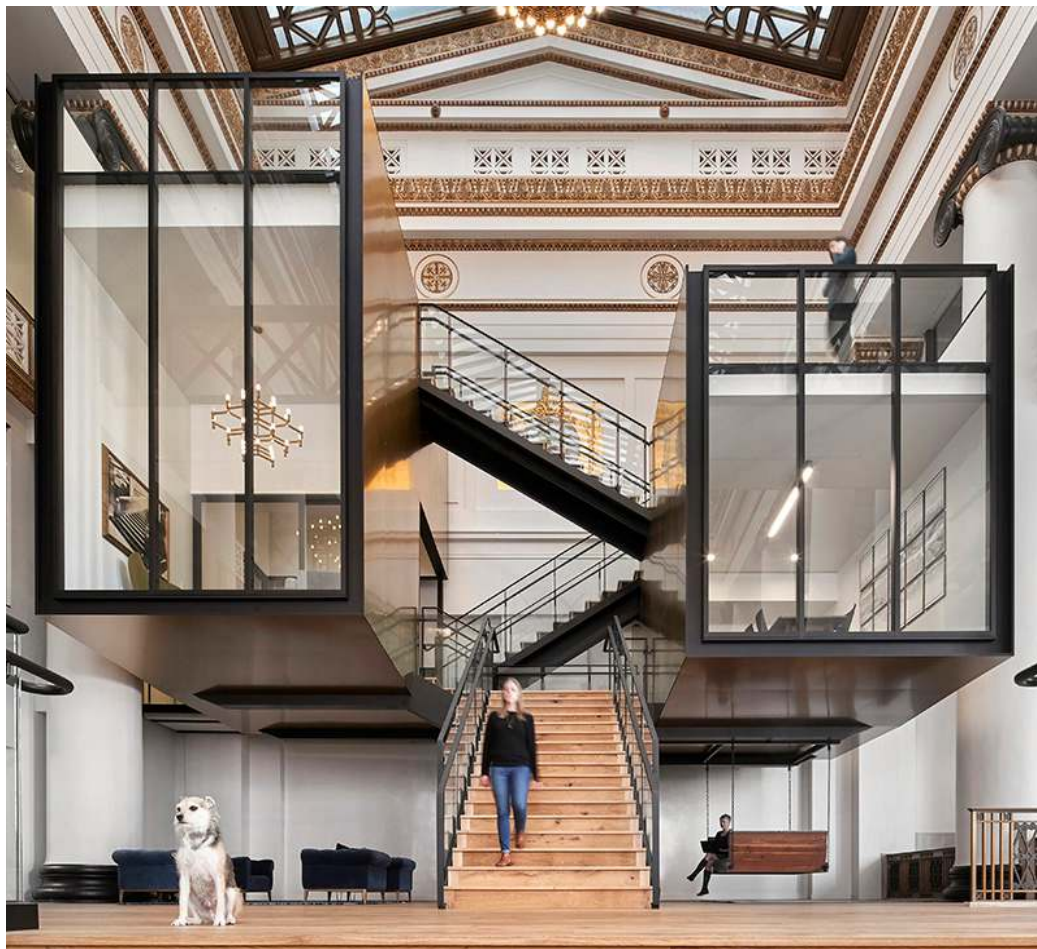


PURE+FREEFORM  
*Interiors*



ZGF | Expensify | Portland, OR  
Finish: Hampton Brass | Photo Credit: Garrett Rowland Photography



## INTERIOR METAL WALLS & CEILINGS

Pure + FreeForm is a metal design studio specializing in bespoke finishes and wall paneling products for interior and exterior applications.

We believe in materials that reflect tradition, texture, scale, purpose, and place, not just beauty. What matters to us is a project's relationship to its surrounding, offering something tangible and meaningful that transcends simple embellishments.

Our core product line is aluminum, one of the most sustainable and green materials available on the market.

Our vision is to contribute, as a manufacturer, in creating destinations recognized globally for their inspiring, contextual, purposeful designs.



## DESIGN POTENTIAL

Customization is king. We offer each designer the opportunity to create a unique, site-specific finish for no additional fee. Pattern, color, gloss, texture, and scale can all be subject to change or modification.

We work closely with designers to see their vision become reality. Throughout the design process, we create physical samples for their review and approval. If it's not perfect, we continue to adjust the design until it meets their specifications or design intent.

We offer different levels of design and customization for finishes.

