

# Mura

TRADITIONAL PORCELAIN & CERAMICS



# 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*

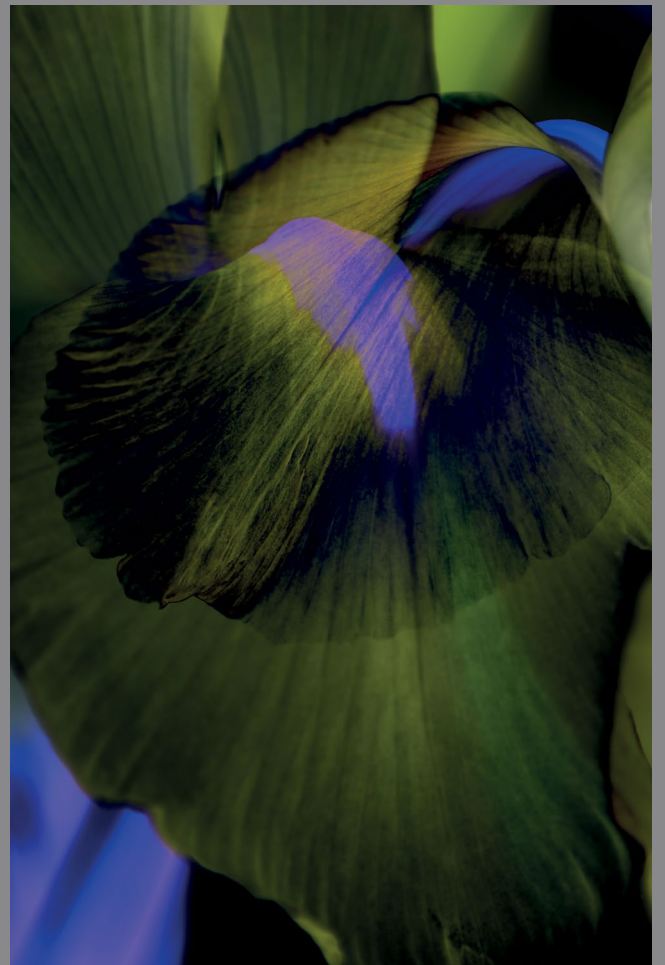
Our expertise in high-end porcelain surfaces is multifaceted. **Manufactured in Italy**, where the finest porcelain is found, our slabs embody a **legacy of craftsmanship**. But it doesn't stop there. We integrate cutting-edge technologies into our products such as **Design Your Slab (DYS)**, empowering 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



# Mura Collection

*The project* Mura collection is an artistic gesture – an expression of a delicate balance between weight and light, matter and space. Traces, directions, and depth compose a visual rhythm that enhances the perception of environments. In this way, art and architecture merge into a seamless continuity.

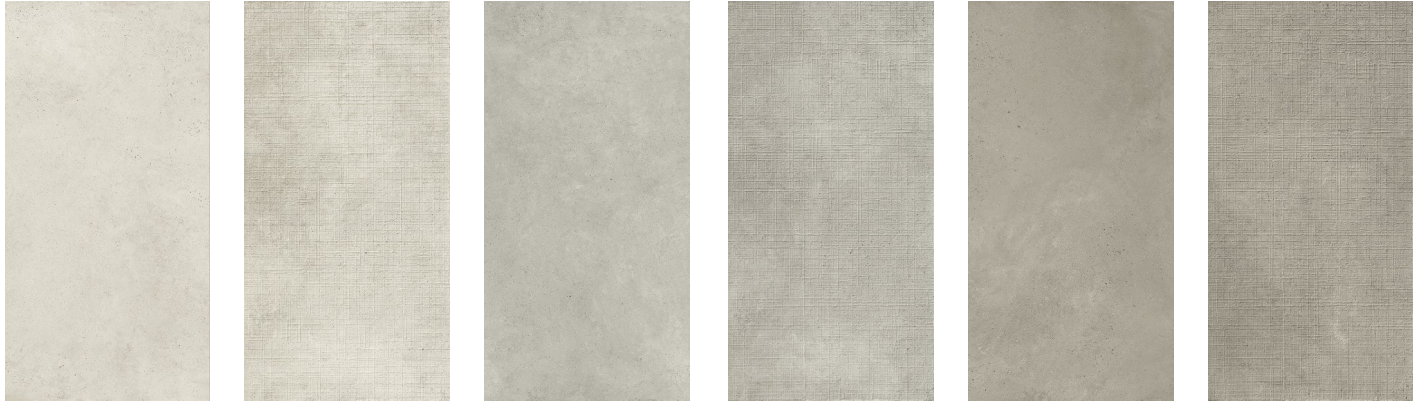
Three tones form a restrained and essential chromatic language, enhancing the material identity of concrete. A harmonious palette, developed across different formats and thicknesses, adapts flexibly to any design context. A dialogue between containment and openness, between matter and light.



