

Mosa.



ARCHITESSA

an Architectural Ceramics brand

Retail





Armani Collezioni, Bond Street
London, United Kingdom
Terra Maestricht

Precisely tailored
expertise



Retail design is all about providing an immersive brand experience, creating destinations that draw people away from devices and into spaces that excite the senses and tell a story. Leading architects worldwide specify Mosa for retail projects because they need materials that perform yet also provide a particular aesthetic. A unique blend of tile technology and innovation, as well as real-world experience in the demanding arena of experiential retail design make Mosa a go-to retail design resource.

Crafted to endure under heavy traffic and made with superior slip-resistance, it performs safely and minimizes risk. Mosa's tools and expertise for smooth transitions create a sleek and sophisticated backdrop for showcasing luxury merchandise. Mosa technology is a thoughtful, expert choice for retail projects.



Westfield Hawthorne Center
Vernon Hills, United States
Murals Change



Shopping Centre Eggert
Purmerend, Netherlands
Terra Beige & Brown Collection

Shop don't drop

Sustainable

Mosa makes the world's first and only Cradle to Cradle Certified™ porcelain tile, adhering to elevated standards of sustainability. These porcelains embody all of the TCNA-cited health, safety and environmental benefits, and may also qualify your project for LEED points. Cradle to Cradle Certified™ is a certification mark licensed exclusively for the Cradle to Cradle Products Innovation Institute.

Slip-resistant

Mosa tiles exceed the basic DCOF standard for slip-resistance. In high traffic or wet areas and on staircases or ramps, slip-resistance is key to avoiding potential injuries.

Suitable

Especially in the public and food service areas of shopping centers and malls, designers want people to be safe and secure from the moment they set foot in the door. This calls for a finish that's not only beautiful, but also smooth underfoot, meticulously rectified to install cleanly with no trip hazards, is supremely slip-resistant and that has zero VOCs so there's no lingering chemical odor or impact on the indoor environment.



