



**Created**  
by a master

Design Collection 14|15  
Interior

**sto** 

DON'T THINK  
ABOUT  
MAKING ART,  
JUST GET  
IT DONE.

| Andy Warhol



## Walls with character

White walls practically beg for additions. The times of monotonous wall design are over. Individually designed interiors are more in demand than ever before. The new Design Collection Interior 14|15 adds freshness and variety and gives living spaces a characteristic appearance. With numerous surfaces and colour shades, the collection provides scope for initiative for many different styles. The products can be used to create the special charm of a loft flat as well as the atmosphere of a living space in studio or country house style. What is proof of their tradesmen skills for the applicators is often a genuine work of art to the owner of the living space.

The new Design Collection Interior 14|15 is full of ideas and possibilities.  
Let yourself be inspired.

# The individual application possibilities turn **any surface into a unique work of art.**

An interview with Holger Hamburger, Technical Advisor for the Sto Technical Service Centre, about the use, properties, and advantages of the Design Collection Interior 14|15 from an applicator's point of view.

## **| How do you proceed when developing new surface textures and what is especially important for Sto?**

We start by gathering ideas. First we use different surface textures to select the available materials. As a rule, we only use materials which are easy to combine and provide a high level of application security. Then we use small sample boards to define the selection. Finally, practical feasibility is verified using large sample surface areas and application to test objects. A very important factor: The techniques definitely have to be tested on difficult surfaces such as connections, angles, etc. as well.

## **| Which conditions does Sto assume for this process?**

The focus is on two basic conditions: Firstly, application has to be as simple as possible. Secondly, application security has to be high. We additionally classify the individual techniques into difficulty levels. This allows tradesmen to immediately recognise whether they have the

means and the skills to implement the technique. And we provide them with a complete Sto system – from the substrate to the finish.

## **| Which advantages does plaster offer for wall design? Which properties does the material have?**

The design benefits of plaster are most clearly evident in the variety of textures: Everything is possible, from very smooth to rough and even very coarse. The ecological aspect is a clear advantage when it comes to mineral products. Organic products provide building owners and applicators with the option of choosing dark colour shades. For the finish, metallic effects or a pronounced depth effect can be created e.g. through glaze application or matt/gloss finishes.

## **| What distinguishes the new textures in the Design Collection Interior 14|15?**

The special feature of the new textures in the collection is the variety of material combinations

and finishing effects, e.g. by using different river sands and silicon carbides. These allow the implementation of completely new design ideas.

“ To turn good ideas into beautiful surfaces, the materials have to be easy to combine and offer application security. ”

**| Which skills are required for creating these new textures?**

All tradesmen have their own “handwriting”. And the individual application possibilities turn any surface into a unique work of art. The executing tradesman should create a sample to for the customer. It is also important that the different techniques can be classified into different levels of difficulty. Tradesmen have to be confident about trying new techniques. The precondition for implementing them is to have practical and professional experience as a painter or plasterer.

**| How many products are behind the surfaces of the Design Collection Interior 14|15? And why this great variety?**

The approximately twenty different individual products in our Design Collection Interior 14|15 offer an extremely wide range of design and colour shade options. This ensures that there is something in it for everyone. Another important factor to consider: In addition to secure and easy application, all products from the collection also provide an important contribution to sustainability.





The options for creative design are **virtually unlimited.**

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An interview with **Antonio Romano**, StoDesign Studio Florence, about trends in wall design using the Design Collection Interior 14|15 from a designer's point of view.

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### | **Mr Romano, which interior design trends can you currently identify?**

We are seeing a trend towards surface textures which are characterised by movement. There is also a trend towards surfaces which resemble concrete, wood textures, textiles, or even rust. Of course, trends like these always depend on many factors: the demands from designers and interior designers, the application possibilities in each case, or the new products shown e.g. at national and international trade fairs. Finished projects and the constant search for new possibilities also play a role here.

### | **Who are the trendsetters? Certain countries, certain architects, or the voices from the market? What inspires you?**

Organisations dealing with trend and future research certainly play an important role, as do technology companies which launch innovative products on the market. I am mostly inspired by working with the architects, though. They help me to develop ideas and synergies for implementing a vision. Sometimes it is not possible to use the original materials for economic or practical reasons. In those cases, I work with alternative materials to achieve the same impressions and effects. The result usually has its origins in the individuality of the rooms and in the personal approach.

