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Bold and Beautiful

Cole & Son's geometry lesson embodies the trend for high-impact, patterned wallpapers

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GRAHAM & BROWN <

Real flock wallpapers, designed by Dutch design supremo Marcel Wanders, are launched this month by Graham & Brown. Given that the company was founded in 1946 by friends Harold Graham and Henry Brown, it is impressive that the business maintains a fresh face with its collaborations with internationally recognized designers such as Wanders, Barbara Hulanicki, Kelly Hoppen, Wayne Hemingway, Amy Butler and Julien Macdonald. Today, the business is run by third-generation family members Andrew Graham and Ian Brown and the wallpaper continues to be designed and manufactured in Blackburn, Lancashire. With an emphasis on design at affordable prices, its Superfresco brand is the world's best-selling wallpaper.

Graham & Brown's colour specialist, Paula Taylor, says: 'As people are beginning to get more comfortable with pattern, we are seeing a return to wallpaper being used on every wall with, perhaps, a bold feature design on one wall teamed with a matching coordinate or textured plain.' www.grahambrown.com/uk

**JOCELYN WARNER ▲**

From her studio in east London, Jocelyn Warner has been producing bold wallpaper with opulent pattern since 1999. Warner says she is drawn to pattern, colour and form found in the natural world and has used her experience in traditional print-making techniques to produce glamorous papers — including her latest Wisteria design, shown here — that are designed to express individuality.

'At the moment, it's very much about having a look that ignites a mood,' she says. 'The resurgence of wallpaper way back in 2000 was the catalyst for the pattern boom we are seeing today. It started on the walls and has spread right across fashion to furniture to ceramics, and people can more easily relate to it in their homes. Flowers and plants are still really powerful in print: they offer a form of beauty that, with the right colourway and printing process, can create a mood of tranquillity and calm, even if the repeat size is on the larger scale.'

www.jocelynwarner.com

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It was 2009 when Victoria Cramsie couldn't find wallpaper for her six-year-old-sons' room. She was looking for paper that 'felt hand made but wasn't folksy or whimsical or twee and was something more pleasing than tacky, standard, licensed wares.' Her search was so fruitless, she decided to create the paper herself.

'We make wallpaper for boys' bedrooms that feels crafted, is good quality, is thoughtful, has personality and even a sense of humour,' says Cramsie of her range, which is all printed in England. 'We make wallpaper where boys' themes meet grown-up style.' Shown below is 'Ere Be Dragons, a design from the new collection. 'I think people want to see pattern design using unusual images and ideas, not just the same old florals,' she says. 'The colours being used now are much bolder and richer and there is a lot of colour blocking of the brighter hues.'

www.paperboywallpaper.co.uk

