

# Roads

TRADITIONAL PORCELAIN & CERAMIC



# Celebrating tradition: the timeless elegance of italian porcelain surfaces

## *The company*

At ICG ITALIA, we don't merely offer Italian porcelain surfaces; we embody the essence of Italian tradition. Our commitment extends beyond fast fashion—it's about delivering timeless and classic Italian appeal that resonates across generations. Our **luxurious ceramics** are meticulously crafted in the picturesque town of Sassuolo, nestled within Italy's Modena province. **This region boasts a rich heritage of artisanal craftsmanship, and we take immense pride in producing our surfaces there.** We are proud heirs of Italian craftsmanship and passionate interpreters of the "Made in Italy" legacy.

ICG ITALIA is present in Design Hub Cities across the U.S. Orange County, San Francisco, Chicago and New York



## *High-end surfaces*

Our expertise in high-end porcelain surfaces is multifaceted. **Manufactured in Italy**, where the finest porcelain is found, our slabs embody a **legacy of craftsmanship**. But it doesn't stop there. We integrate cutting-edge technologies into our products such as **Design Your Slab (DYS)**, empowering customers to imprint custom designs onto our large-format surfaces, and **4D technology**, which seamlessly infuses veining, patterns, and color variations throughout the material. These innovations, combined with an extended list of benefits, position us as providers of exceptional solutions in the market. **When you choose our porcelain, you're not just selecting a surface; you're embracing a legacy of sophistication and quality.**

# Sustainable Excellence: ICG Italia's green building philosophy

## *Economy=Ecology*

We firmly believe that ecological responsibility and economic viability go hand in hand. Our production philosophy revolves around sustainable architecture, creating ceramics that excel in both technical and aesthetic performance while adhering to green building principles. Since our company's inception, environmental protection and pollution prevention have been woven into our corporate DNA. These principles drive our ambitious goals, setting us apart globally.

The phrase 'Economy =Ecology' encapsulates our ethos—a concept championed by our founder in the 1970s when ecological awareness was nascent. Today, it remains etched onto our production lines as a constant reminder. Whether our ceramic and porcelain surfaces grace residential kitchens or iconic commercial spaces, we honor nature. Sustainability isn't just a choice; it's an imperative. By marrying ecology and economy, we pave the way for a greener, more prosperous future—one surface at a time.



Scan to  
learn more







# Roads Collection

*The project* Roads captures the bold aesthetic of asphalt paving — raw, essential, and powerfully substantial. Its surfaces recall urban landscapes, well-traveled paths, and the textured character of city streets woven into memory and architecture. Roads represents the meeting point between brutalism and beauty, precision and material poetry. It offers a vision grounded in substance, transforming the rugged allure of asphalt into a refined design language that brings new possibilities to contemporary spaces seeking character and identity.



Scan for more  
information

## ROADS COLLECTION AVAILABLE COLORS

RECTIFIED

V2

R9

R10

NATURAL  
PLUS



**BLACK  
INTENSITY**



**COFFEE  
TRUTH**



**DARK  
DEPTH**



**GREY  
CALM**



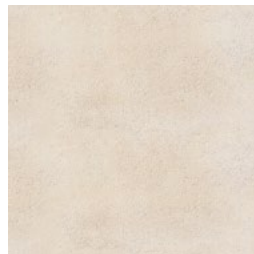
**PEARL  
MIND**



**SAND  
HEARTH**



**TURTLE  
BLAZE**



**WHITE  
PURITY**

## AVAILABLE SIZES AND FINISHES

Porcelain stoneware  $\pm 10,5$  mm



24"x24"  
Natural Plus  
Natural



24"x12"  
Natural Plus  
Natural



48"x24"  
Natural Plus  
Natural



24"x24"  
Natural Plus  
Natural



24"x12"  
Natural Plus  
Natural









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CERAMICA  
GROUP