**Option 1:** Select a finish from a current collection and specify it as-is, ready to use.

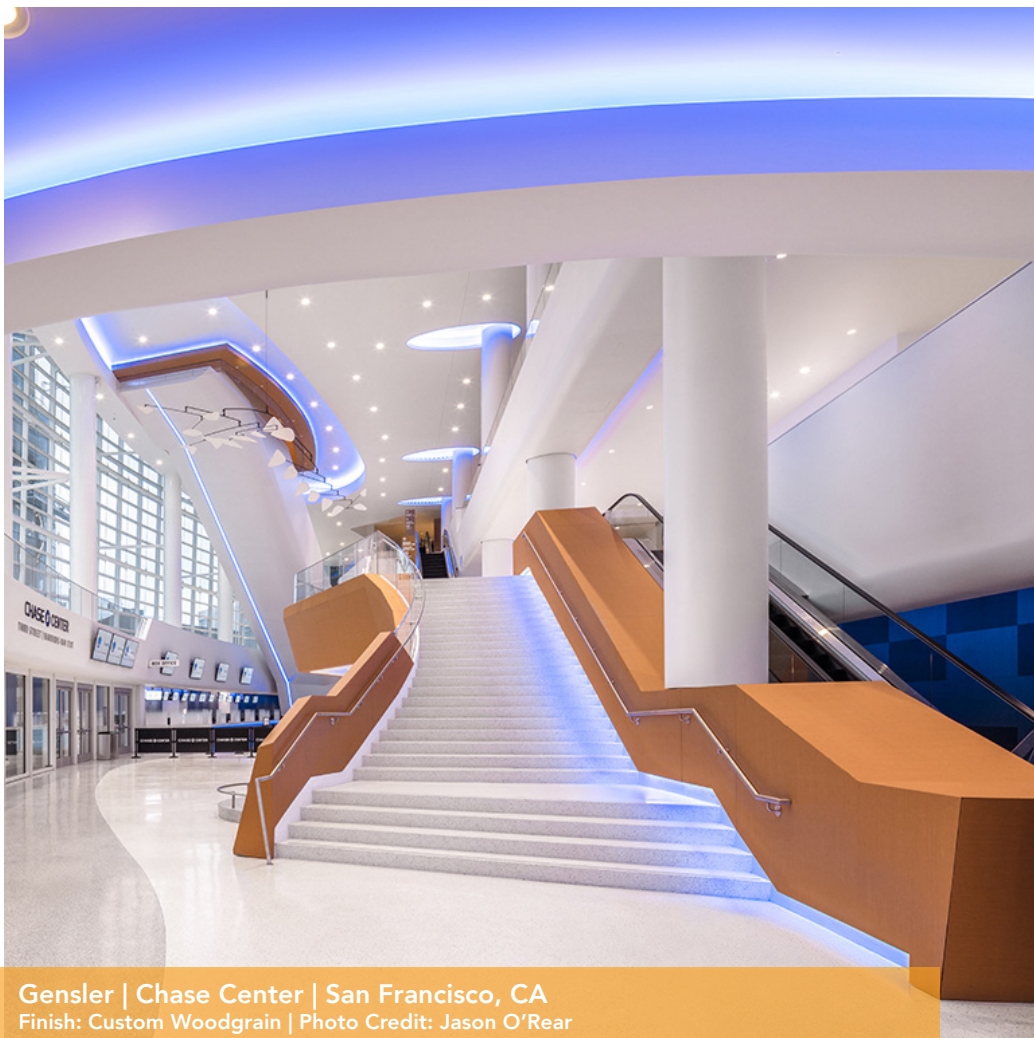
**Option 2:** Redesign a finish to any specifications using a finish from a current collection as a base.

**Option 3:** Match a finish to a physical sample.

**Option 4:** Design a finish from scratch to match almost any specifications.



Freelon Adjaye Bond / SmithGroup | Smithsonian NMAAHC | Washington, D.C.  
Finish: Emerald Copper | Photo Credit: OTTO



Gensler | Chase Center | San Francisco, CA  
Finish: Custom Woodgrain | Photo Credit: Jason O'Rear



## PRODUCT FACTS

Beautiful design is only part of our commitment to high quality manufacturing. We only use the highest grade alloys and time-tested industry leading resins.

Our single skin aluminum comes in varying gauges with a range of 0.6mm to 3mm. We offer a maximum sheet size of 48" x 177".

All of our finishes hold a 20-year warranty on fade, chalk, gloss and color with little to no maintenance required. Our product technologies meet the AAMA Specification 2605 standards.

Choose flat sheets or have them fabricated into an endless selection of panel types from interior walls, ceilings, millwork, column covers to soffits, signage, and more.

## SUSTAINABILITY

Providing materials that make the built world more efficient and green is critical to our legacy.