“ Different appearances and an architect's personal style can only be implemented with a great variety of possible designs. ”

### | **Do we even need such a great variety of styles?**

In my opinion, the variety of styles is very important. It is the only way to guarantee the many different appearances for projects and to characterise the personal style of the architect or designer. Specific demands can also only be met with a certain range of available options. Plasticity and three dimensionality are important stylistic devices for overcoming the monotony of the visual material. The same applies to subtle, warm colours which are stimulated by colour accents, to matt or gloss highlights, and to smooth or textured surfaces.

### | **Is it all about the visual effect or are there other factors to be considered?**

Surfaces have to stir up emotions. But beyond the visual appearance, they also have to convey safety and product quality. Ecology and design go hand in hand for this process because the development of new products is determined by the raw materials and the

production process. Sustainability is an important key word here: The raw materials come from recycling processes, so they are environmentally friendly. Our rooms should stand out on account of a design which centres around people. This is exactly what our Design Collection Interior 14|15 is based on: ideas that any planner or architect can easily convey to their customers.

### | **Which are the most popular surface textures?**

We can see a clear trend towards textured surfaces. The design depends on the type of interior, e.g. office, school, or showroom. Depending on the region and type of building, smoother and firmer surfaces are often preferred, for example in private residences. The surfaces can be individually designed thanks to specific materials and application techniques. Combining textures also creates interesting results.

### | **Which role does ecology play in interior design?**

The increasing spread of allergies is making it ever more important to live in a healthy environment. The result: The demand for natural products without toxic substances or ingredients is growing, and so is the demand for functional products which regulate humidity to make the environment at home or at work more comfortable.

### | **Which are the most popular materials for interiors and why?**

Plaster and paint – both materials create a perfect connection to reflect design characteristics which are typical of a certain area or region. Materials such as wallpaper are also an ideal addition. Our new collection should provide an active contribution to the design of interesting surfaces and support designers and architects in implementing their ideas and visions.

# LOFT

## **Clean – pure – stylish: the special attraction of the industrial look**

It started over 60 years ago out of practical considerations and today it is more in demand than ever: The loft style from the art scene has long been established. The industrial look or industrial style living spaces and furnishings are becoming increasingly popular. Bare concrete walls, rust character surfaces, or metallic effects give the rooms a very distinct atmosphere.

It is precisely this rough charm of industrial workshops that makes it so appealing. The “Loft” style collection from our Design Collection Interior 14|15 with its special copper, gold, and concrete colour shades and textures provides enough design scope to achieve the desired authentic loft appearance.



### **Concrete character**

The purist surface with concrete character features unconventional textures and nuances.

Colouring: 14DC350 and tinted wax finish



### **Rust character**

The coarsely spotted coating makes the metallic gloss surface with rust character appear particularly genuine.

Colouring: basic tone 32241 glazed with 14DC10M, 14DC31M, 14DC38M



### **Lava rock character**

The effect glimmer gives the rough surface a mysterious appearance. Different lighting scenarios can increase this effect even further.

Colouring: basic tone 14DC390 and silicon carbide, black.





Concrete character

# LOFT

A living space with a typical loft appearance: The purist concrete character of the ceiling and floor are underlined by the integrated ceiling elements and industrial-look pipes in the wall area. The surface texture of the plaster itself looks like matt stone and provides a contrast to the light-coloured concrete.



Rust character

# LOFT

The metallic gloss surface on the rear wall of the loft bar conveys the impression of weathered rust. This impression is additionally increased by the coarsely spotted coating and colouring. The surface gives the room a rough yet warm atmosphere.





HAPPY HOUR 15:00-18:00  
O LONG ISLAND ICE TEE 7,60  
O TEQUILA SUNRISE 7,60  
O BLOODY MARY 8,40  
O PEACH LADY  
O MAI TAI  
O ZOMBIE

HEUTE  
• KARTOFFELSOUFFLÉ  
• WILDOR REIS  
mit Möhre-Beise  
• GEMISCHTER  
RISOTTO  
• TALLARONE  
mit Wildpilz  
und Gorgonzola

# ATELIER

## **Colourful - vibrant - bright: pure joie de vivre**

If you are looking for the opposite of monotony and subtlety, the “Atelier” style collection is the one for you. The motto of this design collection is: “The louder, the better”. Strong, vibrant colours, playful line patterns, and intensely coloured surfaces with a retro look

convey a sense of liveliness which is rather contagious. This style collection is practically a challenge for your readiness to experiment and design. Use unconventional patterns and colours to turn each living space into a unique experience!



