



// ICONICA COLOURS //

# Our world is changing

New perspectives, augmented reality, digitalized materials and variants on classics are all taking us on a journey into new horizons of design.

That is precisely how this selection of 40 dynamic super durable powder coatings came to life; with a passion for architecture and design, guided by a clear vision on the changes happening in our world.

ICONICA is a selection from the ranges of Alesta SuperDurable powder coatings and represents the new architectural understanding for nature and humanity - environmentally sustainable, durable against weather conditions and intense UV radiation, whilst being both expressive and elegantly reserved.

Reynaers Aluminium and Axalta Coating Systems have been working together for over 30 years, offering durable and aesthetic solutions for your projects.  
TOGETHER FOR BETTER



Order larger colour samples of the ICONICA colour series at [www.reynaers.alestacolourit.com](http://www.reynaers.alestacolourit.com)



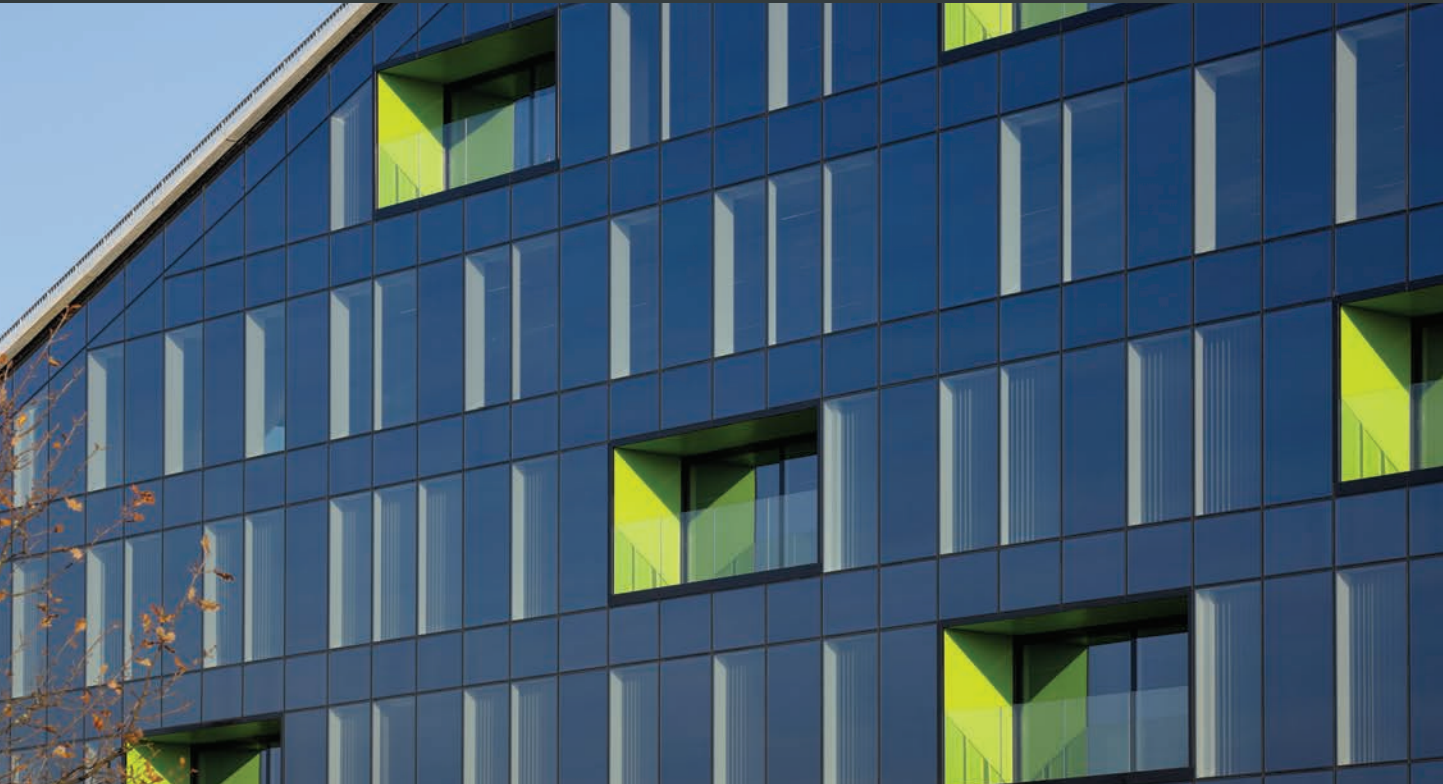
REYNAERS ALUMINIUM NV/SA  
Oude Liersebaan 266 - B-2570 Duffel  
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[www.reynaers.com](http://www.reynaers.com) - [info@reynaers.com](mailto:info@reynaers.com)