HQE®



BREEAM® NL

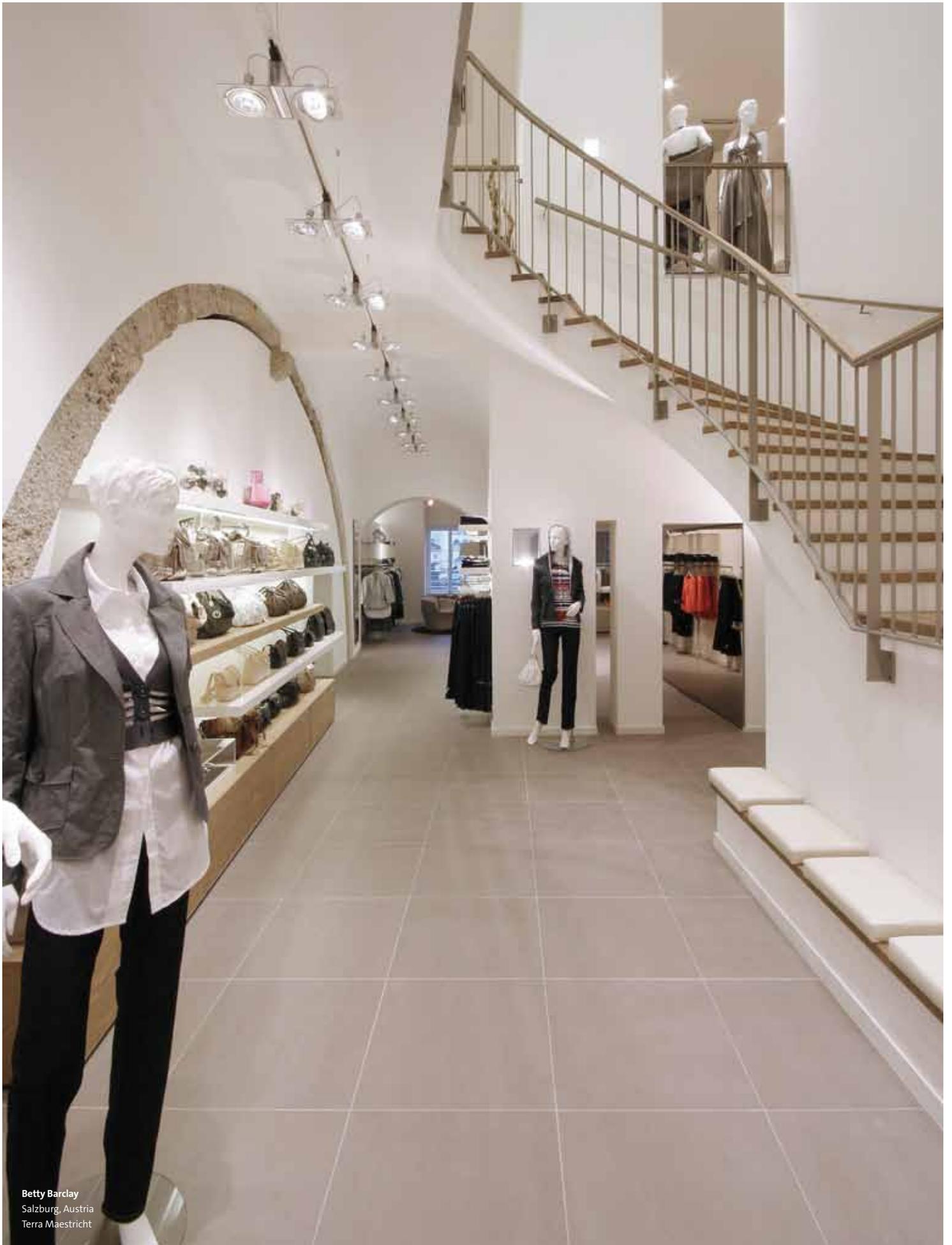


Browse worthy

There's neutral and then there's neutral. Mosa's innovative production process deposits tiny particles of variously toned natural clay randomly, in much the same way in which nature creates sedimentary rock, so no two pieces are alike. The resulting look has dynamic movement that draws the eye through the space and feels warm and inviting. This tile used in London's TopShop store has a textural, caramel tonality reminiscent of fashion's rich counterpart, cashmere. With Mosa, you can delve into experiential design while using materials that are likely to hold up far better than natural stone in high traffic environments. Large format floor tiles provide a beautiful, immersive foundation for your design that feels organic and appears ever-changing. All this without diverting attention from the main event – the merchandise. Our experts can help you select the look that will invite shoppers to stay, browse and snap a selfie.



Topshop
London, UK
Terra Maestricht Collection



Betty Barclay
Salzburg, Austria
Terra Maestricht



Chic solutions

Humans make purchases based on an emotional response. Purchase decisions actually happen in a part of the brain that has no language capacity. So whether the merchandise is fashion, jewelry, cosmetics, housewares or athletic gear, retail interiors are meant to elicit such a response. The more inspired the interior, the more inspired the shopper - all while keeping the merchandise in its starring role. Mosa makes it easy; with the online Pattern Generator you can create patterns on many scales in thousands of color combinations. With a large selection of tile accessories, you are ensured smooth transitions, safe stair treads and fully integrated details throughout.



Design splendor

There's a reason that fashion runways are almost always pristine white. When design is on the menu, the finishes that serve as foil must be quietly fabulous. However, in fashion and luxury goods, not often is there a call to be sedate. When innovation and color are on display, the backdrop has to be unobtrusive but still hold its own, playing a role in the brand experience without causing a ruckus. Mosa is proud to provide versatile, beautiful materials so design pros can create retail interiors that achieve your goals while using surfaces that truly make sense for brands whose own designs are the stars of the show.





