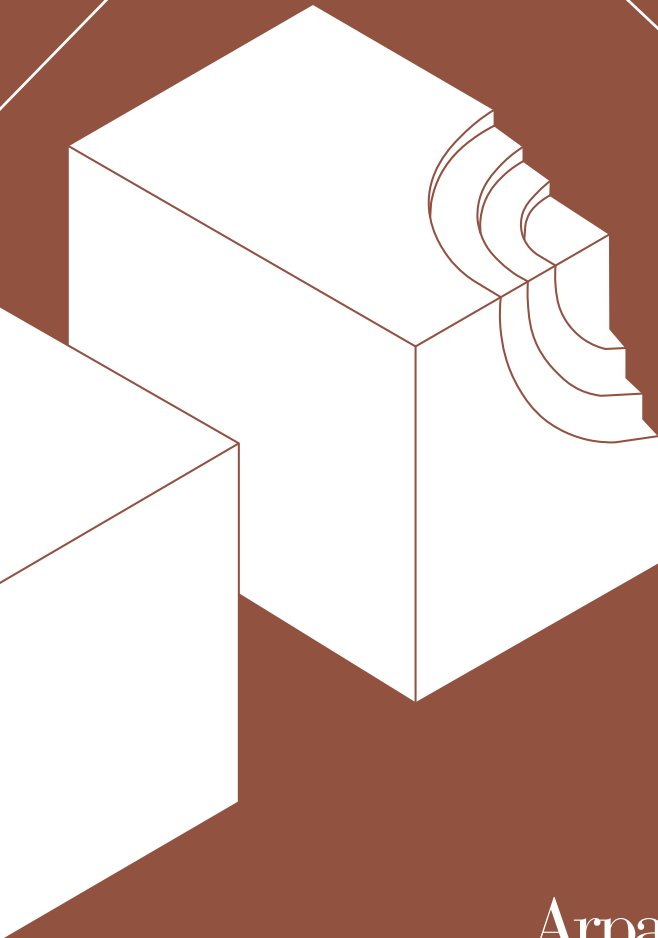


SURFACES WITH A VIEW



Arpa 

| FENIX®

THE GROUP

Arpa and FENIX® are part of Broadview Holding. Together with Formica Group, Westag, Homapal, Trespa and Direct Online Services, we are the **leading global group** in surface materials. All active in **material technology**. Panels, doors, worktops: our product ranges from **HPL** to **solid surface**, and from **decorative metals** to **FENIX**. Applications include façade cladding, furniture for home, office and laboratory, as well as interiors for healthcare, retail and hospitality.



Since 1954, Arpa Industriale has been designing and manufacturing **high-quality surface materials** for a vast array of **interior design** uses. It offers a wide range of extremely diversified products, both in terms of structure and aesthetics.

More than 65 years of investment in **research, advanced technology** and personnel training have allowed the company to achieve a position of primary importance and a reputation for great reliability in **international markets**.

FENIX®

10 YEAR
ANNIVERSARY **X**

In 2013, Arpa Industriale created a new material. Evolving over time, a whole **new family of materials** came to life.

Created with **proprietary technologies**, FENIX® is extremely matt, soft-touch, anti-fingerprints, also providing the possibility of thermal healing of superficial micro-scratches. The FENIX family is an **open system** that includes both innovative materials and interior solutions. Its surfaces are suitable for **furnishing and interior fitting** with vertical and horizontal applications.

STRAIGHT TO THE HEART OF MATTER

A vaulted gallery takes you into the world of **Arpa Industriale** and **FENIX®**. The intertwining passage gives shape to “Surfaces with a view”, an immersive pathway through the materials’ core value, a dialogue that reveals beauty, functionality and sustainability of high quality surfaces and innovative materials.

From the award-winning **Tuet deep surface** to the unprecedented offer of **Colour Matching Core** products. From **Bloom technology**, significantly increasing the amount of natural raw materials in the core’s resins, to the organic components of **VIS technology**.

Arpa HPL’s and FENIX’s **novelties** are presented together with their **established ranges** in **dedicated rooms**. This journey to the “heart” of the matter explores an extensive variety of décors, colours and haptic sensations, where the attention to **innovation** allows multiple types of applications, both vertical and horizontal.

Thanks to a fact-based approach remarkably reducing carbon footprint, **sustainability** becomes the exhibition’s beating heart. A central area is dedicated to Arpa’s sustainable developments and FENIX’s **carbon neutrality**.