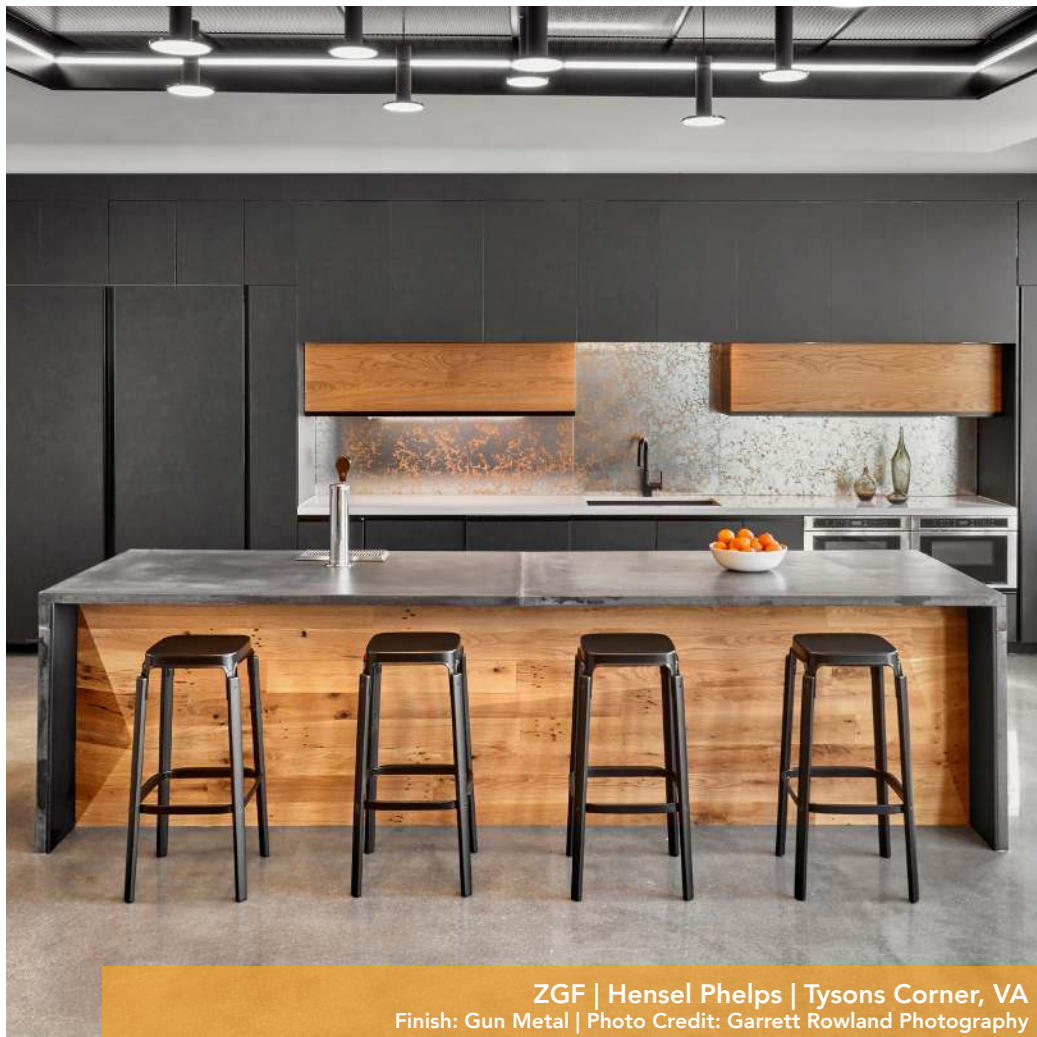
Our products are minimally processed and tough. They resist UV degradation, corrosion, and chemical exposure. Aluminum is non-combustible and has a Class A Fire Rating.

Our products are VOC free, Red List free, made from at least 20% recycled content, and 100% recyclable. They also qualify for LEED credits, participate in the **mindful** MATERIALS library, and have an HPD, available upon request.

With metal's emergence as a resource for fashioning site-specific design, its durability, versatility, and overall sustainability make it an attractive option for any project.







ZGF | Hensel Phelps | Tysons Corner, VA  
Finish: Gun Metal | Photo Credit: Garrett Rowland Photography