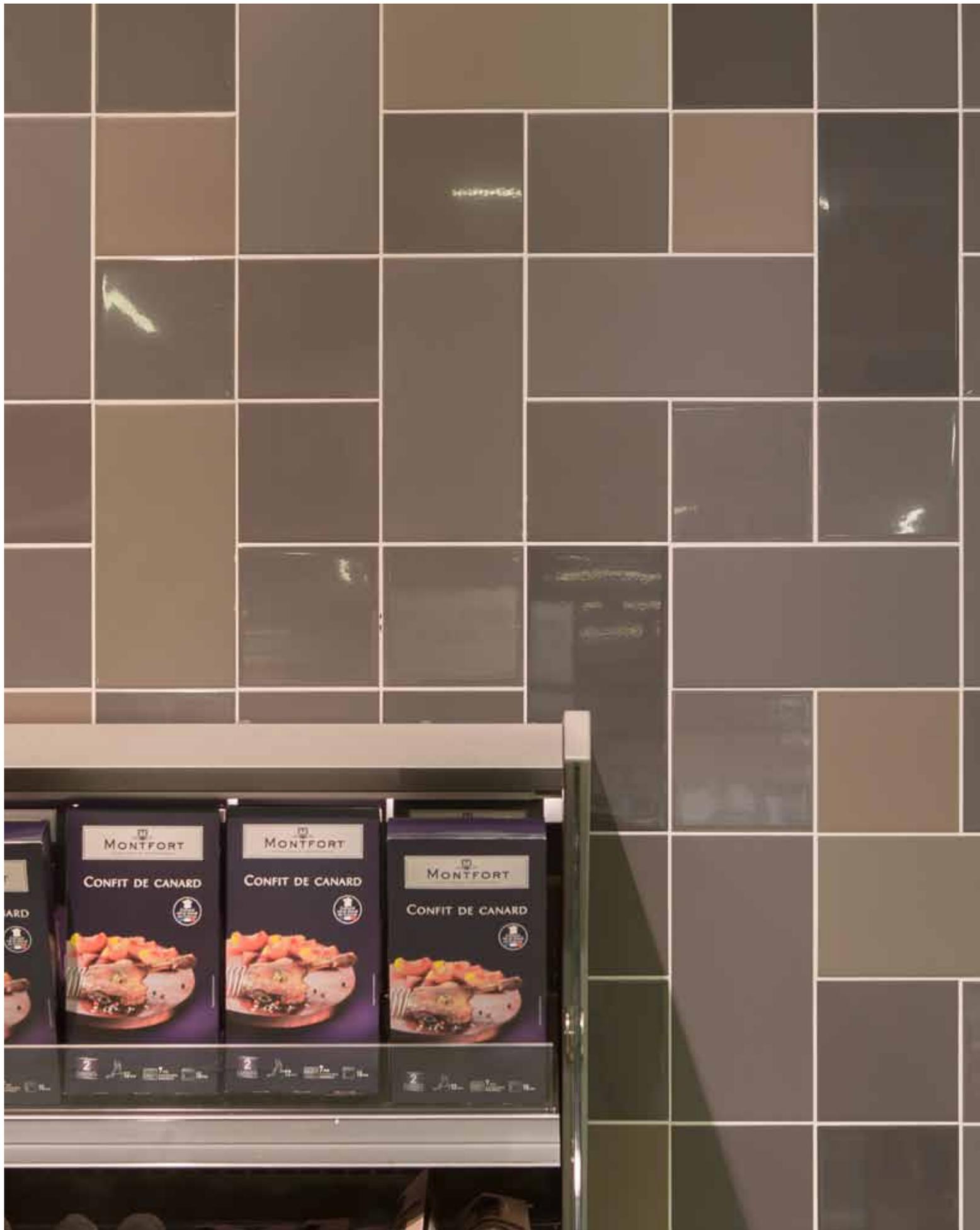
Borton Volvo
Minneapolis, MN
Terra Greys

**Driven to
perform**



Large format tiles you can drive car over? Sure. Mosa offers measurable performance standards that provide extra insurance to specifiers and their retail clients in areas of breaking strength and modulus of rupture. These same characteristics also make Mosa the choice of architects to prevent failures due to the heavy, dynamic loads and sustained vibration inherent in retail environments such as auto dealerships.

In malls, architects look to Mosa's strength to cover hard-to-address specs such as suspended substrates. Mosa applies state-of-the-art technology to a range of porcelain tile that exceeds industry standards for surface integrity, bond adhesion and breaking strength. Mosa is the solution for tiling complex installations on staircases, walkways, overhangs, platforms and ramps.





Pattern supermarket

With Mosa, you can make a splash with design while using materials that hold up in high humidity environments, and that can be cleaned and sanitized on even the most rigorous maintenance schedule. With hundreds of colors and myriad sizes in wall tile, and Mosa's online pattern generator, the design possibilities are endless. In this ultimate seafood supermarket, designers used color cues to define merchandising while staying in an appealing, natural palette: cooler ocean and beach colors for preserved fish products, and warmer, deeper tones for luxury smoked items.



La Fabrique de Lunettes
Paris, France
Global Collection



A closer look

Mini Case Study: La Fabrique de Lunettes, Paris

This luxury store occupies the ground floor of a Haussmannian building. Though the store is a large, open space, its layout comprises several rooms: a waiting room, a living room, a kids' room and the laboratory. The lab stands behind a glass wall, so customers can see the opticians at work on their state-of-the-art equipment. Adding to the residential feel and warmth, the furniture, from chairs to tables and a sofa, and all accessories were carefully chosen by the owners, who combed the Paris flea market to find genuine mid-century pieces. The design of an experience of fun and ease choosing fashion eyewear in this chic and friendly ambiance. To visually separate the areas without closing up the rooms, the architect painted the transitional arches in black using muted primary colors on the walls.

