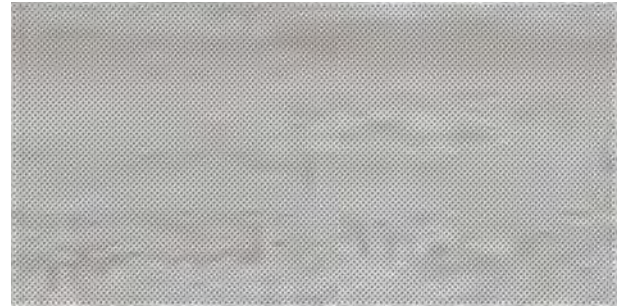
60x120 - 23⁵/₈"x47¹/₄" | 30x60 - 11¹³/₁₆"x23⁵/₈"



EJD7 Steel White Nat. Rett.

● T37

23 patterns



EJD8 Steel Nat. Rett.

● T37

23 patterns



EJNZ Steel White Nat. Rett. ● T17

92 patterns



EJP0 Steel Nat. Rett. ● T17

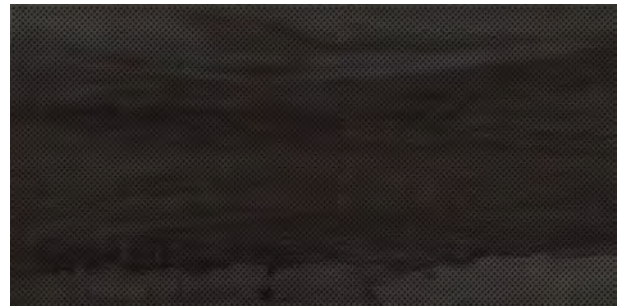
92 patterns



EJD9 Calamine Nat. Rett.

● T37

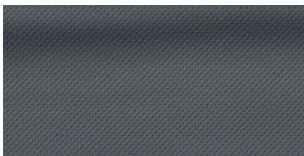
23 patterns



EJDA Dark Nat. Rett.

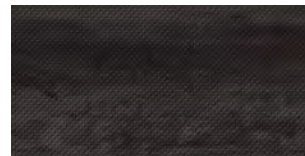
● T37

23 patterns



EJP1 Calamine Nat. Rett. ● T17

92 patterns



EJP2 Dark Nat. Rett. ● T17

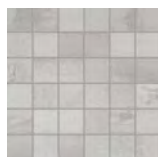
92 patterns

Mosaico 5X5 *

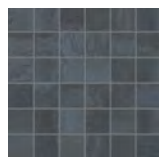
30x30 - 11¹³/₁₆"x11¹³/₁₆"
Tessere 4,8x4,8 - 1⁷/₈"x1⁷/₈"



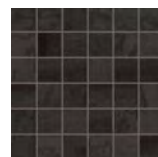
EJDD Steel White
Naturale ● A86



EJDE Steel
Naturale ● A86



EJDF Calamine
Naturale ● A86



EJDG Dark
Naturale ● A86









* Su rete in fibra - On fibre mesh backing - Sur filet en fibre de verre - Auf Glasfasernetz - Sobre malla de fibra - На волоконной сетке

PEZZI SPECIALI

TRIMS - PIECES SPECIALES - FORMTEILE - PIEZAS ESPECIALES - СПЕЦИАЛЬНЫЕ ИЗДЕЛИЯ

ME TALL ICA

Metallica

	Dimensione Size					Fascia di prezzo Price band
		Steel White	Steel	Calamine	Dark	
 Battiscopa - Skirting	Nat. Rett. 7x60 - 2 ^{3/4} "x23 ^{5/8} " Pcs. Box. 15 - LM x Box 9	EJJR	EJJS	EJJT	EJJU	● A11
 Gradino - Stair Tread	Nat. Rett. 33x120 - 12 ^{15/16} "x47 ^{1/4} " Pcs. Box 2 - LM x Box 2,40	EJJW	EJJX	EJJY	EJJZ	● A82
 Gradone - Step	Nat. Rett. 33x120x3,2x3,2 12 ^{15/16} "x47 ^{1/4} "x1 ^{1/4} "x1 ^{1/4} " Pcs. Box 2 - LM x Box 2,40	EJK1	EJK2	EJK3	EJK4	● A98
 Angolare Dx Sx Corner Tile Right Left	Nat. Rett. 33x120x3,2x3,2 12 ^{15/16} "x47 ^{1/4} "x1 ^{1/4} "x1 ^{1/4} " Pcs. Box 1 - LM x Box 1,20	Dx/Right EJK6	Dx/Right EJK7	Dx/Right EJK8	Dx/Right EJK9	● A104
		Sx/Left EJKC	Sx/Left EJKD	Sx/Left EJKE	Sx/Left EJKF	

Metalbrick

	Dimensione Size						Fascia di prezzo Price band
		White	Grey	Blue	Green	Black	
 Becco Civetta - Bullnose	Lux 6x24 2 ^{3/8} "x9 ^{7/16} " Pcs. Box. 36	EJKK	EJLL	EJUN	EJUM	EJJP	● A10

Français

P.1

Metallica est l'éclectique nouveauté de Viva : une collection de grandes dalles et bricks qui repropose la chatoyante audace du métal. Les irisations de la calamine revêtent la surface d'un effet de matière, en pétrissant la lumière et en reformulant la variabilité chromatique de la tôle. L'effet métallique, décliné en quatre colorations, est déstructuré sous des jeux de lumière et sous des reflets sophistiqués qui définissent à la perfection les espaces modernes et les constructions d'avant-garde. Le métal se débarrasse de la froideur qui le relègue à élément industriel pour se glisser dans l'éclectisme de l'espace de vie, en l'interprétant avec des halos chatoyants, avec des reflets opalescents et avec des colorations sophistiquées, du noir à l'ardoise, en passant par l'acier et par le blanc. L'éclectisme de la collection atteint son summum avec MetalBrick, le format 6x24 cm inspiré des techniques Raku, mis au point pour former des compositions d'impact en exaltant les caractéristiques métalliques de la collection et en magnifiant ses reflets irisés. Le format Brick existe en cinq nuances - White, Grey, Blue, Green et Black - assorties aux couleurs des grandes dalles Metallica.

