

Hybrid&Icon

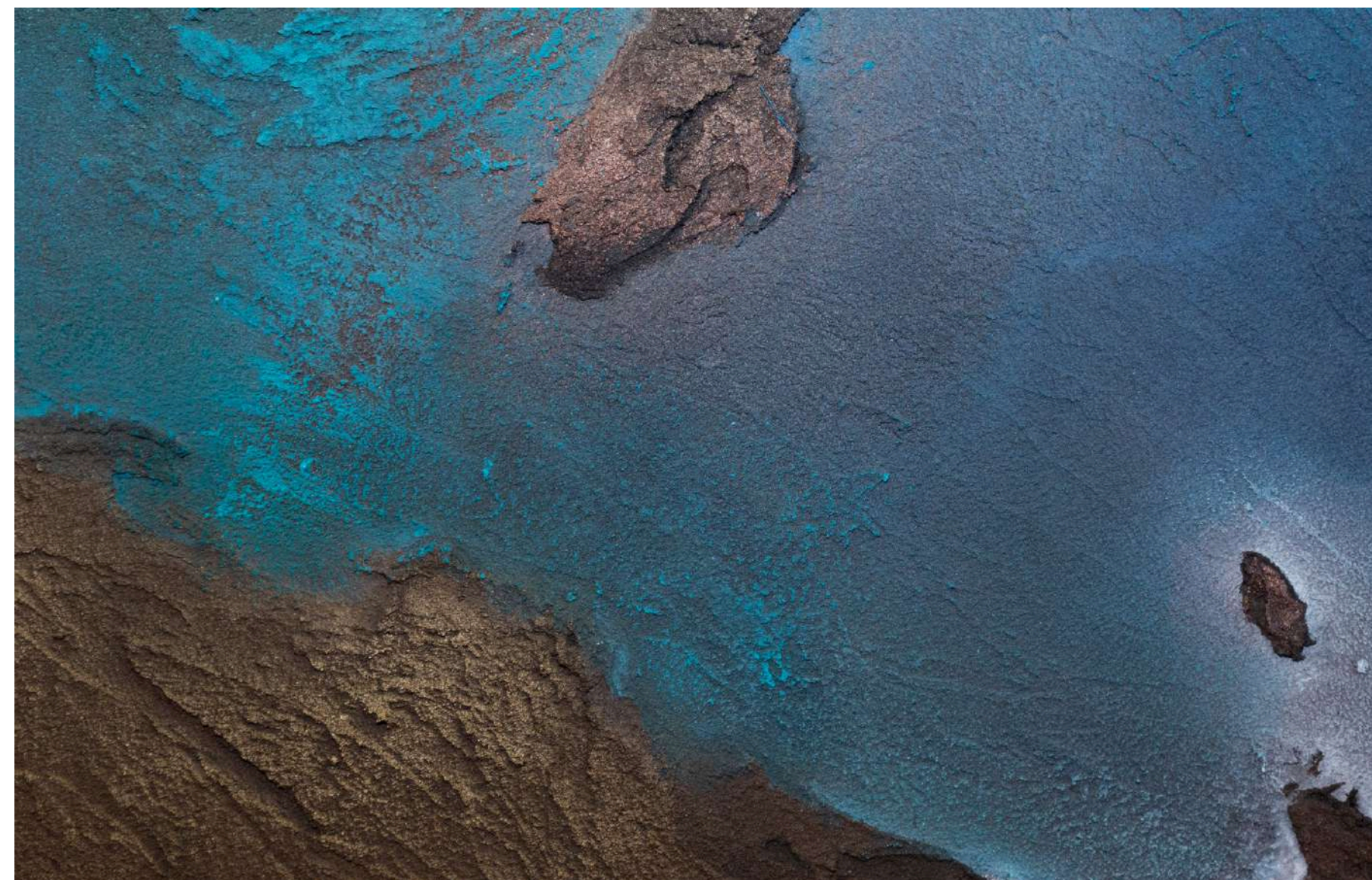
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HYBRID&ICON



