

2017
18
NEW
COLLECTION



DESIGN COLLECTION

INSPIRED BY NATURE

GENTAŞ
a touch to life

DESIGN
COLLECTION

INSPIRED BY NATURE



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NEW
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While designing our new collection, we tried to understand the concept of beauty which is absolute and indisputable in nature and discover and use visuality which contributes to the realization of this phenomenon.

We have sometimes witnessed this in the colors of a butterfly wing's photograph which was enlarged hundreds of times, sometimes in the proportions of the curves created by the wind in the dunes of the desert and at times in a natural mineral which takes millions of years to form giving shape to light like a sculptor.

This methodology has acted as our compass in all of our product development processes.

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Yeni koleksiyonumuzu tasarlarken, doğada mutlak ve tartışmasız olan güzellik kavramını anlamaya ve bu fenomenin gerçekleşmesine katkı sağlayan görselliği keşfedip, kullanmaya çalıştık.

Bunu kimi zaman bir kelebeğin kanadının yüzlerce kez büyütülmüş bir fotoğrafındaki renklerinde, kimi zaman rüzgarın, çölde oluşturduğu kum tepelerindeki kavislerin oranlarında, kimi zaman da oluşumu milyonlarca yıl alan doğal bir mineralin, bir heykeltıraş gibi, ışığa form verişinde gördük.

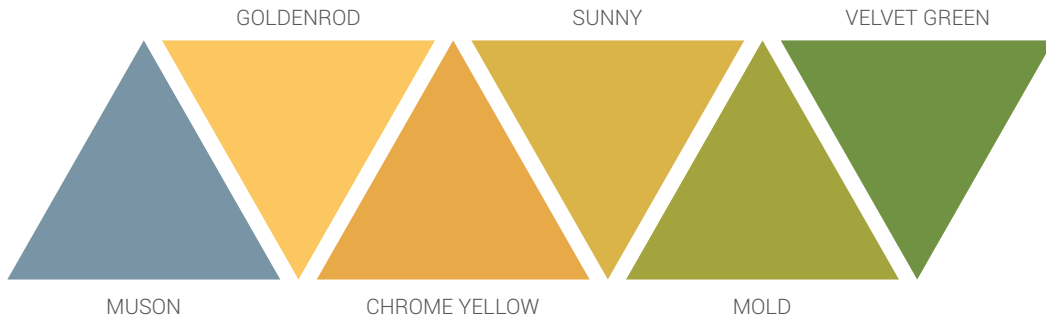
Bu metodoloji, tüm ürün geliştirme süreçlerinde bizim pusulamız oldu.

PLAIN COLORS / DÜZ RENKLER



Rich consistent and **contemporary** **colours inspired by nature**

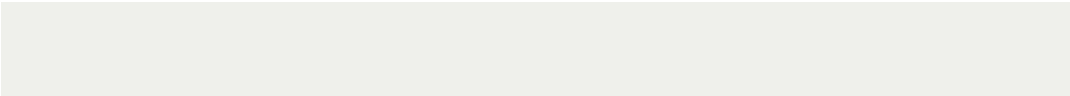




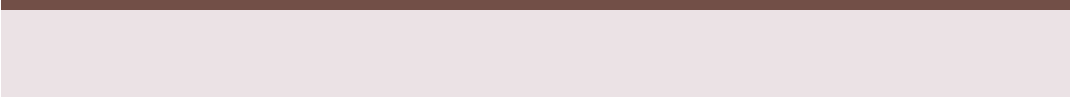











Doğadan ilham alan **zengin ve modern renkler**



MUSON (3281) • GOLDENROD (3289) • CHROME YELLOW (3288) • SUNNY (3290) • MOLD (3302) • VELVET GREEN (3300)



Mighty and elegant...
İddialı ve farklı...

	SEAGULL (3296)
	SAFFRON (3276)
	AMBER (3303)
	CARROT (3275)
	RUBY (3274)
	COPPERPLATE (3278)
	ANITA (3267)
	MYSTIC (3266)
	BASIL (3272)
	GRAPE (3268)
	MAROON (3271)
	MAGENTA (3270)
	CORNELIAN (3279)
	AQUAMARINE (3280)
	COSTARICA (3282)
	STONE GREY (3297)
	DARK GREEN (3292)
	WARM GREY (3298)
	FOG (3299)

Colorful and living...
Renkli ve canlı...



ICE CREAM (3295)

MINT (3286)

MENTHOL (3283)

ICE FIELD (3285)

CLOUD (3287)

MOSS (3284)

OCEAN (3293)

CARBON (3291)

ESPRESSO (3294)

LIME (3301)

TULIP (3273)

DAMSON PLUM (3269)

WOOD / AHŞAP



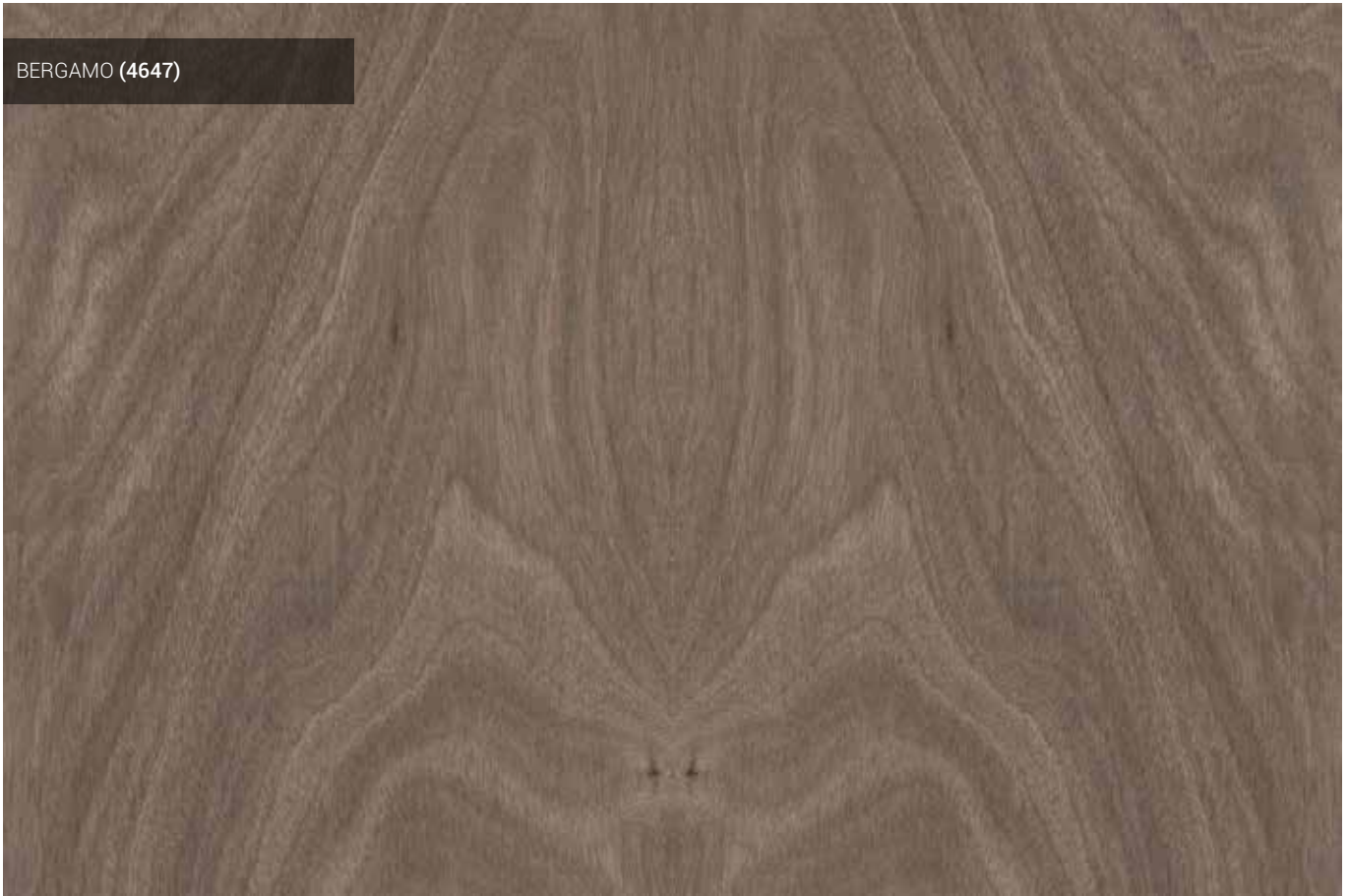
A life like wood effect which with a modern-day twist