# ICONICA

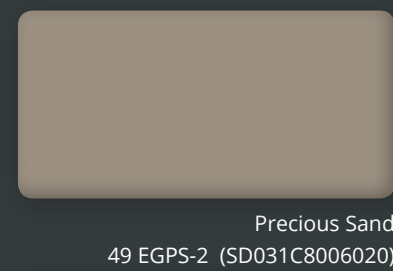




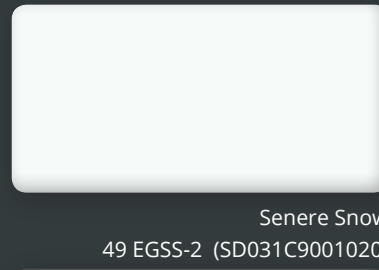
# EDEN GARDEN



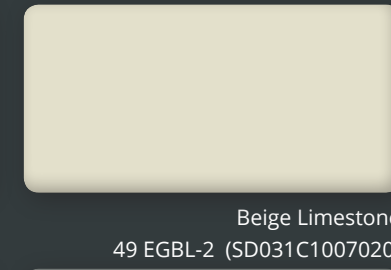
Nature is the core element in the development of a better future. Nature provides the answer to the need for balance and serenity through the use of soft whites and subtle bronzes, highlighted by fresh greens. Minimalism, bio-mimicry and randomness define the shapes.



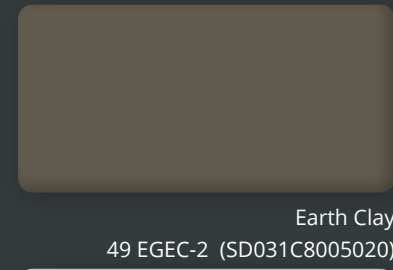
Precious Sand  
49 EGPS-2 (SD031C8006020)



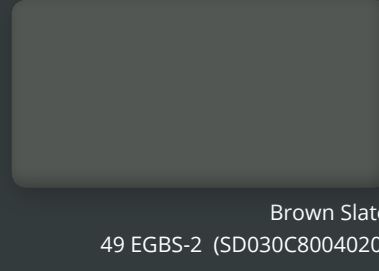
Senere Snow  
49 EGS5-2 (SD031C9001020)



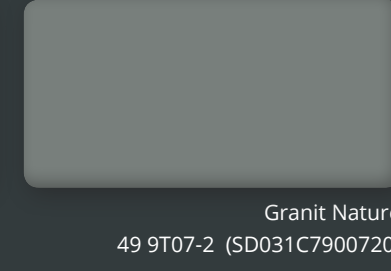
Beige Limestone  
49 EGBL-2 (SD031C1007020)



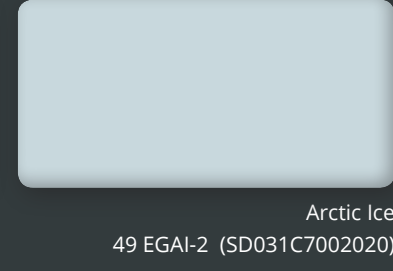
Earth Clay  
49 EGEC-2 (SD031C8005020)



Brown Slate  
49 EGBS-2 (SD030C8004020)



Granit Nature  
49 9T07-2 (SD031C7900720)

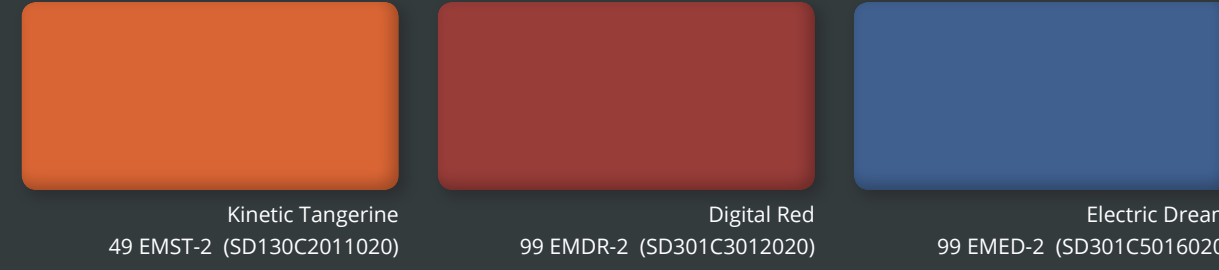


Arctic Ice  
49 EGAI-2 (SD031C7002020)

