



Italcementi
Italcementi Group

Effix Design®

Material which becomes creative matter

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Effix Design

Material which becomes creative matter

In the lounge, the kitchen, the bathroom, the road, and in public gardens: concrete is starting to seduce us again and is once and for all occupying all the spaces in our lives. A trendy material much appreciated by designers, architects and interior and exterior design professionals, concrete is ideal for a whole series of innovations and interpretations.

Italcementi, after the success encountered in France, is launching in Italy the creative binder, Effix Design, purposely developed for making furniture and non-structural elements. A truly innovative material, this high-performance mortar is a source of inspiration for the design creativity of professionals belonging to the indoor and outdoor furnishing, site amenity and jewellery sectors.

As part of its partnership with VIA, an association whose purpose is the enhancement and promotion of contemporary creation in the furnishing industry, Italcementi has supported the project of three designers who have teamed up under the name of Blackmamouth: a tree-table, minimalist and innovative outdoor complementary furnishing item made with Effix Design.



Take it from...

David Margin, stylist and creative designer
"Effix Design is a material full of ID,
in step with the times!"

In recent years, the virtues of decorative concrete have been rediscovered and this material has been gaining in popularity. Point of encounter between three trends, "Loft", "Industrial" and "Matter", concrete captures matter and brings a touch of modernity to our interiors. To work this concrete 'matter' with craftsmen and designers following a decorative approach, a formula has to be identified able to give free rein to the imagination of designers, with a lightness of lines and shapes already hard to achieve due to the technical restraints tied to the installation of the material. This accessibility revolution bears, in my opinion, the name of Effix Design: a high-performance mortar, premixed and ready to use which spurs creativity.

Easy to install, it combines aesthetics and light weight and is able to equal even the most audacious shapes, providing an until now impossible creative freedom. In this ongoing quest for trends and shapes, I particularly appreciate its capacity to combine with the mould material. The brightness and final material effect are surprisingly realistic.

A bearer of creativity, it is also easy to work. I have therefore decided to appoint the cabinet maker, Jean-Eudes Massiou to make a lamp designed by me. This decision was motivated by Massiou's woodworking skills and the perfection of his finishes. Once poured into the mould, Effix Design can be worked as if it were living matter: an endless series of combinations in terms of matter, shapes and colours (smoothing, polishing, waxing, colouring)! In conjunction with designer Patrick Le Ray, I was able to bring to the fore all the creative wealth of Effix Design with the mouldings made in Haussmann style for the gable of a fireplace.

Thanks to its particular durability and strength, Effix Design permits extending production to even small decorative objects or to the assembly of more complex ones. Fineness and light weight are also possible thanks to a broad range of finishing colours, left to the free interpretation of the artist.



Effix Design

Pure creativity...

A polymorphous material by nature, Effix Design plays with shapes and materials. Easy to work, it is especially suitable for making small architectural elements, thin and slim, with smooth or worked surfaces. Plasticity and performance for a broad range of applications...

... for furnishings, in all their shapes

Structures for upmarket shops, private villas, corporate headquarters, public places, prestigious lobbies... The global and innovative performance of Effix Design provides additional value in terms of image to interior and outdoor design projects in urban environments.

Effix Design also benefits from exceptional properties which ensure stability and long life, major factors as regards all projects made to be installed outdoors. Effix Design can also be provided with photocatalytic properties, giving it an anti-pollution and self-cleaning action.



1 At the centre of the main hall of the Palais de Hanovre, headquarters of the BNP Paribas bank, 10 Effix Design sculptures, commissioned from B-ton design and made by Naullet, perfectly reproduce the colour and consistency of bronze.



1



2

2 Made using Effix Design is the “for two and for always” hammock by Ana Laura Basurto-Saenz which invites you to relax and take it easy, conveying a romantic air to all green areas.

3 4 In the heart of skylight courtyards of 104, a Paris location dedicated to creation and artistic production, Coloco decided to place Effix Design on show in the form of flower boxes



3



4

... for concrete interiors

Thanks to its unique qualities and range of available colours, Effix Design is ideal for use in the kitchen and extremely appealing in all other home interiors.



