

Wall&decò

**ESSENTIAL
STYLES**
catalogue

2017 / 2018 / 2019

Wall&decò®

**ESSENTIAL
STYLES**
catalogue

NEW ESSENTIAL WALLPAPER COLLECTION

2019

Essential Wallpaper è la collezione **Wall&decò** dedicata a interpretare il valore decorativo delle texture.

Un mondo alternativo rispetto ai grandi disegni narrativi, che si concentra sul creare trame in progressione geometrica, background grafici, pattern che vivono della ripetizione.

Una serie che esplora l'universo dei micro-segni: trame in 3D, intarsi, incisioni e dettagli di luce in metallo creano dei veri e propri bassorilievi.

Nascono superfici da esplorare con le mani oltre che da vedere.

Essential Wallpaper is the **Wall&decò** collection specifically dedicated to explore the creative possibilities of textures.

An alternate reality to the world of large decors, focused on creating fabrics in geometric progression, background graphics, patterns that thrive on repetition.

A series that explores the universe of micro-patterns: 3D textures, inlays, carvings and metal light details which create veritable bas-reliefs.

The genesis of surfaces just waiting to be explored by hand and not just with the eyes.

ESSENTIAL WALLPAPER COLLECTIONS

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EWC 2019

p. 6 sample p. 89

ASAMI

design Studiopepe
19210EWC / 19220EWC / 19230EWC



p. 10 sample p. 93

HARU

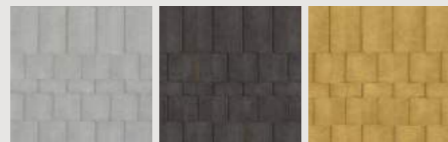
design Studiopepe
19310EWC / 19320EWC / 19330EWC



p. 14 sample p. 97

NORI

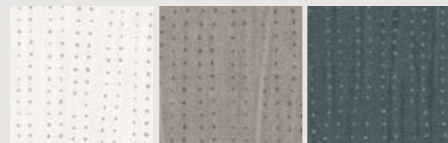
design Studiopepe
19110EWC / 19120EWC / 19130EWC



p. 18 sample p. 101

VAGO RELOADED

design Christian Benini
17140EWC / 17150EWC / 17160EWC



p. 22 sample p. 105

KINTSU RELOADED

design Christian Benini
17240EWC / 17250EWC / 17260EWC

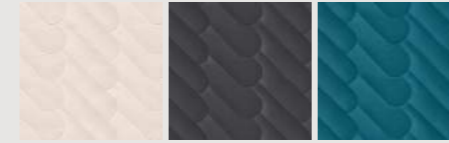


EWC 2018

p. 28 sample p. 108

KAZE

design Studiopepe
18210EWC / 18220EWC / 18230EWC



p. 32 sample p. 113

ZIP

design Christian Benini
18410EWC / 18420EWC / 18430EWC



p. 36 sample p. 117

RENN

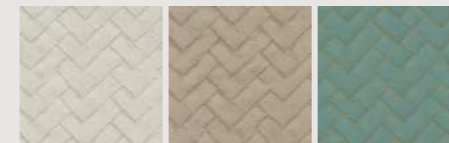
design André Fu
18510EWC / 18520EWC / 18530EWC



p. 40 sample p. 121

YUMI

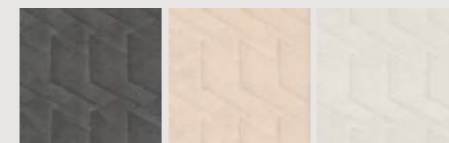
design Studiopepe
18310EWC / 18320EWC / 18330EWC