FROM ANTIQUITY TO SUSTAINABLE ARCHITECTURE

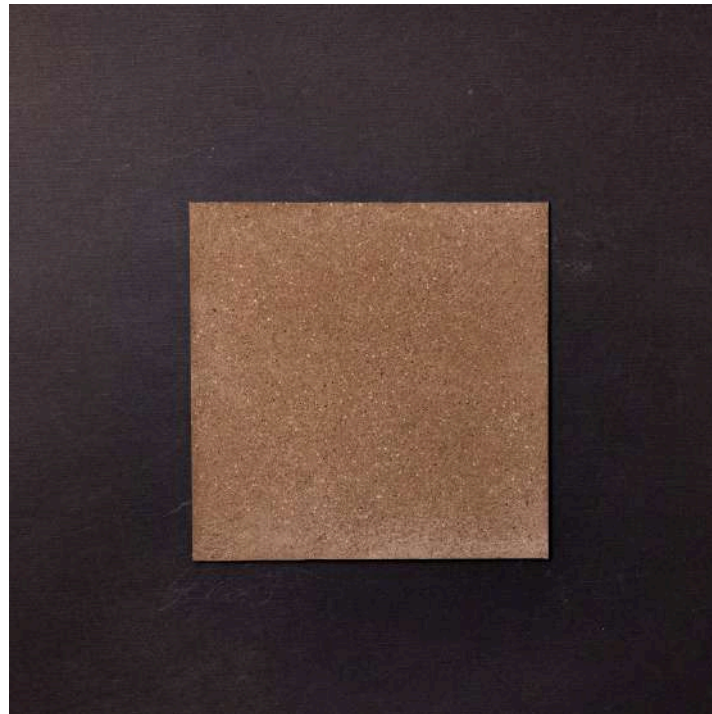
Hybrid&Icon® has **patented** and **certified** a unique blend of raw earth, cocchiopesto, volcanic lava, stones, and metals, meticulously crafted by a team of artists. This material is **processed by hand**, minimizing energy consumption during production and application. The result is seamless surfaces with **low environmental impact**, free from technical constraints, and endowed with timeless charm. This distinctive feature signifies a **high-quality** product that meets the highest standards of ecological, environmental, and **performance excellence**.

[Discover our products](#)

FOUR COLLECTIONS OF HYBRID&ICON

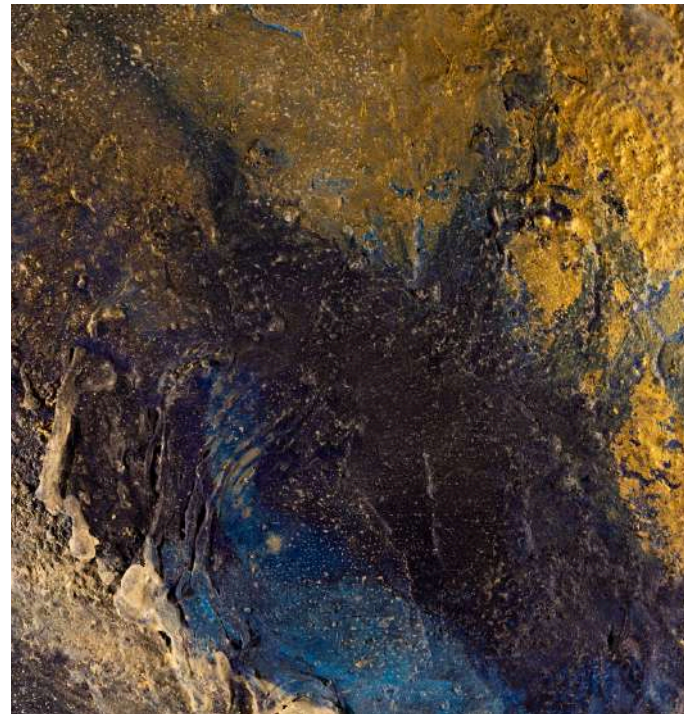
Raw Earth

Handcrafted eco-friendly coatings.



Artistic Surfaces

Artistic finishes inspired by natural elements.



Design Collection

Customizable furniture and design pieces created by a team of artists.



