



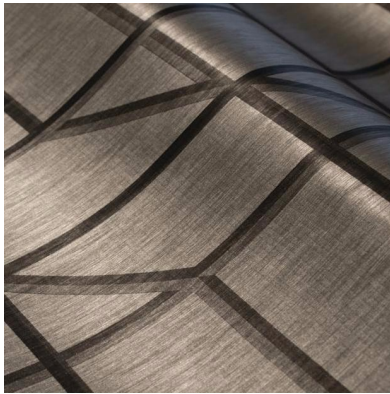
Wallcoverings Association

## MEDIA ALERTS

### News from the Wallcoverings Industry

The Wallcoverings Association has created Media Alerts to keep media up-to-date on news in the wallcoverings industry. Media Alerts is emailed to editors to provide a snapshot of new products and news announcements in our industry. This Media Alerts issue was sent to nearly 100 editors on June 30th. We hope you enjoy this issue. Please contact [Janice Hofmann](#) with any comments or questions.

## Summer 2016



### Stacked Squares

A three-dimensional inspired design, Lanark's Axiom Cubed is a geometric construction built on minimalism and modernism. Square shapes build on one another, creating volume and depth through line and space. Clean yet complex, this Axiom Cubed composition is a new take on modern. The mathematical and spacial structure is built to last. [Contact](#)



### Natural Choice

York Wallcovering's Custom Naturals offers the ability to custom color wallpaper on eight natural grounds. Choose from natural grasscloth, matte and shimmering sisal, white and natural cork, mica, paper weave, and textile strings. With over 1000 options, create the perfect match for any project with only an eight yard minimum requirement. [Contact](#)



### Comfort of Nature

Sonoma by Versa Wallcovering conjures the comfort of nature with loose organic imagery suggestive of meandering vines, sun-dappled reflections or flowing fields. The soft-edged, nature-influenced treatment is inspired by the California wine region of the same name and responds to designers' requests for large-scale organics that are not specifically botanical. [Contact](#)



### Vintage Flourish

Reminiscent of a vintage decorative flourish, Harlowe's calligraphic motif offers a modern interpretation with beautiful fluidity and movement. Its large scale is ideal for a focal point wall or any space where a bold but graceful statement is appreciated. Len-Tex offers Harlowe in 12 colorations including tone-on-tone neutrals and rich, illuminated metallics in contrasting colors. [Contact](#)

### Learn About Wallcovering

The Wallcoverings Association invites you to learn more about the wallcovering business at its Fall Meeting on September 12 at the Hyatt Regency O'Hare in Rosemont, Illinois (just outside O'Hare Airport). This day-long meeting covers design, manufacturing, installation and sustainability. WA members are invited to attend committee meetings on September 11. For more about the event, [click here](#).

### Shadow & Light

Source One's Evolution collection is designed by Luigi Colani. His design language is recognized beyond the borders of his creative domain. With undulating lines and wavy contours, designs work with shadow and light, creating effects approaching optical illusions. Five patterns include Continuum (shown). Material is 29.5" wide with 4-5 colors per pattern. [Contact](#)



### Dancing Walls

Remember the flashing lights from 1970s discos? Bolta's Strobe remembers. Strobe features a hip but subdued optical design. The mid-scale pattern mimics the whirling lights from that era's nightclub dance floors. In the limelight are color palettes Beige Boogie, Dark Disco and Techno Tan. Made by J. Josephson, Strobe is low-VOC and includes recycled content. [Contact](#)

### Custom Digital

MDC expands Digital Studio, which taps its dedicated, in-house design team to conceptualize and customize digital decor. The program offers a range of high-tech custom imaging capabilities enabling the creation of unique variations of proven wallcovering designs, large format murals, art panels, framed artwork, ceiling graphics and digitally printed window treatments. [Contact](#)

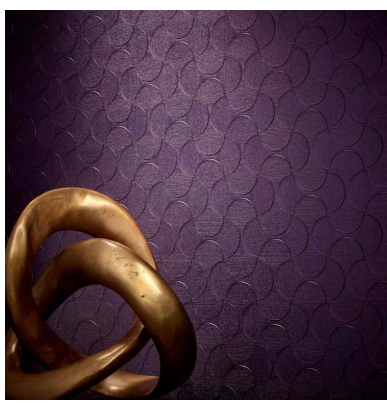
### Scandinavia Revisited

WallVision celebrates five iconic Scandinavian designers with the reintroduction of 14 timeless patterns first created in the 1940s to 1960s. The Scandinavian Designers II collection showcases flora, flowers and trees including this Gocken Jobs design of rhubarb, dew cup, viola and monkshood. Other designers showcased are Stig Lindberg, Arne Jacobsen, Vida Grasten and Lisbet Jobs. [Contact](#)



### Flexible Wood

Misumaru introduces Woodtique ultra-thin wood veneers that bend and fold around beams, columns and corners. As thin as a sheet of paper, Woodtique is highly flexible and will not crack. Woodtique is also available as translucent wood sheets for backlit panels and lighting shades. The easy-to-install veneers are hung like wallpaper. [Contact](#)



### Wave Puzzle

Colour & Design presents Decca, its newest offering inspired by interlocking tiles. Reminiscent of a jigsaw puzzle, Decca is a 24 oz. Type II wallcovering that is certified to the NSF/ANSI 342 Sustainability Standard. Choose from a wide palette of 22 colors that runs from neutrals to dramatic and offers selections for all environments. [Contact](#)



### Durable Decadence

Novelio Nature from Saint-Gobain combines high-end aesthetics with durability and environmental properties. Easy to install and maintain, the washable material is not affected by water or sunlight, providing an elegant wall finish over a long period of time. The versatile system has a natural feel and is repaintable, giving walls several lives. [Contact](#)

[Forward this email](#)