### Stencil Plaster

The unrestrained design possibility gives the rough surface a modern look with a very individual touch.

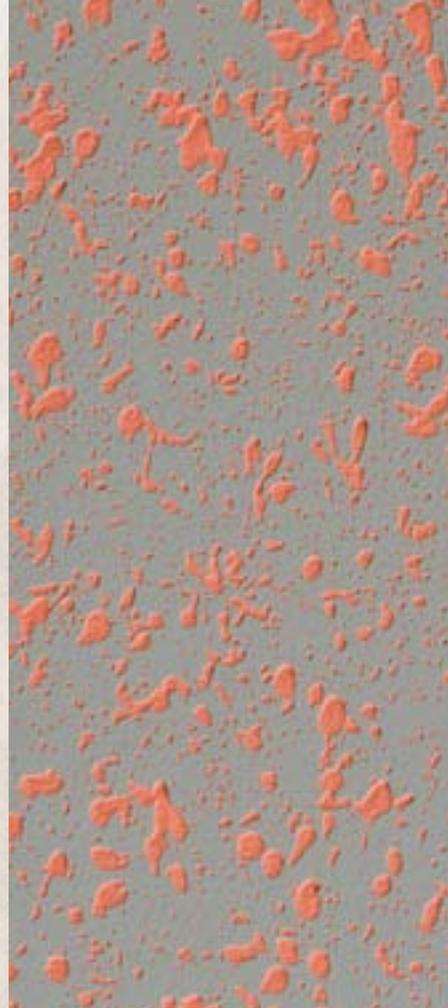
Colouring: 14DC330 + white stripes



### Metallic Ballotini

The mixture of Ballotini (glass beads) and the StoColor Metallic effect coating gives the surface an unusual appearance with fascinating light reflections.

Colouring: 14DC15M with integrated Ballotini



### Colour Dotting

The type of sprinkling and the combination of the colours create very different and very intensely coloured surfaces with a retro look.

Colouring: basic tone 14DC170, sprinkling 14DC180



### Spotted Mesh

The "spotted" surface is ideal for infusing a living space with a slightly nostalgic flair in a vintage look.

Colouring: basic tone 14DC140, spotted coating 14DC120

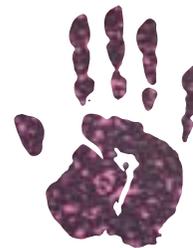


### Pearl TI3005

Combining the three-dimensional embossed wallpaper and a top coat with a subtle gloss gives the wall surface a special depth and elegance.

Colouring: 14DC230





Colour Dotting

**ATELIER**

Bright colours, dynamically sprinkled walls livened up by embossed wallpaper, an individual look: typical elements of the "Atelier" style collection set highlights in the room. The type of sprinkling and the combination of the colours creates different and intensely coloured surfaces with a retro look, giving every room a unique appearance.



Stencil Plaster

# ATELIER

Creative patterns with lines in a criss-cross pattern are another variety of the "Atelier" style collection. The masking creates individual geometric patterns, e.g. with lines and stripes. The smooth, light-coloured lines are a deliberate contrast to the coloured plaster and its rough surface texture.





# COUNTRY HOUSE

## **Original – ecological – subtle: in harmony with nature**

Comfortable, but not old-fashioned – country style, but not outdated: The “Country House” style collection meets people’s desire for surrounding themselves with natural and original materials. A country charm and contemporary style do not have to be mutually exclusive. The

Country House style features natural and ecological materials. So it was logical to use the diffusion-open and completely ecological StoCalce products. They meet the requirements of a comfortable ambient interior climate while highlighting the beauty of nature in the interior.



### **Calce Fine**

An application technique that creates a special dynamic: The targeted use of shrinkage holes in the matt mineral surface texture gives the rather smooth surface that certain something.

Colouring: 14DC400

### **Calce Grossa**

The Terrazzo sand mixture provides interesting contrasts and gives the surface a naturally rough and lively look.

Colouring: 14DC350 + Terrazzo sand

### **Calce Erosa**

The original, subtle aggregate concrete appearance of the lime-coated surface is achieved by blowing in a Terrazzo sand mixture which is subsequently slightly exposed again.

Colouring: 14DC190 + Terrazzo sand

### **Oriente**

This surface is also a unique creation featuring a silky gloss and a smooth surface texture.