•

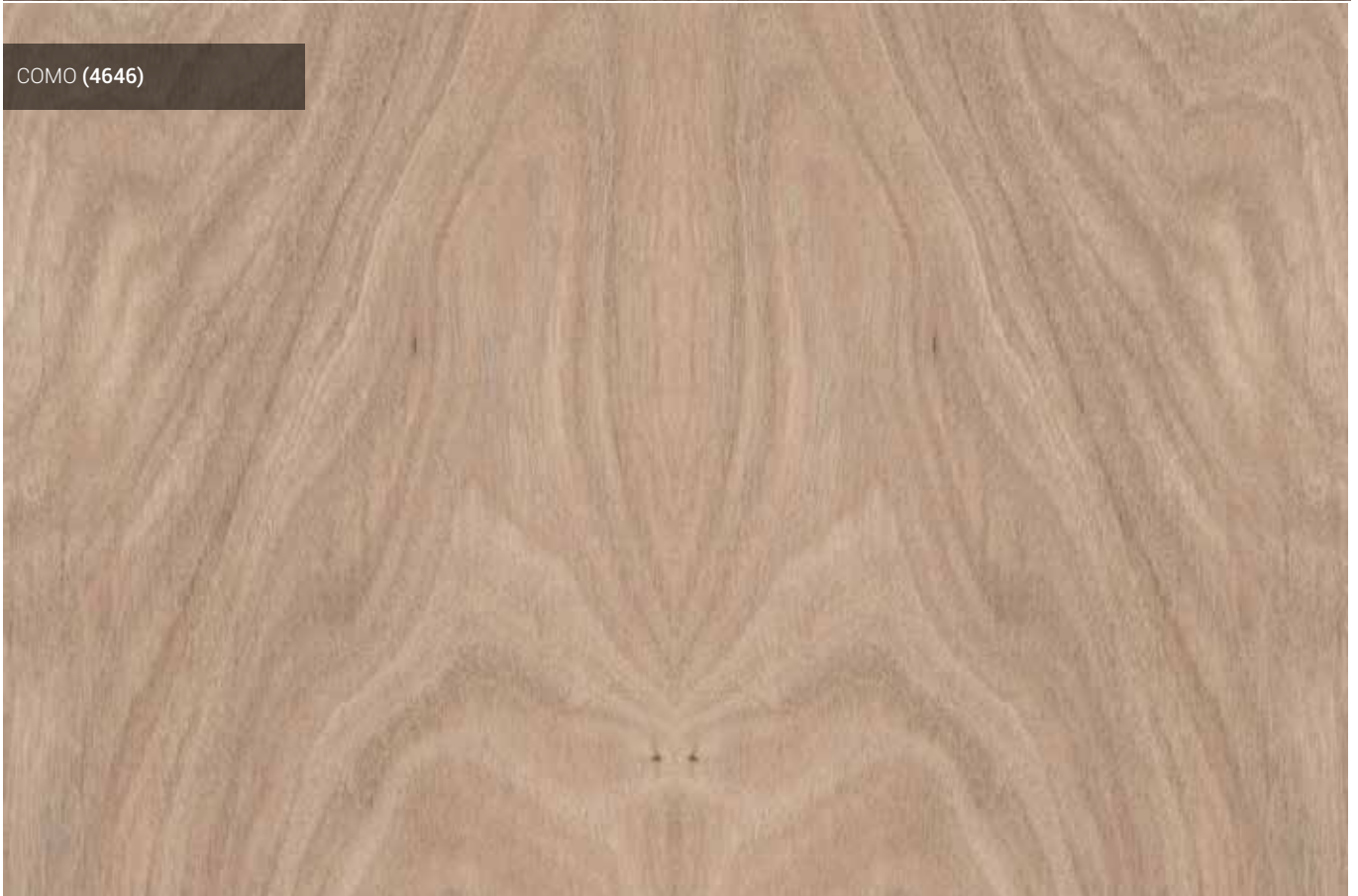
Modern bükümlerle **gerçek ahşap hissi**



BERGAMO (4647)



COMO (4646)

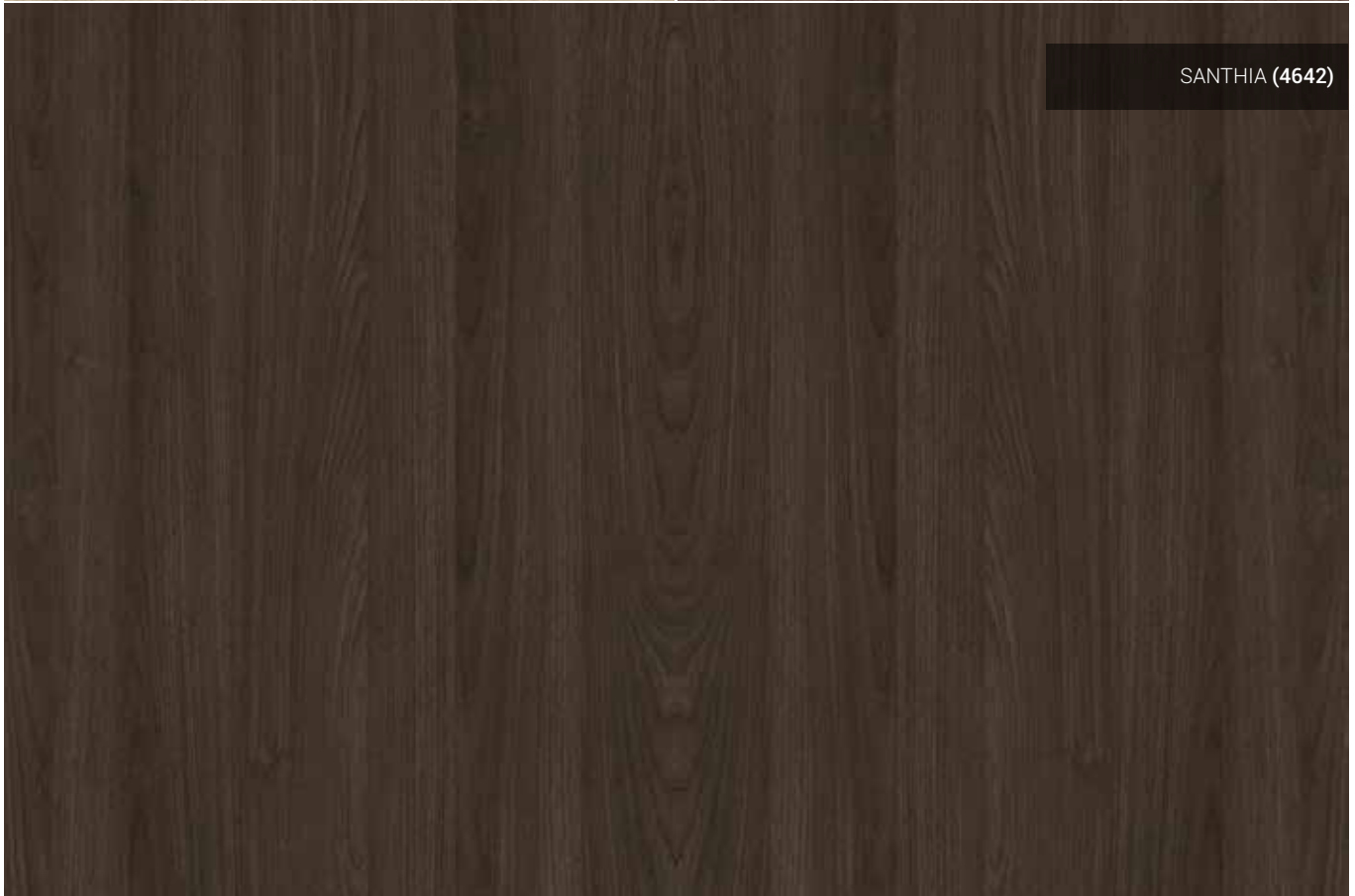




MANHATTAN (4655)



