

collections **13**

Wall & deco®
Contemporary Wallpaper

WALL & DECO

art direction
Christian Benini

COLLECTIONS

05

229

323

359

420

Life!

Gio Pagani wallpaper

ThinkTank

Big Brand

Designer

Simulation service

Projects

EMPORIUM WALLPAPER

Wall&Decò is a creative project in continuous ferment able to express styles, trends and evocative suggestions for the decoration of interiors.

The founder, Christian Benini, a publicity and fashion photographer, in reproducing huge green wall sheets for his set, did not imagine that those very sheets would have changed his life. The suggestive graphics used as a backdrop for photographic assignments immediately attracted the attention of designers and architects.

Settings become an expression of wall design where ideas spark proposals that make environments one of a kind.

Wall&Decò went into business that same day and in just a short time helped redesign the world of wall decoration with a precise and innovative philosophy: no more repetitions and geometric shapes of traditional wallpaper, but particular and personalised blow-ups. Over the years, the creative inspiration of Christian Benini addressed increasingly new graphic and visual experiments, including through collaboration with various artists and designers. Constantly evolving collections were thus created distinguished by strong originality.

The growth recorded over the years has never changed the artisanal vocation for a one-of-a-kind product, made to measure and conceived according to a purely Italian taste able to provide every customer, from the well-known professional to the mere fan, with constantly new decorating solutions.

Wall&Decò è un progetto creativo in continuo fermento in grado di esprimere stili, tendenze e suggestioni evocative per la decorazione d'interni.

Il fondatore Christian Benini, fotografo pubblicitario e di moda, nel riprodurre a parete immense foglie verdi per il suo set, non immaginava che quelle stesse foglie avrebbero cambiato la sua vita. Le grafiche suggestive utilizzate come sfondo per servizi fotografici colpiscono sin da subito l'attenzione di designer e architetti.

Le ambientazioni diventano un'espressione di wall design dove le idee danno origine a proposte che rendono unici gli ambienti.

Wall&Decò ha inizio quel giorno e in breve tempo contribuisce a ridisegnare il mondo del decoro a parete con una filosofia precisa e innovativa: non più le ripetizioni e le geometrie della carta da parati tradizionale, ma gigantografie particolari e personalizzabili. Con gli anni, l'estro creativo di Christian Benini si confronta con sempre nuove sperimentazioni grafiche e visive anche attraverso collaborazioni con diversi artisti e designer. Nascono così collezioni in continua evoluzione e connotate di una forte originalità.

La crescita registrata negli anni non ha alterato la vocazione artigianale per il prodotto unico, su misura, concepito secondo un gusto puramente italiano in grado di offrire a ogni cliente, dal professionista affermato al semplice appassionato, sempre nuove soluzioni d'arredo.

Wall&Decò est un projet créatif en effervescence continue, capable d'exprimer des styles, des tendances et des suggestions évoquatives pour la décoration d'intérieur.

Le fondateur Christian Benini, photographe publicitaire et de mode, en reproduisant sur les murs d'immenses feuilles vertes pour un de ses sets, ne se serait jamais imaginé que ces mêmes feuilles auraient changé sa vie. Les graphismes suggestifs utilisés comme toile de fond pour ses services photographiques ont tout de suite attiré l'attention de designers et architectes.

Les toiles de fond deviennent du wall design où les idées sont à l'origine des créations qui rendent unique chaque ambiance.

Ainsi, Wall&Decò vu le jour et en peu de temps, contribua à redessiner le monde de la décoration murale avec une philosophie précise et innovante: abandonnant les répétitions et les géométries du papier peint traditionnel pour incorporer la gigantographie si exclusive et personnalisable. Avec les années, la créativité de Christian Benini se confronte à de nouvelles expériences graphiques et visuelles avec notamment diverses collaborations d'artistes et de designers. Ainsi naissent des collections en continue évolution et connotées d'une forte originalité.

La croissance enregistrée ces dernières années, n'a altéré en rien la vocation artisanale du produit unique Wall&Decò, sur mesure, conçu selon un goût purement italien, capable d'offrir à chaque client, du professionnel affirmé au simple passionné, toujours plus de solutions de décoration.

Wall&Decò ist ein Kreativprojekt in ständiger Entwicklung, das Stile, Tendenzen und Suggestionen für die Innendekoration zum Ausdruck zu bringen vermag.

Als der Gründer, der Werbe- und Modefotograf Christian Benini, riesige grüne Blätter für ein Set auf die Wand aufbringt, ahnt er nicht, dass diese Blätter sein Leben verändern würden. Vom einfachen Hintergrund eines Fotoshootings entwickeln sich die stimmungsvollen Grafiken zum Objekt der Begierde für Designer und Architekten.

So werden die Kulissen zum Walldesign, Ideen nehmen Gestalt an und bringen Lösungen hervor, die jeden Raum einzigartig und unverwechselbar machen.

Wall&Decò wird an diesem Tag geboren und bringt mit einer präzisen und innovativen Philosophie neuen Schwung in die Welt der Wanddekoration: keine Wiederholungen und Geometrien der traditionellen Tapete mehr, sondern außergewöhnliche und personalisierbare Gigantografien.

Mit den Jahren setzt sich die schöpferische Inspiration von Christian Benini auch durch die Zusammenarbeit mit verschiedenen Designern und Künstlern mit immer neuen grafischen und visuellen Experimenten auseinander. So entstehen Kollektionen in ständiger Entwicklung und von besonderer Originalität.

Das erzielte Wachstum ändert nichts an der handwerklichen Berufung zum einzigartigen maßgeschneiderten Produkt, das, nach rein italienischem Geschmack konzipiert, dem anerkannten Profi ebenso wie dem passionierten Endverbraucher immer neue Einrichtungslösungen zu bieten versteht.

| | |
|----|--------------------|
| 07 | Ink |
| 09 | Garden Flavours |
| 11 | My Museum |
| 13 | Absintho |
| 15 | Dripping |
| 17 | Toner |
| 19 | Rosa Rosae |
| 21 | Blue Essence |
| 23 | De Prospectiva |
| 25 | Sarah |
| 27 | Round The World |
| 29 | Tiny Wing |
| 31 | Black Mama |
| 33 | Ko |
| 35 | No Plan |
| 37 | El Caballo De Andy |
| 39 | Scrub |
| 41 | Opus Mixtum |
| 43 | The Joker |
| 45 | Wunderkammer |
| 47 | Cross Room |
| 49 | Man On The Moon |
| 51 | Watch |
| 53 | Kiss Me |
| 55 | Louis XV |
| 57 | Subway |
| 59 | Do What You Love |
| 61 | Wow |
| 63 | Conquistadores |
| 65 | Picos Do Mundo |
| 67 | Stucco |
| 69 | Drift |
| 71 | Still Another One |
| 73 | C-Panel |
| 75 | Palette |
| 77 | Monsieur Didot |
| 79 | Leisure Is Great |

| | |
|-----|--------------------|
| 81 | Century 19 |
| 83 | Casablanca |
| 85 | Blue Limit |
| 87 | Borgia |
| 89 | Cascade |
| 91 | Close To Me |
| 93 | Desus |
| 95 | Countdown |
| 97 | Flamboyant |
| 99 | Gasoline |
| 101 | Cia E La Guselo |
| 103 | Home Sweet Home |
| 105 | Knock Knock |
| 107 | Long Week |
| 109 | Miss Princess |
| 111 | No Parking |
| 113 | Repaired |
| 115 | Ruster |
| 117 | Shooter |
| 119 | True Lies |
| 121 | Wet Heart |
| 123 | Xtra Strong |
| 125 | Zinco |
| 127 | Bubble |
| 129 | Drawing |
| 131 | Sensationalism |
| 133 | News Planet |
| 135 | Patchworking |
| 137 | Azul |
| 139 | Sans |
| 141 | Fly To The Future |
| 143 | Colibreeze |
| 145 | Funny Land |
| 147 | Road Lines |
| 149 | Raw |
| 151 | Flower Poetry |
| 153 | Alphabetical Swirl |
| 155 | Signoria |
| 157 | Striping |
| 159 | Herbarium |
| 161 | Smell Like... |
| 163 | White Angel |
| 165 | Svalbard |
| 167 | Aunt Mary |
| 169 | Lost in a Map |
| 171 | Send Your Thought |
| 173 | Gugu Gaga |
| 175 | Glimpse |
| 177 | Typology |
| 179 | Balalaika |
| 181 | New Pollution |
| 183 | Opium |
| 185 | Harmonic Entropy |
| 187 | Kanji |
| 189 | Geisha |
| 191 | High Mountain |
| 193 | Balloon |
| 195 | True Colours |
| 197 | Renaissance |
| 199 | Nordic Taste |
| 201 | Real Identity |
| 203 | Yurta |
| 205 | Whispers |
| 207 | Old School |
| 209 | Origami |
| 211 | Graphite |
| 213 | Gypsum |
| 215 | Modernista |
| 217 | Aires |
| 219 | Flos |
| 221 | Arabesques |
| 223 | Microcosmos |
| 225 | Baobab |
| 227 | 007 |

With Life! photography and design blend together to create one-of-a-kind solutions: photographic hyper-realism grasps details and recreates shapes, enhancing them.

Common features of the Life! collection are the blown-up natural dimensions, creating macro-subjects with a strong visual impact. Great flexibility permits ample and substantial personalisation: from the re-sizing and movement of the subjects right up to backdrop and decorative element colour changes.

Con Life! fotografia e design si fondono per creare soluzioni uniche: l'iperrealismo fotografico coglie i dettagli e ne ricrea, esaltandole, le forme.

Tratto comune della collezione Life! è l'ingigantimento delle dimensioni naturali per imponenti macro-soggetti dal forte impatto visivo.

La grande flessibilità permette una personalizzazione ampia e sostanziale: dal ridimensionamento e spostamento dei soggetti fino a variazioni cromatiche del fondo e degli elementi decorativi.

Avec Life! la photo et le design fusionnent pour créer d'uniques solutions: l'hyper réalisme de la photographie capture les détails et en recréé, exaltant les formes.

La caractéristique commune de la collection Life! est l'agrandissement des sujets au fort impact visuel.

La grande flexibilité permet une ample et substantielle personnalisation: du redimensionnement et déplacement des sujets aux variations chromatiques du fond et des éléments décoratifs.

Mit Life! verschmelzen Fotografie und Design zu einzigartigen Lösungen.

Der fotografische Hyperrealismus erfasst die Details und übersteigt sie durch Neuerschaffung ihrer Formen.

Gemeinsames Merkmal der Kollektion Life! ist die riesige Vergößerung der natürlichen Abmessungen zu gewaltigen Makroobjekten von außerordentlicher optischer Wirkung.

Die große Flexibilität ermöglicht eine umfangreiche Personalisierung von der Größenänderung über die Verlagerung der Objekte bis hin zur neuen Farbgebung von Hintergrund und Dekorelementen.

Kennzeichen von Life! ist das scheinbare Fehlen der Wiederholungen. Die projizierten Bilder erschaffen ein einzigartiges Muster über die gesamte Wandfläche und nehmen mit der Zusammenstellung der Papierrollen Gestalt an: So wird im Endeffekt die ganze Wand zu einer einzigen Bildfläche.

Eine große ästhetische Ausbeute, die durch drei verschiedene Trägerarten weiter personalisiert werden kann. Denn wie alle Kollektionen von Wall&Decò ist Life! mit drei speziellen Vinylpapieren erhältlich: in Weiß oder Beige geprägt, um eine materielle Wirkung zu erzielen, sowie in der eleganten Glattausführung in Weiß.

A distinctive characteristic of Life! is the apparent absence of repetition of the subjects. The projected images create a single pattern on the entire wall surface and take on shape as the rolls of paper are joined together: the end result is a large and single photographic image which covers the entire wall.

Caratteristica distintiva di Life! è l'apparente assenza di ripetizione dei soggetti. Le immagini progettate creano un unico pattern su tutta la superficie murale e prendono forma con l'accostamento dei rolli di carta: l'effetto finale è una grande e unica immagine fotografica che ricopre l'intera parete.

La caractéristique distinctive de Life! est l'apparente absence de répétition des sujets. Les images projetées sur la surface murale créent un unique motif et prennent forme avec la juxtaposition des rouleaux de papier peint: l'effet final est une grande et unique image photographique qui recouvre le mur entier.

Un résultat très esthétique, ultérieurement personnalisable grâce aux trois types de supports disponibles.

Come tutte le collezioni Wall&Decò, Life! è infatti disponibile con tre speciali carte viniliche: in goffrato bianco o beige, per dare un suggestivo effetto materico, oppure nella elegante versione bianco-liscio.

NEW

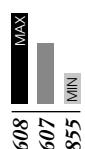


subject
Ink

collection
Life!

designer
Lorenzo De Grandis

.06



print quality



WDIN1301



WDIN1302

colours



INK

NEW

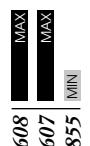


subject
Garden flavours

collection
Life!

designer
Lorenzo De Grandis

.08



print quality



WDGF1301



WDGF1302



GARDEN FLAVOURS

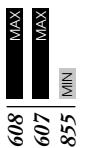


subject
My museum

collection
Life!

designer
Paolo Badesco

.10



print quality



colours

WDMU1301

WDMU1302



MY MUSEUM

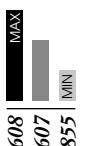


subject
Absinthe

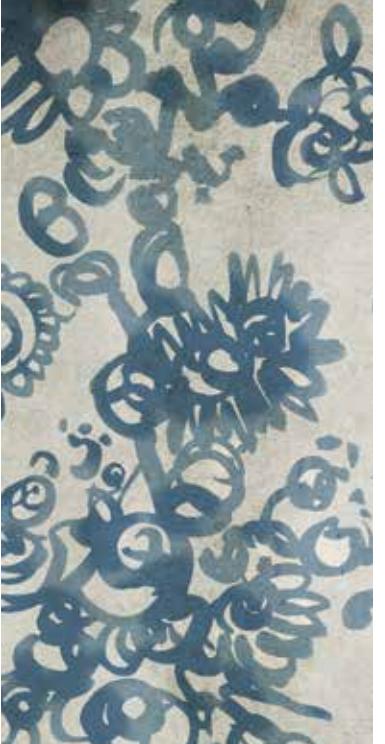
collection
Life!

designer
Lorenzo De Grandis

.12



print quality



WDAB1301



WDAB1302



WDAB1303



WDAB1304

colours

NEW



ABSINTHO

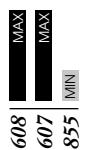


subject
Dripping

collection
Life!

designer
Lorenzo De Grandis

.14

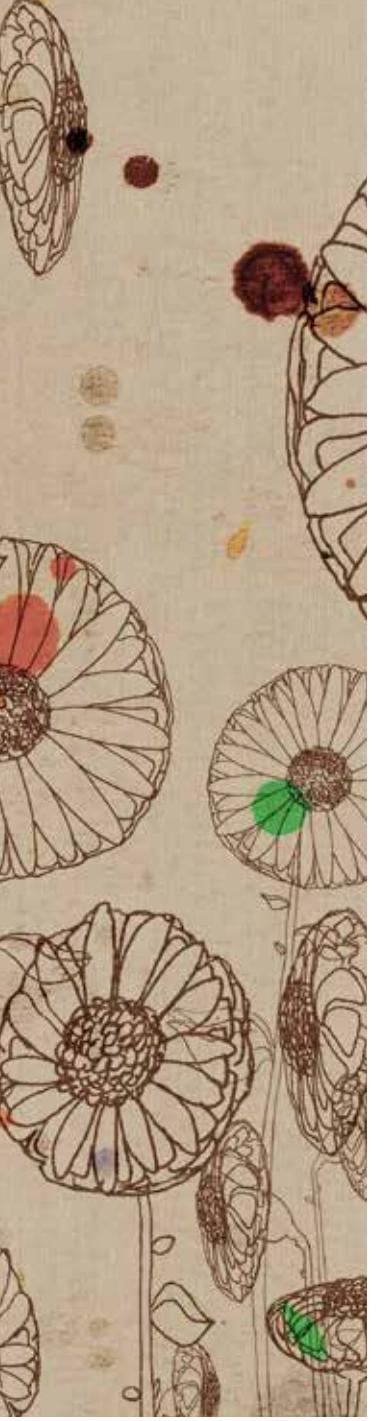


print quality

colours



WDDR1301



WDDR1302



DRIPPING

NEW



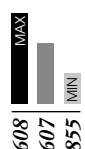
NEW

subject
Toner

collection
Life!

designer
Francesca Zoboli

.16



print quality



WDTO1301



WDTO1302

colours



TONER

NEW

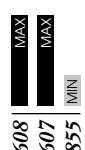


subject
Rosa Rosae

collection
Life!

designer
Christian Benini

.18



print quality

colours

WDRR1301



WDRR1302



ROSA ROSAE

NEW

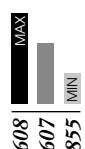


subject
Blue essence

collection
Life!

designer
Lorenzo De Grandis

.20



print quality



colours



WDBE1302



BLUE ESSENCE

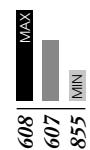


subject
De prospectiva

collection
Life!

designer
Christian Benini

.22



print quality

colours



WDDP1301



WDDP1302



DE PROSPECTIVA

NEW

NEW

subject
Sarah

collection
Life!

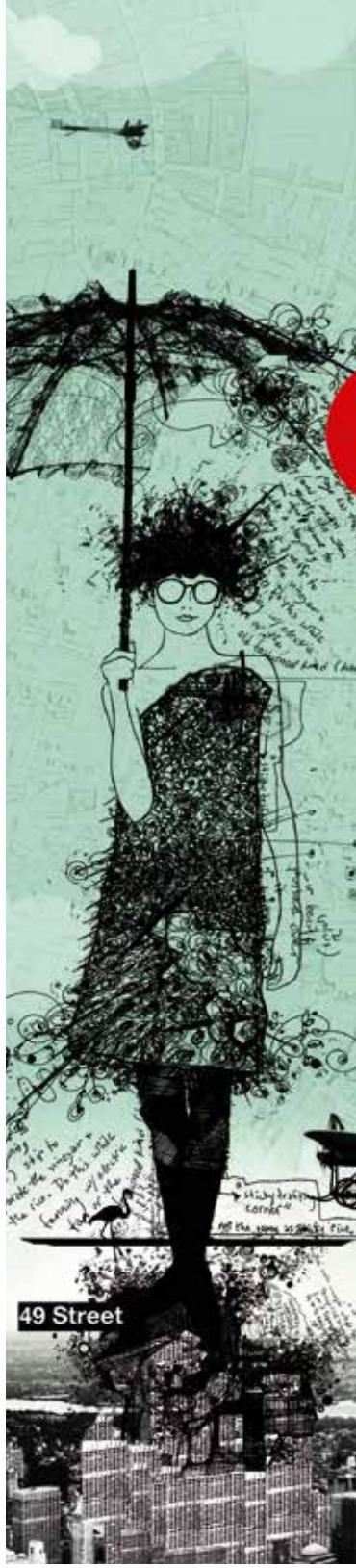
designer
Lorenzo De Grandis

.24

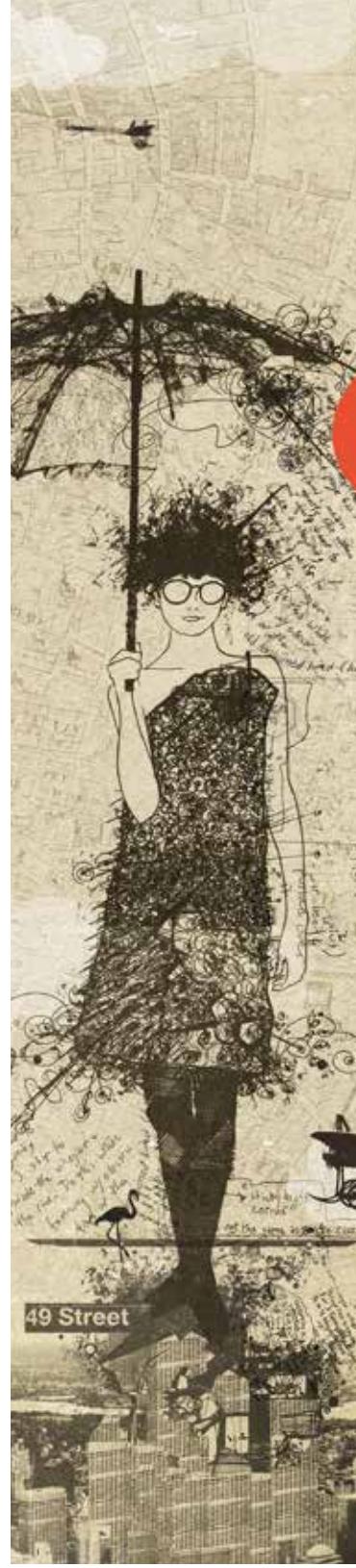
MAX
608
607
555
MIN

print quality

colours



WDSH1301



WDSH1302



SARAH

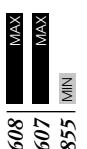


subject
Round the World

collection
Life!

designer
Lorenzo De Grandis

.26



print quality

colours



WDRW1301

WDRW1302



ROUND THE WORLD

NEW

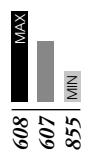


subject
Tiny wing

collection
Life!

designer
Christian Benini

.28



print quality



WDTW1301



WDTW1302

colours



TINY WING

NEW

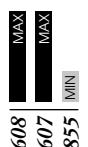


subject
Black Mama

collection
Life!

designer
Francesca Zoboli

.30



print quality



WDBM1301



WDBM1302

colours



BLACK MAMA

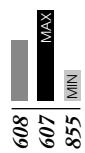


subject
Ko

collection
Life!

designer
Antonella Guidi

.32



print quality



WDKO1301



WDKO1302



WDKO1303



NEW

colours

KO

NEW



subject
No plan

collection
Life!

designer
Lorenzo De Grandis

.34

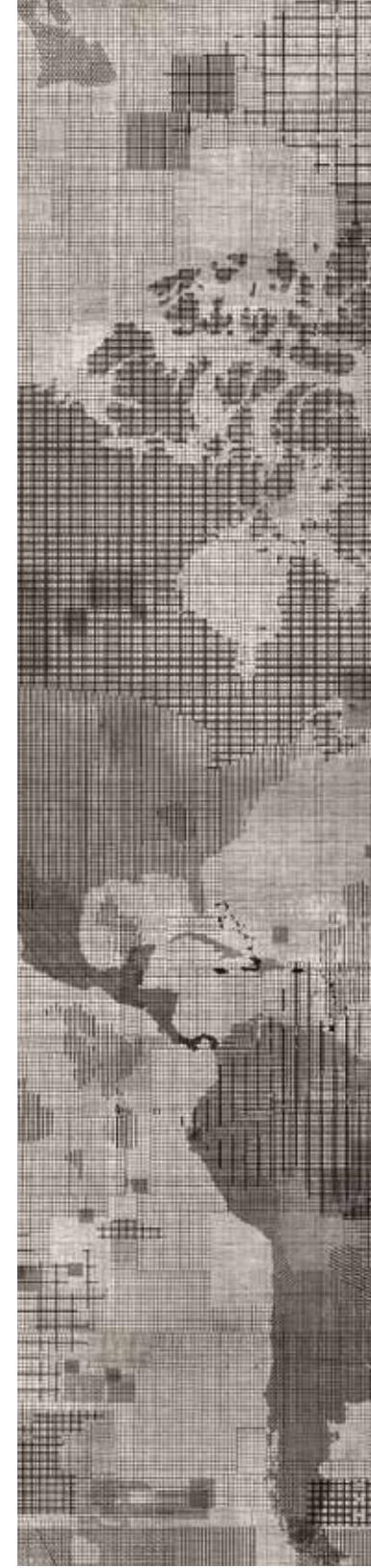
MAX
608
607
855
MIN

print quality

colours



WDNO1301



WDNO1302



NO PLAN

NEW



subject
El caballo de Andy

collection
Life!

designer
Lorenzo De Grandis

.36



print quality

colours



WDEC1301



WDEC1302



WDEC1303



EL CABALLO DE ANDY

NEW

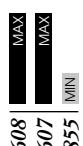


subject
Scrub

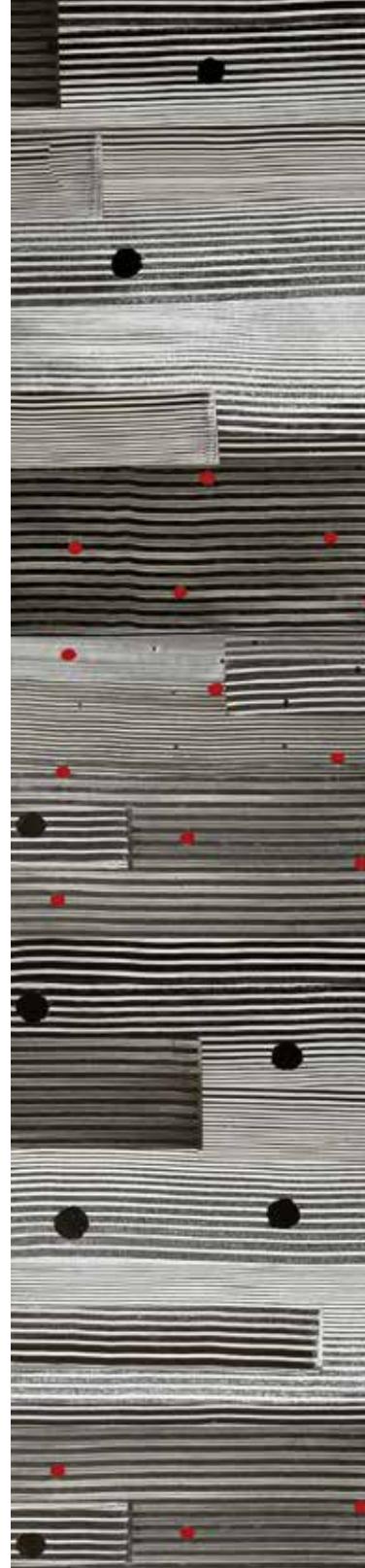
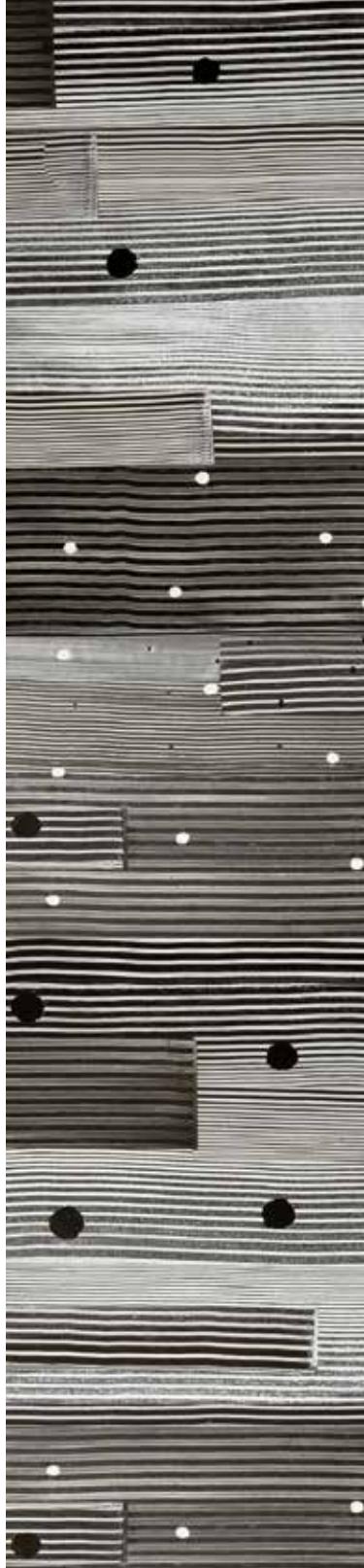
collection
Life!

designer
Francesca Zoboli

.38



print quality



colours



SCRUB

NEW

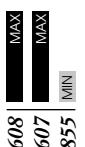


subject
Opus mixtum

collection
Life!

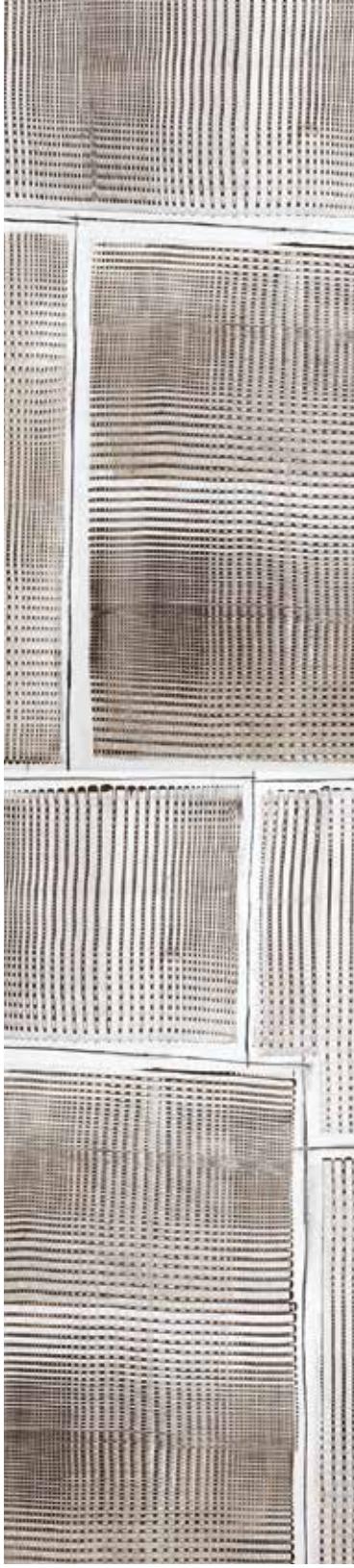
designer
Francesca Zoboli

.40

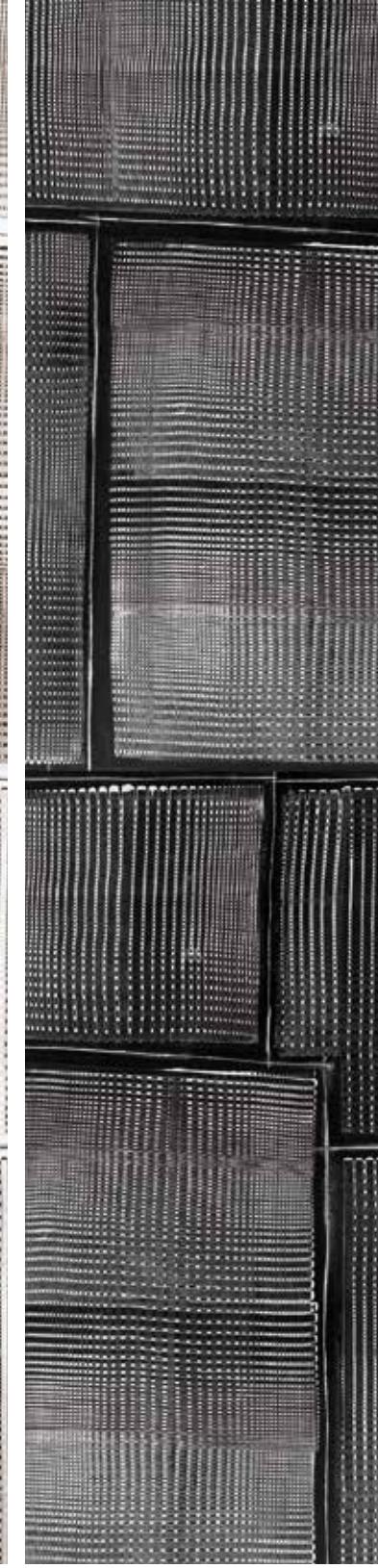


print quality

colours



WDOM1301



WDOM1302



OPUS MIXTUM

NEW

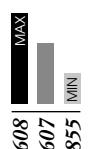


subject
The Joker

collection
Life!

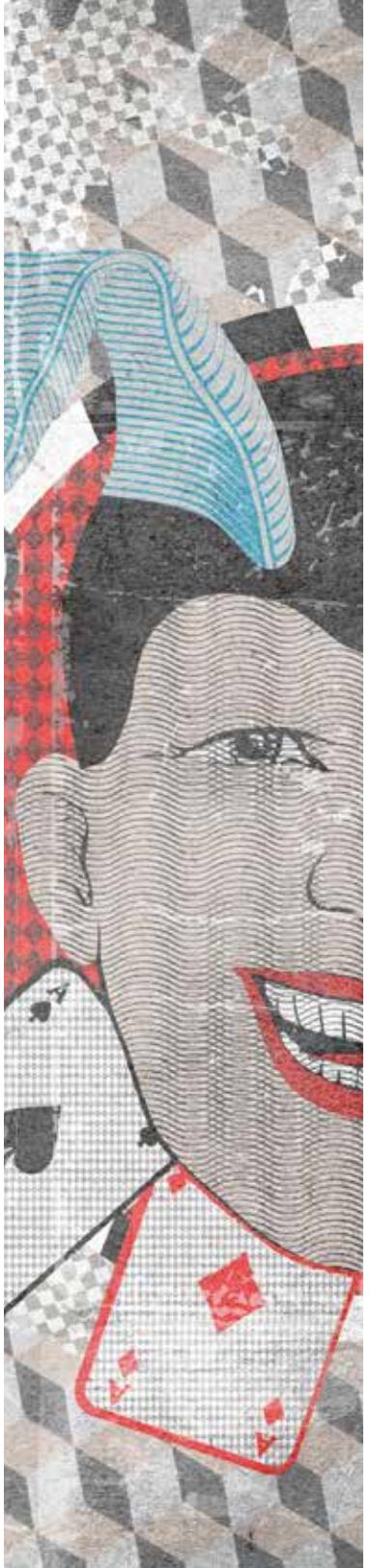
designer
Lorenzo De Grandis

.42



print quality

colours



WDTJ1301



WDTJ1302



THE JOKER

NEW

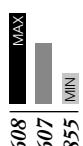


subject
Wunderkammer

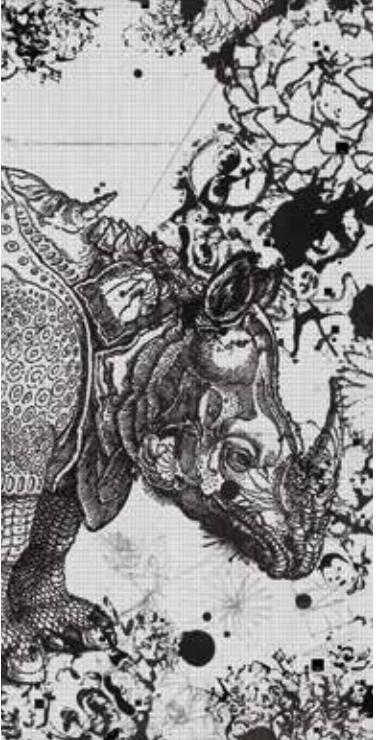
collection
Life!

designer
Lorenzo De Grandis

44



print quality



WDWU1301



WDWU1302



WDWU1303



WDWU1304

colours



WUNDERKAMMER

NEW



subject
Cross room

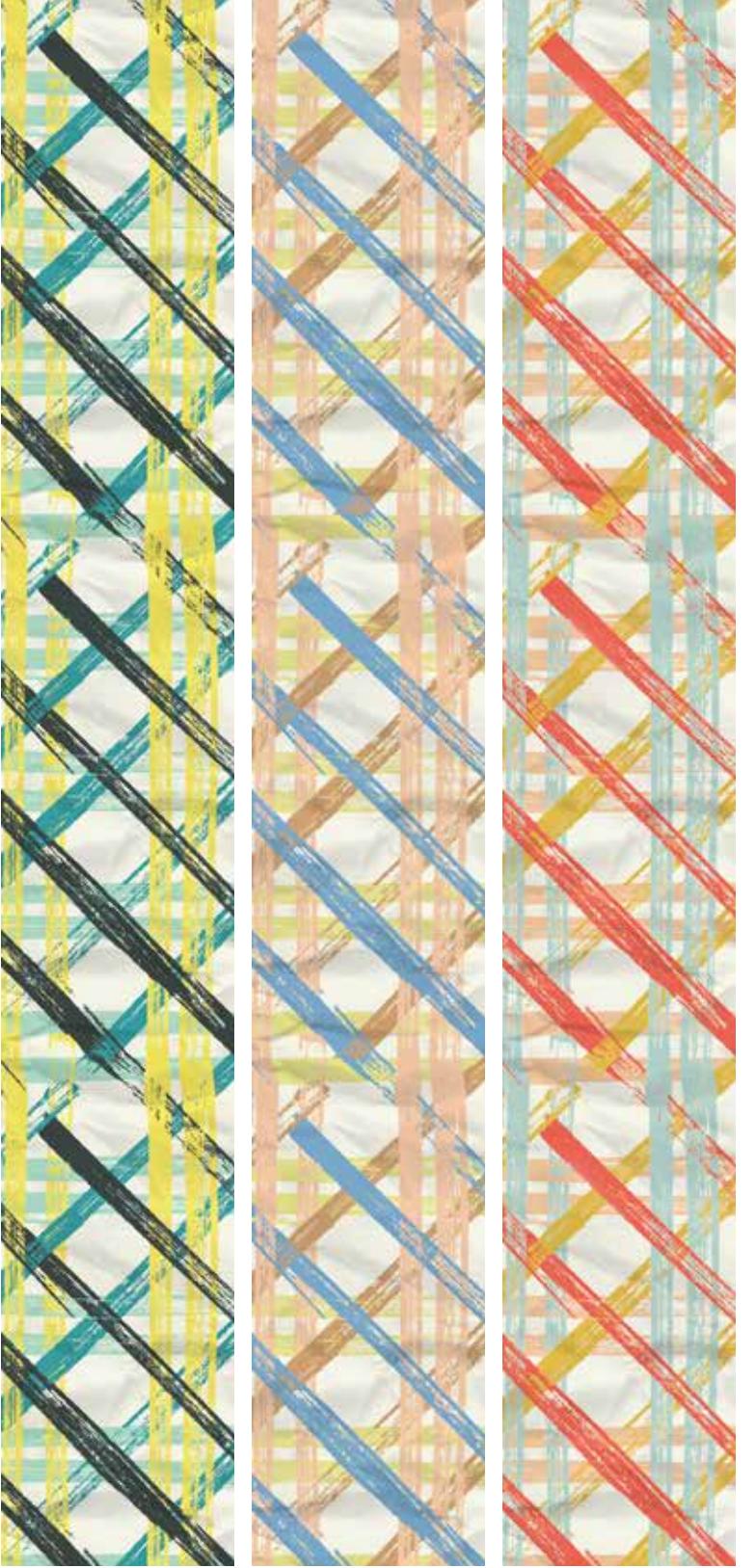
collection
Life!

designer
Serena Confalonieri

.46



print quality



colours

WDCR1301

WDCR1302

WDCR1303



CROSS ROOM

NEW



subject
Man on the Moon

collection
Life!

designer
Christian Benini
Wladimiro Bendandi

.48

MAX
608
607
555
MIN

print quality



er 26, North
et, New York,
at 8:00 P. M.
every day except
New York direct.

WDMM1301



er 26, North
et, New York,
at 8:00 P. M.
every day except
New York direct.

WDMM1302



er 26, North
et, New York,
at 8:00 P. M.
every day except
New York direct.

WDMM1303



MAN ON THE MOON

NEW



subject
Watch

collection
Life!

designer
Lorenzo De Grandis

.50

MAX
608
607
555
MIN

print quality



WDWA1301



WDWA1302



WATCH

colours

NEW

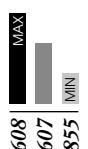


subject
Kiss me

collection
Life!

designer
Christian Benini

.52



print quality



colours

WDKM1301

WDKM1302



NEW

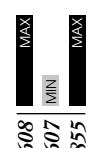


subject
Louis XV

collection
Life!

designer
Christian Benini

.54



print quality



colours



NEW



subject
Subway

collection
Life!