p. 44 sample p. 125

NAMI

design Studiopepe
18110EWC / 18120EWC / 18130EWC



EWC 2017

p. 50 sample p. 129

VAGO

design Christian Benini
17110EWC / 17120EWC / 17130EWC



p. 54 sample p. 133

ALYA

design Christian Benini
17310EWC / 17320EWC / 17330EWC



p. 58 sample p. 137

KINTSU

design Christian Benini
17210EWC / 17220EWC / 17230EWC



p. 62 sample p. 141

DEEP

design Christian Benini
17410EWC / 17420EWC / 17430EWC





ASAMI
19210EWC
design
Studiopepe



19230EWC

19220EWC





HARU

19320EWC
design
Studiopepe

19310EWC

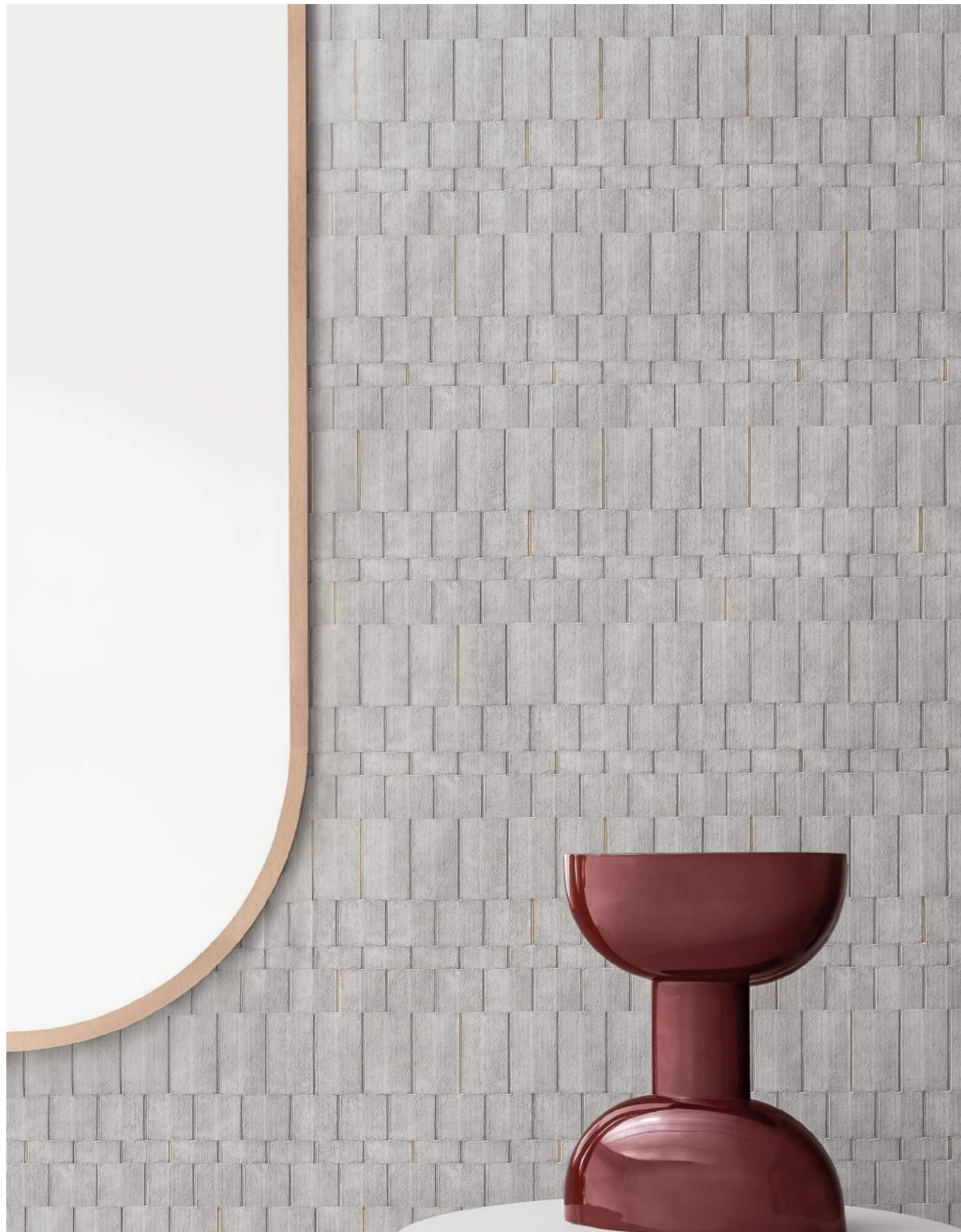


19330EWC

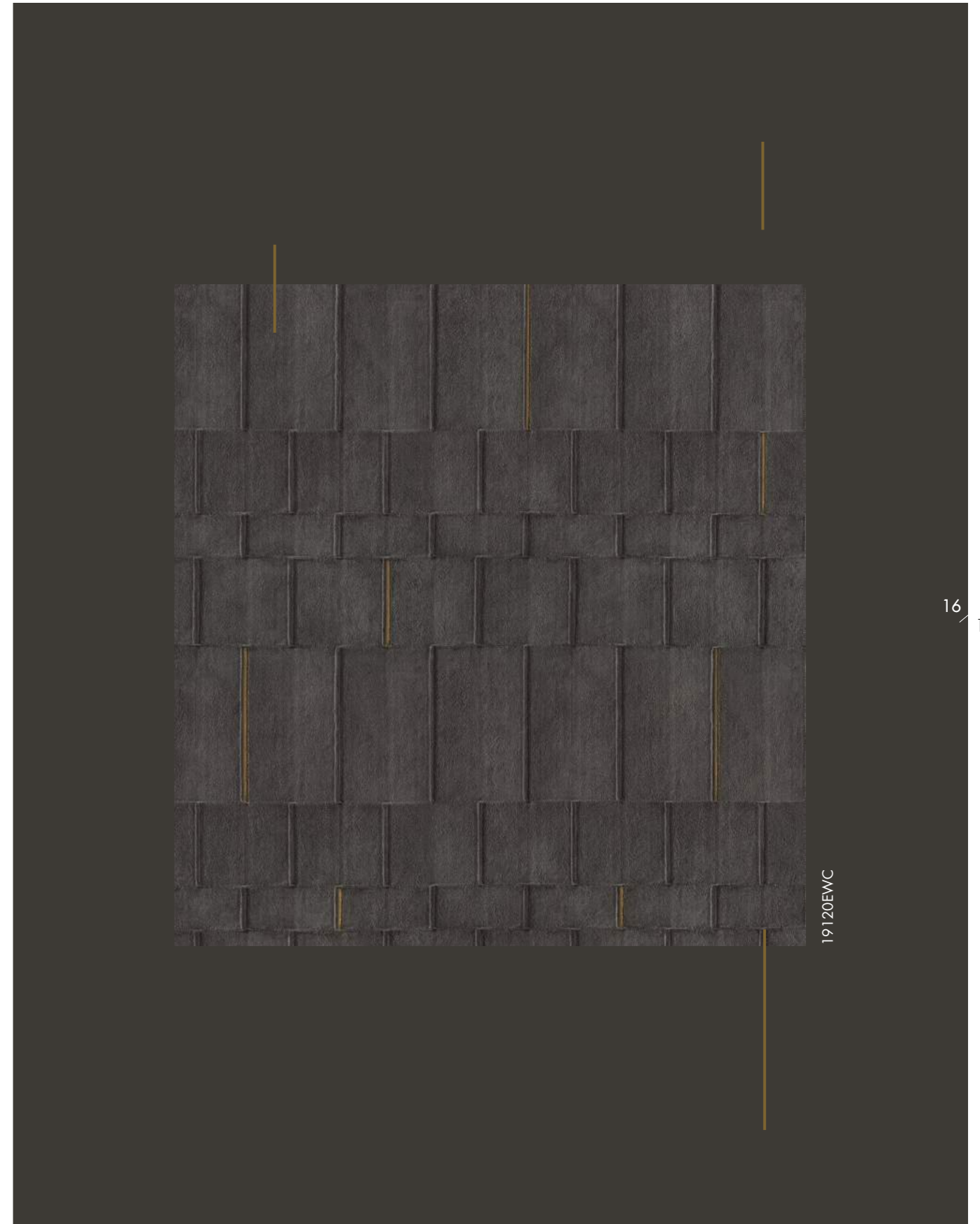
NORI

19130EWC
design
Studiopepe





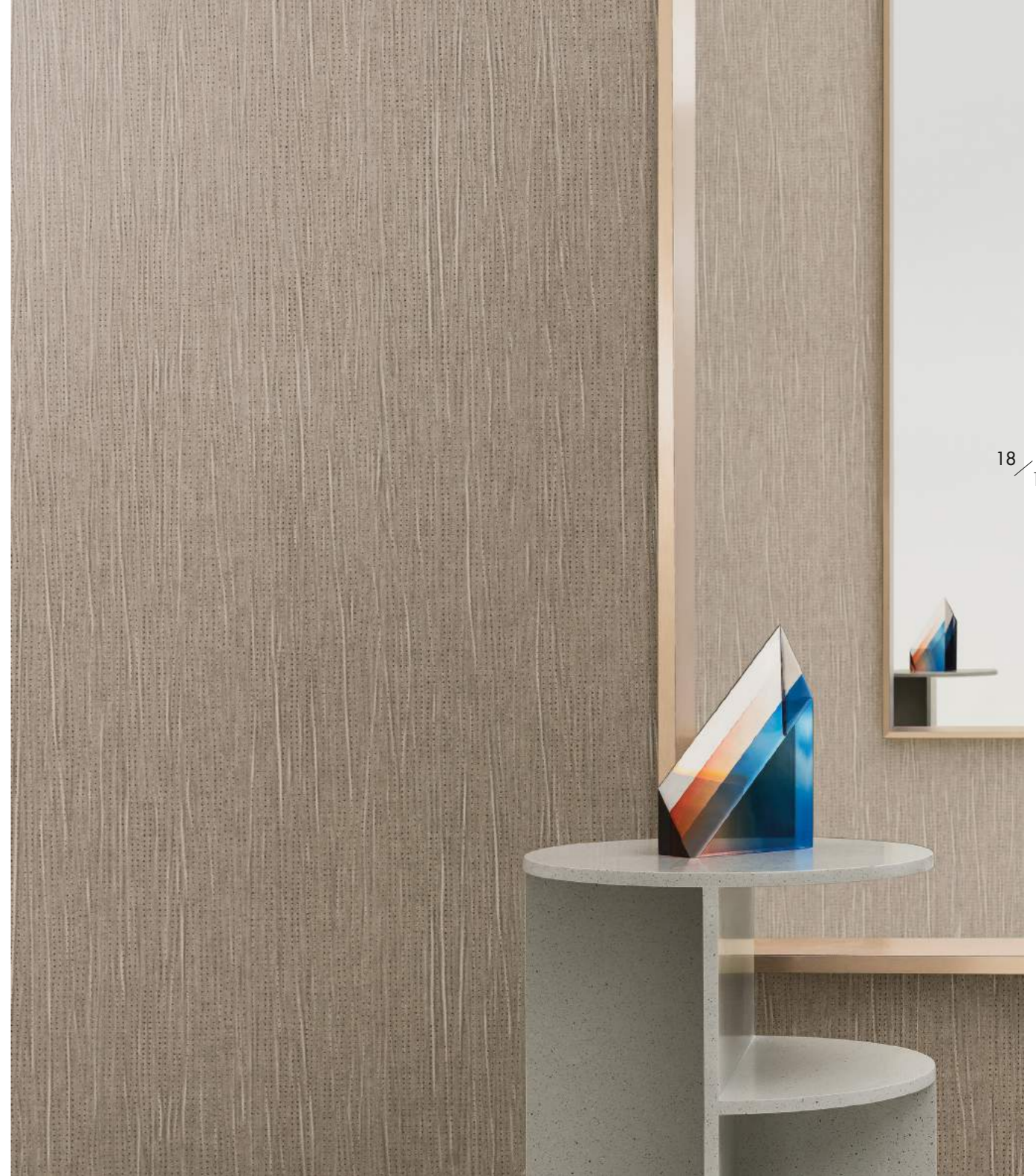
19110EWC



19120EWC

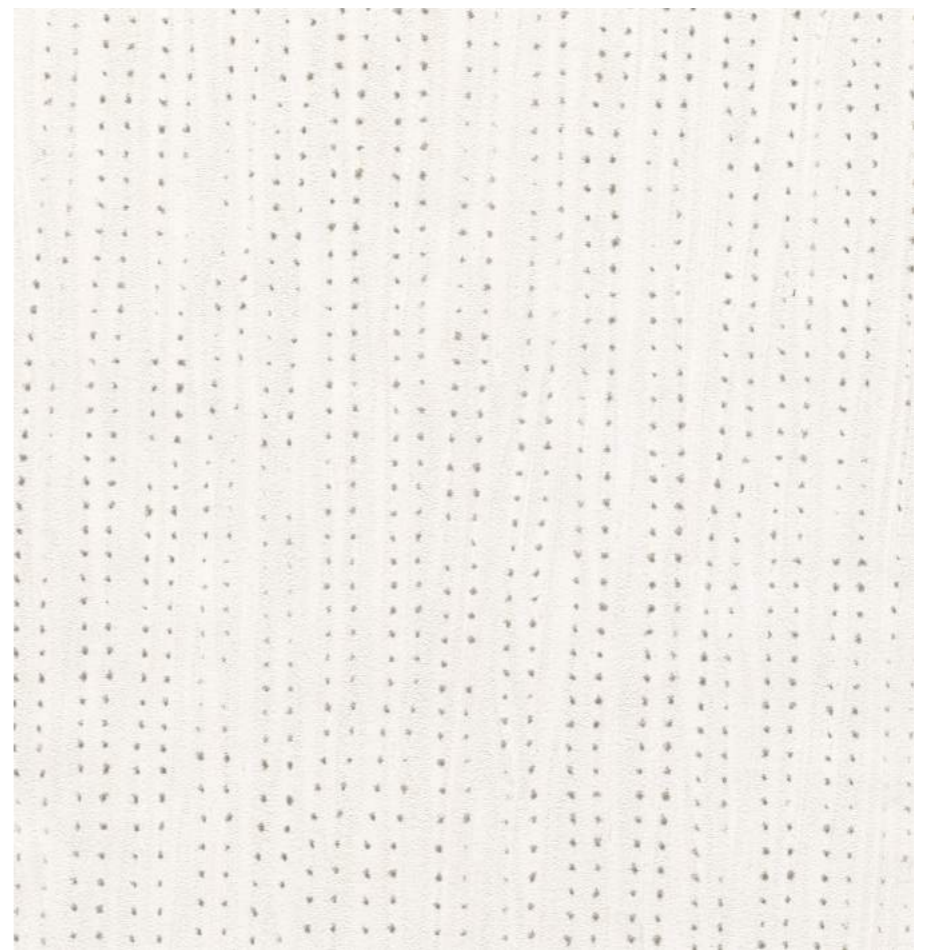
VAGO RELOADED

171.50EWC design Christian Benini

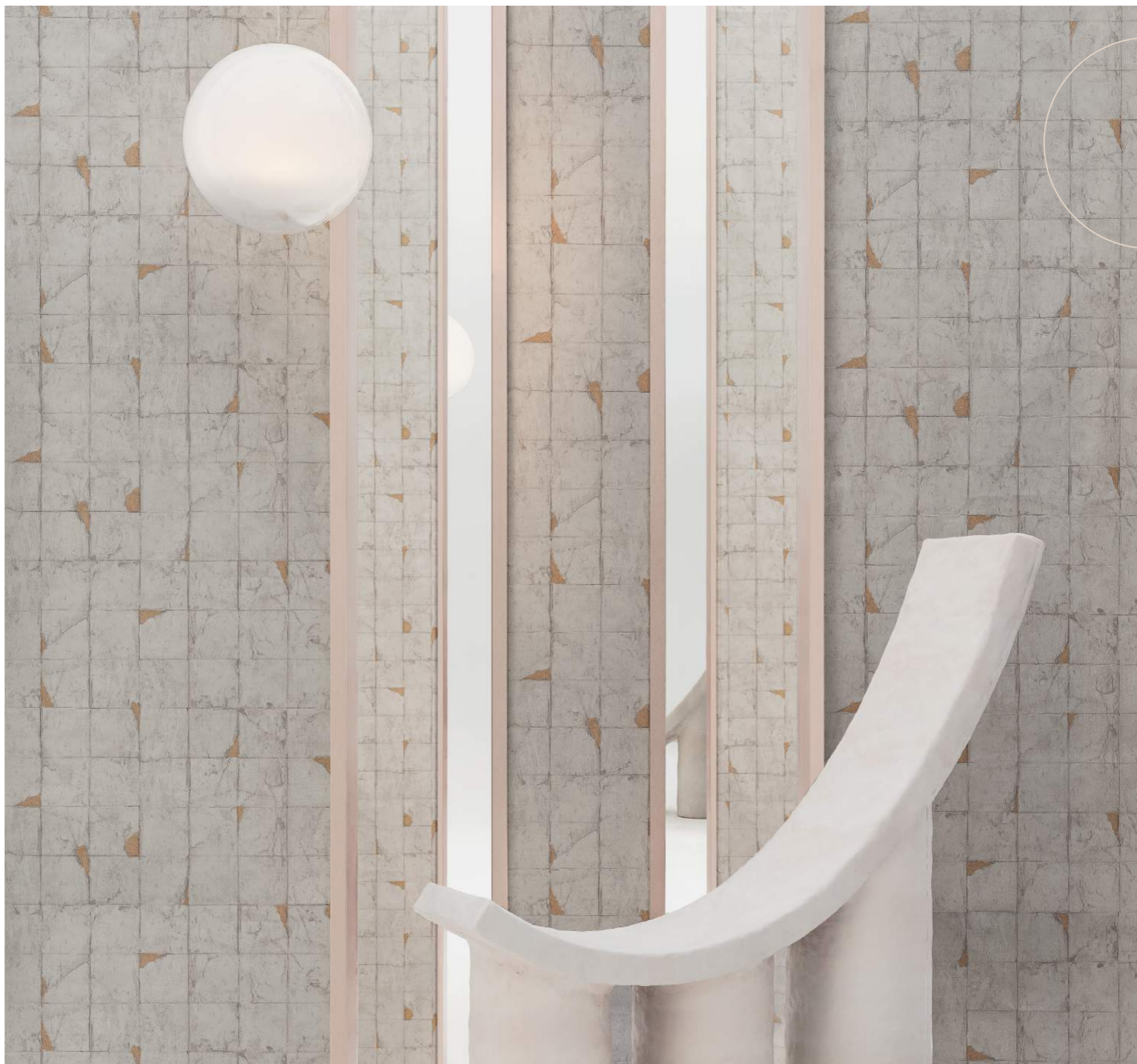
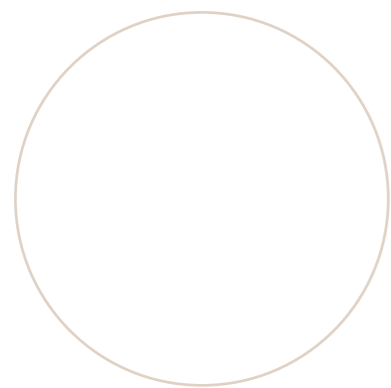