CHICAGO (4656)



SANTHIA (4642)



WALNUT (4652)





CREAM WALNUT (4653)



BROWN WALNUT (4654)



SIENA (4633)



KESTINA (4632)

AUSTRALIA CHESTNUT (4626)





ASIA CHESTNUT (4624)



AMERICA CHESTNUT (4625)



EUROPE CHESTNUT (4627)



AFRICA CHESTNUT (4628)



SARATOGA BROWN (4657)



SARATOGA BLACK (4658)



SARATOGA WHITE (4659)



SARATOGA CREAM (4662)



WHITE BIRCH (4643)



BROWN BIRCH (4644)



GREY BIRCH (4645)



Inspiring and natural...
İlham veren ve doğal...



VIRGINIA (4619)





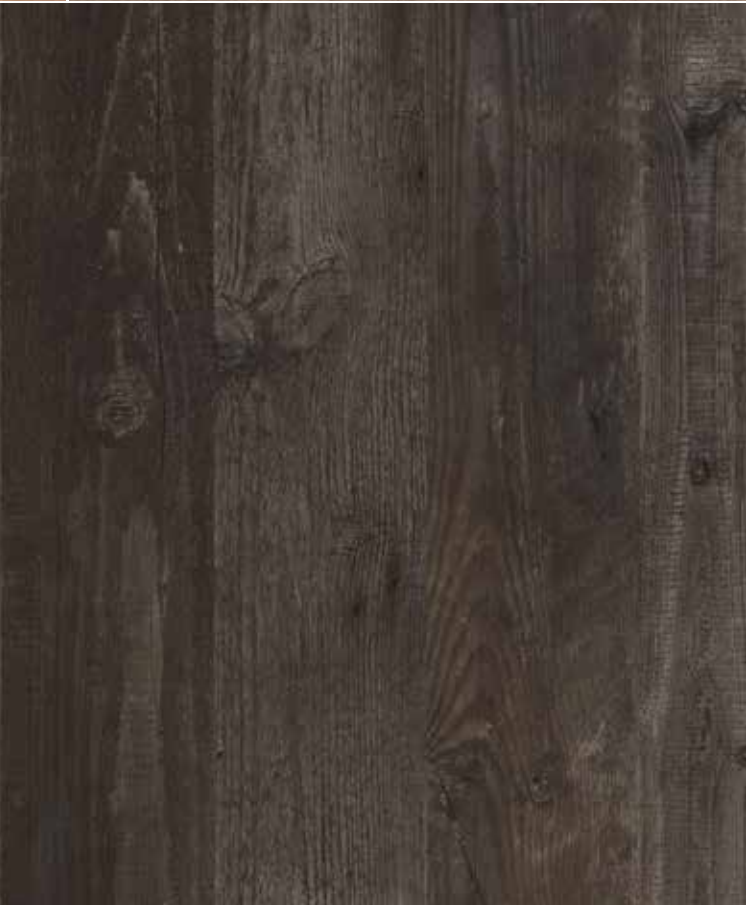
MONTANA (4618)




NEVADA (4617)




OUTDOOR PINE (4623)






KALAHARI (4638)



SAHRA (4637)



TAKLAMAKAN (4641)

ICELAND OAK 1 (4621)



ICELAND OAK 2 (4622)



LAVINYA (4629)



VICTORIA (4630)



DAPHNE (4631)





LAGOS (4634)



ORKINOS (4635)



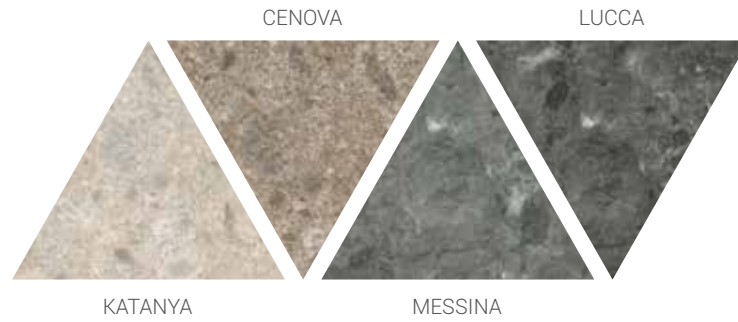
ALBATROS (4636)