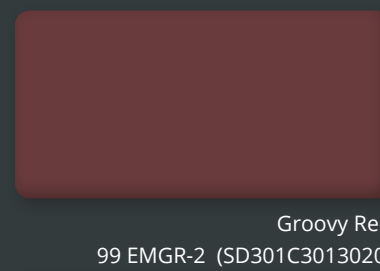
// NATURE // ARBOREAL // SERENITY // REGENERATION // BALANCE // BIO-MIMICRY // RANDOMNESS // ECOLOGY //

Corda Campus Hesse / Architect: ELD

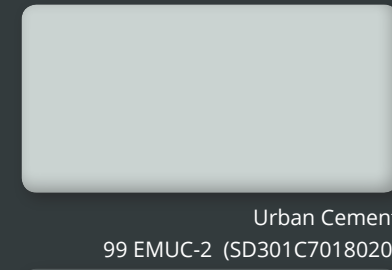
# ENERGY MANIFESTO



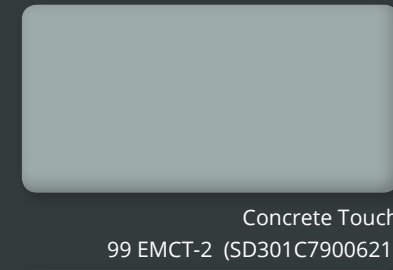
Digital shapes, colours and inspiration brought to life thanks to technological developments with the use of energetic shades of red, blue and orange. Shapes are well defined by colour blocks and the innovative use of surface cut outs and other volumetric anomalies.



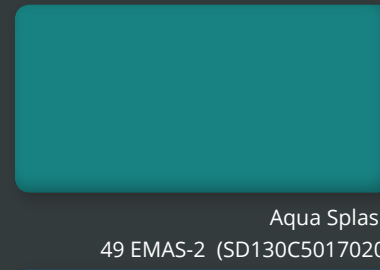
Groovy Red  
99 EMGR-2 (SD031C3013020)



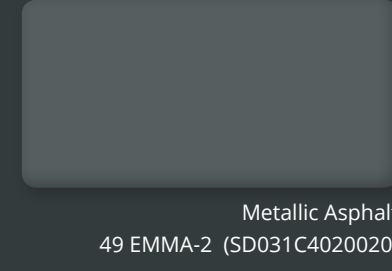
Urban Cement  
99 EMUC-2 (SD031C7018020)



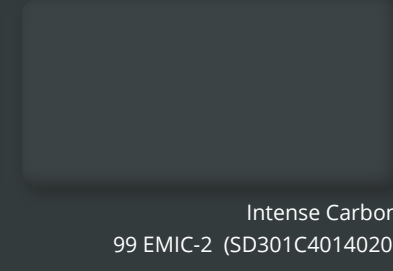
Concrete Touch  
99 EMCT-2 (SD031C7900621)



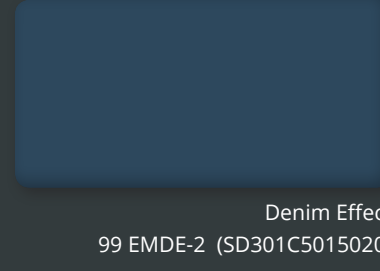
Aqua Splash  
49 EMAS-2 (SD130C5017020)



Metallic Asphalt  
49 EMMA-2 (SD031C4020020)



Intense Carbon  
99 EMIC-2 (SD031C4014020)

