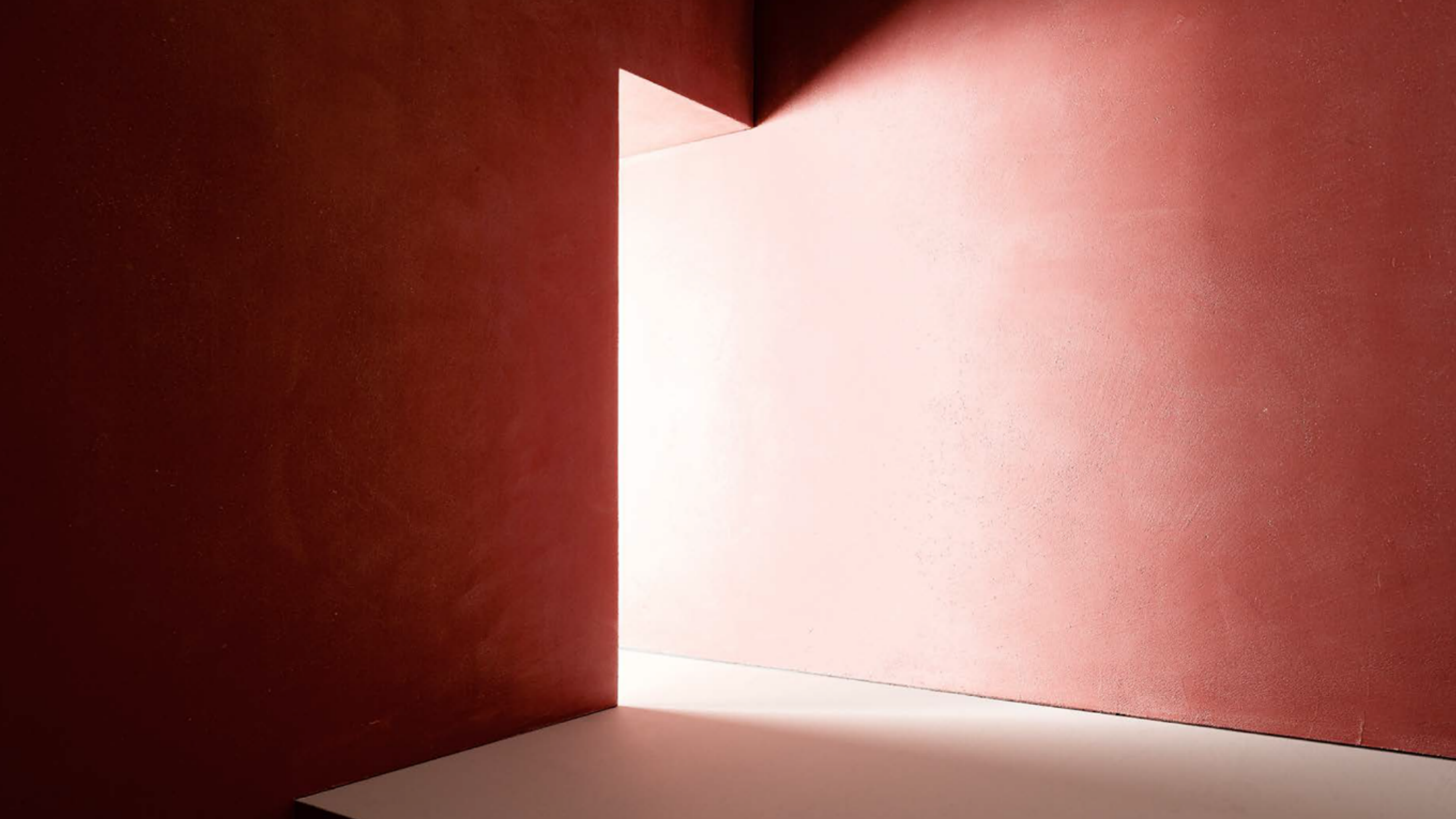


Viero

CATALOGUE





1

ABOUT VIERO



ABOUT VIERO

Founded in 1967, headquartered in Tuscany and represented by Al Gurg Paints in the UAE, Viero produces textured decorative finishes and plasters, specifically designed for the world of architecture and interior decoration, created by merging multiple trends into a single synthesis. Each collection is the result of in-depth research that extends beyond the laboratory and explores the world of design, architecture, contemporary art and professional craftsmanship to achieve a final product imbued with harmony, functionality and eco-sustainability.

This stimulating and creative approach to spaces by Viero, a brand that has been exporting its products to over thirty countries around the world for more than fifty years, is filled with the light and inventive spirit of the brand, which runs through each finish like a subtle thread, giving life to effects that are able to awaken the observer to new and unexpected aesthetic pathways and intimate and suggestive mental connections. This unique style stimulates emotions, going beyond the wall to become a lifestyle.



