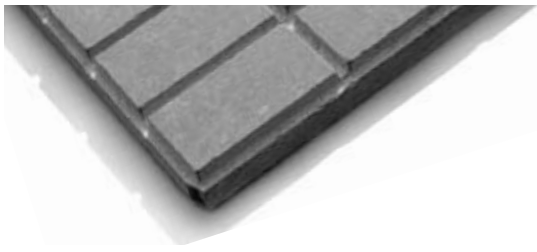


**SOLI**  
*architectural surfaces*

2009 MEDIA KIT





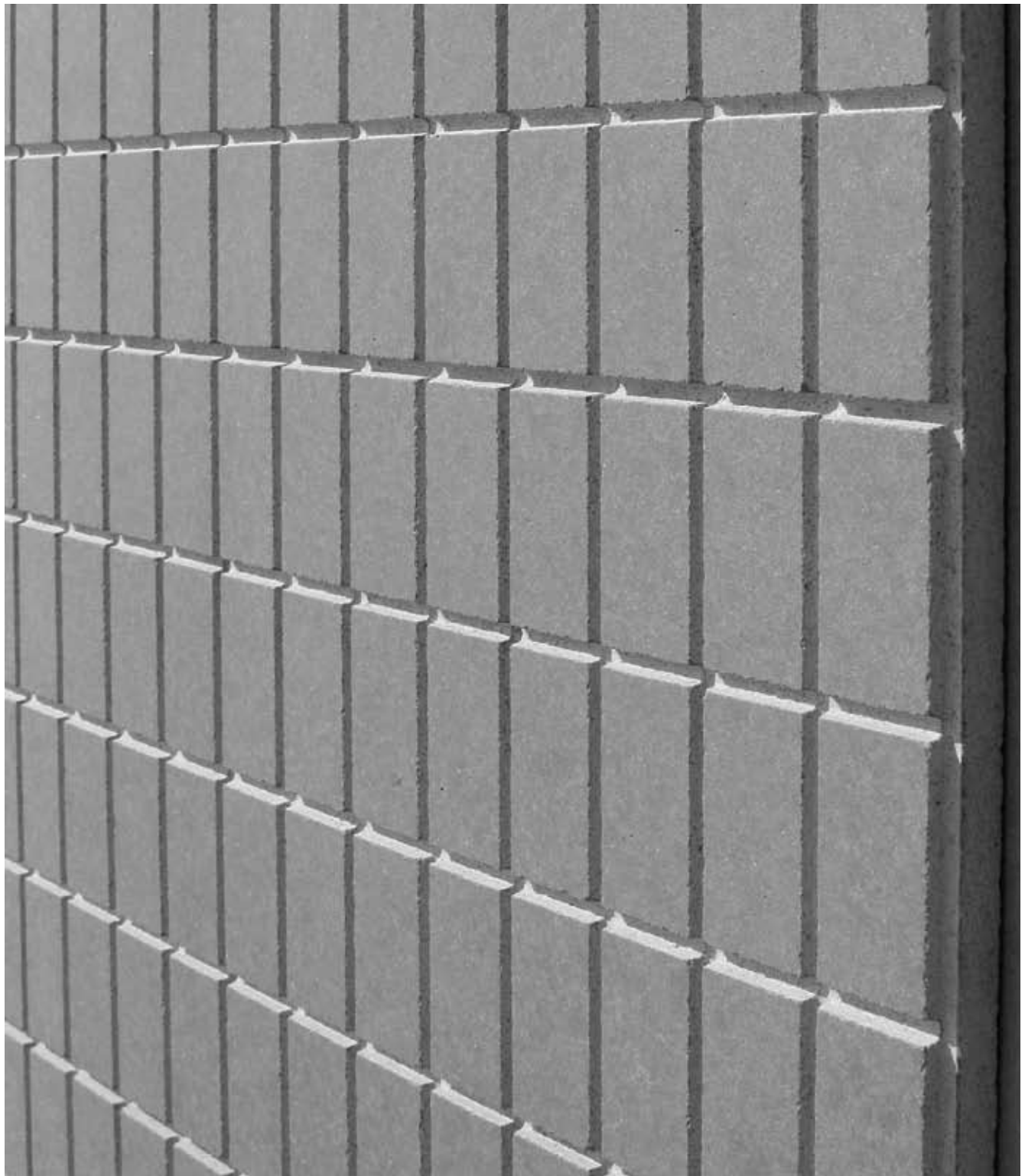
## COMPANY PROFILE

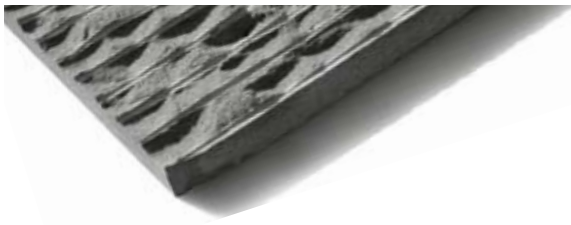
SOLI Architectural Surfaces offers architects, interior designers, developers and contractors an exclusive surfaces collection crafted using the highest quality materials available. Founder Soli Besharat created the line of natural stone products with his end-user's eclectic lifestyle in mind. Merging old-world craftsmanship with new-world technology, SOLI delivers unique and innovative surfaces for those who demand the best in both form and function.

Based in Los Angeles, California, SOLI provides remarkable customer service via an unmatched level of scholarship and confidence. Built on a principal of contrast, surfaces are contemporary yet classic, luxurious yet suitable for commercial and residential use.