NATURAL STONE & CONCRETE
DOĞALTAŞ & BETON



A natural stone-effect design for an exceptionally authentic aesthetic

•
Otantik ve estetik tasarımıyla **doğal taş etkisi**

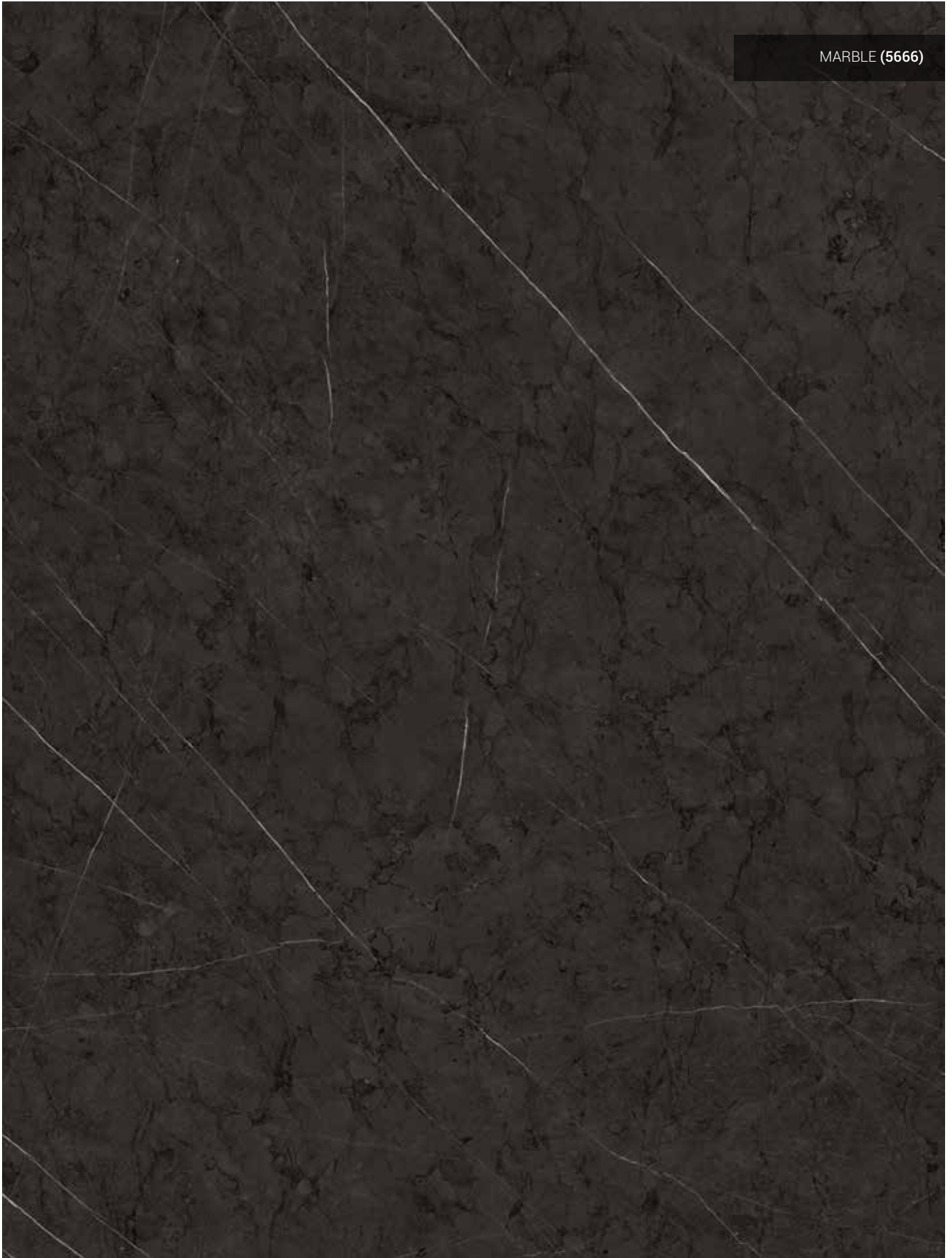


KATANYA (5693) • CENOVA (5692) • MESSINA (5701) • LUCCA (5700)

TRAVERTIN (5679)



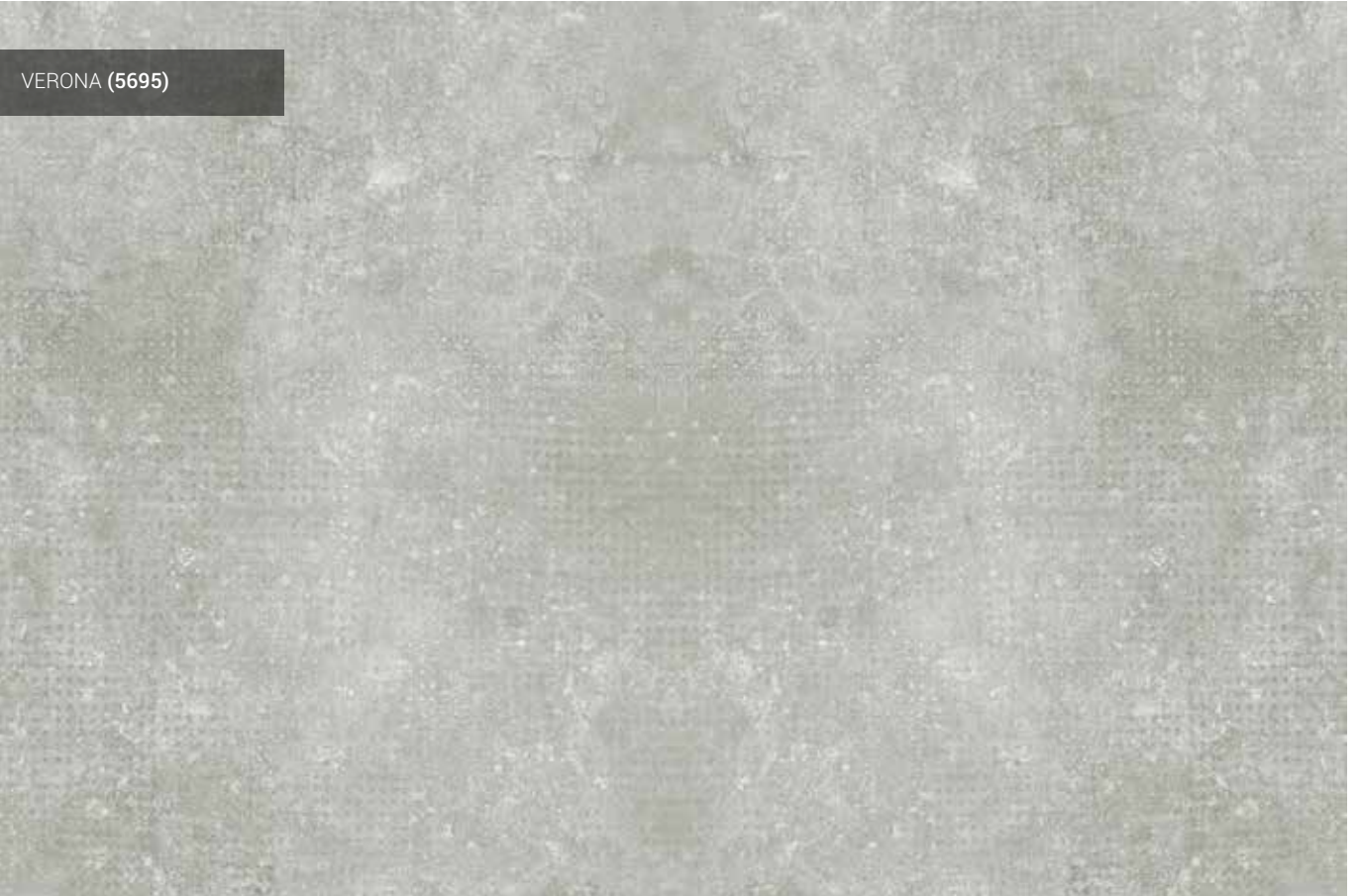
MARBLE (5666)