Art Collection

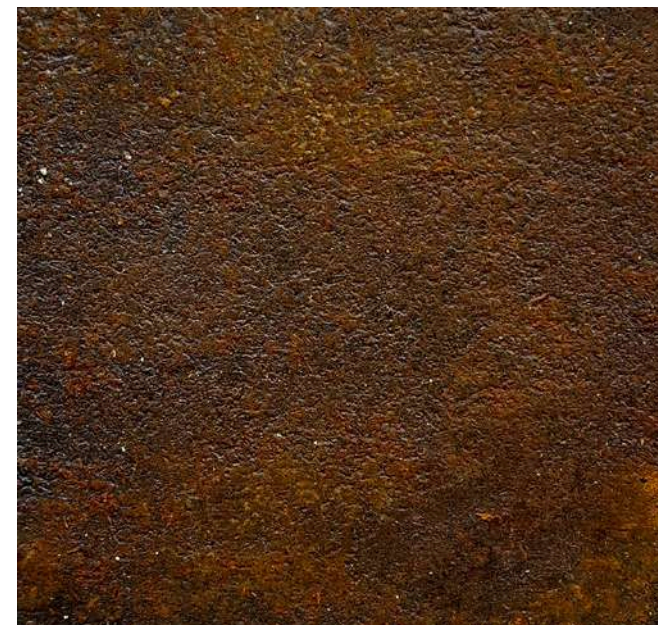
Artworks crafted by artists using the Hybrid&Icon composite.



RAW EARTH

- Handcrafted, eco-friendly cladding with a low environmental impact.
- Continuous, high-quality surfaces that are free from technical constraints.

Our innovative "Raw Earth" technique comes from a reinterpretation of **Roman Cocciopesto**, featuring a patented and certified natural blend of carefully selected raw materials. Raw Earth represents the **oldest**, most **ecologically** and **sustainably** sound construction material, deeply rooted in **architectural history**.



RAW EARTH - INSTALLATIONS

- Laying

The composite is supplied in **ready-to-use barrels** and applied manually in two or three stages: the first stage establishes the **base**, while subsequent stages **smooth** and **refine**, achieving the desired **texture**.



- Pre-coated Panels

The installation process is **streamlined** and **straightforward** thanks to **custom-sized** panels that arrive pre-finished. These panels are securely adhered to the substrate using a **bi-component adhesive**.



ARTISTIC SURFACES

- Customizable finishes based on clients' aesthetic preferences.
- Pre-coated panels designed for swift and precise installation.

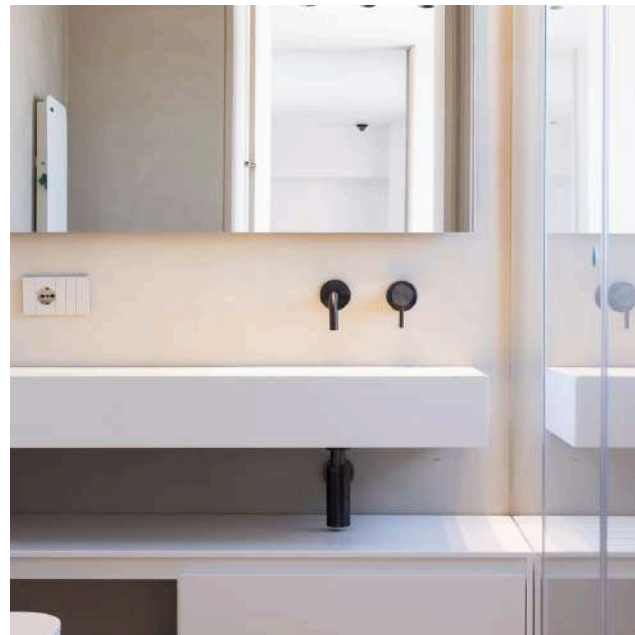
Visual **masterpieces** featuring artistic coverings for interiors and exteriors, crafted from raw earth and **natural materials**, including metals. These coverings contribute to the creation of environments with a distinctive and **unparalleled** character, mirroring the uniqueness of each piece in this collection.