17160EWC



17140EWC

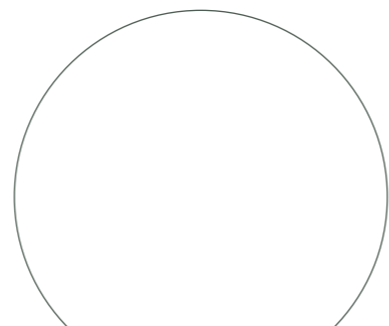


KINTSU RELOADED

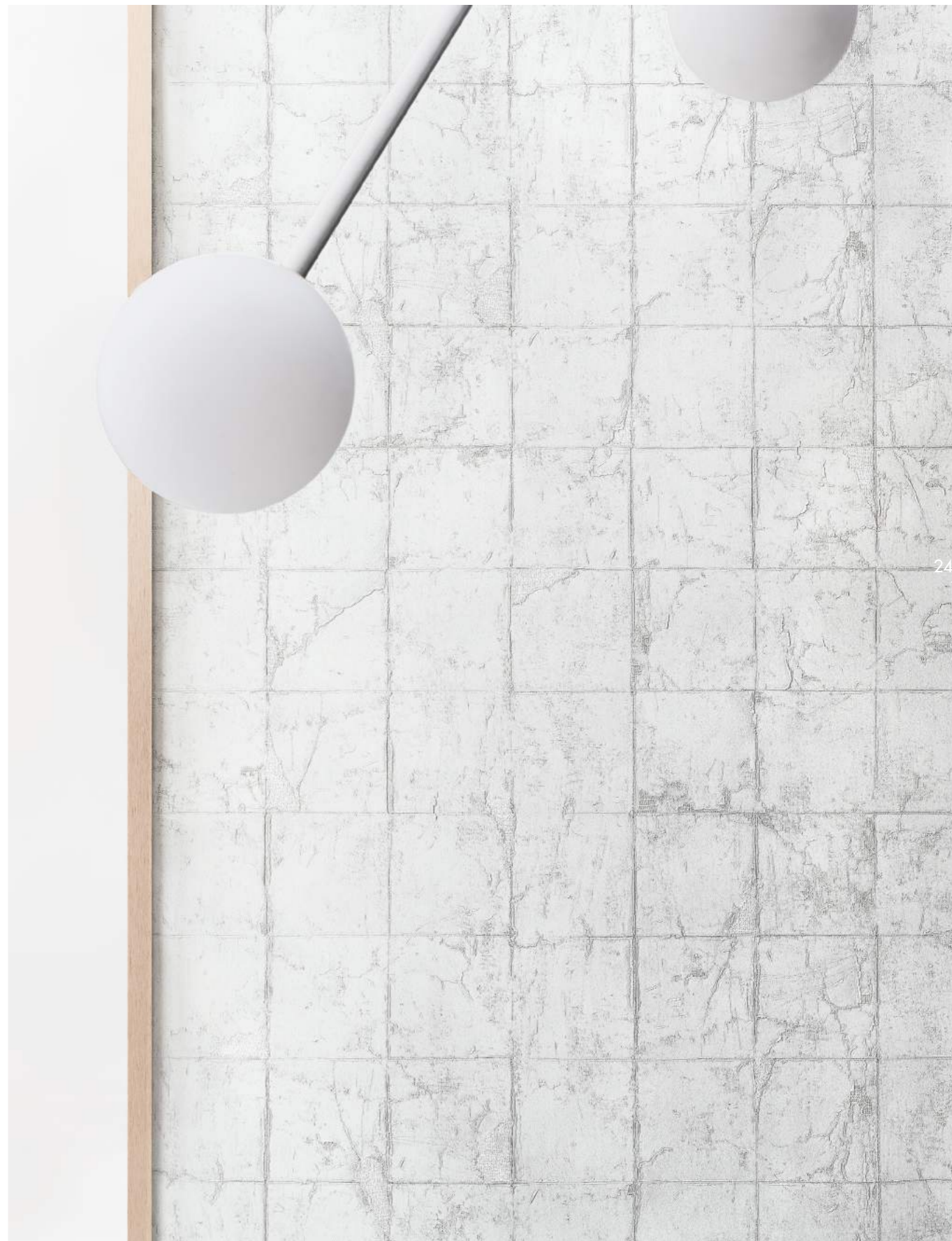
17250EWC
design
Christian Benini



17260EWC



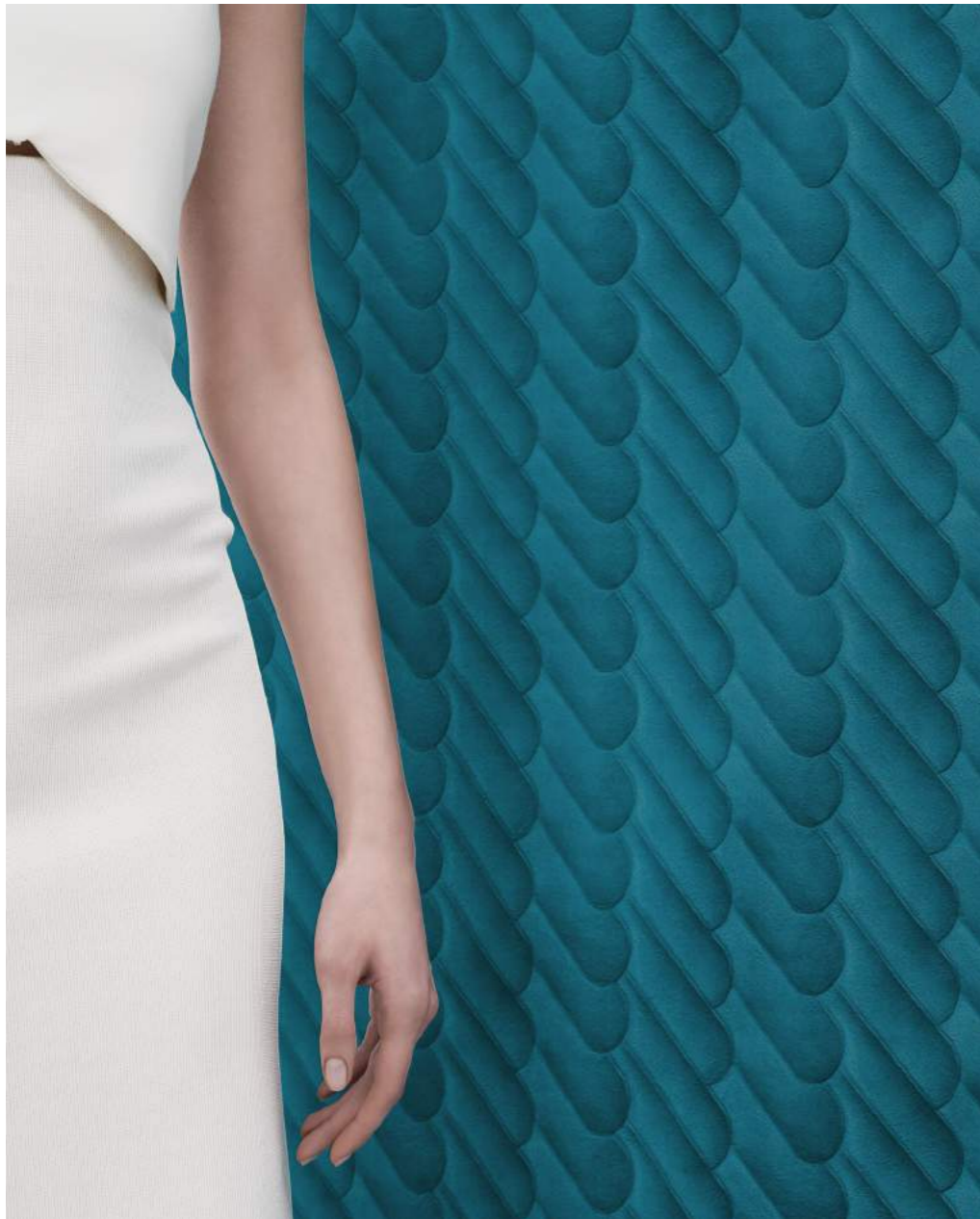
17240EWC