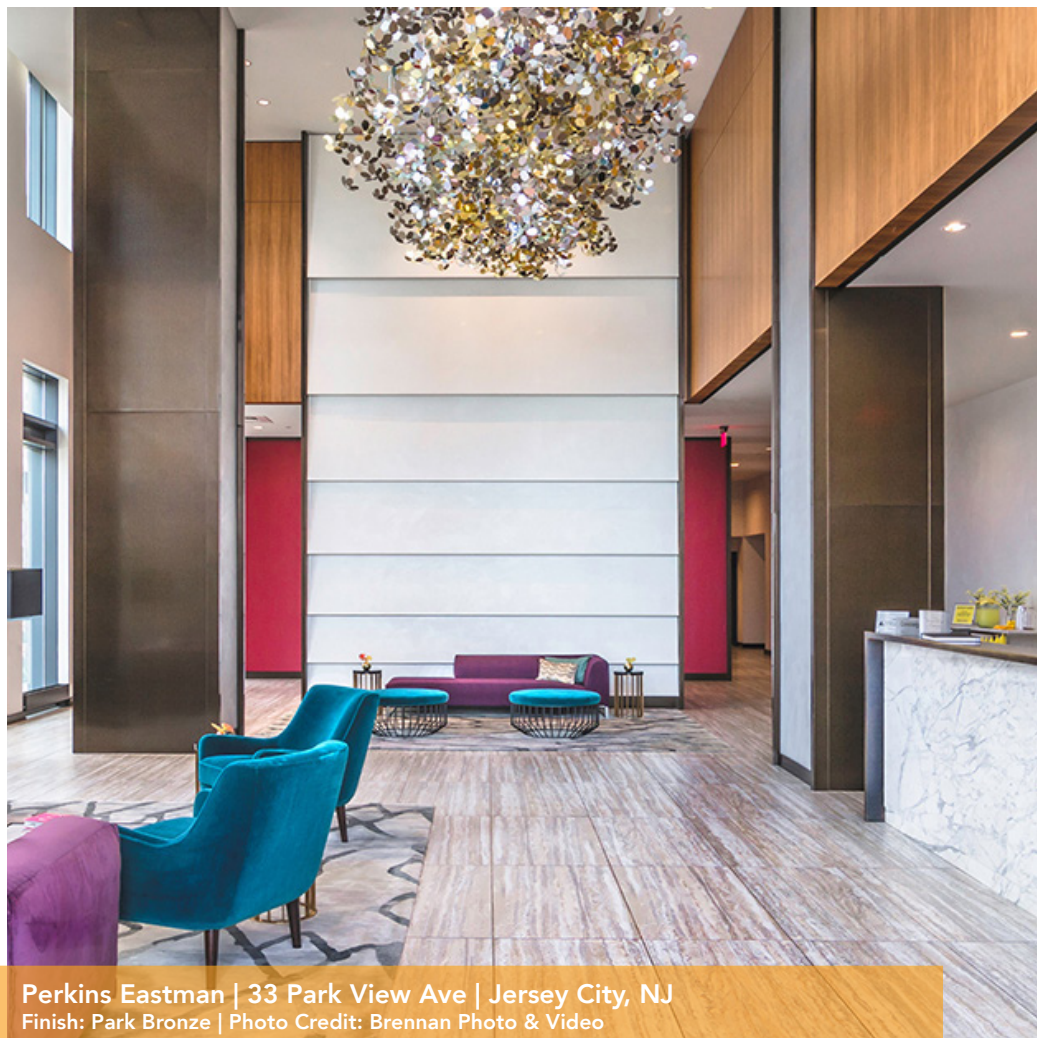


Gensler | 25 Kent | Brooklyn, NY

Finish: Brooklyn Steel | Photo Credit: Brennan Photo & Video



LAB at Rockwell Group | The Diner Installation | Milan, Italy  
Finishes: Specter, Frozen Titanium | Photo Credit: Michele de Candia for Surface Media



Perkins Eastman | 33 Park View Ave | Jersey City, NJ  
Finish: Park Bronze | Photo Credit: Brennan Photo & Video