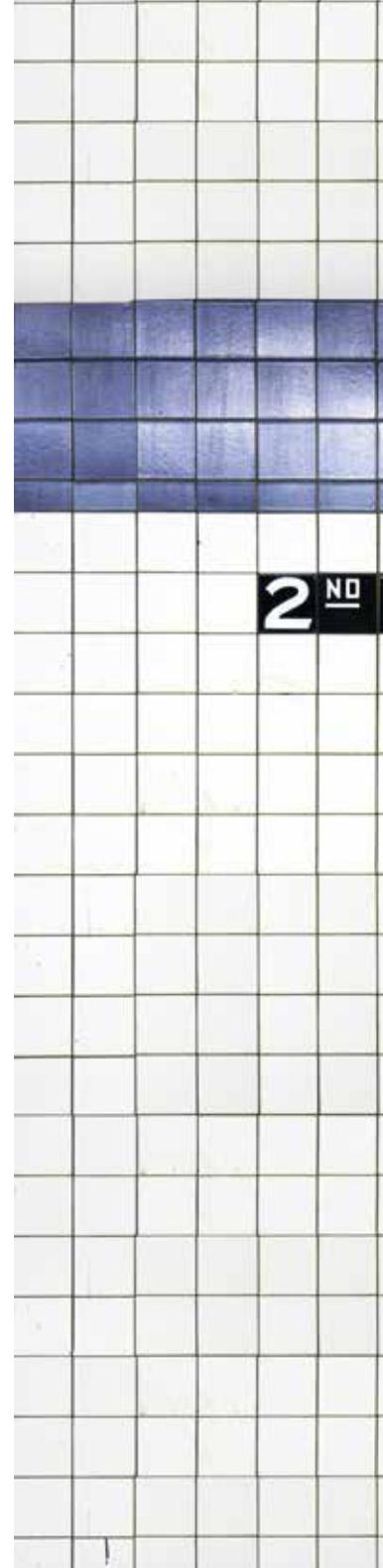
designer
Christian Benini

.56

608
607
MAX
855

print quality

colours



WDSWI301



WDSWI302



SUBWAY

NEW

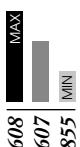


subject
Do what you love

collection
Life!

designer
Christian Benini

.58

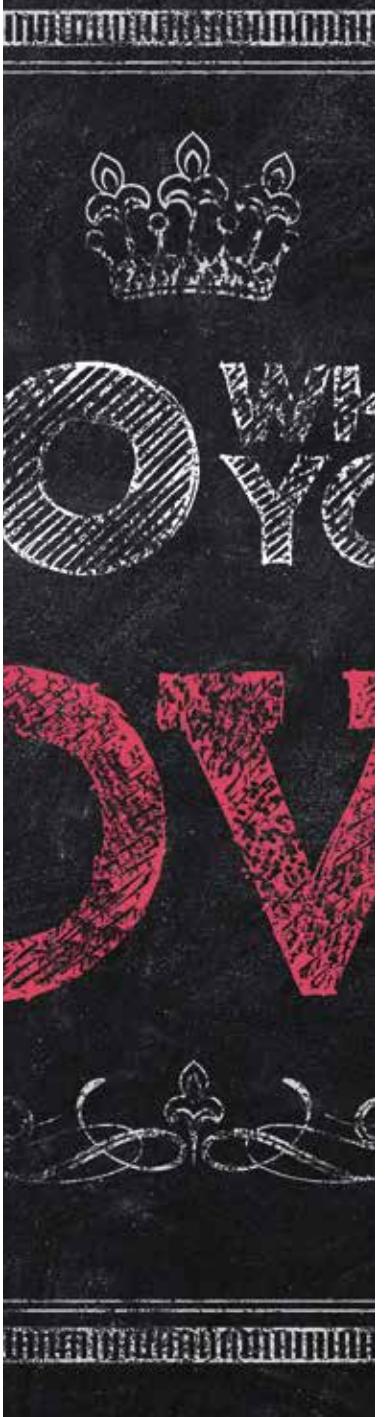


print quality

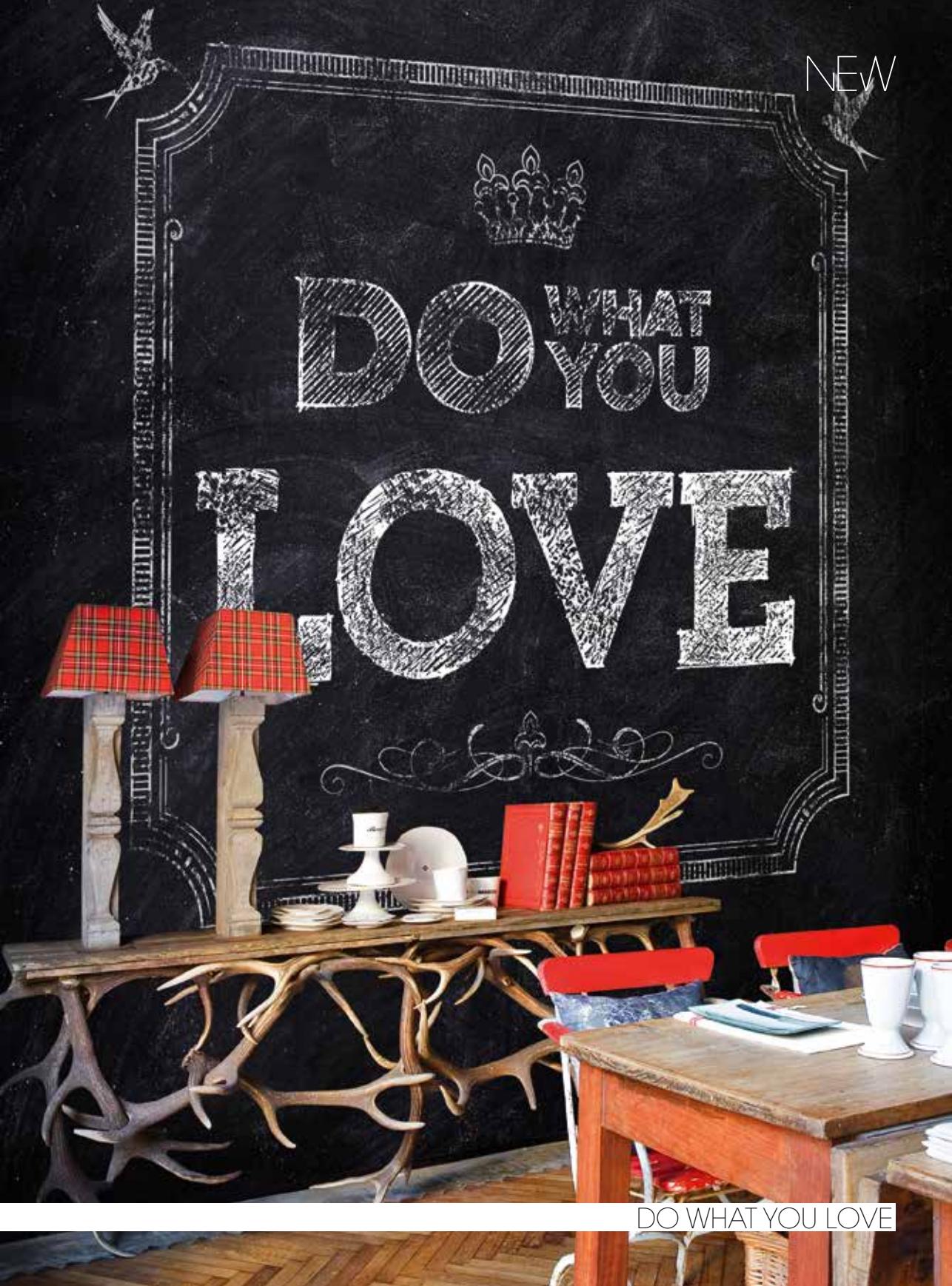
colours



WDDO1301



WDDO1302



DO WHAT YOU LOVE

NEW

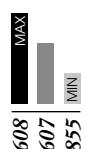


subject
Wow

collection
Life!

designer
Lorenzo De Grandis

.60



print quality

colours



WDWO1301



WDWO1302



WOW

NEW

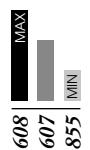


subject
Conquistadores

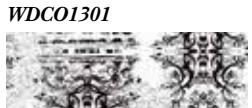
collection
Life!

designer
Lorenzo De Grandis

.62



print quality



colours



CONQUISTADORES

NEW



subject
Picos do Mundo

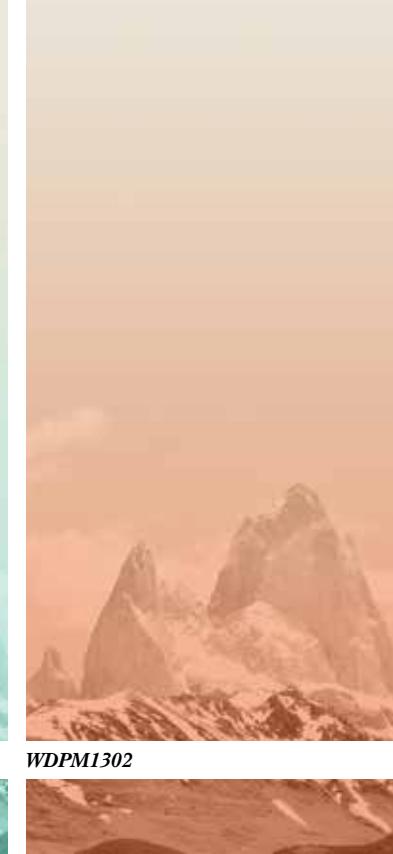
collection
Life!

designer
Serena Confalonieri

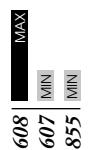
.64



WDPM1301



WDPM1302



print quality



WDPM1303



WDPM1304

colours



PICOS DO MUNDO

NEW

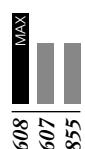


subject
Stucco

collection
Life!

designer
Christian Benini

.66



print quality

colours



WDST1301



WDST1302



STUCCO

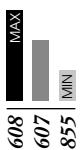


subject
Drift

collection
Life!

designer
Serena Confalonieri

.68



print quality

colours



NEW

DRIFT

NEW

subject
Still another one

collection
Life!

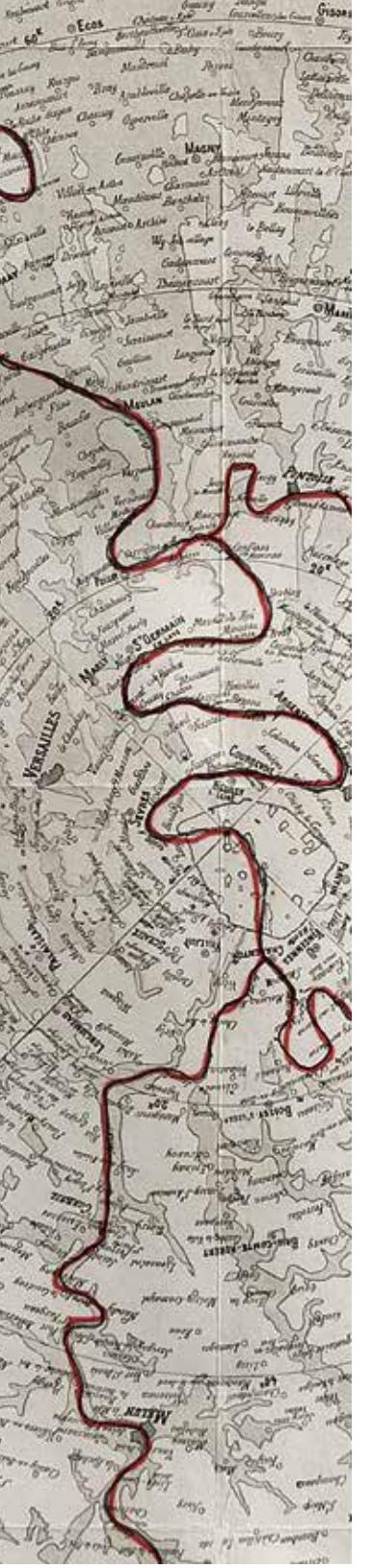
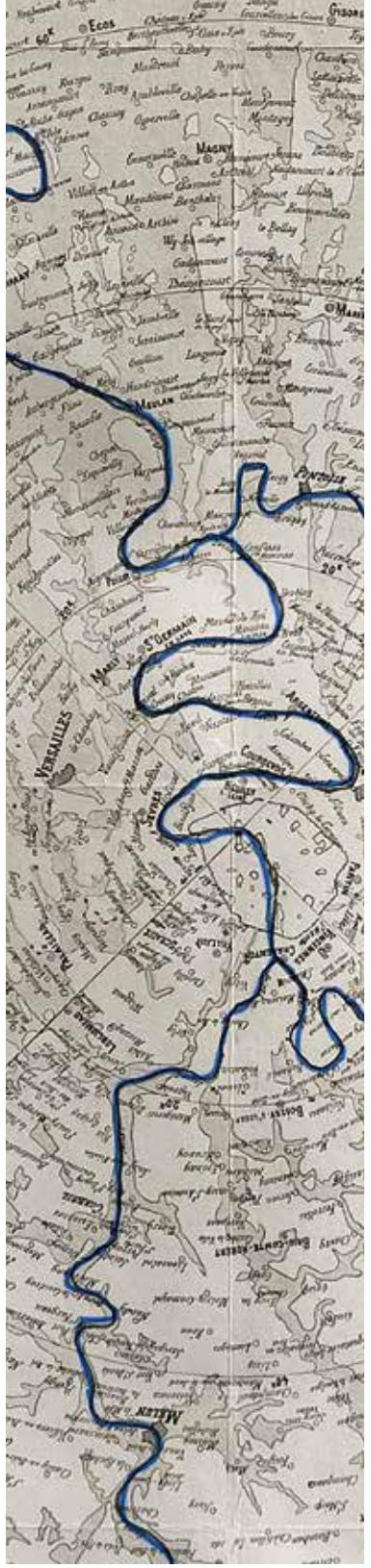
designer
Paolo Badesco

.70

MAX
608
607
555
MIN

print quality

colours



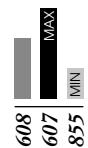


subject
C-panel

collection
Life!

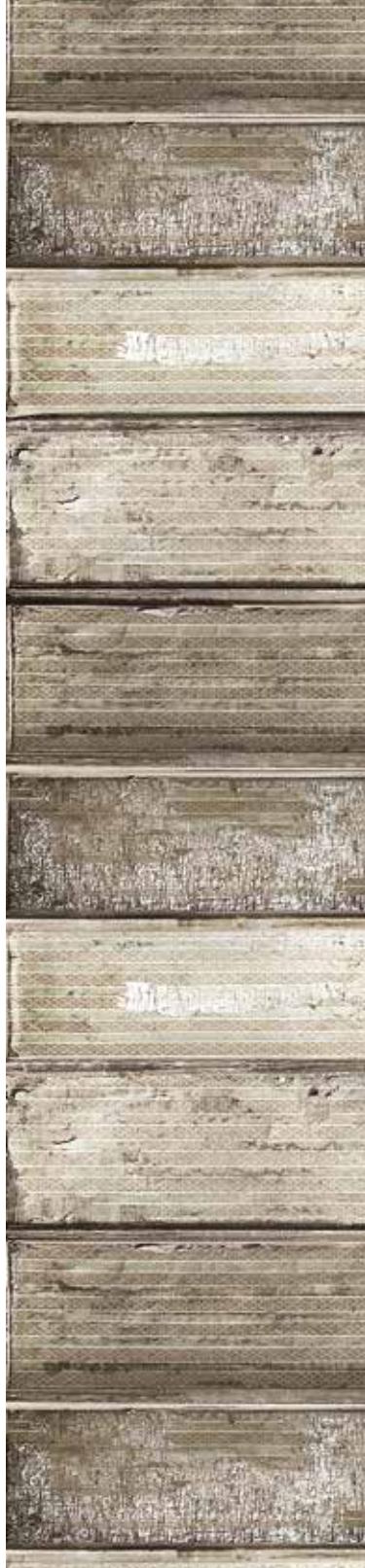
designer
Paolo Badesco

.72



print quality

colours



WDCP1301



WDCP1302



C-PANEL

NEW



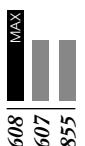


subject
Monsieur Didot

collection
Life!

designer
Lorenzo De Grandis

.76



print quality



WDMD1301



WDMD1302

colours



MONSIEUR DIDOT

NEW

NEW

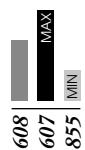


subject
Leisure is great

collection
Life!

designer
Antonella Guidi

.78



print quality

colours



WDLG1301



WDLG1302



LEISURE IS GREAT

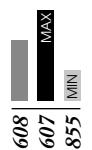


subject
Century 19

collection
Life!

designer
Paolo Badesco

.80



print quality



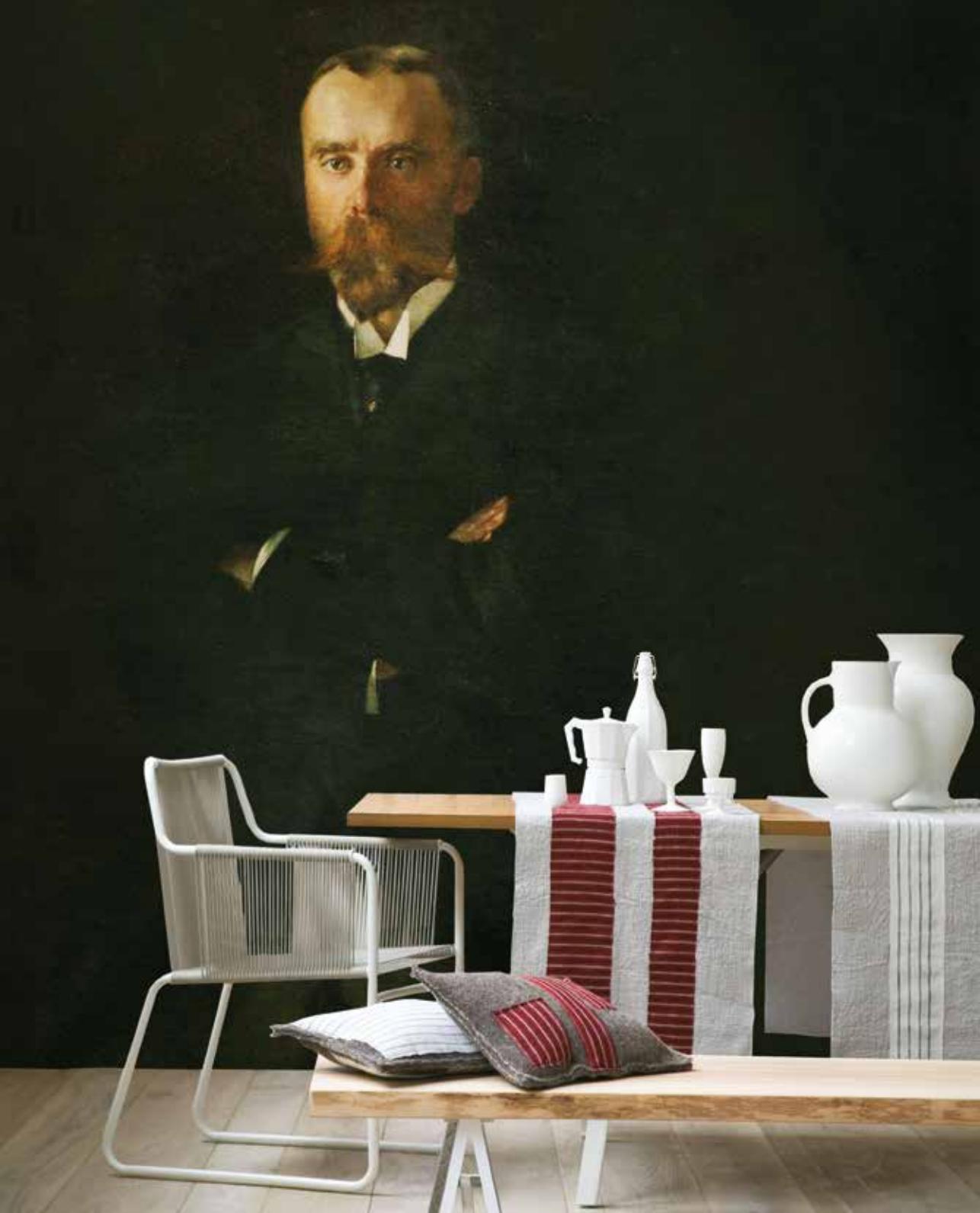
WD191201



WD191202



WD191203



CENTURY 19



subject
Casablanca

collection
Life!

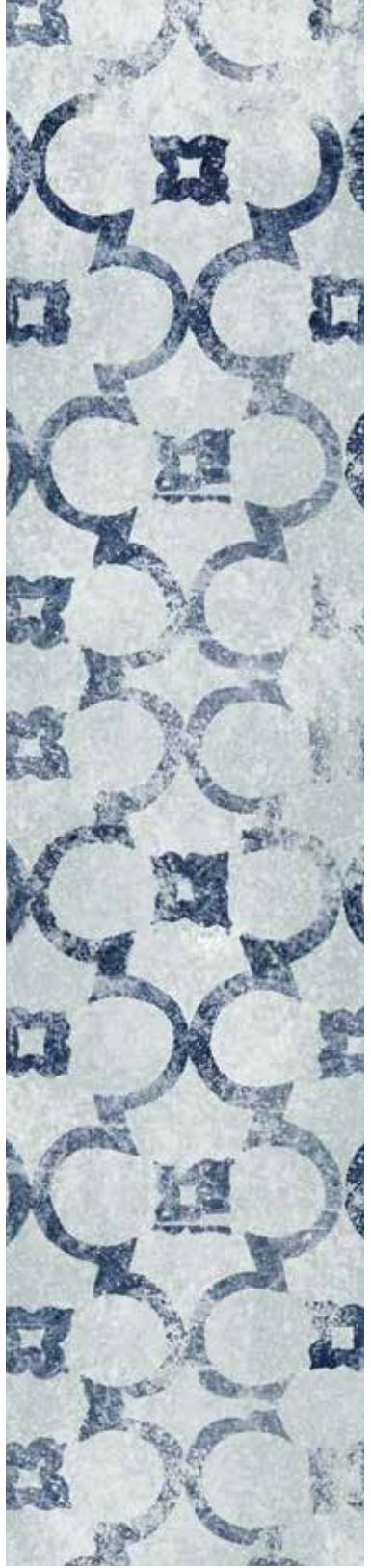
designer
Christian Benini

.82



print quality

colours



WDAB1201



WDAB1202



CASABLANCA

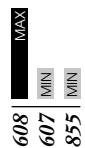


subject
Blue limit

collection
Life!

designer
Christian Benini

.84



print quality

colours



WDBL1201



WDBL1202



BLUE LIMIT

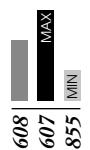


subject
Borgia

collection
Life!

designer
Christian Benini

.86



print quality



WDBO1201



WDBO1202

colours



BORGIA



subject
Cascade

collection
Life!

designer
Christian Benini

.88



print quality



WDCA1201



WDCA1202



CASCADE

colours

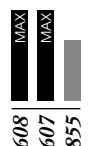


subject
Close to me

collection
Life!

designer
Marika Baldoni

.90



print quality

colours



WDCL1201



WDCL1202



CLOSE TO ME



subject
Desus

collection
Life!

designer
Christian Benini

.92



print quality

colours



WDDE1201



WDDE1202



DESUS

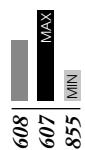


subject
Countdown

collection
Life!

designer
Christian Benini

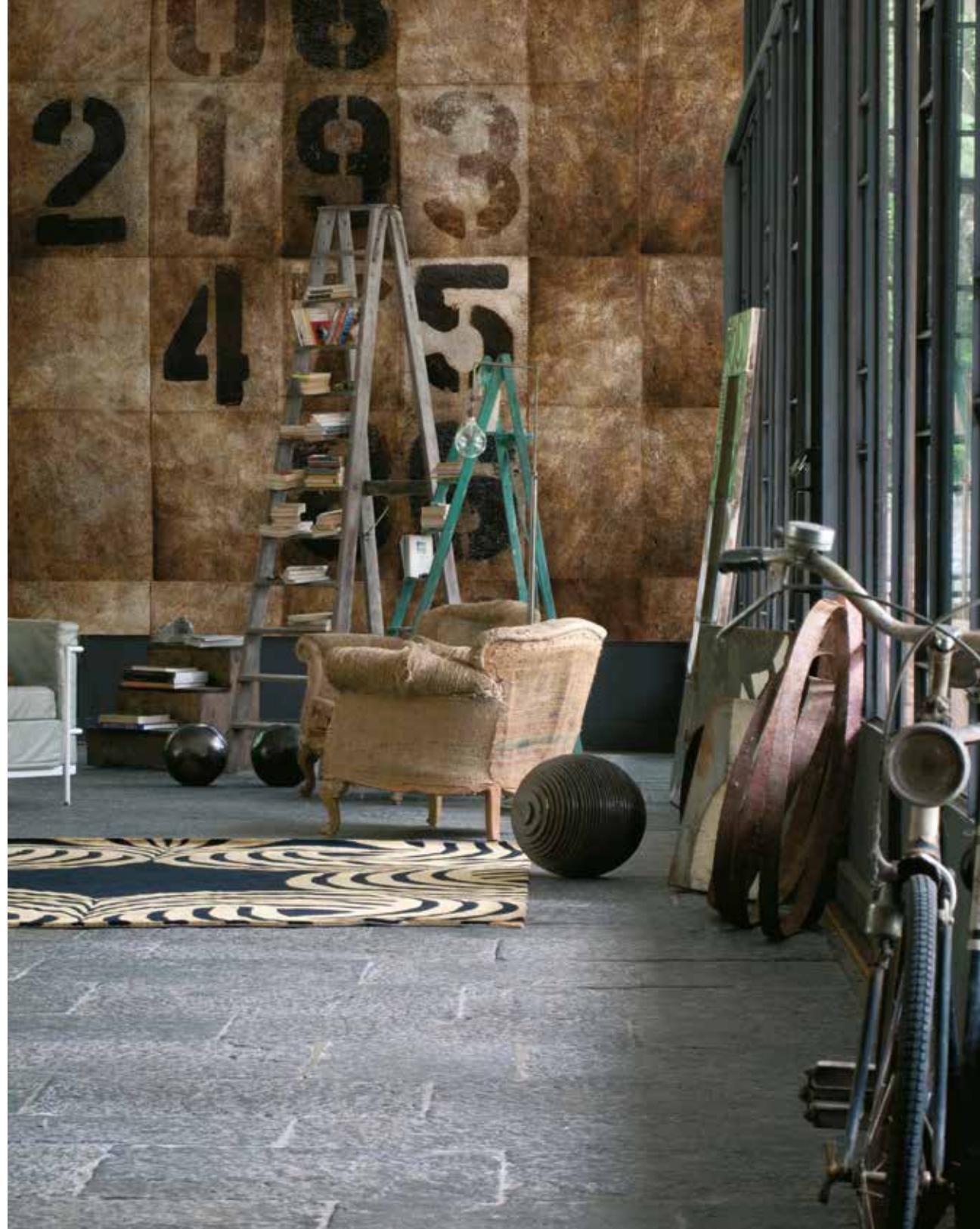
.94



print quality



colours



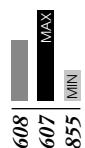


subject
Flamboyant

collection
Life!

designer
Christian Benini

.96



print quality



colours





subject
Gasoline

collection
Life!

designer
Christian Benini

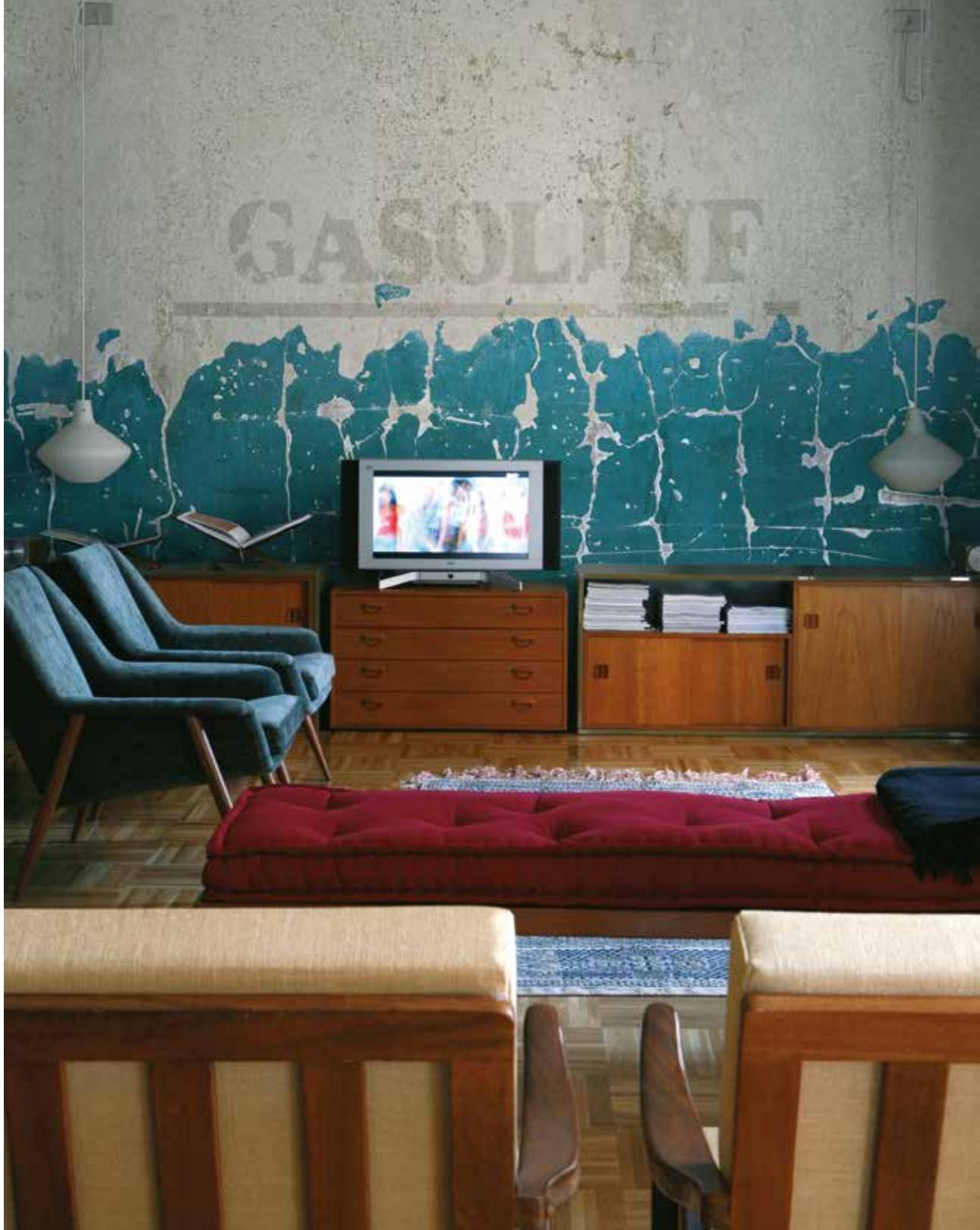
.98



print quality



colours



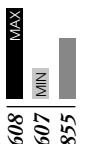


subject
Cia e la guselo

collection
Life!

designer
Sylva Gortana

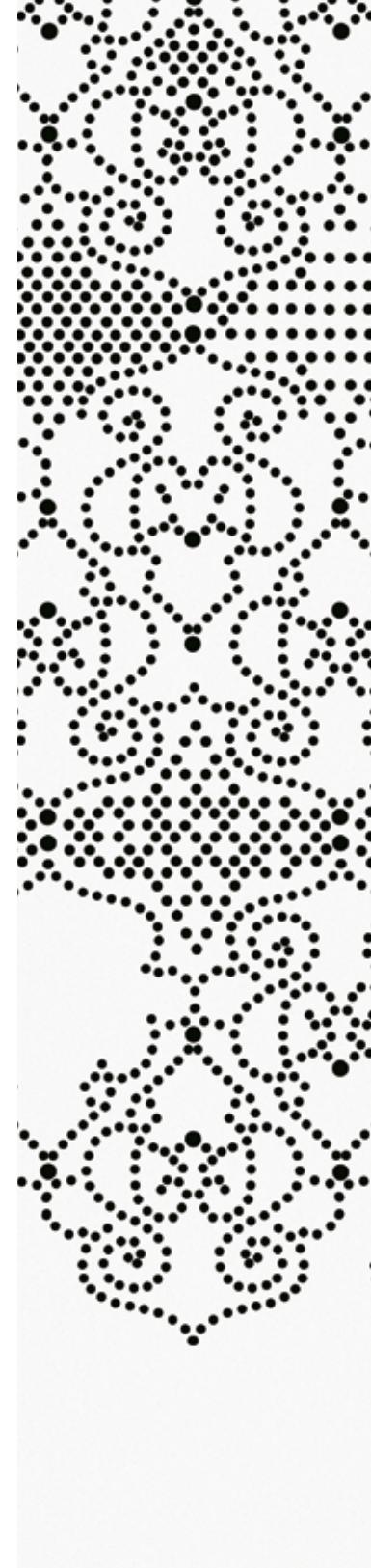
.100



print quality



WDCO1201



WDCO1202



CIA E LA GUSELO

WINNER
Wallpaper
Friuli
Venezia
Giulia
Contest 011

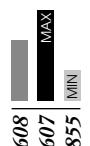


subject
Home sweet home

collection
Life!

designer
Christian Benini

.102



print quality



colours

WDHS1201



WDHS1202



HOME SWEET HOME

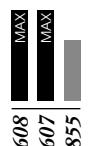


subject
Knock knock

collection
Life!

designer
Christian Benini

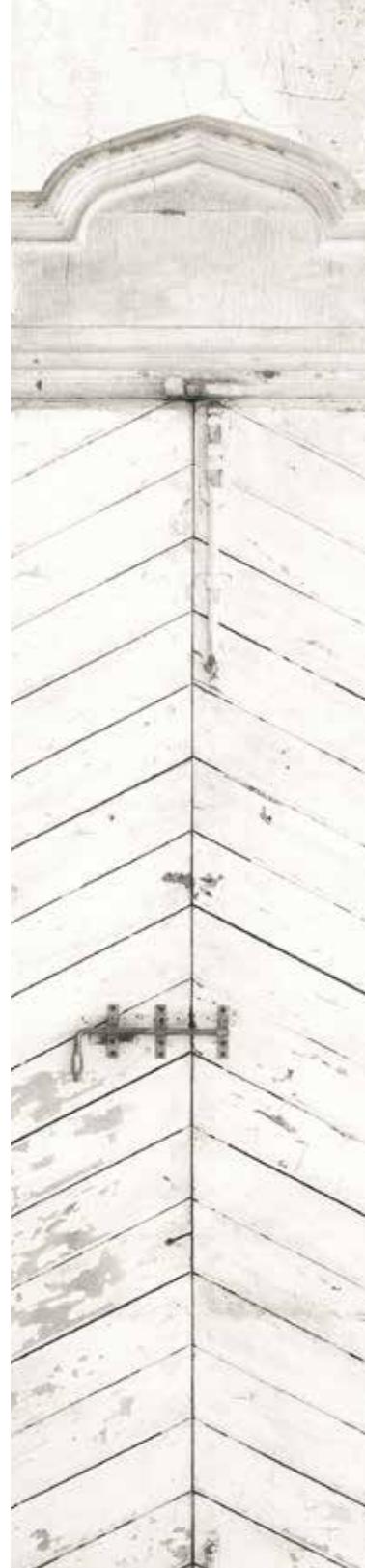
.104



print quality



WDKK1201



WDKK1202

colours



KNOCK KNOCK



subject
Long week

collection
Life!

designer
Christian Benini

.106

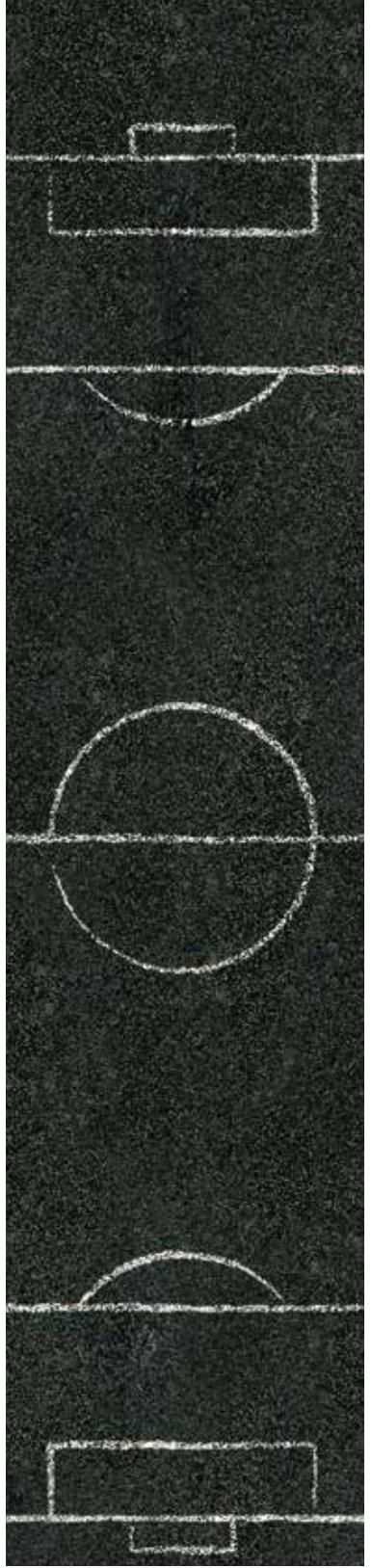
MAX
608
607
855
MIN

print quality

colours



WDLWI201



WDLWI202



LONG WEEK



subject
Miss princess

collection
Life!

designer
Christian Benini

.108



print quality



WDMP1201



WDMP1202



colours

MISS PRINCESS



subject
No parking

collection
Life!

designer
Christian Benini

.110



print quality



colours



NO PARKING



subject
Repaired

collection
Life!

designer
Christian Benini

112



print quality



WDRE1201



WDRE1202



colours

REPAIRED

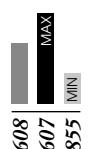


subject
Ruster

collection
Life!

designer
Christian Benini

.114



print quality



colours

WDRU1201



WDRU1202



RUSTER

o

subject
Shooter

collection
Life!

designer
Christian Benini

.116

print quality

MAX
MIN

608

607

855



WDSH1201



WDSH1202



SHOOTER

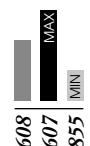


subject
True lies

collection
Life!

designer
Paolo Badesco

118

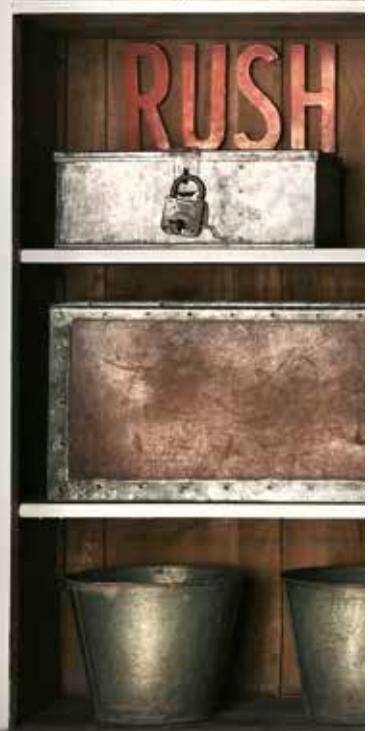


print quality

colours



WDTL1201



WDTL1202



TRUE LIES



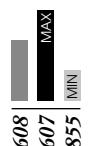


subject
Wet heart

collection
Life!

designer
Christian Benini

.120



print quality



WDWH1201



WDWH1202

colours



WET HEART

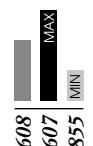


subject
Xtra strong

collection
Life!

designer
Christian Benini

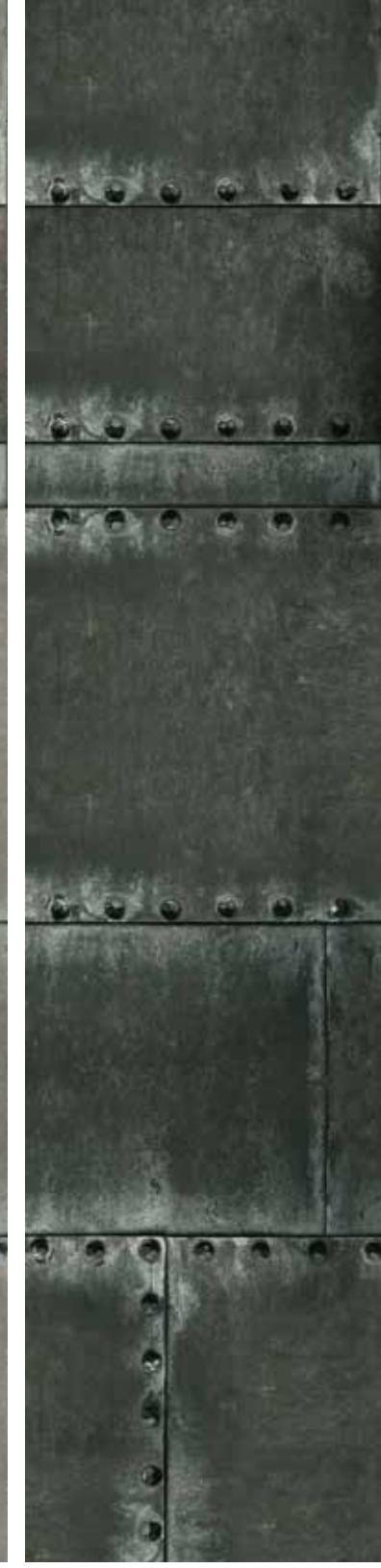
.122



print quality



colours



WDXS1202



XTRA STRONG



subject
Zinco

collection
Life!

designer
Paolo Badesco

.124

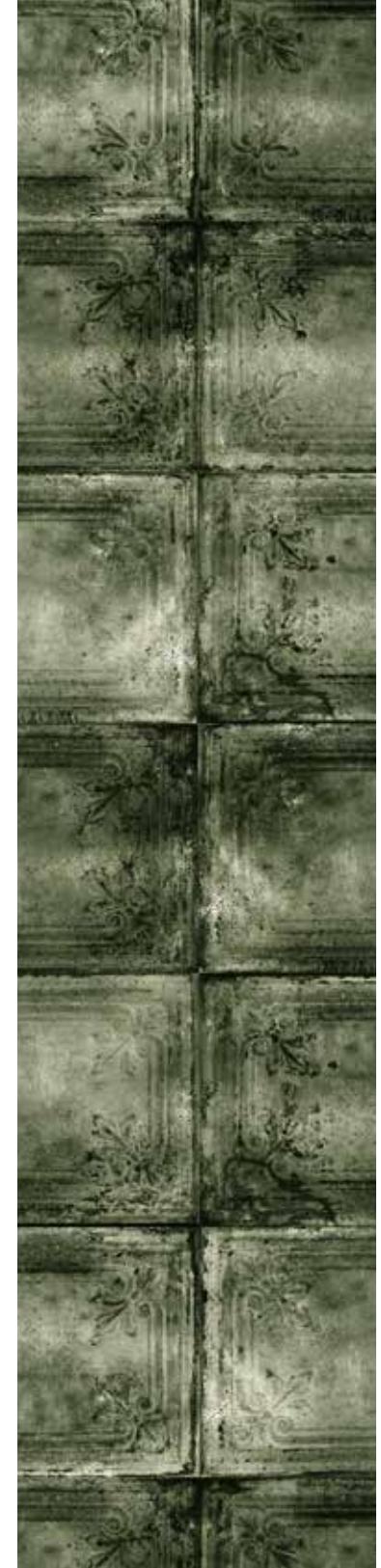


print quality



colours

WDZII201



WDZII202



ZINCO

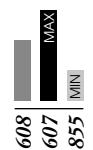


subject
Bubble

collection
Life!

designer
Wladimiro Bendandi

.126



print quality



colours

WDBU1201



WDBU1202



BUBBLE



subject
Drawing

collection
Life!

designer
Wladimiro Bendandi

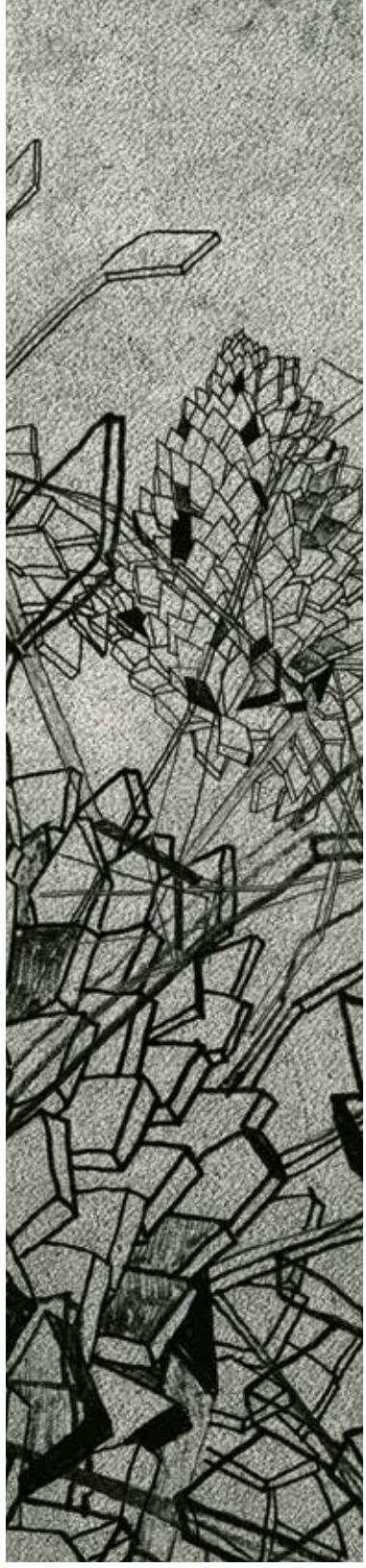
.128



print quality



WDDR1201



WDDR1202

colours



DRAWING



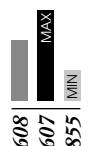
subject
Sensationalism

collection
Life!