Colouring: 14DC140





Oriente

# COUNTRY HOUSE

The comfortable impression of the “Country House” style collection is due to the warm, subtle colour shades, the traditional trade application, and the natural materials and additives such as river sand. The fireplace wall of the room was highlighted with StoCalce Fondo and the “Oriente” surface technique. The surface is characterised by a silk gloss appearance and a smooth texture. This allows the creation of harmonious effects in the room.



Calce Fine

# COUNTRY HOUSE

Wherever ambient interior climate is of special importance, e.g. in bedrooms, the StoCalce products convince on account of their varied design possibilities as well their natural ingredients and diffusion-open properties. Their matt, slightly rough mineral surface lends a subtle natural charm to any room.







14DC10M

14DC110

14DC120

14DC130

14DC140

14DC15M

14DC160

14DC210

14DC220

14DC230

14DC240

14DC250

14DC260

14DC270

14DC320

14DC330

14DC340

14DC350

14DC360

14DC370

14DC38M

14DC170

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14DC290

14DC300

14DC31M

14DC390

14DC400

14DC410

14DC42M



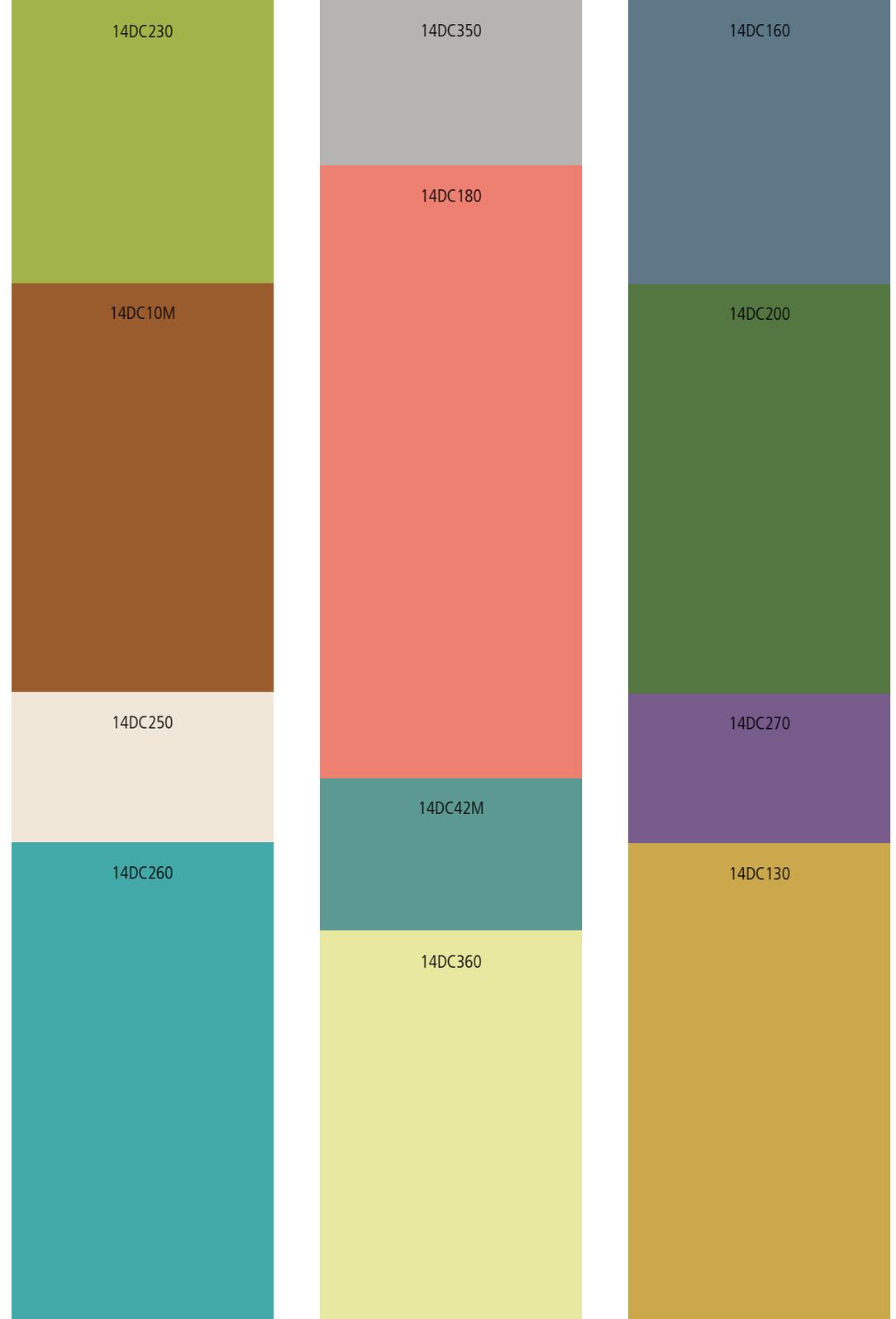
# Colours set the mood

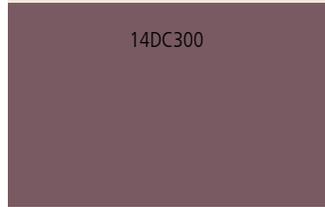
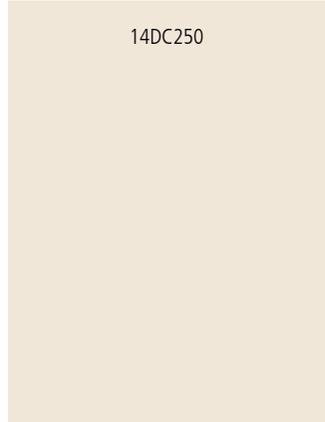
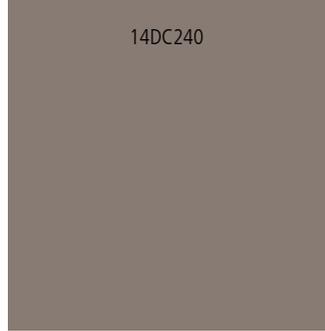
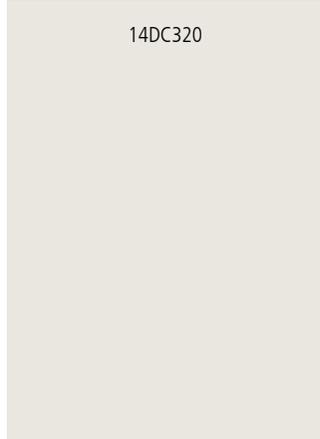
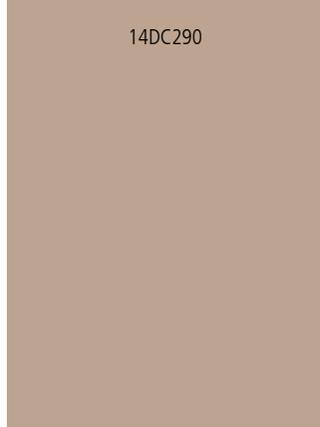
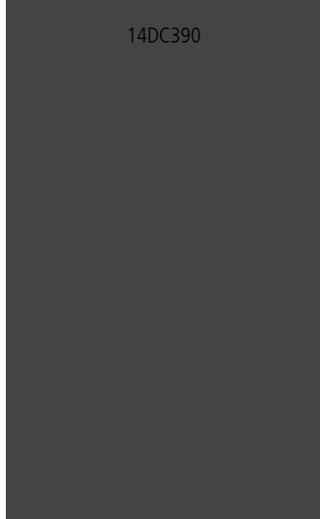
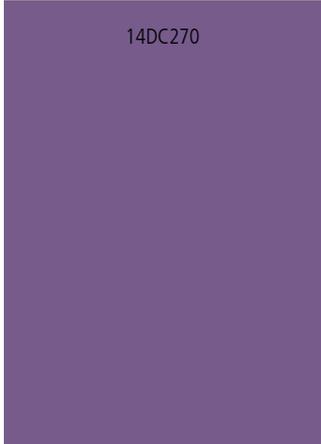
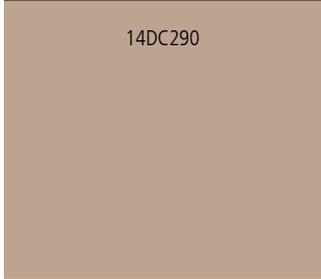
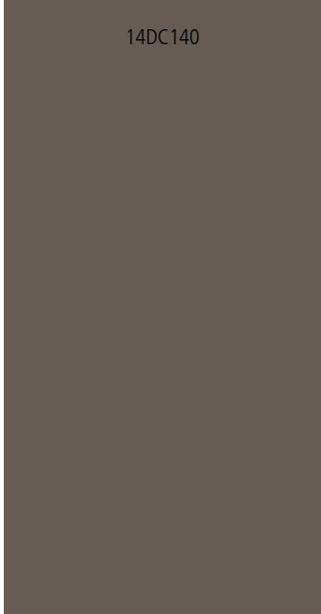
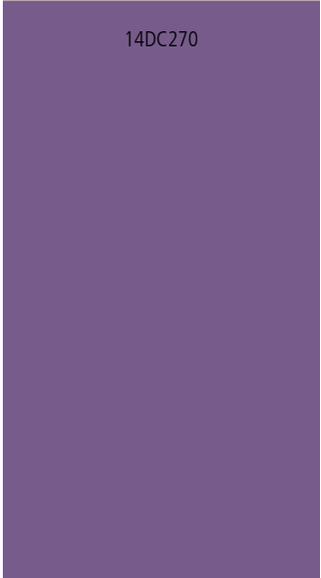
