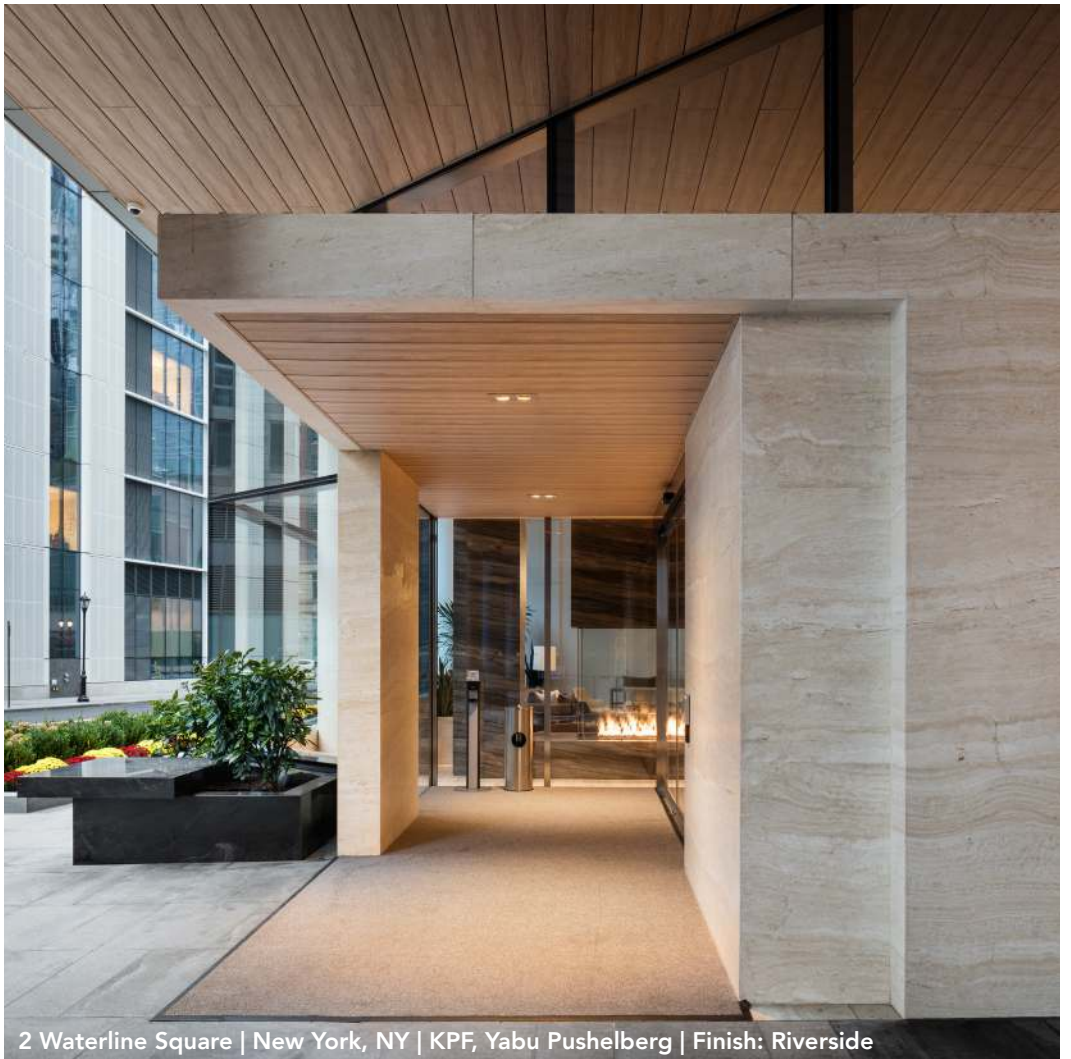


PURE+FREEFORM  
ARCHITECTURAL WALLS & CEILINGS



2 Waterline Square | New York, NY | KPF, Yabu Pushelberg | Finish: Riverside



# ARCHITECTURAL METAL WALLS AND CEILINGS

Pure + FreeForm is a metal design studio specializing finishes 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.



