



A.S. Création Press Release

Heimtextil 2012 (11.01.-14.01.)

Schöner Wohnen 4 - expressive plays on structure

The fourth joint wallpaper collection between A.S. Création 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