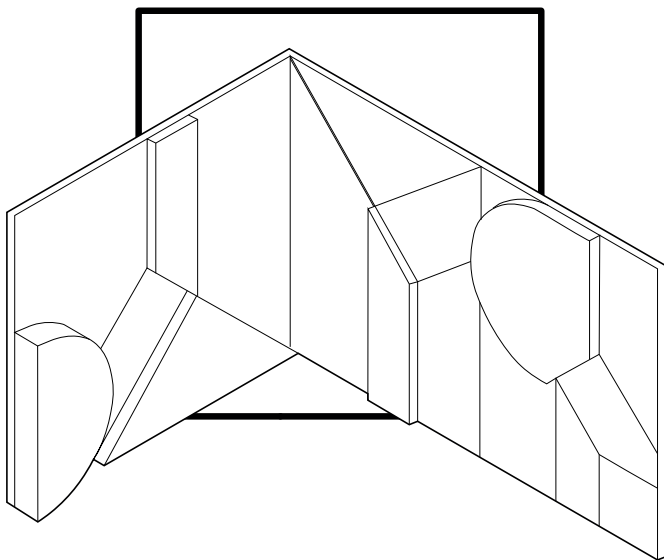
The journey begins: unique and durable design solutions are disclosed to you one by one.

Design project by
Zanellato/Bortotto and Musa



Discover our sustainability journey.

Thanks to Arper for the design furniture



INTO THE DEEP

Welcome in the world of **Tuet**, the first **Deep Surface** created by **Arpa Industriale**.

Get into the deepness of a tangram wall installation, showing different shades and contrasts of the **ribbed surface**. A central sinuous counter also displays the bending ability of Tuet.

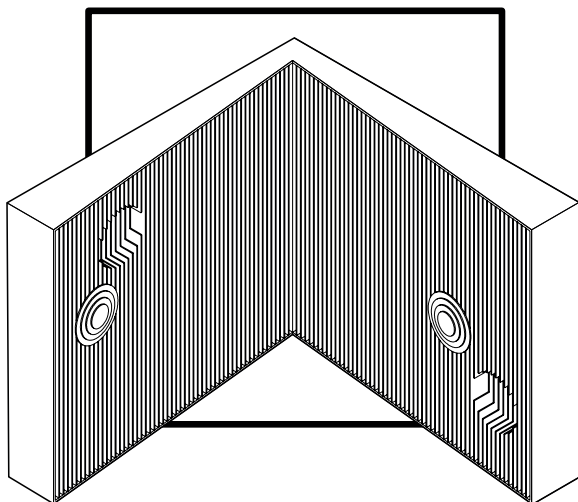
Inspired by the Piedmontese reedbeds running along the Tanaro river, Tuet transforms each furnishing scene into an evocative composition characterised by light and shadow, which varies according to the time of day. Complementarily, the **ribbed surface** provides a changing tactile experience, combining a **pleasant touch** with a wavy sensation.

Tuet's waves can be arranged in both directions, favouring different feelings of **movement** and **spatial extension**: from the bathroom to the kitchen to the living room.

The deep surface is combined with two **wood décors**, **Caravella Light** and **Caravella Dark**. After the launch of the first décors that have successfully met the market's requests, a preview of brand-new versions made with **new patterns décors** extend the Tuet world. These **soft tones** beautifully suit with both Arpa and FENIX® chromatic offer.

Tuet is the proud winner of the "High Product Quality" Interzum Award 2023.





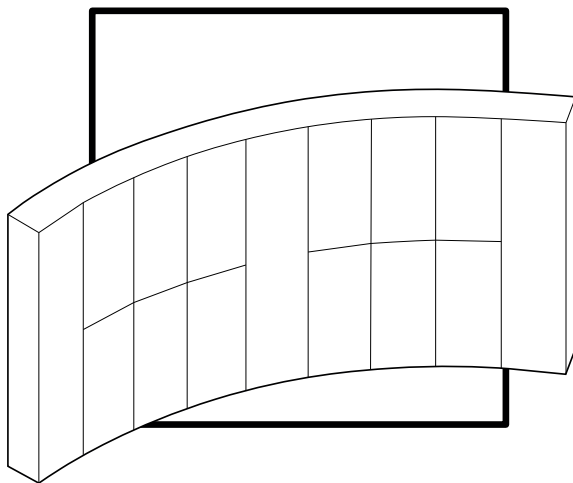
FLIPPING THROUGH THE CORES

With the matched core surfaces, Arpa and FENIX® give a sense of material continuity, versatility to work the material without the need of edge-banding and **greater design freedom**.