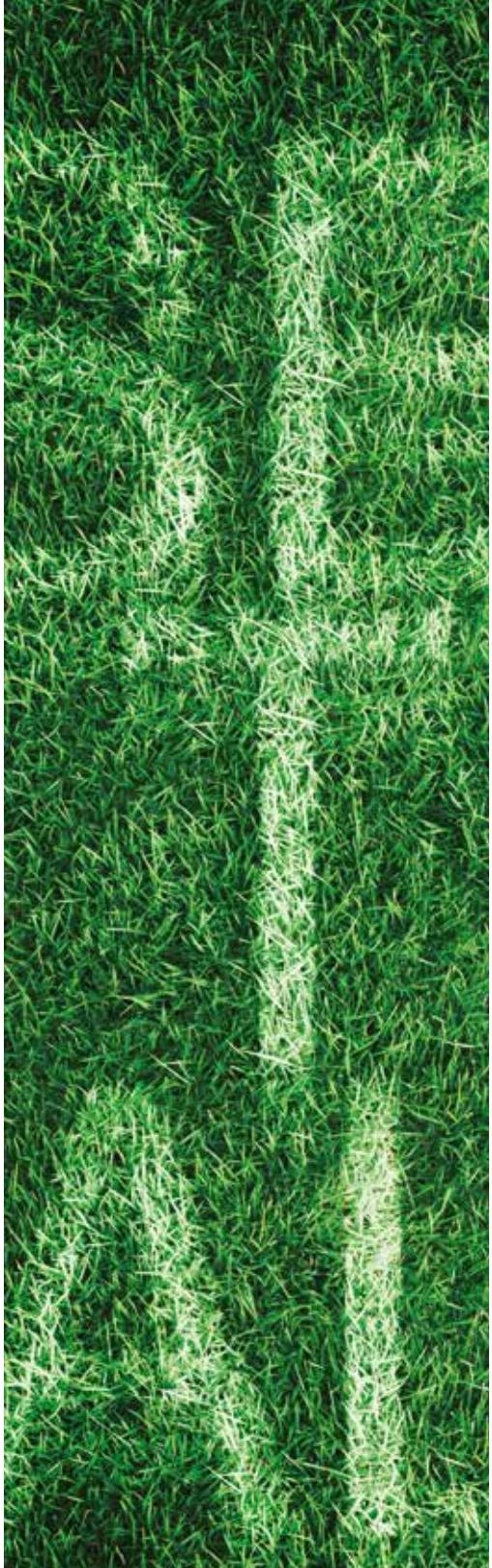
designer
Wladimiro Bendandi

customisable
text

.130

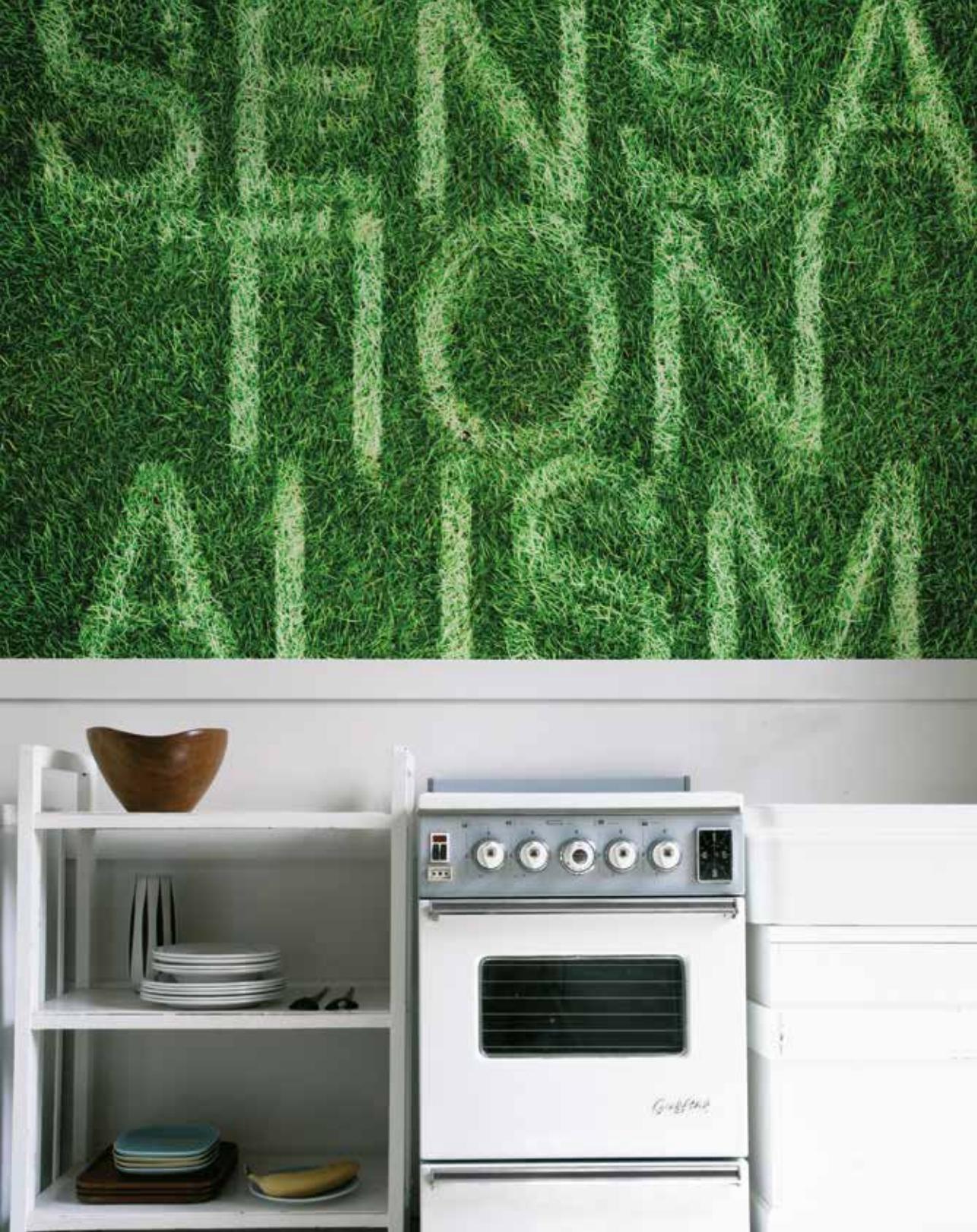


print quality



colours

WDSE1201



SENSATIONALISM

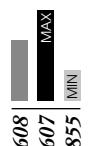


subject
News planet

collection
Life!

designer
Christian Benini

.132



print quality



WDNP1101



WDNP1102



colours

NEWS PLANET

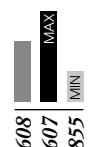


subject
Patchworking

collection
Life!

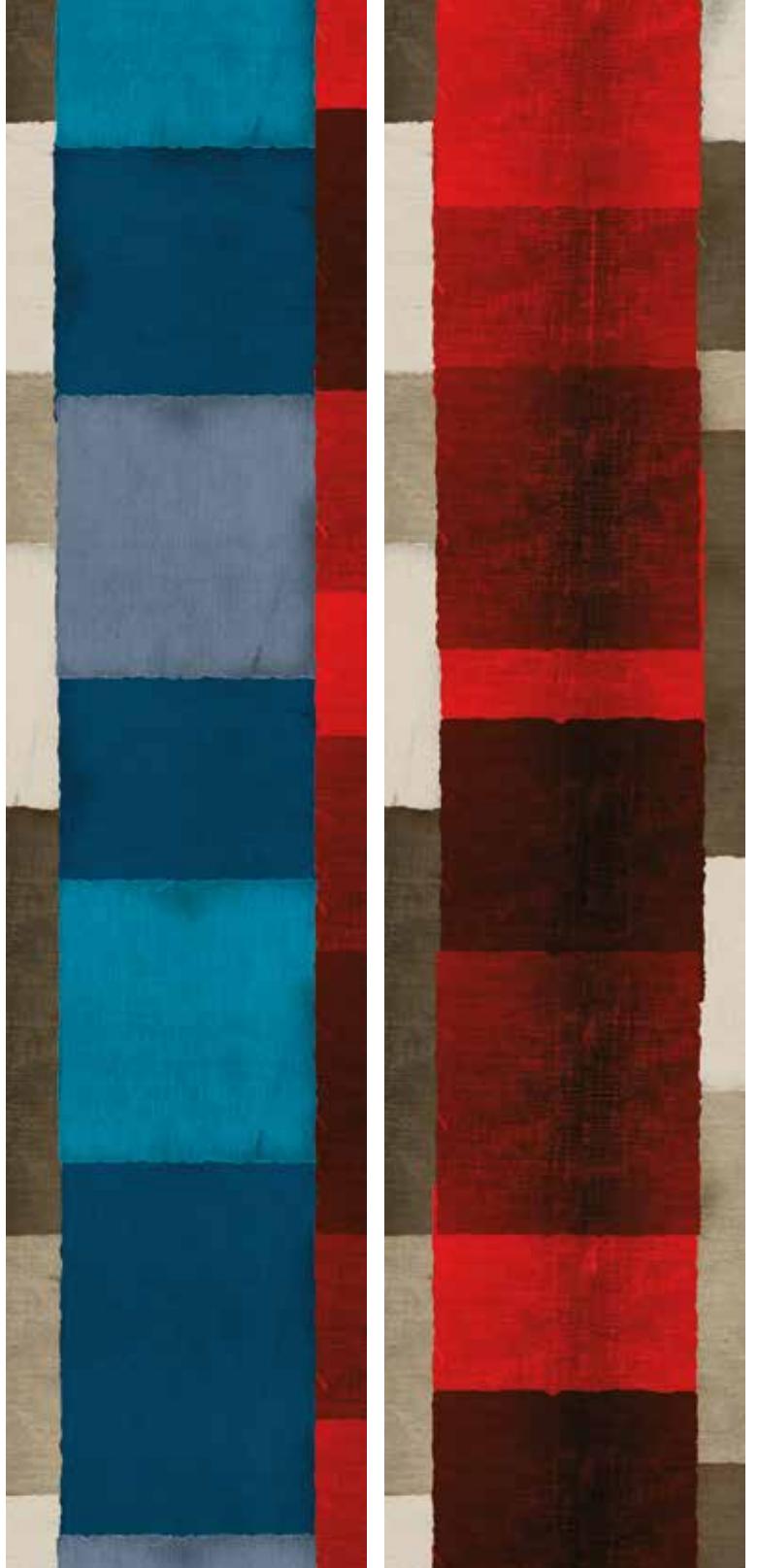
designer
Christian Benini

.134



print quality

colours



WDPA1101



WDPA1102



PATCHWORKING



subject
Azul

collection
Life!

designer
Christian Benini

.136

MAX
608
607
555
MIN

print quality

colours



WDAZ1101



WDAZ1102



AZUL

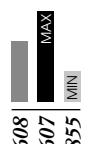


subject
Sans

collection
Life!

designer
Christian Benini

.138



print quality

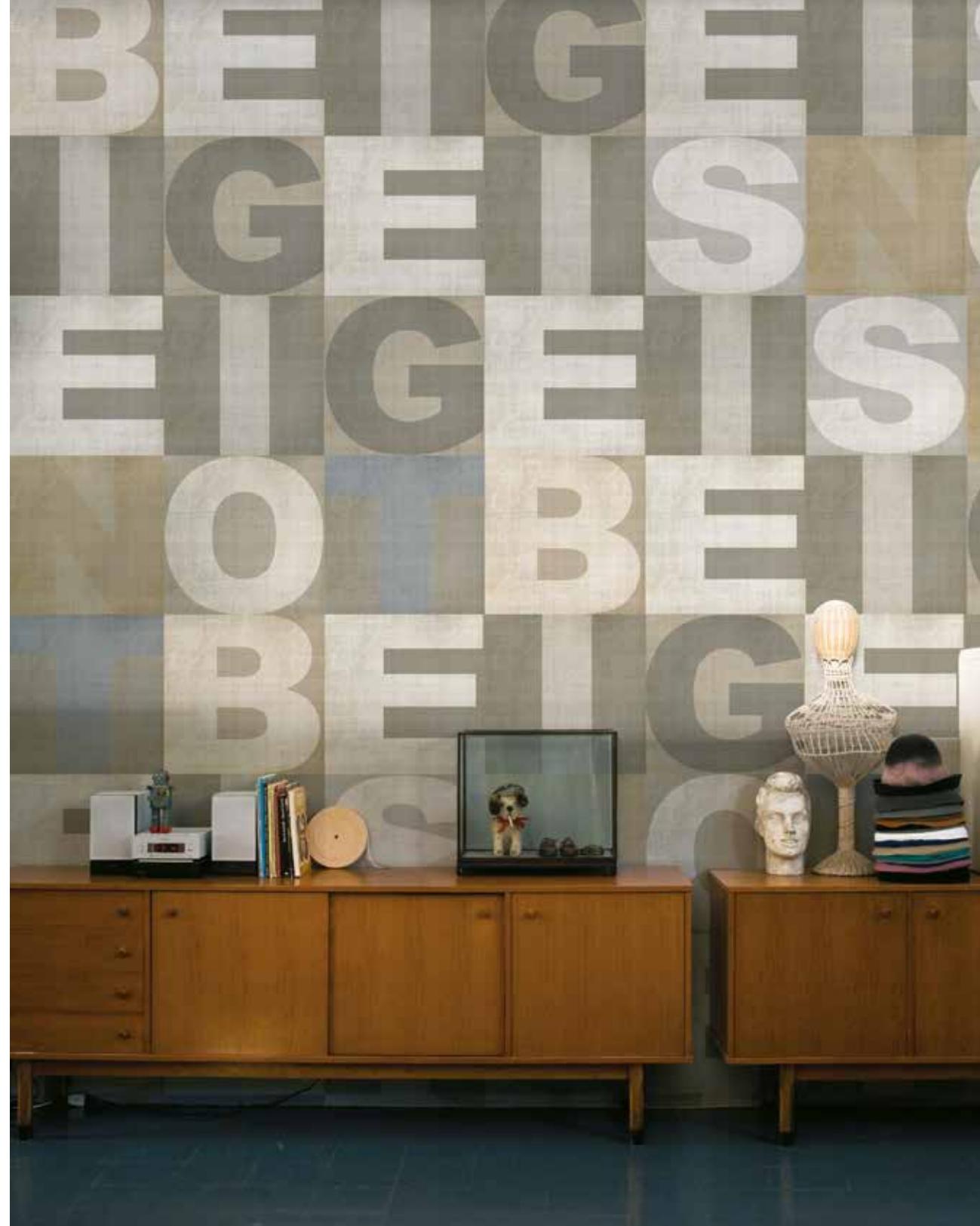
colours



WDSA1101



WDSA1102



SANS

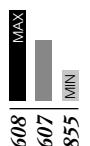


subject
Fly to the future

collection
Life!

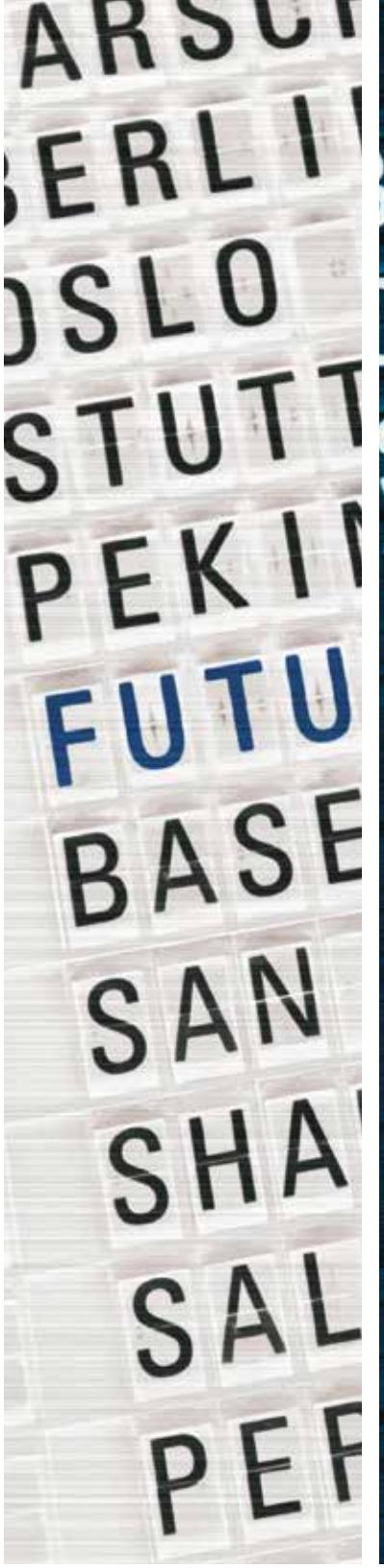
designer
Wladimiro Bendandi

.140



print quality

colours



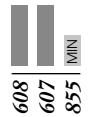


subject
Colibreeze

collection
Life!

designer
Christian Benini

.142



print quality

colours



WDCO1101



WDCO1102



COLIBREEZE

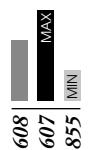


subject
Funny land

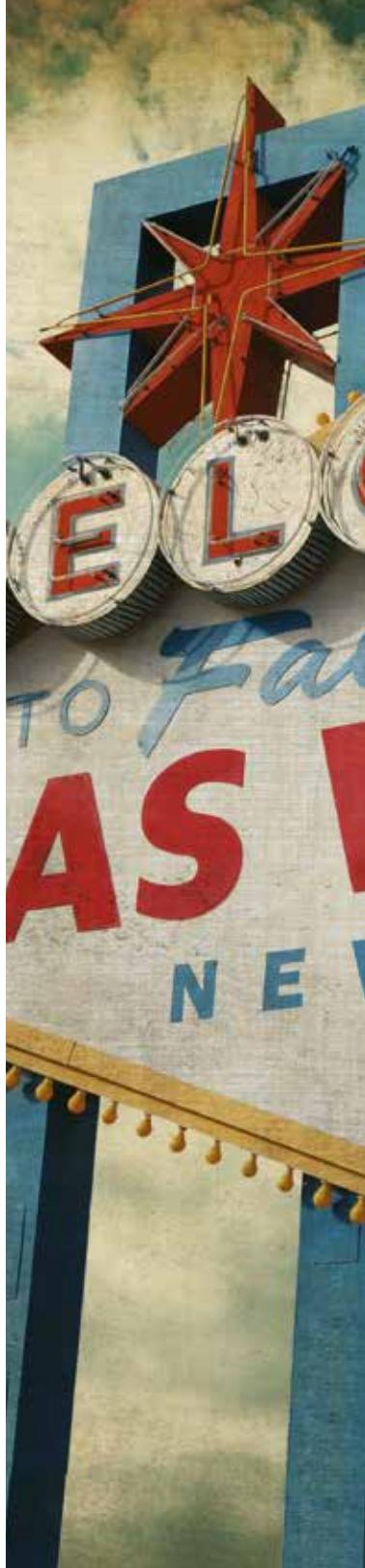
collection
Life!

designer
Christian Benini

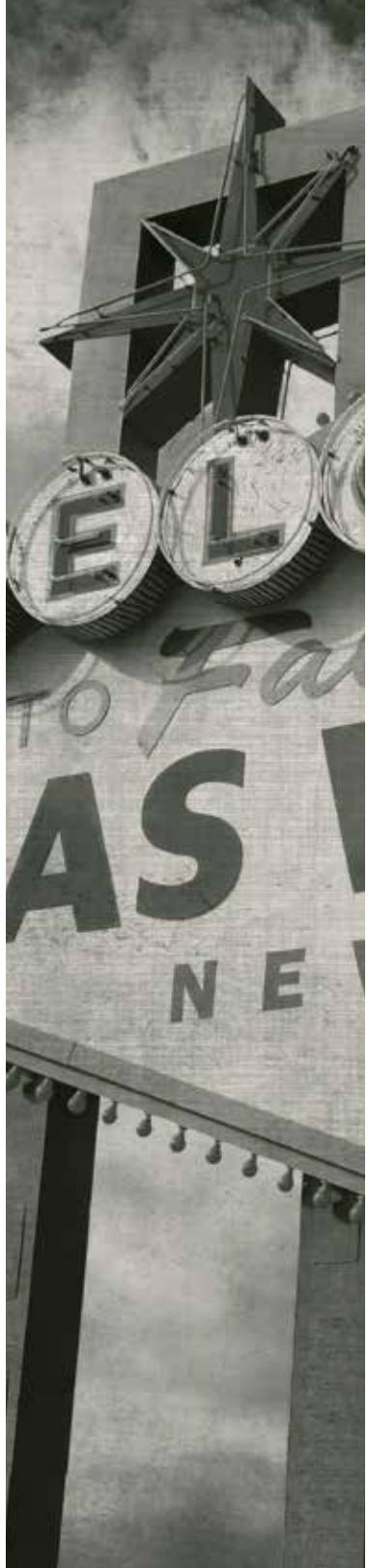
.144



print quality



WDFA1101



WDFA1102



FUNNY LAND



subject
Road lines

collection
Life!

designer
Christian Benini

.146

608
607
855

print quality

colours



ROAD LINES

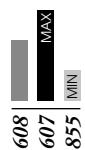


subject
Raw

collection **Life!**

designer
Paolo Badesco

.148



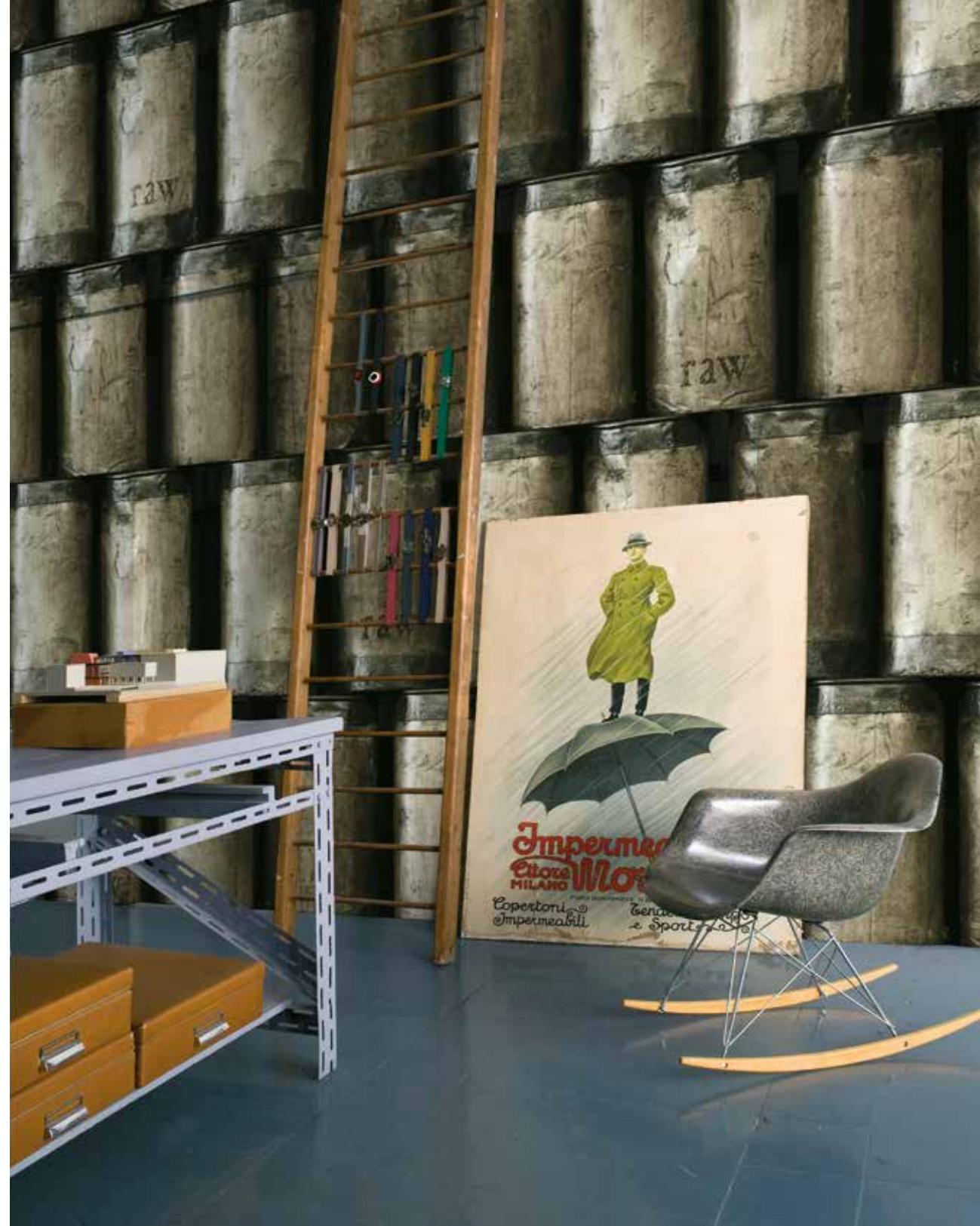
print quality



WDRA1101



WDRA1102



RAW

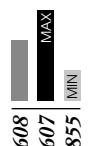


subject
Flower poetry

collection
Life!

designer
Christian Benini

.150



print quality



WDFP1101



WDFP1102

colours



FLOWER POETRY



subject
Alphabetical swirl

collection
Life!

designer
Paolo Badesco

.152

608
607
555

print quality

colours



WDAS1101



WDAS1102



ALPHABETICAL SWIRL

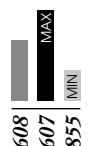


subject
Signoria

collection
Life!

designer
Christian Benini

.154



print quality



WDSII101



WDSII102

colours



SIGNORIA

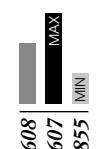


subject
Striping

collection
Life!

designer
Christian Benini

.156



print quality

colours

WDST1101

WDST1102

WDST1103



STRIPING

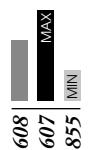


subject
Herbarium

collection
Life!

designer
Paolo Badesco

.158



print quality



WDHE1101



WDHE1102



colours

HERBARIUM



subject
Smell like...

collection
Life!

designer
Wladimiro Bendandi

.160

608
607
555

print quality

colours



WDSL1101



WDSL1102



SMELL LIKE...



subject
White angel

collection
Life!

designer
Christian Benini

.162

MAX
608
607
855

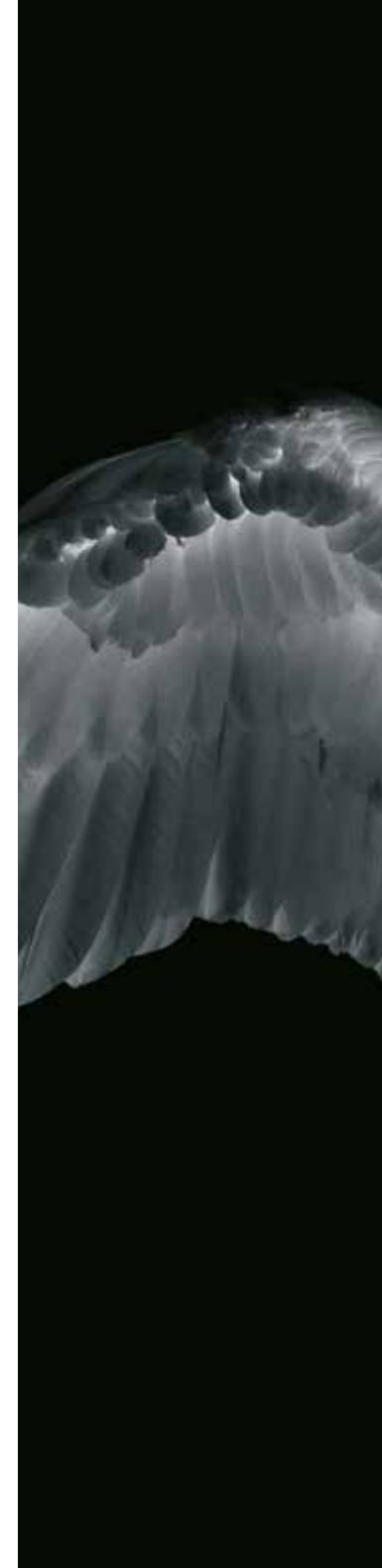
print quality

colours

WDWA1101



WDWA1102



WHITE ANGEL



subject
Svalbard

collection
Life!

designer
Christian Benini

.164



print quality



colours

WDSV1101



WDSV1102



SVALBARD

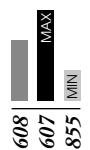


subject
Aunt Mary

collection
Life!

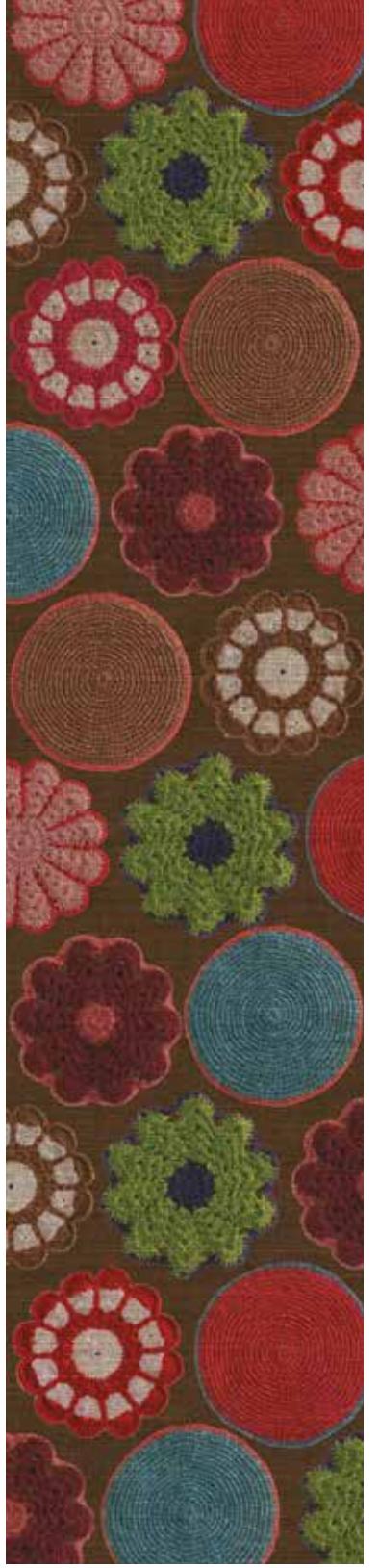
designer
Christian Benini

.166



print quality

colours



WDAM1101

WDAM1102



AUNT MARY



subject
Lost in a map

collection
Life!

designer
Christian Benini

168

MIN | MAX
608 | 607
555 |

print quality



colours





subject
Send your thought

collection
Life!

designer
Christian Benini

.170

MAX
608
607
555
MIN

print quality

colours



WDSY1101



WDSY1102



SEND YOUR THOUGHT



subject
Gugu gaga

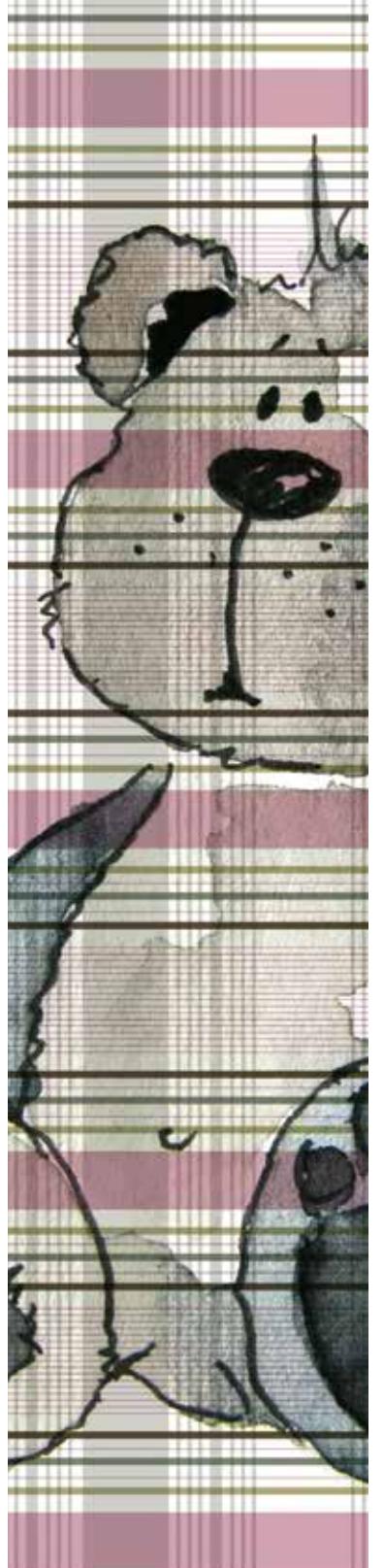
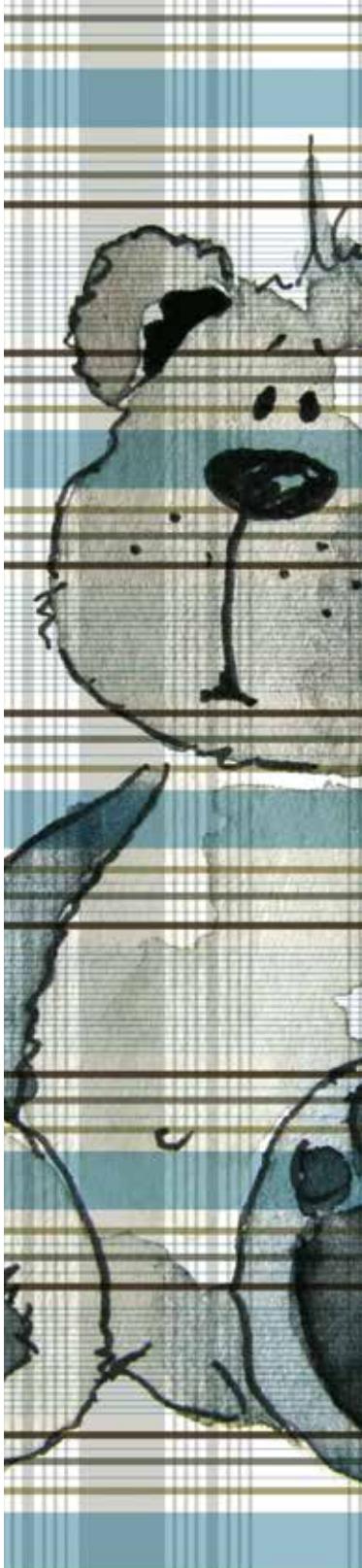
collection
Life!

designer
Christian Benini

.172

MAX
608
607
855

print quality



colours

WDGG1101

WDGG1102



GUGU GAGA

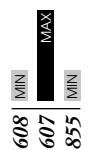


subject
Glimpse

collection
Life!

designer
Christian Benini

.174



print quality



colours

WDGL0901



WDGL0902



GLIMPSE

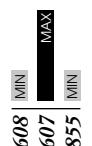


subject
Typology

collection
Life!

designer
Christian Benini

.176



print quality



WDTY0901



WDTY0902

colours



TYPOLOGY



subject
Balalaika

collection
Life!

designer
Christian Benini

.178

MAX
608
607
555
MIN

print quality

colours



WDBK0901



WDBK0902



BALALAIIKA

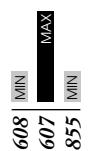


subject
New pollution

collection
Life!

designer
Christian Benini

.180



print quality



WDNP0901



WDNP0902



colours

NEW POLLUTION

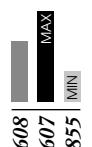


subject
Opium

collection
Life!

designer
Christian Benini

.182



print quality



WDOP0901



WDOP0902



colours

OPIUM

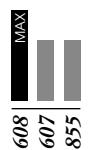


subject
Harmonic entropy

collection
Life!

designer
Christian Benini

.184



print quality

colours



WDAE0901



WDAE0902



HARMONIC ENTROPY



subject
Kanji

collection
Life!

designer
Christian Benini

.186

MAX
608
607
655
MIN

print quality

colours



KANJI

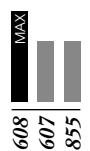


subject
Geisha

collection
Life!

designer
Christian Benini

.188



print quality

colours



WDGE0901



WDGE0902



GEISHA

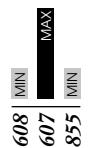


subject
High mountain

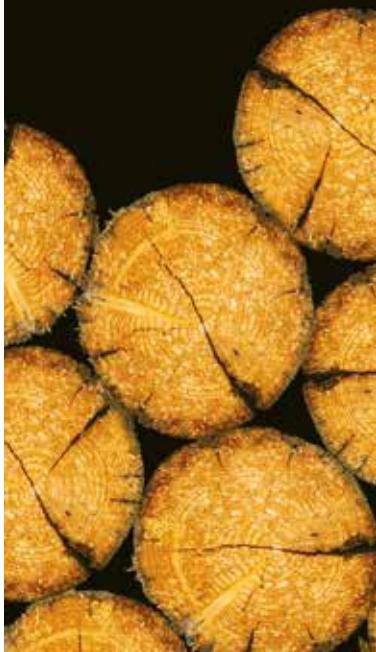
collection
Life!

designer
Christian Benini

.190



print quality



colours





subject
Balloon

collection
Life!