KAZE

18210EWC
design
Studiopepe



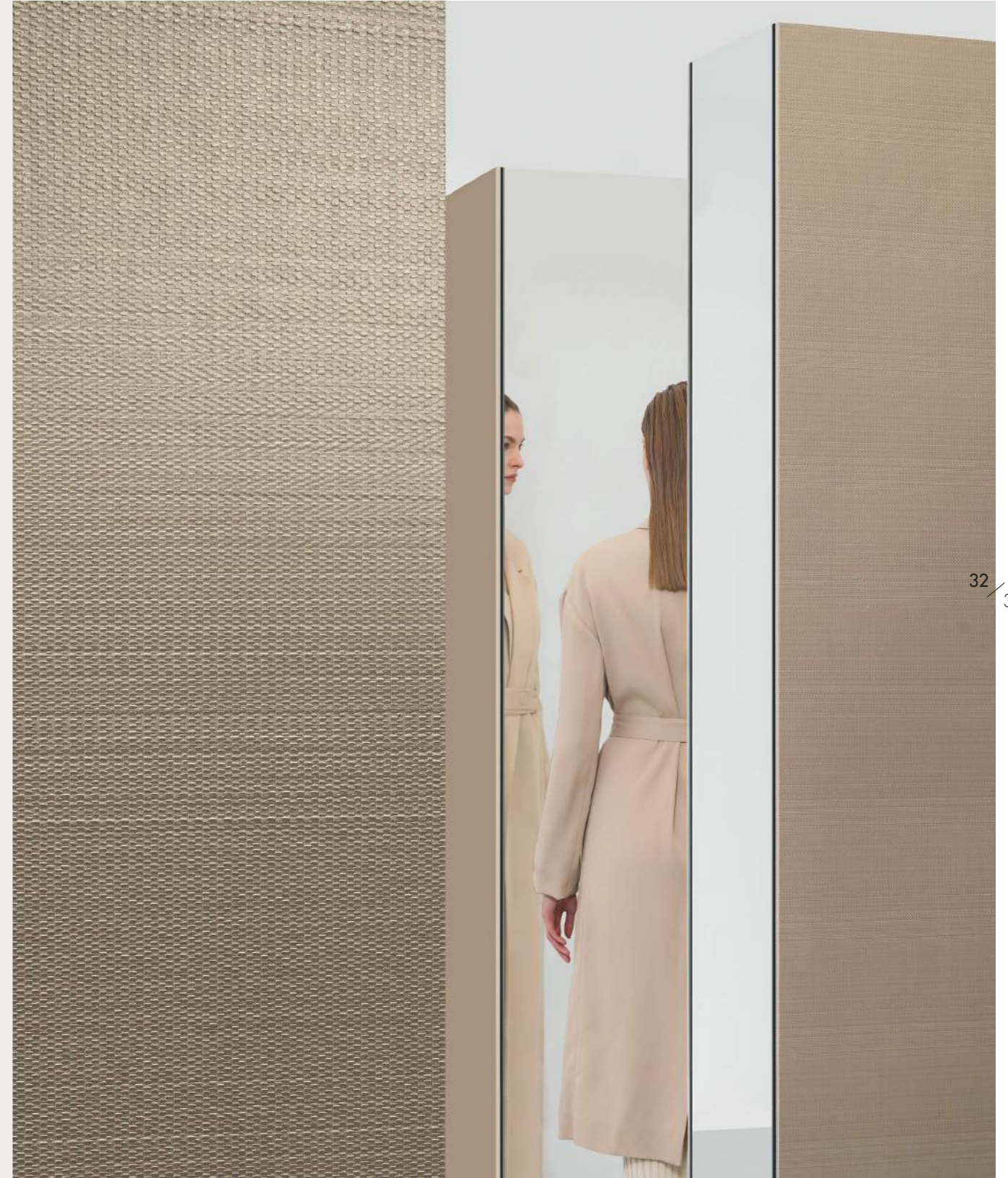
18230EWC

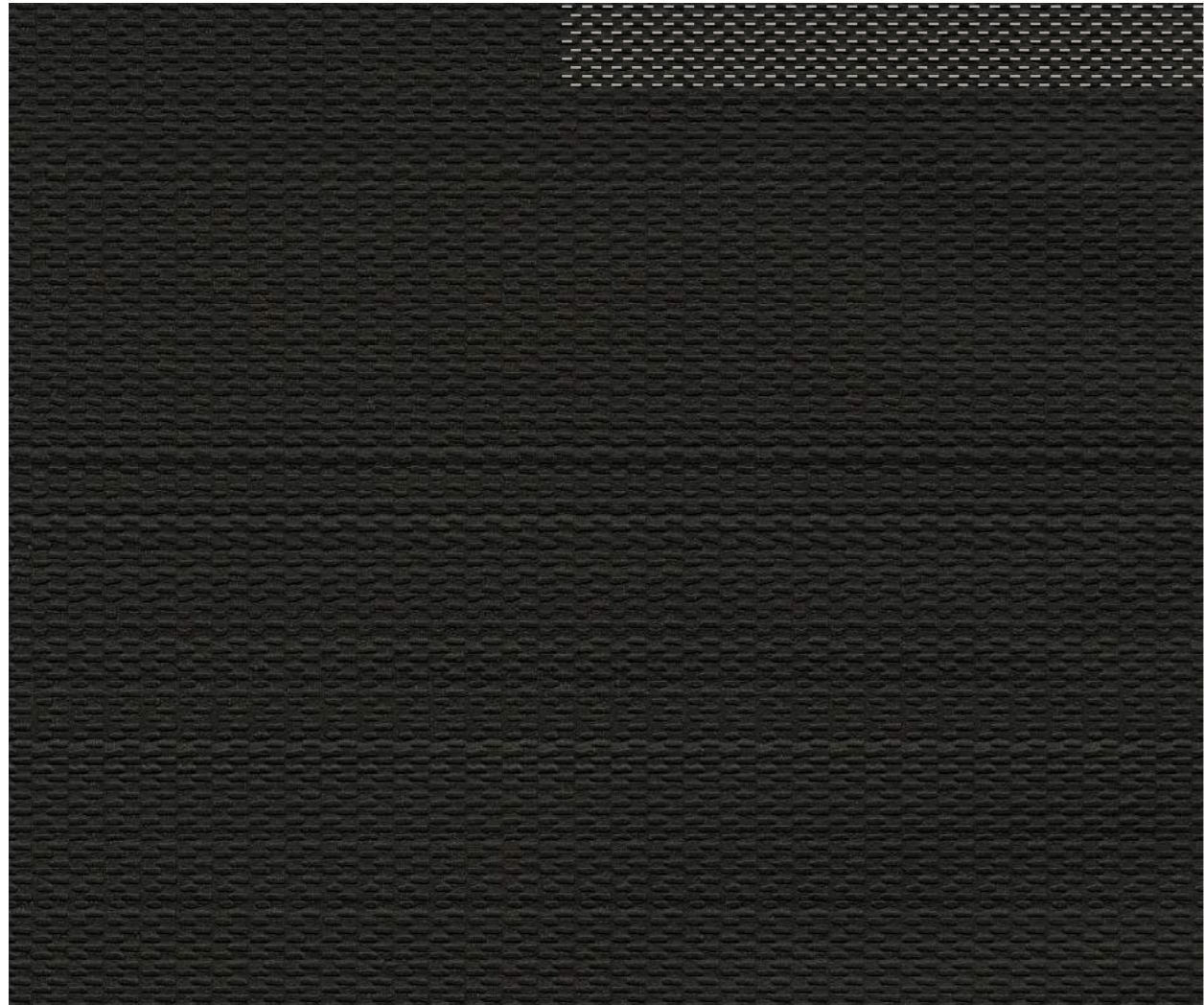


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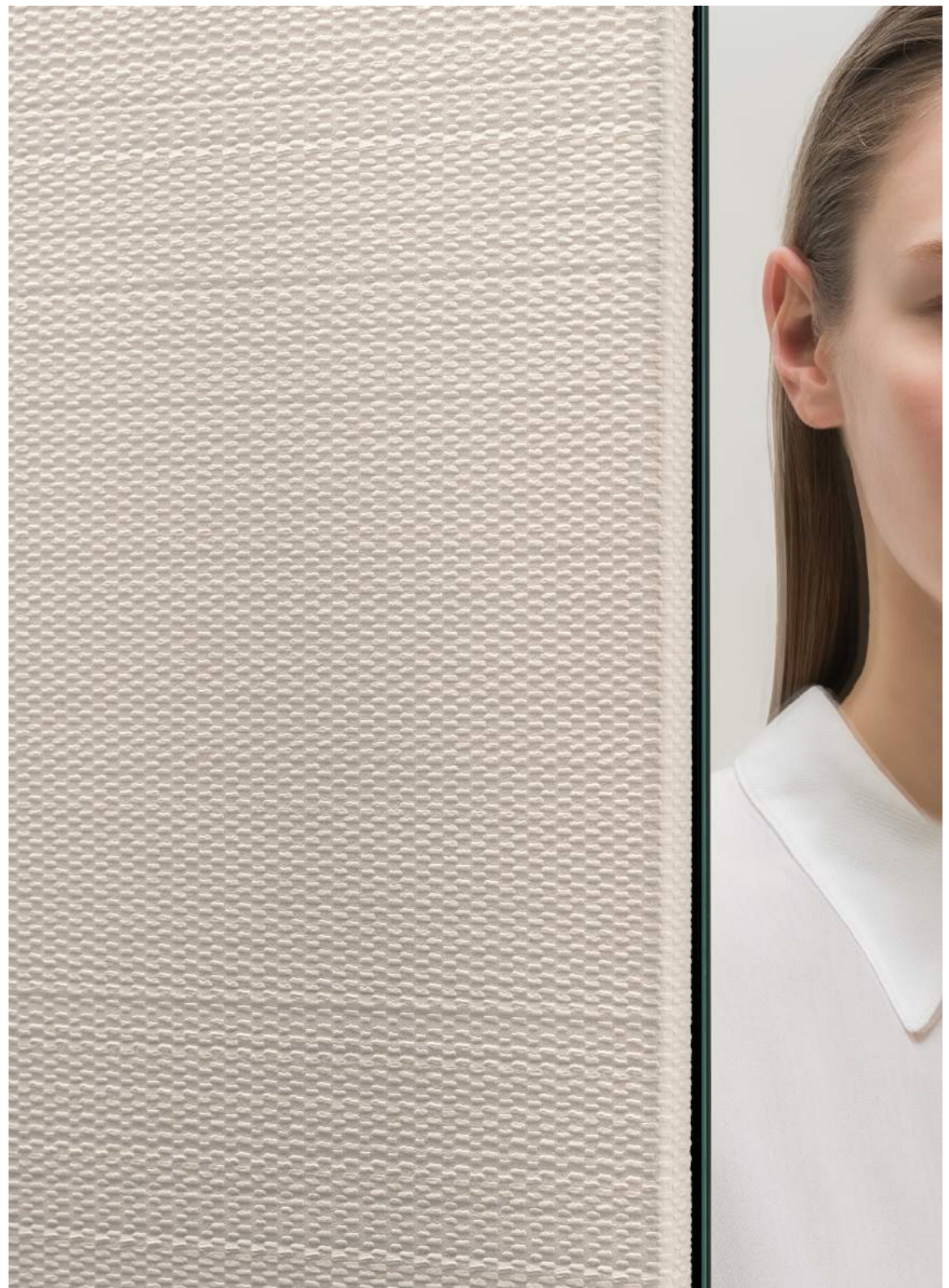
ZIP