# 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.

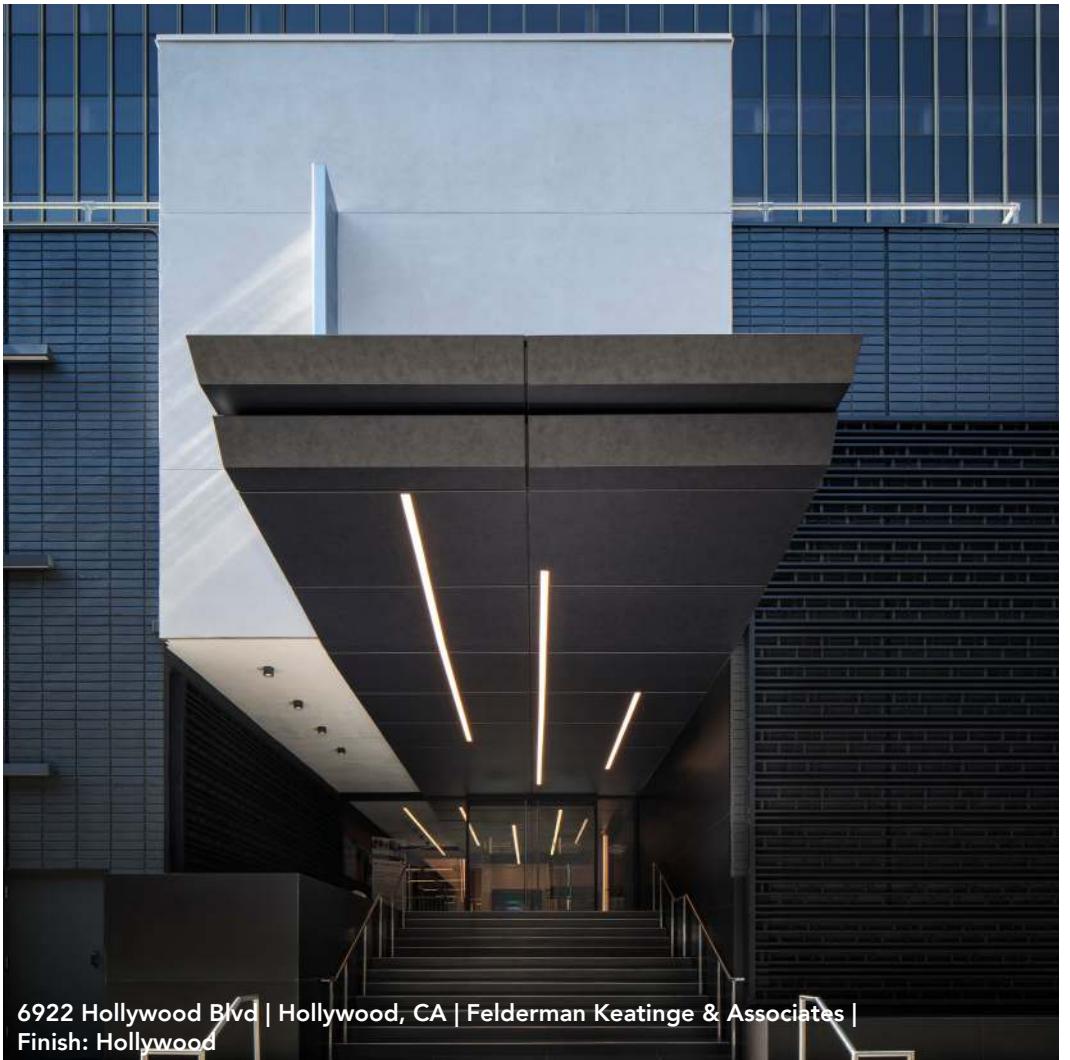
Our single-skin aluminum comes in varying gauges from 0.6mm to 3.0mm.

Our maximum flat sheet size is 121.92cm x 304.8cm (up to 449.58cm).

Our product technologies meet the AAMA Specification 2605 standards.

Aluminum is non-combustible and has been AWTA tested for 1530.3.

Choose from an endless selection of applications from facades, interior walls, ceilings, millwork, column covers to soffits, signage, and more.