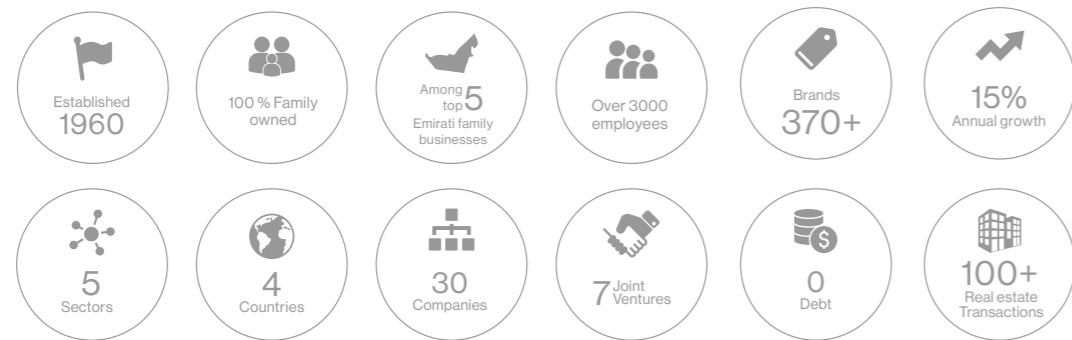
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ABOUT ESAG & AGP

EASA SALEH AL GURG GROUP

Founded in 1960, by H.E. Easa Saleh Al Gurg (KCVO, CBE) the Easa Saleh Al Gurg Group LLC is a multi-divisional conglomerate with over 27 companies. The Group has a range of diverse product and business interests that predominantly include retail, building and construction, industrial and joint ventures. With an active presence throughout UAE, Oman, Saudi Arabia; its reach stretches across Asia, Middle East and the African continent, parts of America, Australia and New Zealand.

GROUP OVERVIEW





ABOUT AL GURG PAINTS

Established in 1989, Al Gurg Paints, part of the Easa Saleh Al Gurg Group, functions as a local supplier and manufacturer of paints, catering to the industrial, decorative, wood and floor coatings, export and designer texture client segments. Consisting of Oasis Paints and Viero, we signify total integrity, transparency and professionalism. Ensuring high-grade products with our own manufacturing facility, R&D department, regular quality control measures and a dedicated team, we ensure efficient and effective solutions to your requirements.

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MARMORIN

Lime-based product

Usage : Interior and exterior spaces

Transparent effects and a refined chiaroscuro effect. A truly classic decoration, inspired by the precious qualities of marble and achieved with Marmorin lime plaster, made from extremely fine mineral products with a base of pure lime putty and marble powder.





MARMORINO

Product used : Marmorino Hydro (lime-based)

Usage : Interior and exterior spaces

This coating has an elegant and sophisticatedly solid matt effect inspired by the precious qualities of marble. Made exclusively of mineral products with a base of pure lime putty and marble powder, the Marmorino Hydro effect combined with the transparent protective Aqua Protection finish, can also be achieved in spaces traversed by water, allowing for aesthetic continuity in every room and a deep feeling of relaxation and well-being.





GRANITO (effect)

Product used : Marmorin Hydro + Grani (lime-based)

Usage : Interior spaces

This finish recalls the typically speckled texture of granite, a great classic in the field of decoration. Made with Marmorino Hydro and Grani Decorativi, this effect is ideal for sophisticated atmospheres that reinterpret tradition by enveloping the rooms with warm tones of metals and earth.





MARMORINO

Product used : Marmorino Sand (lime-based)

Usage : Interior and exterior spaces

The precious qualities of marble reinterpreted in a warm and enveloping manner with Marmorino Sand, giving walls a sober and elegant appeal thanks to the presence of very fine coloured sands combined with mineral products with a base of pure lime putty and marble powder. The result is smooth and translucent surfaces that create harmonious atmospheres, where tradition is combined with innovative materials and concepts.





MARMORINO

Product used : Marmorino Extra (lime-based)

Usage : Interior and exterior spaces

Inspired by the precious qualities of marble and made of mineral products with a base of pure lime putty and marble powder, the Marmorino Extra effect exhibits tiny craters and a distinctly textured appearance, with translucent smooth surfaces and exposed grain.





TRAVERTINE

Lime-based product

Usage : Interior and exterior spaces

This thick, cultured, elegant, and prestigious decorative effect draws its inspiration from travertine, re-proposing the texture with a monumental flair along with the warm palette of stone colours in use since ancient Roman times. An application, together with Travertine lime plaster, lends itself to classic and contemporary solutions, yielding in either case a natural and suggestive result.