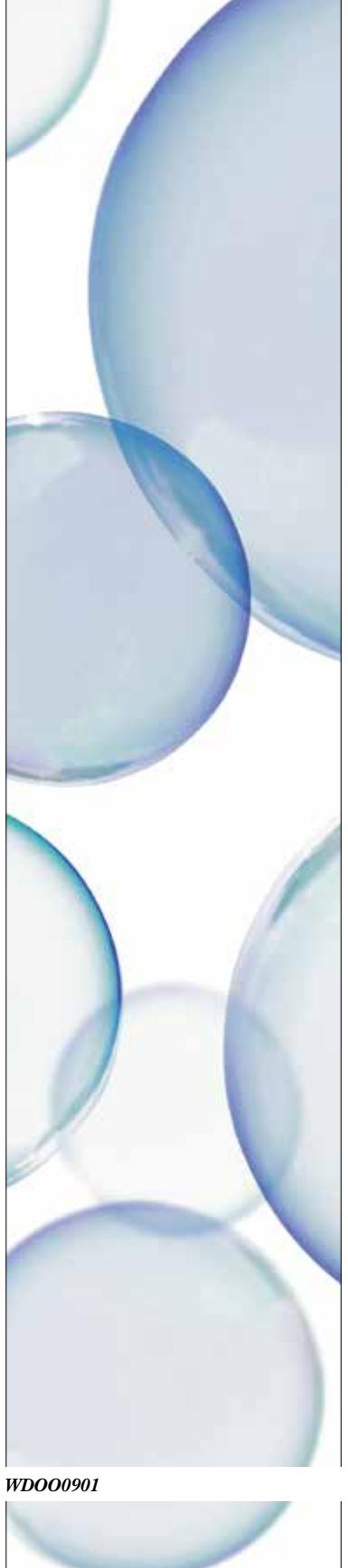
designer
Christian Benini

.192



print quality

colours





subject
True colours

collection
Life!

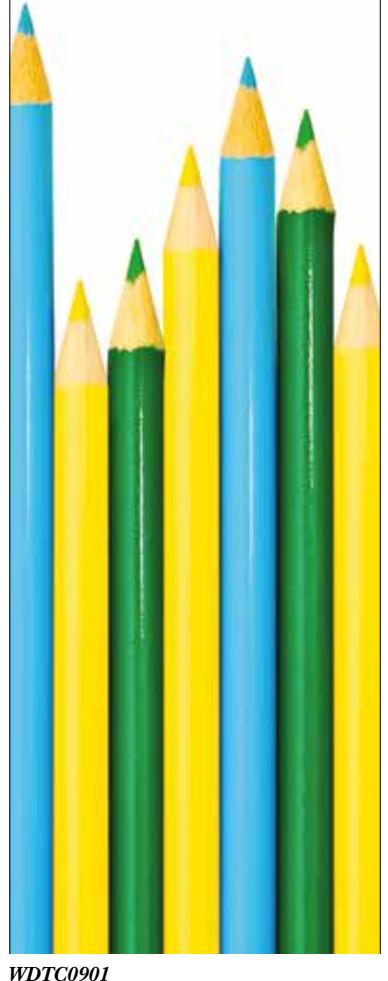
designer
Christian Benini

.194

MAX
608
607
855

print quality

colours



WDTC0902



TRUE COLOURS

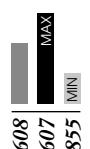


subject
Renaissance

collection
Life!

designer
Christian Benini

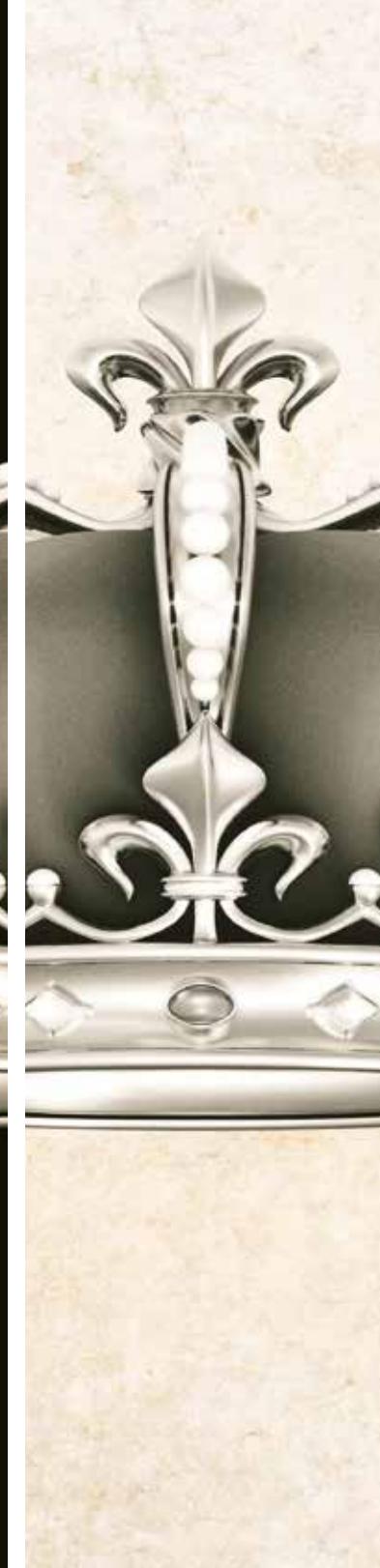
.196



print quality



WDRE0901



WDRE0902



RENAISSANCE

colours



subject
Nordic taste

collection
Life!

designer
Christian Benini

.198



print quality

colours



WDNT0901



WDNT0902



NORDIC TASTE



subject
Real identity

collection
Life!

designer
Christian Benini

.200

608
607
855

print quality

colours



WDRI0901



WDRI0902



REAL IDENTITY

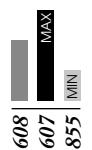


subject
Yurta

collection
Life!

designer
Christian Benini

.202



print quality



colours

WDYU0901



WDYU0902



YURTA

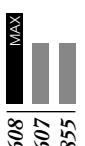
●

subject
Whispers

collection
Life!

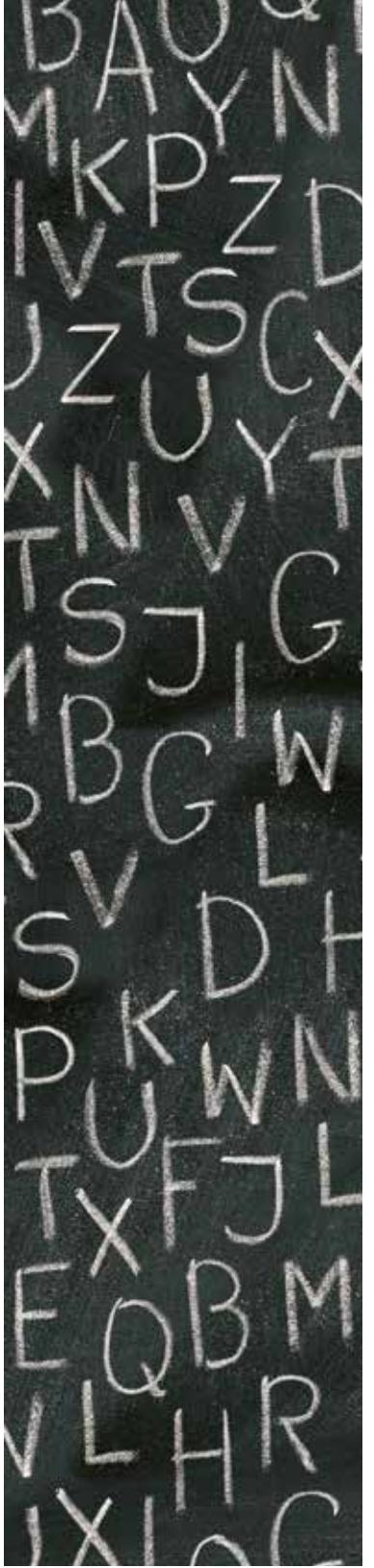
designer
Christian Benini

.204



print quality

colours



WHISPERS



subject
Old school

collection
Life!

designer
Christian Benini

.206

608
607
605

print quality

colours



OLD SCHOOL

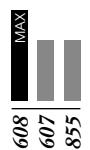


subject
Origami

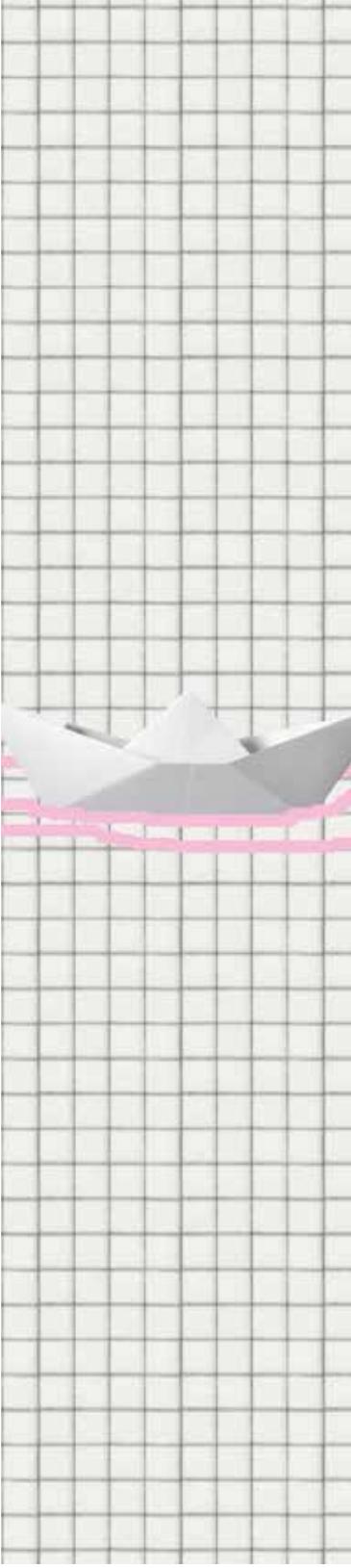
collection
Life!

designer
Christian Benini

.208

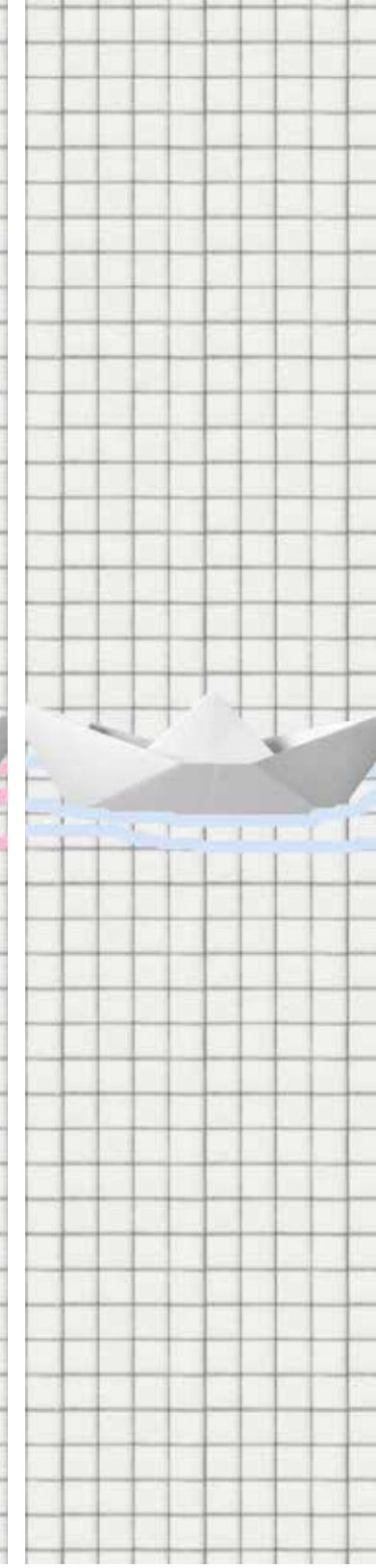


print quality



colours

WDOR0901



WDOR0902



ORIGAMI



subject
Graphite

collection
Life!

designer
Christian Benini

.210

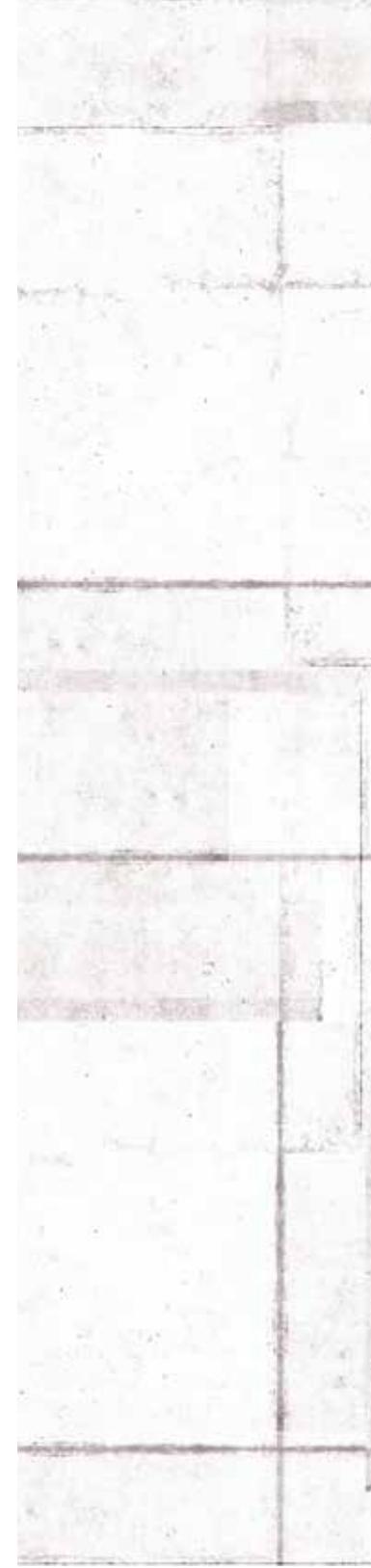
608
607
855

print quality

colours



WDGR0901



WDGR0902



GRAPHITE



subject
Gypsum

collection
Life!

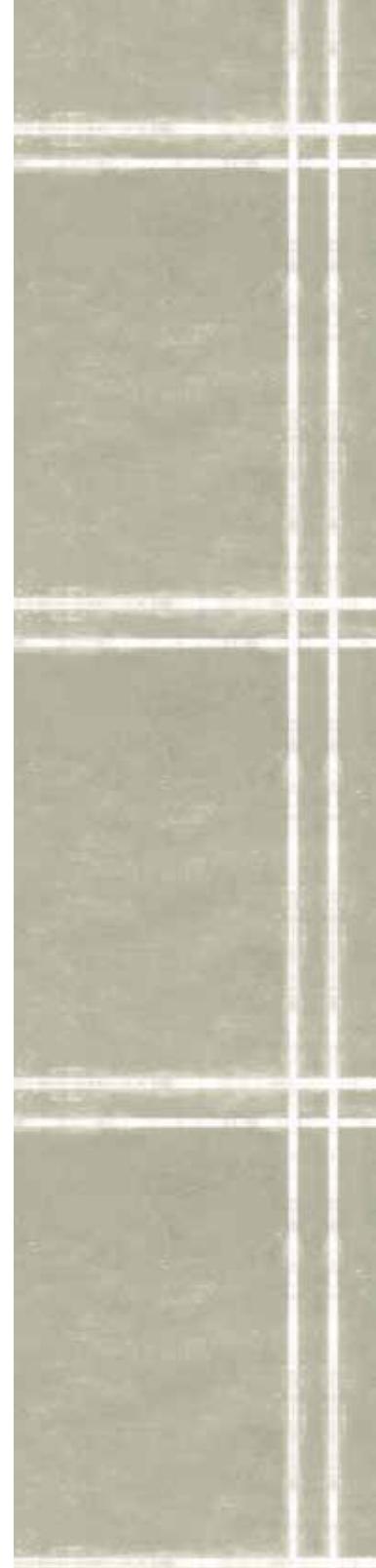
designer
Christian Benini

.212

608
607
855

print quality

colours



WDGY0901



WDGY0902



GYPSUM

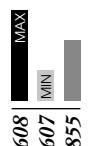


subject
Modernista

collection
Life!

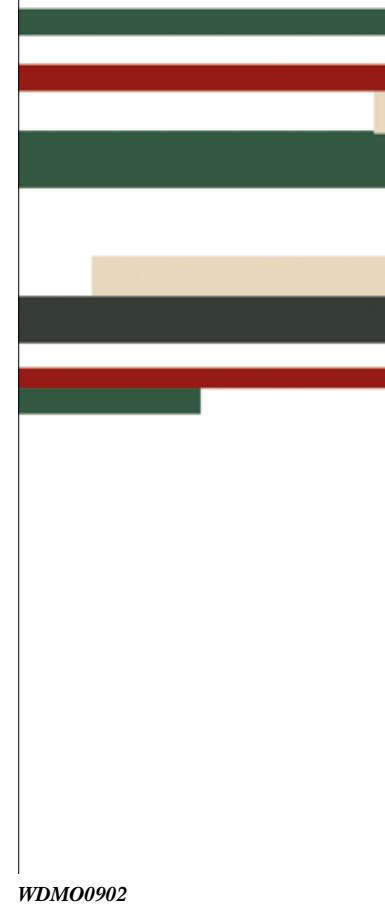
designer
Christian Benini

.214



print quality

colours



MODERNISTA



subject
Aires

collection
Life!

designer
Christian Benini

.216

608
607
855
MINI

print quality

colours



WDAI0801

WDAI0802

WDAI0803



AIRES



subject
Flos

collection
Life!

designer
Christian Benini

.218

608 | 607 | 855
MIN

print quality

colours



WDFL0801



WDFL0802



WDFL0803



FLOS



subject
Arabesques

collection
Life!

designer
Christian Benini

.220

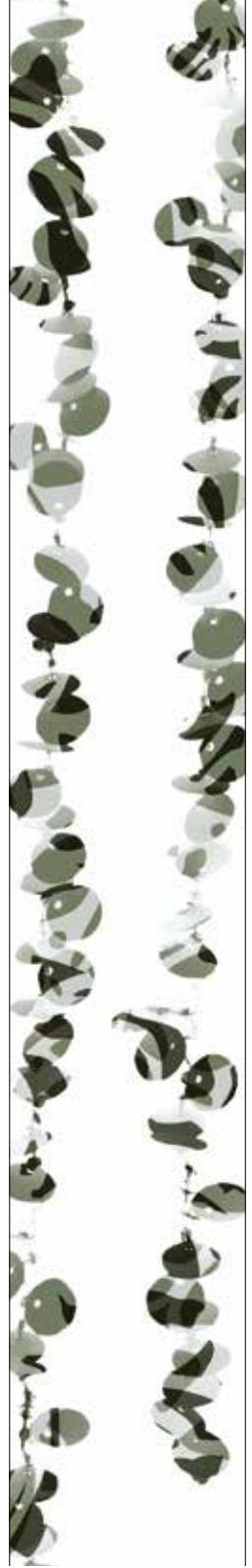
MAX
608
607
855

print quality

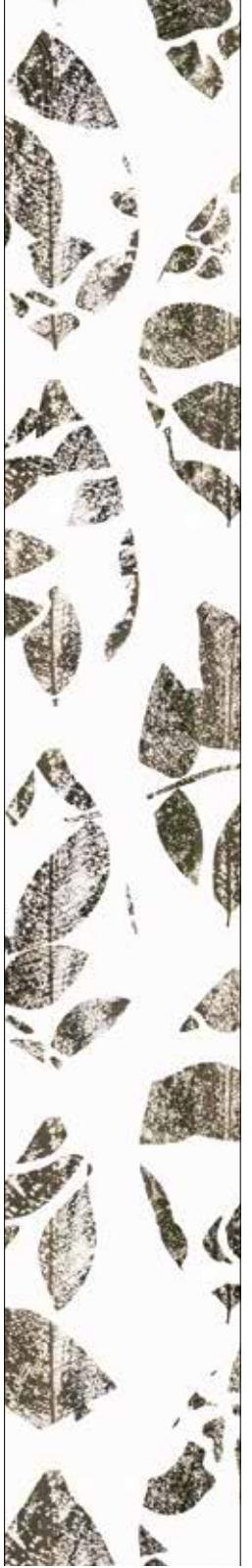
colours



WDAR0801



WDAR0802



WDAR0803



ARABESQUES

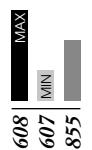


subject
Microcosmos

collection
Life!

designer
Christian Benini

.222



print quality

colours



WDMI0801



WDMI0802



WDMI0803



MICROCOSMOS



subject
Baobab

collection
Life!

designer
Christian Benini

.224



print quality

colours





subject
007

collection
Life!

designer
Christian Benini

.226

008
007
005
MINI

print quality

colours



PAGANI WALLPAPER

231 Cockatoo
 233 Crystal Ship
 235 Blue China
 237 Sound of Thunder
 239 Valentina
 241 Rue Cambon
 243 Eden
 245 Geomimetic
 247 Space Oddity
 249 Eros
 251 My Body
 253 Girls On Film
 255 Drops From Heaven
 257 Nico

259 Ancient Walls
 261 Bad Boys
 263 Barcode
 265 Childhood
 267 Memories
 269 Newyork Under Attack1
 271 Newyork Under Attack2
 273 Presenze
 275 Rocking Doors
 277 Storyboard
 279 Tell Me Tiles
 281 Shadows
 283 Flake Off
 285 Training
 287 Walls
 289 Books
 291 Big Fish
 293 Time
 295 Skulls
 297 Portraits
 299 Johnny 99
 301 Empty Sky
 303 Meeting Across The River
 305 The Rising
 307 Backstreets
 309 Lost In The Flood
 311 Tangerine
 313 One Of My Turns
 315 Jungeland
 317 Ramble On
 319 Mind Games
 321 Livin' In The Future

Details, weaves and overlaps, a mix of colours and consistencies which create designs within designs, dynamically alternating planes and full wall size style icons: the Gio Pagani wallpaper collection turns the concept of traditional wallpaper inside out and transforms it from a simple backdrop into a primary decorative element, spectacular essence and distinctive image.

Damasks that alternate with camouflages and tribal tattoos, skilfully dosed nuances and grades, unexpected effects: the Gio Pagani wallpaper line interprets traditional elements – stylised backdrops – overturning the interpretation; from the damask patterns of the walls emerge, imposing, images full of enchantment and icons of our time for compositions of great spectacular impact.

The collection, consistent with Wall&Decò products, is modular and can be personalised, thus enabling industry professionals and amateurs to design their spaces: the module technique, with its imperceptible systematic repetition, is combined with macro decoration background motifs and constantly new proposals suggested by the creative flair and taste of the composer.

Particolari, intrecci e sovrapposizioni, un mix di colori e consistenze che creano disegni nei disegni, piani in alternanza dinamica, icone di stile a tutta parete: la collezione Gio Pagani wallpaper stravolge il concetto della carta da parati tradizionale trasformandola da semplice sfondo in elemento decorativo primario, essenza scenografica, immagine distintiva.

Damascati che si alternano a mimetici e a tatuaggi tribali, sfumature e gradazioni abilmente dosate, effetti inaspettati: la linea Gio Pagani wallpaper interpreta elementi tradizionali – sfondi stilizzati, intrecci ottici – ribaltando la chiave di lettura; dalle trame damascate delle pareti emergono, imponenti, immagini cariche di incanto e icone del nostro tempo per composizioni di grande forza scenica.

La collezione, in linea con i prodotti Wall&Decò, è modulare e personalizzabile, permettendo a professionisti del settore e agli amatori di disegnare il proprio spazio: la tecnica del modulo, con la sua ripetizione sistematica impercettibile, unita a motivi di sfondo a macrodécori e proposte sempre nuove, suggerite dalla creatività e dal gusto di chi le compone.

Détails, croisements et superpositions, un mix de couleurs et de consistances qui créent des dessins dans les dessins, en alternance dynamiques, icônes de style sur toute la surface: la collection Gio Pagani wallpaper transforme le concept original du papier peint en le transformant en un simple fond en un élément décoratif primordial, en une essence photographique.

Des fonds en Damas s'alternent entre camouflage et tatouages tribaux, nuances graduées habilement dosées, effets inattendus: la ligne Gio Pagani wallpaper interprète des éléments traditionnels des fonds stylisés, des effets optiques, inversant les clefs de lecture; des murs damassés, d'imposantes images pleine de charme et d'icônes de notre temps pour cémérent pour composer une grande force scénique.

La collection, en accord avec les produits Wall&Decò, est modulable et personnalisable. Ceci, permet aux professionnels du secteur ainsi qu'aux amateurs de dessiner leur propre espace. La technique de pose, sa répétition systématique imperceptible, unit aux "macrodécoris" et à des propositions toujours inédites, sont suggérées par la créativité et le goût de ceux qui la compose.

Details, Verflechtungen und Überlagerungen, eine Mischung von Farben und Konsistenzen, die Muster innerhalb der Muster schaffen, dynamisch wechselnde Ebenen, Stil-Ikonen über die gesamte Wand: Die Kollektion Gio Pagani wallpaper revolutioniert das Konzept der traditionellen Wandtapete und verwandelt sie vom einfachen Hintergrund in ein hervorstehendes Dekorationselement - spektakuläre Essenz und besonderes Erkennungsmerkmal zugleich.

Damast, der sich mit Tarneffekten und Tribal-Tattoos abwechselt, geschickt dosierte Nuancierungen und Abstufungen, überraschende Effekte: die Linie Gio Pagani wallpaper interpretiert traditionelle Elemente wie stilisierte Hintergründe und optische Verflechtungen über eine Umkehrung des Deutungsschlüssels neu; aus den Damaststrukturen der Wände heben sich eindrucksvolle Bilder voller Zauber ab und schaffen mit den Ikonen unserer Zeit Kompositionen, die sich durch große szenische Aussagekraft auszeichnen.

Die auf einer Linie mit den Wall&Decò - Produkten liegende Kollektion ist modular und personalisierbar und ermöglicht Branchenprofis und passionierten Endverbrauchern die Erschaffung ihres eigenen Raumes: Die Modultechnik mit ihren unmerklichen systemischen Wiederholungen schafft in Verbindung mit Hintergrundmotiven und Makrodekorationen immer neue Lösungen, die der Kreativität keine Grenzen setzen.

NEW



subject
Cockatoo

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

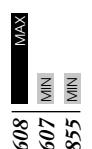
.230



GPWI301



GPWI302



print quality



GPWI303



GPWI304

colours



COCKATOO

NEW

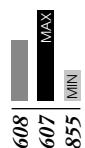


subject
Crystal ship

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.232



print quality



colours

GPWI305



GPWI306



CRYSTAL SHIP

NEW



subject
Blue China

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.234

MAX
608
MIN
555
607

print quality

colours



GPWI307



GPWI308



BLUE CHINA

NEW



subject
Sound of thunder

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.236

MAX
608
607
855
MIN

print quality

colours



GPW1310



GPW1311



SOUND OF THUNDER

NEW

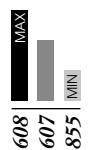


subject
Valentina

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.238



print quality

colours



GPWI312



VALENTINA

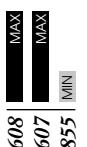


subject
Rue Cambon

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.240



print quality

colours

GPW1313



GPW1314



GPW1315



NEW



RUE CAMBON

NEW

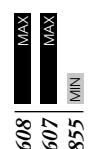


subject
Eden

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.242



print quality

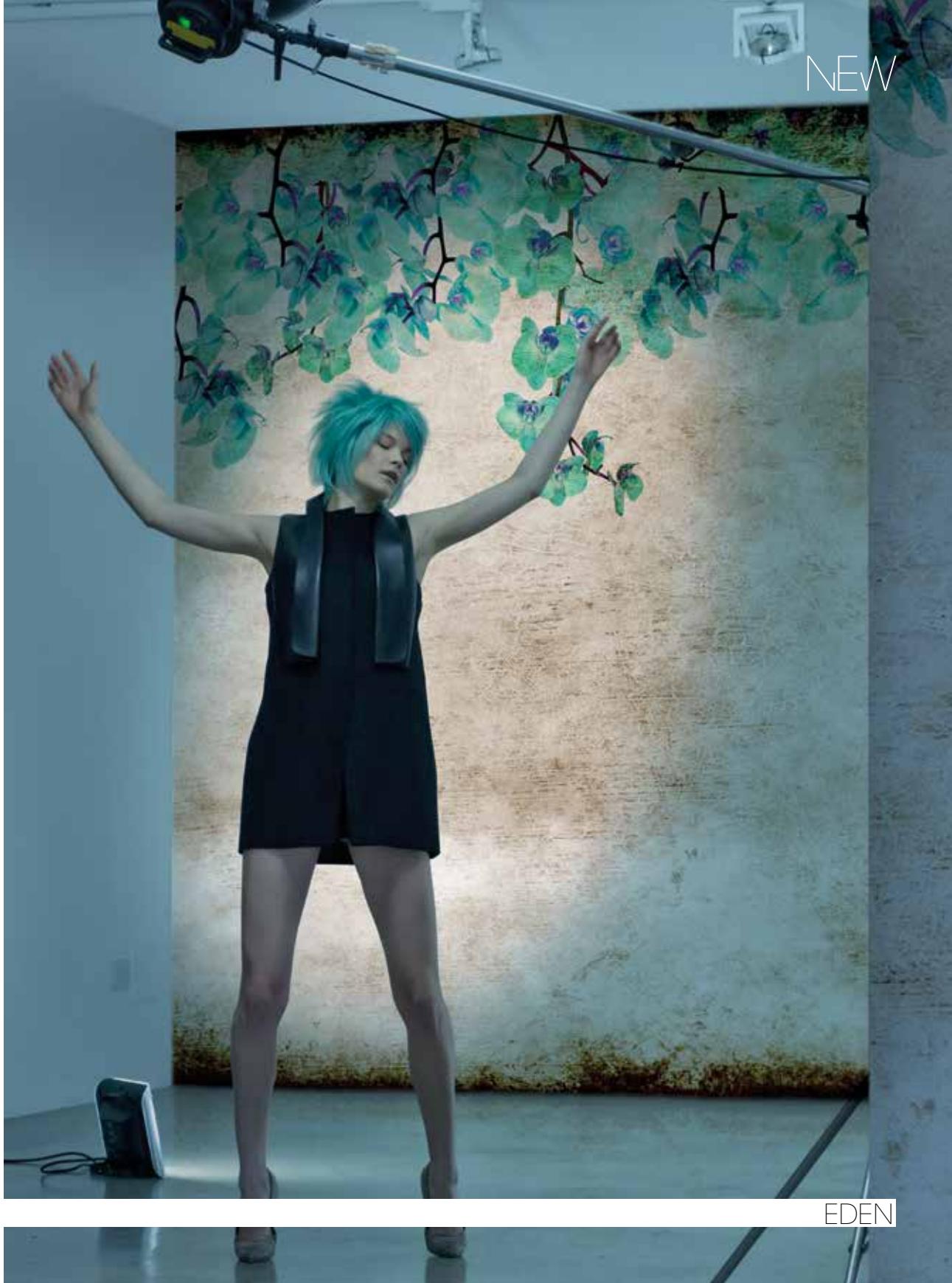


colours

GPW1316

GPW1317

GPW1318



EDEN

NEW



subject
Geomimetico

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.244

608
607
855

print quality

colours



GPW1320



GPW1321



GEOMIMETICO

NEW

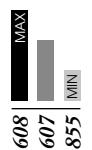


subject
Space Oddity

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.246



print quality



NEW



subject
Eros

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

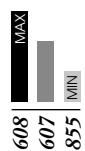
.248



GPW1328



GPW1329



print quality

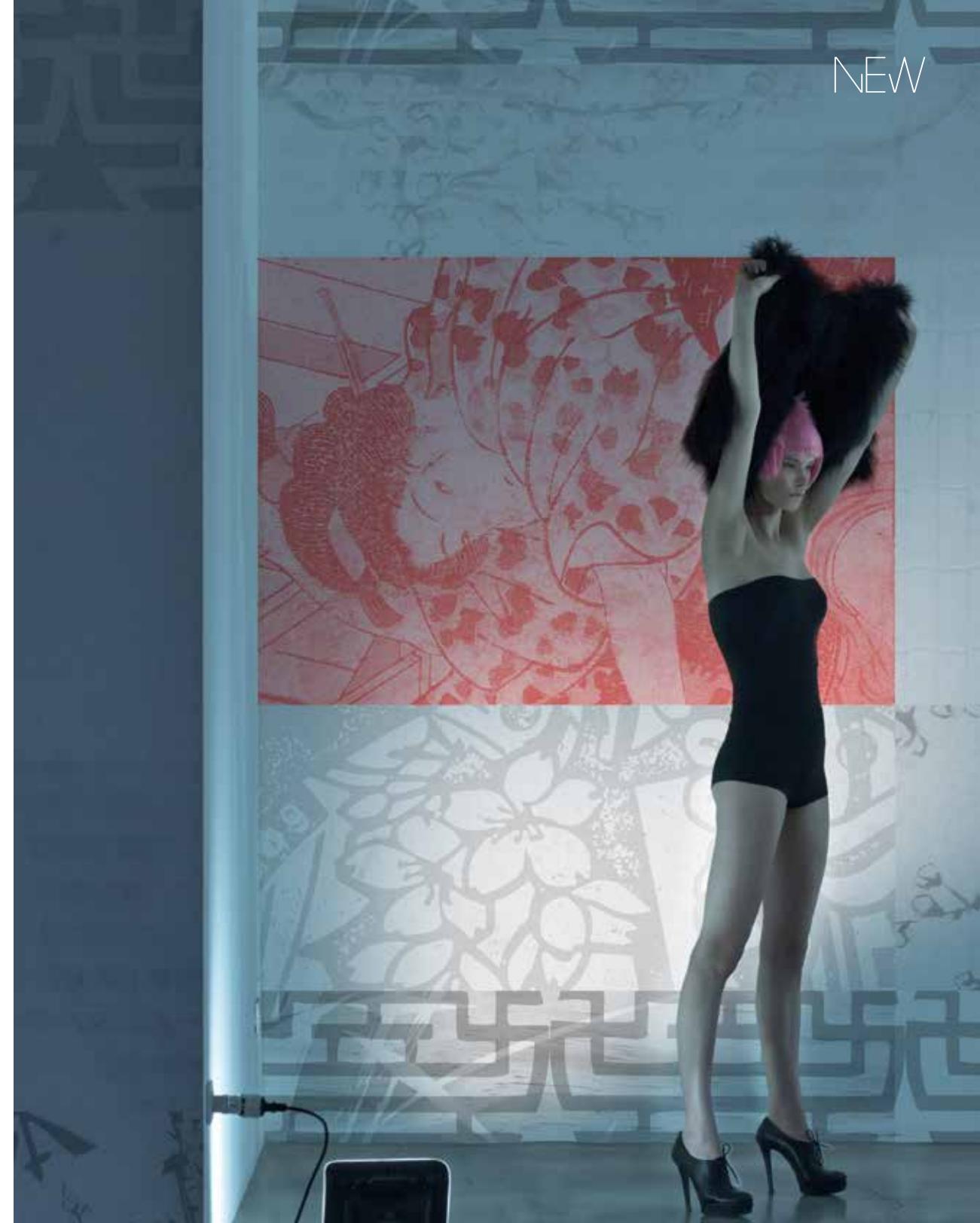


GPW1330



GPW1331

colours



EROS

NEW

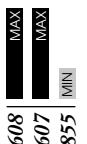


subject
My Body

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.250

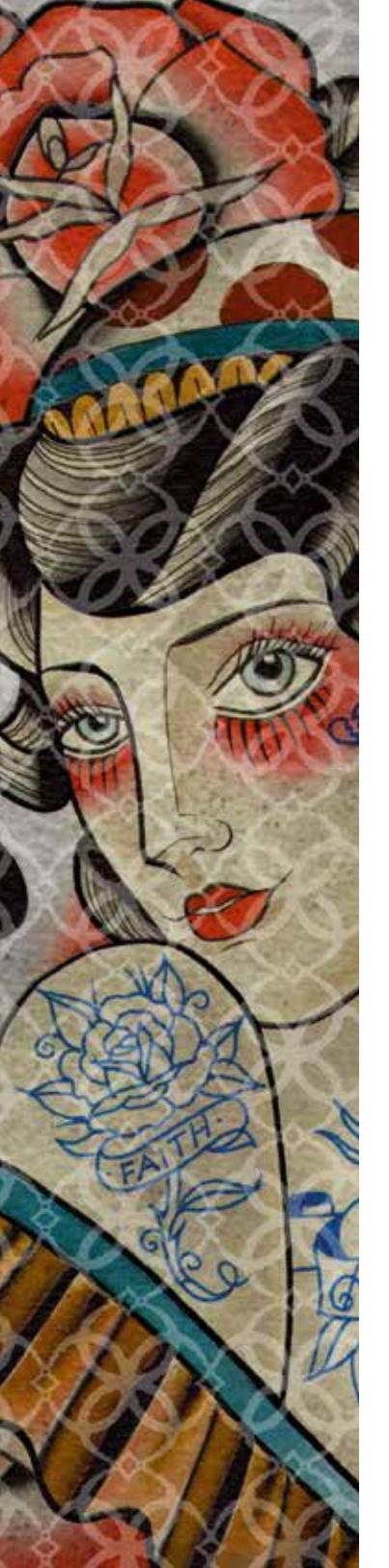


print quality

colours



GPWI326



GPWI327



MY BODY

NEW



subject
Girls on film

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.252

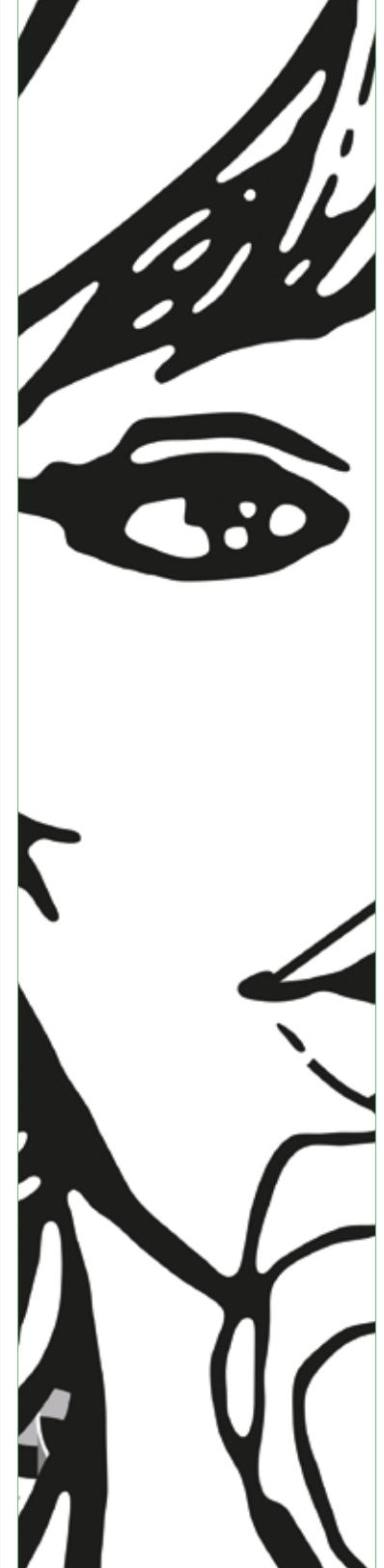


print quality

colours



GPWI324



GPWI325



GIRLS ON FILM

NEW

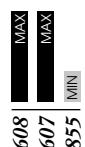


subject
Drops from Heaven

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.254



print quality



GPW1333



GPW1334

colours



DROPS FROM HEAVEN

NEW

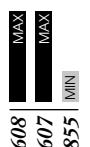


subject
Nico

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.256

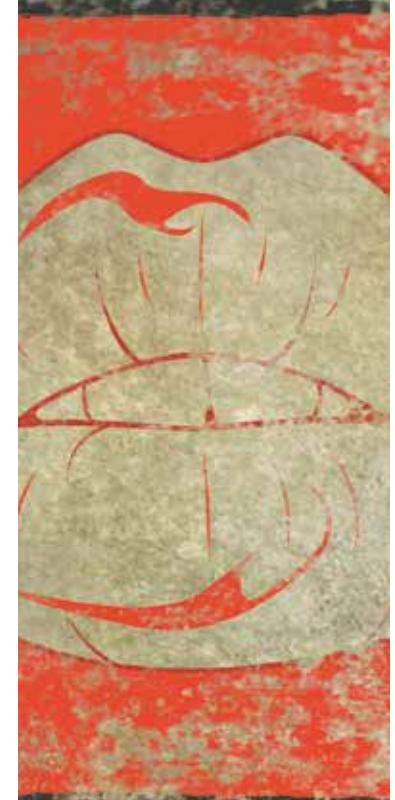


print quality



colours

GPWI335



GPWI336



NICO



subject
Ancient walls

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.258

MAX
608 | 607 | MIN
GPWI201

MAX
608 | 607 | MIN
855
GPWI202

MAX
608 | 607 | MIN
855
GPWI203

print quality

colours



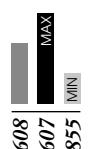


subject
Bad boys

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.260



print quality



colours

GPWI204

GPWI205



BAD BOYS

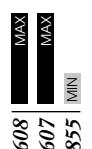


subject
Barcode

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.262



print quality



colours





subject
Childhood

collection
Gio Pagani wallpaper

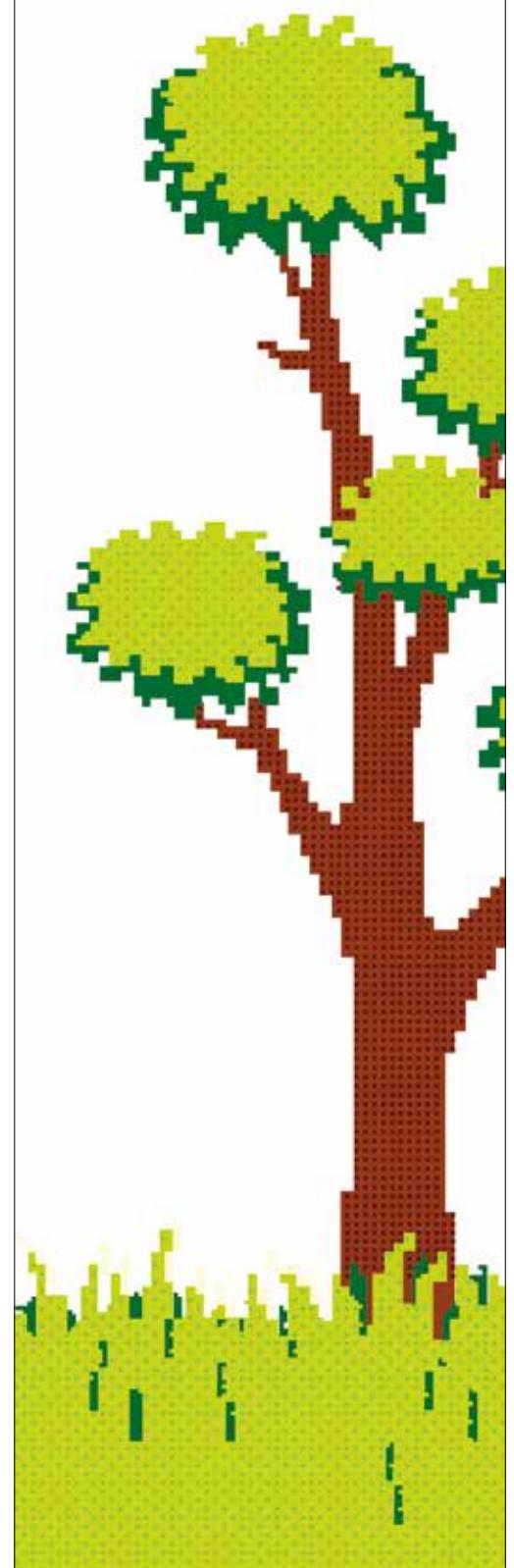
designer
Giovanni Pagani

.264

MAX
608
607
MIN
855

print quality

colours



GPWI208



CHILDHOOD



subject
Memories

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.266

MAX
608
607
855 GPWI209

MAX
608
607
855 GPWI210

print quality

colours



GPWI209



GPWI210



MEMORIES



subject
NewYork under attack1
(choose your monster)

collection
Gio Pagani wallpaper

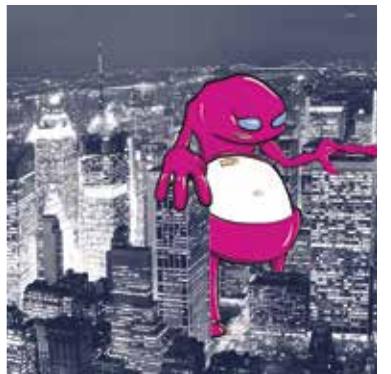
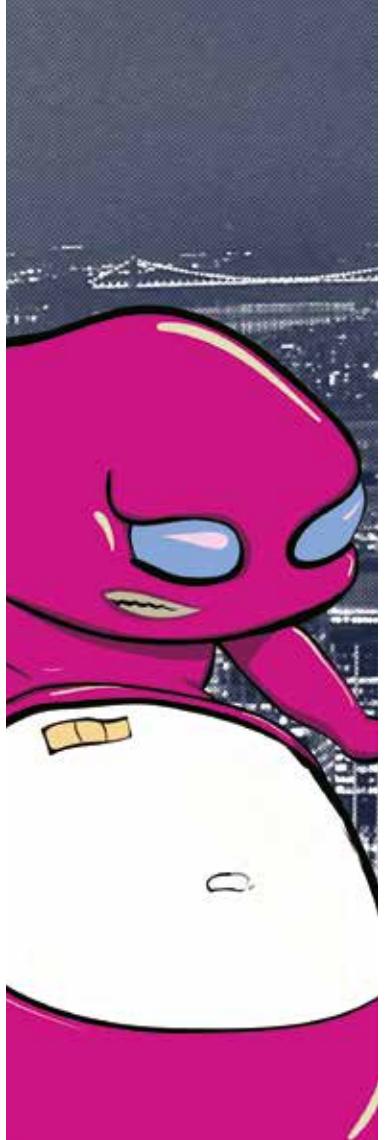
designer
Giovanni Pagani

