



A.S. Création Press Release

Gummersbach, June 2010

A.S. Création shows the lively, diverse world of wallpapers for the summer of 2010

In the summer of 2010 four new collections and a trendy production innovation have found their footing in the lifestyle world of the Gummersbach wallpaper manufacturer A.S. Création. Therefore no limits are set for your own creativity and design possibilities in your living area. The collections feature designs for the whole living area – from lounges to children's rooms.

An innovative and very personalized form of wall design made the **'Wallpaper Sticker'** possible. These exclusive designs by the Frankfurter designers Lars Contzen and the Esprit kids Artworks can be simply placed on the wall and they set individual accents. Urbane, youthful decoration determines the style of the **'Design Panel'**. The ingenious thing about it is that with only one drop you can revolutionize the total effect of the room.

With the **'Colourful'** collection, A.S. Création shows much 'more than basics'. Fresh, contemporary hues meet exciting structures and create a new interpretation of the single colour wallpaper. **'Boys and Girls'** is the cheerful children's room wallpaper which brings fun to wall design for both parents and children.

The **'XXL Wallpaper'** shows room design from a new point of view. Breathtaking, zooming-in on the motives from non-woven backing make a new interpretation of photo wall coverings a great wall experience.

The 'Wallpaper Sticker'

One-off wall design: the 'Wallpaper Sticker' is the hot wall accessory for contemporary lifestyles. They can be freely designed, brought effortlessly onto the wall and simply combined according to taste. Placed individually, these self-adhesive stickers allow you to set subtle accents; set in a complete decoration they become absolute eye catchers. The motives 'Ba Rock', 'Floating Foam', 'Forbidden Fruits' and 'La Pop' from the Frankfurt Designer Lars Contzen become interactive elements in the form of 'Wallpaper Stickers' which invite you to design your wall.

The Esprit kids Motives 'Dragon Castle', 'Space Mission' 'Sing my Song' and 'Route 68' provide adventurous, playful decorations for the walls of children's rooms.



Wallpaper Sticker Collection

Manufacturer: A.S. Création Tapeten AG

Brand: livingwalls

Run Time: 2012

Number of Papers: 8 Motives

Material: Non-woven (self-adhesive)

RRP: € 27,95 – € 29,95 per sheet

The 'Design Panel' Collection

The novel 'Design Panel' enables a quick, uncomplicated but overall effective wall design with only one drop. With a flick of the wrist the room takes on a completely new appearance.

The A.S. Création 'Design Panel' in the size, 3 metres long and 0.7 metres wide, brings surprising highlights to the cultivated home. Floral motives, neo-baroque ornamentation, geometrical retro designs or playful bud and butterfly motives have the effect of a large-scale work of art.

The panels work very elegantly on walls combined with subdued colour tones and in combined hues. Paired with expressive shading they provide single colour wall coverings with a modern twist. The models come in international trend colours – from discreet café and cream tones through to powerful turquoise, green magenta and black.

Design Panel Collection

Manufacturer: A.S. Création Tapeten AG

Brand: livingwalls

Run time: 2012

Number of Papers: 19 motives

Material: Non-woven

RRP: € 19,95

The 'Colourful' Collection

The 'Colourful' collection places a new colour saturation centre stage. The fresh, lifestyle-oriented hues of the wallpapers provide exciting second-viewing qualities due to their multi-layer structure.

In the living world of 'Colourful', the colour scale makes the collection statement. A contemporary spectrum of colour moves between fashionable lavender, a trendy raw silk tone, fruity green, citrus and vanilla yellow, strawberry red, smoky blue and various café nuances.



A subtle play between colour and embossing is characteristic for the smart surface effect of 'Colourful'. Fine longitudinal embossing, moving high and low effects, grainy structure – coarse and fine interpreted – as well as soft screen optic create a tactile experience on a coloured background

Colourful Collection

Manufacturer: A.S. Création Tapeten AG

Brand: Innova / A.S.

Run Time: 2012

Number of Papers: 53 papers

Material: mixed collection of non-woven / paper

RRP: € 16,45 - € 20,95

The 'Boys and Girls' Collection

The 'Boys and Girls' collection from A.S. Création brings to the wall what is currently 'in' for the little ones. Fantastic theme worlds –from the steppes of Africa to the fanciful fairy festival – invite the youngsters into friendly colour tones for play and dreaming.

Each series enables you to combine single colour papers and supporting borders to your heart's content. New patterns in all over designs have therefore a calming effect and offer the basis for modern room design in *Mix and Match*. A uniform colour and pattern language harmonises even the most colourful combination.

Cute stars, hearts, stripes and animal motives cavort in the mini world of 'Boys and Girls'. By the elder brothers and sisters it could be cooler but here the themes are fast cars, graffiti typography and Tattoo-Artworks. Colourful children's room classics like blue and rosé as well as luminous green and orange tones meet up with newcomers like asphalt grey, silver and neutrals.

Boys and Girls Collection

Manufacturer: A.S. Création Tapeten AG

Brand: A.S.

Run Time: 2012

Number of Papers: 89 papers, 24 borders, 14 motives in digital print (Non-woven carrier)

Material: paper

RRP: € 11,90 - € 20,87 (€ 49,00 motive digital print)



The 'XXL wallpaper' Collection

Great wall pictures are what 'XXL Wallpaper' has in its sights. New perspectives and new dimensions edge this interpretation of the classic photo wallpaper into the field of vision of current interiors. A large composed portfolio shows motives with a goose-pimple guarantee – from a view of the football world cup stadium, through imposing natural columns and stylistic illustrations. The high value non-woven carrier is available in three qualities. The user-friendly drop width of 1 metre makes for special ease of handling.

XXL Wallpaper Collection

Manufacturer: A.S. Création Tapeten AG

Material: Non-woven

RRP: on request