6922 Hollywood Blvd | Hollywood, CA | Felderman Keatinge & Associates |  
Finish: Hollywood



Interior Residential Concept | Finish: Brunello



# SUSTAINABLE MATERIALS

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

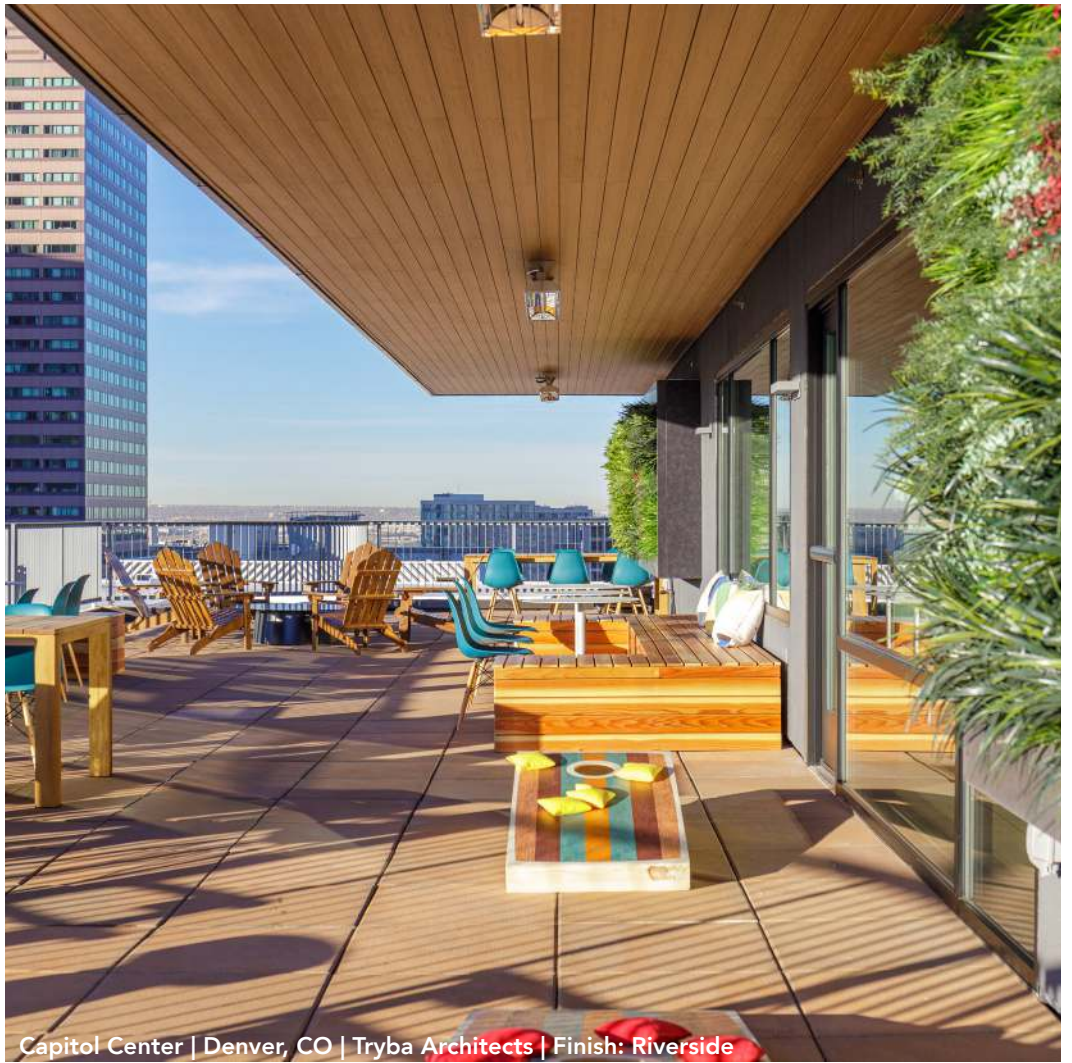
Our products are minimally processed and tough and are free of VOC and Red List emissions.

They resist UV degradation, corrosion, and chemical exposure.

We use at least 20% post-consumer recycled content in our aluminum products and our panels are 100% recyclable.

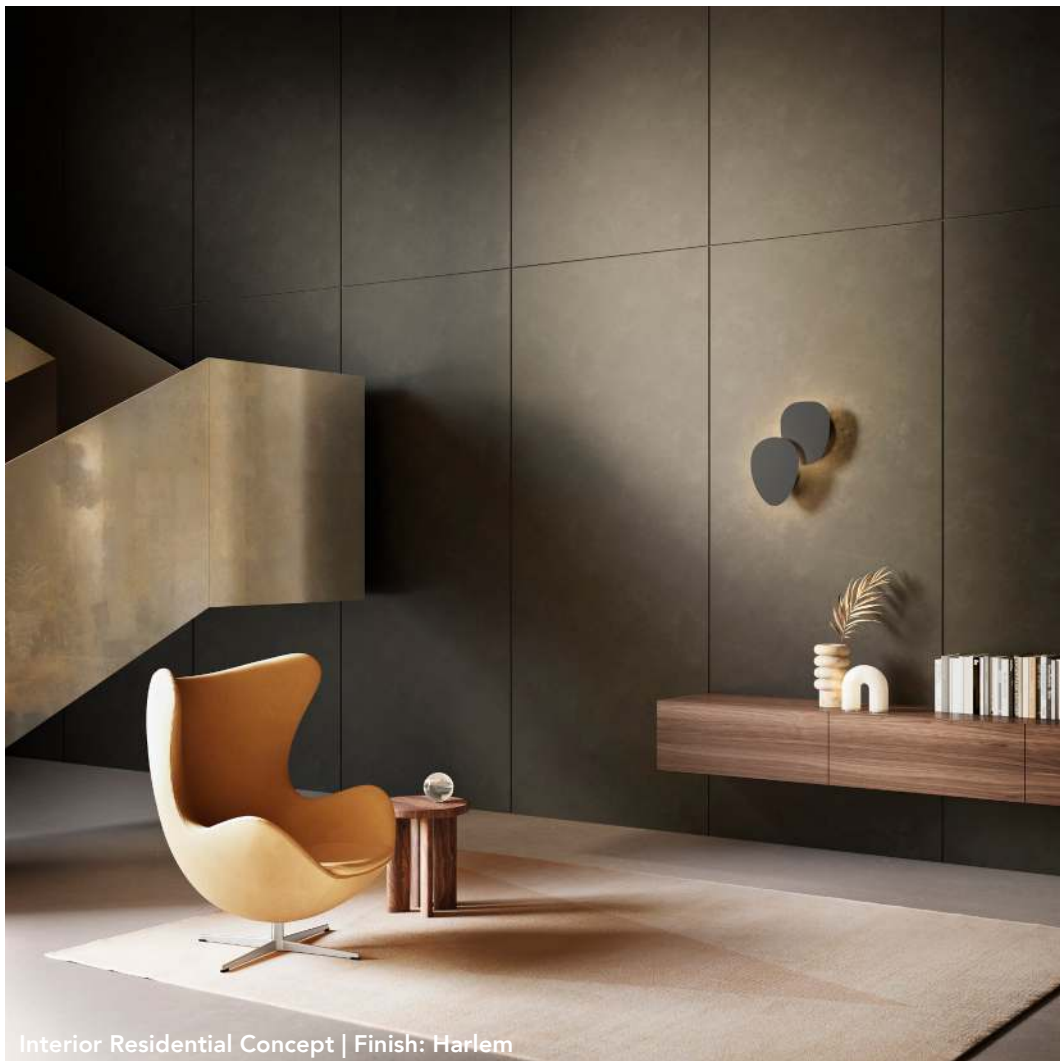
They also qualify for LEED credits and have an HPD, available upon request.