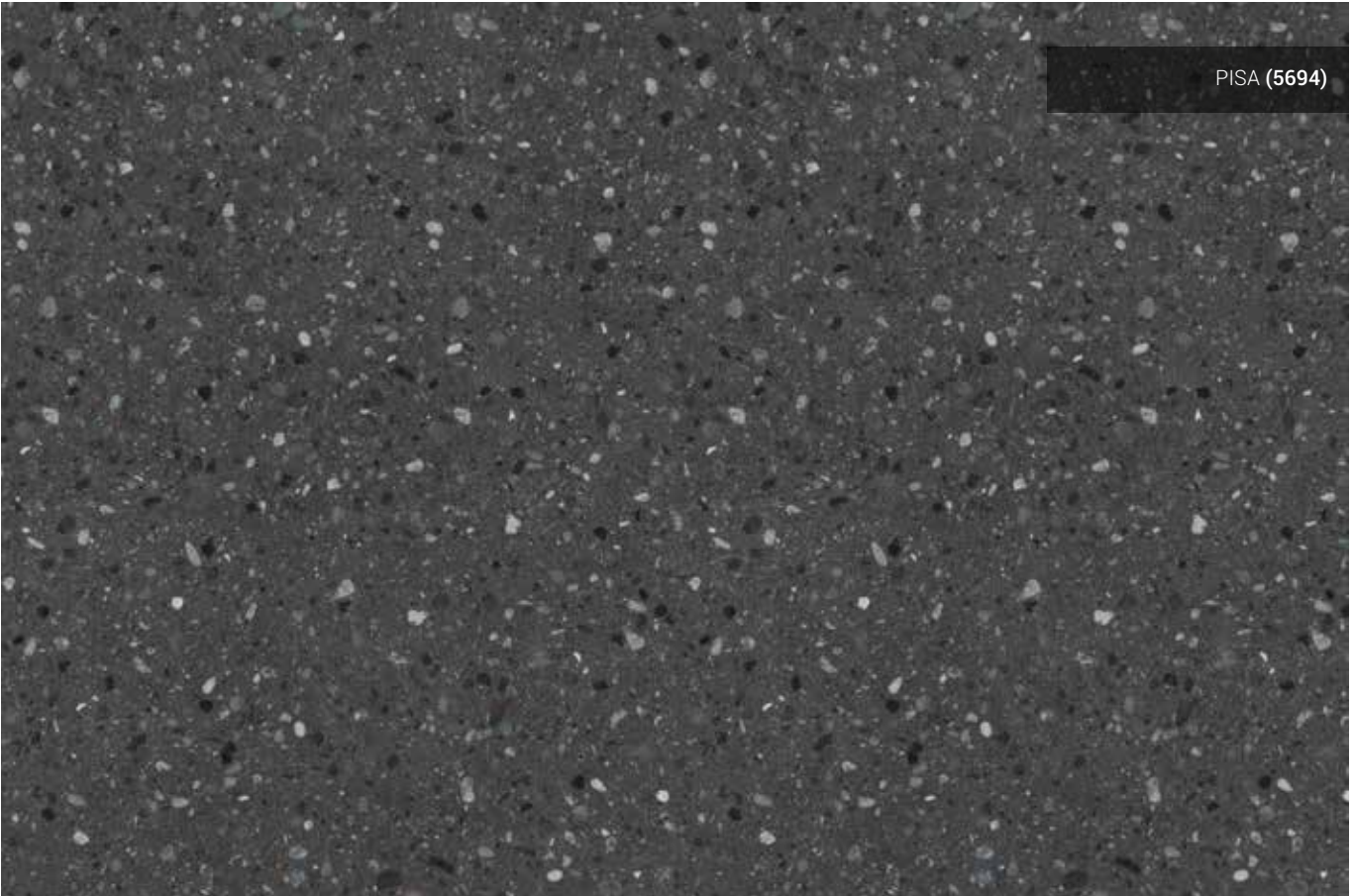


SAHARA (5684)

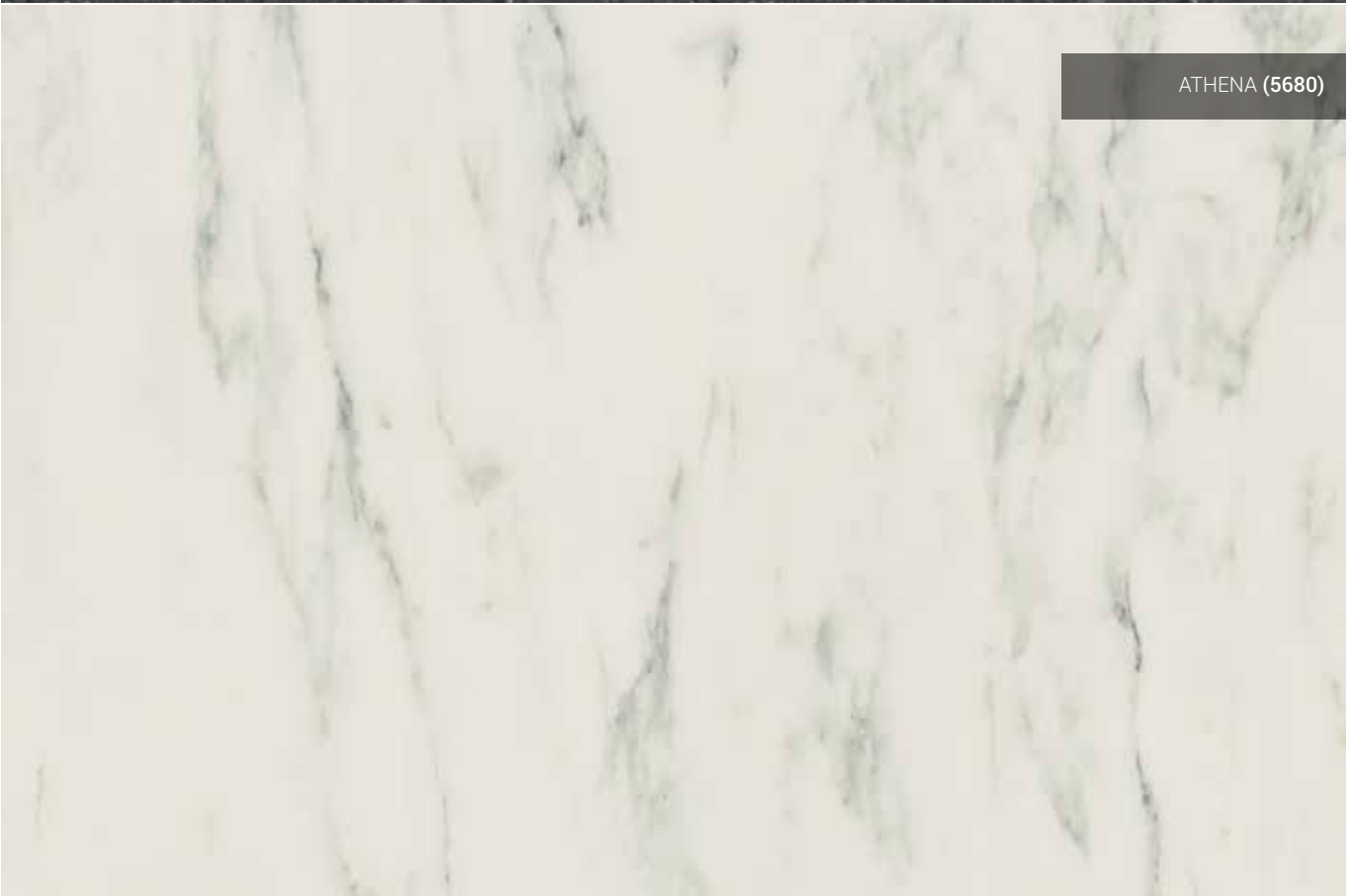


VERONA (5695)





PISA (5694)



ATHENA (5680)



Durable and eye-catching...
Dayanıklı ve göz alıcı...



PEARL GREY (5699)



CLOUD GREY (5697)



SAND STONE (5696)

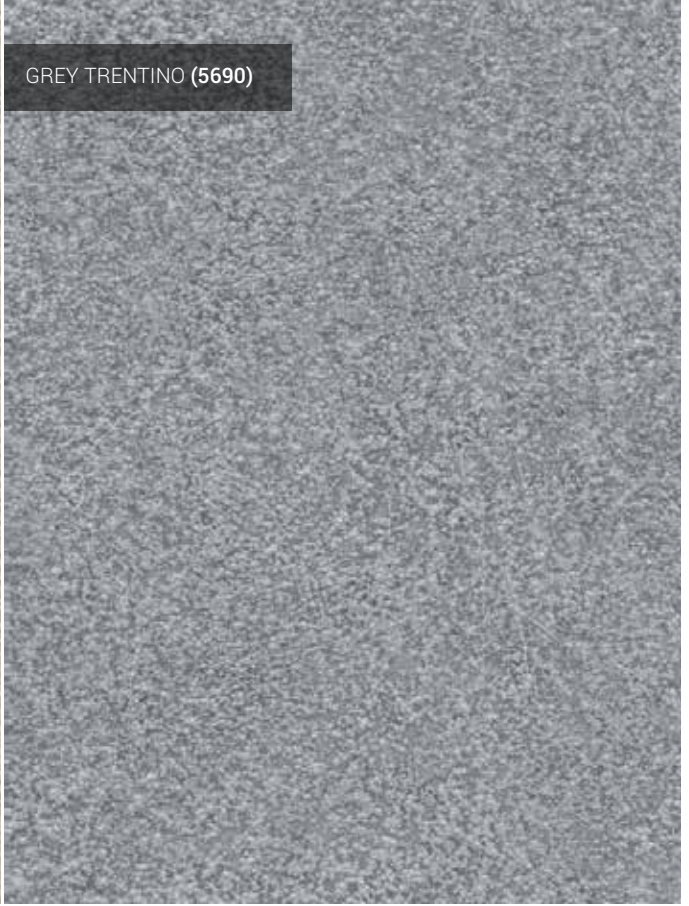


ZIRCON STONE (5698)

