



A.S. Création Press Release

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“My designs are emotion!”

In his current wallpaper collection for A.S. Creation Lars Contzen concentrates on excitement filled designs and his holistic colour concept colourcourage®

Little, transparent maize green bubbles flow as lightly as froth across the wall. Copper tendrils stand dazzlingly out from black flock print. Futuristic meets nostalgic and radiates a totally carefree feeling for life – such a thing can only be the work of Lars Contzen. More than ten years ago the designer took up the challenge to rediscover wallpaper which had gone out of fashion. Today ‘Lars Contzen’ stands for an unmistakable brand with high aesthetic demands.

He developed his first graphic creations especially for architectural objects such as stylish hotels, clubs and shops. In 2006 he found in A.S. Creation a partner which enabled him to also access private people. In the first instance, Contzen created his designs independent of material. Later they could adorn material, glass, furniture, carpets or even wall coverings. “I see the room as a whole” is how the trained artist explained this way of working. “Therefore the products can almost all be combined”. So that the graphics could work as wall coverings the graphics were transposed into the suitable format in close cooperation with the A.S. Creation design team and embossed structures were turned into refined finished products.

Style statements imbued with excitement

From his designs you can see that the 41 year-old is basically not a designer but an exponent of the fine arts with his strength in painting, can be seen from his designs; artistic graphic compositions and strong courageous use of colour are the hallmarks of his style. “I design paintings rather than patterns” is his description of his development of new designs.

Contzen allows himself to be inspired equally by fashion, culture and the digital world as well as by electronic music and youth sub-cultures. “I try to understand trends and work against the grain” he explains. “Through the play with contrasts and opposites I create excitement and imbue my designs with authenticity and individuality. Thus they are decorative but also always authentic style statements with which people can express their feel for life, their emotions and their personality”.



Colourcourage: the colour concept for reality 2.0

Above all the distinctive colouring which Contzen so aptly presents in his *colourcourage*. “Every period has its colours”, explained the designer. “In the 50s pastel tones dominated, in the 70s brown and orange. Today our perception is influenced by the internet. Reality and virtuality merge into one another. The world becomes colourful. Visual stimuli increase. Instead of a dominant style there style plurality.”

This multiplicity Contzen puts into practice with his *colourcourage* building block system comprising 24 systematically with one another co-ordinated colours. Not only are these courageous, aesthetic colour tones the basis of the new wallpaper collection, “Lars Contzen 3”. They form the basis of a holistic concept which encompasses home textiles, furniture and the accessories of living in addition to wall coverings. “With this everyone can imbue their rooms with a totally individual and harmonic mood”, according to Contzen.

About A.S. Creation

A.S. Creation AG was founded in 1974 and is today the largest wallpaper manufacturer in Germany. The company produces wallpapers and borders, in all qualities of material, at its bases in Gummersbach and Wiehl with about 770 employees. The company’s own design studio works together with well-known designers such as Lars Contzen, Hadi Teherani or Jette Joop and develops more than 2,000 different wallpapers per year for its own brands A.S. Creation, livingwalls and Architects Paper as well as for licensed brands such as Esprit Home, Schöner Wohnen, and Brigitte Home. The business unit Decorative Materials deals with high value decorative materials which perfectly complement the wallpaper collections. A.S. Creation delivers its products to customers in 56 countries with the support of its subsidiaries in England, France, Russia and the Netherlands.