18420EWC
design
Christian Benini





18430EWC



18410EWC

RENN

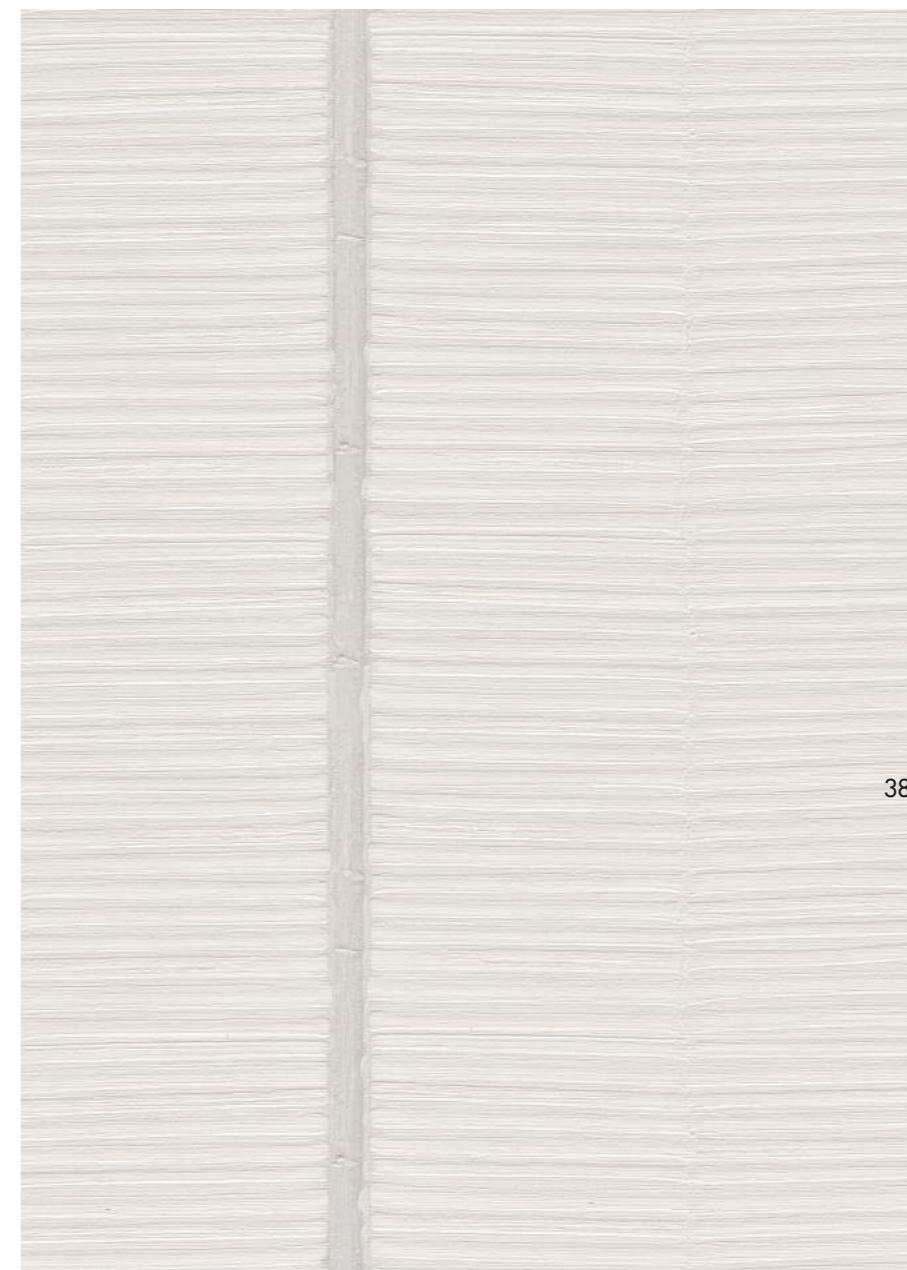
18530EWC
design
André Fu





18510EWC

18520EWC





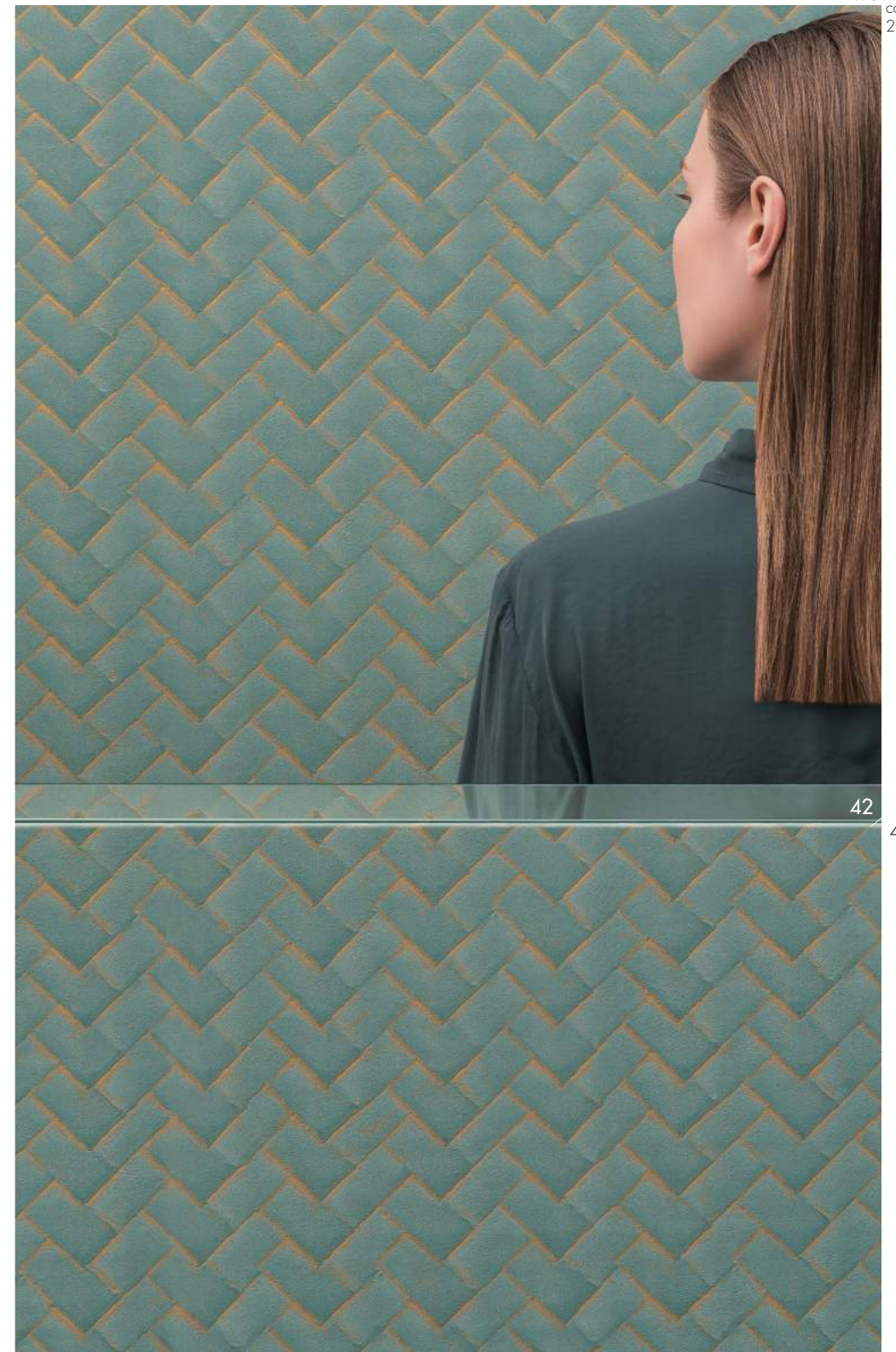
YUMI

18310EWC
design
Studiopepe

18320EWC



18330EWC





NAMI

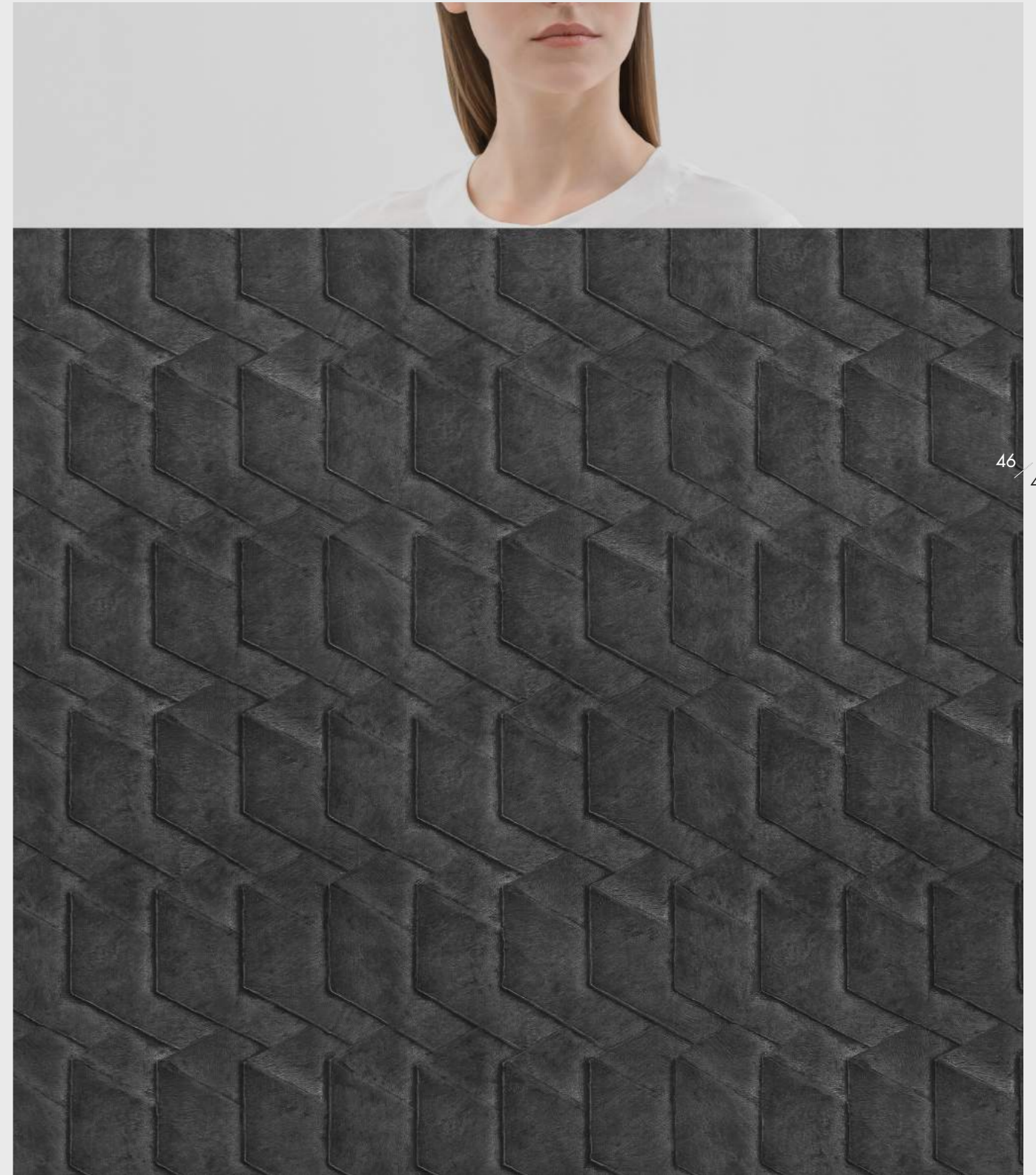
18120EWC design Studiopepe



18130EWC



18110EWC



ESSENTIAL
WALLPAPER

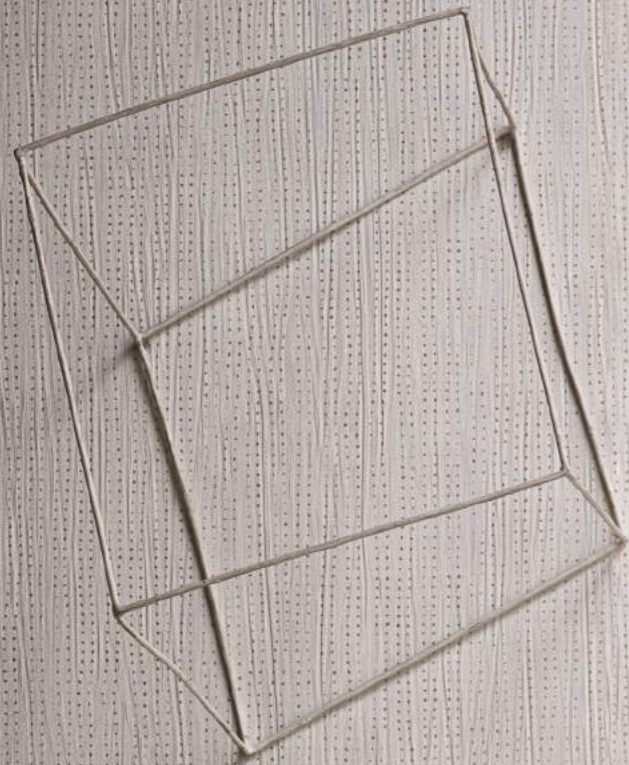
2017
collection

VAGO
17110EWC
design
Christian Benini

50

51





17120EWC

17130EWC

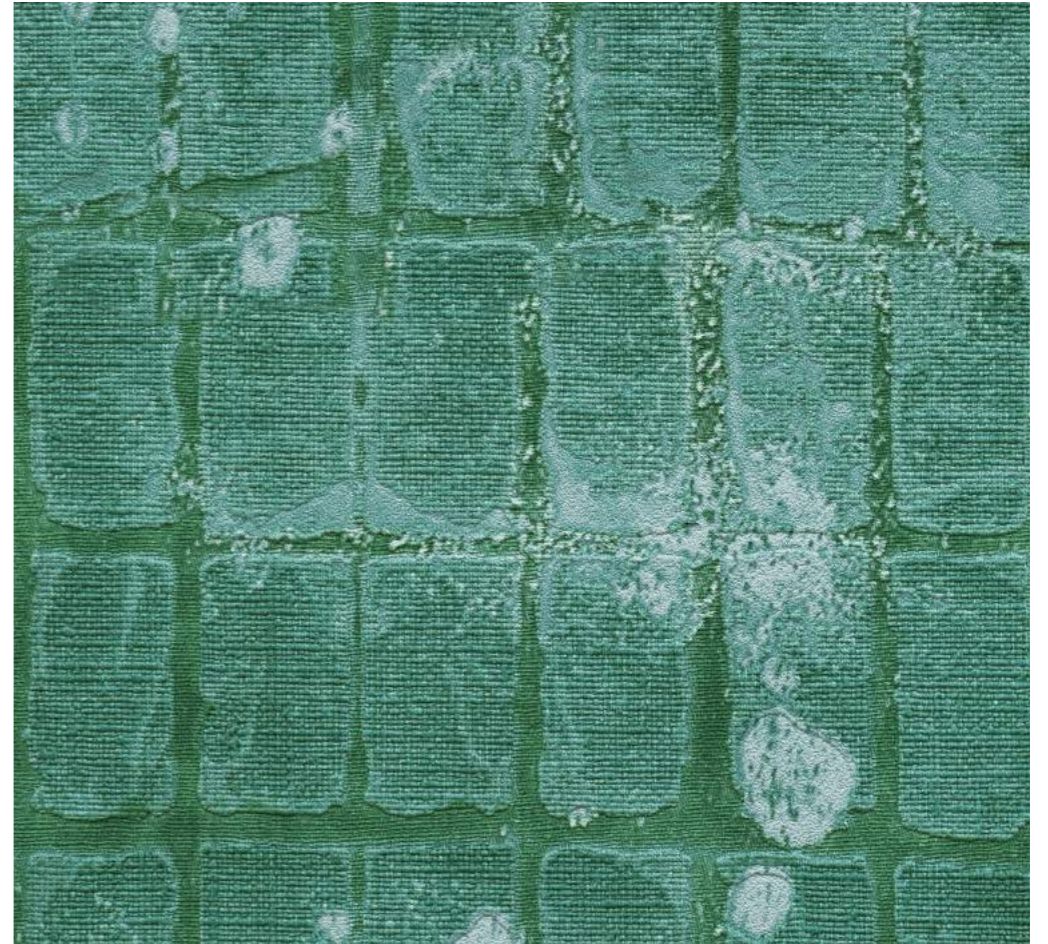


ALYA
T7320EWC design Christian Benini





17330EWC



KINTISI

17220EWC design Christian Benini



17230EWC



17210EWC





DEEP

17430EWC
design Christian Benini



17420EWC



17410EWC

Style Colors è la gamma di pitture murali esclusive Wall&decò.