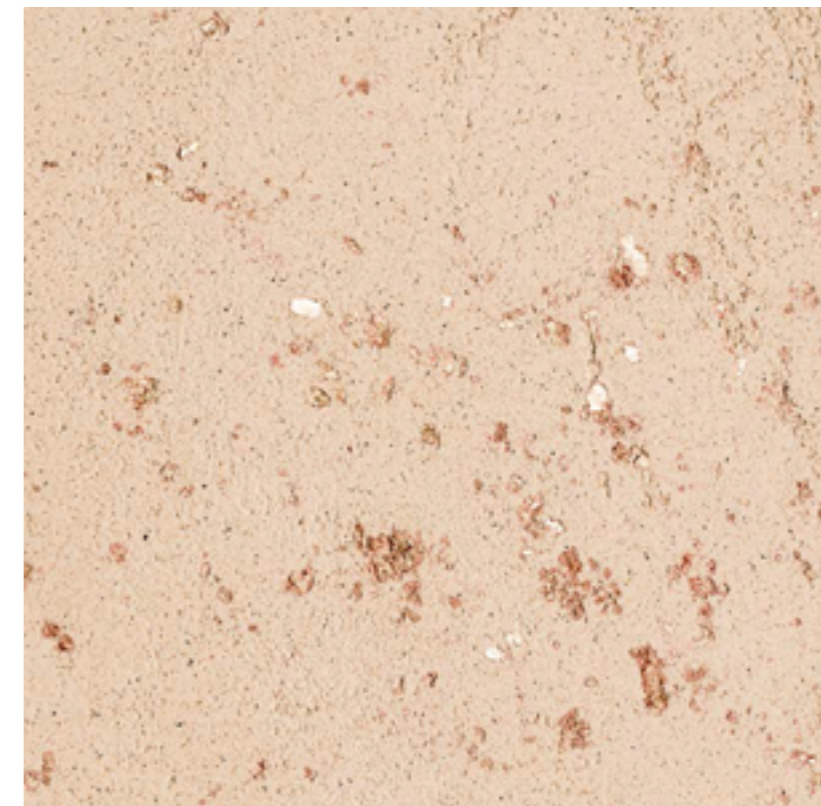


FOSSILI (effect)

Made with : Travertine (lime-based) + Scaglie

Usage : Interior spaces

Archaic and natural atmospheres distinguish this decorative effect that draws inspiration from porous travertine stone, inside of which animal and plant fossils are often discovered. The result is achieved with Travertine lime plaster and rosy hues of Scaglie Decorative (decorative flakes).





VXF

Lime-based product

Usage : Interior and exterior spaces

An exposed, almost ostentatious, troweled finish that becomes a material, dynamic, and rhythmic effect. Intensely rustic settings take on unexpected intellectual auras. Created with a natural and rather coarse-grained VXF lime plaster, this effect endows an original and contemporary tone to the rough volumes sculpted by the spatula.



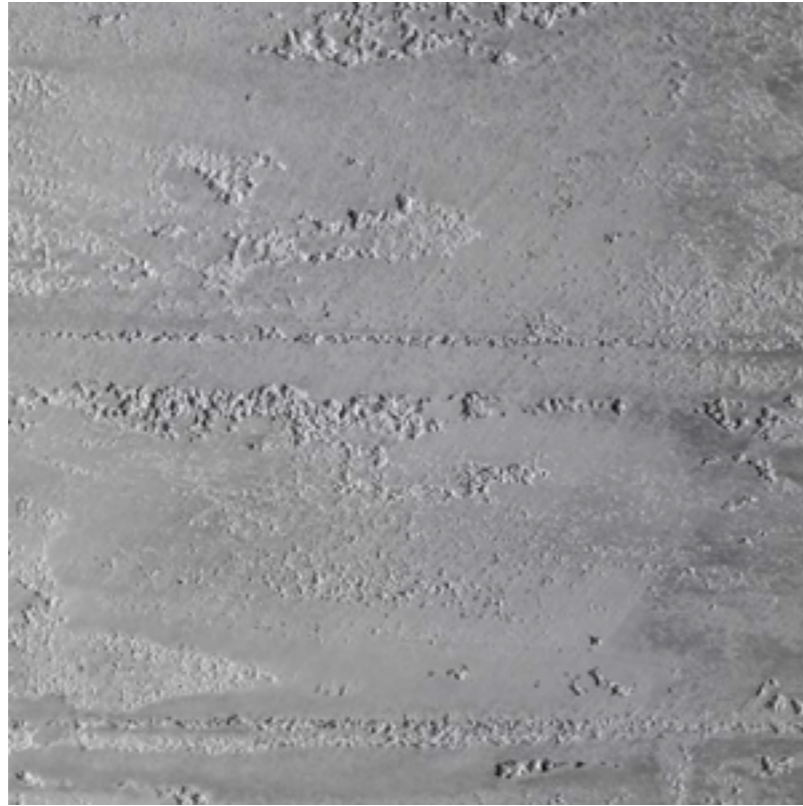
VIXALIT 500

Lime-based product

Usage : Interior and exterior spaces

The rustic appearance is enlivened by brush strokes with a chiaroscuro effect. The nuances presented are typical of the colours of traditional lime-based Italian paint. Composed of a rustic Rasa Lime base and Vixalit 500 paint, both of which are lime-based, the resulting refined aesthetic effect offers a mischievous tinge of antiquity revisited and projected into modernity.