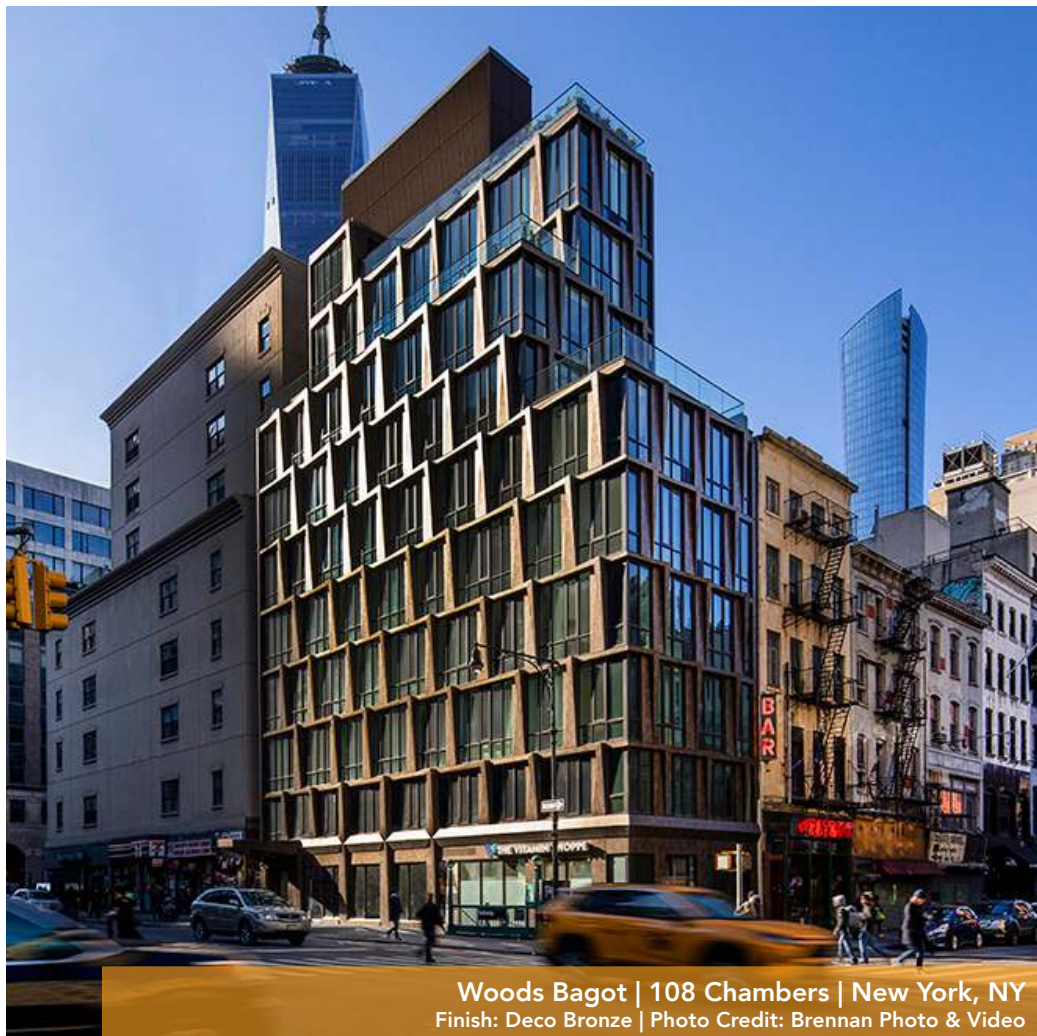




Fogarty Finger | Riverhouse 11 at Port Imperial | Weehawken, NJ  
Finish: Black Diamond | Photo Credit: Brennan Photo & Video



A+I | Squarespace Headquarters | New York, NY  
Finish: Gun Metal | Photo Credit: OTTO



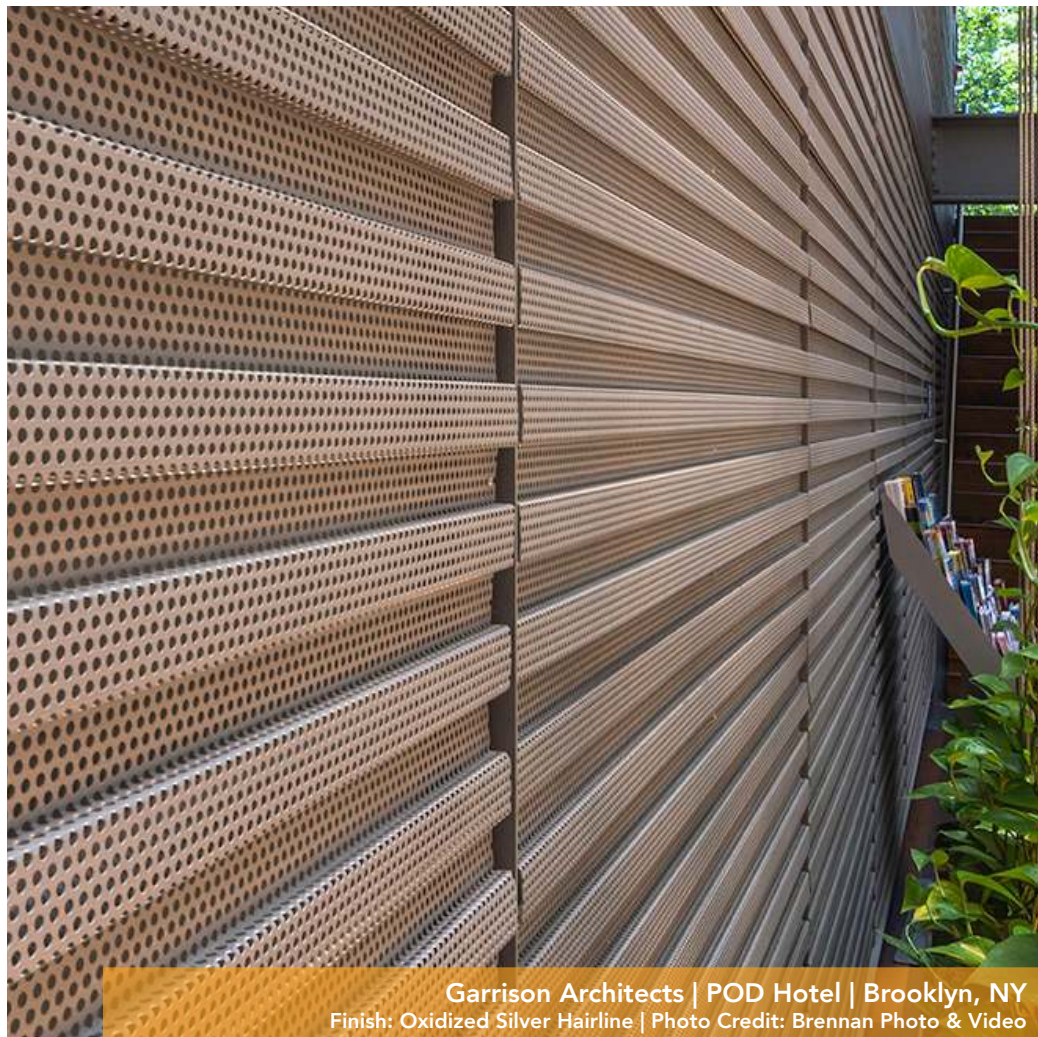
Woods Bagot | 108 Chambers | New York, NY  
Finish: Deco Bronze | Photo Credit: Brennan Photo & Video





KPF | 55 Hudson Yards | New York, NY  
Finish: Hudson Walnut | Photo Credit: Connie Zhou