WHITE TRENTINO (5689)




GREY TRENTINO (5690)

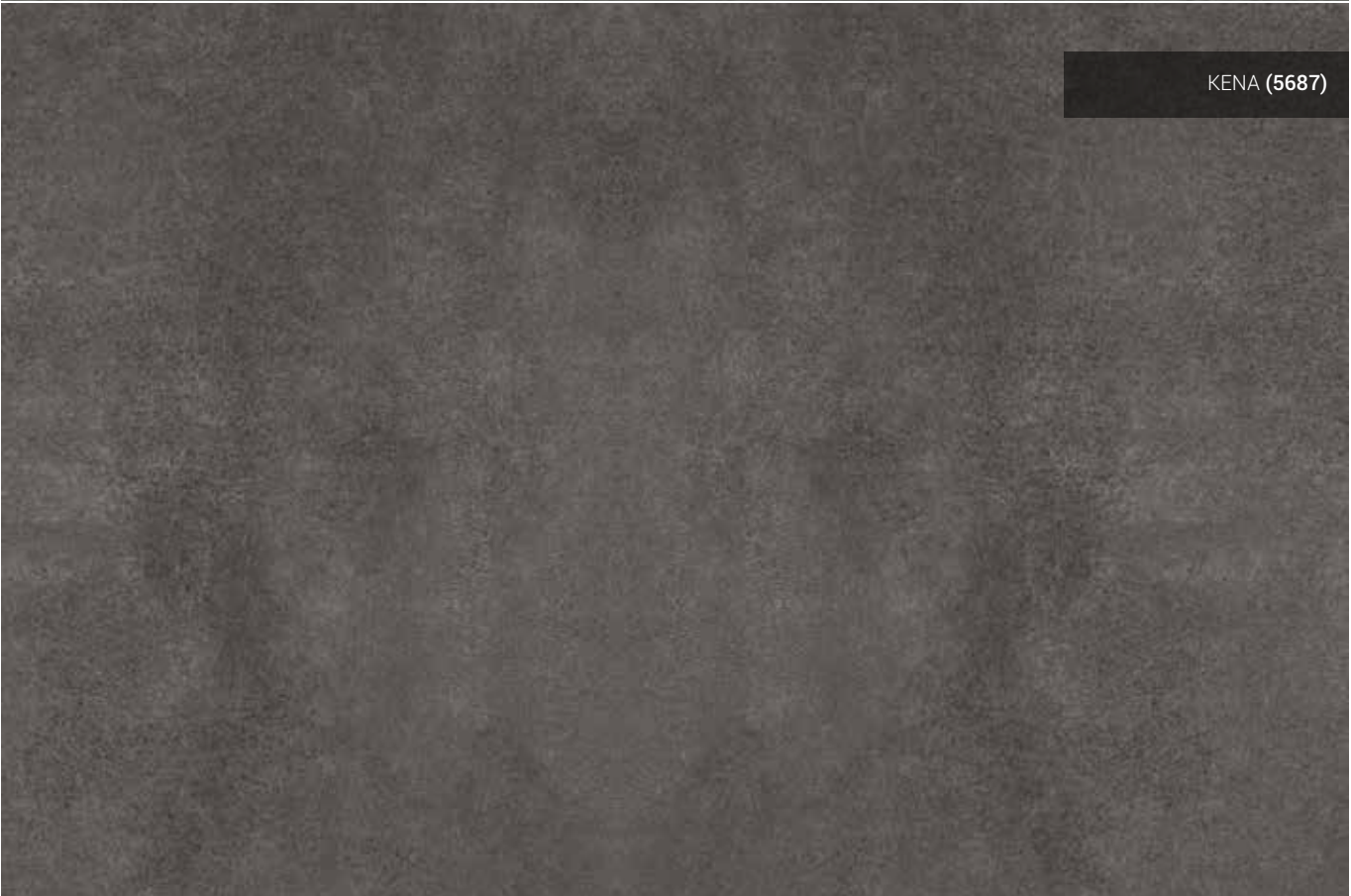


BLACK TRENTINO (5683)





FERRO (5677)



KENA (5687)