Deutsch

P.1

Metallica ist die neue, eklektische Variante von Viva: Eine Kollektion großformatiger Platten und Bricks, deren Design schillerndes Metall in einer kühnen Optik interpretiert. Das Irisieren des Walzzunders verleiht der Oberfläche eine Materialität, die den durch die Modulierung des Lichts entstehenden Farbwechsel vom Blech effektiv nachempfindet. Die Metalloptik in vier Farbvarianten wird durch Lichtspiele und feine Reflexe wiedergegeben, die perfekt für moderne Raumwelten und bahnbrechende bauliche Gestaltungen geeignet sind. Das Metall legt seine kühle Ausstrahlung als industrielles Element ab, um sich in einen eklektischen Einrichtungsstil einzufügen und diesen durch schillernde Schleier, opaleszierende Reflexe und raffinierte Farben von Schwarz über Schiefergrau bis zu Stahlfarben und Weiß zu interpretieren. Der eklektische Stil der Kollektion findet seinen maximalen Ausdruck in MetalBrick, dem Format 6x24 cm, das auf die Raku-Tradition zurückgreift und für Kombinationen mit starker optischer Wirkung konzipiert wurde, indem die metallische Anmutung der Kollektion betont und die irisierenden Reflexe verstärkt werden. Das Brick ist in fünf verschiedenen Farben - White, Grey, Blue, Green und Black - in aus den Nuancen der großformatige Platten Metallica bestehenden Farbpaletten erhältlich.

Espanol

P.1

Metallica es la nueva y ecléctica propuesta de Viva, una colección de placas grandes y bricks que vuelve a proponer la audacia cambiante del metal. La iridiscencia de la calamina le confiere un carácter matérico a la superficie, plasmando la luz y reinterpretando la mutabilidad cromática de la chapa. El efecto metálico, articulado en cuatro coloraciones, se traduce en juegos de luz y reflejos sofisticados que casan a la perfección con la definición de espacios modernos y con las construcciones de estilo vanguardista. El metal se despoja de la frialdad que lo relega a elemento industrial para sumergirse en el eclecticismo del espacio habitable, interpretándolo por medio de halos cambiantes, reflejos tornasolados y sofisticadas variantes cromáticas, del negro y el pizarra al acero y el blanco. El eclecticismo de la colección halla su máxima expresión con MetalBrick, el formato de 6 x 24 cm inspirado en las técnicas raku, proyectado para crear combinaciones de gran impacto, poniendo de relieve las características metálicas de la colección y amplificando sus reflejos iridiscentes. El brick se encuentra disponible en cinco colores - White, Grey, Blue, Green y Black - en una paleta cromática que incluye los tonos de las placas grandes de Metallica.

Russian

P.1

Metallica - это новое, эклектичное предложение от Viva, коллекция крупноформатных плит и прямоугольной мелкоформатной плитки, предлагающая смелые переливающиеся оттенки металла. Переливчатость железной окарины наделяет поверхности фактурностью, изменяя свет и пересматривая цветовую изменчивость листового металла. Металлический эффект в четырех цветах раскрывается игрой света и изысканными отблесками, которые хорошо подходят для оформления современных пространств и авангардных конструкций. Металл освобождается от своей бесчувственности, которая превращает его в промышленный материал, и погружается в эклектику жилого пространства, интерпретируя его переливчатыми разводами, опаловыми отблесками и изысканными цветами черного, темно-серого, стального, а также белого цвета. Эклектика коллекции находит свое новысшее выражение в формате MetalBrick 6x24 см, источником вдохновения для которого послужила керамика раку. Эта плитка спроектирована для создания очень эффектных сочетаний, подчеркивая металлические характеристики материала и усиливая переливающиеся отблески. Плитка предлагается в пяти цветах: White, Grey, Blue, Green и Black, сочетающихся с оттенками крупноформатных плит Metallica.

ME TALL ICA

I colori e le caratteristiche estetiche dei materiali illustrati nel presente catalogo sono da ritenersi puramente indicativi. Le misure dei prodotti qui indicate si intendono nominali e come i pesi ed i colori subiscono le variazioni tipiche del processo ceramico. Viva si riserva la facoltà di modificare in qualunque momento senza preavviso le caratteristiche tecniche, estetiche e i materiali presentati. Tali caratteristiche non sono comunque vincolanti nei termini legali.

Colours and optical features of the materials illustrated in this catalogue are to be regarded as mere indications. Product sizes indicated are nominal and like weights and colours undergo the typical variations of the ceramic process. Viva reserves the right to change the technical and optical features of the materials illustrated at any time and without notice. These features are not legally binding.



Viva is a brand of Emilceramica S.r.l. a socio unico	Sede Commerciale/ Amministrativa
emilgroup.it/viva emilgroup.it	Via Ghiarola Nuova, 29 - 41042 Fiorano Modenese (Mo) Italy T +39 0536 835111 - info@emilceramicagroup.it