Recognizing that its trade clientele require a higher level of product specifics and service, SOLI Architectural Surfaces was founded in 1997. As the customer profile grew to include major retailers, SOLI developed SOLISTONE, Inc., a retail distributor of decorative pebble tile and natural stone,

Many of the products are available to be custom-designed for color, size, finish and thickness for large quantity orders over 2,000 square feet and may be delivered ready for a contractor to install. Clients are able to customize every aspect to fit their needs, including the length, width, shape and color of their selections. Whether SOLI is servicing its clients for condos, casinos, hotels, national retail stores or a restaurant chain, every member of the team pulls inspiration from natural surroundings, industry trends and internal suggestions.



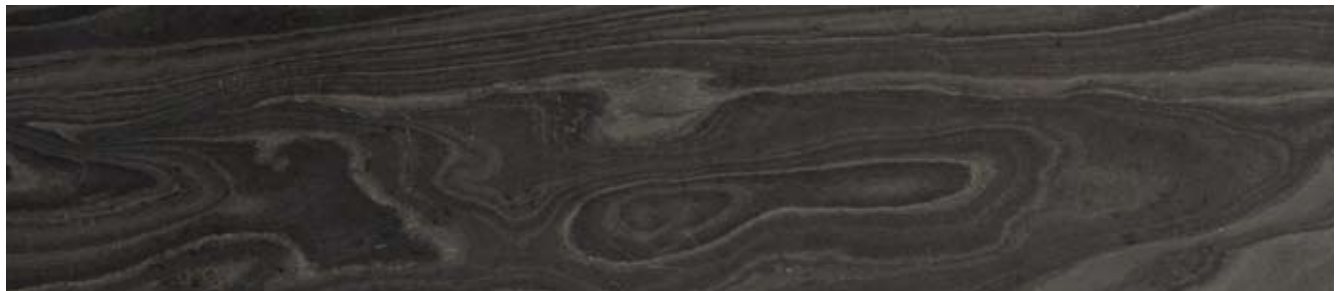
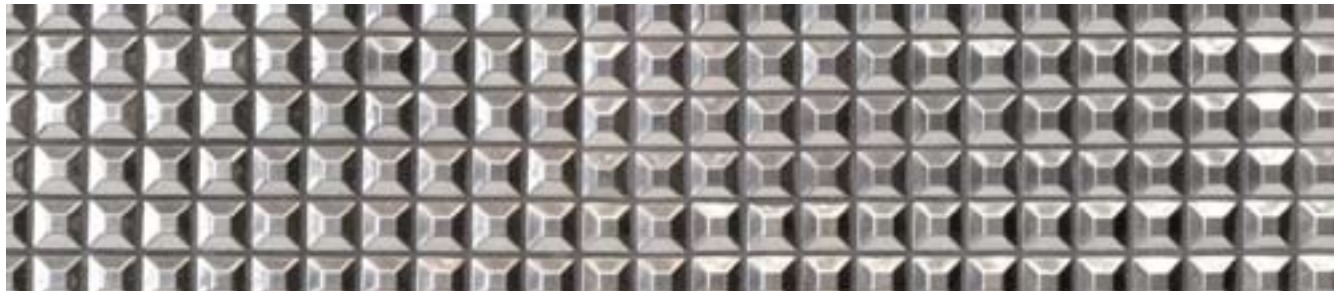
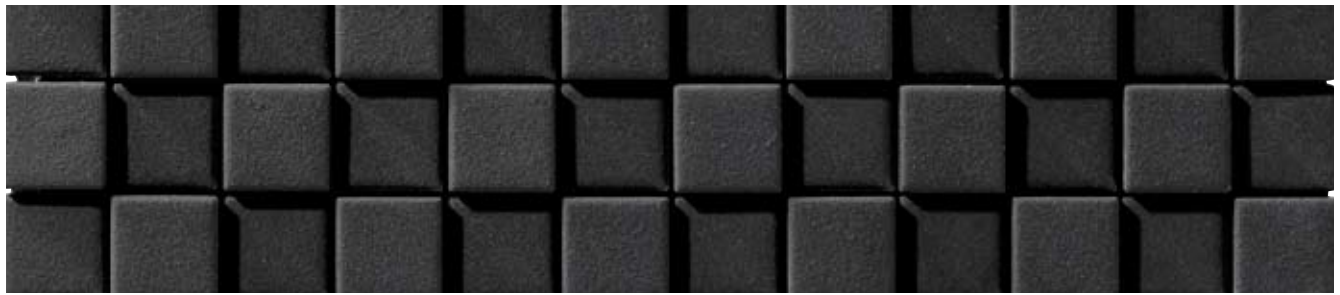