METAL

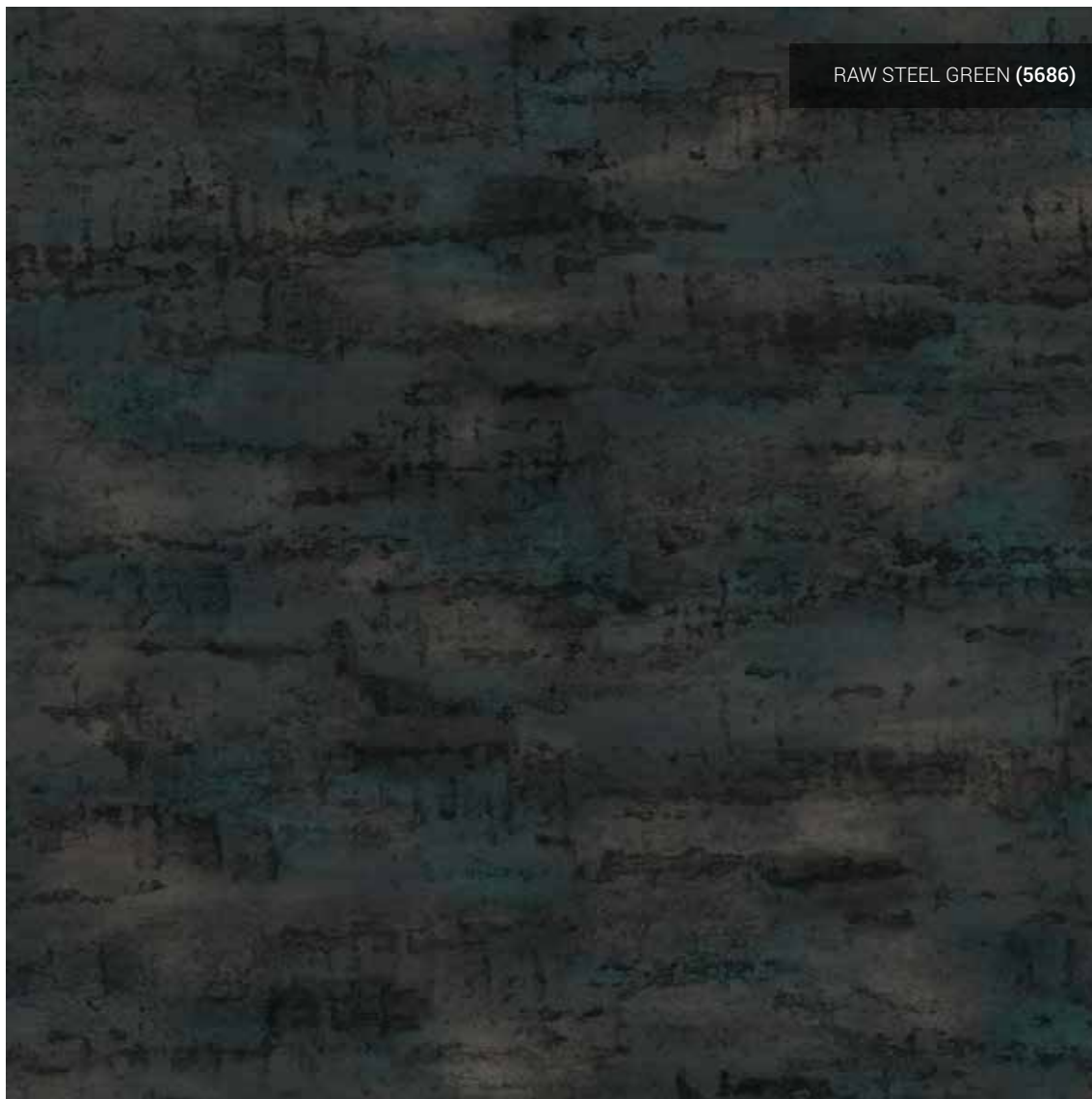


Delivering colour and sheen unearthed from richest mines

En zengin madenlerden çıkarılan **renk ve parlaklık görünümü**







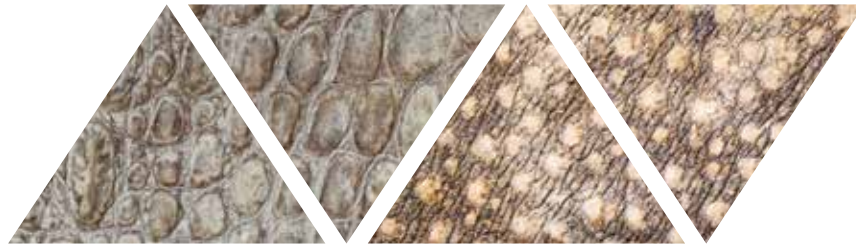
DIGI LINE / DĪJĪTAL



Creativity follows the **imagination**

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Hayal gücünü takip eden **yaratıcılık**



RHINO
Only Digital Sample

CROCODILE
Only Digital Sample

ELEPHANT (DG19)



Only Digital Sample

Strong and unique...
Güçlü ve farklı...





Dynamic and impressive...
Hareketli ve etkileyici...

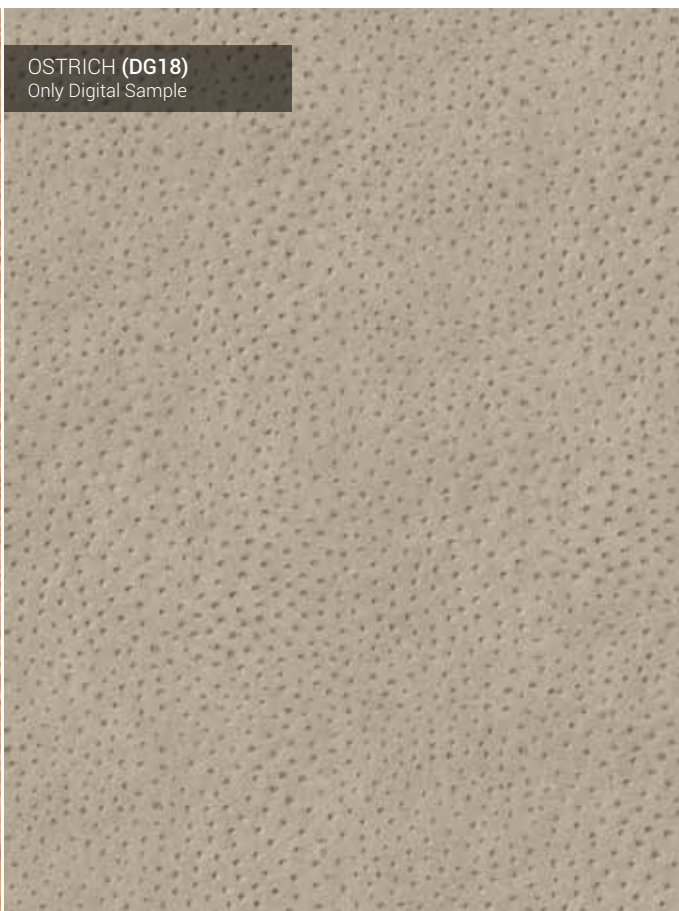


SNAKE (DG12)