Le tinte più stilisticamente coerenti e vicine alla sensibilità della collezione decori: otto palette per un totale di quaranta colori, creati appositamente per abbinarsi ai racconti delle carte da parati.

Molto più che un dettaglio, il completamento ideale per ambienti definiti da una visione artistica univoca, in cui anche il colore puro diventa un ulteriore elemento creativo a disposizione degli esploratori dell'originalità.

Style Colors is the range of premium mural paints by Wall&decò.

An exclusive selection of colors with the greatest stylistic affinity to the wallpaper collection and all its sensibilities: eight chromatic palettes for a sum of forty shades, created to complement the stories of the wall coverings.

Much more than a detail, the ideal completion for spaces defined by a consistent artistic vision, where even pure color becomes another creative tool in the hands of the explorers of originality.

STYLE COLORS
collection

STYLE COLORS COLLECTIONS

SCC
2019

p. 70
SET 01

ST201900 / ST201905 / ST201910 / ST201915 / ST201920



SCC
2018

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SET 01

ST201800 / ST201805 / ST201810 / ST201815 / ST201820



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SET 02

ST201825 / ST201830 / ST201835 / ST201840 / ST201845



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SET 03

ST201850 / ST201855 / ST201860 / ST201865 / ST201870



SCC
2017

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SET 01

ST201600 / ST201605 / ST201610 / ST201615 / ST201620



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SET 02

ST201625 / ST201630 / ST201635 / ST201640 / ST201645



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SET 03

ST201650 / ST201655 / ST201660 / ST201665 / ST201670



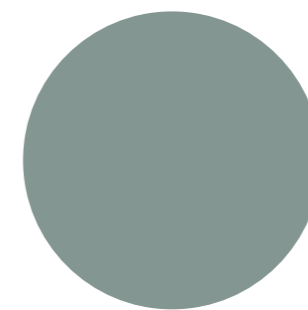
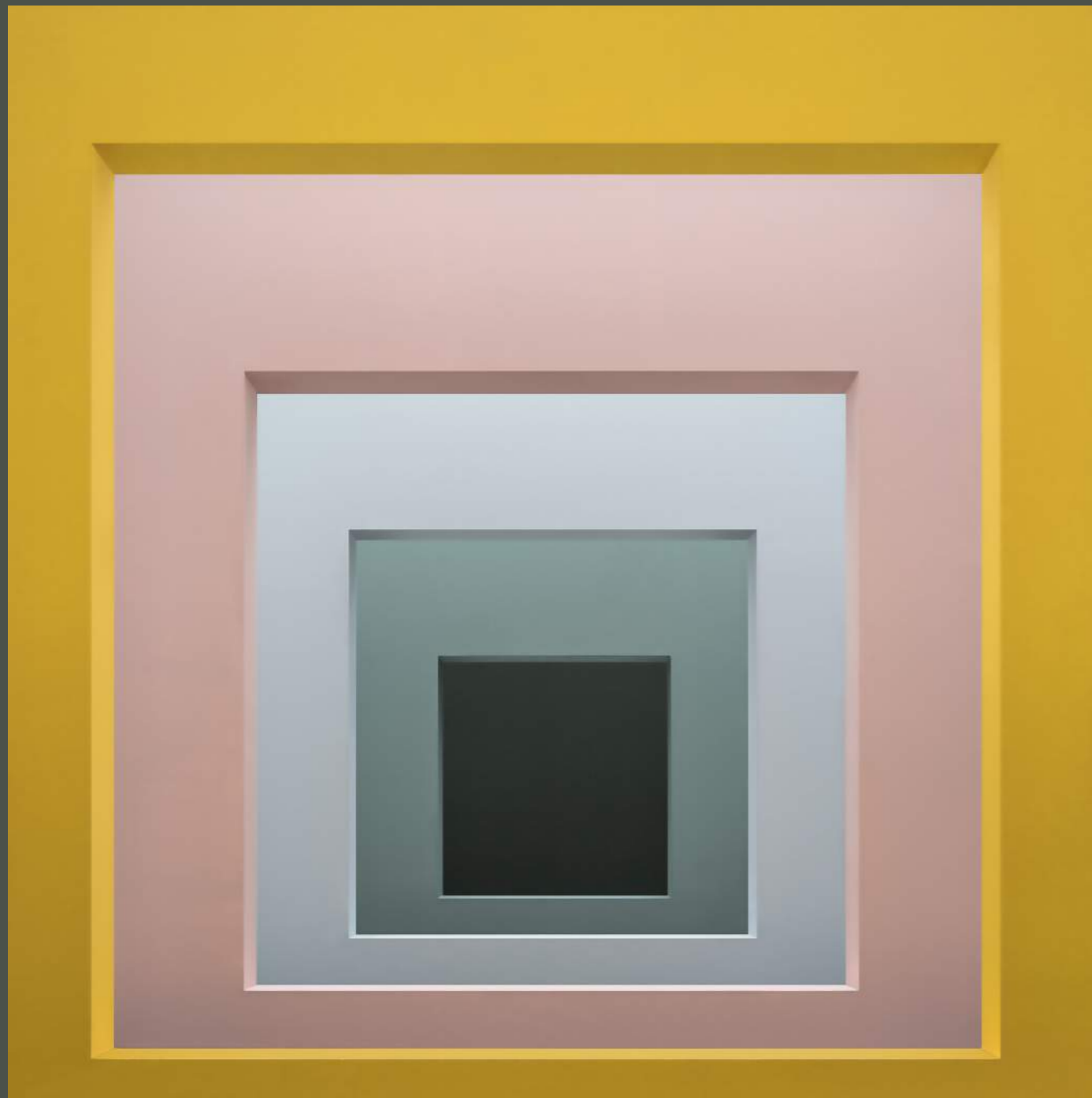
p. 84
SET 04

ST201675 / ST201680 / ST201685 / ST201690 / ST201695

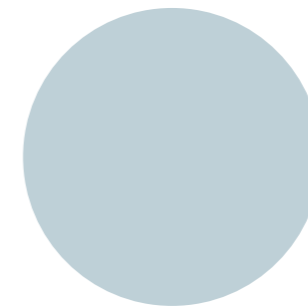


Indoor superior color emulsion paint for top quality wall and ceiling finishes
2.5 L / coverage 8 MQ/L

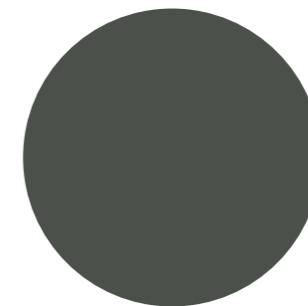




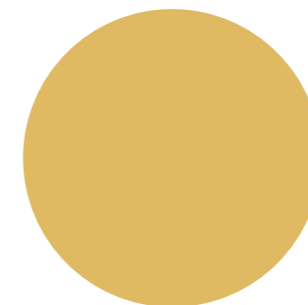
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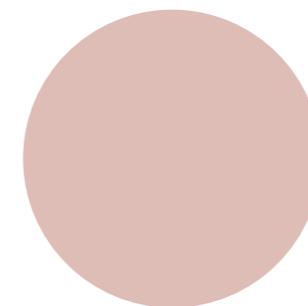
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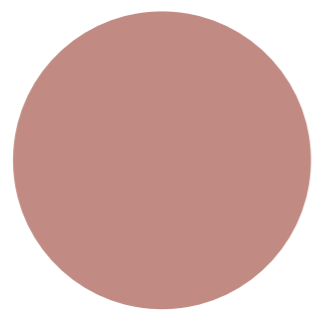
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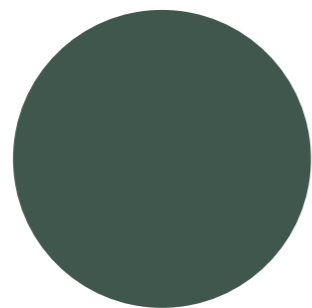
ST201915



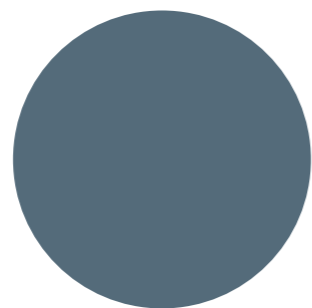
ST201920



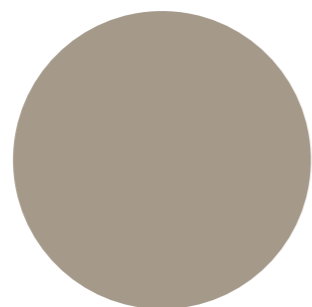
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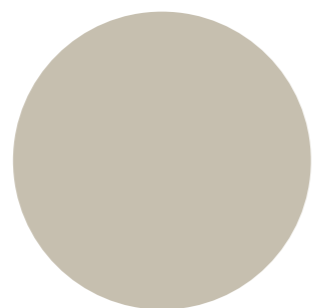
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ST201810

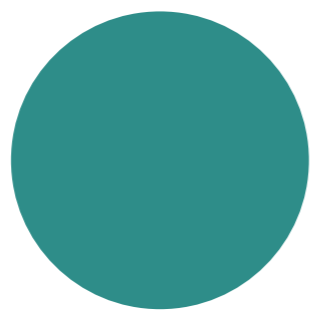


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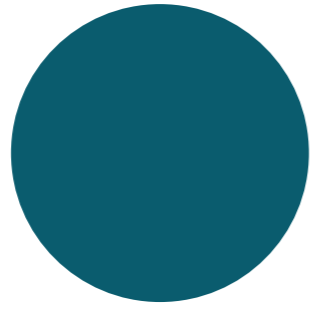


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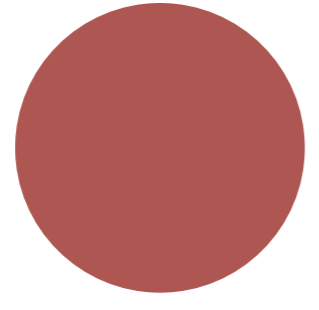




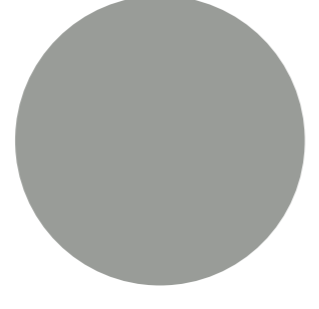
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ST201830