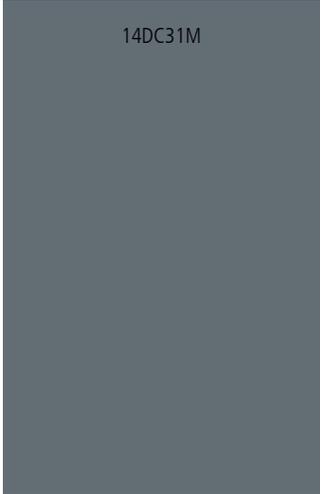
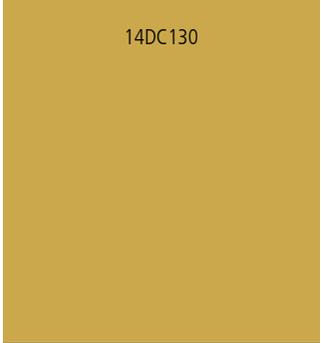
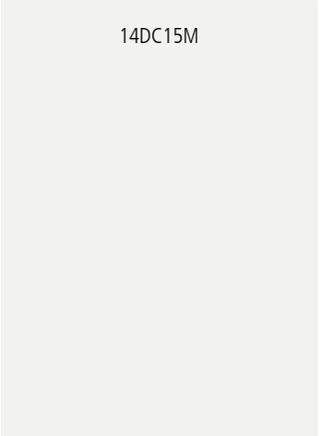
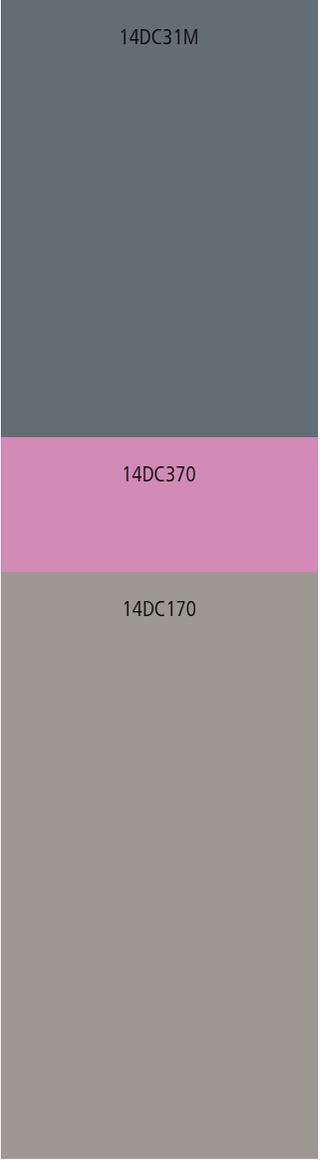
Searching for new styles, our international design studios identify new trends and tendencies every day. They are in contact with leading architects from all over the world. We have used this competence for the Design Collection Interior 14|15 and defined 33 new trend colours. Subtle and natural or loud and lively? The selection of colour shades for designing living spaces is a matter of taste. With warm earthy tones and a wide range of intense, bright, and vivid colours, our new trend colours offer something for everyone. Contrasts can be used to create special excitement. How about pink sprinkling against a dark background? Anything goes.