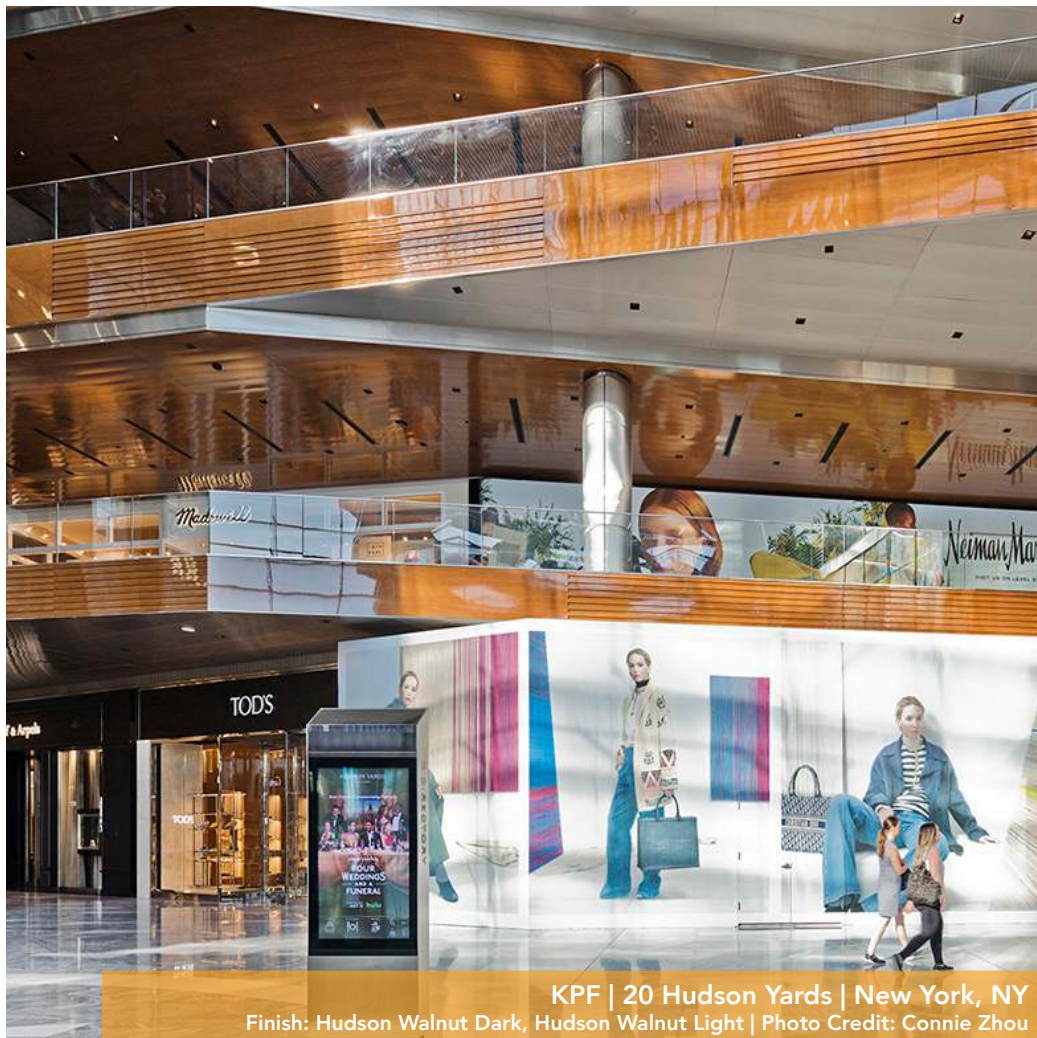




Garrison Architects | POD Hotel | Brooklyn, NY  
Finish: Oxidized Silver Hairline | Photo Credit: Brennan Photo & Video



Centennial Library | Anoka, MN  
Finish: Frozen Titanium | Photo Credit: Phalanx Studios



KPF | 20 Hudson Yards | New York, NY  
Finish: Hudson Walnut Dark, Hudson Walnut Light | Photo Credit: Connie Zhou



