



# ATTITUDE

DESIGN FOR LIVING



venture

# YOUR ESSENTIAL EMOTIONS

In the post-industrial loft the **minimal character** of Attitude underlines every design detail. The feel of the delicate and lived-in surface reveals its versatility in combination with the cutting edge cementine tiles in a contemporary interpretation.

## PROJECT

FLOOR DESIGN

Attitude Calm Brown - 24"x24"

Attitude Flower Deco Warm - 12"x24"







The minimal surface meets amazing cementine tiles that radiate a delicate Liberty style.



# ORIGINAL ATTITUDE

## PROJECT

FLOOR DESIGN

Attitude Calm Brown - 24"x24"

Attitude Flower Deco Warm - 12"x24"

**PROJECT**

FLOOR DESIGN

Attitude Warm Sand - 12"x24"

WALL DESIGN

Attitude Decò - 8.5"x10"

# MINIMAL ATTITUDE

The modern feel is exalted by hexagonal motifs.





# STARTING FROM CREATIVITY

The soft and material surface of Attitude enhances the contemporary space. The creative and industrial character dictates the style of appealing spaces for an original design rich in combinations.

## PROJECT

FLOOR DESIGN

Attitude Simply Grey - 24"x24" | 12"x24"

WALL DESIGN

Attitude Simply Grey - 12"x24"





# CITYLIFE ATTITUDE



The shades are reminiscence of industrial cement with hints of natural terracotta-cement.

**PROJECT**

FLOOR DESIGN  
Attitude Simply Grey  
24"x24" | 12"x24"  
WALL DESIGN  
Attitude Simply Grey - 12"x24"





# TRENDY ATTITUDE

The soft ceramic surface, expressive and delicate, is in perfect harmony with [contemporary style](#).

## PROJECT

FLOOR DESIGN

Attitude Dark Grey - 24"x24"





**PROJECT**

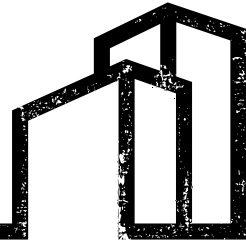
FLOOR DESIGN

Attitude Light White - 24"x24"

Attitude Light White - Warm Sand - Simply Grey - 8.5"x10"

# DIFFERENT ATTITUDE

The hexagon pattern creates a fusion between **past and present** planning the living space design of the future.





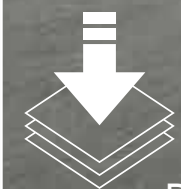
# ATTITUDE

COLORED BODY PORCELAIN TILE - Rectified Monocaliber

## FEATURES AND BENEFITS



**FADE RESISTANT**  
stable chromatically over time



**DOESN'T BEND**  
hard and compact



**ECO-FRIENDLY AND SAFE**



**PET FRIENDLY**  
dog and cat scratch proof



**RESISTANT TO FROST**  
snow and ice proof



**FLOOR HEAT FRIENDLY**



**RESISTANT TO ACID**



**EASY TO KEEP CLEAN**

**VOC FREE**

**NO VOC**  
volatile organic compound



**WATER PROOF**  
doesn't absorb



**FIRE PROOF**  
doesn't burn or smoke

# ATTITUDE

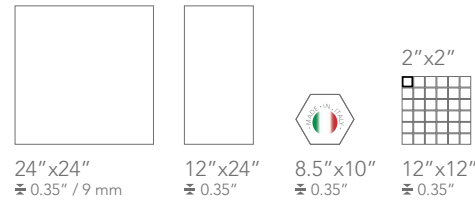
SIZES 24"x24" / 12"x24" / 8.5"x10" / 12"x12"

COLORED BODY PORCELAIN TILE - Rectified Monocaliber

LIGHT WHITE



Available sizes



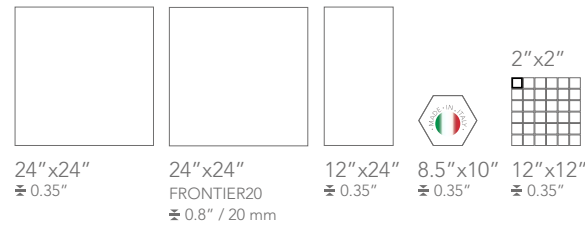
Color shading



WARM SAND



Available sizes



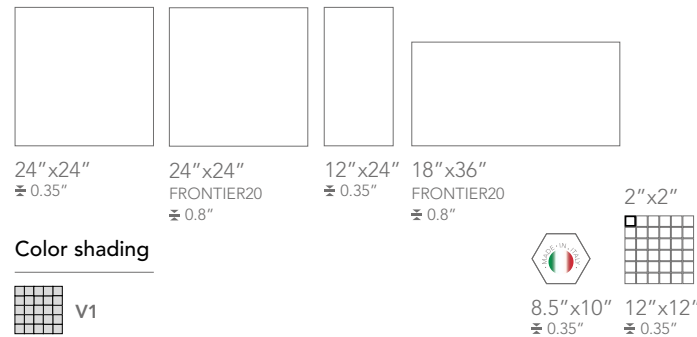
Color shading



SIMPLY GREY



Available sizes



Color shading

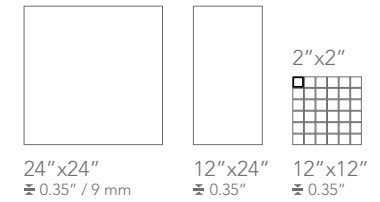


SIZES 24"x24" / 12"x24" / 8.5"x10" / 12"x12"

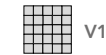
CALM BROWN



Available sizes



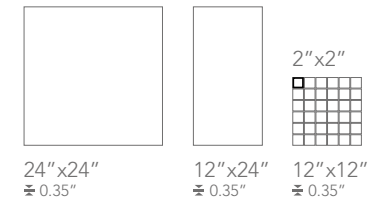
Color shading



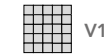
DARK GREY



Available sizes



Color shading



The color of tiles printed in this catalog may differ from actual tiles. Tile color reproductions in this catalog are representative only. Slight tone and shade variations are inherent in porcelain tiles. Before selecting a color, we recommend that you contact your local representative, who will provide you with a sample piece of the requested tile.

