



A.S. Création Press Release

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Eye-catcher effect and magic at second glance

A.S. Creation presents thrilling wallpaper collections at Heimtextil 2012

With its new collections, A.S. Creation invites you on a voyage of discovery through style and atmospheric worlds. In close collaboration with famous lifestyle brands like Esprit home, Schönen Wohnen and Brigitte Home, the Gummersbach manufacturer has created new collections which wallow in colours, patterns and exciting structural variations. Opulent buds, and technically inspired stripes and check designs steer every glance towards them. The background play with embossed structures, metallic and matt-gloss variations makes for no less intriguing second glance effects.

Architects Paper, the premium brand from A.S. Creation for Architects and the contract business, presents the innovative collection AP 1000 - designed by Porsche Design Studio. These results of the initial cooperation between Architects Paper and the famous Porsche Design Studio sets strong emphases on puristic, masculine embossed designs.

In the new collections of A.S. Creation and Architects Paper, there is always something for you stylish ones whether you are trendsetters, romantics or purists; if you are a lover of floral designs, stylish stripes or checks with a High-Tech look. Not only do the designs ooze the highest creativity but in the siting of the papers, fantasy is allowed to play a role: buds, stripes and borders can be mixed at will and placed horizontally or vertically on the walls.

AP 1000 – Design by Porsche Design Studio:



Drop by drop - in a class of its own!

Designs from Porsche Design Studio carry a unique signature: innovative, puristic and timeless. The technical origin can be found mirrored in details like the metallic effect of embossed structures, in optics which seem like brushed aluminium and in filigree lines which appear to be glazed. The clear sense of form language implies elegance and high value. This also underlines the masculine colour scheme in black, white and metallic silver with differing gradations such as beige and anthracite tones. Marked contrasts are catered for by single colours in turquoise and dark red combined with matching coloured stripes. A magnetic wallpaper and deeply embossed wallboards add to this stylish collection.

STRIPE

Stripes - a theme with multiple variations for differing Home and Office ambiances. Always with clear lines and stylish character. The high quality value of the printing brings out perfectly the metallic effect of the surface.

CUT

The perfect symbiosis of technique and aesthetics, is the trademark of the CUT series; a monochrome colour scheme, with fine graphics which come together in a distinguished design. The reduced profiles of the technically inspired patterns appear to be positively lasered into the wallpaper. The pattern repeat apparently is without direction; thus CUT develops a unique homogenous effect of space.

SQUARE

Clear graphic motives which remind you of a linked conveyor belt, lines in differing strengths; SQUARE is cool elegance in accomplishment. The sophisticated cast structure brings intriguing effects onto the wall and underlines the individual character of this series.

MAGNETIC

Magnetic draws you in - as in the true meaning of the word. Because the printed colours are supplied by metal pigmentation. In this way pictures, plans and notices can be directly affixed to the walls with magnets. A surprising and also intelligent use which is unexpected in the purist wallpaper in grey and beige-metallic. That makes MAGNETIC into an ideal wall covering for studies, studios, practices and meeting rooms.



WALL PANELS

In this case, three-dimensionality is not only a graphic effect. Hand-made wall panels available in cool white and metallic-silver, transform walls into three-dimensional reliefs with palpable structures. With their clear, discrete designs, these four to eight millimetre thick wall boards have a distinctive effect on rooms. On the practical side, the materials are sound-deadening and insulate.

AP 1000 Collection - Design by Porsche Design Studio

Range: Architects Paper - designed by Porsche Design Studio

Material: non-woven

Content: 51 papers, 4 panels

RRP: €44,95 - €69,95 (€549- panels)

Architects  *Paper*

www.architects-paper.com



Esprit home - the Metropolitan Look

Inspiration, naturalness, quality - that's what the wallpapers of the Esprit home collection stand for. That also is valid for the now seven year collaboration between A.S. Creation and Esprit. The current collection brings together wallpapers for a young, individualistic and design-oriented style of life which draws you in to combine creatively. The metropolises of Paris, New York, Berlin, London and Barcelona are the inspiration for five urbane lifestyles - from retro-elegant to romantic-glamorous.

Paris

Curved lines and garlands in retro style make the walls swing. The discrete colour selection in white, beige and grey tones directs your attention to the pleasing interplay of differing embossed surfaces and stresses cool elegance.

New York

Playful sketches of flowers, as though drawn by hand, swirl around embossed stripes and radiate a carefree charm. The elegant colour combination of light beige, violet-beige, grey-black and a blue reminiscent of Delft porcelain create a gentle contrast to floral imprints and bring a breath of luxury into a modern ambience.

