



A.S. Création Press Release

Gummersbach, April 2011

For Spring 2011, the Gummersbach wallpaper manufacturer, A.S. Création, presents an abundance of new, trend-oriented, yet also classic wallpaper collections which show different designs, styles and colour statements and therefore the appropriate wall design medium for individual interiors.

Caroline – captivates through its closeness to nature, its soft colour tones in a subtle, sensory pattern world in which even large areas of decoration have a charming and calming effect. Wavelike interpretive stripes build a basic design of pure or leaf-shaped ornamentations joined by structured single colours, buds and block stripes. Beige nuances – from grey-tinted to brown – are accentuated by dark shadows or dew-fresh green-yellow tones.

Caroline Collection

Manufacturer: A.S. Création Tapeten AG

Brand: A.S.

Period: 2013

Number of papers: 43

Material: non-woven

RRP: € 19,95 - € 24,95

Meistervlies Edition 3 - in the twinkling of an eye, diagonal and long, single-coloured and patterned: Meistervlies brings light-heartedness into your living area. The high quality non-woven wallpaper lets even beginners work with simplicity and the stripes and graphic designs are also quite simply fun. Trendy colours like lime green and radiant light blue get in combination with white an additional fresh flair. A warmer no less intensive atmosphere is created by a rich berry red with white and cream.

Meistervlies Edition 3

Manufacturer: A.S. Création Tapeten AG

Brand: A.S.

Period: 2013

Number of papers: 26 papers and 8 borders

Material: non-woven

RRP: € 20,95 - € 21,45



Long Island –The retro-romantic idyll of an American holiday home on the east coast Long Island inspired this wallpaper collection which is named after it. Classics bring the fashionable preppy-look into the interior. Checked pattern, ranging from traditional tartans through a diced optic through to diagonal razzed designs, variations in stripes, clunky, festive natural structures, hound's-tooth and artificial floral decorations are arranged to create an impressive atmosphere. The tonality of beige nuances, burnt Sienna and violet, aqua as well as mint, colour the models in an appropriate manner.

Long Island Collection

Manufacturer: A.S. Création Tapeten AG

Brand: A.S.

Period: 2013

Number of papers: 48 papers und 8 borders

Material: non-woven

RRP: € 27,45 - € 36,45

Chateau 3 – This third edition of this collection transforms once more the historic opulence of the castles into extravagant contemporary wall coverings. Ornamental and blooming designs remind us of noble brocade and maintain through embossing and also by means of silk mother of pearl patterns a special glamorous optic in the style of high quality baroque wall coverings. A colour scale which runs from fine pastels with cream as the basis for noble metallic tones, of blue, rose and apricot ennoble these motives.

Chateau 3 Collection

Manufacturer: A.S. Création Tapeten AG

Brand: A.S.

Period: 2013

Number of papers: 66 papers und 16 borders

Material: Compact vinyl on paper backing

RRP: € 22,95 - € 39,95



JETTE wallpaper – A.S. Création presents the first wallpaper collection by Jette Joop

In 2011 the Gummersbach wallpaper manufacturer A.S. Création launches the new wallpaper line of the designer Jette Joop. JETTE wallpaper combines modern, creative decoration in trendy colouring with a high quality standard and the symbiotic understanding of form of the designer – ‘Crossover in Design’ The linking and exchange between several fields of activity – from fashion through architecture to product design were both inspiration and motivation for this new wallpaper assortment.

For the launch JETTE shows two collection themes which seize on current design and colour trends and interpret them in multi-faceted, stylish papers on high quality non-wovens.

Magic

A magic, momentary encapsulation of modern living: airy stripes and ornamental designs gain a charming, vintage impression through embossed high-low effects. Gentle shadows of cream, coffee and lilac produce a dream-like flair.

Delicate

Formal block stripes meet playful motives like humming birds in a sea of flowers as well as filigree stripes and tendril patterns. Friendly colour combinations of luminous tones such as royal blue, mint green and fuchsia through to harmonious shades of beige set the scenic mood for these delicate designs.

JETTE Wallpaper Collection

Manufacturer: A.S. Création Tapeten AG

Brand: livingwalls

Period: 2013

Number of papers: 24 papers, 6 borders

Material: non-woven

RRP: € 23,45 - € 27,45



Wallpaper on the Tablet-PC

The wallpaper manufacturer A.S. Création is the first to present a new application 'Tapetenshop' for the iPad, the Tablet-PC from Apple. The app is free of charge and available from the iTunes App store.

With 'Tapetenshop' A.S. Création brings the whole world of wall coverings comfortably onto the iPad. The App awaits you in a user-friendly and contemporary trend-like manner with the latest news and tips about wall design. The categories are 'Showtime!', 'Wallpaper News', 'Wallpaper 1 x 1' as well as 'Training videos' which guide you through the theme portfolio.

Showtime!

Entertainment for your own four walls – the heading 'Showtime' sets the scene for the successful A.S. Création wallpaper line in a lively and entertaining way. The designs, shapes and colours from collections like Esprit home, Schöner Wohnen and Lars Contzen can be discovered and brought to life here.

Wallpaper News

The digital edition of the company magazine 'A.S. life' gives information about current projects, new collections and licensed lines of the market leading wallpaper manufacturer. Those interested find here a catalogue and brochures of actual selections as well as further details and product information.

Wallpaper 1 x 1

The compact collection of information 'Wallpaper 1 x 1' on the theme of wallpaper was initiated by the A.S. Création Wall covering Trust. The content of this exciting book in this field can now be read inside the 'Wallpaper Shop' app. From room design through to the practice of handling wall coverings, all aspects of wallpaper are vividly treated.

Training Videos

The rubric for future wallpapering pros: as a compact seminar or in single sequences the 'Training Videos' pass on the basics of wallpapering in an easily understood way. The gallery shows a wide range of different thematic tutorials.