# Individual colour harmonies for any room

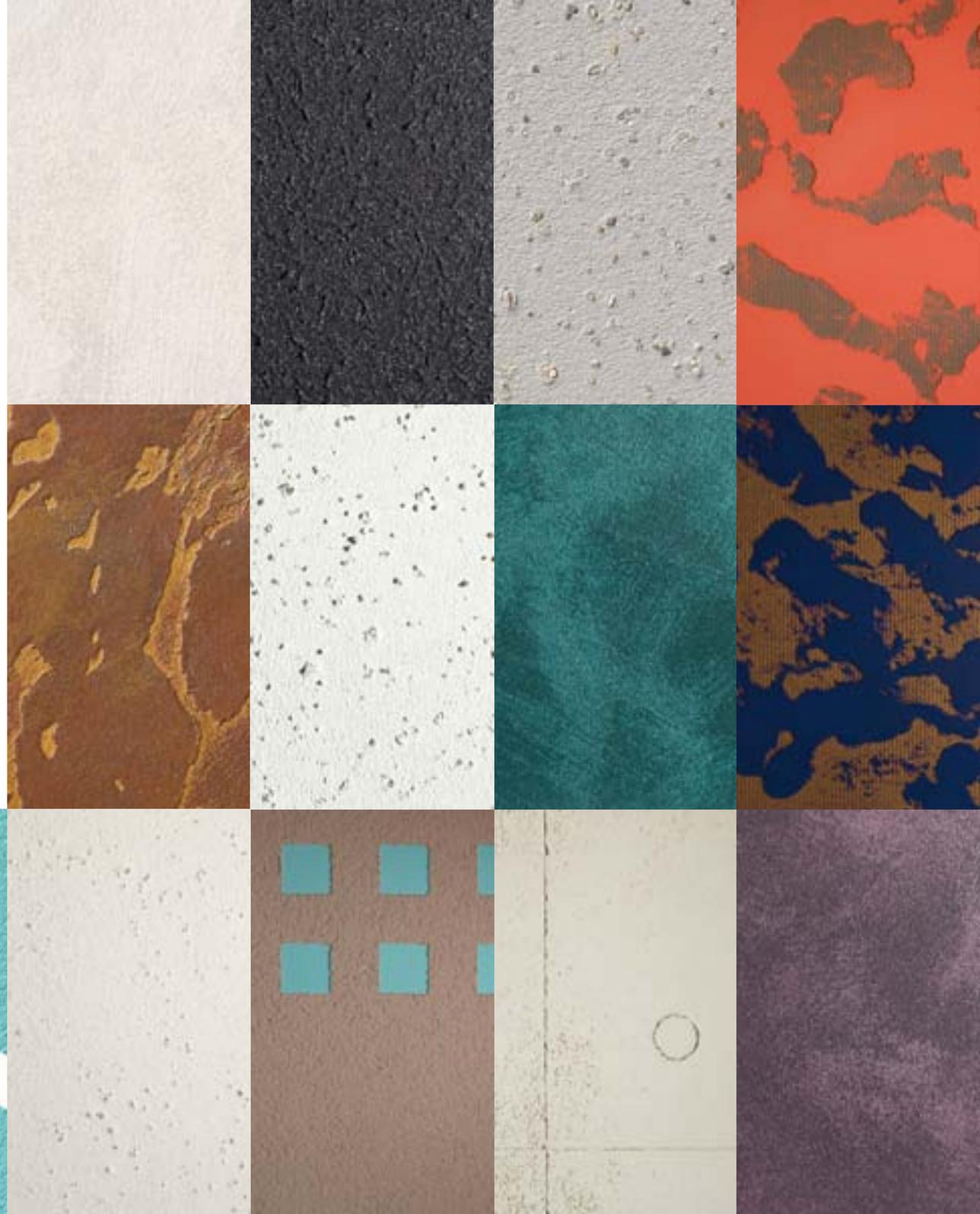
There is a great variety of possible combinations for main and accent colours to lend rooms their own individual character. Whether vibrant, light colours from the "Atelier" style collection, sophisticated metallic combinations with dominant grey effects in loft style, or warm, earthy natural hues from the "Country House" style collection: It is completely up to you which hue is dominant and which shades create an underlying balance. You compose your own harmony.