1 Patrick le Ray, architect and interior designer, has conceived a trendy "concrete" fireplace: a successful, elegant match of a classic furnishing piece with a modern material...

A way of updating the old in a modern guise!

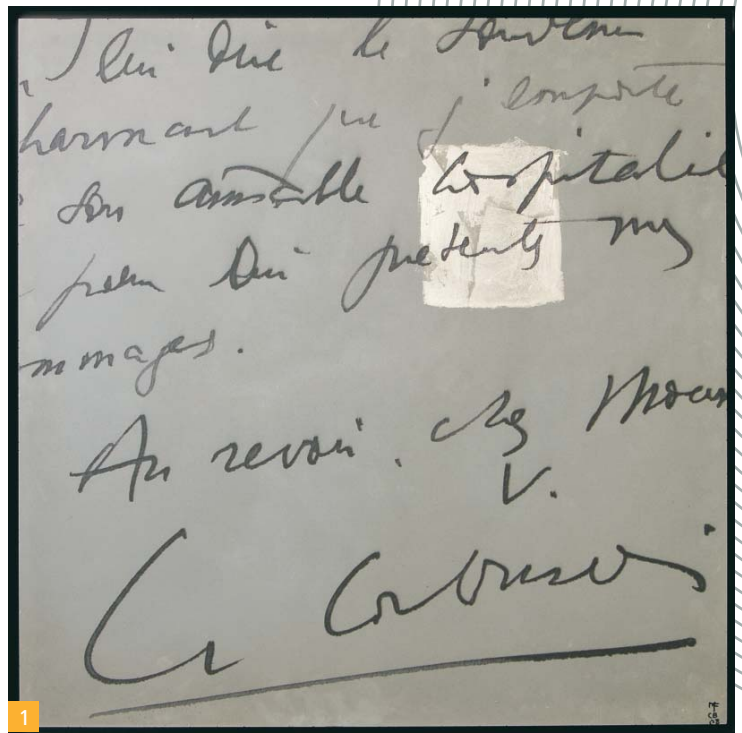
2 Featuring slight porosity, which ensures easier daily use and maintenance, Henry Rabardy has chosen Effix Design to create a modern concrete kitchen.

3 Also used for the creation of absolutely original contemporary furnishings, Effix Design has shown itself to be a real source of inspiration for Jean-Eudes Massious, cabinet maker and CREATEUR, for the production of the Eprom table, his first concrete creation.



... Effix Design, from dreams to reality

Thanks to its remarkable elasticity, Effix Design can become all one with the most surprising caissons and wonderfully reproduce the aspect and the textures of the moulds used. Particularly trendy in terms of its “mineral” appearance, it offers an endless range of colours, giving free rein to the imagination of designers and decoration professionals.



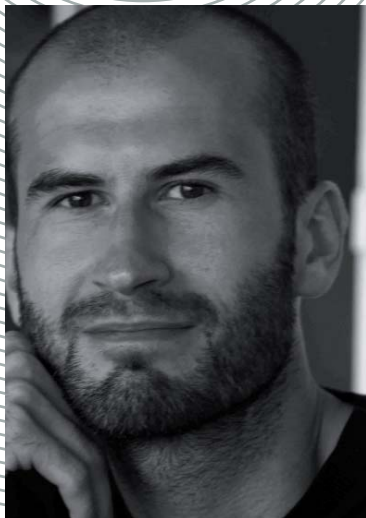
1 Interpretation of the considerable creative potential of Effix Design, the production of a painting with pigments and gold leaf. This one-of-a-kind piece was made by Marie-Françoise Rouy and Christine Branca starting with a photographic copy made from an original printing plate of a letter signed by Charles Edouard Jenneret, better known as Le Corbusier.

2 This demountable trestle, a creation of Jean-François Picardat, features an Effix Design top, cast on a wooden mould, and complete with very original legs which can be superimposed to make transport easier.