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.



Capitol Center | Denver, CO | Tryba Architects | Finish: Riverside

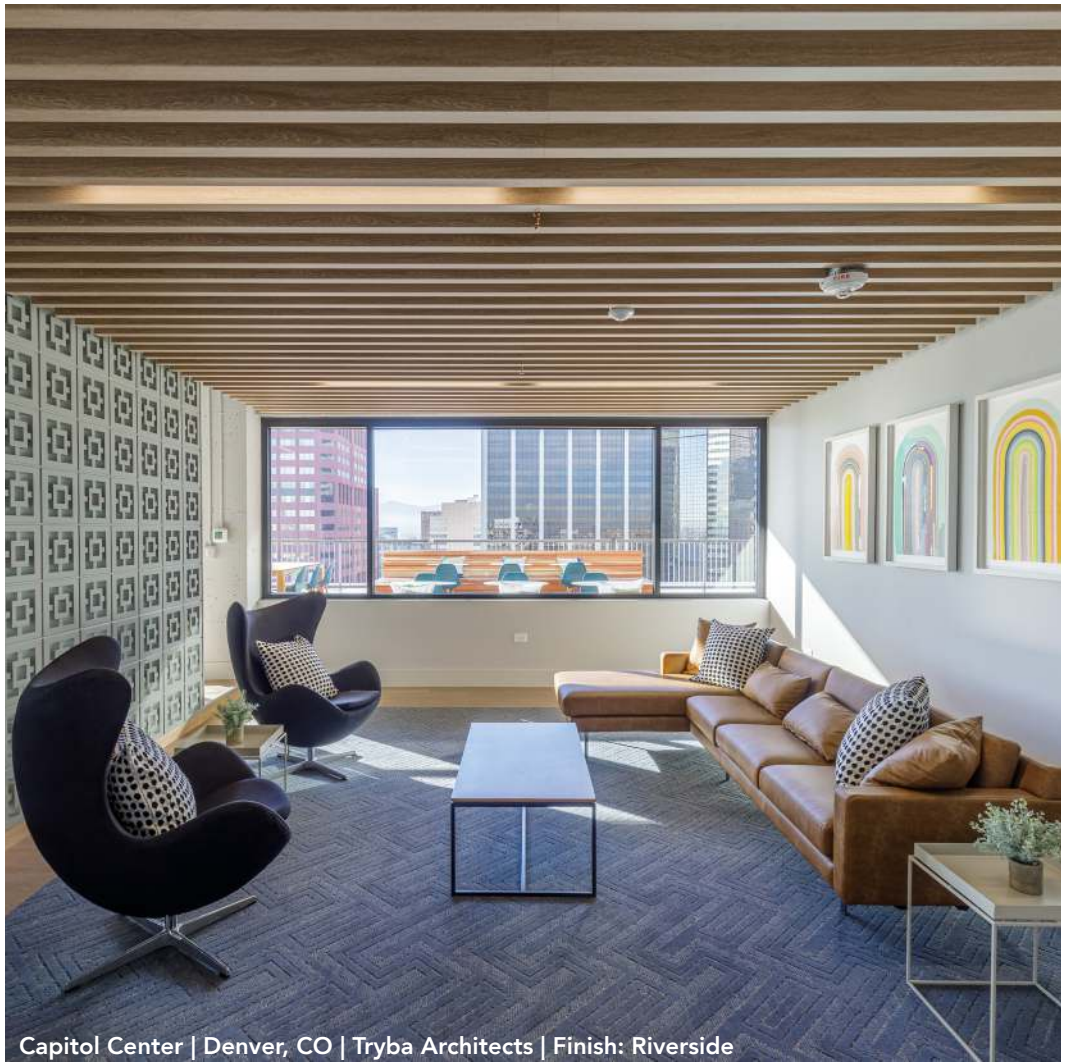




Interior Residential Concept | Finish: Harlem



Outlet Collection | Winnipeg, MB | Stantec, 505 Design | Finishes: Roma Noce, Frozen Titanium