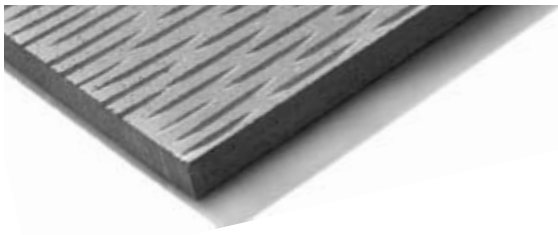
## THE COLLECTION

SOLI's signature style boasts luxurious clean lines and minimalist symmetry, creating an organic and sophisticated look. Decorative finishes for natural stone add a fresh perspective to traditional material. Basalt, Granite, Marble, Terrazzo and Sandstone are all available in a variety of distinctive surface treatments and show that stone can be a durable yet design driven accessory on commercial and residential projects. SOLI encourages interior design specialists to "create a space around the stone."

SOLI also offers imaginative materials for walls and floors. Seashells, coconut husks, reclaimed metals and Swarovski crystals all appear on SOLI products and encompass the company's commitment to introducing 2 unique surface options to the design community.

As such, SOLI's product assortment is regularly featured in Elle Decor, Interior Design, Elle Décoration, Better Homes and Gardens and Surface Magazine.





## ABOUT THE OWNER

Soli Besharat, owner and founder of SOLI Architectural Surfaces has had a life-long passion for design. Blessed with a discerning eye for shapes and forms, Soli honed his talents at the University of Missouri where he received his degree in Art History and Chemistry. Soli followed college by traveling around Europe, continuing his education and passion for classical architectural motifs, including ancient stone mosaics and pavements.

While briefly practicing law, Soli simultaneously nurtured his passion into a hobby, which then evolved into a profession. Soli's specific interest in items such as reclaimed hand-painted Majolica tiles, terra cotta, antique limestone and Porphyry pavers inevitably segued into the establishment of SOLI Architectural Surfaces.

Accompanying his experience with surfaces, Soli also has a knack for trend forecasting and develops a strong emotional connection to products he chooses to bring to market. This eye for future trends is reflected in the success of SOLI Architectural Surfaces today and its ability to supply unique products that are each selected as a result of Soli's vision.

As for Soli's vision for the future of his company, the focus will remain on supplying quality products to architects, interior designers and landscape designers while making these materials available nationwide.





