

PRESS INFORMATION | 2023, February

The Juizza, Wien: Awarded 2021 with the Austrian Interior Desing Award

# VITAMIN PIXELS IN PASTE COLOUR

**In the juice bar designed by the Viennese architecture and interior design firm Schubert und Schubert, not only the offer is colourful, but also the ambience: More than 25 colours of the PLURAL series by Agrob Buchtal complement each other in a pixel-like arrangement in the style of the 1950s.**



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Opernpassage Vienna. If you fancy a fruity smoothie on your way to Karlsplatz underground station in the morning and a freshly made pizza on your way home in the evening, this is the place for you: "The Juizza" is a colourful mixture of both - juice bar and pizzeria. In the listed passage under Karlsplatz, "The Juizza" was planned and converted together with designer Markus Filgut. The project was

awarded the Austrian Interior Design Award 2021 in the category Interior Design / Gastronomy, Hotel Industry.

### **Tutti frutti for walls and floors**

In close coordination with the heritage office, the design takes up the heritage of the 50s. Tidy, clean, colourful - the attributes of the exuberant, optimistic attitude to life of the 50s can be found again in a mix of pastel colours, terrazzo, brass and oversized high-gloss fruits.

The PLURAL tile series by Agrob Buchtal was just perfect for the basic décor: the colour range comprises a total of 50 coordinated shades, of which the designer arranged more than 25 into colourful pixel squares, bringing to life the creative leitmotif of a dancing composition of vitamins, fruits, colours and materials. In a continuous 20 x 20 cm format and with a joint width of only 3 mm, the result is an overall picture like a fruit basket - from juicy tones reminiscent of cherry, orange, mango and banana to fresh splashes of apple green, lime and mint.

### **Smoothie in versatility**

It was above all the extraordinarily wide range of colours that made PLURAL the first choice for the interior design of the Vienna juice bar. But the series is not only convincing in terms of looks: it was only thanks to the various slip-resistant finishes that it was possible to cover all surfaces from floor to ceiling in "The Juizza" with just one collection.

With 50 colours, 19 formats, 2 slip resistance and 2 surfaces, PLURAL is extremely versatile for indoor and outdoor use - from facades to floors, from underground stations to wellness areas. The colour scales are divided into six groups. Each of these contains two main colours as a basis for different shades as well as brightness and saturation levels: Warm, earthy, cool, fresh and sunny hues move around a core of muted, neutral greys. All colours can be combined with each other, both within and outside a group. This means that a consistent and uniform design can always be created, even if different rooms are equipped with colours from different groups.

### **Retro look with the technology of the future**

In the historic pedestrian passage under the Vienna State Opera, Agrob Buchtal's PLURAL series combines the protection of historical monuments with today's structural requirements. Thanks to Hytect, the whimsically colourful vitamin pixels build a bridge to the future: the technology is baked into the surface of the ceramic at high temperatures. When light falls on the tiles refined in this way, active oxygen is released through photocatalysis, which has an antibacterial effect and neutralises air pollutants in a natural way. Because they are also hydrophilic, dirt and grease can hardly adhere.

All these effects remain undiminished throughout the entire service life. The robust covering is therefore low-maintenance, economical and sustainable. Even after years of use, the colours and brilliance remain intact. In "The Juizza", they have had to pass the endurance test day in and day out since completion in 2020. With success.

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