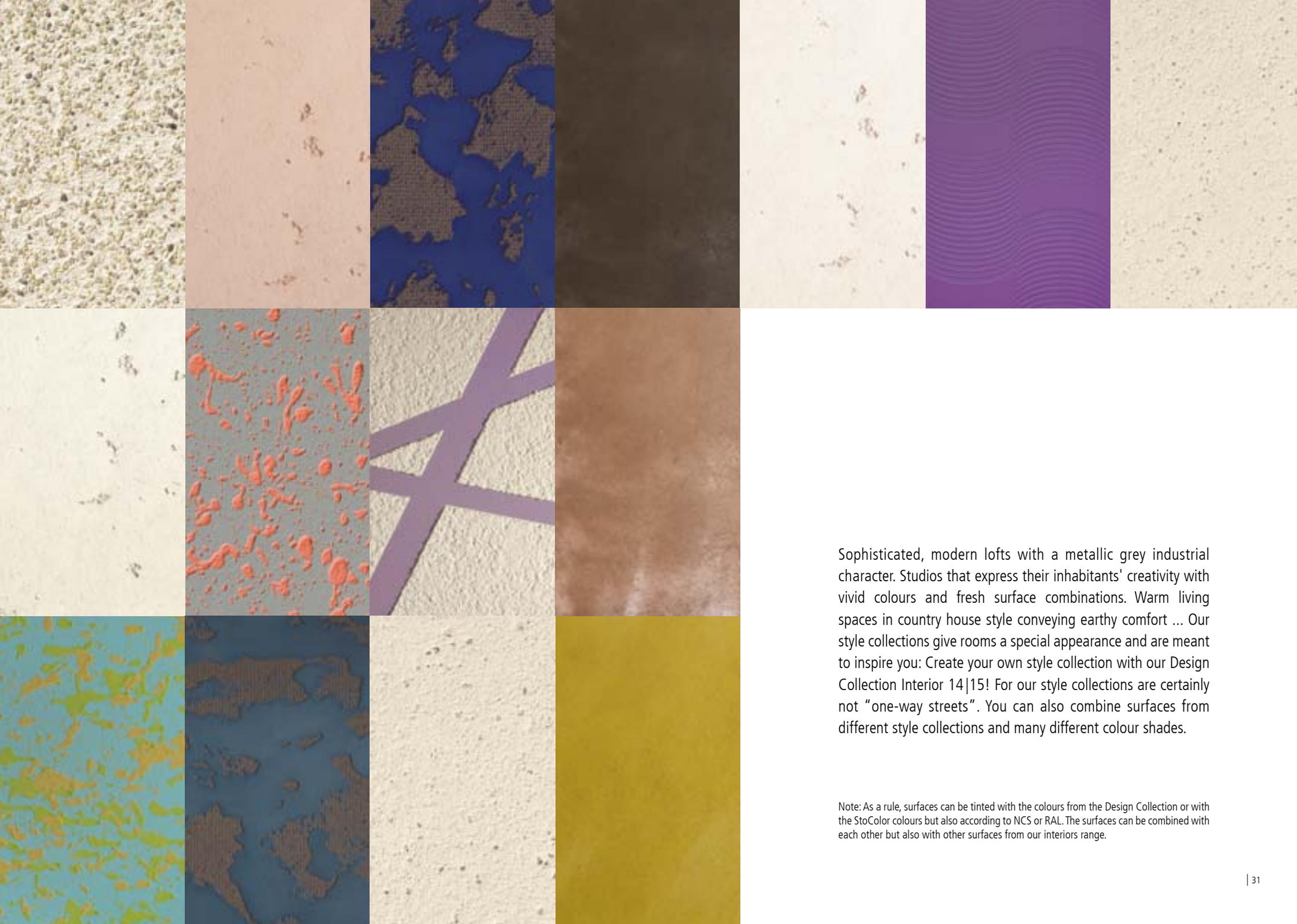
We would like to present you the following nine colour harmonies. They show the main and accent colours which, as a whole, are ideal for a room. The fan for the Design Collection Interior 14|15 includes the different colour preferences of the individual Sto countries.





# Colours and surfaces that inspire you





Sophisticated, modern lofts with a metallic grey industrial character. Studios that express their inhabitants' creativity with vivid colours and fresh surface combinations. Warm living spaces in country house style conveying earthy comfort ... Our style collections give rooms a special appearance and are meant to inspire you: Create your own style collection with our Design Collection Interior 14|15! For our style collections are certainly not "one-way streets". You can also combine surfaces from different style collections and many different colour shades.

Note: As a rule, surfaces can be tinted with the colours from the Design Collection or with the StoColor colours but also according to NCS or RAL. The surfaces can be combined with each other but also with other surfaces from our interiors range.



**Created**  
by a master



**Quality Management System**  
Sto AG, DIN EN ISO 9001, reg.-no. 3651  
**Environmental Management System**  
Sto AG, DIN EN ISO 14001, reg.-no. 3651  
Plants in Stühlingen, Donaueschingen,  
Tollwitz, Rüssebheim, Kriefel

**Sto** | Building with conscience.

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