3 For the contemporary jeweller, Patric Fabre, Effix Design is at the bottom of the creation of a necklace, inspired by the water universe. Its shape is very similar to the Italcementi logo.

Effix Design

A highly popular material



Patrick Le Ray, designer

"In 2003, after I had terminated my studies at the Upper Institute of Applied Arts in Paris, I set up my design firm and started working with numerous interior and exterior designers and decorators. It was at that time, during a meeting with David Mangin, that I discovered Effix Design. Mangin asked me to create a number of Effix trophies for the Source-à-ID award as part of the Rénover 2008 show. Astonished by how quick and easy it was to use and install this material, I used it to make complementary furnishing items and decorative objects in concrete... creations which were often spur-of-the-moment ones. I very much love the natural and mineral effect of this high-performance mortar, knowing that I can give it a completely different aspect from concrete. It is a very pleasant material to work, odourless and suitable to many different types of moulds. I have also managed to convince my brother, sculptor, to use this material to make part of his works. Even though I have not had time to explore all its potential, I am already at work developing new contemporary furnishing projects with Effix Design".



Jean-Eudes Massiou, artist and cabinet maker

"Cabinet maker by training, I discovered Effix Design about 2 years ago. This material has opened up new creative horizons for me... In point of fact, it has allowed me to create pieces I had never imagined were possible. I often use wood moulds for my concrete creations and work this material like a cabinet maker, above all in terms of polishing and waxing, and I might say that it is this very aspect that makes me different from everyone else. What I appreciate most about this material is that it has a soul; even using the same ingredients, one piece is never the same as another... A trump card for a creator of unique objects like myself! Ever since I started to exhibit my installations, the product was immediately welcomed. I noticed that the public was very excited about this material and did not realise it was concrete, above all because of its self-smoothing side without air bubbles, or surface faults. It is also very pleasant to touch and very gentle when painted or waxed. The options provided by Effix Design in the furnishing sector are so numerous that I haven't finished discovering new ones".



Jean-François Picardat, 'plastic' artist

"Being a civil engineer, I have been using concrete in architecture and design for nearly twenty years now. I was also the first designer to take an interest in re-launching concrete furniture, which is so trendy today. Always in search of innovative products for my creations, I discovered Effix Design by chance. I was surprised by the precision of the print and by the texture offered by this very high-performance concrete. Furthermore, during a show, I exhibited my Effix creations and visitors were convinced the objects were made from wood treated with an impregnating agent. This material therefore fully satisfies my aesthetic quest for resistant and quality prints, especially for my furnishing creations. All you have to do is approach it and then you can do what you want as regards colour, shape and texture. Because I am always on the lookout for new products, I made contact with Italcementi in order to take part in any industrial development of new Effix versions."

A few technical details

Effix Design, very high-performance mortar, premixed and self-levelling, consisting of fine aggregates, glass fibres and additives, is suitable for making slim non-structural objects and decorative elements.

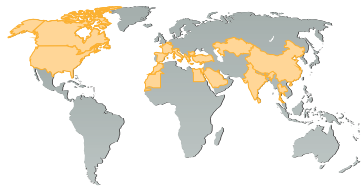


Particularly trendy in terms of its mineral appearance, it is available in white base, which can be coloured by adding mineral pigments to obtain a broad range of different colours. In fact, by adjusting the saturation density of the pigments, the range can be expanded to provide endless decorative options.

These new artistic prospects are further enhanced by the ability of Effix Design to elegantly blend with other materials such as, for example, aluminium, glass and steel, making it ideal for creating special-design chiaroscuro effects.

Italcementi

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Italcementi Group is the fifth largest cement producer in the world. The Group companies combine the expertise, know-how and cultures of 22 countries in 4 Continents, boasting an industrial network of 59 cement plants, 11 grinding centres, 5 terminals, 350 concrete batching units and 90 aggregates quarries. In 2010 Italcementi Group had sales amounting to about 4.8 billion Euro.

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