.268



print quality

overview



colours



NEWYORK UNDER ATTACK1



subject
NewYork under attack2
(choose your monster)

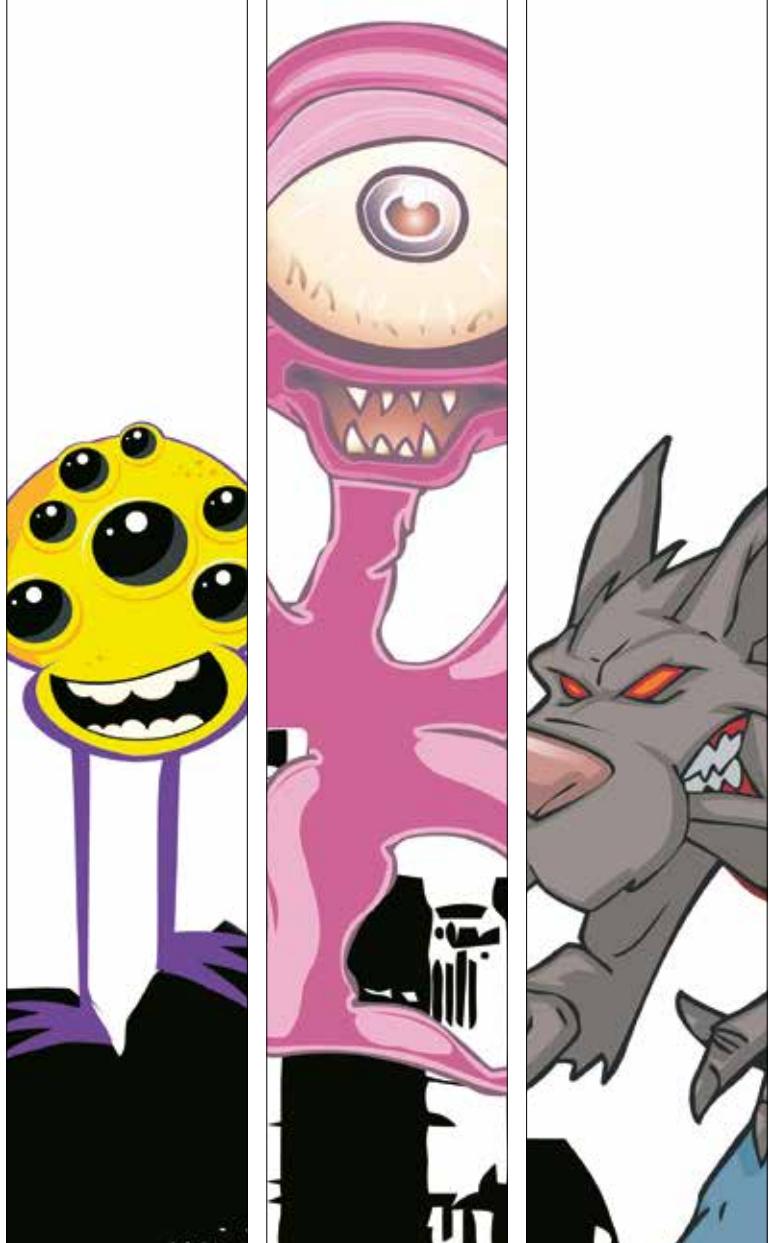
collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.270



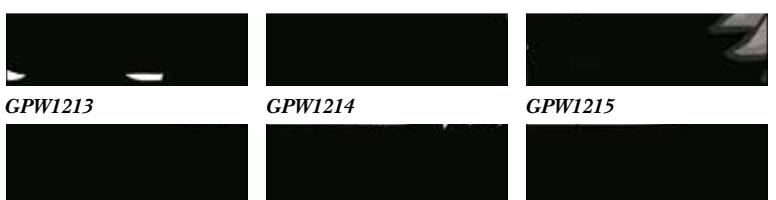
print quality



overview



colours



NEWYORK UNDER ATTACK2



subject
Presente

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

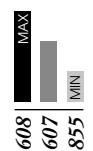
.272



GPW1216



GPW1217



print quality

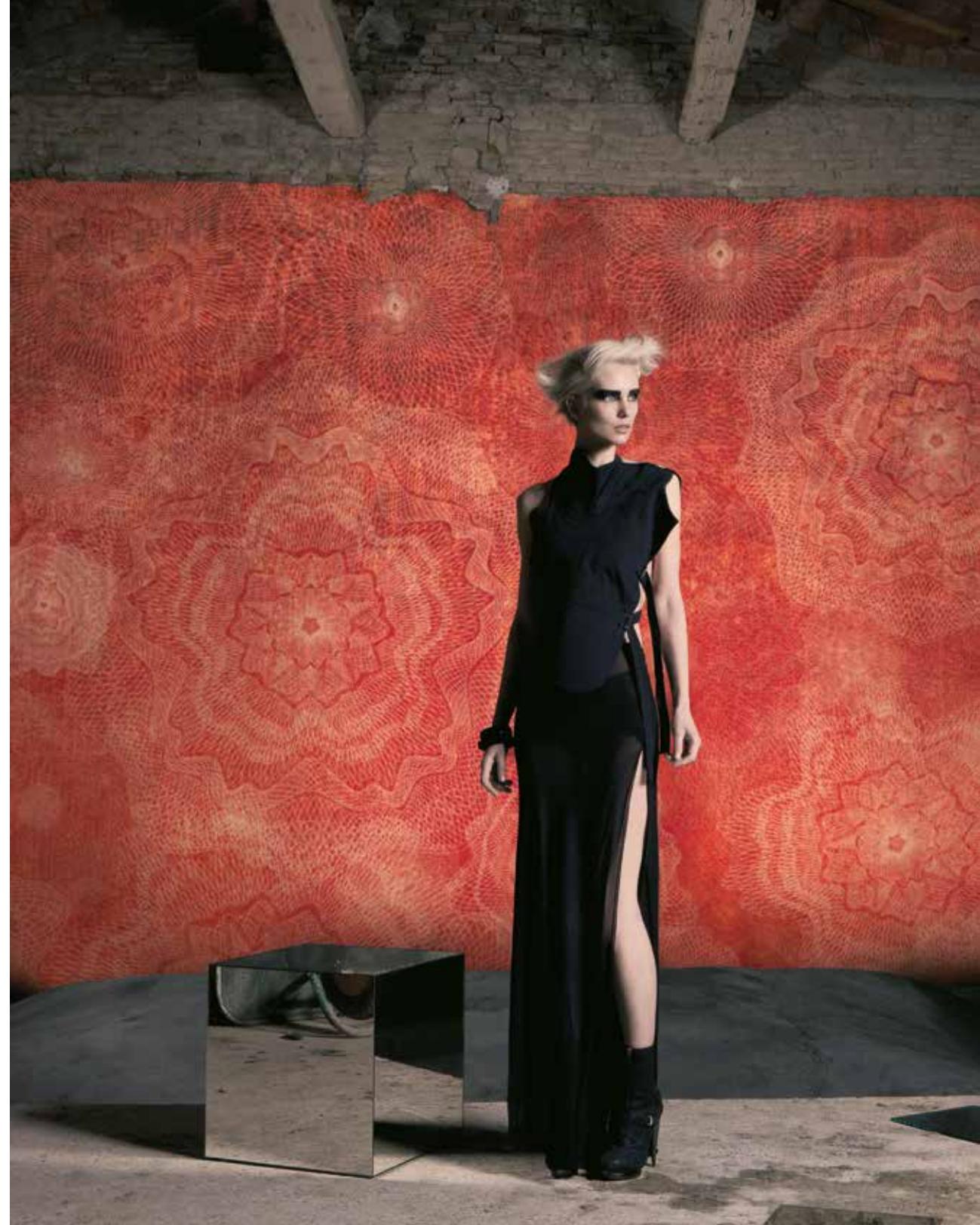


GPW1218



GPW1225

colours



PRESENZE



subject
Rocking Doors

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.274

MAX
608
607
555

print quality

overview

colours



GPW1219

GPW1220

GPW1221



ROCKING DOORS



subject
Storyboard

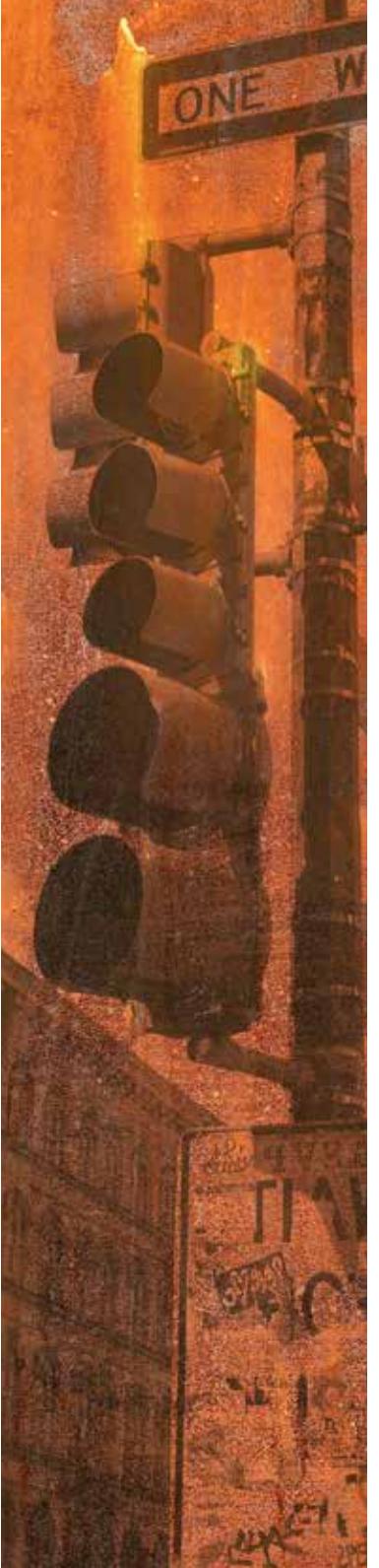
collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.276



print quality



GPWI222



GPWI223

colours



STORYBOARD



subject
Tell me tiles

collection
Gio Pagani wallpaper

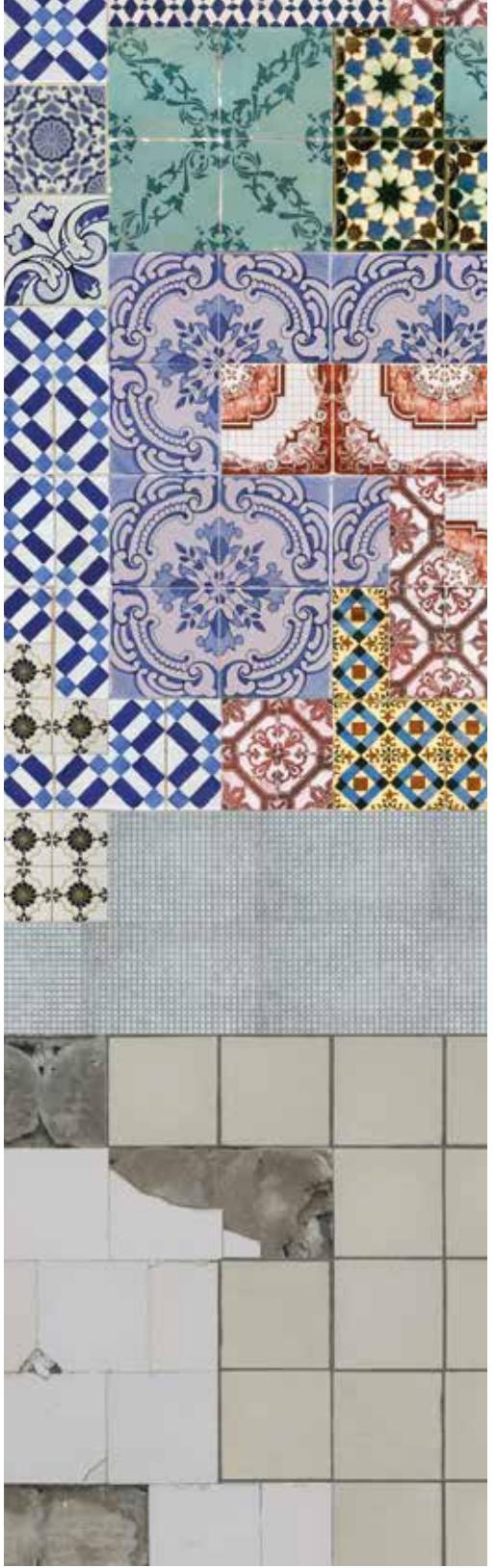
designer
Giovanni Pagani

.278

MAX
608
607
855

print quality

colours



GPWI224



TELL ME TILES

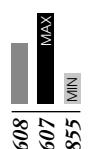


subject
Shadows

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.280



print quality



colours

GPW1116



GPW1117



SHADOWS

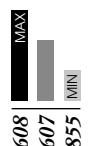


subject
Flake off

collection
Gio Pagani wallpaper

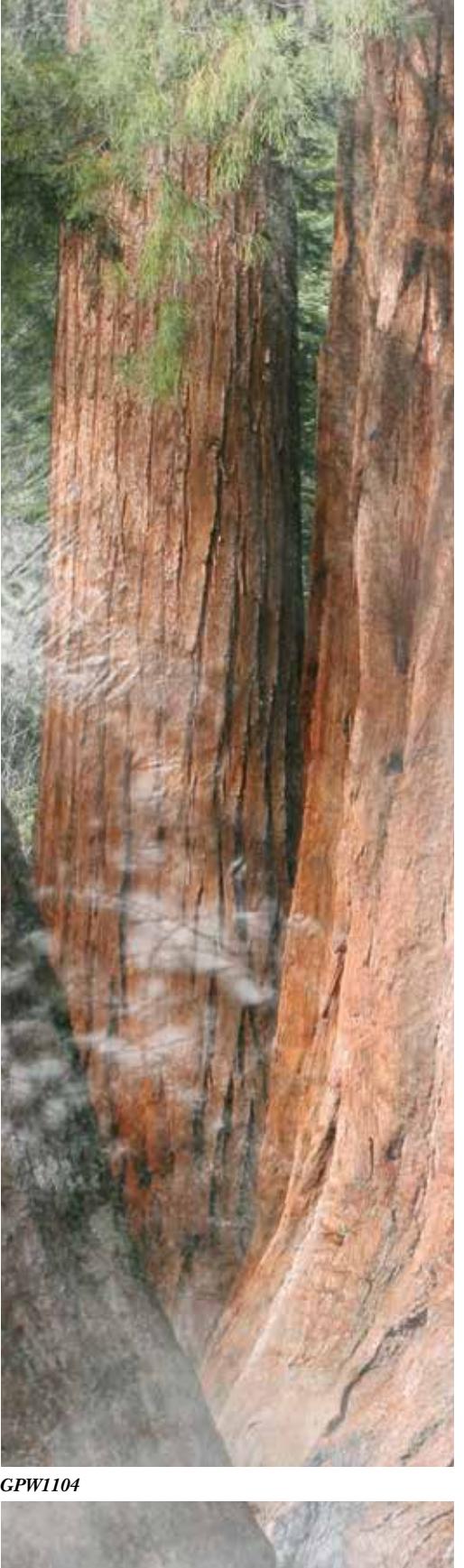
designer
Giovanni Pagani

.282



print quality

colours



GPW1104



FLAKE OFF

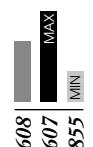


subject
Training

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.284

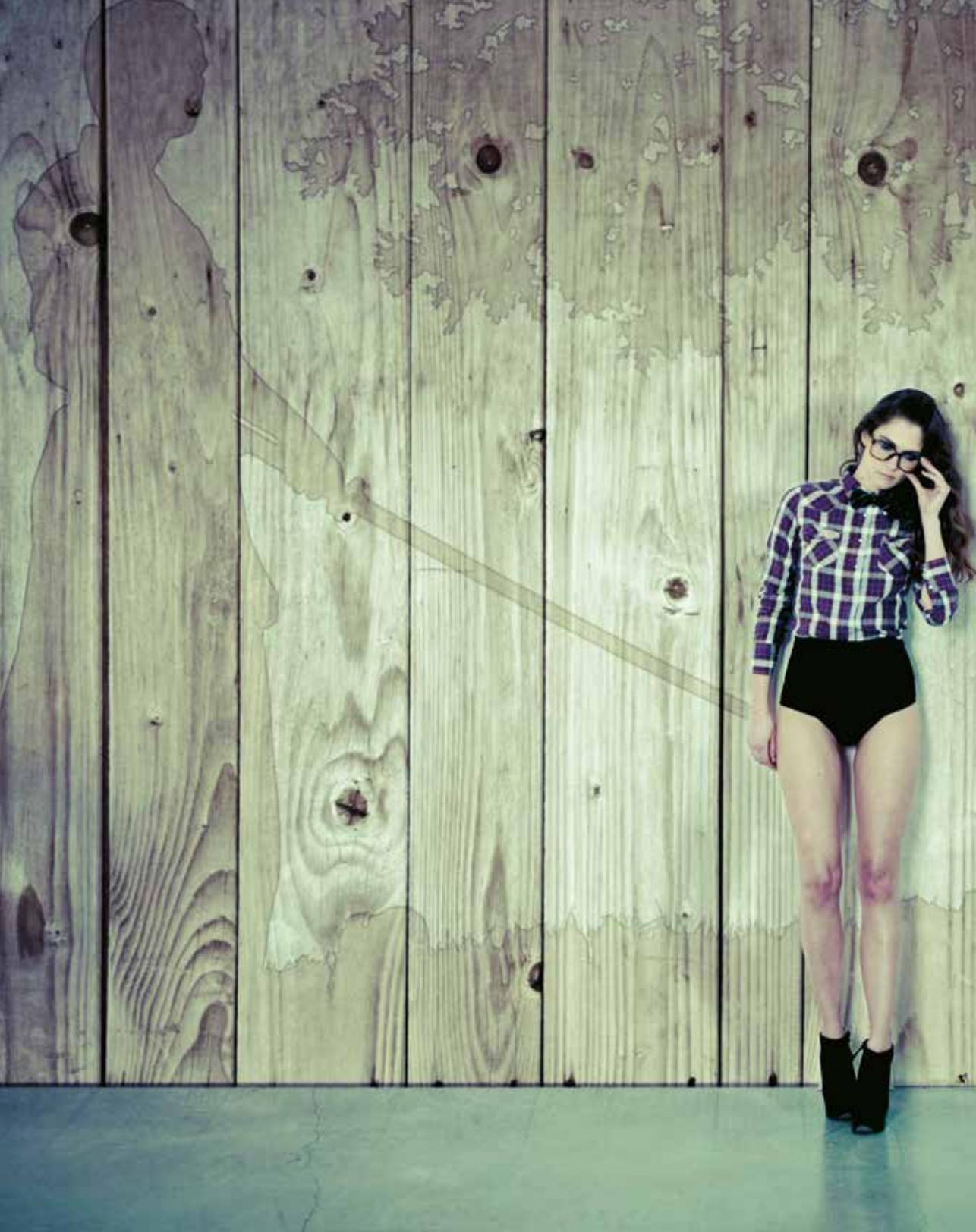


print quality



colours

GPWI118



TRAINING



subject
Walls

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

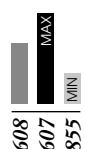
.286



GPW1112



GPW1113



print quality



GPW1114



GPW1115

colours



WALLS



subject
Books

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

288

MAX
607
555
MIN

print quality

overview

colours

i sconciate
sta! A Vienna
erra è con-
di tappeti.
non sono
ubbio. Ma
e non mat-
i, non ne
no invece
delle sper-
to secondo
stilue o è
ificazioni
e ora come
e, come la
ora ha una
piastrelle
muri nelle
minato ef-
i tappezzano
ipio del rive-
applicabile
le, l'albero
mento. in



GPW1105



GPW1106

New York. Forse a

più forte impress
materiali, e cos
e imparai guardan
versazioni con Ber
lammo mai di a
che lui abbia cap
che st
non penso. Non ved
dal momento che r
amente un ragazzo
quest'idea. Quegl
avevano avermi pre
parai molto da Fr
enso che fu più u
ro vedendo quello
iona un edificio
usa gli sp
allora sono state
all'au
mia filosofia arch
filosofici. Non so
lessi che l'archi
al tempo, ma

mplicatissimi intrecci di sconciate
che e di vasi di cartapesta. A Vienna
la nuova primavera, la terra è com-
posta di fresco.

giorno tutto rivestito di tappeti.
a imitarla? Le pareti non solo
con i tappeti. Non c'è dubbio. Ma
ono essere solo tappeti e non bat-
essere scambiati per tali, non ne
ore né la forma, esprimono insie-
mato come avanzamento delle opere.
Assolvono il loro compito secondo
cipio del rivestimento.

nto all'inizio, il rivestimento è
struzione. Le sue giustificazioni
vario genere. Poco serve ora come
i danni delle intemperie, come la
legno, ferro o pietra, ora ha una
ca, come nel caso delle piastrelle
rono la superficie dei muri nelle
ve per ottenere un determinato ef-
si colorano le statue, si tappazzano
uccia il legno. Il principio del rive-
ntuccio per primo, è applicabile
l'uomo è rivestito di pelle, l'albero
di corteccia.

o principio del rivestimento, io
una legge molto precisa, che chia-
rivestimento. Non spaventatevi. La
in genere la fine di ogni progresso.
antichi maestri se la sono cavata
enza leggi. Certo. Dove il furto è
superfluo creare leggi in merito.
che si usano per rivestimento non
tati non c'era bisogno di n'essuna
sembra che sia giunto il momento.

La legge suona quindi così: bisogna operare in mo-
do da escludere ogni possibile confusione fra materiale
rivestito e rivestimento. Vale a dire: il legno si può
dipingere di tutti i colori tranne uno: il color legno.
sia la citta dove la costruzione risposa sull'esp-
a preso la decisione di dipingere sotto il legno
Rotonda come 'finto roggano', in una citta
marezzo è l'unica decorazione della verni-
del legno, questa legge è assai ardita. Pare
che la stessa persona che giudicano cose di
colori decisi uno i vagoni ferro-
viarie e le carrozze in genere:
che provengono dall'Inghilterra. Oso
che una vettura di questo tipo - in
la linea elettrica - mi piace di ciò
decisi che non se fosse dipinta come
secondo i principi estetici della com-
missione per l'Esposizione.
el nostro popolo sonnecchia, sebbene
oltre, il vero senso della signorilità. Se
e l'amministrazione ferroviaria non pu-
re sul fatto che il colore marrone dà
dipinti appunto in color legno, suscita un
ore signorilità rispetto al colore verde
la seconda e della prima classe.
o dimostrato a un collega in modo inc-
esta sensazione inconscia. Al primo ci-
sa si trovavano due appartamenti. L'u-
no degli appartamenti aveva fatto dipin-
o, a sue spese, i serramenti esterni, che
marroni. Si

82



BOOKS

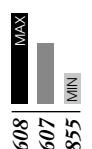


subject
Big fish

collection
Gio Pagani wallpaper

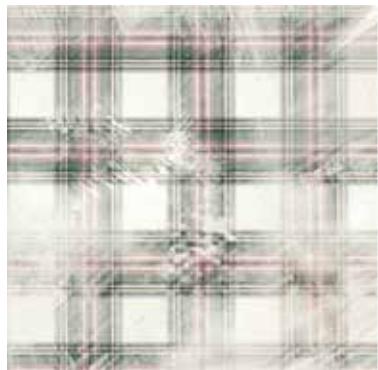
designer
Giovanni Pagani

.290



print quality

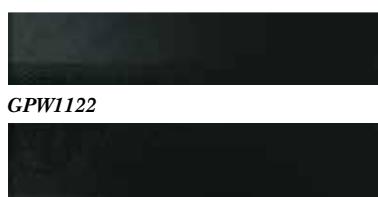
overview



colours



GPWI121



GPWI122



BIG FISH

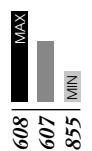


subject
Time

collection
Gio Pagani wallpaper

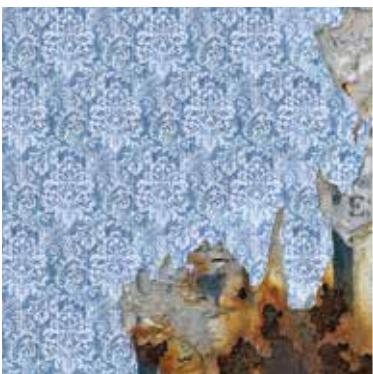
designer
Giovanni Pagani

.292

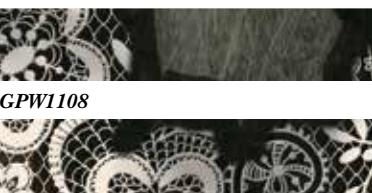


print quality

overview



colours



GPWI107

GPWI108



TIME



subject
Skulls

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

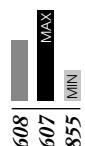
.294



GPW1119 col. 1



GPW1119 col. 2



print quality



GPW1120 col. 1



GPW1120 col. 2

colours



SKULLS



subject
Portraits

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

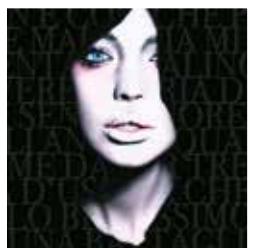
.296

608
607
855

print quality

overview

colours



PORTRAITS

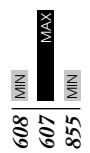


subject
Johnny 99

collection
Gio Pagani wallpaper

*designer
Giovanni Pagani*

.298



print quality



GPW1001 col.1



GPW1001 col.2



GPW1001 col.3



JOHNNY 99

colours

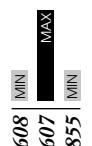


subject
Empty sky

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.300



print quality

colours



GPW1002 col.1



GPW1002 col.2



EMPTY SKY

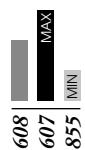


subject
Meeting across the river

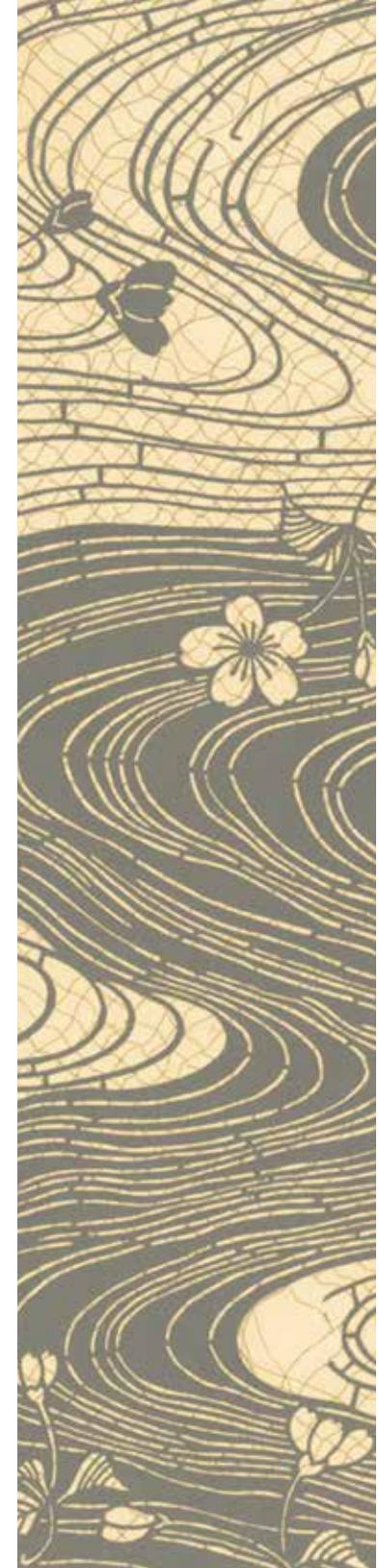
collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.302



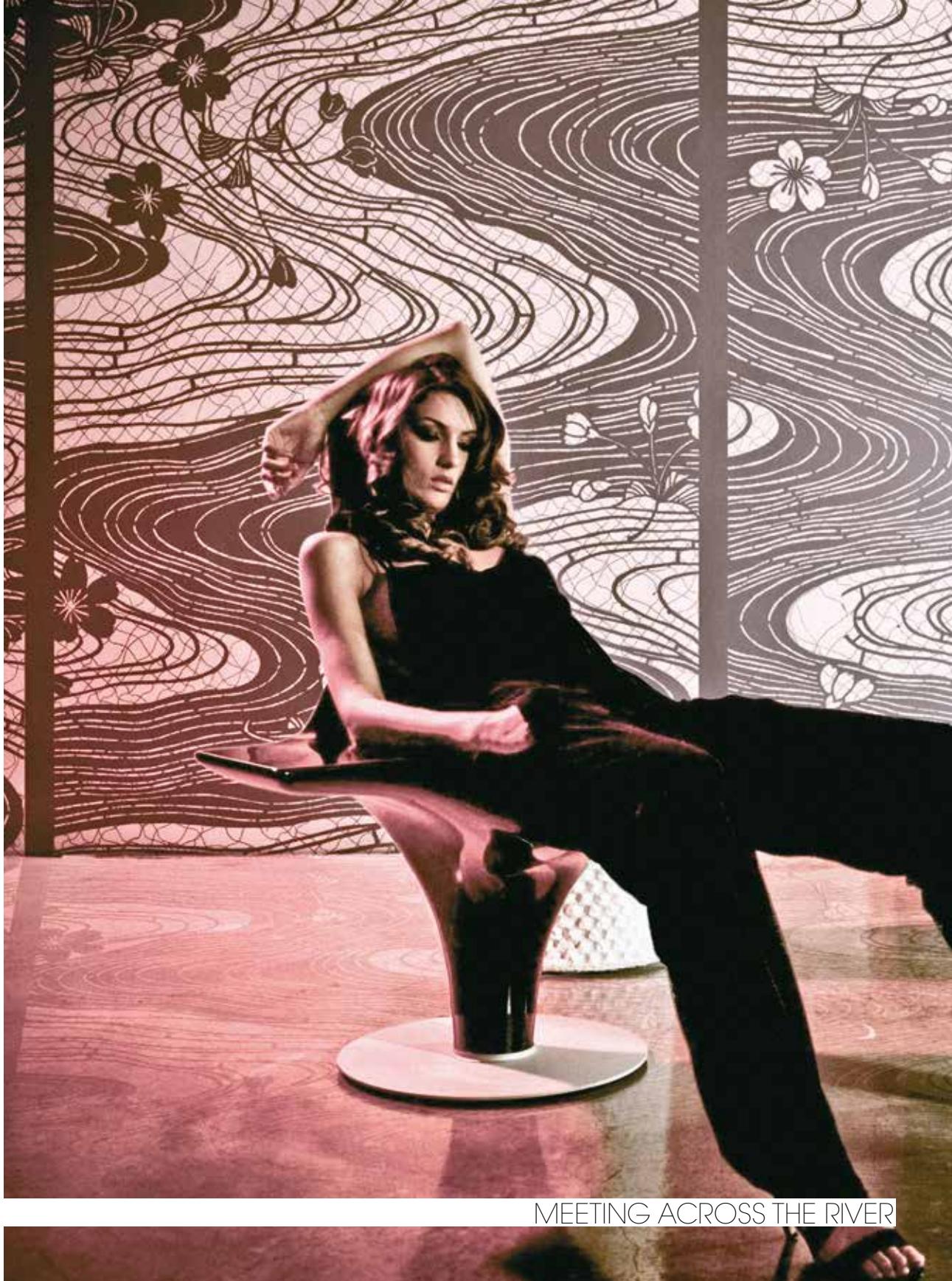
print quality



colours

GPW1003 col. 1

GPW1003 col. 2



MEETING ACROSS THE RIVER



subject
The rising

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

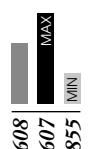
.304



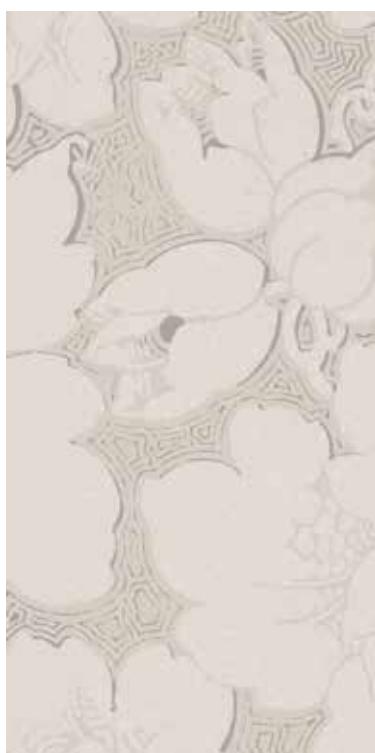
GPW1004 col.1



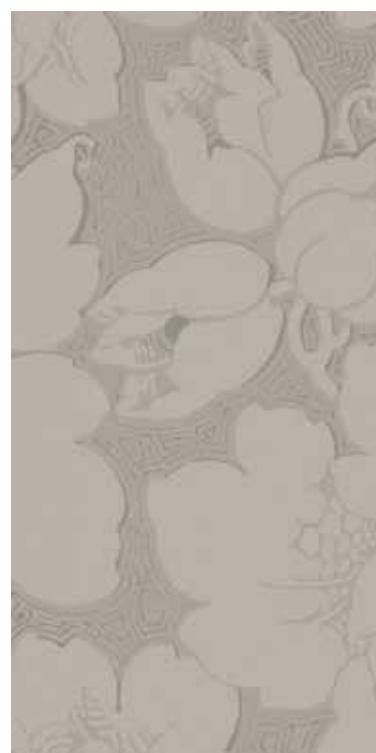
GPW1004 col.2



print quality



GPW1004 col.3



GPW1004 col.4

colours



THE RISING

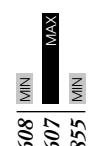


subject
Backstreets

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.306



print quality

colours



GPW1005 col.1



GPW1005 col.2



BACKSTREETS



subject
Lost in the flood

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

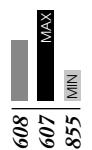
.308



GPW1006 col.1



GPW1006 col.2



print quality



GPW1006 col.3



GPW1006 col.4

colours



LOST IN THE FLOOD



subject
Tangerine

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.310

MIN | MAX
608 | 607 | 855
MIN

print quality

colours



TANGERINE



subject
One of my turns

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.312



print quality



colours

GPW0902 col.1

GPW0902 col.2

GPW0902 col.3



ONE OF MY TURNS

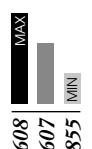


subject
Jungleland

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.314



print quality

colours



GPW0904 col.1



GPW0904 col.2



JUNGLELAND



subject
Ramble on

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.316



print quality



GPW0903 col.1



GPW0903 col.2

colours



RAMBLE ON

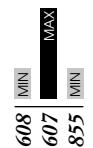


subject
Mind games

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

.318



print quality



overview



colours



MIND GAMES



subject
Livin' in the future

collection
Gio Pagani wallpaper

designer
Giovanni Pagani

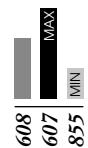
.320



GPW0901 col.1



GPW0901 col.2



print quality



GPW0901 col.3



GPW0901 col.4

colours



LIVIN' IN THE FUTURE



325 Strawberry Tears
327 Goalll
329 Pix Man
331 Esplanade
333 Hey Taxi!
335 Fjords
337 Under The Bridge
339 Moon Guardian
341 Central Park
343 Roll Over

345 Accessorized
347 Horizon
349 Empire
351 In The River
353 Land
355 Tolup
357 Yankee Doodle

THINK TANK
CREATE IT
AND NEW
CITY LIFE

Always in search of new ideas and suggestions, Wall&Decò caters to this creative urgency with Think Tank, the new open collection of a broad range of contaminations, between art and technology, music and design.

Think Tank speaks through the eyes of eclectic and highly diverse artists, capable of exalting the aesthetic and stylistic renewal that has always been pursued by Wall&Decò.