CONCRETE S (effect)

Made with : VXF + VIXALIT 500 (lime-based)

Usage : Interior and exterior spaces

Ideal for spaces characterized by an urban and industrial style, this material coating was inspired by the appearance of the raw concrete used in architecture. An application with VXF lime plaster and skilful alternation between rough areas and those smoothed over with Vixalit 500 lime paint, produces and enhances the repetitive geometries of formworks, bringing forth a wall that is dynamic, original and meticulous, all at the same time.





MOON CRATERS (effect)

Made with : VXF + VIXALIT 500 (lime-based)

Usage : Interior and exterior spaces

Three-dimensional material coating with a contemporary look. Moon Craters' iconic texture was inspired by the lunar surface, which it reproduces on walls in rough bas-reliefs, similar to craters. The clever alternation of material zones, created with VXF lime plaster, and areas smoothed over with Vixalit 500 lime-based paint, gives life to a highly evocative effect to embellish elegant and simple environments.





VENETIAN PLASTER

Product used : Mithos Lux (lime-based)

Usage : Interior spaces

A classic Venetian plaster, this troweled effect is achieved using a Mithos Lux lime-based solution inspired by tradition. The result is a glossy finish with a marble effect that is naturally three-dimensional and has great aesthetic value.





VENETIAN PLASTER

Product used : Lithos

Usage : Interior spaces

This marbled effect achieved using a classic Venetian plaster has the peculiar novelty of being made with a Lithos acrylic solution that renders the aesthetic extremely solid, smooth and reflective.



STONE (effect)

Product used : Viero Plast

Usage : Interior spaces

With its irregular and slightly corrugated effect, this finish recalls the surface of a worked, rough and wrinkled stone. The Viero Plast plaster application follows the most refined solutions and is protected using Naturwax wax for added lustre. Ideal for natural settings with a traditional look.





CORDUROY (effect)

Made with : Viero Plast

Usage : Interior spaces

Luxurious corduroy textures inspire this refined decorative effect, worthy of a "king's court", as the origin of the name suggests. The Viero Plast application of seductively themed nuances is achieved by making large raised stripes of alternating geometries. A unique texture for dressing out rooms.





WOOD (effect)

Made with : Viero Plast + Bitume

Usage : Interior spaces

This decorative effect offers a warm and natural charm inspired by relaxing Nordic atmospheres. The striped patterns and the teak, wenge and iroko hues evoke the soothing aspect of tree bark. The VIEROPLAST plaster application presents vertical stripes and a delicately aged effect, achieved by the application of a paste imbued with BITUME DECORATIVO (decorative bitumen).





CENERE (effect)

Made with : Viero Plast + Bitume

Usage : Interior spaces

Intimate and refined, this effect created by dusty hues recalls the appearance of wood ashes, with all their evocative power. The Viero Plast plaster application offers a light-grey vertical striped pattern with a delicate flecked effect inspired by the appearance of natural carbon residue, made with Bitume Decorativo (decorative bitumen).





GHIBLI

Lime-based product

Usage : Interior spaces

A decorative effect that draws inspiration from precious damask fabrics, in which the design is highlighted by the contrasting gloss between the base and the surface, and between rough and smooth areas. The natural quartz sands present in the GHIBLI paint give the application a harmonious material appearance, enhancing the surface with soft movements reminiscent of desert dunes or sunny beaches.





CONCRETE B (effect)

Made with : Ghibli + Viero Vel

Usage : Interior spaces

A decorative effect with a cosmopolitan and elegantly contemporary mood, designed to recall the appearance of fine concrete. The Ghibli paint application presents delicate reliefs and quartz sands on the surface and a final coating of Viero Vel to enhance and protect the texture.





STUCCO VENEZIANO (effect)

Made with : Slurry Luce + Ghibli

Usage : Interior spaces

This delicate finish featuring tiny points of light is available in different colours and applicable on both smooth and textured surfaces to illuminate rooms. This effect in particular features points of light (Slurry Luce) applied on a Ghibli matt material primer with fine quartz sands. Between roots and inspirations, it is a tribute to the Tuscan beaches of the Gulf of Baratti, where the microscopic residue of iron worked by the Etruscans make the sand sparkle in the sunlight.