DESIGN COLLECTION

- Line dedicated to Home design
- The product is delivered and installed once finished.

Design Collection encompasses **bathroom furnishings** that extend into the **living area**. These unique design pieces are crafted by a **team of designers** and can be **customized** and made to order with professional support. The furnishings are initially created from molds and then finished with **natural materials**.



ART COLLECTION

- Contemporary-style works crafted using ancient techniques.

The Hybri&Icon product, known for its exceptional **versatility**, has inspired international artists to create **paintings** and **sculptures** showcased in galleries. These pieces feature abstract signs, geographic mappings, amorphous and anthropomorphic forms, seamlessly blending **ancient techniques** with **contemporary aesthetics**. The installations employ colors derived directly from raw materials, creating atmospheres that evoke a parallel world where **art intertwines with matter**.



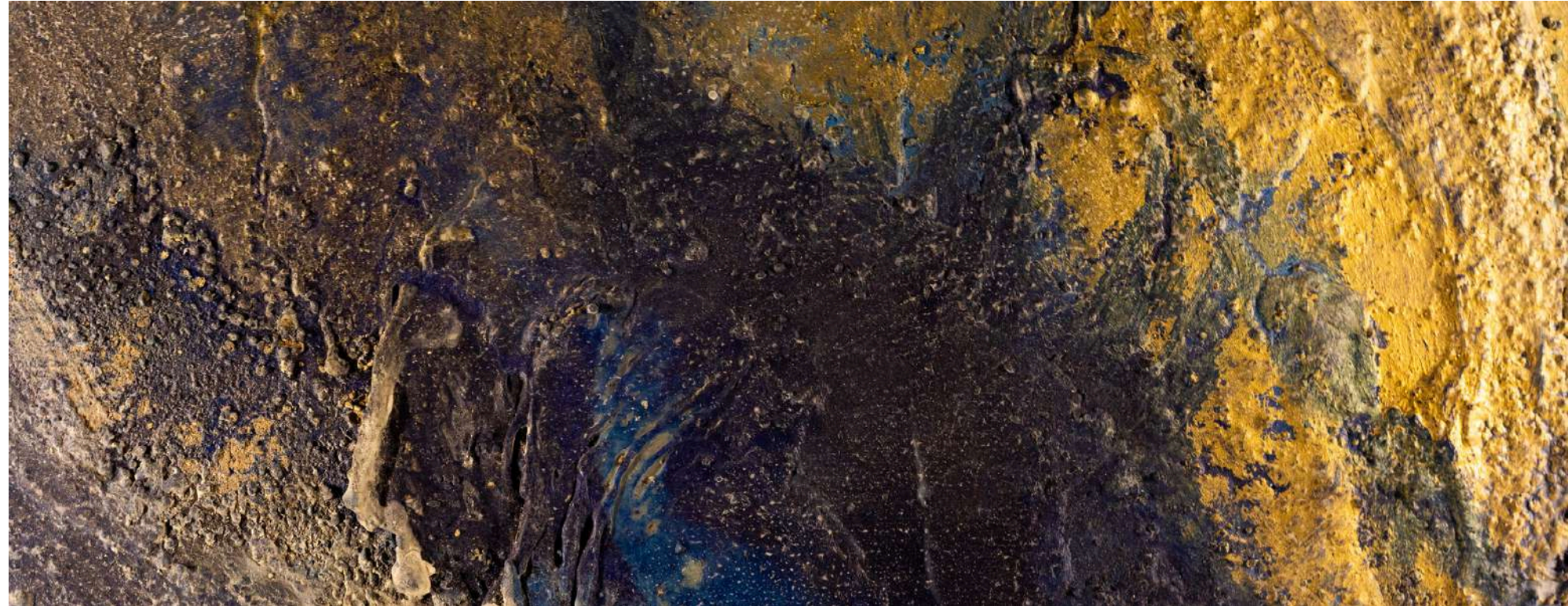
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DISCOVER THE ENTIRE COLLECTION AND AVAILABLE PRODUCTS
FROM ALMA LONDON, HYBRID&ICON OFFICIAL PARTNER

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