The clever use of contrasting square tiles from Mosa's Global collection to craft an over-scaled hound's tooth pattern on the floors and counters offers a fashion feel with a touch of whimsy. It also feels crisp and is easy to clean, a must in this pristine optical shop environment.

"Our challenge: turning an old bank into a modern optical store in an old but trendy neighborhood of Paris, Le Marais. This project is the result of great teamwork between the firm and our clients. We designed the interior of the optical store in the spirit of the fifties adapted to meet the contemporary expectations of the customers," says architect Marc Ifrah.

Public retail spaces call for flooring that can hold up to high traffic, wet weather and even tracked-in road salt and still be smooth and look great. Mosa's precise face dimension and rectified edges allowed for smoothness and minimal grout joints, and above-standard slip resistance renders everything safe. Marc Ifrah architecture shows here that all that practicality can also be fun.

Explore more inspiring case studies at mosa.com



By the numbers

Mosa exceeds industry standards, ensuring your project endures beautifully and safely.



Slip resistance

Safety

According to the National Safety Council (NSC), over 9 million disabling slip-and-fall injuries occur every year in the USA alone. The annual direct cost of disabling occupational injuries due to slips, trips and falls is estimated to exceed \$11 billion.

When it comes to flooring, the type of mishap of greatest concern is slipping, tripping and falls on the same level, rather than falls from one level to another. Mosa saves your client from worry.

With the application of Mosa's state-of-the-art technologies in porcelain tile manufacturing, tile is available to architects that exceeds the minimums for slip resistance, offering even more assurance against costly accidents.

Industry standard: 0.42 DCOF

Mosa standard: 0.70 DCOF



Bravo Supermarket

Baku, Azerbaijan

Murals Blend

Terra Beige & Brown Collection



BRAX Flagship Store

Erlangen, Germany

Terra Maestricht



Nike

Dubai, UAE

Terra Greys



Abrasion resistance

Endurance

Flooring must endure over time and be a safe surface with integrity. Sourcing porcelain that is wear-resistant is key to satisfying this requirement. Especially for public areas in multi-unit residential buildings, using Mosa will mean a worry-free installation because Mosa allows far less depth of abrasion than the standard:

Industry standard: <175 mm³

Mosa standard: <100 mm³

Face dimension

Horizontal safety and integrity

Dimensional consistency is key on floors for safety reasons, and lack of integrity here can be a gateway to more serious product failures down the road.

Vertical beauty

Shadows and lippage on walls impact the beauty of important designs. The nature of porcelain is that some warping is inevitable, but Mosa's exacting quality control allows for less warping in rectified porcelain than the industry standard.

Industry standard (face dimension, rectified):

+/- 0.03"

Mosa standard: (face dimension, rectified):

+/- 0.012"

Industry standard (warpage, rectified): +/- 0.07"

Mosa standard (warpage, rectified): +/- 0.06"

Breaking strength

Maintenance concerns

Foot traffic in many areas is not the only concern. Consider how maintenance will be performed in multilevel high-ceilinged areas, for tasks such as window washing which often can involve heavy equipment or even vehicular traffic. Mosa's superior strength makes maintenance concerns practically vanish.

Industry standard: 250 lbs.

Mosa standards:

Thickness < .04" > 400 lbs.

Thickness > .04" > 700 lbs.

Service and support

Dedicated people

People make Mosa

This is clear from the smart design of our tiles and our services. Our employees and partners are active worldwide, in locations providing advice and in points of sale for a wide range of clients: designers, architects, commissioning parties, and consumers amongst others. They are all specialists who would be delighted to inform and advise you on the many possible uses of ceramic tiles in your project.

Customer Care and project advisers

We set high standards for the advice and support provided to our clients. This means that we actively aim for dialogue and that we are interested in what interests you. This forms the basis for good cooperation. We are happy to contribute ideas and suggestions to make things as easy as possible for you. We are a partner, from the beginning to the end of the building process. Our Customer Care employees and your project adviser are always ready to assist you.

mosa.com/contact

Dedicated partners

Mosa showrooms and distributors

Mosa has its own showrooms in Maastricht, Amsterdam, Frankfurt, and London, especially for designers, architects, and commissioning parties. At these showrooms, you can see and touch the entire tile collection for walls, floors, facades, and terraces. To this end, you can also turn to our selected distributors worldwide. We are ready to assist you, offering personal advice on the application of our products and services. You can find a showroom or distributor near you via our website.