Mycene

Usage : Interior spaces

This is a luminous and desirable effect achieved due to the presence of "floc", or small soft flakes that can be worked within finishes. The Mycene application is characterized by a metal base with gold or silver accents. The small flocs with black dots endow it with a delicate dynamism.





Hellas

Usage : Interior spaces

Bright and refined, this effect owes its appearance to the presence of "floc", small soft flakes that can be worked within finishes. The Hellas application has a metal base with gold or silver accents on the surface of which small white floc produce a soft, thick movement.





E-BREZZA

Made with : E-Brezza + Viero Vel

Usage : Interior and exterior spaces

A series of light and vibrating patterns recalling the branches of intertwined and wind-blown trees characterizes this decorative effect with a natural and relaxing aspect featuring poetic nuances. The E-Brezza plaster application features a distinctive texture enriched with natural fibres and the presence of transparencies through the use of Viero Vel glazing, coloured to match the finish.





ALLURE

Usage : Interior spaces

Rich and refined aesthetics inspired by damask fabrics. The fundamental effect is produced by the soft alternation of glossy and smooth surfaces with opaque and textured areas. The Allure paint application is enhanced by the reflections of precious golden or silver pigments that activate fascinating light effects. It is ideal for illuminating the scene in exclusive and refined settings.



SILK

Usage : Interior spaces

Details, tactile sensations and emotions coexist in this refined water-based finish whose softness to the touch evokes the sinuosity of precious fabrics such as silk. The silk paint application offers a choice of four metallic accents: white, silver, gold and reddish. The easily adaptable pigments make it possible to create unique and sensual walls.



KRAKKE

Usage : Interior spaces

The wrinkled bark of a tree, the cracks in a dry landscape, those on some ancient paintings, this decorative effect is capable of stimulating the imagination of the observer with intimate mental associations. The Krakke plaster application features a vertical texture and cracks that can be created as desired to reproduce unique linear or irregular effects, different directions or thicknesses, according to one's aesthetic sensitivity.





RUSTEN

Made with : Lithos + Rusten

Usage : Interior spaces

Vintage atmospheres are created by this decorative effect that draws its inspiration from the natural oxidation processes of iron and the typical shades of rust. It is made through the creative combination of two finishes: a Lithos coloured base filler and a mica-based Rusten finish metallic finish in various expertly blended hues.





TRAME (effect)

Made with : Gommata

Usage : Interior spaces

Ideal for an essential elegance, with a Zen flair. This effect featuring fluid and vaguely geometric lines is produced using the textured Stucco Fondo, which is applied with a matt Gommata finish to give the surface a characteristically soft, rubberized feel.



*2 months lead time for application



ERAMETAL

Usage : Interior spaces

Refined light and shade colour modulations make this solution particularly precious and scenic. The Erametal enamel application is characterised by a fine metallic appearance, the result of an incredible blend of select metallic pigments. It offers the perfect effect for modern and cosmopolitan atmospheres.

VIERO VEL

Usage : Interior and exterior spaces

The Glaze effect is distinguished by the attempt to achieve a balance between different hues and the fascinating transparency effects, which results in a captivating dialogue between the wall's base colour and the thin layer of surface. This classic decoration is suitable for elegant and refined settings, and may be achieved on smooth or material surfaces alike, using different tools. The application presented here with a matt VIERO VEL finish has been made over a smooth, coloured Multi-quartz base and is characterized by the ability to achieve different shades depending on the dilution, as well as its protective performance.