Guest of the collection is Alessandro Gottardo, also known as Shout, artist and illustrator of international fame. The unique atmospheres of his graphic productions generate a poetry of objects, a philosophy of the essential, where colours, shapes and styles dialogue with spaces and objects to achieve strong-impact spectacular effects.

Sempre alla ricerca di nuove idee e suggestioni, Wall&Decò risponde a questa sua urgenza creativa con Think Tank, la nuova collezione aperta alle contaminazioni più varie, tra arte e tecnologia, musica e design.

Think Tank parla attraverso gli occhi di artisti eclettici e diversissimi, capaci di esaltare il rinnovamento estetico e stilistico sempre perseguito da Wall&Decò.

Ospite della collezione è Alessandro Gottardo, anche noto come Shout, artista e illustratore di fama internazionale. Le atmosfere uniche delle sue realizzazioni grafiche generano una poetica degli oggetti, una filosofia dell'essenziale dove colori, forme e stilizzazioni dialogano con gli spazi e gli oggetti per ottenere effetti scenici di grande impatto.

Toujours à la recherche de nouvelles idées et suggestions, Wall&Decò répond à son urgence créative avec Think Tank, la nouvelle collection ouverte aux contaminations plus variées, entre art et technologie, musique et design.

Think Tank parle à travers les yeux d'artistes éclectiques et divers, capables d'exalter le renouvellement esthétique et stylistique toujours suivi par Wall&Decò.

Cette année, l'invité de la collection est Alessandro Gottardo, aka Shout, artiste et illustrateur de renommée mondiale. Les atmosphères uniques de ses graphismes émergent dans une collection dédiée à la poétique des objets, une philosophie de l'essentiel où couleurs, formes et stylismes dialoguent avec les espaces et les objets pour obtenir des effets scéniques de grand impact.

Stets auf der Suche nach neuen Ideen und Anregungen, antwortet Wall&Decò auf diese kreative Dringlichkeit mit Think Tank, der neuen für die verschiedensten Vermischungen zwischen Kunst und Technik, Musik und Design offenen Kollektion.

Think Tank erzählt durch die Augen vielseitiger und vollkommen unterschiedlicher Künstler, welche die von Wall&Decò seit jeher verfolgte ästhetische und stilistische Erneuerung zu interpretieren wissen.

Gast der Kollektion ist der auch unter dem Namen Shout bekannte Alessandro Gottardo, Künstler und Illustrator von internationalem Ruf. Die einzigartigen Atmosphären seiner grafischen Arbeiten erzeugen eine Poesie der Objekte, eine Philosophie des Wesentlichen, wo Farben, Formen und Stilisierungen mit den Räumen und Gegenständen dialogieren, um spektakuläre szenische Effekte zu erzielen.

NEW



subject
Strawberry tears

collection
Think Tank

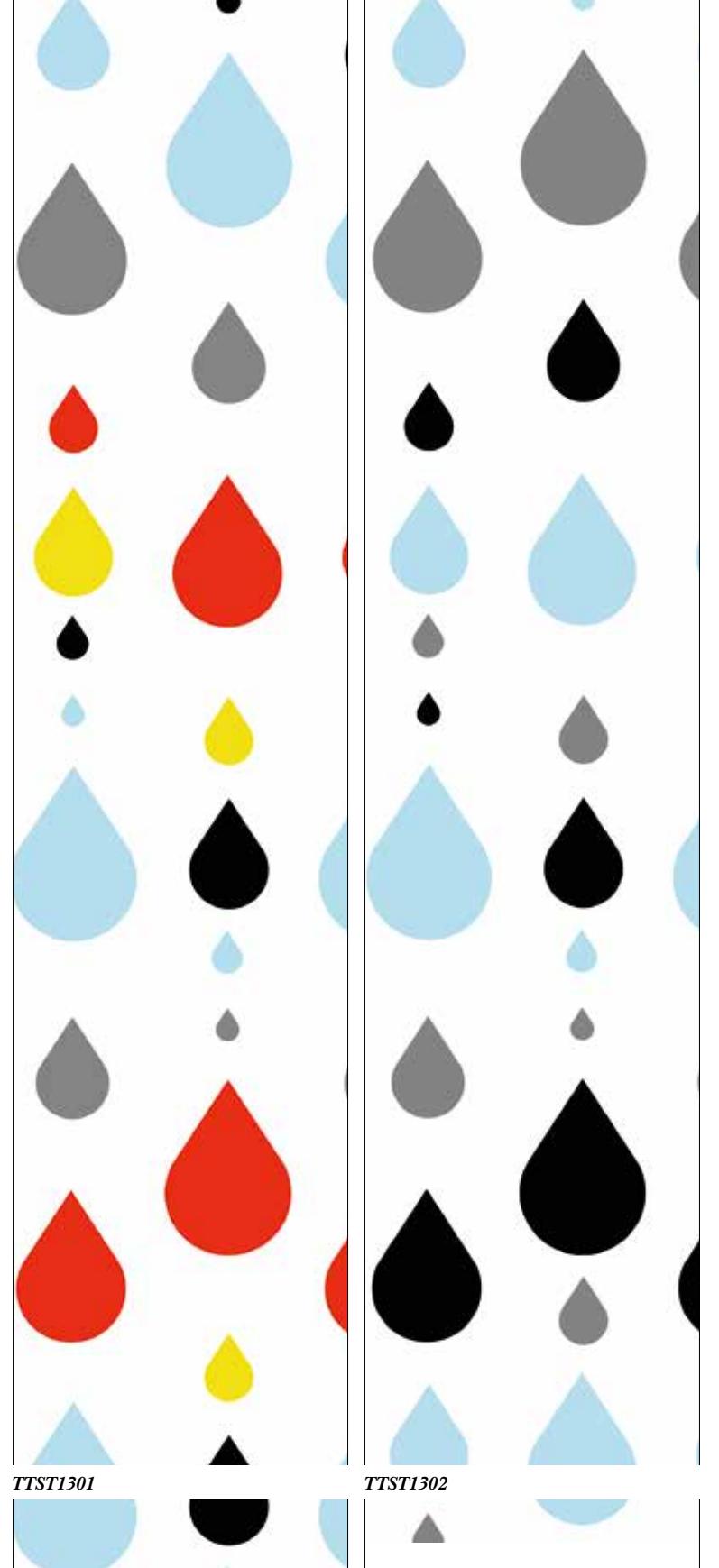
designer
Xavier Barcelona

.324

MAX
MIN
MIN
MIN

print quality

colours



TTST1301

TTST1302



STRAWBERRY TEARS



subject
Goalll

collection
Think Tank

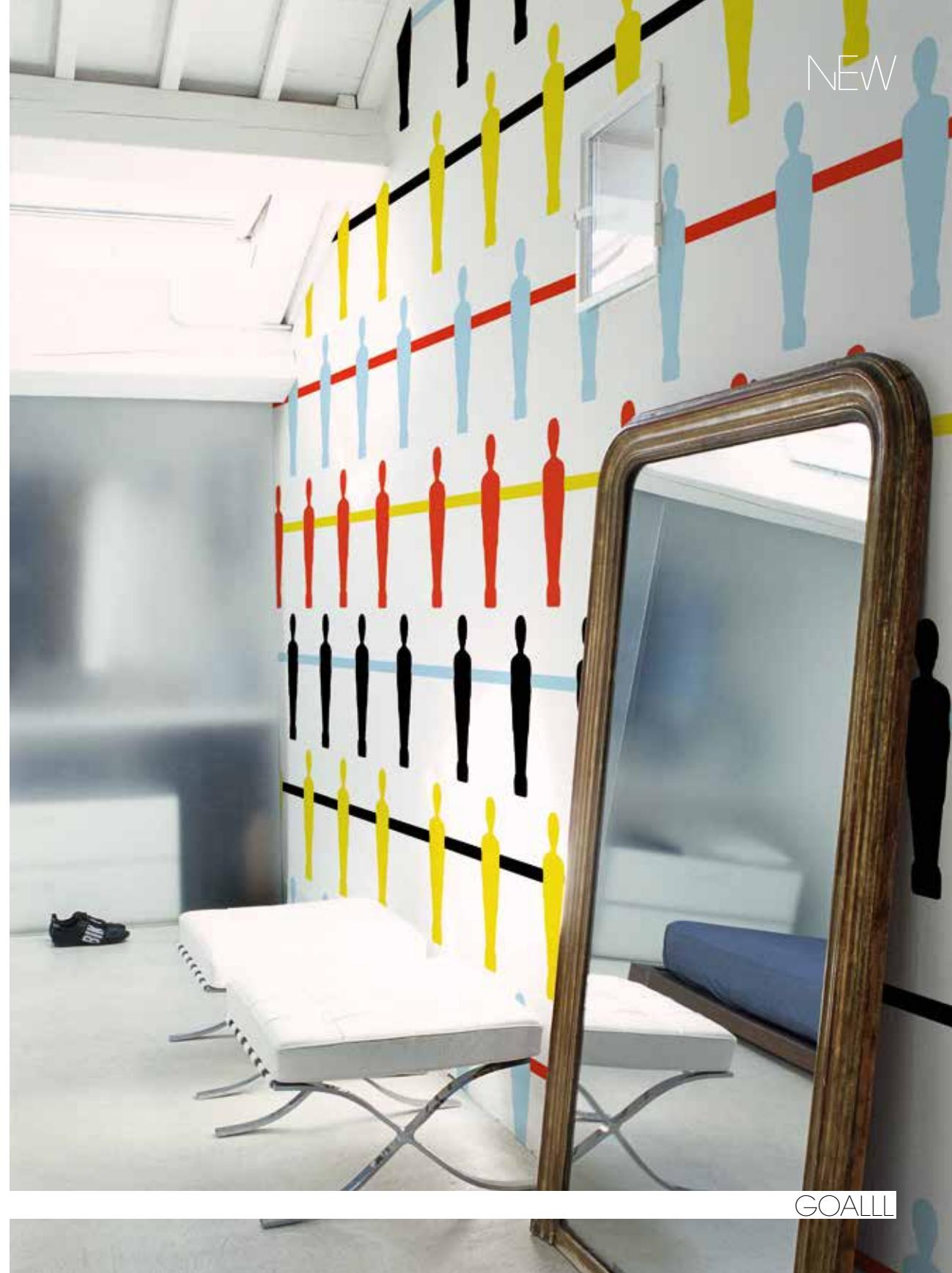
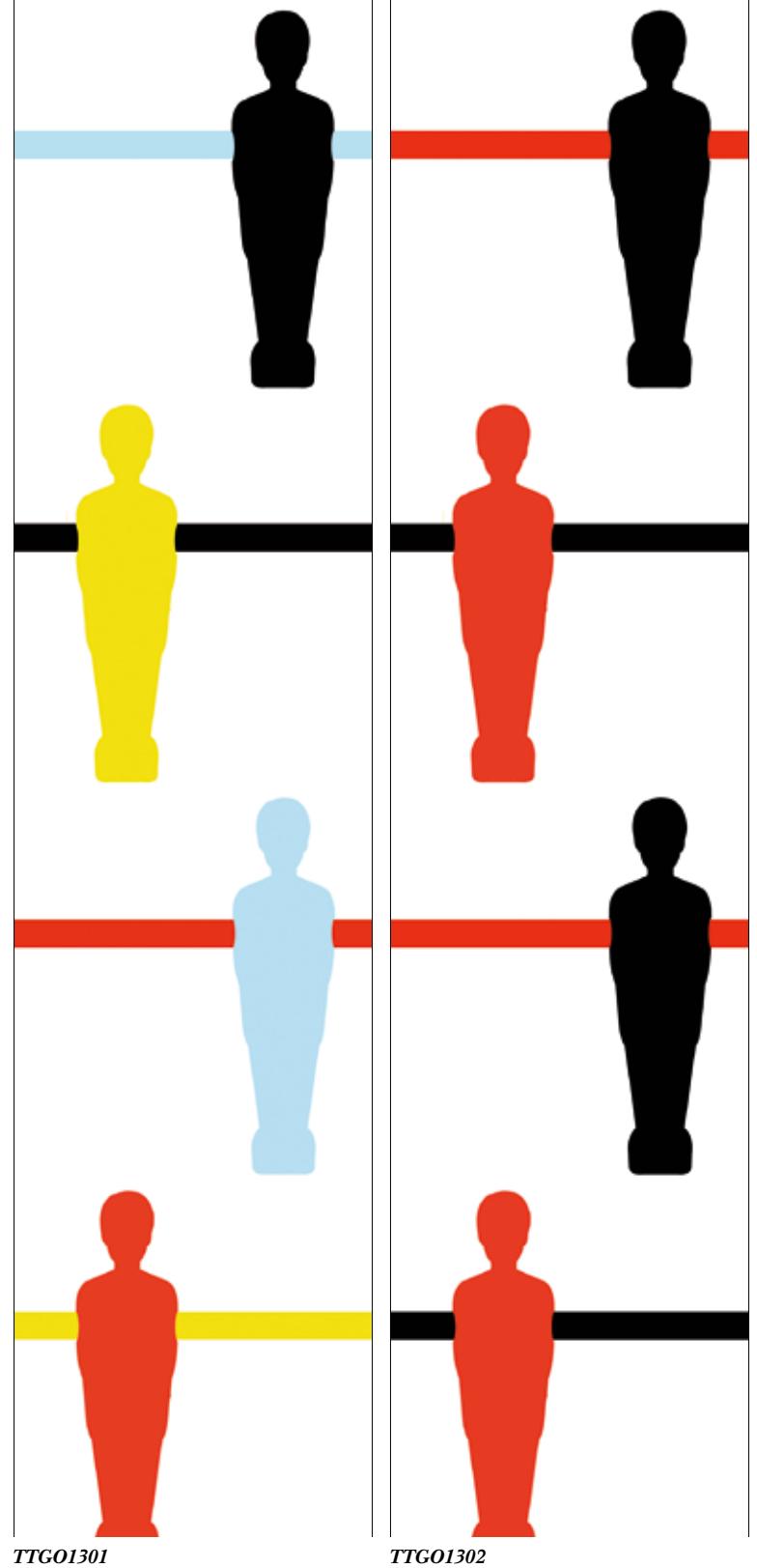
designer
Xavier Barcelona

.326

MAX
608
MIN
555

print quality

colours



NEW



subject
Pix man

collection
Think Tank

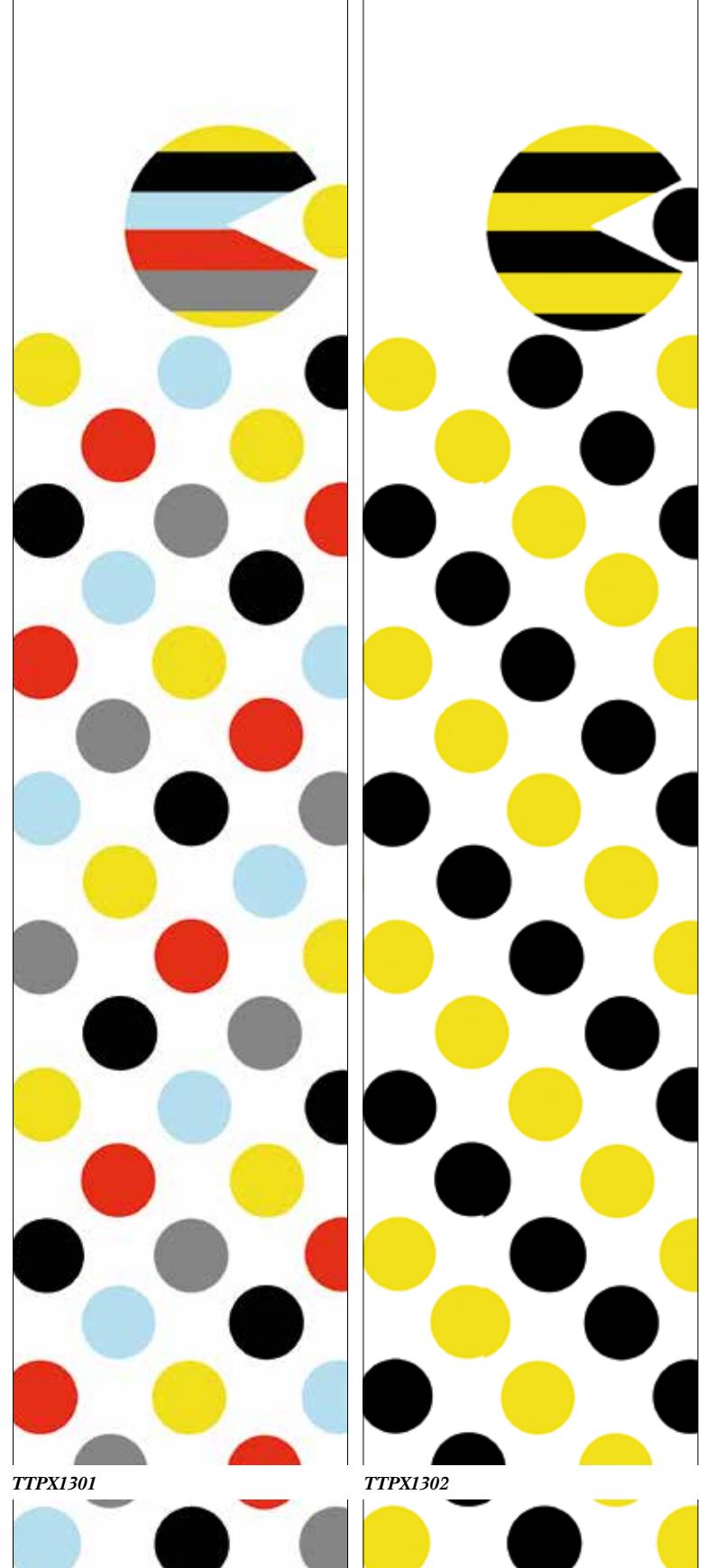
designer
Xavier Barcelona

.328

MAX
608
MIN
555

print quality

colours



PIX MAN

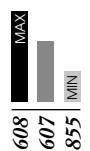


subject
Espalanade

collection
Think Tank

designer
Shout

.330



print quality



TTES1301



TTES1302



colours

ESPLANADE

NEW



subject
Hey Taxi!

collection
Think Tank

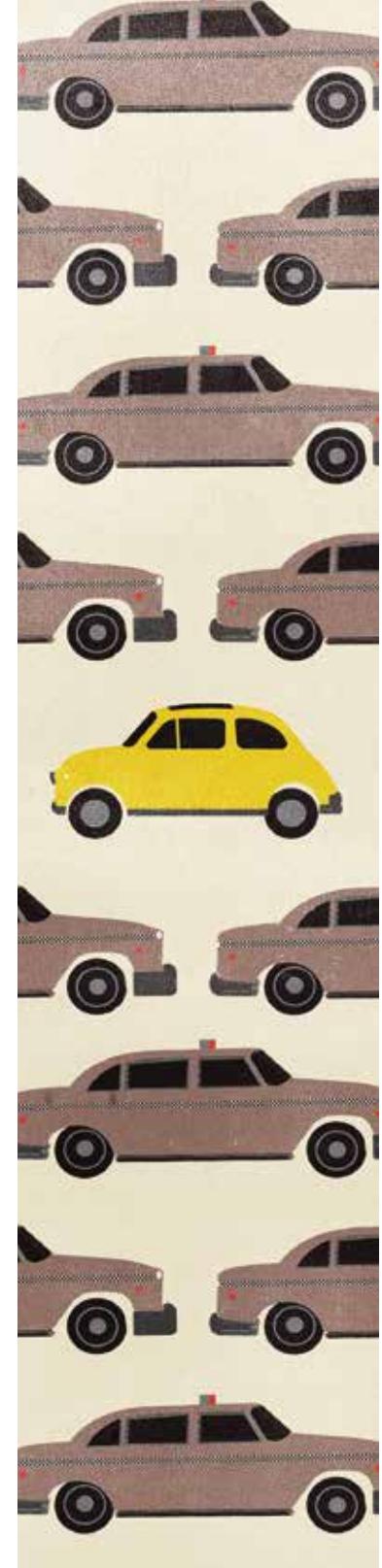
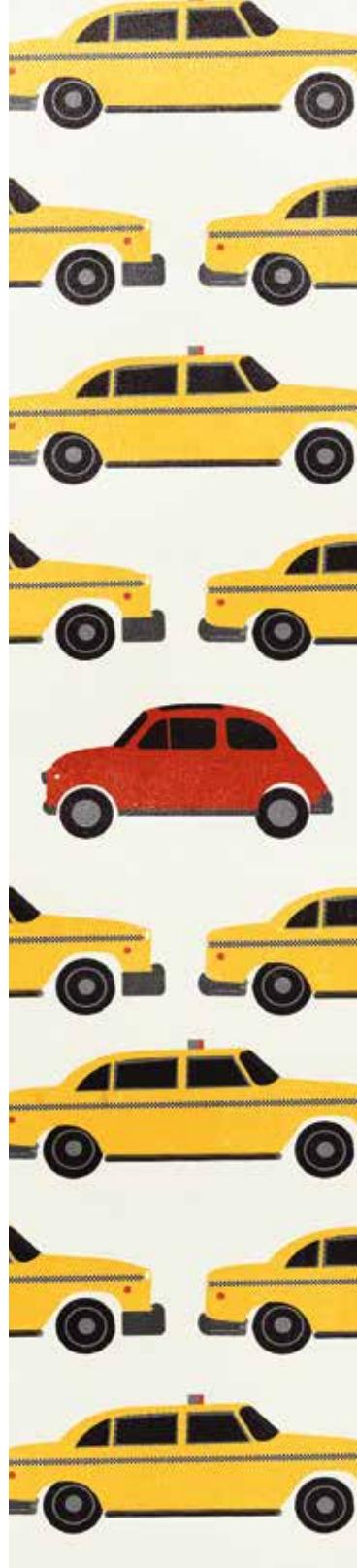
designer
Shout

.332

MAX
608
607
MIN
855

print quality

colours



TTHT1301



TTHT1302



HEY TAXI!

NEW



subject
Fjords

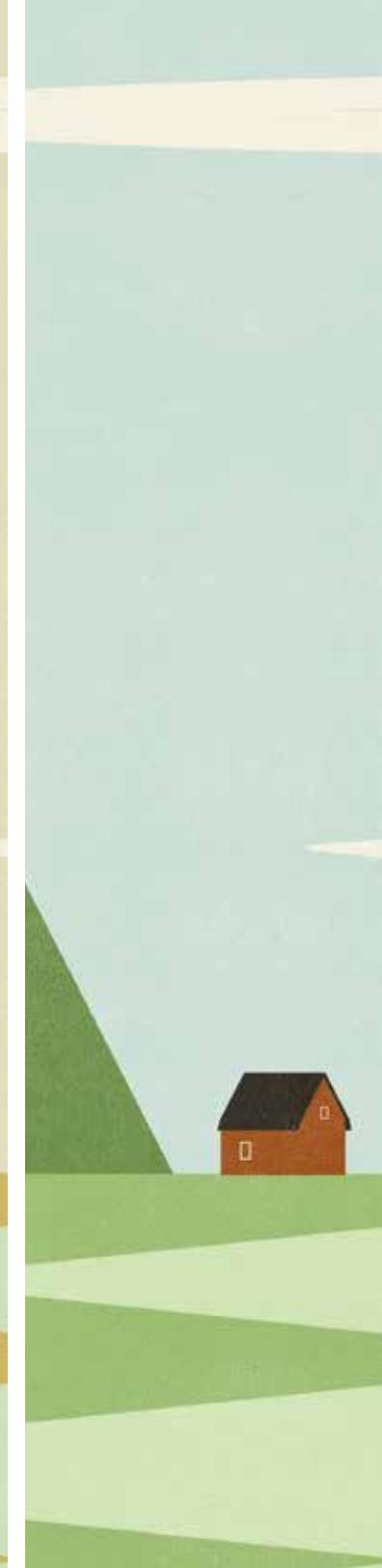
collection
Think Tank

designer
Shout

.334



print quality



colours



NEW

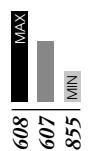


subject
Under the bridge

collection
Think Tank

designer
Shout

.336



print quality

colours



TTUB1301



TTUB1302



UNDER THE BRIDGE

NEW

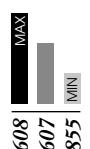


subject
Moon guardian

collection
Think Tank

designer
Shout

.338



print quality



TTMG1301



TTMG1302

colours



MOON GUARDIAN

NEW

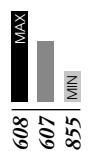


subject
Central park

collection
Think Tank

designer
Shout

.340



print quality



colours

TTCPI301



TTCPI302



CENTRAL PARK

NEW



subject
Roll over

collection
Think Tank

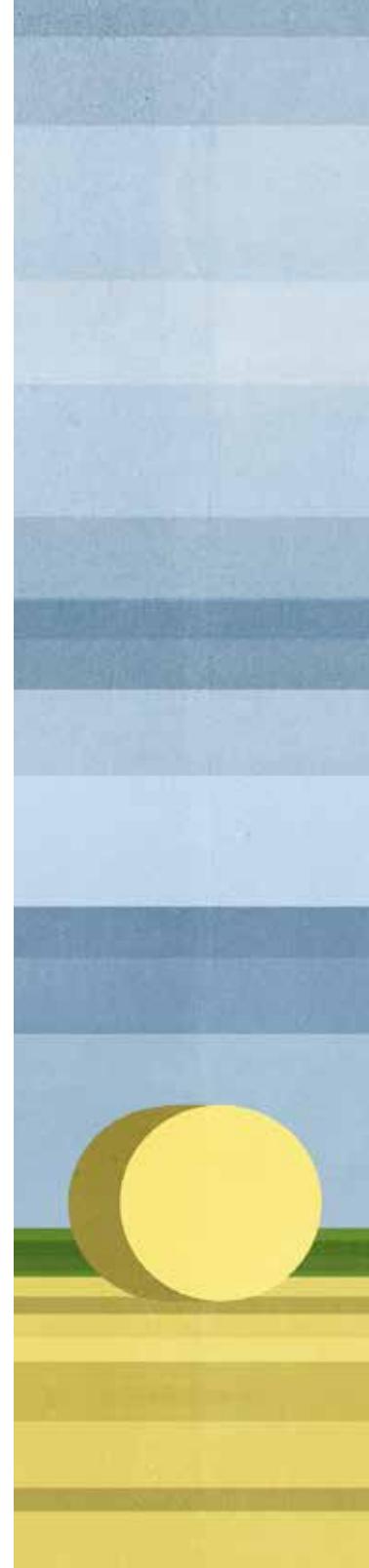
designer
Shout

.342

MAX
608
607
555
MIN

print quality

colours



TTRO1301



TTRO1302



ROLL OVER

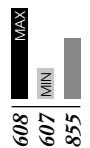


subject
Accessorized

collection
Think Tank

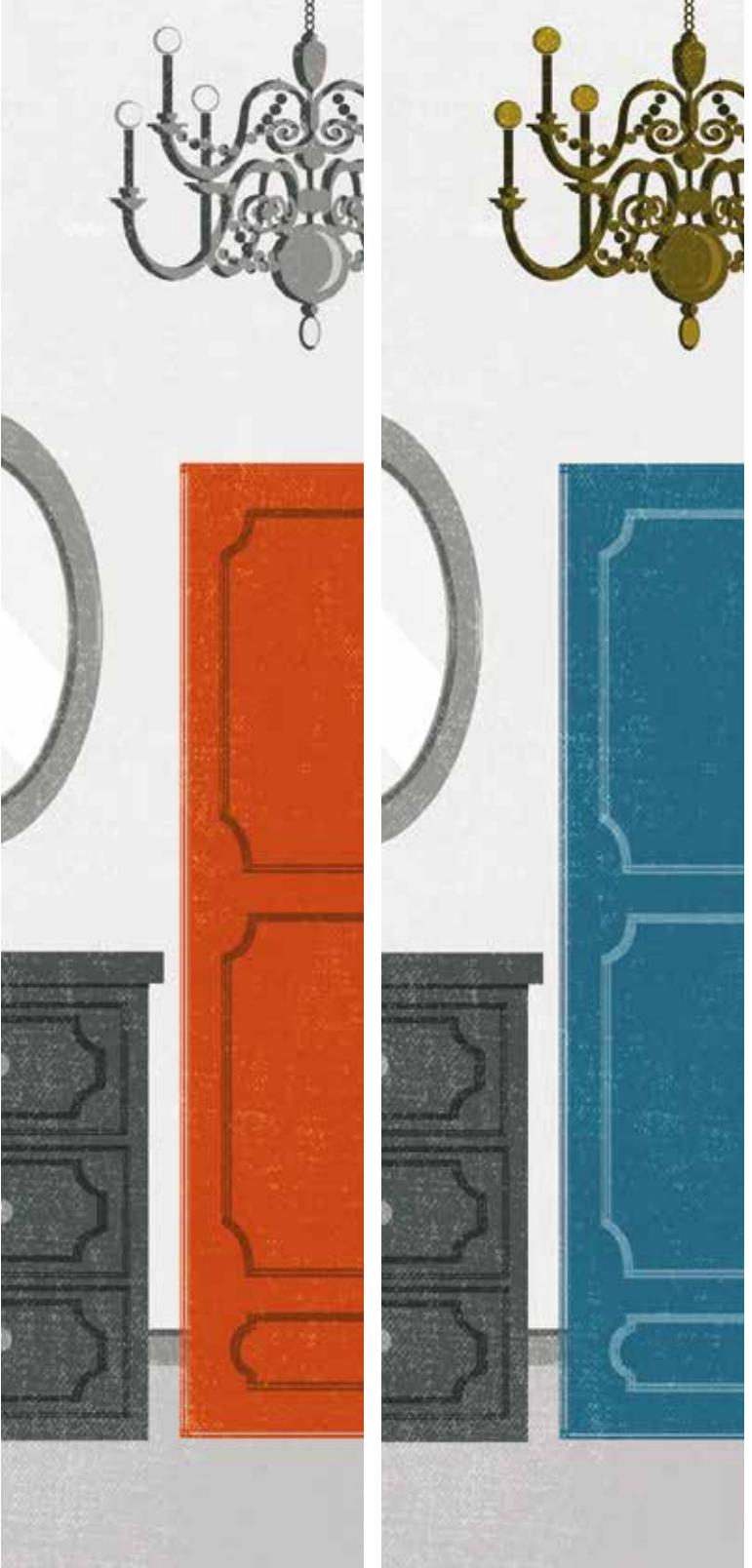
designer
Shout

.344



print quality

colours



TTAC1201

TTAC1202



ACCESSORIZED

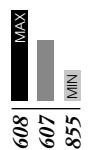


subject
Horizon

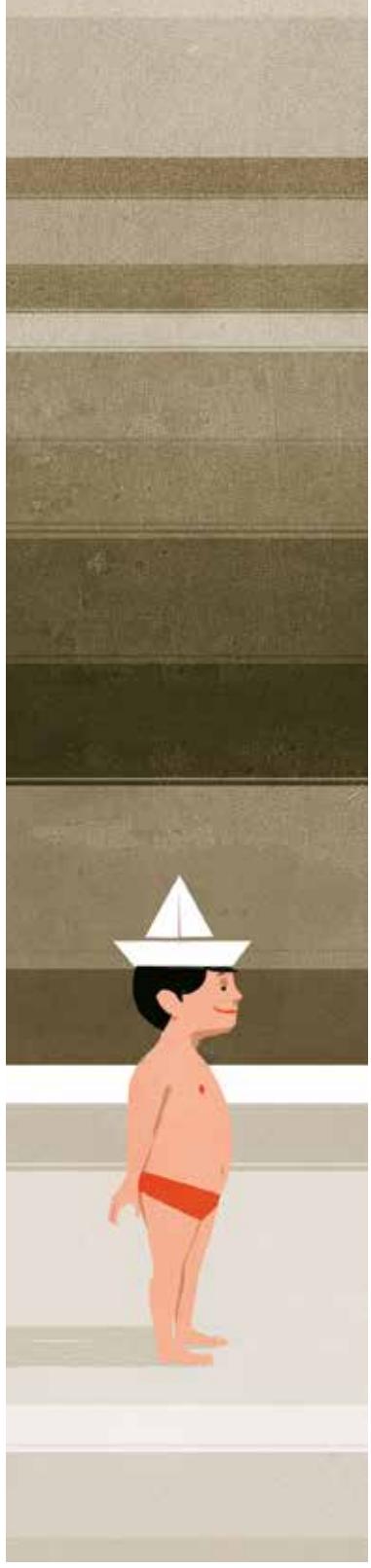
collection
Think Tank

designer
Shout

.346



print quality



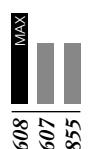


subject
Empire

collection
Think Tank

designer
Shout

.348



print quality

colours

TTEM1201



TTEM1202



EMPIRE



subject
In the river

collection
Think Tank

designer
Shout

.350

MAX
608
607
555
MIN

print quality

colours





subject
Land

collection
Think Tank

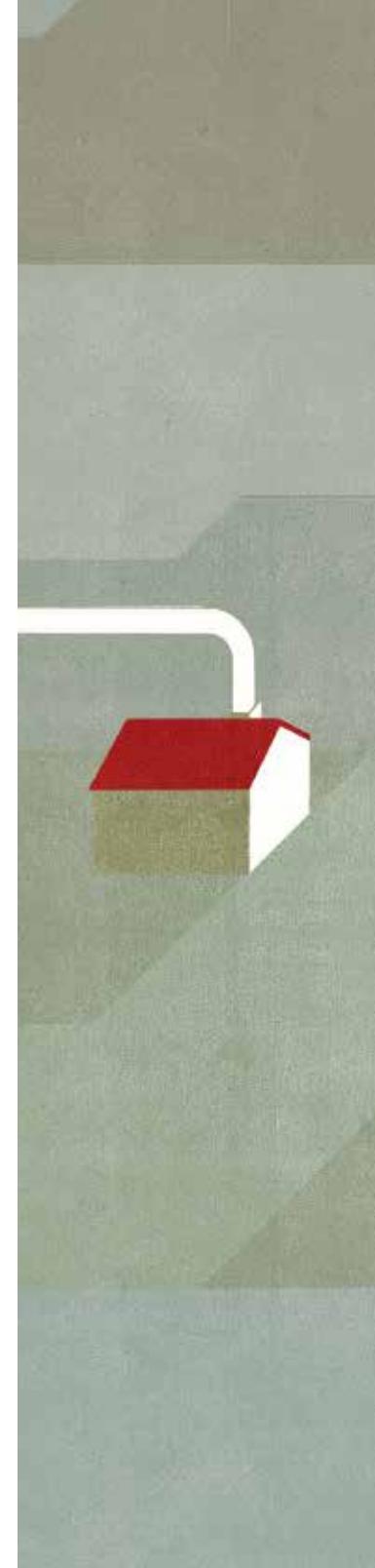
designer
Shout

.352

MAX
608
607
555
MIN

print quality

colours



LAND

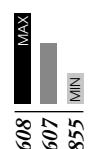


subject
Tolup

collection
Think Tank

designer
Shout

.354



print quality



colours

TTTO1201

TTTO1202



TOLUP



subject
Yankee doodle

collection
Think Tank

designer
Shout

.356

MAX
608
607
555
MIN

print quality

colours



TTYD1201

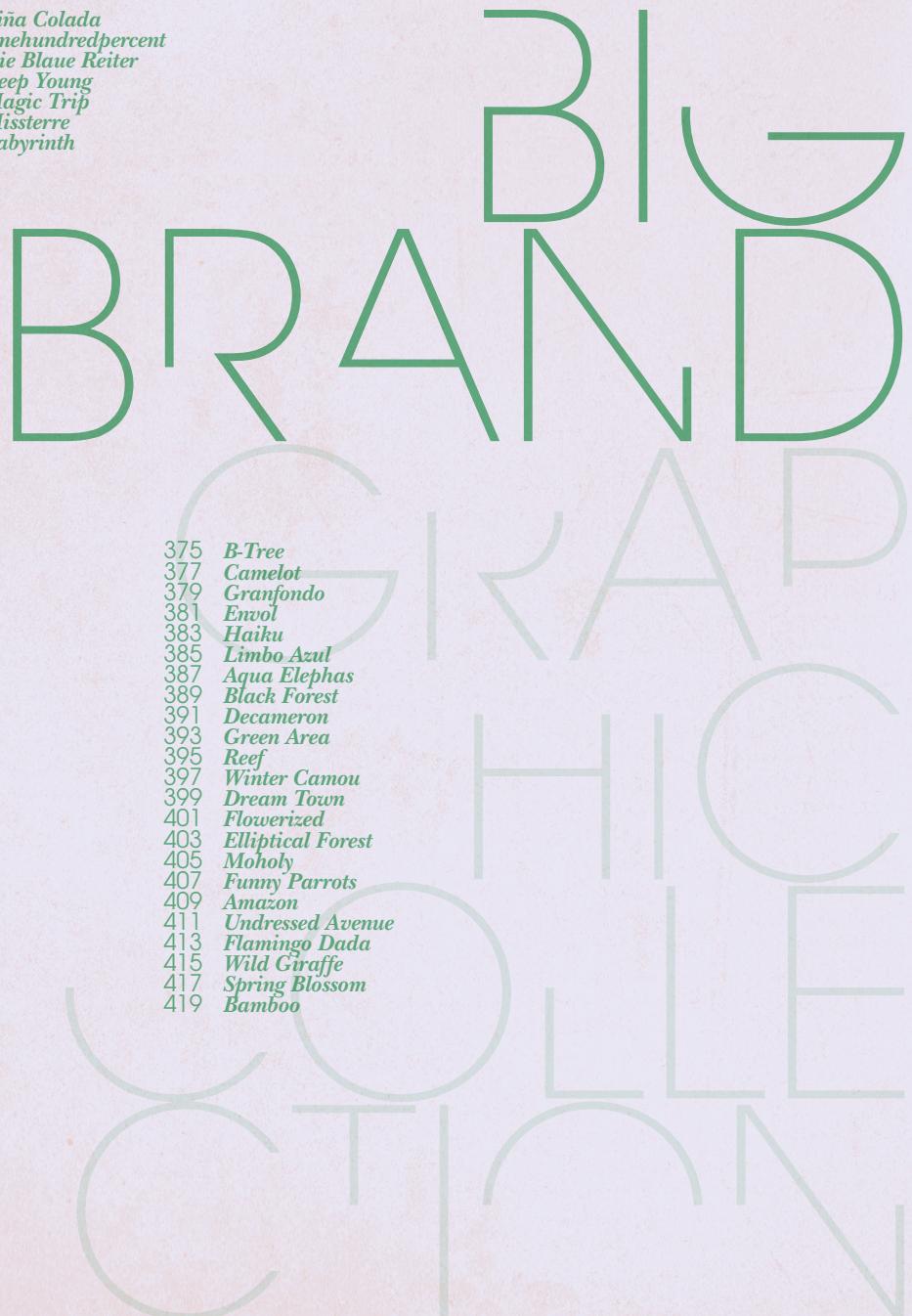


TTYD1202



YANKEE DOODLE

361 Piña Colada
 363 Onehundredpercent
 365 Die Blaue Reiter
 367 Keep Young
 369 Magic Trip
 371 Missterre
 373 Labyrinth



Big brand represents a further step in the stylistic research which distinguishes the creative essence of Wall&Decò. A collection which becomes a real alternative to the graphic and photographic solutions presented by Life!.

Big brand presents the considerable enlargement of the natural dimensions of the subjects represented, an intentional choice to convey uniqueness and a strong aesthetic impact to the entire collection.

The apparent absence of repetition of the subjects creates the effect of a single drawing on the entire wall, providing a surprising and appealing spectacular and visual effect.

In the creativity of Talva design, recollections of tropical exuberance, the romanticism of the South, the grace of nature and the floral universe are evident. Elements that mix together and contaminate one another with allusions to Japanese and Asian figurative arts.

Big brand also allows adapting the dimensions of the canvases and subjects according to practical requirements thanks also to the extreme ease of assembly provided by the characteristics of the medium.

Big brand rappresenta un ulteriore sviluppo nella ricerca stilistica che contraddistingue l'essenza creativa di Wall&Decò. Una collezione che diventa una vera e propria alternativa alle soluzioni grafiche e fotografiche proposte da Life!.

Big brand propose l'ingrandimento considerevole delle dimensioni naturali dei soggetti rappresentati, scelta consapevole per dare unicità e forte impatto estetico all'intera collezione.

L'apparente assenza di ripetizione dei soggetti crea l'effetto di un unico disegno su tutta la parete, offrendo una sorprendente efficacia scenografica e visiva.

Nella creatività di Talva design sono evidenti i richiami all'esuberanza tropicale, al romanticismo del Sud, alla grazia della natura e dell'universo floreale. Elementi che si mescolano e si contaminano con allusioni alle arti figurative giapponesi e asiatiche.

Big brand permette inoltre di adattare le dimensioni dei telai e dei soggetti a seconda delle esigenze pratiche grazie anche alla estrema facilità di montaggio garantita delle caratteristiche del supporto.

Big brand représente un ultérieur step vers la recherche stylistique qui distingue l'essence créative de Wall&Decò. Une collection qui devient une réelle et propre alternative aux solutions graphiques et photographiques proposées par la collection Life!.