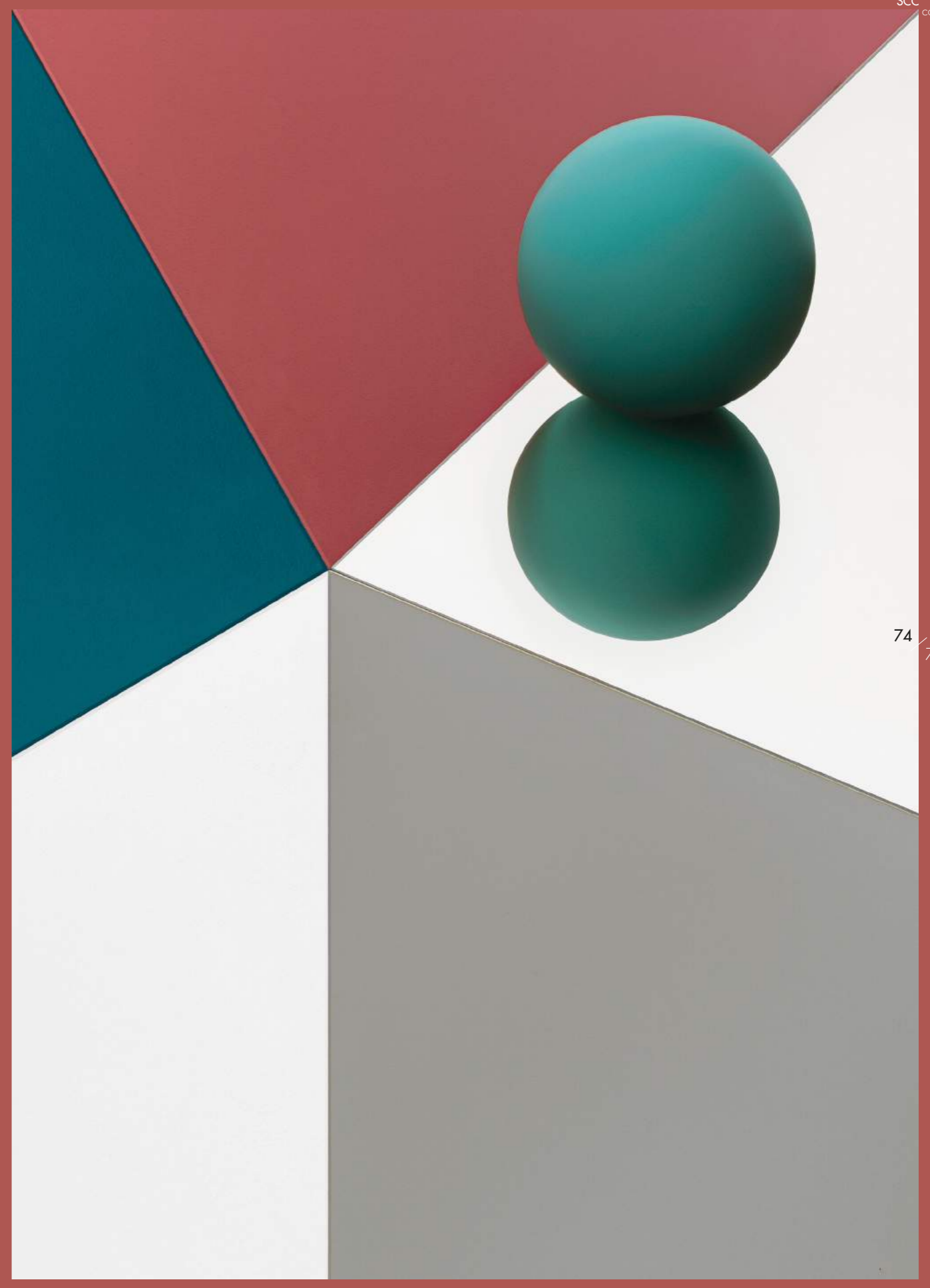
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ST201840

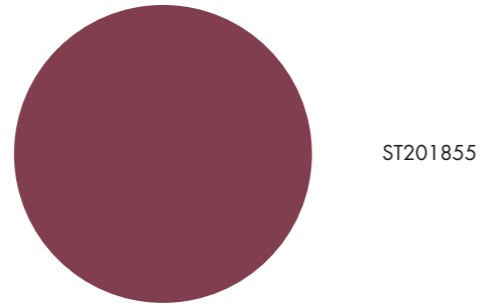


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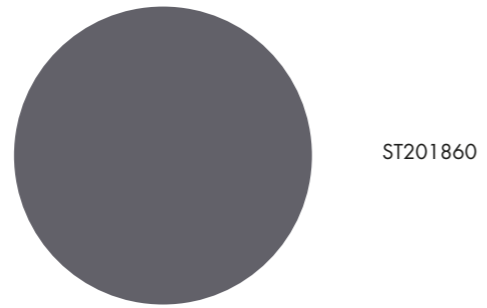




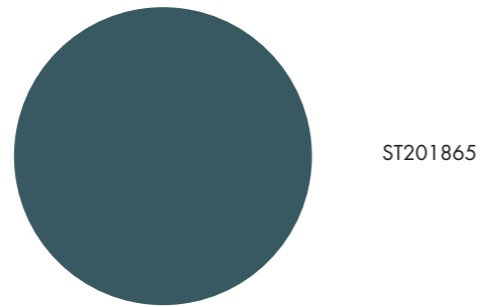
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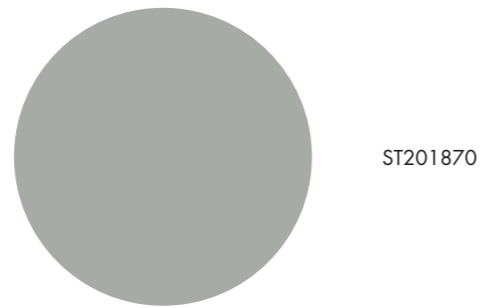
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ST201860

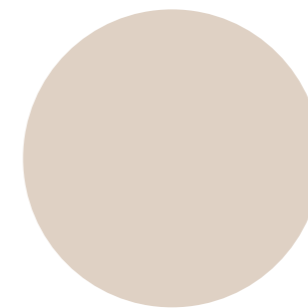


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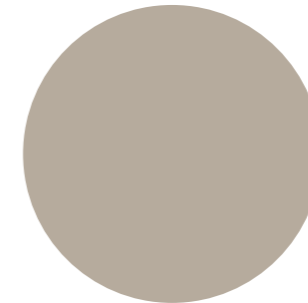


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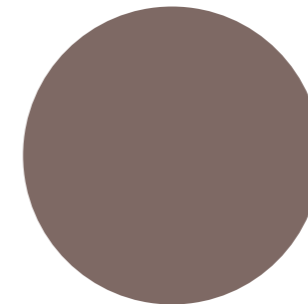




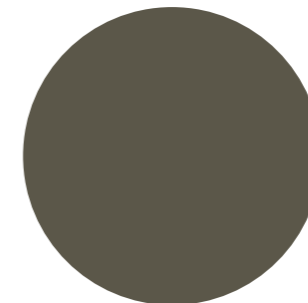
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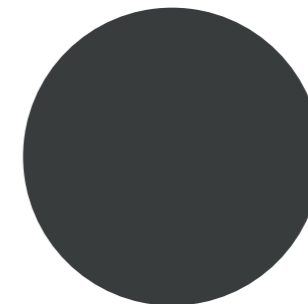
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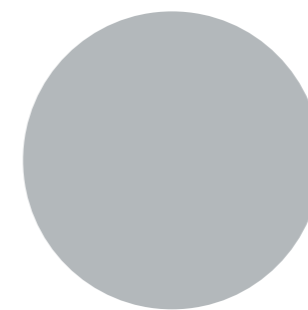
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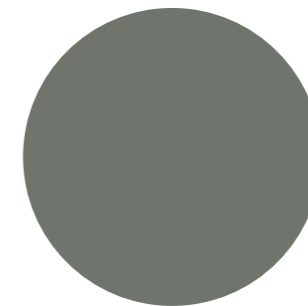
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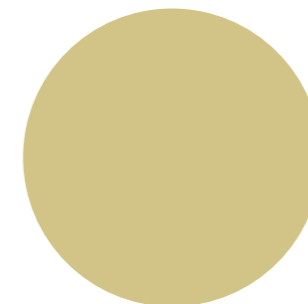
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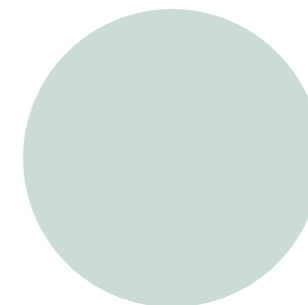
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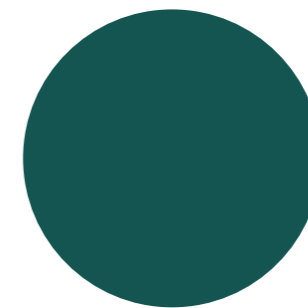
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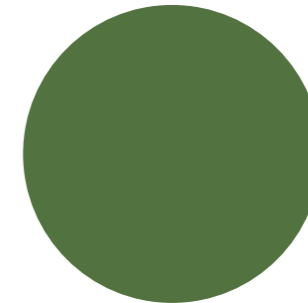
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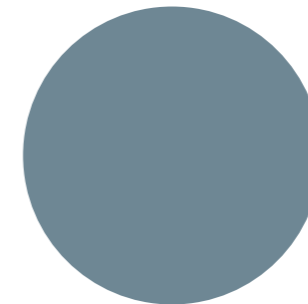
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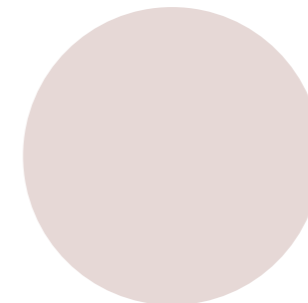
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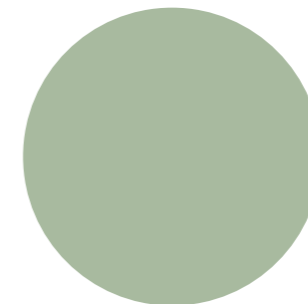
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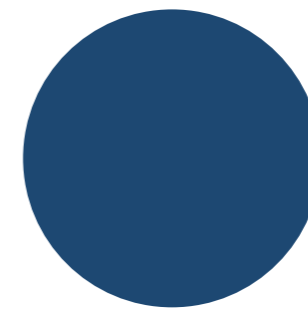
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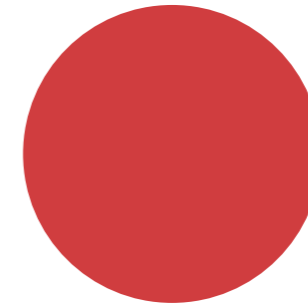
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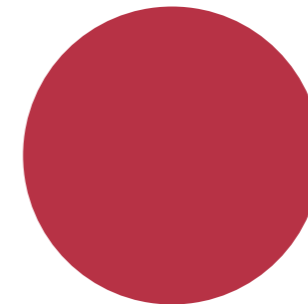
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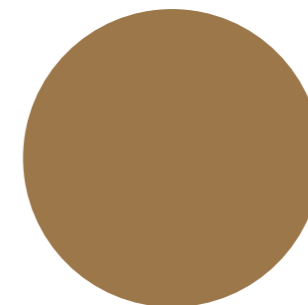
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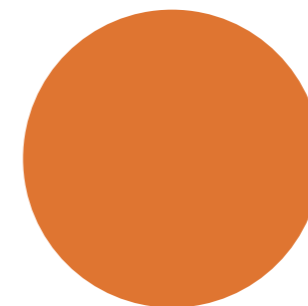
ST201680



ST201685



ST201690



ST201695



Studiopepe è una design agency fondata a Milano nel 2006 da Arianna Lelli Mami e Chiara Di Pinto.

Studiopepe si concentra sulla progettazione e ricerca con un approccio multidisciplinare: si occupa di design (interior, product e limited edition) e di consulenza creativa (trend book, color concept, styling project).

Studiopepe sviluppa concept creativi per brand di moda e design, progetta interni per privati e retail, collezioni di prodotti sia per aziende che per gallerie d'arte e design.

Il linguaggio progettuale è stratificato ed eclettico. Unisce visione poetica e rigore progettuale.

Arte, installazioni, studio degli archetipi formali, sperimentazione sulla materia e dialogo fra opposti sono alcuni dei temi sviluppati dallo Studio.

I progetti di Studiopepe sono riconosciuti per la loro forte identità iconografica, basata sulla sperimentazione, sulla costante ricerca su colore e materiali e sulla contaminazione tra i diversi linguaggi del contemporaneo al fine di perseguire un risultato speciale che rispetti l'individualità di ogni cliente.

Nato a Hong Kong e con un percorso di studi in Inghilterra dall'età di 14 anni, **André Fu** consegue un Bachelor of Arts e un Master in Architettura entrambi presso l'Università di Cambridge.