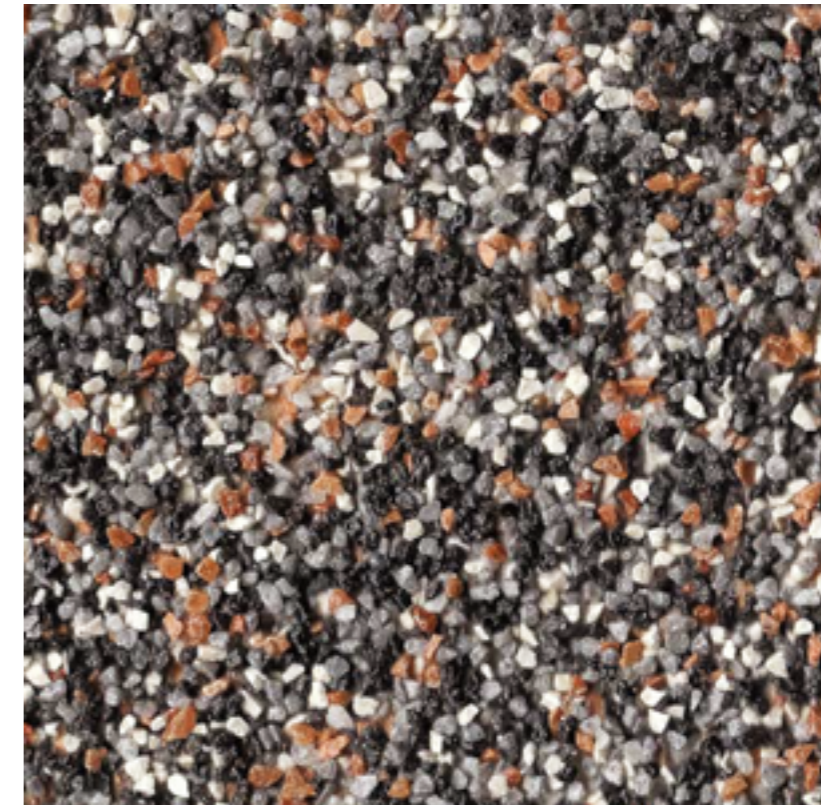




GRANIPLAST

Usage : Interior and exterior spaces

This classic decoration features small fragments of Italian marble and is available in two different grain sizes, one fine and one medium. Being natural, the particles that make up Grani Plast have delicate colour variations dictated by the marble veins from which they come. The result is an elegant and never standardized finish.





CERAMITZ

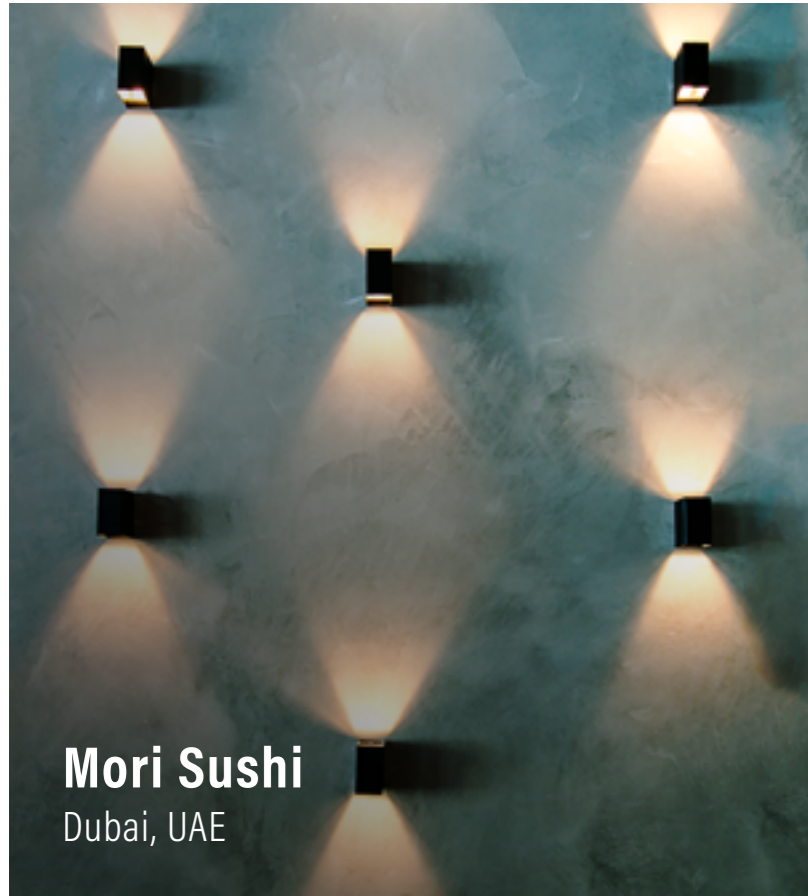
Usage : Interior and exterior spaces

Extremely fine sands of coloured quartz give character and personality to this decorative finish made with Ceramitz. It produces a matt and natural effect with the appearance of stone, providing freshness and refinement to every setting.