This porcelain tile product is manufactured with a V1 shade variation. Remember that the amount of color as well as the texture of each piece may vary from tile to tile. Inspect the product immediately upon delivery and select tiles from many boxes during installation to minimize and blend any possible color difference.

Color Shading







Decò •  
8.5"x10"

Matching with



8.5"x10"  
± 0.35" / 9 mm



Fabric •  
8.5"x10"

Matching with



8.5"x10"  
± 0.35"

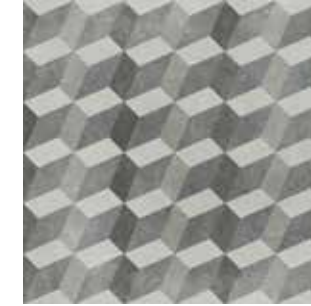
• Unrectified

## COLORED BODY PORCELAIN TILE - Rectified Monocaliber



Geometric Deco Warm  
24"x24"

Matching with



Geometric Deco Cold  
24"x24"

Matching with



Flower Deco Warm  
12"x24"

Matching with



Flower Deco Cold  
12"x24"

Matching with



## MOSAICS



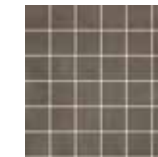
Light White  
Mosaic A 2"x2"  
12"x12"



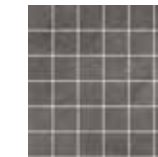
Warm Sand  
Mosaic A 2"x2"  
12"x12"



Simply Grey  
Mosaic A 2"x2"  
12"x12"



Calm Brown  
Mosaic A 2"x2"  
12"x12"



Dark Grey  
Mosaic A 2"x2"  
12"x12"

2"x2"

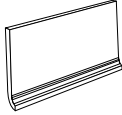
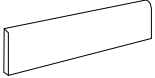


12"x12"  
± 0.35" / 9 mm

# ATTITUDE

## TRIM TILES

COLORED BODY PORCELAIN TILE - Rectified Monocaliber

	COVE BASE  6"x12"	BULLNOSE  3"x24"
LIGHT WHITE	•	•
WARM SAND	•	•
SIMPLY GREY	•	•
CALM BROWN	•	•
DARK GREY	•	•

## INFORMATION

### RECOMMENDED USE

Attitude is recommended for indoor floors, walls, countertops, and outdoor walls in commercial and residential application. The use of Attitude is not recommended for outdoor application or horizontal exterior surfaces. Venture recommends an offset no greater than 30%. If a staggered pattern is required for tiles of 20" inches or longer.

### CARE AND MAINTENANCE

Do not apply any wax or sealer to the product after installation. Regular cleaning is the best way to keep Attitude tiles looking good. Use clean, hot water (add household cleaner for more aggressive cleaning). Rinse thoroughly and dry with a soft cloth to prevent water spots. Please visit [Icusa.com](http://Icusa.com). For further information regarding the care and maintenance of Venture products.

### WARRANTY

Venture guarantees that its products will meet or exceed the performance specifications set out in ANSI A137.1- 2012 and in the performance specifications section of the Venture general catalog.














# ATTITUDE

## TILE PERFORMANCE DATA

COLORED BODY PORCELAIN TILE - Rectified Monocaliber

PHYSICAL PROPERTIES	TEST ASTM	NORTH AMERICAN STANDARD A137.1*	RESULTS
 Water absorption *	C373	≤ 0.5%	COMPLY WITH ANSI A137.1
 DCOF Average dynamic coefficient of friction **	BOT 3000 test	≥ 0.42	≥ 0.42
 Resistance to freeze/thaw cycling *	C1026	As reported	RESISTANT
 Warpage (edge)	C485	Warpage ± 0.4% or ± 0.05 in	COMPLY WITH ANSI A137.1
 Warpage (diagonal)	C485	Warpage ± 0.4% or ± 0.07 in	COMPLY WITH ANSI A137.1
 Wedging	C502	± 0.25% or ± 0.03 in	COMPLY WITH ANSI A137.1
 Chemical resistance	C650	As reported	UNAFFECTED
 Breaking strength	C648	250 lbf or greater	COMPLY WITH ANSI A137.1
 Thickness	C499	Range: 0.04 in	COMPLY WITH ANSI A137.1

\* Average values referred to our production and related to the matt finish of the product.

\*\* As far as values relating to the matt finish of the product and to tests carried out by certified external laboratories whose results are available upon request at Headoffice, we are willing to check the lot you are interested in purchasing.

- Be sure to use tiles belonging to the same caliber.
- Test results are available on request.
- Tiles can be slippery when wet. We recommend to make sure that the surface is always dry.
- The information provided can be subject to change.



SIMPLY GREY  
CALM BROWN  
DARK GREY



venture