

NÖRIVEN by Mirage

Inspired by Portland stone. Reimagined by Mirage.

THE STORY BEGINS HERE

There is a stone that has shaped the history of modern architecture. From the British Museum to the Palace of Justice in Brussels, from the Tate Modern to London's most exclusive residences: Portland stone has crossed centuries and styles, becoming the silent language of architectural elegance.

Today, Mirage, the Italian company that for over fifty years has been transforming porcelain stoneware into architectural surfaces, looks at this archetypal material with fresh eyes. Not to copy it, but to reinterpret it. This is how **NÖRIVEN** was born: a collection that captures the essence of Dorset stone and translates it into the language of contemporary design.

"There are materials that don't need to impose themselves to be noticed," explains Mirage's Marketing Director. "Materials that have always belonged to architecture, because they know how to inhabit time and space with natural restraint. NÖRIVEN is born from this principle."

ABOUT MIRAGE: EXCELLENCE THAT NEVER STOPS

Before introducing NÖRIVEN, it's worth recalling who stands behind this innovation. **Mirage** is not just a ceramics company: it is a laboratory of ideas that has been interpreting the evolution of contemporary living for over half a century.

Based in the heart of Italy's ceramic district, Mirage has made **aesthetic research, production technology,** and **sustainability** its founding pillars. Every surface that leaves its plants carries the excellence of Made in Italy, recognized and sought after by architects and designers worldwide for their most ambitious projects.

Mirage has never limited itself to producing tiles: **it creates tools for design.** Surfaces conceived for those who shape spaces, for those who know every detail counts, for those who seek versatile solutions without ever giving up identity.

NÖRIVEN: THE ART OF NOT BEING INTRUSIVE

"We didn't want to imitate a stone, but to interpret an archetype."

Imagine entering a space and immediately perceiving a sense of balance, of natural harmony, without being able to pinpoint exactly what creates that feeling of well-being. This is what NÖRIVEN does: **it amplifies the project without overshadowing it.**

The collection was born from a simple yet profound reflection: in contemporary architecture, the most successful materials are often those that know how to step aside, supporting the project without

overwhelming it. Portland stone has had this ability for centuries, that's why the greatest architects continue to choose it.

The Mirage team studied this stone for months, analyzing not just its aesthetic but above all its "character."

"We weren't interested in replicating veins or shades," explains the Marketing Director. "We wanted to capture what this stone communicates: solidity without heaviness, elegance without ostentation, personality without protagonism."

TWO WAYS OF SEEING BEAUTY

Cross-Cut: Whispered Elegance

In the **cross-cut** version, NÖRIVEN expresses itself through a homogeneous graphic design, where mineral stratifications create a delicate, almost imperceptible movement. **The ideal choice for environments seeking balance:** spaces where light can play freely, where every element finds its natural place.

Vein-Cut: When Stone Takes Direction

The **vein-cut** version is designed for those unafraid of character. Here, the veining becomes the **guiding line of the space**, creating directionality and movement. This is not decoration, but pure architecture: the surface becomes a compositional tool, a structural element of the project.

THE RANGE: A CALIBRATED PALETTE FOR CONTEMPORARY DESIGN

Five variants in cross-cut and vein-cut versions, plus three 'marked' variants, even closer to the reference stone. Chromatically, one should not think of the classic 'stone colors'. Every shade of NÖRIVEN has been calibrated to **dialogue with contemporary architecture**

- **Warm ivory**, perfect for Mediterranean projects
- **Soft gray**, in harmony with steel and natural wood
- Stronger tones like **taupe and dark gray**, for those seeking depth without dramatization

"Each color tells a different story," explains Mirage's Marketing Director, "but all converge toward the same goal: to offer designers a solid foundation upon which to build their vision."

WHEN INTERIOR AND EXTERIOR SPEAK THE SAME LANGUAGE

One of NÖRIVEN's most significant innovations is its ability to **create continuity between indoors and outdoors**. The EVO 2/e 20 mm outdoor version is not just a thicker tile: it is a solution designed to guarantee absolute **aesthetic coherence with interior spaces**.

Imagine a contemporary villa where the living room floor extends seamlessly onto the terrace, where the kitchen opens to the garden while maintaining the same material identity. This is what architects call **"fluid living"**, and NÖRIVEN makes it possible without aesthetic compromise.

PROJECT "LINEA": WHEN WALLS COME TO LIFE

The three-dimensional aspect could not be overlooked. The structured finishes **Bends, Waves, and Slim** transform NÖRIVEN from a flat surface into an architectural element.

Bends and **Slim** recall the tradition of chiseled stonework, creating geometric striations that **interact with light throughout** the day. **Waves**, on the other hand, introduces a more fluid, organic movement, perfect for **sculptural walls** that change appearance depending on the viewer's perspective.

AVAILABLE MATERIALS

Visual

- Visuals
- High-resolution images of settings featuring Noriven
- Macro details of colors and finishes
- Cross-cut/vein-cut material comparisons

CONTACT

Press Office Mirage

press@mirage.it