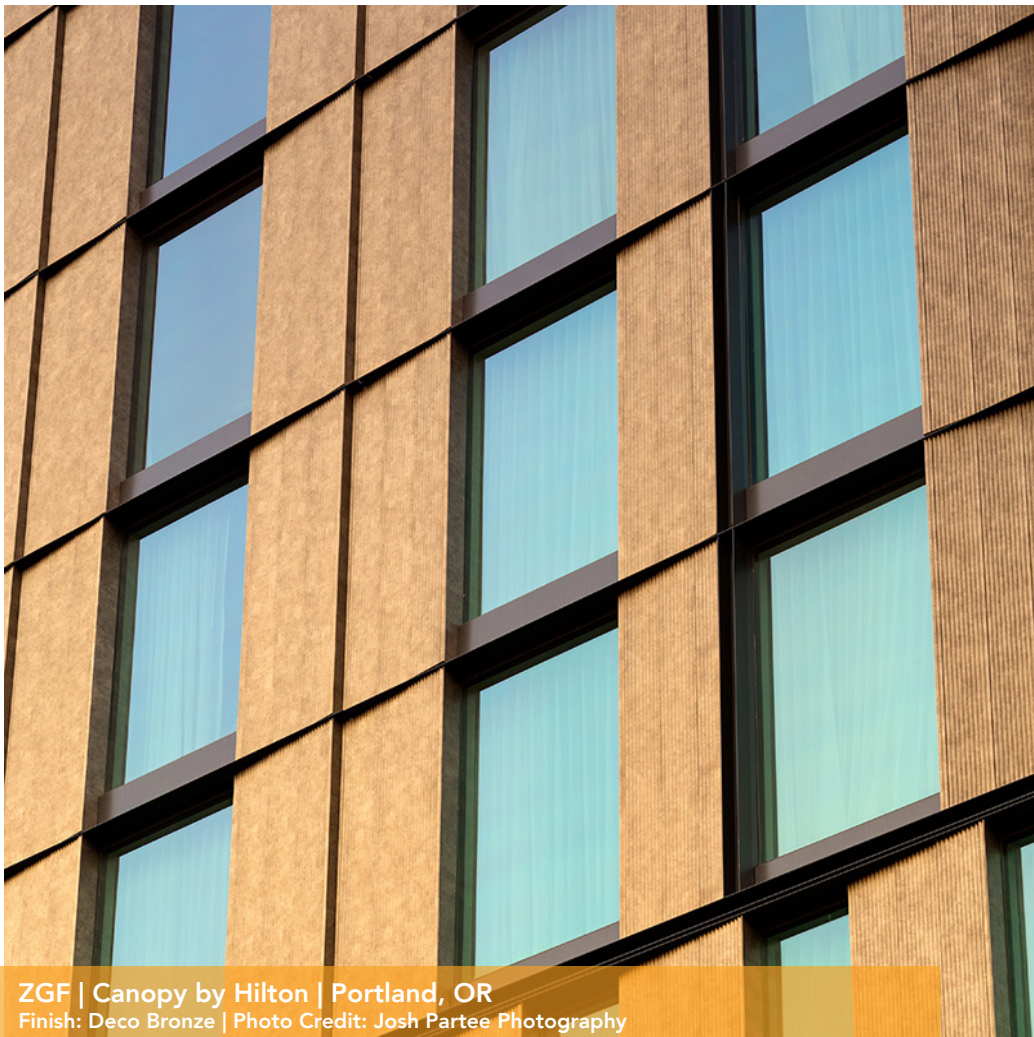
Stonehill Taylor | Moxy Chelsea | New York, NY

Finish: Nomad Steel | Photo Credit: Michael Kleinberg for Moxy Chelsea





STUDIOS Architecture | Sony Square | New York, NY  
Finish: Urban Cement | Photo Credit: Brennan Photo & Video



ZGF | Canopy by Hilton | Portland, OR  
Finish: Deco Bronze | Photo Credit: Josh Partee Photography



CallisonRTKL

Manhattan Village Medical Plaza | Manhattan Beach, CA  
Finish: Manhattan Grain | Photo Credit: Kimberli Miller Photography





## Office Millwork Concept

Finish: Ivory | Development Credit: Lake Street Bridge





## COLLECTIONS

In addition to our custom design process, we also offer a variety of beautiful, forward thinking finishes that are ready to use. When time is of the essence, our pre-designed finishes, most stocked in our current inventory, allow for shorter lead times.

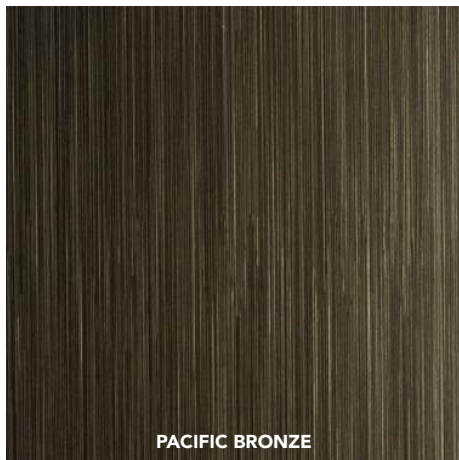
### **Introducing, Atmos.**

Our first ever interiors collection focuses on the definition of atmosphere, the pervading tone of a place or situation. Given that we live in an age influenced by the digital rather than the physical, the deeper sense of meaning, interaction, and experience you can have with materiality is king. Interior spaces encourage intimate interaction with materials, offering additional layers of meaning, context, and purpose to connect people with places. Atmos sets the tone. Atmos becomes everything.