Berlin

Floral decorations in differing colour tones and embossings, overlay one another, intertwine and magic up a lush garden on the wall in which you can always discover new details. Bright yellow, gentle green, grey, bright red, beige and grey-silver tones create a friendly, harmonic atmosphere. Attractive borders and stylish stripes add to this indoor park.

London

Opulent peony decorations flaunt themselves in profligate opulence and cast a romantic flair over urban interiors. The colour blends create interesting vintage effects; embossings and the subtle colours like lavender, coral, pinkish-red, dark violet, smoky-blue and grey-beige underline the extravagant display of splendour. The contrast is provided by powerful stripes and striking single tones.



Barcelona

An elegant wallpaper series, which draws every glance to it. Embossed effects accentuate fine check structures; conspicuous stepped glossy stripes provide a clear contrast. The distinctive colour combinations such as beige-black-red or beige and cocoa stress the powerful atmosphere of the room.

Kollektion Esprit 7

Range: livingwalls exclusive

Material: non-woven

Run: 2014

Content: 67 papers, 19 borders

RRP: € 20,95 – € 24,95



Schöner Wohnen 4 - expressive plays on structure

The fourth joint wallpaper collection between A.S. Creation and Europe's largest lifestyle magazine focuses consistently on the modern lifestyle. The themes of the collection reflect current interior trends and offer unusual wall coverings for different stylistic worlds and attitudes towards life. We run across floral designs which are sometimes young and trendy and at others neo-romantic. Structures from nature rub shoulders with high-tech interpretations of classical checks. The primary attributes of the new collection are embossed structures and the interplay of matt and gloss structures which display magical second glance effects.

Funky Journey

It grooves. Embossed stylised lotus blooms, which remind you of collages, bring youthful styles into every room. Powerful colour combinations like orange-mustard yellow, berry-lavender or variations on grey accompany the trendy look. Quiet stripe patterns amidst fields of flowers encourage the eyes to relax.

Sweet Dreams

Romantic - interpreted in the modern way; abstract floral decorations in powder blue, grey-pink and pearl tones have the effect of simply drifting with the wind. The mother of pearl optic flock prints which are left behind caress the living ambiance in the noblest way.

Green Experience

Fresh, natural and as clear as a cool morning; stylised tree branches grow together into a thinned out winter forest. The richly contrasting colourings with light green, black and royal blue on a white background and the creative interplay of matt-gloss contrasts and positive-negative embossing effects make for a sculptured effect and a fresh look.

Best Traditions

Houndstooth reloaded; pixel and pattern which remind you of printed circuit boards, artistically combined with matt-gloss optics and embossings spark a firework of effects. The added single colours also show a strong structure reminiscent of Braille. Unusual colour combinations such as coral red-beige or turquoise-dark brown stress the stylish finesse.



Schöner Wohnen 4 Collection

Range: livingwalls

Material: non-woven

Run: 2014

Content: 52 papers, 14 borders

RRP: € 20,95 – € 28,95

BRIGITTE Home 3 – fresh, elegant, modern

Already for the third time A.S. Creation has created a licensed collection BRIGITTE Home. Wallpaper collections of the number one in classic womens magazines in Germany captivate by means of their fresh, modern elegance - exactly the right thing for a trend-conscious female public.

The high quality wallpapers in the current collection gracefully interact full of charm with classic designs like stripes, dots and leaves. Largescale tendrils thicken into foliage. Stripes sometimes appear powerfully striking, sometimes as fine lines in handmade optic and at others as distinctive garlands over the walls and create a look-at-me effect. Playful squiggles à la Miró and fine raindrop dots provide an atmosphere of cheer and ease.

The colours - coral red, berry hues, yellowish-green and nuances of grey and beige as well as clear black and white enhance perfectly the fresh elegance of modern abstract decor. Carefully matched colours and designs together with suitable single colours spur you on to play with the great variety of style variations in the collection.

BRIGITTE 3 Collection

Range: livingwalls

Material: paper

Run: 2013

Content: 37 papers

RRP: € 12,95 – € 14,95



Jade - gentle shimmer for better dreams

Stylish-romantic bloom designs, some with gentle nuances, some powerfully contoured - meet up with discreet stripes. The colour palette ranges from gentle beige and coffee tones, across light yellow, light grey and gentle lavender to smoky blue and dark violet. Fine metallic effects spread a gentle shimmer and make the wall sparkle without disturbing the dreamy mood.

Jade Collection

Range: A.S.

Material: non-woven

Run: 2014

Content: 38 papers

RRP: € 34,95

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.

For further information we are pleased to be at your service

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www.as-creation.de, www.tapetenshop.de or www.rheinfaktor.de/presse/as-creation

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