## PRODUCTS

SOLI offers the most exquisite surface materials to the trade. Our diverse assortment includes:

Glass	Granite
Oxidized Metal	Jade
Resin	Limestone
River Rocks	Onyx
Seashells	Porphyry
Stainless Steel	Sandstone
Terra Cotta	Sodalite
Terrazzo	Ceramic
Slate	Coconut
Wood Grain Marble	Concrete
Basalt	





PRESS



Design



### Metal Disks Collection

Stainless-steel takes shape with the newest product from SOLI. Available in four different sizes, the Stainless-Steel Disks Collection brings op-art inspiration to home décor and architectural design. Combining masculine, linear aesthetics with the feminine bend of steel, the curves of the SOLI Stainless-Steel Disks Collection can bring innovation to any vertical application.

SOLI Architectural Surfaces  
32 NE 29th St., 305.573.4860  
[www.soliusa.com](http://www.soliusa.com)



### SURFACE APPEAL

Made by SOLI, the Encaustic tile collection offers striking geometric patterns composed of colored concrete. Shown clockwise from upper left are Antibes, Chartres, and Toulon, all in gray-and-ivory. Prices start at \$15 a square foot. Call 310-659-6626; [soliusa.com](http://soliusa.com).



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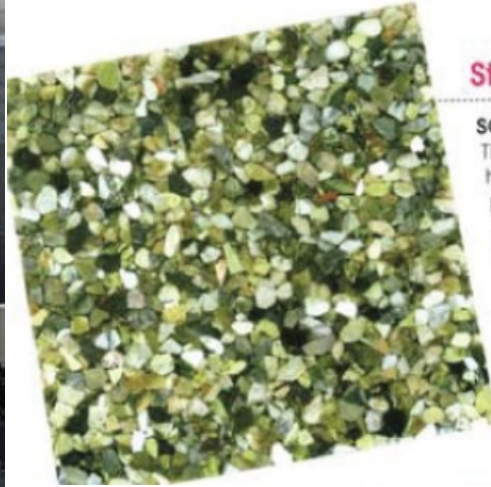


**LARGE FOOTPRINT**  
 The Terrazzo Tile Collection by SOLI combines retro aesthetic with modern applications by blending concrete and marble chips. Available in 19.75-in. by 19.75-in., the large tile can be applied to any exterior or interior surface. Custom colors are available. Visit [www.soliusa.com](http://www.soliusa.com) or Circle 398



**SOLI Shines**  
 Finally, someone has developed a product that reflects our sense of style. SOLI Architectural Surfaces' Metal Freeform Collection features a selection of 12" x 12" stainless steel interlocking tiles, in such colors as blue, purple, copper, and gold. We prefer plain steel ourselves. The better to see how we look on our way out of the house.  
 Info: SOLI, 32 NE 39th St., Miami, 305-573-4860; [www.soliusa.com](http://www.soliusa.com)

PRESS



### Stony Expression

**SOLI Architectural Surfaces' Resin Tile Collection** features stone cast in high-gloss resin with an extreme polished finish to add luster to any interior surface. Measuring 12 in. sq. each, the tiles are 3/4 in. thick and come in four styles: Quanta (1002) in black, Neutra (1005) in white and Electra (1007) and Omega (1005a, shown) in green. **Circle No. 209**





PRESS

# Western Interiors AND DESIGN

MARCH/APRIL 2006



## all tiled up

**SOL Architectural Surfaces** recently launched a new line of tiles. Preserving SOL's tradition of creating exquisite products that are contemporary and luxurious, the first design is Wood Grain Marble, which mimics the natural beauty of exotic wood in rich marble and comes in six styles including two in deep black Zanzibar, another in golden Mozambique and three in brown Madagascar. The tiles are rectangular in shape leaving the impression of wood panels and invoking the natural beauty of both elements. The next is Etched Terrazzo. The graceful lines of the two featured designs, Firenze and Calabria (pictured here), appear etched in soft, neutral colors such as pale yellow Luce, dark silver Notte and light grey Grigio. Another new line from Sol's is called Encaustic Tiles. It will find favor with clients who admire the floors of French and Italian cathedrals. It brings simple and timeless grey and ivory tiles up to date with four modern geometric prints. The clean lines and symmetry of these patterns offer contemporary sophistication. [www.solusa.com](http://www.solusa.com)