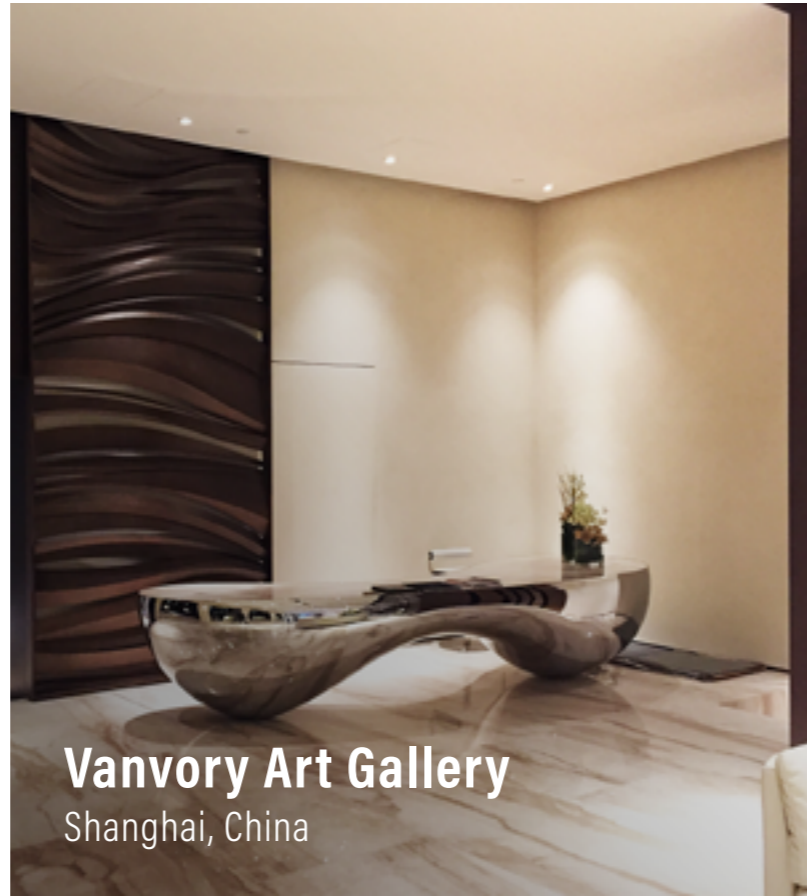


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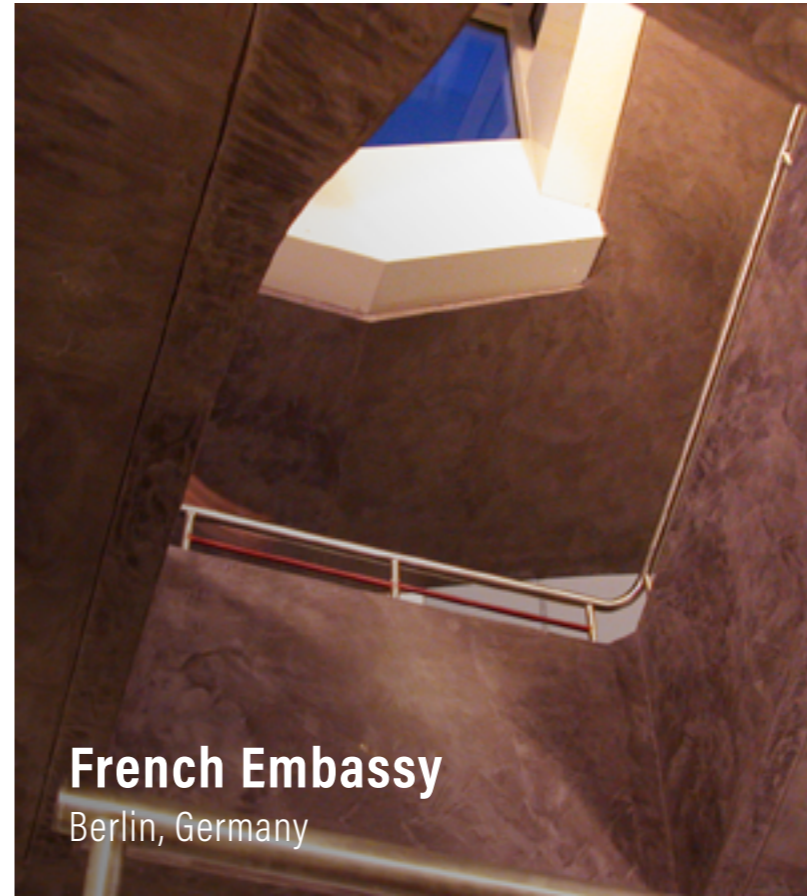
PROJECTS