Big brand propose l'agrandissement considérable des dimensions naturelles des sujets représentés, choisit conscient pour unifier et transmettre un fort impact esthétique à toute la collection.

L'apparente absence de répétition des sujets crée l'effet d'un unique dessin sur toute la surface murale, ce qui garantit une surprenante scénographie efficace et visuelle.

Les rappels à l'exubérance tropicale, au romantisme du Sud, à la grâce de la nature et à l'univers floréal de Talva design sont évidents. Éléments qui se mêlent et pénètrent avec les illusions aux arts figuratifs japonais et asiatiques.

Big brand permet en outre d'adapter les dimensions des toiles et des sujets selon les exigences du client, également grâce à l'extrême facilité de montage garantie par les caractéristiques du support.

Big brand bringt die Suche nach dem einzigartigen Stil, Essenz der kreativen Philosophie von Wall&Decò, einen weiteren Schritt nach vorne. Eine Kollektion, die zur echten Alternative zu den grafischen und fotografischen Lösungen von Life! wird.

Big brand bedient sich der beträchtlichen Vergrößerung der dargestellten Objekte - eine bewusste Entscheidung, um der gesamten Kollektion Einzigartigkeit und starke ästhetische Wirkung zu verleihen.

Das scheinbare Fehlen von Wiederholungen schafft den Effekt einer einzigen großen Zeichnung über die gesamte Wand und sorgt für überraschende Dynamik.

Nicht zu übersehen in der Kreativität von Talva design sind die Hinweise auf den tropischen Überschwang, die Romantik des Südens, die Anmut der Natur und die Welt der Blumen. Elemente durchdringen und vermischen sich mit Anspielungen auf die gegenständliche Kunst japanischen und asiatischen Ursprungs.

Mit **Big brand** lassen sich die Abmessungen von Belägen und Objekten auch aufgrund der extremen Montagefreundlichkeit des Trägermaterials problemlos an die praktischen Anforderungen anpassen.



subject
Piña colada

collection
Big Brand

designer
Talva Design

.360

MAX
608
607
555
MIN

print quality

colours



NEW



NEW

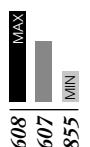


subject
Onehundredpercent

collection
Big Brand

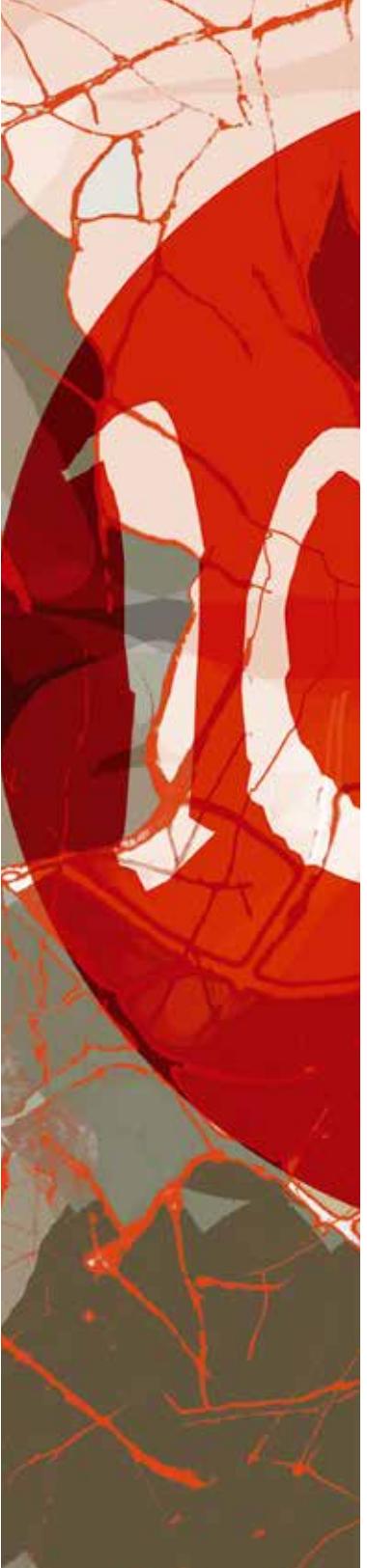
designer
Talva Design

.362



print quality

colours



NEW

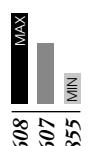


subject
Die blaue reiter

collection
Big Brand

designer
Talva Design

.364



print quality

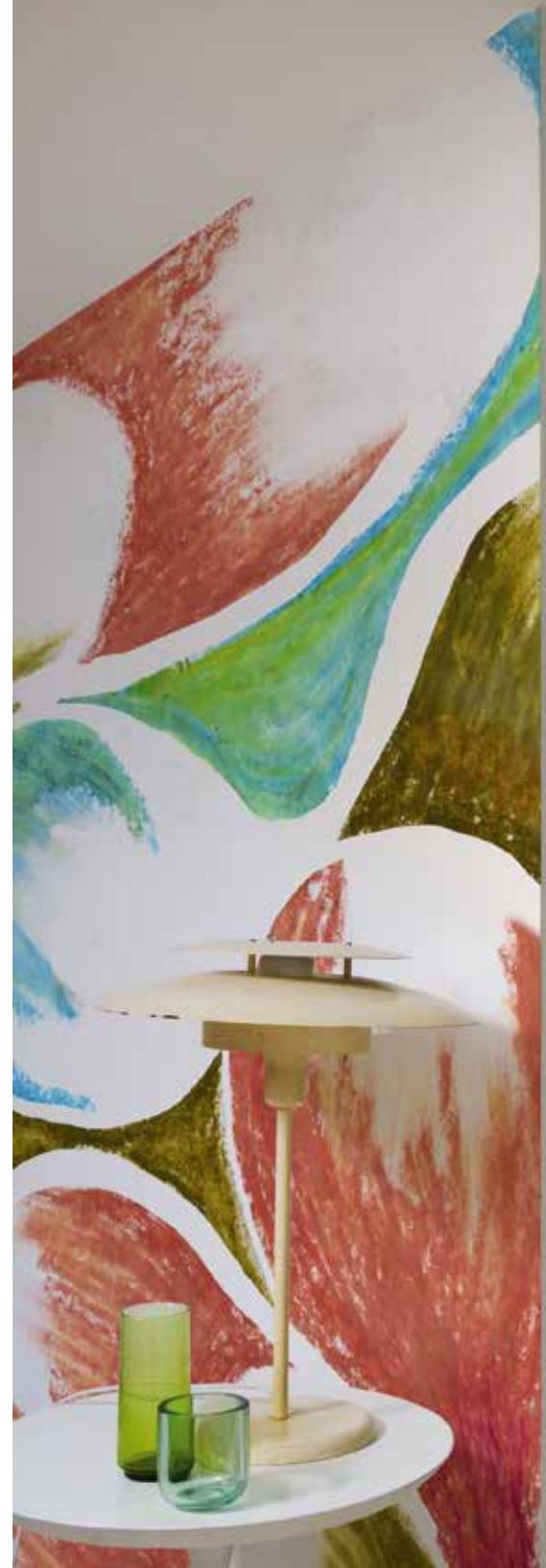
colours



BBDR1301



BBDR1302



DIE BLAUE REITER

NEW

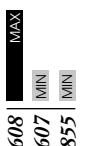


subject
Keep young

collection
Big Brand

designer
Talva Design

.366



print quality

colours



NEW

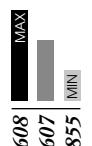


subject
Magic trip

collection
Big Brand

designer
Talva Design

.368



print quality

colours



BBMA1301



BBMA1302



MAGIC TRIP



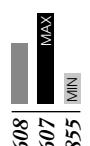
NEW

subject
Missterre

collection
Big Brand

designer
Talva Design

.370



print quality



BBMT1301



BBMT1302

colours



MISSTERRE

NEW

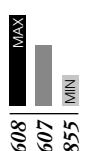


subject
Labyrinth

collection
Big Brand

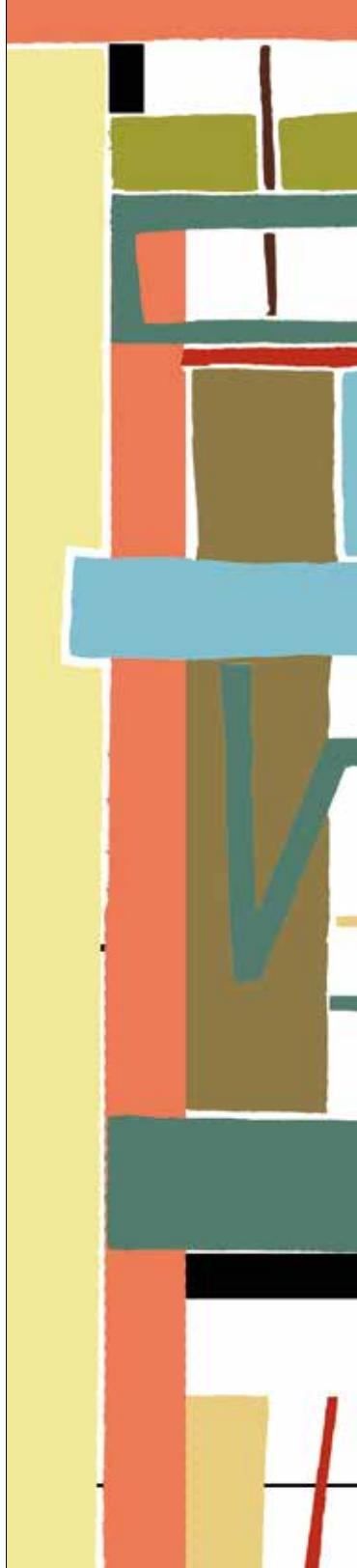
designer
Talva Design

.372



print quality

colours



BBLB1301



BBLB1302



LABYRINTH



subject
B-tree

collection
Big Brand

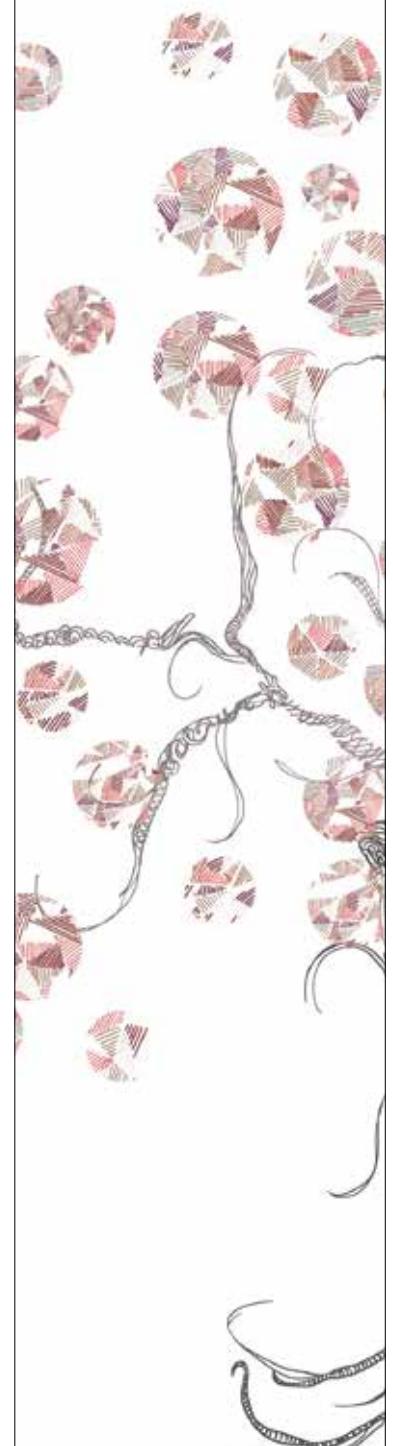
designer
Talva Design

.374

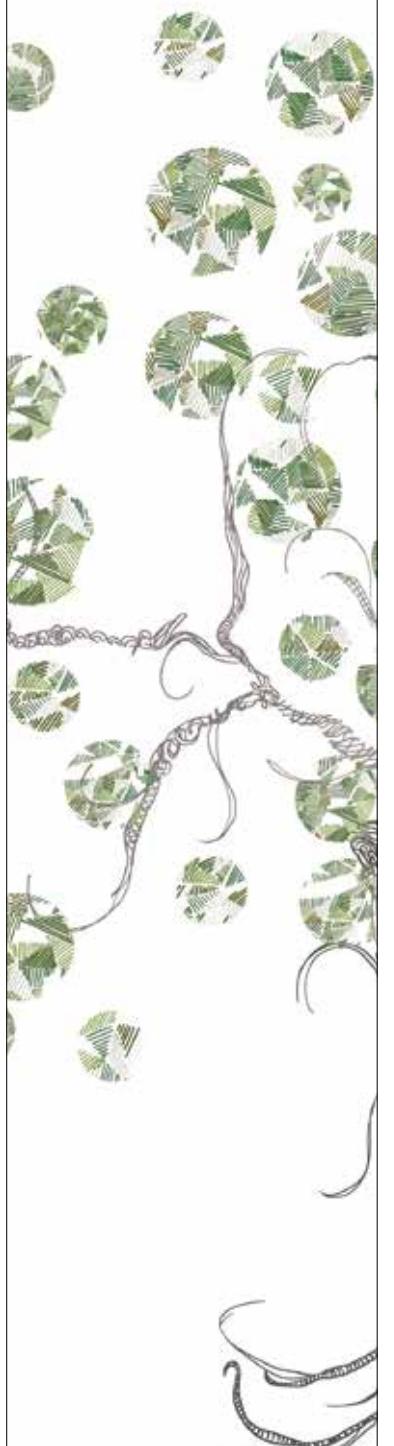


print quality

colours



BBBT1201



BBBT1202



B-TREE

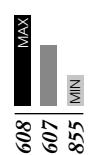


subject
Camelot

collection
Big Brand

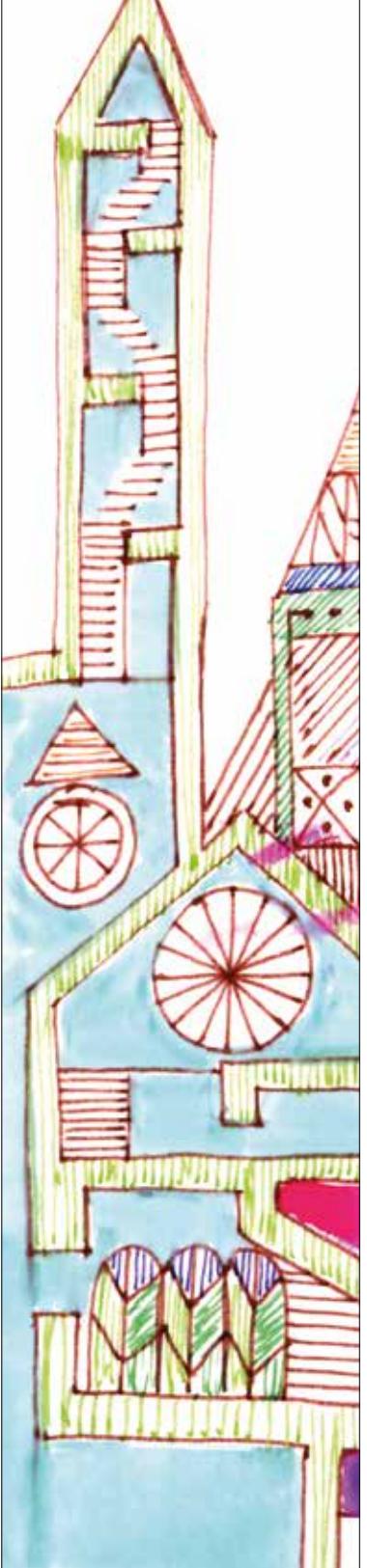
designer
Talva Design

.376



print quality

colours



BBCA1201



BBCA1202



CAMELOT

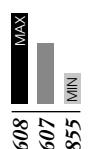


subject
Granfondo

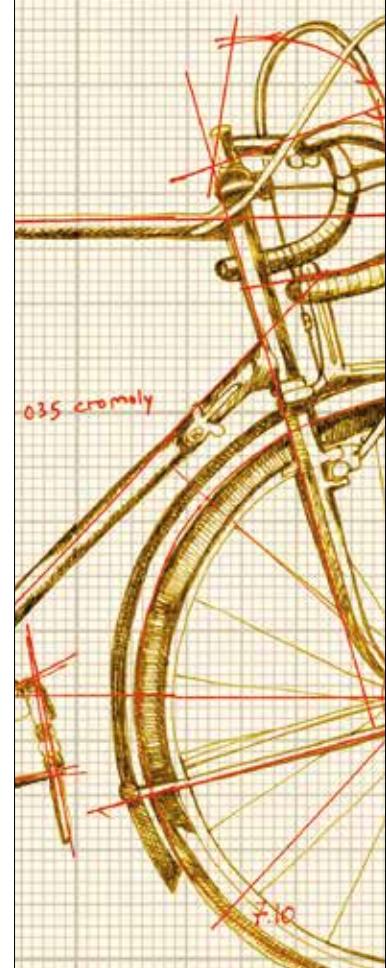
collection
Big Brand

designer
Talva Design

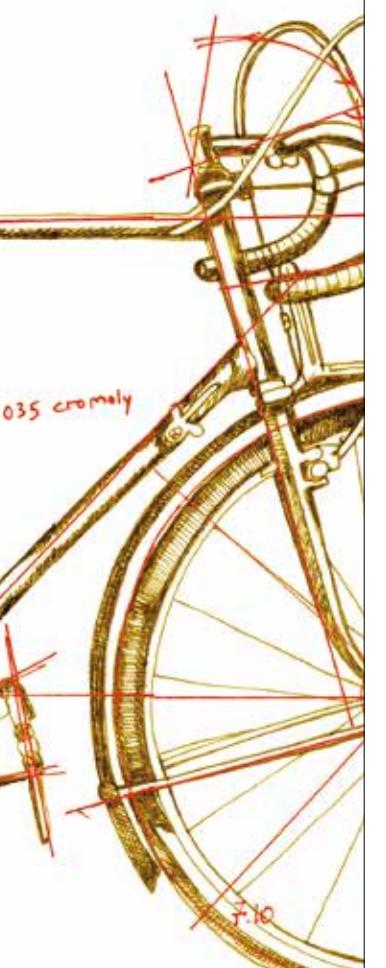
.378



print quality



BBGR1201



BBGR1202



GRANFONDO

colours

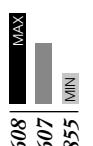


subject
Envol

collection
Big Brand

designer
Talva Design

.380



print quality

colours



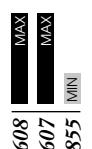


subject
Haiku

collection
Big Brand

designer
Talva Design

.382



print quality



BBHA1201



BBHA1202



HAIKU

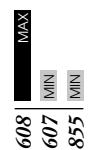


subject
Limbo azul

collection
Big Brand

designer
Talva Design

.384



colours

BBLA1201



LIMBO AZUL

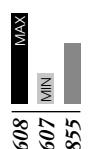


subject
Aqua elephas

collection
Big Brand

designer
Talva Design

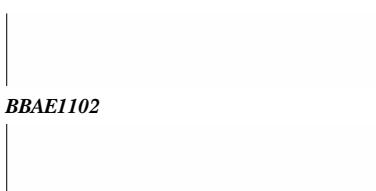
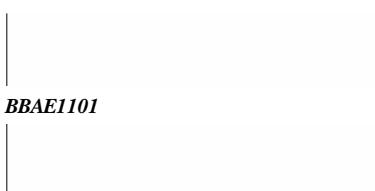
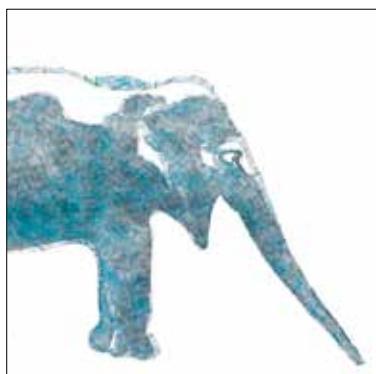
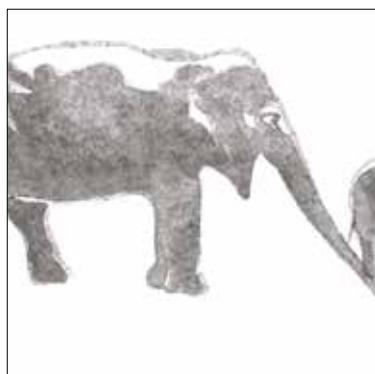
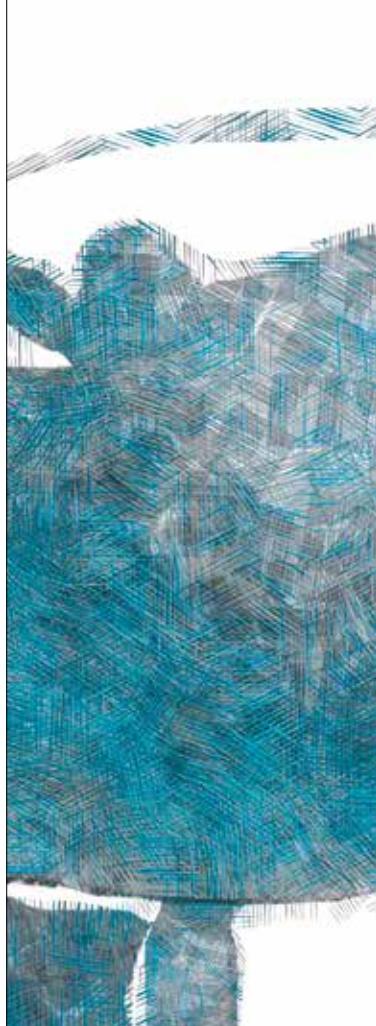
.386



print quality

overview

colours



BBAE1101

BBAE1102



AQUA ELEPHAS

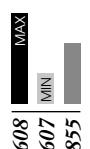


subject
Black forest

collection
Big Brand

designer
Talva Design

.388



print quality



colours

BBBF1101



BBBF1102



BLACK FOREST

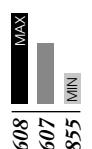


subject
Decameron

collection
Big Brand

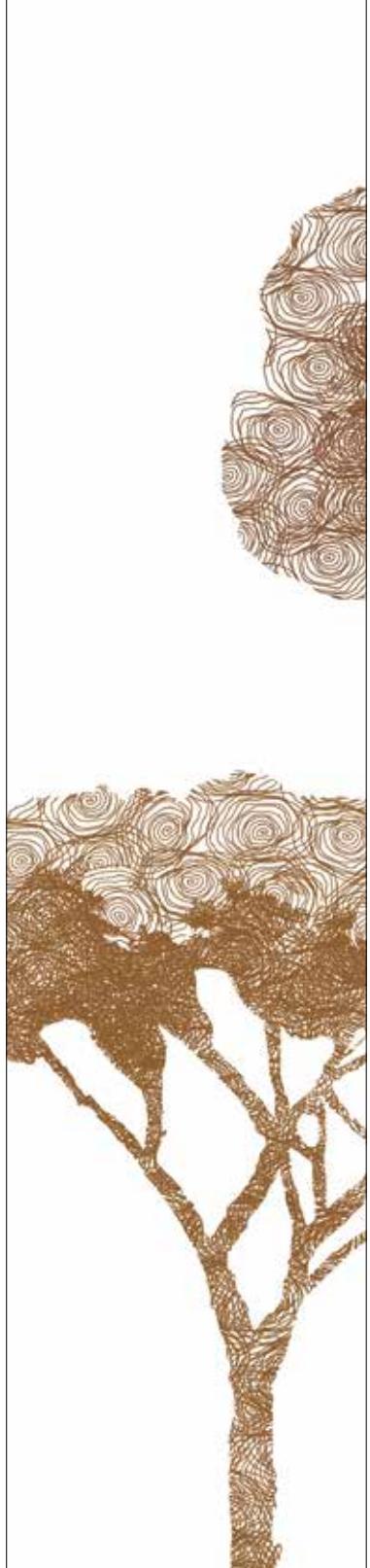
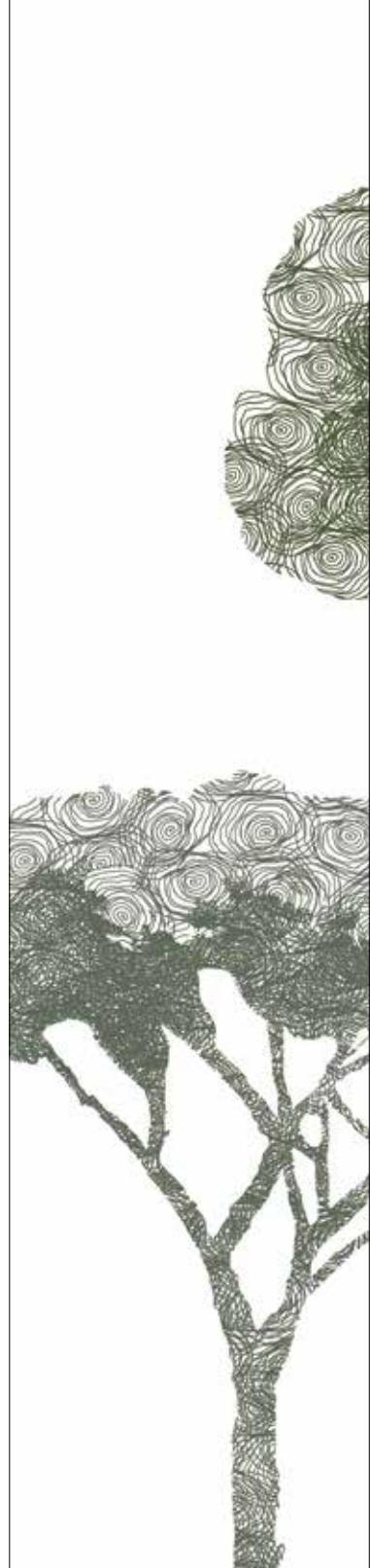
designer
Talva Design

