



Atlas Concorde and HBA: a unique collaboration inspired by common values

Atlas Concorde and Hirsch Bedner Associates (HBA) announce their collaboration on the occasion of Cersaie 2022, the International Exhibition of Ceramic Tile and Bathroom Furnishings.

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- A partnership between two international companies founded on a connection with their history, common passions and values.
- Atlas Concorde, a major player in the global ceramic tile scene, and Hirsch Bedner Associates (HBA) present the Marvel Travertine collection, a unique project founded on a shared passion for excellence in design.
- Travertine, one of the most iconic materials used in architecture, becomes the protagonist of the creation of these two design giants.
- Unmistakable Italian and international styles come together in a unique look complemented by the decor line designed by HBA and inspired by a variety of stylistic and cultural trends.
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Atlas Concorde, a leading company in porcelain surfaces, and **HBA**, leader in prestigious hotel and resort design with more than 24 locations worldwide and 1,500 projects in 80 countries, unveil their collaboration in the development of the Marvel Travertine collection, a project of excellent ceramic surfaces accompanied by an exclusive proposal of textures and geometric patterns designed by HBA.

Marvel Travertine wants to represent a collection of extreme realism, inspired by one of the most iconic stones of architecture: Travertine. The collection interprets the grandeur of the stone of inspiration in a contemporary key, echoing its look but transforming it into a surface of excellence thanks not only to the shared passion of Atlas Concorde and HBA for architecture and design, but also by a strong bond based on shared values and visions.

An international team of HBA designers has created, exclusively for Atlas Concorde, a unique range of geometrical patterns characterized by engravings, minimalist patterns, origami effects and inclusions of precious materials that can be used in a variety of project types: residential, commercial, and hospitality.

The partnership has been established on shared values and **commonality of the corporate cultures of Atlas Concorde and HBA**: more than 50 years of experience, international vocation, focus on innovation, trends, and environmental issues. **Atlas Concorde is one of the leading international players** in the production of porcelain surfaces. **HBA is one of the world's leading hospitality design firm** with extensive experience and knowledge of the hospitality sector and a widespread international presence. It currently designs spectacular independent and contemporary hotels, resorts, spas, casinos, restaurants, cruise ships and boutique-hotels, as well as world-renowned high-class residences.

"We and Atlas Concorde share the same passion for design and excellence. As designers of the cities of the future, we have a responsibility to conceive and create spaces that fully respect the environment and people. The surfaces of Atlas Concorde allow us to fully fulfill this mission" – declares **Ian Carr - CEO of HBA**.

"After listening to HBA's vision of architecture and hospitality design as well as the projects that inspire them, I immediately sensed that our organizations shared similar values. Their talent, connection to their own history, and vision for the future of design architecture make them an important partner who can strengthen our position in the world of prestigious international design" – concludes **Maurizio Mazzotti - CEO of Atlas Concorde**.

Atlas Concorde

Atlas Concorde is one of the leading players in the global ceramic tile market. It has always been the ideal partner for customers and designers seeking excellent porcelain floor tiles and ceramic wall tiles that can meet the needs of contemporary architecture and design. Continuous innovation, technological research, Italian style, international outlook, social and environmental responsibility: these are the values that have always guided Atlas Concorde towards the greatest achievement, the next one.

Hirsch Bedner Associates

HBA creates signature looks for today's luxury brands. It currently designs spectacular independent and contemporary hotels, resorts, spas, casinos, restaurants, cruise ships, boutique-hotels, and world-renowned high-class residences. From continent to continent, each HBA interior is the result of a unique and sensitive response to the client's location, architecture, and vision. With more than 1,200 designers worldwide, 24 locations in almost every major city, HBA is a true global player. HBA's international presence, combined with its extensive knowledge of the interior design industry, has facilitated its ability to rewrite the language of design with each new project.

Attached Images:

01. 02. 03. HBA's design projects with Marvel Travertine
 04. Marvel Travertine Diamond Decor designed by HBA
 05. Marvel Travertine Chiselled Urban Grid Decor designed by HBA
 06. Marvel Travertine Origami Mosaic designed by HBA
 07. Marvel Travertine Tessellation Mosaic designed by HBA
 08. Marvel Travertine Basketweave Mosaic designed by HBA
 09. Facade in Atlas Concorde Marvel Travertine Sand Color
 10. Atlas Concorde Marvel Travertine in Pearl Color
 11. Atlas Concorde Marvel Travertine in White Color
 12. HBA and Atlas Concorde teams in Atlas Concorde Showroom in Milan
- Starting from the left: Ian Carr-HBA's CEO, Paula O'Callaghan-HBA's Partner

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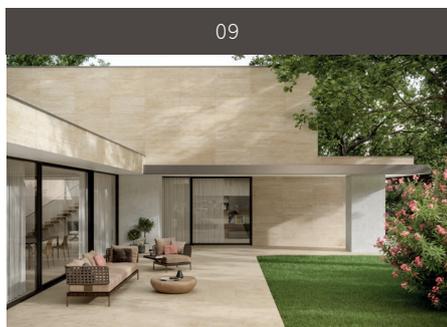
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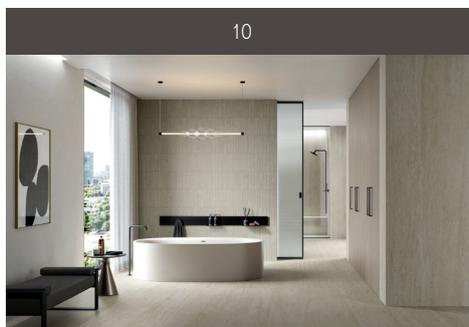
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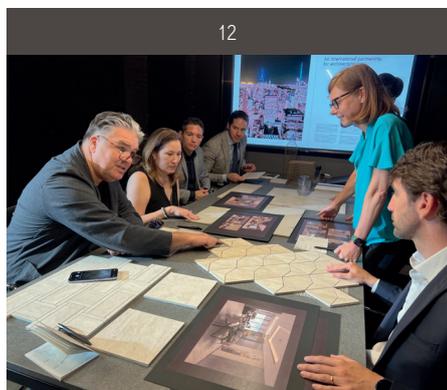
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