Explore the material library of Colour Matching Core by Arpa HPL and FENIX's matched colour core. A monumental open book shows how the two brands' major offer claim a **unicum in the market**.

Colour Matching Core by Arpa is an alluring selection of décors proposed with a plentiful range of **27 different core colours**. A wide offer that gives freedom to create furniture and design elements with the same colour throughout or with a **refined aesthetic match** between décor and core in combination with sophisticated textures.

The whole chromatic selection of **FENIX**, including **27** extremely matt tones, is available with **matched colour core**. Thanks to this wide offer, the brand's silent aesthetics – characterised by low light reflectivity, soft touch, anti-fingerprint properties and thermal healing of superficial micro-scratches – is further refined, creating **harmonic interior design** projects.



WHEN THE CORE MATTERS

Moving from one side of the gallery to the other, two curved furnishing elements made with **Bloom Technology** recall a theatrical stage. Winner of **Interzum Award 2021** “Best of the Best”, the lignin-based technology makes the core of both Arpa HPL and FENIX® more natural.

A series of cabinets creates a puzzle of contrasts by alternating the brightness of Arpa’s finish and FENIX’s extremely matt colours. With Bloom applied to both surfaces, you can observe how the materials’ beauty, inside and out, extends from the chromatic variety to the **core’s value**.

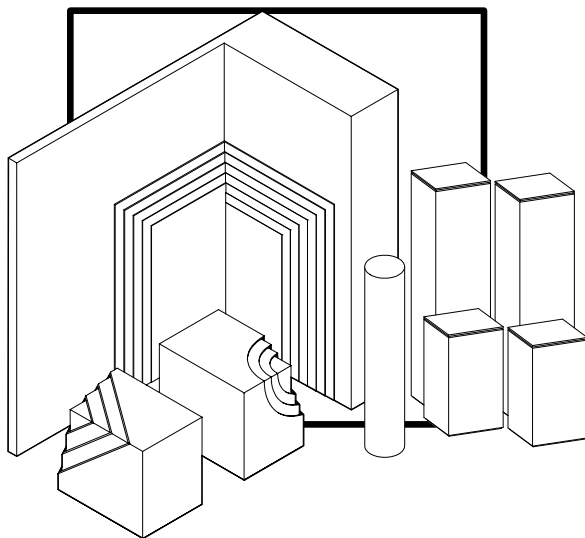
Introduced by Arpa in 2019, Bloom Technology has led the company to take a significant step forward to sustainability. It uses lignin - the “natural glue” that holds wood fibres together - to significantly **reduce the amount of phenol** included in the core’s resin by **50%**.

Bloom Technology is available for a selection of **Arpa’s 36 plain colours** from the Color-sintesi family. Here a contrasting effect is created by using two different finishes, the “mirror” appeal of Lucida and the elegant opacity of Kér.

The core technology is also applied to FENIX colours. The technology increases their bio-based content, while maintaining the brand’s signature properties. For 2023, **FENIX NTM® Bloom**’s selection has been enriched with the introduction of **6 new colours**, which enhance the brand’s visual uniqueness and international appeal.

Both Arpa Bloom and FENIX NTM Bloom have achieved the **certificate of bio-based content** SGS-23001/1 and of verified bio-based content claims according to NCS 16785:2016. **FENIX is a carbon neutral material** since 2019.

Discover our sustainability journey in Boulevard | Stand B021.



MATTER REVEALS

Welcome in a new area of material exploration: here Arpa's and FENIX®'s novelties interact with different surface solutions through four corner installations.