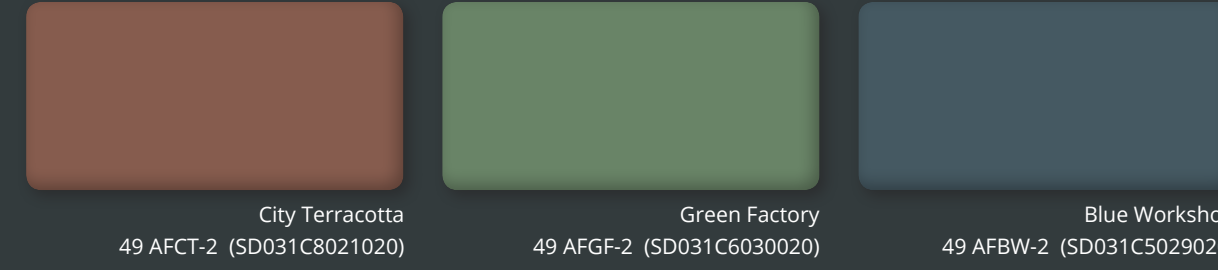


Denim Effect  
99 EMDE-2 (SD031C5015020)

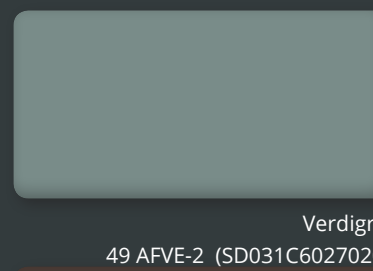
Midiesteet / Lead architect: Roy And Architects / Executive architect: Jaspers & Eijers

// PLAYFUL // COLOURFUL // MODULAR // DIGITAL // KINETIC // DYNAMIC // THREE DIMENSIONAL // ENERGETIC // SPATIAL //

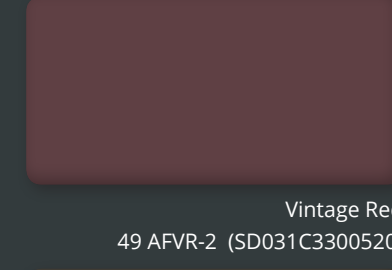
# ARTY FUSION



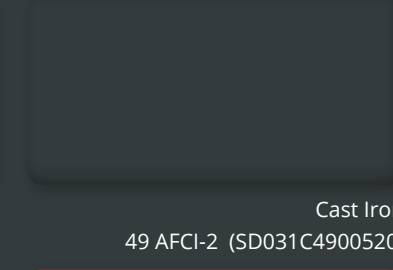
Citizens of the world today transcend traditional frontiers and seek new vanishing points in design and in life. Braided and woven cladding and textures reflect the craftsmanship aspired to by all cultures. Warm oxidized greens mixed with reds and coppers.



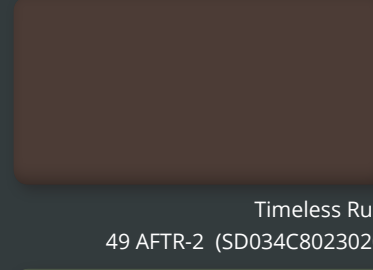
Verdigris  
49 AFVE-2 (SD031C6027020)



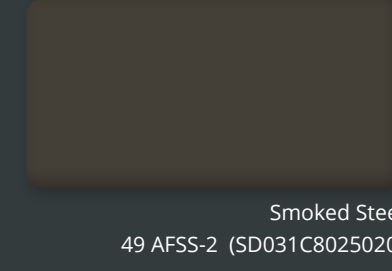
Vintage Red  
49 AFVR-2 (SD031C3300520)



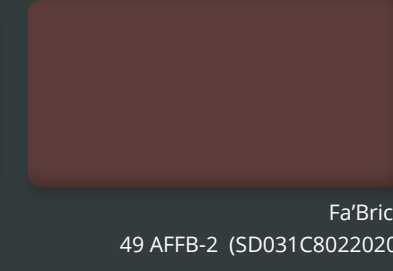
Cast Iron  
49 AFCL-2 (SD031C4900520)



Timeless Rust  
49 AFTR-2 (SD034C8023020)



Smoked Steel  
49 AFSS-2 (SD031C8025020)



Fa'Brick  
49 AFFB-2 (SD031C8022020)