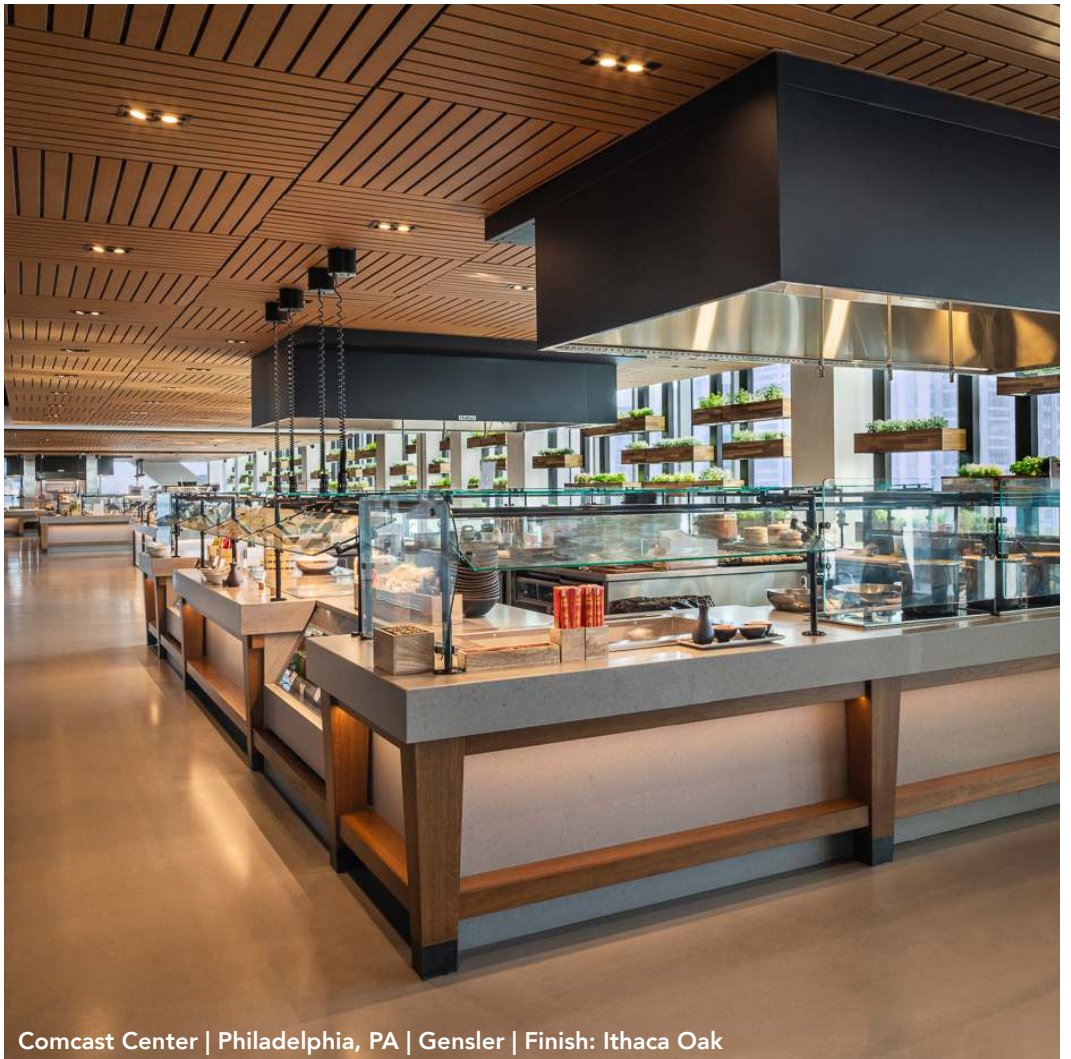


Capitol Center | Denver, CO | Tryba Architects | Finish: Riverside

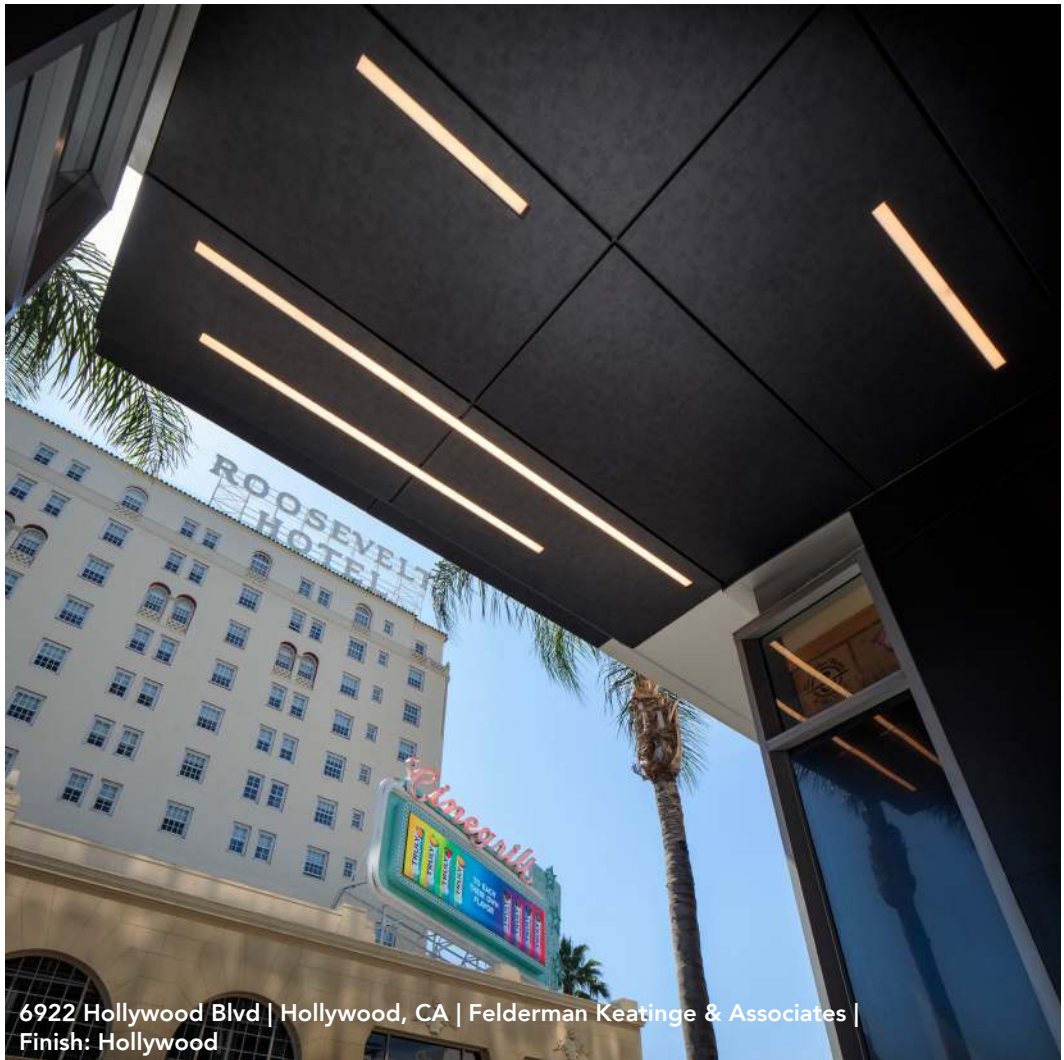
The image shows the exterior of a modern building with a prominent 'CBRE' sign. The building's facade is composed of horizontal brown slats, likely made of wood or a similar material. The sign is large, white, and three-dimensional, mounted on the upper part