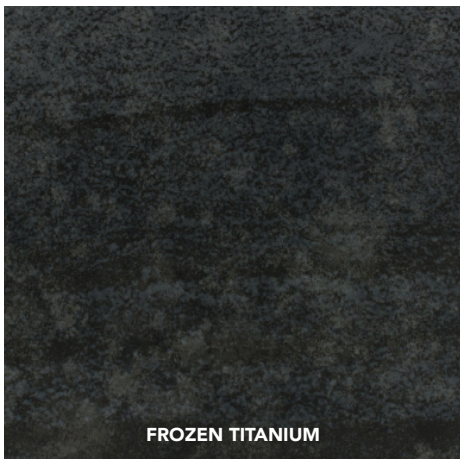
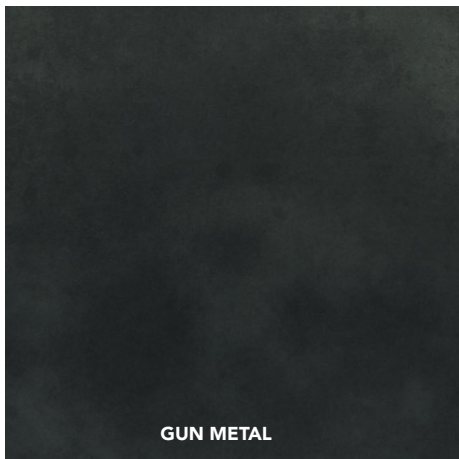
### **The Chameleon Collection x Marcel Wanders**

Pure + FreeForm, in collaboration with Marcel Wanders presents “The Chameleon Collection” featuring eight metal skins that impart optical pearl textures and iridescent effects. Changes in time, light source, angle of interaction, and panel type transform the skin, shaping ever-new perceptions of color, dimension, texture, scale, reflection, and material

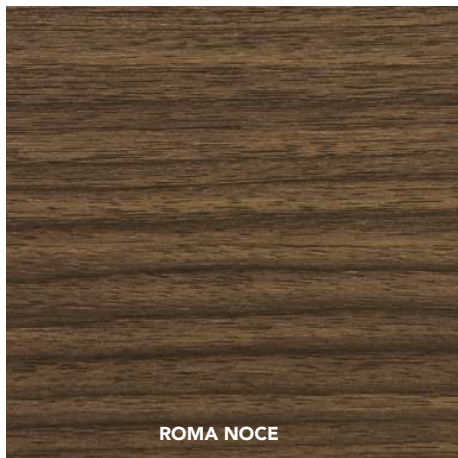
ATMOS | BRASS & BRONZE



ATMOS | VINTAGE METALS

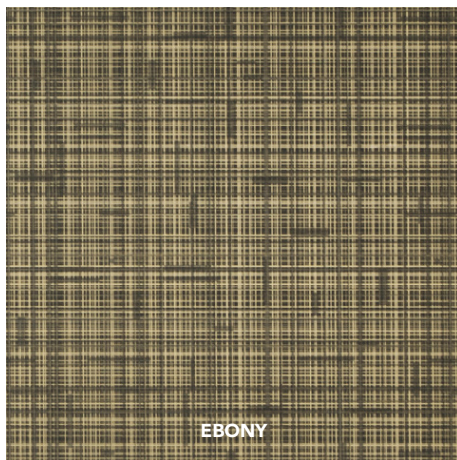
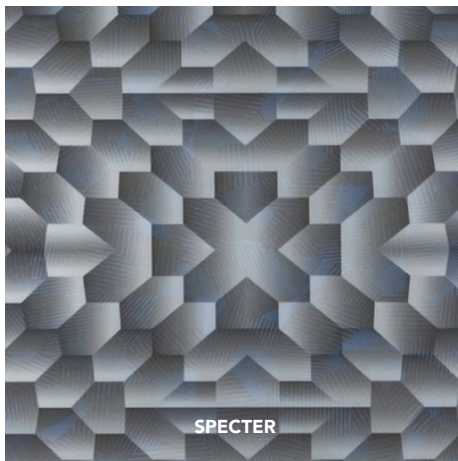


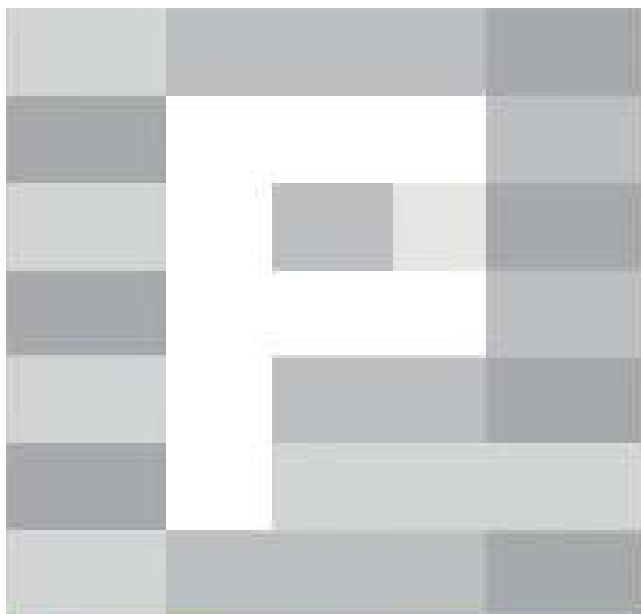
ATMOS | WOODGRAINS





**THE CHAMELEON COLLECTION**  
*Designed by Marcel Wanders for Pure + FreeForm*





PURE **FREEFORM**  
*Interiors*

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