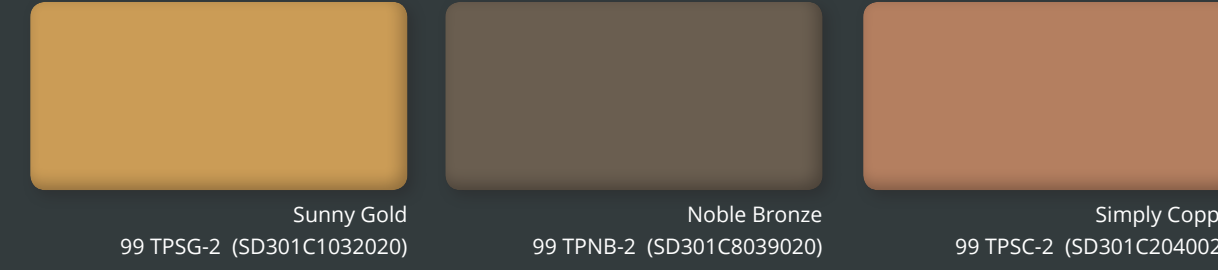


Modern Khaki  
49 AFMK-2 (SD130C6026020)

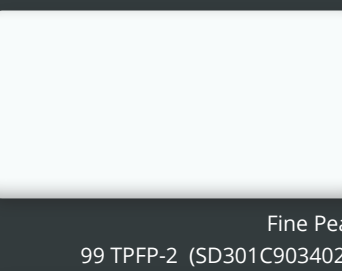
// FEDERATING // DURABLE // RESPONSIBLE // SHARING // CRAFTSMANSHIP // ALTRUISM // TIMELESS // ADAPTABLE //

Architect: Atelier d'architecture Bruno Epiclum

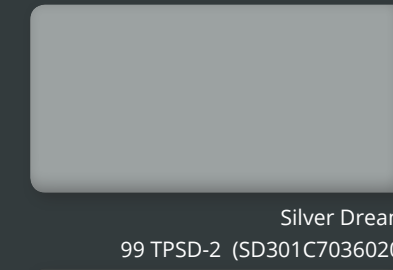
# TECHNO PRECIOUS



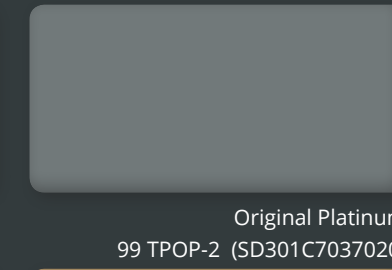
Cultivated aesthetics pay tribute to success, power and glory by staging a spectacular and sparkling display. Glamorous black, silver and gold breathe classic grandeur onto origami inspired cladding, adding a layer of precious metal for every design.



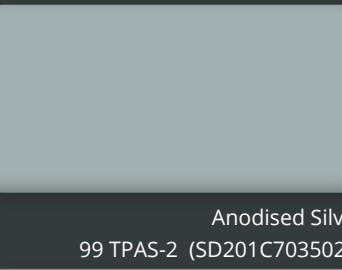
Fine Pearl  
99 TFPF-2 (SD031C9034020)



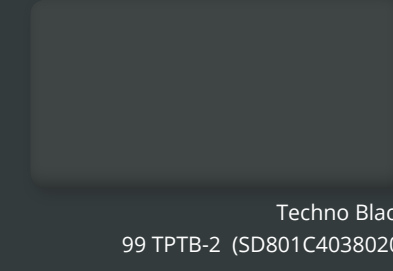
Silver Dream  
99 TPSD-2 (SD031C7036020)



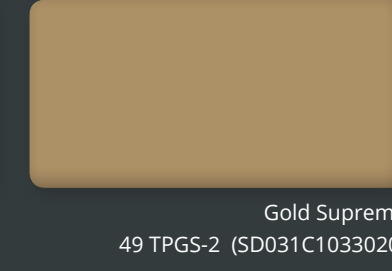
Original Platinum  
99 TPOP-2 (SD031C7037020)



Anodised Silver  
99 TPAS-2 (SD201C7035020)



Techno Black  
99 TPTB-2 (SD801C4038020)



Gold Supreme  
49 TPGS-2 (SD031C1033020)



Grey Gold  
99 TPGG-2 (SD031C7031020)

// PRECIOUS // THEATRICAL // GRANDEUR // CLASSIC // TRANSMISSION // TECHNOLOGY // MAGIC ICONS // ELEGANCE //

Le Torsion d'Or / Architect: UNStudio & Jaspers-Eijers Architects