

ZAHARA by Mirage

Where tradition and contemporary meet.

THE STORY BEGINS WITH LIGHT

There is a material that has shaped the history of luxury architecture. Known by the evocative name *Taj Mahal*, it has crossed eras and cultures thanks to its unique ability to interact with light. Not only by reflecting it, but by integrating it into its very essence, creating atmospheres of rare elegance.

Today, Mirage, the Italian company that for over fifty years has been transforming porcelain stoneware into architectural surfaces, looks at this marble with a new vision. Not to copy it, but to **reinterpret it**. This is how **ZAHARA** was born.

“There are materials that don’t need to shout to be noticed,” explains Mirage’s Marketing Director. “Materials that know how to inhabit light, transforming it into part of their identity. ZAHARA is born from this principle: treating light as a structural component of design.”

ABOUT MIRAGE

Before introducing ZAHARA, it is essential to understand the philosophy behind it. **Mirage** is not just a ceramic manufacturer: it is a research laboratory in aesthetic innovation that has been interpreting the evolution of quality living for over half a century.

Based in the heart of Italy’s ceramic district, Mirage has made material research, **technological innovation**, and **perceptive quality** its defining pillars. Every surface that leaves its plants carries the excellence of Made in Italy, recognized and chosen by international architects and designers for the most exclusive projects.

Mirage has never limited itself to producing tiles: **it creates design languages**. Surfaces conceived for those who shape quality spaces, for those who know that every detail matters, for those who seek versatility without ever compromising on aesthetic identity.

THE ART OF INTEGRATING LIGHT

Imagine walking into a space and immediately perceiving a sense of luminous harmony, a welcoming warmth, without being able to pinpoint what exactly creates that feeling of well-being. This is what **ZAHARA** does: it integrates light into the material itself.

The name **Zahara**, which in Arabic means “**one who radiates light**”, perfectly embodies this design philosophy: not surfaces that passively reflect light, but materials that process it, elaborate it, and return it enriched with ever-changing nuances.

ZAHARA comes in three color interpretations, not just simple shades, but three distinct ways of expressing the relationship between matter and light:

- **White: Luminous Purity**

Aura embodies purity that never feels cold. Crystalline inclusions and subtle veining create a living surface, capable of returning natural light with a softness that warms interiors. The ideal choice for minimal architecture seeking elegance without sacrificing visual comfort.

- **Beige: Mediterranean Warmth**

Crystal Sand captures the essence of Mediterranean luxury—the ability to be refined without being formal. Perfect for spaces where elegance must coexist with hospitality, where every surface contributes to atmospheres of refined warmth.

- **Warm Gray: Contemporary Balance**

Haze represents the perfect balance between contemporary rigor and everyday comfort. A shade that dialogues seamlessly with both warm and cool materials, ideal for projects requiring versatility without aesthetic compromise.

Each tone tells a different story, but all converge toward the same goal: offering designers a luminous foundation upon which to build quality atmospheres.

FINISHES: WHEN TECHNOLOGY SERVES AESTHETICS

LUX Finish: Innovation That Makes the Difference

The defining feature of ZAHARA lies in the LUX finish: during processing, a metallic-based mineral powder is integrated into the surface, generating micro-reflections that react to natural light, creating dynamic yet never intrusive visual effects. This is not applied decoration, but a process that transforms the surface into an active element of space. Throughout the day, the surface changes appearance, revealing new nuances.

Polished: Formal Elegance

For those seeking the calibrated brilliance of Italian tradition, the polished finish enhances the product's design, amplifying the perception of material richness.

Brushed Natural: Tactile Comfort

The brushed version offers a soft touch, ideal for residential and public settings requiring versatility with high safety standards.

A NEW DESIGN APPROACH

In today's landscape of ceramic marbles, often polarized between classic reproductions and showy solutions, **ZAHARA occupies a different design space**. It is neither nostalgia for the past nor a quest for effect. **It is a conscious balance** between tradition and modernity, elegance and versatility, character and discretion.

One of ZAHARA's most significant innovations is its **ability to interact with leading interior trends**, from Nordic minimalism to Mediterranean luxury, always adapting while maintaining its distinctive identity. In Nordic and contemporary contexts, where essential design prevails and classical codes feel excessive, ZAHARA offers **measured elegance** without stylistic compromise.

AVAILABLE MATERIALS

Visual

- High-resolution images of settings in different finishes
- Macro details of the various surfaces
- Compositional continuity projects between floors and walls

CONTACTS

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