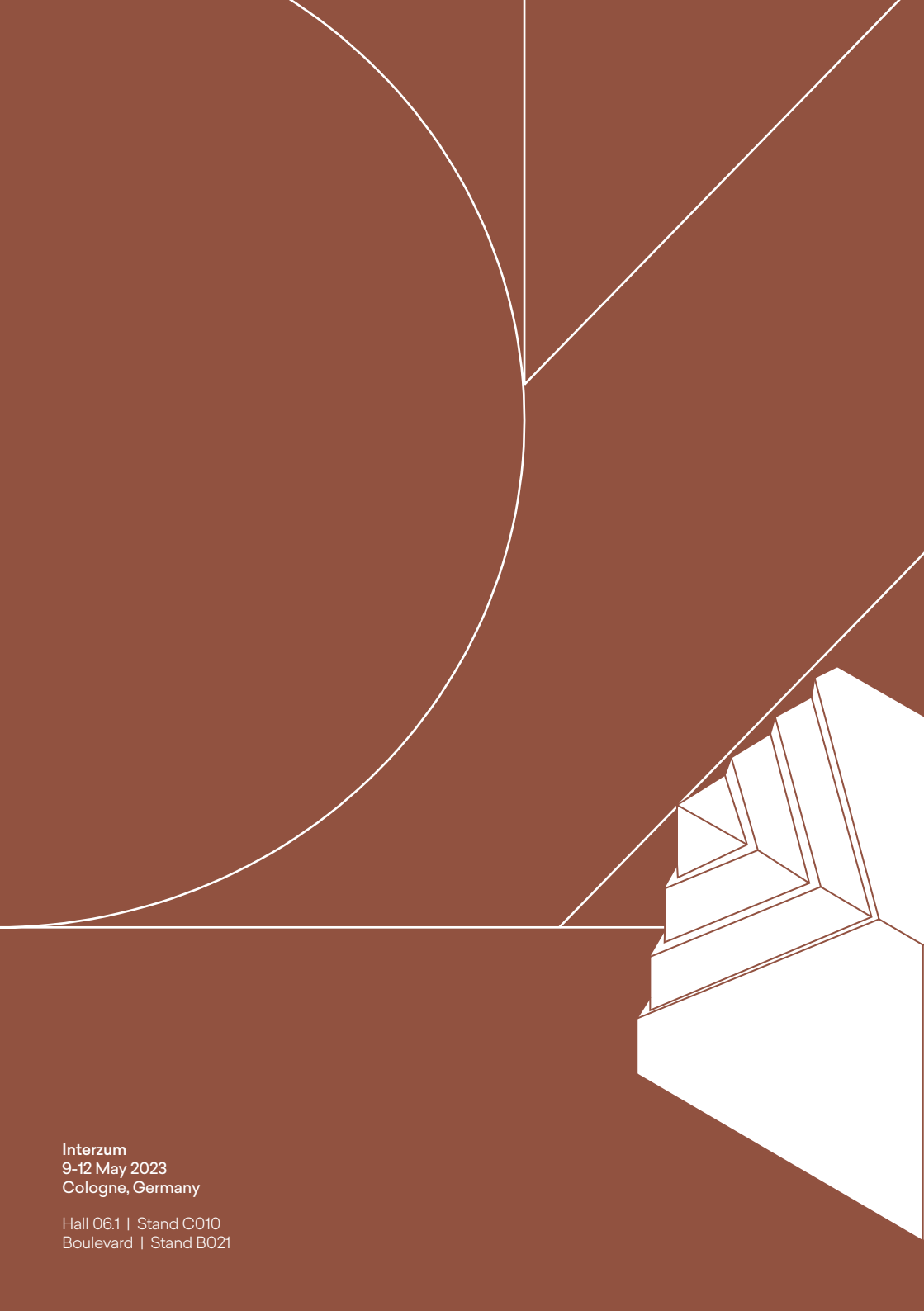
What's New for 2023-2024 is a selection of **Arpa's ten exclusive décors** and a **new finish**. A series of pillars stages the new décors, expressing a contemporary beauty through marble aesthetic, oakwood grains, basaltic and fossil stones. The décors are combined with Arpa premium finishes.

A wall mosaic composition presents **Rorà**. Recalling the **chiselled stone** that characterises the Bagnolo area in Piedmont, the new finish is rough stone at first glance, then **surprisingly pleasant** to the touch. Its peculiar appearance varies according to the light and the combination with **six new décors**.

To be applied just like a wallpaper, **X-KIN®** adaptable surfaces are shown like huge pages on an open book-wall. Other than its plain colours range, the installation introduces **Rosso Jaipur Brina limited-edition**, where a cascade of **glossy droplets** falls on X-KIN's signature **extremely matt surface**.

With an interlocking game of matter, rectangular elements unveil **VIS technology** applied to different Arpa décors. These engineered surfaces significantly increase **wear resistance** and **mineral components** that enhance the tactile experience of the textures. The technology allows surfaces to be used, cleaned and **enjoyed longer**.

A wall made of **kitchen sinks** and **washbasins** displays the extensive possibilities of the **FENIX open system**. FENIX offers interior solutions that complement its surfaces. Kitchen tops and bathroom vanities made with FENIX can be complemented with sinks and washbasins that match their look and feel.



Interzum
9-12 May 2023
Cologne, Germany

Hall 06.1 | Stand C010
Boulevard | Stand B021