Network of dedicated partners

Mosa has distribution centers in Europe and North America and supplies identical tile concepts worldwide. Thanks to a network of dedicated partners, our tiles can be purchased for spaces on various continents and also be delivered quickly. As all the logistical elements are closely linked with each other, your wishes form the central focus throughout the process.





Digital tools

Pattern Generator

The Pattern Generator allows you to create endless variations with patterns for walls and floors. Once you have chosen a pattern, the tool calculates the exact number of tiles required. It also automatically generates a working drawing with instructions for the tiler. The Pattern Generator allows a free choice from all possible formats, grids, textures, and colors that can then be exported to SketchUp, AutoCAD, Revit, and BIM. You can find the Pattern Generator on our website.

Data selection tool

Mosa provides product information for 2D and 3D design software in a variety of formats. By means of wizard, we can help you quickly find the product information for your chosen product in the right format. This means that the information can be directly converted to DWG, IFC, JPEG, DXF, or PAT, and indirectly to RVT. The wizard allows you to download the desired information; you can then simply import it into your software package.

Digital specification service

Mosa offers a local digital specification service for all products from the collection. This allows you to quickly find the full specification details for all series. The format and content of the descriptions vary per country. You can easily add the required description to your specifications.

Always inspired

Mosa Magazine

Via our online blog, Mosa Magazine, we inform you of developments in the field of ceramic tiles, construction, and architecture. Here you can find tips for the installation of ceramic tiles, our vision of sustainability, an explanation of the properties of ceramic, building regulations, and examples of the use of our tiles series in international projects, amongst other information.

References and case studies

We like to inspire through our tiles. We are therefore constantly collecting examples of international projects in which our series have been incorporated. We regularly single out a reference as a case study. We enter into dialogue with the architect, designer, or user of a space regarding their reasons for choosing Mosa. These references and case studies can be found on our website.

Social media

For inspiration, reference projects, news, and events, you can follow us via social media. You can find us on Facebook, Twitter, LinkedIn, Instagram, Pinterest, and various other channels. Choose your favourite channel and be kept updated on architecture and ceramic tiles.

magazine.mosa.com



facebook.com/mosatilesusa



twitter.com/mosatiles



linkedin.com/company/royal-mosa



instagram.com/mosatiles



pinterest.com/mosatiles



The height of achievement

Mosa's recent notable retail projects include:

Aftershock
Anson's
Betty Barclay Store
Borton Volvo
Bravo Supermarket
Brax Flagship Store
Giorgio Armani
Hugo Boss
Hugo Boss
La Fabrique de Lunettes
Longchamp
Lunds & Byerlys
Nike
Nike
Pierre Marcolini
Shopping Center Eggert
Silgro Maastricht
Swarovski
Topshop
Westfield Hawthorne Center

Dallas, TX
Frankfurt am Main, Germany
Salzburg, Austria
Minneapolis, MN
Baku, Azerbaijan
Erlangen, Germany
London, United Kingdom
New York, NY
Toronto, Canada
Paris, France
Dallas, TX
Minneapolis, MN
Antwerp, Belgium
Dubai, United Arab Emirates
Paris, France
Purmerend, Netherlands
Maastricht, Netherlands
Dubai, United Arab Emirates
London, United Kingdom
Vernon Hills, IL

Corgan
Schwitzke & Partner
Blocher Blocher Partners
Steven Fichtel Architects
Jos de Vries
Architekturbüro CRI Cronauer + Romani Innenarchitekten
Giorgio Armani
Hugo Boss
Dutoit Allsop Hillier Architects
Marc Ifrah Architecture
Rittiluechai Architects
Shea Architects
Nike
Nike
Olivier Lempereur
Claessens Erdmann Architects & Designers
Claessens Erdmann Architects & Designers
Swarovski AG
Arcadia Group
CannonDesign





RETAIL

 **ARCHITESSA**
an Architectural Ceramics brand

PROUD PARTNER OF:

Mosa.

CONTACT INFORMATION:

www.architessa.com

1.800.287.1742

For general sales inquiries: sales@architessa.com

For commercial & hospitality sample requests: samples@architessa.com

Headquarters: 1803 Research Blvd. Suite 402 Rockville, MD 20850

V02.22