of the facade. Below the sign, there is a covered outdoor seating area with several tables and chairs. The area is landscaped with various potted plants and a brick-paved walkway. A black bollard is visible in the foreground. The sky is overcast, and a tall glass skyscraper is visible in the background.

CBRE

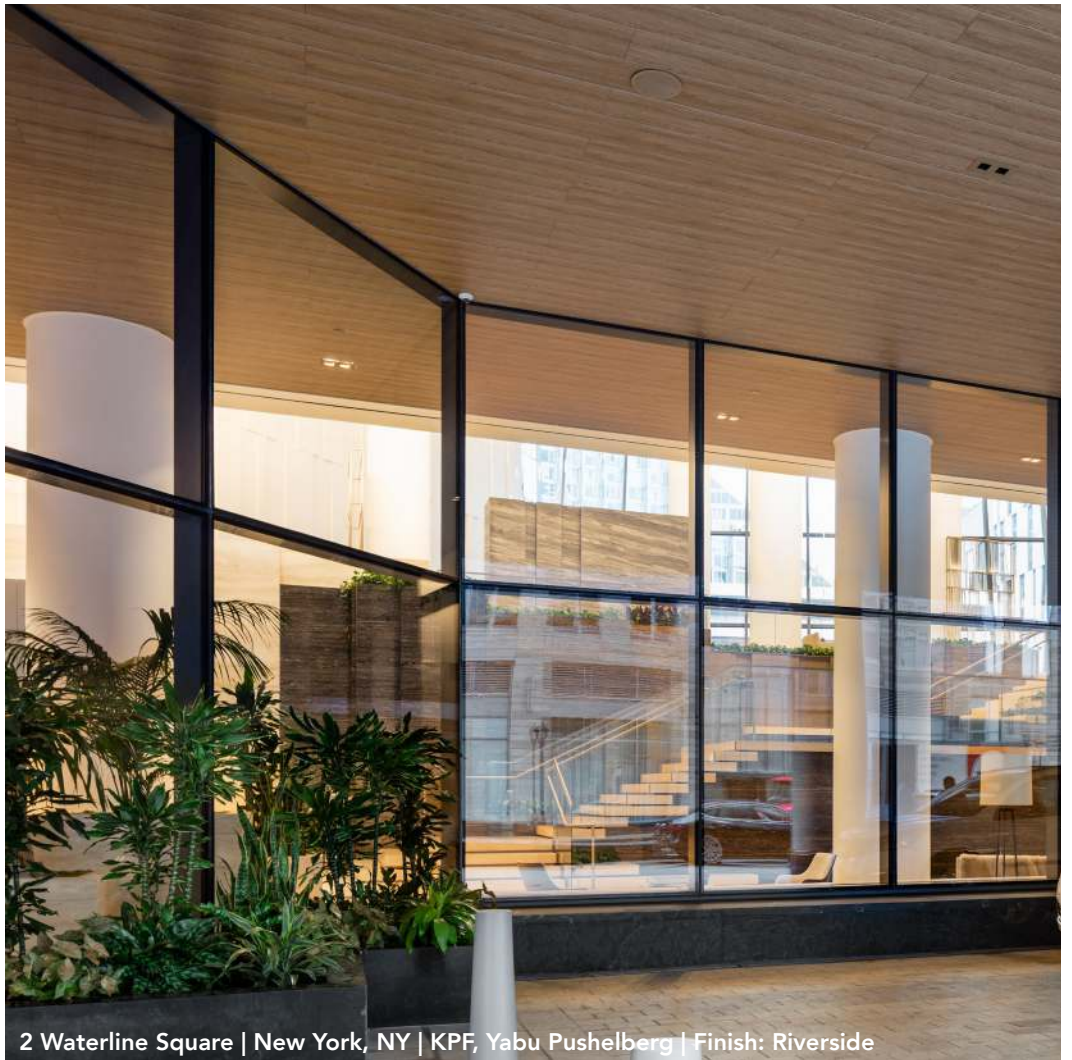
CBRE | Woodland Hills, CA | Gensler | Finish: Roma Noce