.390



print quality

colours



DECAMERON



subject
Green area

collection
Big Brand

designer
Talva Design

.392



print quality

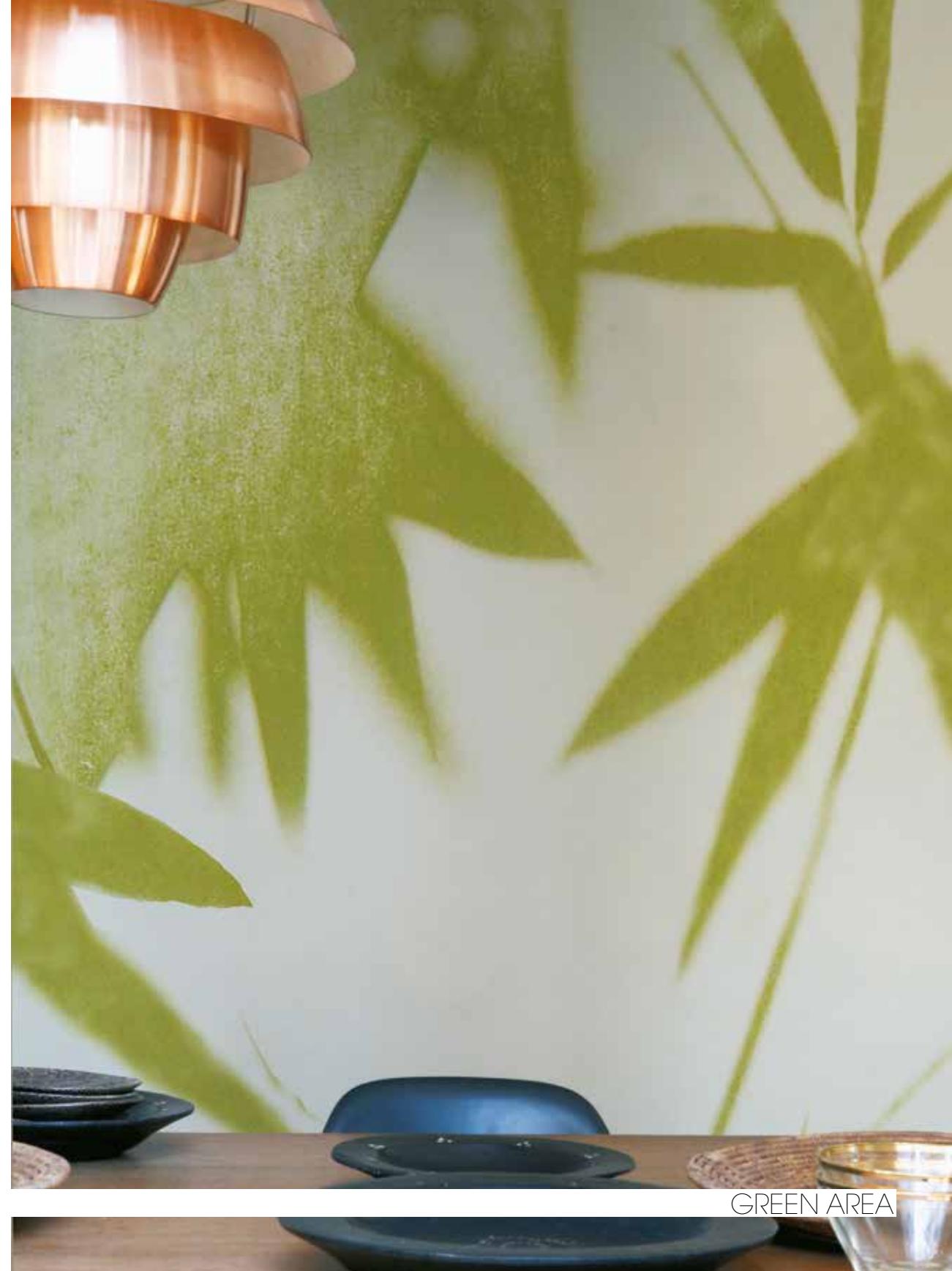


colours

BBGA1101



BBGA1102



GREEN AREA

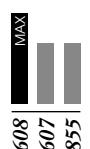


subject
Reef

collection
Big Brand

designer
Talva Design

.394



print quality

colours



BBRE1101

BBRE1102



REEF



subject
Winter camou

collection
Big Brand

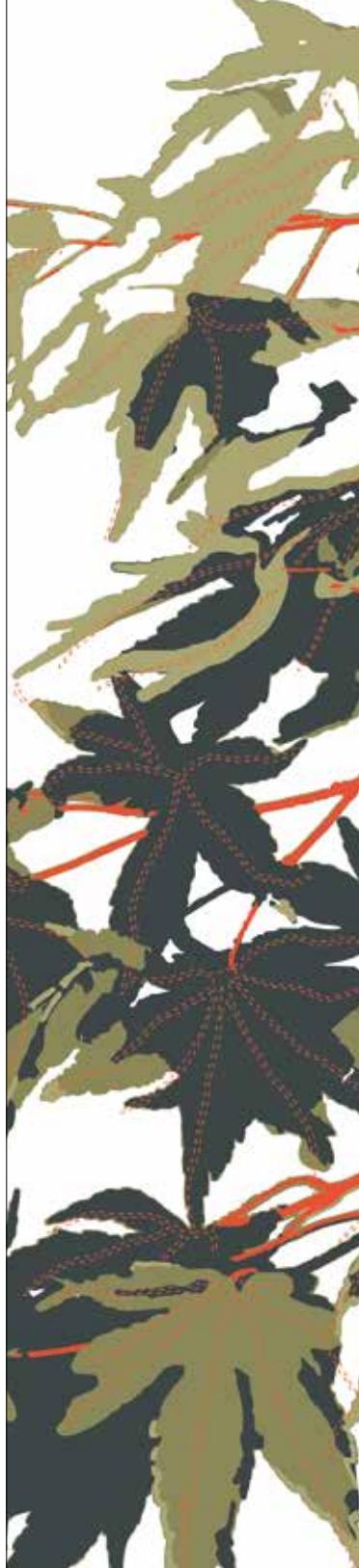
designer
Talva Design

.396

608
607
855

print quality

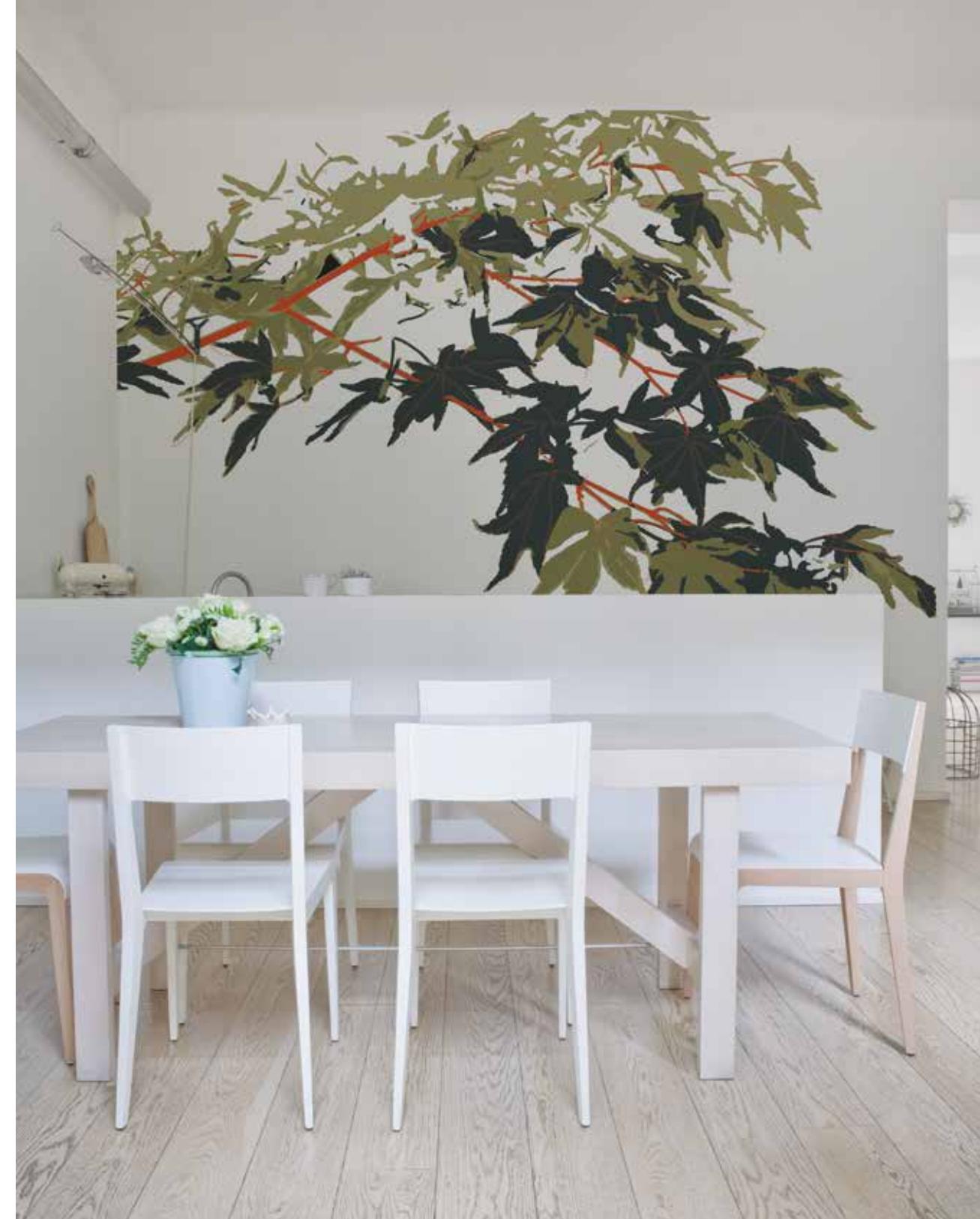
colours



BBWC1101



BBWC1102



WINTER CAMOU



subject
Dream town

collection
Big Brand

designer
Talva Design

.398

MAX
608
MIN
555

print quality

colours



DREAM TOWN

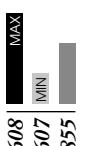


subject
Flowerized

collection
Big Brand

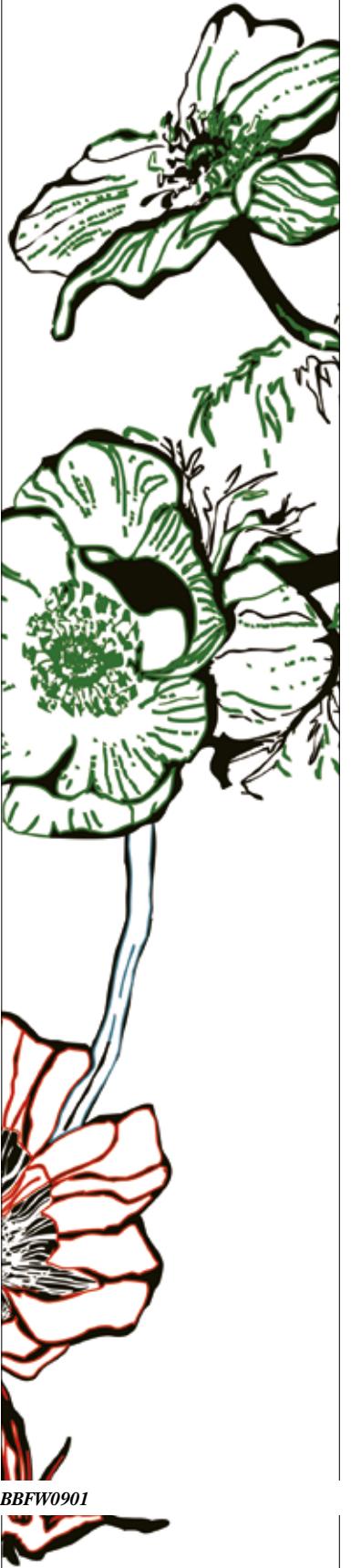
designer
Talva Design

.400



print quality

colours





subject
Elliptical forest

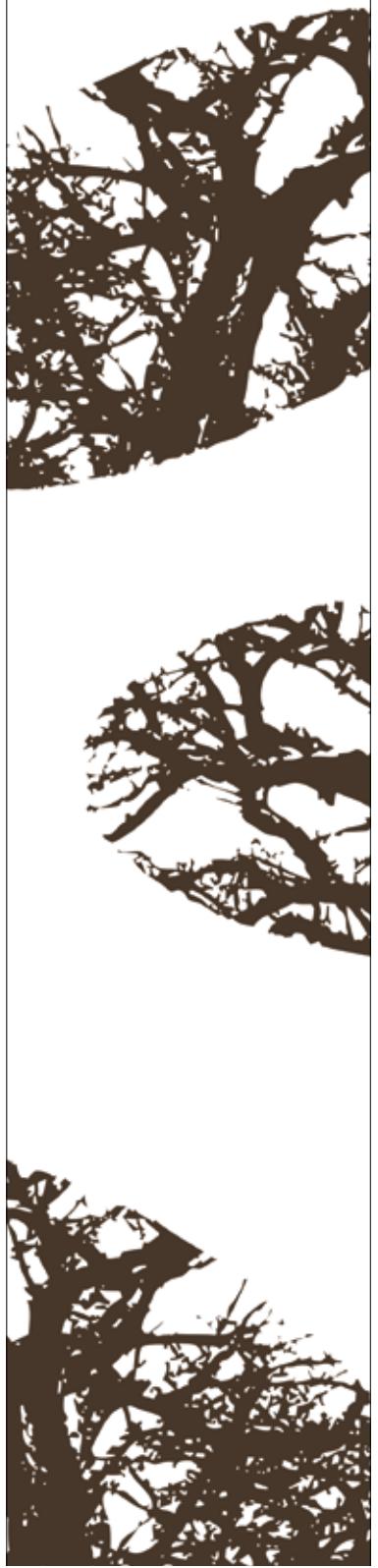
collection
Big Brand

designer
Talva Design

.402



print quality



BBEF0901



BBEF0902

colours



ELLIPTICAL FOREST



subject
Moholy

collection
Big Brand

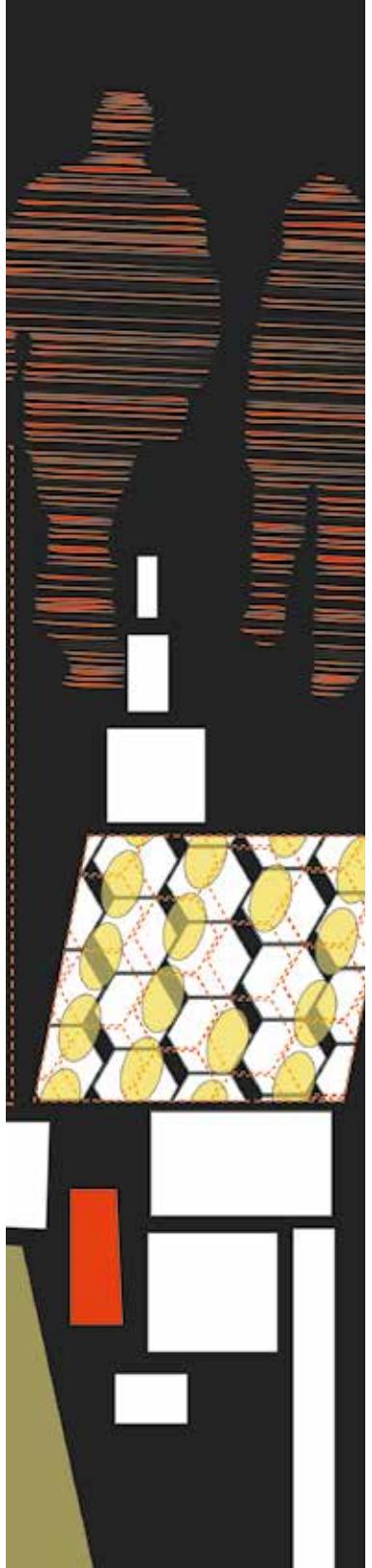
designer
Talva Design

.404

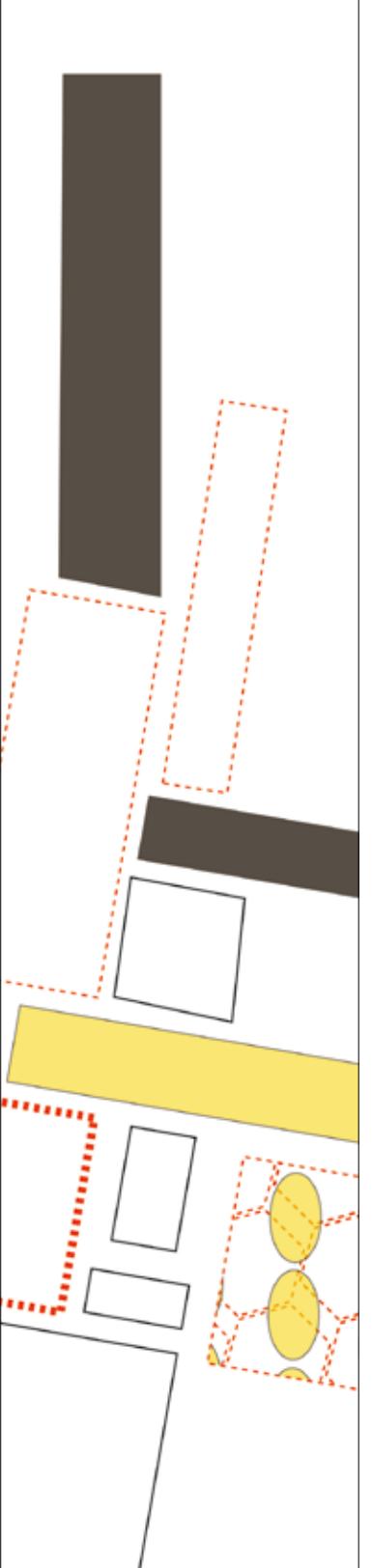
MAX
608
607
555
MIN

print quality

colours



BBMO0901



BBMO0902



MOHOLY



subject
Funny parrots

collection
Big Brand

designer
Talva Design

.406

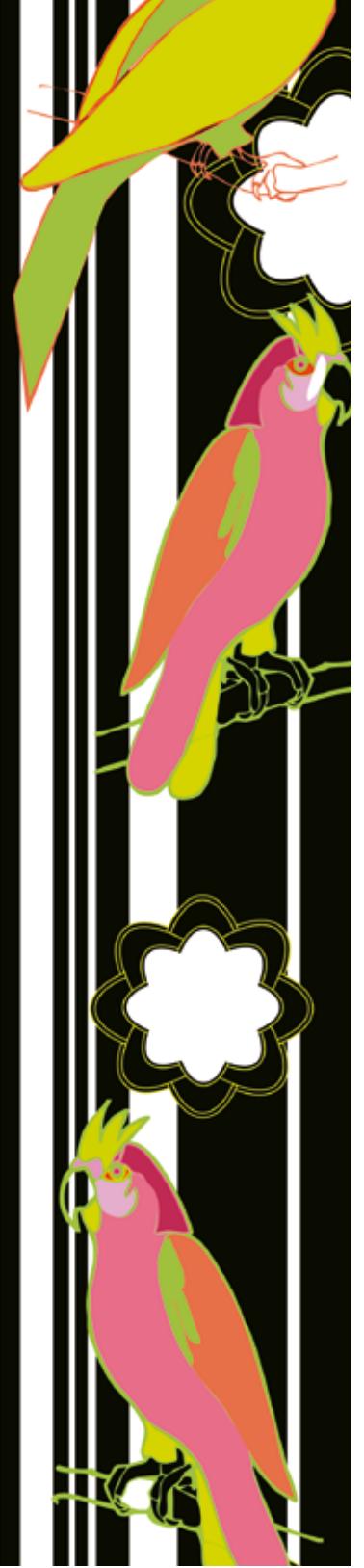
608 | MINI
607 | MINI
855

print quality

colours



BBFP0901



BBFP0902



FUNNY PARROTS



subject
Amazon

collection
Big Brand

designer
Talva Design

.408

608
607
555

print quality

colours



AMAZON



subject
Undressed avenue

collection
Big Brand

designer
Talva Design

.410

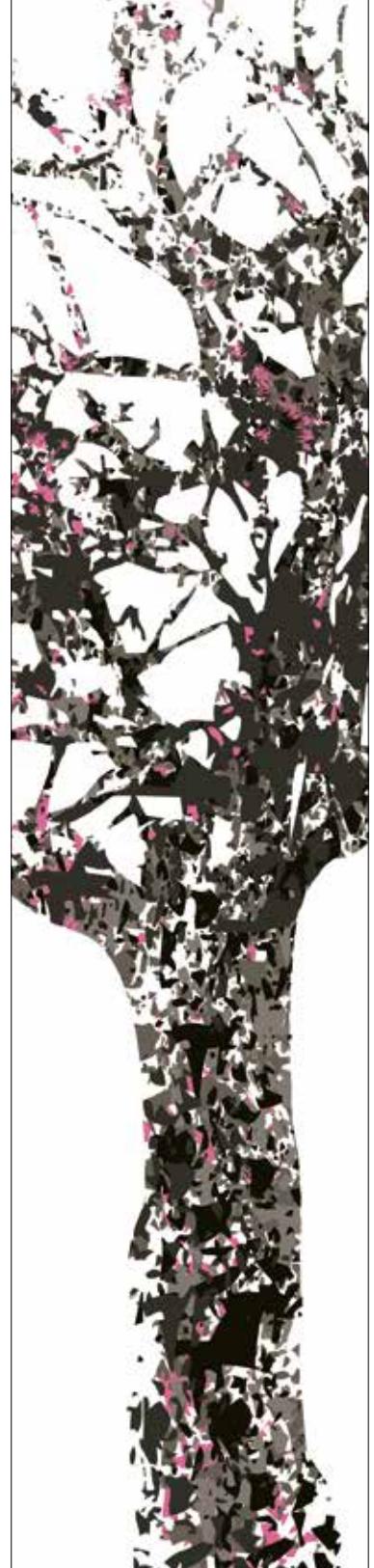


print quality

colours



BBUA0901



BBUA0902



UNDRESSED AVENUE

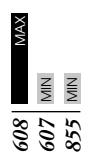


subject
Flamingo dada

collection
Big Brand

designer
Talva Design

.412



print quality

colours



BBFD0901



BBFD0902



FLAMINGO DADA



subject
Wild giraffe

collection
Big Brand

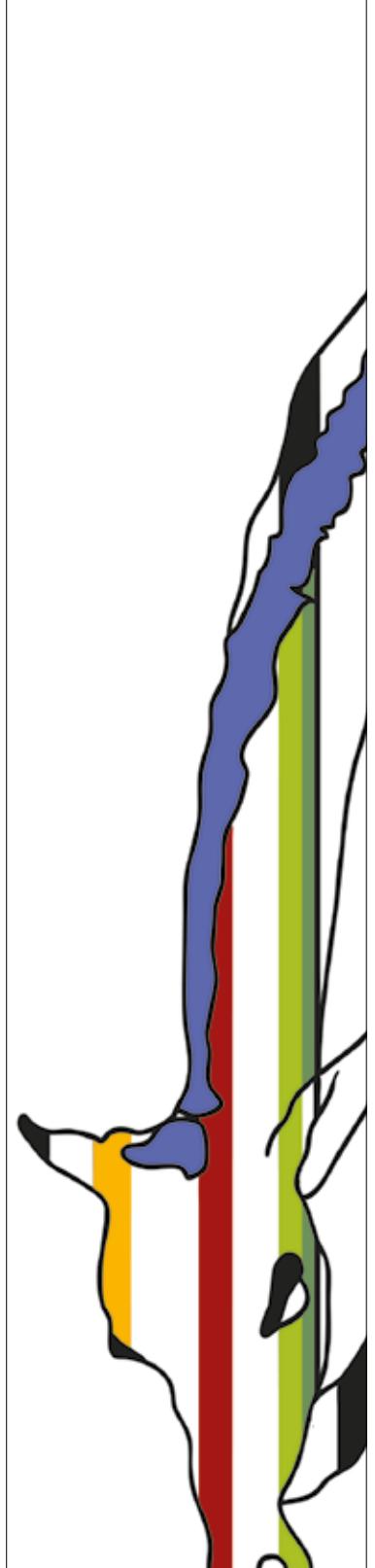
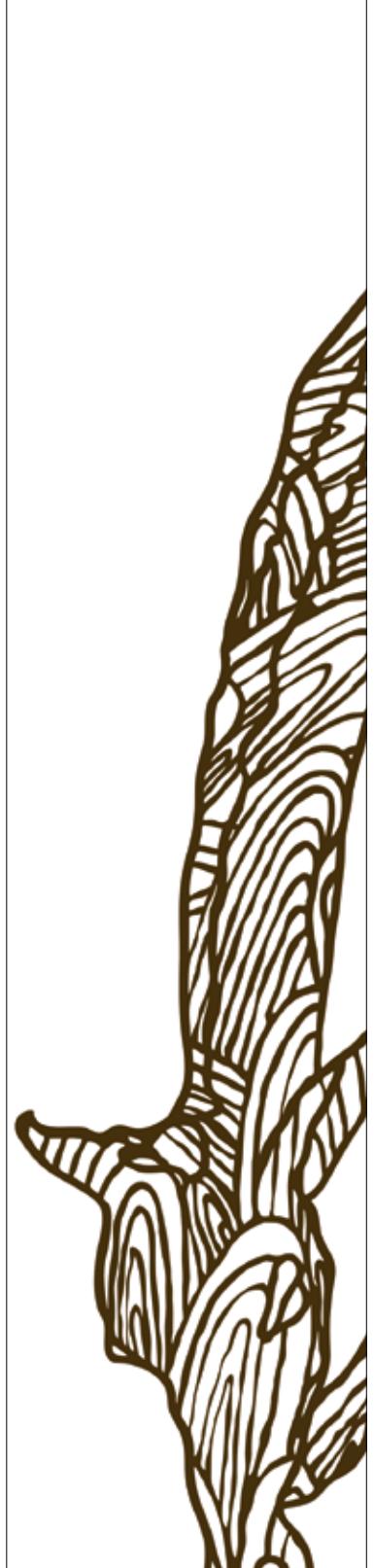
designer
Talva Design

.414



print quality

colours



BBWG0901

BBWG0902



WILD GIRAFFE



subject
Spring blossom

collection
Big Brand

designer
Talva Design

.416



print quality



200x300 cm



300x300 cm



colours

SPRING BLOSSOM



SPRING BLOSSOM



subject
Bamboo

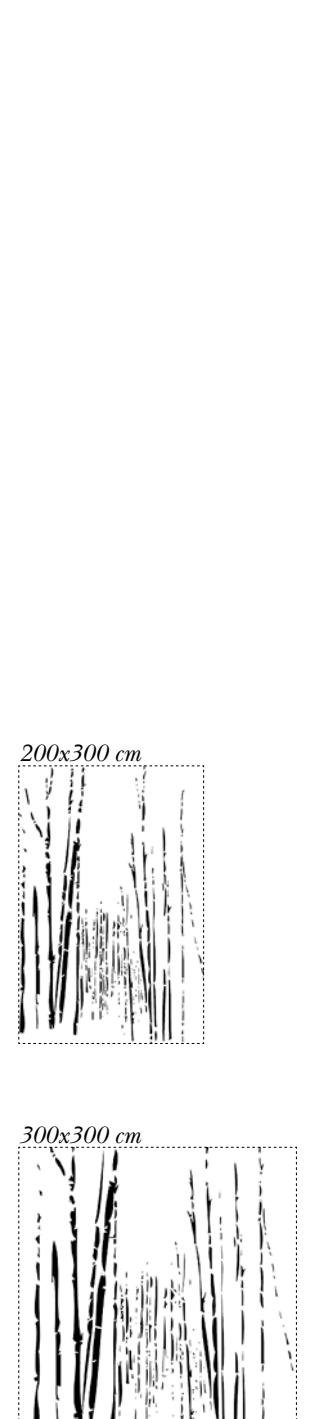
collection
Big Brand

designer
Talva Design

.418



print quality



colours

BAMBOO



**Christian Benini**

Photographer, founder and art director of Wall&Decò.

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 United Kingdom and the USA. His interest is increasingly more precisely focused on the photography of interiors. Thus a path of research began which is still in progress and which resulted in his setting up Wall&Decò, a project which combines photography and design in constant evolution.

Fotografo, fondatore e art director di Wall&Decò. 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. Il suo interesse si indirizza in modo sempre più preciso verso la fotografia d'arredamento. Ha avuto così inizio un percorso di ricerca, tutt'ora in atto, che lo porta a creare Wall&Decò, un progetto che unisce fotografia e design in costante evoluzione.

Photographe, fondateur et art director de Wall&Decò. Christian Benini, débute sa carrière comme photographe portraitiste, puis se spécialise dans la photo publicitaire et de mode. Il collabore avec diverses agences de publicité et maisons de mode en Italie, en Angleterre et aux Etats-Unis. Son intérêt s'affine avec l'expérience et se dirige alors vers la photographie de scènes d'intérieurs. C'est ainsi qu'il entreprend

un parcours de recherche, qui le porte à développer Wall&Decò: un projet qui unit la photographie au design en constante évolution.

Fotograf, Gründer und art director von Wall&Decò. Christian Benini beginnt seine Laufbahn als Porträtfotograf und spezialisiert sich in der Mode- und Werbefotografie. Er arbeitet mit Werbeagenturen und Modehäusern in Italien, Großbritannien und den Vereinigten Staaten zusammen.

Nach und nach richtet sich sein Augenmerk immer stärker auf die Einrichtungsfotografie. So beginnt ein Weg der andauernden Suche, der ihn unter anderem zur Gründung von Wall&Decò veranlasst, ein Projekt in ständiger Entwicklung zur Vereinigung von Fotografie und Design.

**Paolo Badesco**

Interior designer.

Indissolubly tied to the nostalgic atmospheres recreated in his Milan shop, RAW – hence the name for the wallpaper proposals inspired by the vintage world and north-European style collecting and always distinguished by the appeal of wear and the coating of time. His activities go from designing interiors to coordinating images for private clients and in the retail sector with an attitude keyed to the quest for details. He is equally at home with a contemporary repertoire more tied to design or with a romantic repertoire turned to the past.

Interior designer. Indissolubilmente legato alle atmosfere nostalgiche ricreate nel suo negozio milanese RAW da cui il nome delle proposte per le carte da parati ispirate dal mondo del

vintage e del collezionismo di matrice nordeuropea sempre contraddistinti dal fascino dell'usura e della patina del tempo.

La sua attività spazia dalla progettazione di interni al coordinamento di immagine per committenti private e nell'ambito del retail, con un atteggiamento sensibile alla ricerca del dettaglio che tratta con pari abilità tanto il repertorio contemporaneo più legato al design, quanto quello più romantico rivolto al passato.

Interior designer. Indissolublemente lié aux atmosphères nostalgiques recréées dans sa boutique milanaise RAW, nom également donné aux papiers peint inspirés au monde du vintage et du collectionnisme de la matrice nord-européenne, se distinguent toujours par la fascination de l'usure et de la patine laissée par le temps. Son activité allant de la conception d'intérieurs à la coordination d'images pour des privés, des rétais, avec une sensibilité à la recherche du détail, traite avec la même habileté autant le répertoire contemporain plus lié au design, que le plus romantique lié au passé.

Interior Designer. Unlösbar mit den nostalgischen, in seinem Mailänder Geschäft RAW erzeugten Atmosphären verbunden. Daher auch der Name seiner Wandtapeten, die, von der Welt des Vintage-Stils und der Sammelleidenschaft nördlich-europäischer Prägung inspiriert, sich allesamt durch den Charme der Abnutzung und die Patina der Zeit auszeichnen.

Seine Arbeit erstreckt sich von der Gestaltung von Innenräumen bis zur Imagekoordination für Auftraggeber aus dem privaten wie dem Retail-Bereich. Dabei zeichnet er sich stets durch eine große Liebe zum Detail aus, die er mit ebenso großem Geschick im Bereich des zeitgenössigen Designs wie in dem der vergangenheitsverbindenden Romantik zum Ausdruck zu bringen vermag.

Visual, Stylist.

**Marika Baldoni**

Visual stylist.

Marika Baldoni left Italy for the USA when she was 23. Here she began a training path which resulted in her setting up in business as a visual stylist and freelance window dresser. Back in Italy, she strengthened her close cooperation with Julian Fashion, a well-known boutique in Milano Marittima.

Thanks to her creative versatility and multifaceted nature, Marika dedicates her time to projects, window-dressing, spectacular window set-ups and installations of strong visual impact.

Visual, stylist. Marika Baldoni a 23 anni lascia l'Italia con destinazione Stati Uniti, dove intraprende un percorso formativo che la porta ad avviare la sua attività di visual merchandiser e di vetrinista freelance. Rientra poi in Italia e intensifica un'importante collaborazione con Julian Fashion, nota boutique di Milano Marittima. Grazie alla sua versatilità creativa e alla sua natura poliedrica, Marika si dedica a progetti, allestimenti, vetrine scenografiche ed installazioni di forte comunicazione visiva.

Visual, Styliste. A 23 ans, Marika Baldoni part pour les Etats-Unis, où elle entreprend un parcours éducatif qui la porte à lancer sa propre activité de visual et vitriniste freelance. De retour en Italie, elle collabore avec Julian Fashion, boutique de renom à Milano Marittima. Transmettant sa personnalité, Marika s'engage dans des projets de décors, de vitrines scénographiques et d'installations originales.

Schaufensterdekorateurin, Stylistin. Mit 23 Jahren verlässt Marika Baldoni Italien in Richtung USA. Dort beginnt sie ihre Ausbildung und macht sich schließlich als Schaufensterdekorateurin selbstständig. Nach ihrer Heimkehr startet sie eine ständige Zusammenarbeit mit der bekannten Boutique Julian Fashion in Milano Marittima. Mit ihrer vielseitigen kreativen Begabung und facettenreichen Natur widmet sich Marika Ausstattungsprojekten, Szenenbeschaffungen und Installationen von starker visueller Kommunikation.

**Vladimiro Bendandi**

Communication designer and visual artist.

Vladimiro, after graduating from art school, refined his technique by studying visual design and communication. He has worked with numerous leading brand names like Diesel and with artists such as Jovanotti and has cooperated in projects such as the Turin World Design Capital.

In 2007, he set up his own design firm in the conviction that everyone is entitled to a good communication project. For him, communication is in fact a vast and viral form of design able to interact with daily existence in a perspective of ongoing search and contamination.

Progettista per la comunicazione e artista visivo . Vladimiro, dopo la maturità artistica, affina la sua tecnica studiando design e comunicazione visiva. Le sue collaborazioni professionali sono trasversali e lavora a progetti che includono

Marchi più noti al grande pubblico come Diesel ed artisti quali Jovanotti ed eventi come il Torino World Design Capital.

Dal 2007 ha avviato il suo studio di progettazione con la convinzione che un buon progetto comunicativo è un diritto di tutti.

La comunicazione è per lui, infatti, una forma di design vasta e virale in grado di interagire con la quotidianità in un'ottica di continua ricerca e contaminazione.

Graphiste et artiste visuel.

Wladimiro, après avoir obtenu son Baccalauréat artistique, perfectionne ses techniques d'études de design et de communication visuelle.

Ses collaborations s'étendent de manière transversale, incluant d'importantes marques comme Diesel, artistes comme Jovanotti et projets comme Torino World Design Capital. Depuis 2007, il exerce en freelance et pense que tous ont droit à une bonne communication.

La communication est pour lui une forme de design vaste et virale à laquelle tous peuvent accéder, ce qui permet d'intégrer avec le quotidien dans l'optique d'une continue recherche et contamination.

Kommunikationsplaner und visueller Künstler.

Wladimiro perfeinert seine Technik nach dem Abitur am Kunstgymnasium, indem er Design und visuelle Kommunikation studiert. Seine Zusammenarbeiten sind branchenübergreifend und international und betreffen so bekannte Marken wie Diesel, Künstler wie Jovanotti und Projekte wie das Torino World Design Capital.

2007 eröffnet er sein eigenes Planungsbüro und Designatelier und arbeitet nach dem Grundsatz, dass jeder ein Recht auf gute Kommunikation hat. Für ihn ist Grafik eine breite und virale Form von Design, die mit der Alltäglichkeit unter dem Gesichtspunkt ständiger Suche und Vermengung zu interagieren versteht.

In Anschluss an einen Masterstudiengang in Interior Design, den sie am Polytechnikum Mailand mit Bestnote abschloss, hat Serena in verschiedenen Architekturbüros und Designstudios in Mailand, Barcelona und Berlin gearbeitet.

Heute leitet sie ihr eigenes



Serena Confalonieri

Interior designer.

After a Master Degree in Interior Design at Politecnico di Milano, Serena worked in many architecture and design practices, moving from Milano to Barcelona and Berlin. Now she runs her own studio in Milano, working on interior, graphic and textile design projects. Since 2006 she's also assistant professor at Interior Design Faculty, Politecnico di Milano.

Interior designer.

Dopo una laurea specialistica in Interior Design conseguita a pieni voti presso il Politecnico di Milano, Serena ha lavorato in diversi studi di architettura e design, a Milano, Barcellona e Berlino. Ora dirige il suo studio a Milano, lavorando su progetti che spaziano dall'interior alla grafica fino al textile design. Dal 2006 è inoltre professore assistente presso il Politecnico di Milano.

A multidisciplinary study with an ambition: to capture the rhythm and the aesthetics of time. To see what inspires, what elevates, what activates.

Creative designer.

Après un master en Architecture d'intérieur obtenu avec la mention très bien à l'Université Politecnico de Milan, Serena a travaillé dans plusieurs cabinets d'architecture et design, à Milan, Barcelone et Berlin. Aujourd'hui elle dirige son cabinet à Milan et travaille sur des projets qui vont de l'architecture d'intérieur au graphisme et au textile design. Depuis 2006, elle est par ailleurs professeur adjoint à l'Université Politecnico de Milan.

Creative designer.

Responsable créatif pour d'importantes marques dans la décoration d'intérieur. Une recherche continue de références permet à Lorenzo De Grandis de concevoir et de développer des contenus visuels en obtenant des résultats d'une grande force communicative. Les sensations, les idées et les atmosphères se traduisent dans ses projets de graphic design, textile design et agencements.

Atelier in Mailand und arbeitet an Projekten, die von der Innenausstattung über Grafik bis hin zum Textildesign reichen. Seit 2006 ist sie Assistentprofessorin am Polytechnikum Mailand.



Lorenzo De Grandis

Creative designer.

Responsible of visual communication for important interior design companies. Lorenzo De Grandis's works inspires ideas and stories. Emotion driving to create atmosphere with shapes and functions, effective solutions and projects. Textiles, graphic design, interiors and further sensation.

A multidisciplinary study with an ambition: to capture the rhythm and the aesthetics of time. To see what inspires, what elevates, what activates.

Creative designer.

Responsabile creativo per importanti brand nel design di interni. Una continua ricerca di riferimenti che permette a Lorenzo De Grandis di progettare e sviluppare contenuti visivi ottenendo risultati di grande forza comunicativa. Sensazioni, idee e atmosfere si traducono nei suoi progetti di graphic design, textile design e allestimenti. Uno studio multidisciplinare con un'ambizione: catturare il ritmo e l'estetica del tempo.

Creative designer.

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Une étude multidisciplinaire avec une ambition : capturer le rythme et l'esthétique du temps.

Creative Designer.
Kreativer Leiter für namhafte Marken im Bereich Interior Design. Dank konstanter Suche nach Bezugspunkten ist Lorenzo De Grandis in der Lage, visuelle Inhalte zu konzipieren und zu entwickeln und so Ergebnisse mit erheblicher Kommunikationskraft zu erzielen. Empfindungen, Ideen und Stimmungen werden in seinen Projekten für Graphic Design, Textile Design und Aussstattung umgesetzt. Eine fachübergreifende Studie mit nur einer Ambition: den Rhythmus und die Ästhetik der heutigen Zeit einzufangen.

Contestualmente, dedica impegno e passione alla grafica sviluppando numerosi progetti come direttore artistico. Dopo aver conseguito un master in Hotel Design presso la Domus Academy di Milano, si specializza nella progettazione di alberghi di lusso, centri benessere e terminali.

Al momento lavora presso lo studio Ak engineering di Udine.

La continua ricerca della giusta sintesi estetica tra spazio e materia rappresenta l'equilibrio alla base dei suoi progetti in cui il design interagisce con la storia, l'evoluzione del gusto e delle mode, giocando con le forme e la funzionalità.

Interior designer.

Sylvia Gortana suit sa formation auprès de l'Institut Européen de Design de Milan ainsi qu'à l'Université de Canberra en Australie et se diplôme avec mention très bien en Architecture.

Parallèlement, elle nourrit sa passion en s'engageant dans l'art graphique et développe de nombreux projets en tant que directrice artistique.

Après avoir obtenu un Master en Hotel design à la Domus Academy de Milan, elle se spécialise dans la conception d'hôtels de luxe, de centres de bien-être et de SPA.

Actuellement, Sylvia travaille au sein du studio Ak engineering de Udine.

Elle est à la continue recherche de la juste synthèse esthétique entre l'espace et la matière, à travers un design qui intéragit avec l'histoire, l'évolution du goût et des modes, jouant avec les formes et la fonctionnalité.

Interior designer.

Sylvia Gortana macht ihre Ausbildung am Europäischen Institut für Design in Mailand und an der Universität von Canberra in Australien. Nach dem Universitätsabschluss mit Auszeichnung plant sie in Zusammenarbeit mit verschiedenen Architekturbüros

of taste and fashions, while playing with shapes and functions.

Interior designer.
Sylvia Gortana si forma all'Istituto Europeo di Design a Milano e all'Università di Canberra in Australia. Concluso il percorso universitario con il massimo dei voti collabora con studi di architettura progettazione di Luxushotels sowie Wellness- und Thermalcentern.

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Messestände, Ausstellungen und Events.

Parallel dazu weitet sie ihre Arbeit in den Bereich des Grafikdesigns aus und bringt als Art Director zahlreiche Projekte auf den Weg. Sie macht einen Master in Hoteldesign an der Domus Academy in Mailand und spezialisiert sich auf die Projektierung von Luxushotels sowie Wellness- und Thermalcentern.

Zur Zeit arbeitet sie in Udine im Atelier "Ak Engineering". Hauptmerkmal ihrer Projekte ist die beständige Suche nach dem richtigen ästhetischen Ausdruck von Raum und Material.

So ersinnt sie ein Design, das mit der Geschichte und der Entwicklung von Geschmack und Mode zu interagieren weiß, und spielt dabei mit Formen und Funktionalität.



Modesektor verläuft und bereits zahlreiche Werke hervorgebracht hat. Einige davon finden sich im Katalog L' "Altra faccia del Macero", Abschnitt Kunst, Herausgeber Comieco, die italienische Genossenschaft für Zellulose-Recycling. Darauf hinaus arbeitete sie als freiberuflicher Decor Designer mit Unternehmen aus der Textil- und Keramikbranche sowie als Illustrator für Fantasybücher mit Verlagshäusern zusammen.



Francesca Zoboli

Visual designer.

Francesca graduated in Visual Design in 1981, from the Milan design Polytechnic. Afterwards she attended the Brera Fine Arts Academy where, in 1985, she graduated in Painting. In 1990, she set up the interior decorating firm L'O di Giotto, which operates in Italy and abroad. Her clients include Fratelli Rossetti and Kenzo, for which, in 2006, she designed and completed decorations for the new concept store in Paris. Alongside interior decorating, she also conducts pictorial research, especially as regards the assembly of materials (including papers treated with various techniques, wax and inks).

Out of the combination of painting and decorating comes the style of her works, distinguished by an original language inspired by fabrics, upholsteries, old printing methods, ethnic and traditional motifs, graphic patterns, plastering, natural textures such as woods, leaves, powders, earths. Careful and sensitive to the most recent fashion, design, art and modern architecture trends, Francesca Zoboli

aims at organically articulating and integrating decorative projects in environments and spaces.

Visual designer
Francesca si è diplomata in Visual Design nel 1981, presso la Scuola Politecnica di design di Milano. Successivamente, ha frequentato l'Accademia di Belle Arti di Bera, dove, nel 1985, si è diplomata in Pittura. Nel 1990, ha fondato lo studio di decorazioni d'interni L'O di Giotto, che opera in Italia e all'estero. Fra i suoi clienti, Fratelli Rossetti e Kenzo, per cui nel 2006 ha progettato e realizzato interventi di decorazione destinati al nuovo concept store di Parigi. All'attività di interior decorator affianca la ricerca pittorica, condotta in particolare sull'assemblaggio di materiali (fra i quali carte trattate con tecniche varie, cera e inchiostri). Dal connubio fra pittura e decorazione nasce lo stile dei suoi lavori, connotato da un linguaggio originale che si ispira a tessuti, tappezzerie, antiche tecniche di stampa, motivi etnici e tradizionali, pattern grafici, intonaci, texture naturali come legni, foglie, pietre, terre. Attenza e sensibile alle più recenti tendenze della moda, del design, dell'arte e dell'architettura contemporanea, Francesca Zoboli mira ad articolare e integrare organicamente il progetto decorativo all'ambiente e allo spazio.

Visual designer
Francesca s'est diplômée en Visual Design en 1981, à l'Ecole Polytechnique de design de Milan. Elle a, par la suite, fréquenté l'Académie des Beaux-Arts de Bera, où, en 1985, elle s'est diplômée en Peinture. En 1990, elle a fondé le cabinet de décoration d'intérieur L'O di Giotto, qui œuvre en Italie et à l'étranger. Parmi ses clients, Fratelli Rossetti et Kenzo, pour ce dernier elle a conçu et réalisé, en 2006, des interventions de décoration destinées au nouveau concept store de Paris. Outre son activité de décoratrice d'intérieur, elle mène parallèlement une recherche picturale, notamment sur l'assemblage de matériaux (parmi lesquels des papiers traités avec des techniques diverses, cire et encres). C'est du mariage entre peinture et décoration que naît le style de ses travaux, caractérisé par un langage original qui s'inspire de tissus, lapisseries, techniques d'impression

anciennes, motifs ethniques et traditionnels, pattern graphiques, enduits, textures naturelles comme les bois, les feuilles, les poussières, la terre. Attentive et sensible aux tendances les plus récentes de la mode, du design, de l'art et de l'architecture contemporaine, Francesca Zoboli cherche à articuler et intégrer organiquement le projet décoratif dans l'environnement et l'espace.



Giovanni Pagani

Architect, interior designer

An graduate in architecture from the Milan Polytechnic, his career began in 1995. Giovanni Pagani's goal is to capture emotions and transfer them into his objects and interior designs. The guiding theme common to all his works, from shops to hotels, restaurants and private homes, is the emotion aroused by using them: a microcosm of sensations which Wall&Decò has grasped and further promoted.

Architetto, interior designer
Si laurea al Politecnico di Milano in architettura e inizia la sua carriera nel 1995.

Le sue proposte prendono forma dalle emozioni che vengono trdotte negli oggetti e nelle architetture che propone. La cifra distintiva che accomuna i suoi lavori,

dai negozi alle strutture di accoglienza, dalla ristorazione alle residenze private è l'emozione che si prova di fronte alle sue realizzazioni: un microcosmo di sensazioni che Wall&Decò ha colto ed ulteriormente valorizzato.

Architecte, Interior Designer
Diplômé en architecture de l'université Politecnique de Milan, il débute sa carrière en 1995.

Giovanni Pagani propose de capturer les émotions et de les transférer dans les objets et les espaces qu'il compose. L'émotion suscitée par l'utilisation de ses réalisations est le fil rouge de son travail. Des boutiques à l'hôtelierie, de la restauration aux résidences privées: un bloc hétérogène du monde qui se fige dans un domaine spécifique de l'espace-temps; une sensation que Wall & Decò sait recueillir et valoriser.

Designer
Xavier wurde vor 220 Jahren in Kopenhagen geboren und ist etwas überspannt. Er lebt mit seinem Laptop, das in einer roten Hülle steckt, reist um die Welt, sieht Dinge und überträgt sie in Bilder, die auf die eine oder andere Weise lebendig werden.

Architect, Interior Designer
Schließt sein Architekturstudium am Polytechnikum Mailand ab und beginnt seine Laufbahn im Jahr 1995. Seine Lösungen erwachsen aus den Emotionen, die er in seine Objekte und Architekturen überträgt. Gemeinsames Merkmal seiner Arbeiten, die von Geschäften zu Hotelanlagen über Restaurants bis zu Privatwohnungen reichen, ist die Emotion, die sie beim Betrachter auslösen: ein Mikrokosmos der Gefühle, von Wall&Decò eingefangen und transportiert.



Xavier Barcelona

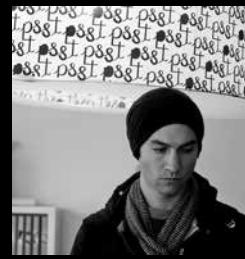
Designer

Xavier was born in Copenhagen 220 years ago, he is fairly exaggerated. He lives with his portable computer which he keeps in a red case, he travels the world, sees things and translates them into images which take on life one way or another.

Designer
Xavier è nato a Copenaghen 220 anni fa, è moderatamente esagerato. Vive con il suo computer portatile che porta dentro una custodia rossa, gira il mondo, vede cose e le traduce in immagini che prendono vita in un modo o nell'altro.

Designer
Xavier est né à Copenhague il y a 220 ans, il exagère légèrement. Il vit avec son ordinateur portable qu'il range dans une sacoche rouge, il parcourt le monde, il voit des choses et il les traduit en images qui prennent vie d'une manière ou d'une autre.

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Alessandro Gottardo (aka Shout)

Alessandro Gottardo is an Italian illustrator with a very lean and essential style.

Also known by the name of Shout, he lives and works in Milan. Highlights of his career include cooperating with The New York Times, The Wall Street Journal, TIME, Penguin Books, Volkswagen, Barclays, ENI, Nokia and United Airlines. Il a reçu de nombreux prix internationaux; Il publie entre 2006 et 2007 les volumes "Jetlag" et "Jetlag 2" avec la maison d'édition 27_9, en 2010 "Mono Shout", une monographie sur ses 10 ans d'exercices et en 2011 "DAZED". En 2011, s'est tenue à la Known Gallery de Los Angeles sa première exposition.

A travers une opération de soustraction, de synthèse de l'image, Shout présente de réelles petites œuvres d'art conceptuel par lesquelles, plus qu'une démonstration, sont construits des messages immédiatement perceptibles.

Alessandro Gottardo ist ein italienischer Illustrator von nüchternem und essentiell Stil. Der auch unter dem Pseudonym Shout bekannte Künstler lebt und arbeitet in Mailand. Zu seinen wichtigsten internationalen Kunden gehören The New York Times, The Wall Street Journal, TIME, Penguin Books, Volkswagen, Barclays, ENI, Nokia und United Airlines. Er erhielt verschiedene internationale Auszeichnungen und veröffentlichte zwischen 2006 und 2007 mit dem Verlagshaus 27_9 die Bände "Jetlag" und "Jetlag 2" und im Jahr 2010 "Mono Shout", eine Monografie über die ersten 10 Jahre seiner Arbeit. Im Jahr 2011 kommt schließlich "DAZED" heraus.

Im selben Jahr findet auch seine erste Personalausstellung in der Known Gallery in Los Angeles statt.

Durch eine Operation des Weglassens, der Synthese des Bildes, macht Shout seine Illustrationen zu kleinen Gedankenwerken, mit denen er direkt wahrnehmbare Botschaften eher konstruiert als dass er sie zeigt.



Talva Design

Artist, designer

Tal Waldman (Talva Design) is an artist, designer and architect based in Paris. He completed his art and architecture studies working for international firms, from Jean Nouvel to Christian de Portzamparc and Jean Paul Viguer. The Talva Design studio in Paris is a synthesis between design and art capable of providing interior design solutions and home and furnishing accessories.

Artista, designer
Tal Waldman (Talva Design) è un'artista, designer e architetto con base a Parigi. Completa i suoi studi di arte e architettura lavorando per studi internazionali, da Jean Nouvel, Christian de Portzamparc a Jean Paul Viguer.

Lo studio Talva Design a Parigi è una sintesi tra design e arte capace di offrire soluzioni d'interni, accessori per la casa e di arredo.

Artiste, Designer
Tal Waldman (Talva Design) est une artiste, designer et architecte basée à Paris.

Elle complète ses études en Art et Architecture en travaillant pour des studios internationaux comme le studio Jean Nouvel, Christian Portzamparc ou encore Jean-Paul Viguer. C'est avec la création de son studio Talva Design à Paris, que ses activités de designer et d'artiste peuvent converger en projets plus concrets pour donner vie à accessoires pour l'ameublement, décorations, meubles. Tal Waldman collabore avec Wall&Decò depuis 5 ans.

Künstler, Designer
Tal Waldman (Talva Design) ist Künstler, Designer und Architekt mit Stützpunkt in Paris.

Er schließt ein Kunst- und Architekturstudium ab und arbeitet für internationale Ateliers von Jean Nouvel und Christian de Portzamparc bis Jean Paul Viguer. Das Atelier Talva Design in Paris ist eine Synthèse aus Design und Kunst, die Innenausstattungen, Accessoires und Einrichtungslösungen aus einer Hand bietet.

Q1

Send us a file, fax, rendering

Inviateci un file, un fax o un rendering

Envoyez-nous un fichier, un fax ou un rendering

Schicken Sie uns ein File, ein Fax oder ein Rendering



Simulation service
Servizio di simulazione
Service de simulation
Simulierung Dienst

.426

Q2

We'll send you some possible solutions

Ti inviamo alcune soluzioni

Nous vous enverrions quelques solutions possibles

Wir senden Ihnen einige individuelle Angebote

SIMULATION SERVICE

Q3

print on demand
Simulation service
(working steps)

A

Show us where the subject will be placed

Mostraci dove verrà posizionato il soggetto

Montrez-nous où le sujet sera mis en place

Zeigen Sie uns genau, wo das Motiv positioniert werden soll



B

We customise the subject to your wall

Modifichiamo il soggetto per adattarlo alla vostra parete

Nous modifions le sujet pour l'adapter à votre mur

Wir verändern Ihres Sujets nach Ihrem Wunsch



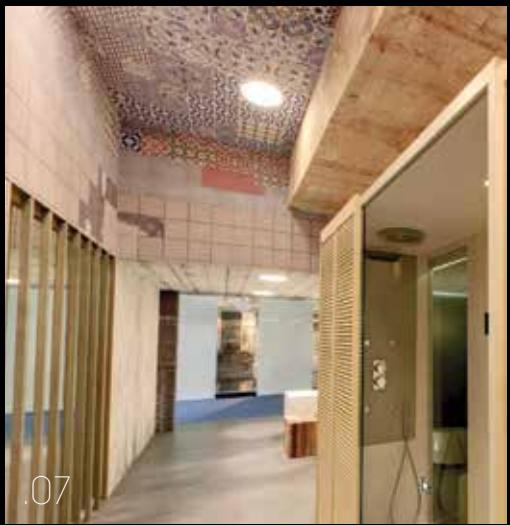
C

We'll provide you with a simulation showing you the final effect

Vi mostriamo la simulazione dell'effetto finale

Nous vous montrons la simulation de l'effet final

Wir zeigen Ihnen, wie die Endrealisierung aussehen wird





Graphic Agency
D+/Wladimiro Bendandi [www.d-plus.it]

Photos

Alessandra Ianniello
with P. Barkhof stylist pp. 7/15/29/31/33/35/91/99/109/121/127/129/135/151/167/177/179/181/185/187/189/191/195/199/203/205/207/209/211/337/347/379/383/391/393/399/415 | with F. Davoli stylist (*Marie Claire Maison*) pp. 9/13/43/81/87/89/97/113/153/155/169/349/357/363/377 | with F. Davoli stylist pp. 21/37/39/41/45/49/51/61/65/67/75/77/117/333/341/343/361/365/373 with C. Vohwinkel stylist pp. 25/27/131/139/141/143/145/149/351/381/389/395 | with L. De Marco stylist (*Marie Claire Maison*) pp. 57/69/79 | with F. Totaro e S. Bicego for *tobidesigners* pp. 19/23/335 | with V. Bellazzi stylist pp. 125/339 | with C. Proserpio interior decorato pp. 123 | with V. Pareschi stylist pp. 345

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