"Vivere e viaggiare tra i due paesi è il motivo per cui la mia sensibilità reinterpreta in un nuovo ibrido le nozioni tradizionali di identità nazionale o estetica "East meets West". Si tratta di combinare un perfetto allineamento tra sensibilità culturali e di design, lusso moderno e artigianato per dare forma al mondo che ci circonda" dichiara il designer.

Fu diventa noto da un giorno all'altro quando ridefinisce le nozioni di ospitalità con il progetto Upper House Hotel di Hong Kong, e da allora continua a creare interni all'avanguardia per altri marchi leader.

"Ogni nuovo incarico inizia con la comprensione del mio cliente, del marchio, e della vision. I miei tocchi distintivi possono essere presenti, ma per me è molto importante che il design racconti una storia sul marchio".

I progetti di solito iniziano con gli schizzi concettuali disegnati a mano da Fu, dando forma a una sensuale fusione di forma e materialità, prima di passare a una fase di progettazione dettagliata. La stessa attenzione personale ai dettagli durante tutto il processo di progettazione caratterizza anche i mobili su misura, i prodotti e l'illuminazione.

Studiopepe is a design agency founded in Milan, in 2006, by Arianna Lelli Mami and Chiara Di Pinto.

Studiopepe's focus is on design and research through the use of a multidisciplinary approach: this includes interior design (retail, hotels, private commissions), product design and creative consulting.

The language they use for their designs is stratified and eclectic, uniting poetic vision and rigorous design.

Art, installations, study of formal archetypes, experiments with materials and the dialogue between opposites are some of the themes developed by the Studio.

Studiopepe's projects are recognizable by their strong iconographic identity, based upon experimenting, continuous research on colours and materials and the contamination between the various contemporary languages with the intent to provide a solution that is uniquely special and respectful of each client's individuality.

Born in Hong Kong and educated in England from the age of 14, **André Fu** holds a Bachelor of Arts at Cambridge University, and a Masters in Architecture from the University of Cambridge.

According to the designer, "living and travelling between both countries over the past thirty years is why my own tastemaker sensibility reinterprets traditional notions of national identities or 'East-meets-West aesthetics' in a new hybrid. For me, it is about combining a seamless alignment of cultural and design sensibilities, modern luxury, and craftsmanship to shape the world around us."

Fu became known overnight when he first redefined notions of hospitality with his design of Upper House hotel in Hong Kong, and has since gone on to create forward-thinking interiors for other leading brands.

"Each new commission starts with understanding my client, the brand, and their specific vision. My signature touches may be there but it is very important to me that the design is about telling a story about the brand."

Designs usually begin with Fu's hand-drawn conceptual sketches, shaping a sensuous fusion of form and materiality, before proceeding to a detailed design stage. The same personal attention to detail throughout the design process has also featured in his custom-design furniture, lighting, and products.



CHRISTIAN BENINI

Christian Benini inizia la sua carriera come fotografo ritrattista e si specializza poi nella fotografia di moda e pubblicitaria.

Le sue collaborazioni lo portano ad avvicinarsi alle agenzie di pubblicità e case di moda in Italia, Regno Unito e Stati Uniti.

Negli anni il suo interesse si indirizza in modo sempre più preciso verso la fotografia d'arredamento.

Nel 2005 l'intuizione è che lo porta a creare **Wall&decò**: nel riprodurre un'immagine da utilizzare come fondale per un set fotografico, ne percepisce l'alto valore decorativo e le possibili declinazioni nel mondo dell'arredo.

Da qui prende avvio una collezione di carte da parati contemporanee per interni, poi ampliata anche agli esterni e agli ambienti umidi, che ridefinisce gli stili della decorazione murale proponendo come alternativa ai pattern e alle geometrie ingrandimenti e macro-immagini.

Nel 2017 il percorso di ricerca si amplia ulteriormente con **Essential Wallpaper Collection**, la collezione dedicata ad interpretare il valore decorativo delle texture.

Un mondo alternativo rispetto ai grandi disegni narrativi, fatto di trame in 3d, intarsi, incisioni e dettagli di luce in metallo che creano dei veri e propri bassorilievi - nascono superfici da esplorare con le mani oltre che da vedere.

Christian Benini began his career as a portrait photographer and then went on to specialise in fashion and publicity photography.

He has worked in close conjunction with advertising agencies and fashion houses in Italy, the UK and the USA.

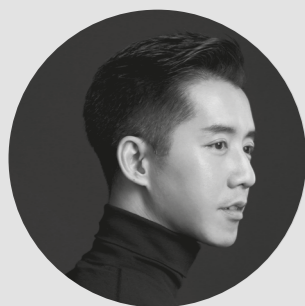
Over the years his has honed a precise interest in photography of interiors.

In 2005 his intuition inspired him to create **Wall&decò**: upon reproducing an image for use as a backdrop on a photography set, he perceived its remarkable decorative value, versatility and potential for use in the furnishing world.

This marked the start of a contemporary wallpaper collection for interiors which was then extended to embrace outdoor areas and damp indoor environments, redefining the stylistic elements of wall decorations by proposing blow-ups and macro-images as alternatives to patterns and geometries.

This research path was broadened even further in 2017 with the **Essential Wallpaper Collection**, dedicated to interpreting the sheer decorative value of textures.

An alternative world compared to large narrative designs, featuring 3D patterns, inlays, carvings and metal light details which create veritable bas-reliefs. The genesis of surfaces just waiting to be explored by hand and not just with the eyes.



ASAMI
design
Studiopepe

19210EWC



19220EWC



19230EWC

SAMPLES

ESSENTIAL
WALLPAPER

Roll dimensions
70 cm x 10 m

- CE EN 15102
- Reaction to fire class B - s2, d0 class D - s3, d2
- PCF
- A+
- POPA FACILE
- Easy Hanging
- Sustainable
- Strippable
- Very good
- Scrubbable
- Adhesive to be applied to the wall

HARU

design
Studiopepe

19310EWC



19320EWC



92 / 93

Repeat 70 cm
0,70 x 10 m

19330EWC



NORI

design
Studiopepe

19110EWC



Repeat 26.5 cm
0,70 x 10 m



19120EWC



19130EWC

VAGO
RELOADED
design
Christian Benini

17140EWC



Repeat 17.5 cm
0,70 x 10 m



17150EWC

100/101



17160EWC

KINTSU RELOADED

design
Christian Benini

17240EWC

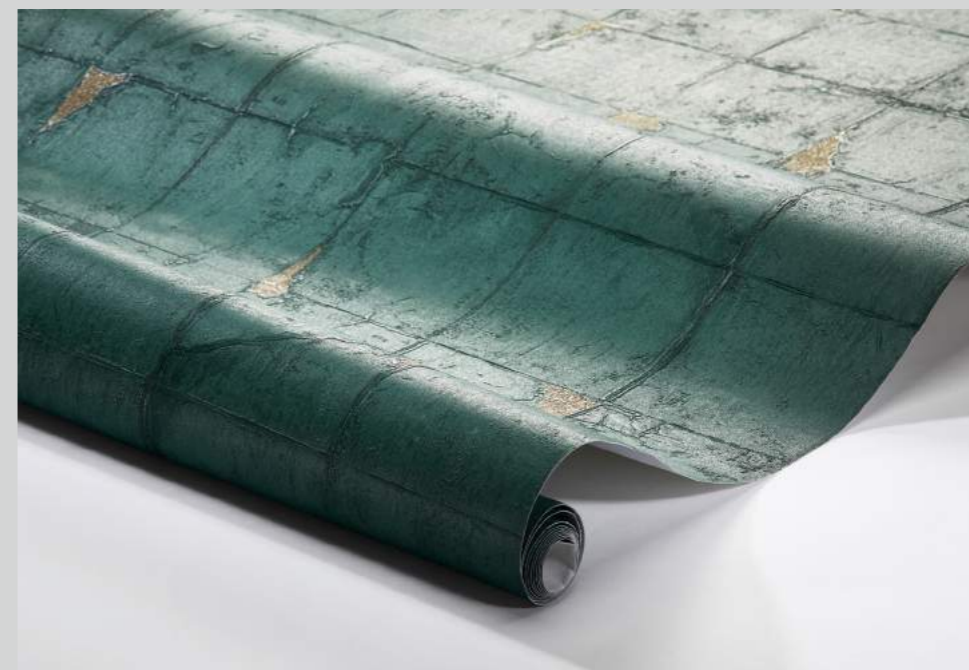


▶ 0 0,70 x 10 m ↑↑↑



17250EWC

104/105



17260EWC

KAZE
design
Studiopepe

18210EWC



Repeat 35 cm
0,70 x 10 m



18220EWC



18230EWC

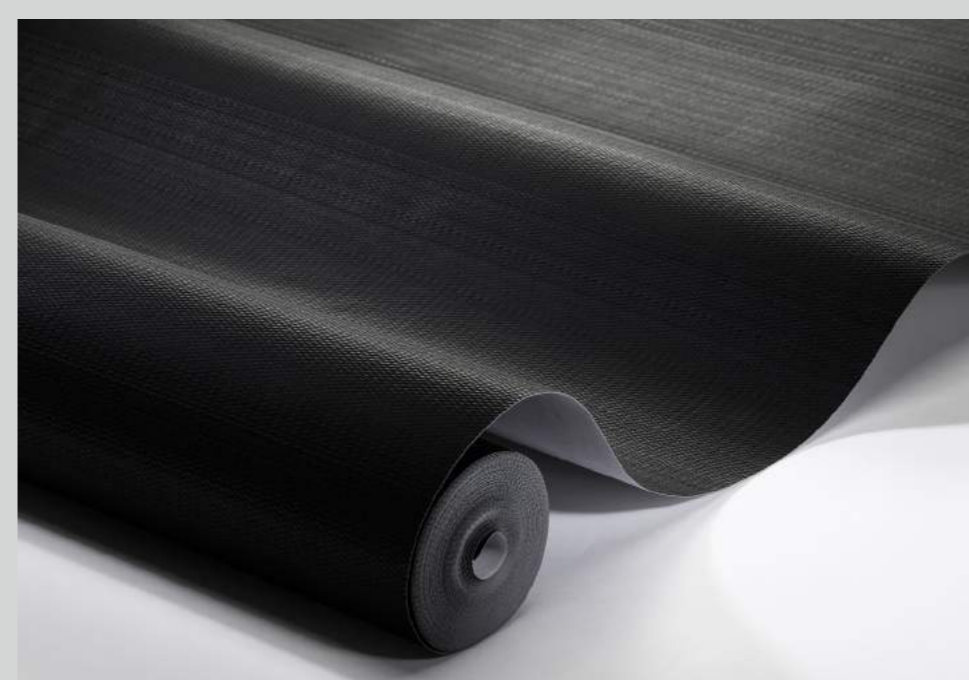
ZIP
design
Christian Benini

18410EWC



18420EWC

112/113



18430EWC

Repeat 23 cm
0,70 x 10 m



RENN
design
André Fu

18510EWC



18520EWC

116/117



18530EWC

Repeat 17,7 cm
0,70 x 10 m



YUMI

design
Studiopepe

18310EWC



18320EWC



120/121

▶◀ 0,70 x 10 m ▶▶▶

18330EWC



NAMI
design
Studiopepe

18110EWC



Repeat 70 cm
0,70 x 10 m



18120EWC

124/125



18130EWC

VAGO
design
Christian Benini

17110EWC



17120EWC



17130EWC



Repeat 70 cm
0,70 x 10 m

ALYA
design
Christian Benini

17310EWC



▶ 0 0,70 x 10 m ↑↑↑

17320EWC

132 / 133



17330EWC



KINTSU

design
Christian Benini

17210EWC



17220EWC



136
/ 137

Repeat 70 cm
0,70 x 10 m

17230EWC



DEEP

design
Christian Benini

17410EWC



17420EWC



140/141

Repeat 35 cm
0,70 x 10 m

17430EWC



→ 0 0,70 x 10 m ↑↑↑