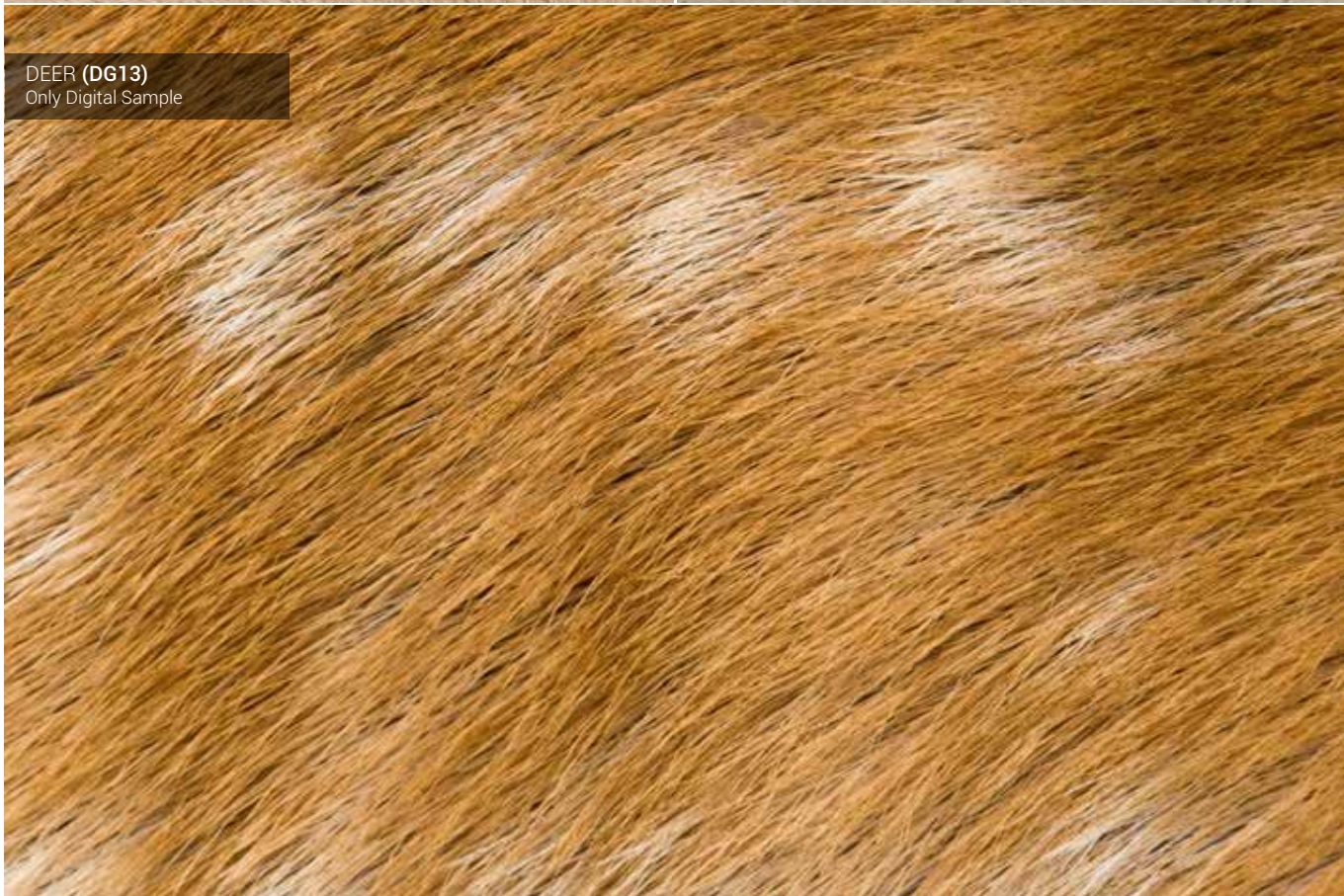
Laminate Sample



PONY (DG16)
Only Digital Sample



OSTRICH (DG18)
Only Digital Sample



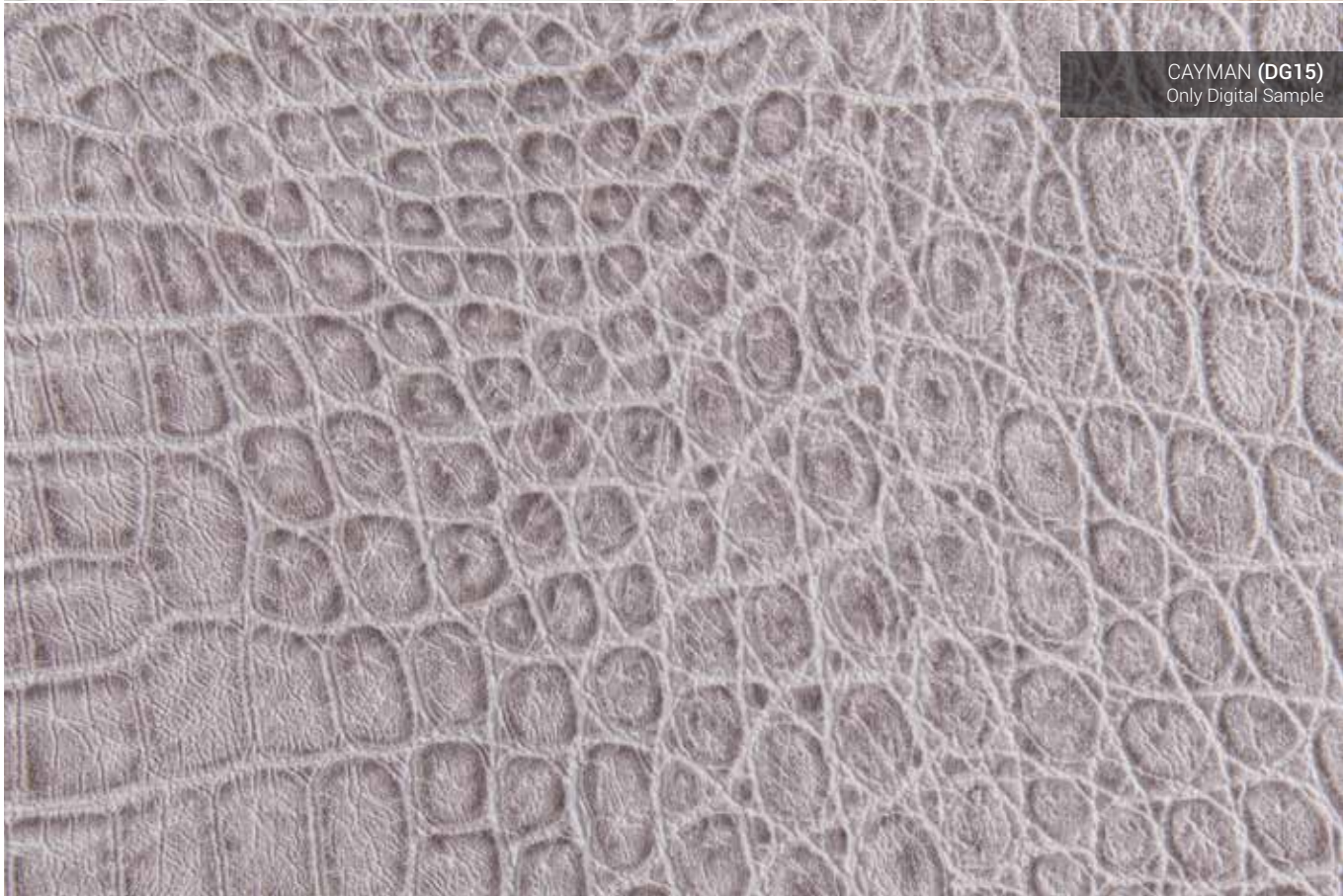
DEER (DG13)
Only Digital Sample



POROSUS (DG11)
Only Digital Sample

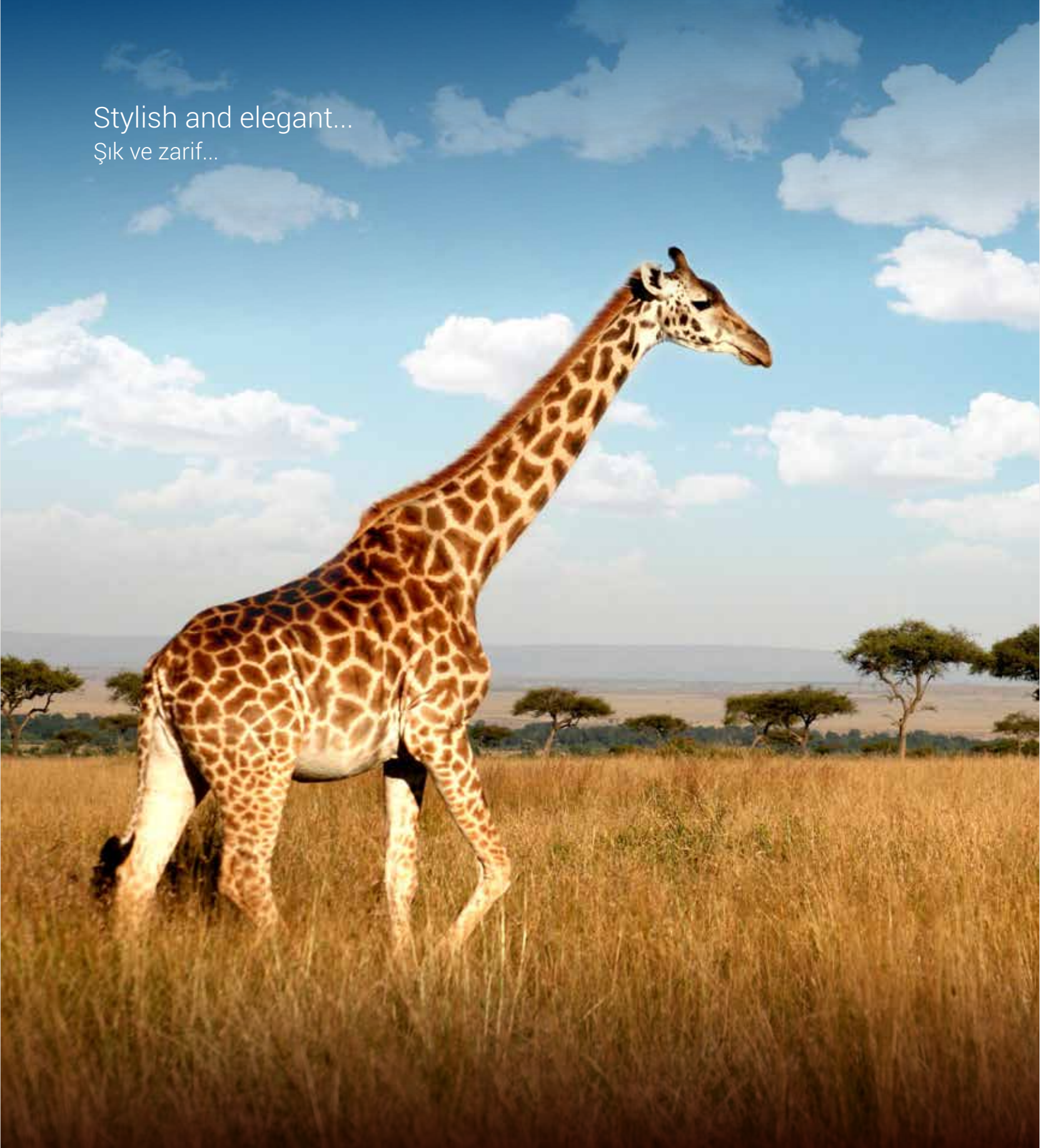


ALLIGATOR (DG14)
Only Digital Sample



CAYMAN (DG15)
Only Digital Sample

Stylish and elegant...
Şık ve zarif...





GIRAFFE (DG10)

Only Digital Sample



HPL are hygienic and stainless, and besides are resistant to impacts, scratches, chemicals, heat and any climate conditions.