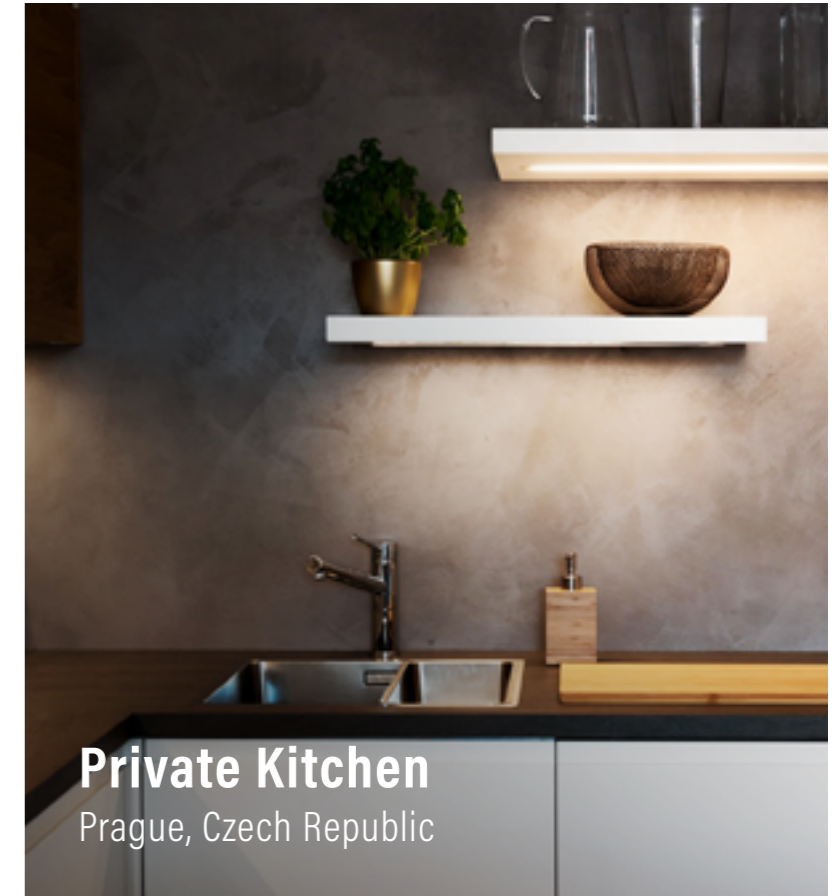
Mori Sushi
Dubai, UAE



Vanvory Art Gallery
Shanghai, China



French Embassy
Berlin, Germany



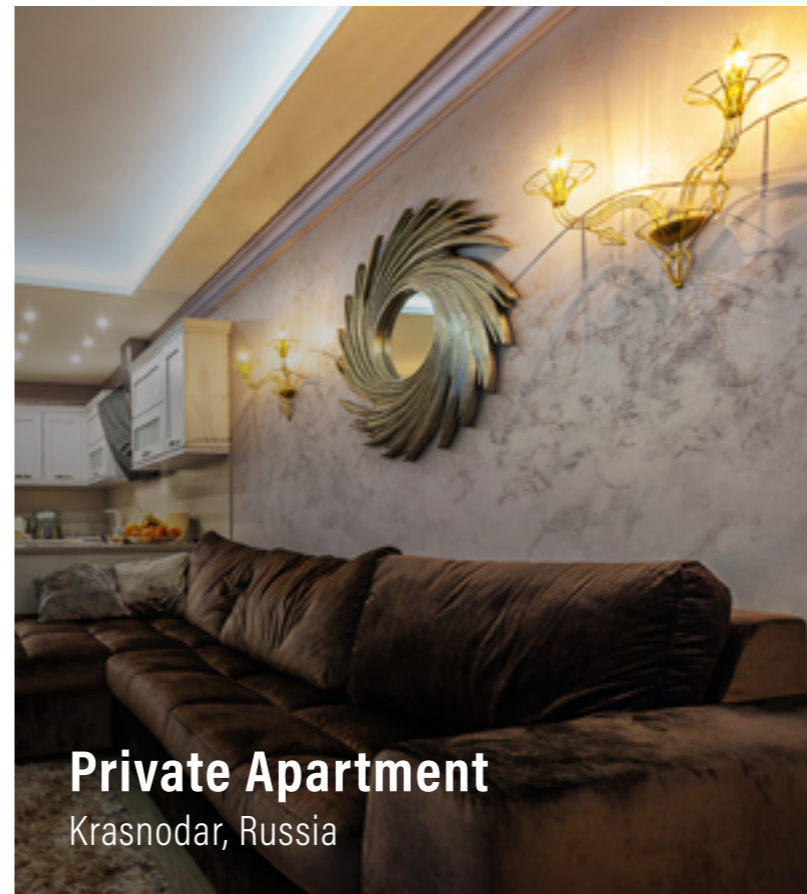
Private Kitchen
Prague, Czech Republic



Norwich Goods
Norwich, UK



Starbucks
Chicago, USA



Private Apartment
Krasnodar, Russia



Armani Residence
Dubai, UAE



Moscow Philharmonic
Moscow, Russia



Hotel Santa Clara
Lisbon, Portugal



Hotel Indigo
London, UK



Hair salon & Michal Zapomnel
Prague, Czech Republic



Hotel Sántis der Berg
Schwägalp, Switzerland



Private Residence
Dong Guan, China



Oak Steakhouse
Nashville, USA



Belle-vie Cosmetology Centre
Krasnodor, Russia

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