

DECORATIVE NATURAL FINISHES
FOR RESTAURANTS AND RETAIL



NATURAL MATERIALS
by **ROCKCOTE**

ROCKCOTE
Naturally Beautiful



A bold concrete look Marrakesh bar makes a statement at Etsu Izakaya Japanese restaurant on the Gold Coast.

"Earth render is inviting and warm, it has been used for hundreds of years but can work well in a modern environment."

- Cushla McFadden,
TomMarkHenry



Trowel-finished Earthen Render Coarse delivers a natural rustic look in this Queensland Nandos restaurant with the same product applied to a smooth finish on the walls.

INTRODUCTION

With diners and shoppers increasingly seeking out a fuller experience when they eat and shop, cafés and restaurants are responding with tailored spaces designed to enhance the customer experience. In this environment, interest in traditional natural plaster finishes is flourishing.

Retail stores have also taken up the challenge with many lifestyle, adventure and surf stores moving away from standard paint and plastic fit-outs to more thoughtfully designed spaces.

Bespoke furniture, recycled timbers, lime washed bricks, repurposed steel, bold patterns and natural fabrics are appearing regularly, with natural plasters the ideal complement to these eclectic spaces.

Earthy rustic aesthetics, reflective polished finishes and the urban industrial concrete look are three themes continually popping up, all of which can be achieved with Natural Materials by ROCKCOTE.

Incredibly beautiful, inviting to touch and refreshingly artistic, the number of looks that can be achieved with the Natural Materials by ROCKCOTE range is limitless.

With no toxins or Volatile Organic Compounds (VOCs), these lime and clay based plasters help to improve indoor air quality and create a healthier environment for staff and patrons. In a fit-out situation, these characteristics ensure no smells or strong odours travel through a store or complex during or after application.

DECORATIVE FINISHES WITH NATURAL MATERIALS BY ROCKCOTE

Drawing on the traditions of the original master artisans of Europe and the Orient, who applied wall plasters by hand, these wet plaster products are applied by passionate modern artisans trained in their application.

From the glass-like polish of Venetian Plaster through to the textured rustic look of Earthen Render, Natural Materials are versatile and help bring a distinctive personality to each project, according to Natural Materials by ROCKCOTE specialist, Tony Thorogood.

"Natural Materials are truly unique and allow the artisan to craft a range of finishes that are only limited by your imagination. Architects and designers have the creative freedom to conceive a concept that can be expertly brought to life by a skilled artisan."

Nandos restaurants in Queensland have embraced the range, the handcrafted geometric patterned ROCKCOTE Clay Plaster Décor walls a feature of the Nandos Australia Fair restaurant. Venetian Plaster brings a warm polished concrete look to the Nandos Toowong façade, complemented by rustic Earthen Render on the interior (pictured above).

A bold concrete look ROCKCOTE Marrakesh bar and reception counter make a statement at Etsu Izakaya Japanese bar and restaurant on the Gold Coast (pictured on page 2).

CREATE YOUR DISTINCTIVE LOOK

Retail environments and shops are using Natural Materials by ROCKCOTE to create a more earthy and natural look. Each product in the range can be used to achieve a variety of looks and finishes from textured rustic to smooth industrial to a highly reflective polished finish.



VENETIAN PLASTER:

A highly polished finish with dramatic effects. Venetian Plaster offers a unique way to highlight products against a mirror finish while creating the appearance of a larger, more open space. Suitable for feature walls, columns and ceilings as well as exterior façades and entry areas.



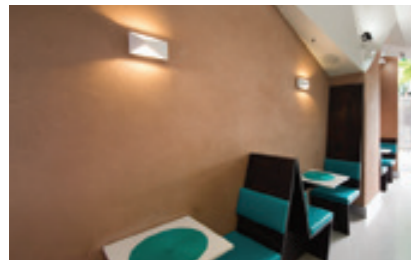
MARRAKESH:

A graceful, seamless finish ideal for handcrafted and decorative feature walls, columns, stairwells and reception desks. Create a smooth off-form concrete look for walls or a distressed concrete look for bars and bench tops.