Scan for more  
information

# MURA COLLECTION AVAILABLE COLORS

RECTIFIED V2 R10



LUNARA

LUNARA  
DECORO

SANKIRA

SANKIRA  
DECORO

RAMIA

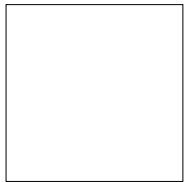
RAMIA  
DECORO

## AVAILABLE SIZES AND FINISHES

Porcelain stoneware  $\pm 6$  mm



Ultra Mura  
108"x48"  
Natural

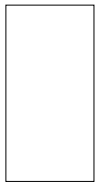


Ultra Mura  
48"x48"  
Natural



40"x40"  
Natural Plus

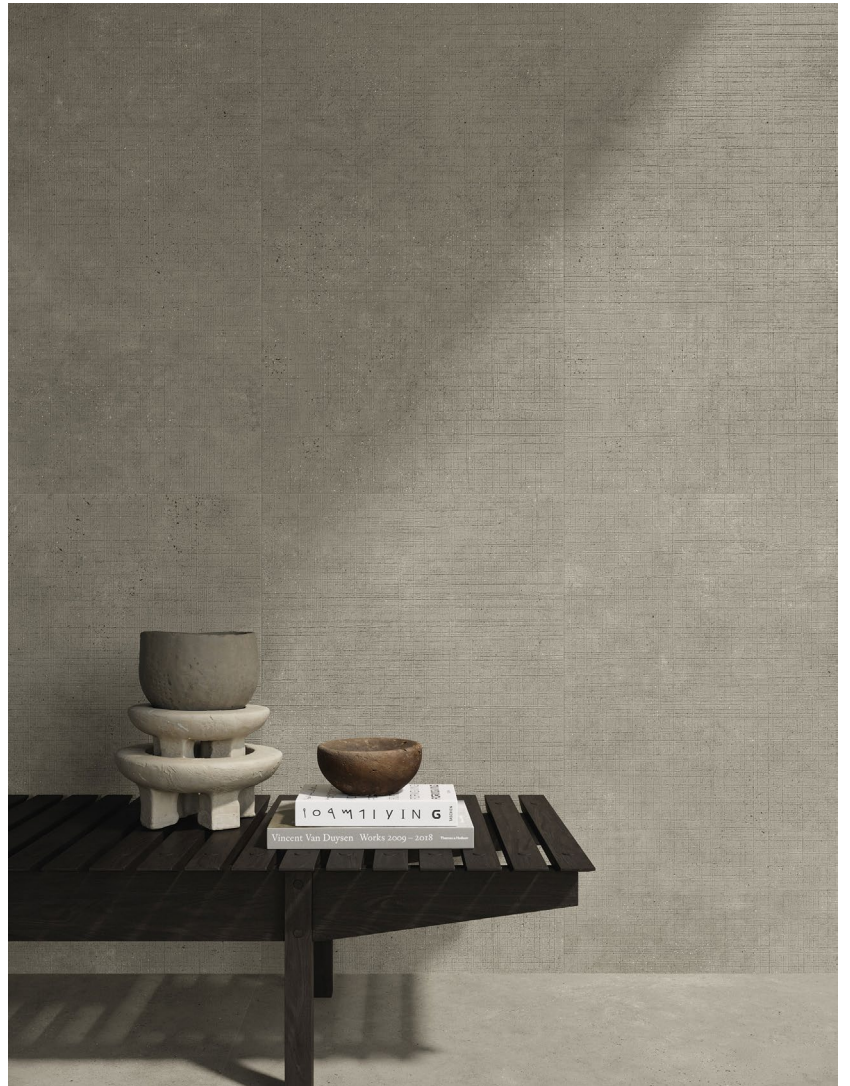
Porcelain stoneware  $\pm 8$  mm



48"x24"  
Natural Plus  
Structured



24"x24"  
Natural Plus





**ICG**  **ITALIA**

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CERAMICA  
GROUP**