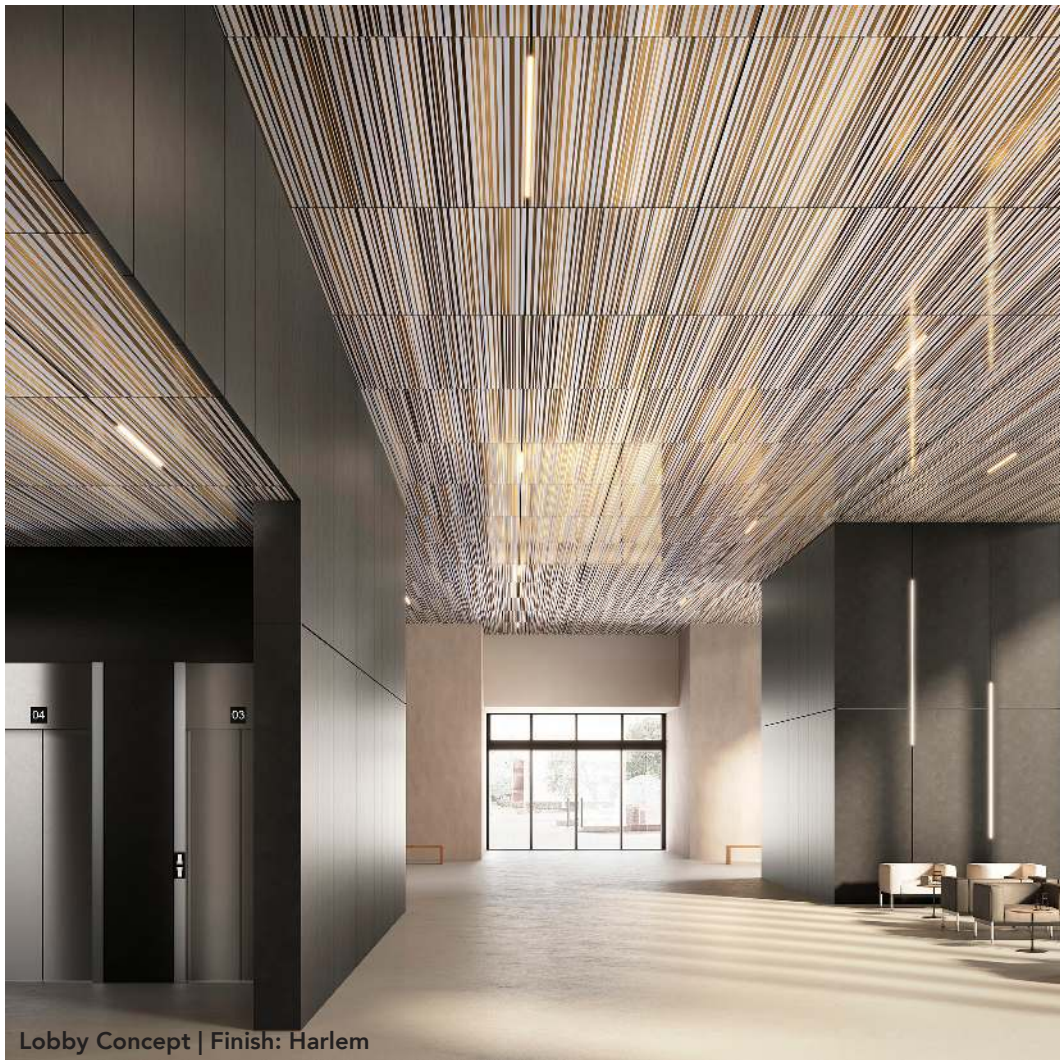
Comcast Center | Philadelphia, PA | Gensler | Finish: Ithaca Oak