CLAY PLASTER DÉCOR:

A more open finish that adds textural warmth. Can be expertly moulded into creative shapes. Wheat, straw, marble and shells can be added for more interesting effects. Create different effects throughout the same space with a combination of smooth, sponge and high build finishes in the same product. For interior use only.



EARTHEN RENDER (MEDIUM & COARSE):

Bringing the tactility and warmth of natural clay to contemporary spaces. ROCKCOTE Earthen Render can be used to achieve a classic, slightly undulating rendered finish right through to smooth, on trend contemporary and industrial finishes for modern interiors. For interior use only.



OTSUMIGAKI:

A dreamier, pearly, lustrous finish that creates the perception of textural depth in a smooth, flat surface. Otsuigaki has a subtle elegance that gives walls life yet allows the surrounding elements to speak for themselves. Ideal for full interiors, features and ceilings. For interior use only.

A GUIDE TO SPECIFYING NATURAL MATERIALS

This guide will assist you to specify Natural Materials by ROCKCOTE for your restaurant or retail project.

PLANNING

To achieve a quality finish, ROCKCOTE recommends the use of a Certified Artisan who has undergone our Natural Materials Workshop for Applicators training.

With timeframes tight on shop fit-outs an artisan referral is usually made quickly. The artisan works with the client to determine the best product to achieve the desired look, then provides samples of the preferred colours and finishes. Creative or unusual finishes generally involve more communication and take longer to finalise.

A combination of Natural Materials products work together as a system to suit most substrates but it is worthwhile speaking to the artisan or ROCKCOTE to determine if a particular substrate should be specified to deliver the optimum result. ROCKCOTE provides a complimentary specification service to ensure the ideal system is specified for each project.

For cafés, restaurants, retail and hotels, most Natural Materials are suitable for interior broad wall areas, ceilings and features but not suitable for commercial grade food environments, doors or cupboard doors.

Being lime based, Marrakesh and Venetian Plaster can also be used externally and can effectively create continuity of a look from the outside to the inside.

Marrakesh is suitable for service counters, bars and splashbacks, however keep in mind that it requires 28 days to cure and the surface cannot be used during this time.

These are specialist finishes and artisans need time and space to work their magic. Colour and finish samples created by the artisan should be agreed upon and signed off prior to any work beginning.

Being natural, exact colour matching is neither desired nor achievable. For some products such as Venetian Plaster and Marrakesh, while it is possible to select a colour, some sections will be close to the chosen colour, while other areas will have lighter and darker shades, part of the appeal of using these products.

ON THE JOB

Achieving a quality fit-out in a tight timeframe is always challenging and experienced artisans know what is required to meet a deadline.

The artisan will ask in advance about the location of fixtures or fittings so holes can be predrilled prior to product application to reduce the risk of cracking.

The site needs to be free from dust, shavings and other contaminants. Surfaces need time to dry and cure. See the relevant product Technical Data Sheet on the ROCKCOTE website for details, or speak to your artisan. To prevent damage, surfaces cannot be touched during this time.

CLEANING AND MAINTENANCE

Natural Materials harden as they cure, with lime plasters achieving a harder surface than clay plasters. With the right care, walls and surfaces will continue to withstand punishing commercial environments for many years to come.

Generally surfaces should be cleaned with a soft cloth and mild detergent. Harsh chemicals or bleaches should not be used. The artisan will provide care information at the end of the job.

FIND AN ARTISAN

For a ROCKCOTE Certified Artisan in your area, contact ROCKCOTE on 1300 736 668.



FRONT COVER IMAGE: The pearly lustrous finish of ROCKCOTE Otsumigaki brings warmth and ambience to the Lemongrass Thai Restaurant on the Gold Coast.

BACK COVER IMAGE: Inspiration for the handcrafted ROCKCOTE Clay Plaster Décor shapes in this Nandos restaurant was drawn from South African tradition.

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