6922 Hollywood Blvd | Hollywood, CA | Felderman Keatinge & Associates |  
Finish: Hollywood



2 Waterline Square | New York, NY | KPF, Yabu Pushelberg | Finish: Riverside



Lobby Concept | Finish: Harlem





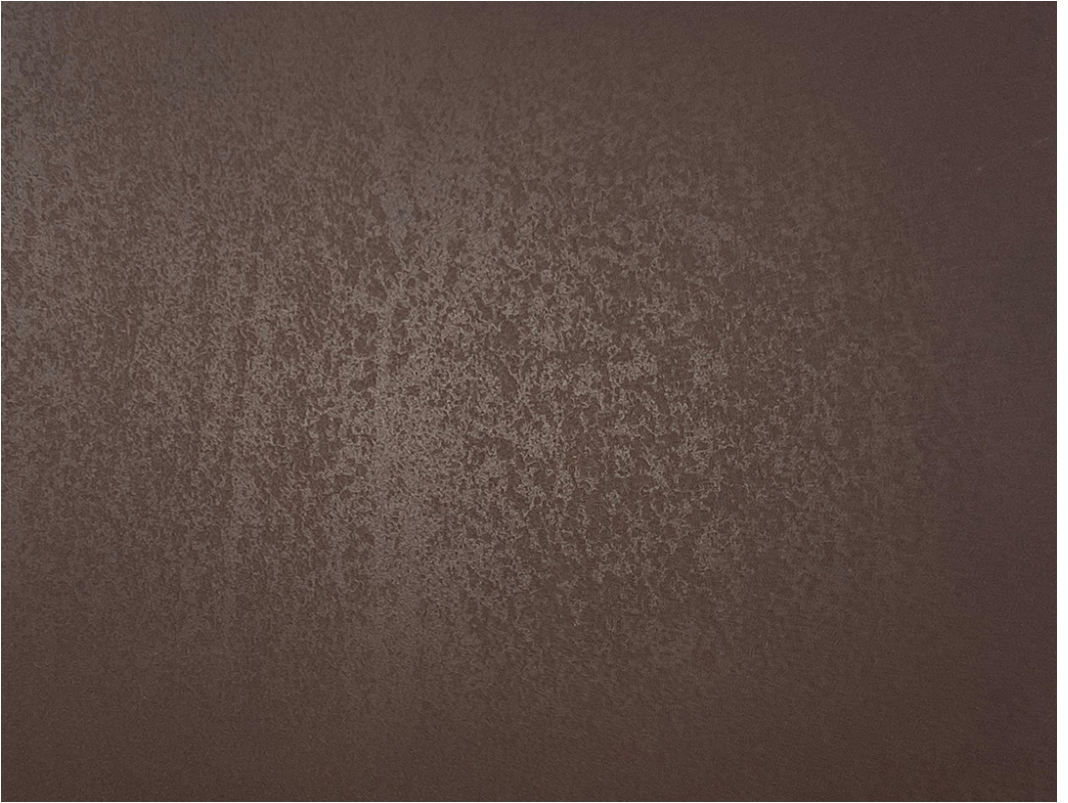
# INTERIOR AND EXTERIOR FINISHES

Our finishes, suitable for both interior and exterior applications, go beyond aesthetics, offering installation and performance benefits.

Whether standard or custom profiles, these flat sheets can achieve nearly any cladding design intent.

Pure + FreeForm exclusively use FEVE Lumiflon® resins, offering superior performance and maintenance of gloss and color.

No matter the finish, all our material offerings are sustainable – VOC free, Red List free, HPD Compliant, 100% recyclable and made from at least 20% recycled content.



# Brunello

Another step in our iterative approach to weathered steel, Brunello assumes a more resonant and rich disposition with minimal mottling. The color, similar to a young wine, is dark yet warm with plum, dark bronze and cherry undertones similar to that of classic iron. Brunello employs our new diffuse texture, a physical texture which provides sense of monumentality and substance.



# Harlem

A midnight color belies the golden basecoat that hides beneath the surface of Harlem. As light hits the surface, a golden vibrancy appears from the periphery, adding a subtle but deep glow to the blackened steel. A true classic with austere simplicity, the beauty of Harlem runs deep.



# Hollywood

Hollywood is archetypical matte blackened steel, elegant and versatile, refined yet industrial. With more patina and texture than other diffusive blackened steels, it comes off softer due to the infusion of a chalk-white pearl into the topcoat.



## Ithaca Oak

A rotary cut grain, inspired by an Oak species. We employ a natural oil finish and a matte topcoat to achieve the final appearance.



## Riverside

This finish is a classic plain cut warm-grey Oak with a super matte topcoat. It features a lime or ceruse effect, allowing the grain to be in contrast with the base color.



## Roma Noce

A rift cut grain, inspired by Italian Walnut. We employ a raw finish and a matte topcoat to achieve the final appearance.



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