



PRIMEWALLPAPER



PRIMEWALLPAPER

PRIMEWALLPAPER is the solid colour Londonart range that is intended to give a complete coordinated and tone-on-tone effect to the most decorative and spectacular wall paper. Prime is perfect as a stand-alone element as well, it creates tones and undertones which produce a well-balanced uniformity and plays on colour contrast by conjuring up Pantone palettes, adding highlights and depth while enhancing the surfaces. The sartorial texture of Londonart materials blends with the depth of the pigments creating dynamic, vibrant results, or ones that are pure, delicate and soft.

INSPIRATION

Functionality is the key to this comprehensive new Londonart collection, creating an authentic range which decorates and redecorates rooms with well-balanced, all-over shades, blending textures with the compositional ranges of fabrics for Londonart walls, rounding out and completing every mix and match combination. All this in a variety of shades which range from pure neutral tones to cool & warm greys, creams and sandy nuances to the precious hues of gold. Carmine and Bordeaux warm and harmonise with refined elegance while the intensity of cyan blue, turquoise, pale green - cold and pigmented - grace the surfaces, without forgetting timeless black, unfailingly sophisticated, an element of absolute contrast.

SOLUTIONS

The solid shade, through an in-depth quest for colours and nuances, injects vibrant completeness into the inspirations and choreographic components of wallpaper, becoming a must-have furnishing element, producing a perfect technical, perceptive rendering of Londonart products. Fabrics, aesthetics and decorative skills are combined with functionality and the need to coordinate, providing well-balanced responses, both as independent elements and combined with symphonies of high-impact, decorative patterns.

PRIMEWALLPAPER è la gamma Londonart a tinta unita che nasce come elemento in grado di dare completezza coordinata e ton- sur-ton alle carte da parati più decorative e scenografiche. Perfetta anche come elemento a sé stante, Prime si compone di toni e sottotoni che, richiamando le palette Pantone, creano uniformità armoniche e giochi di contrasto tonali per dare risalto, profondità, preziosità alle superfici: la texture dei materiali sartoriali Londonart si fonde con la profondità dei pigmenti per risultanti vitali, vibranti, o puri, morbidi e tenui.

ISPIRAZIONI

La funzionalità è la guida di questa nuova collezione Londonart, la cui completezza ne fa una vera e propria gamma che veste e riveste gli ambienti con tonalità armoniche all-over, abbinandosi alla texture e alle gamme compositive dei tessuti per pareti Londonart, dando rotondità e completezza a ogni mix and match. Il tutto, in una varietà di nuances che spaziano dalla pura neutralità dei grigi freddi cool & warm grey, dei crema, del sabbia, fino alla preziosità dell'oro. Carminio e bordeaux riscaldano e armonizzano con eleganza preziosa, mentre la cromaticità intensa del blu ciano, del turchese, del verde tenero - freddi e pigmentati - veste le superfici, senza dimenticare l'intramontabile nero, elemento di contrasto assoluto, sempre raffinato.

SOLUZIONI

La tinta unita - attraverso una ricerca profonda di colori e nuances - dà vibrante completezza a ispirazioni ed elementi coreografici dei wallpaper, divenendo immancabile elemento di arredo, per una perfetta resa tecnica e percettiva dei prodotti Londonart. Tessuti, estetica e capacità decorativa si sposano alla funzionalità e al bisogno di coordinare, dando risposte armoniche sia come elementi indipendenti che in abbinamento alle sinfonie di pattern ad alto impatto decorativo.

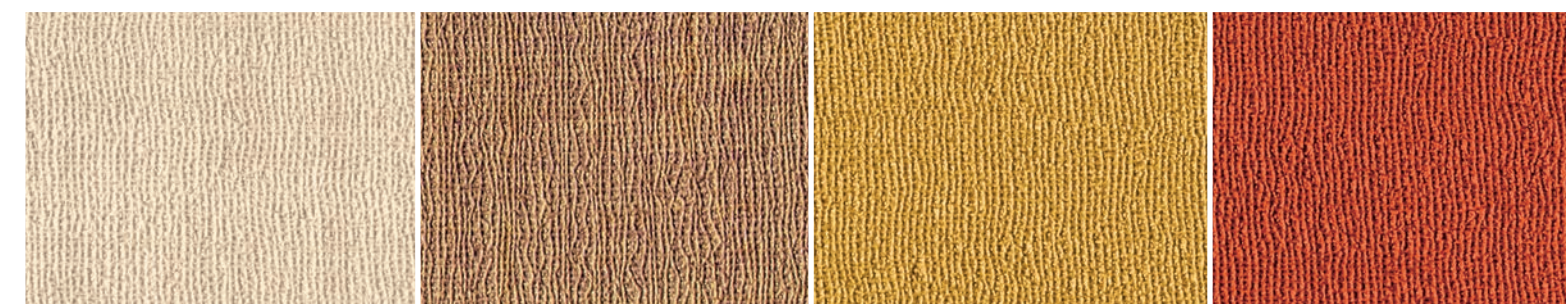


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BIANCO CREMA
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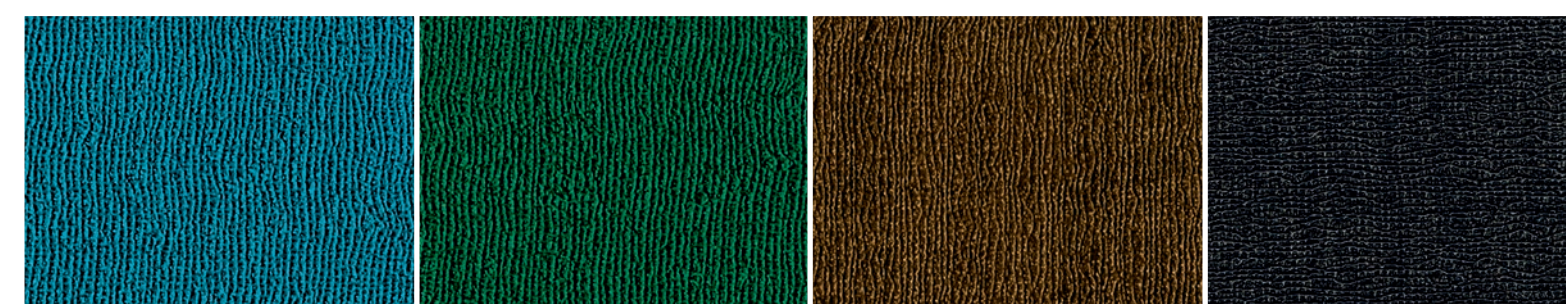


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50101LA
BIANCO SABBIA

Rolls dimension:
(approximately)

width 1,06 mt
height 10 mt





PRIMEWALLPAPER

BIANCO SABBIA



50101LA

50102LA
BIANCO CREMA

Rolls dimension:
(approximately)

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PRIMEWALLPAPER

BIANCO CREMA



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GRIGIO MADREPERLA

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PRIMEWALLPAPER

GRIGIO MADREPERLA



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NEBBIA MARINA



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AVORIO CHIARO



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50106LA
CARMELLO

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(approximately)

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height 10 mt





PRIMEWALLPAPER

CARAMELLO



50106LA

50107LA
GIALLO DI MARTE

Rolls dimension:
(approximately)

width 1,06 mt
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PRIMEWALLPAPER

GIALLO DI MARTE



50107LA

50108LA
ROSSO TERRACOTTA

Rolls dimension:
(approximately)

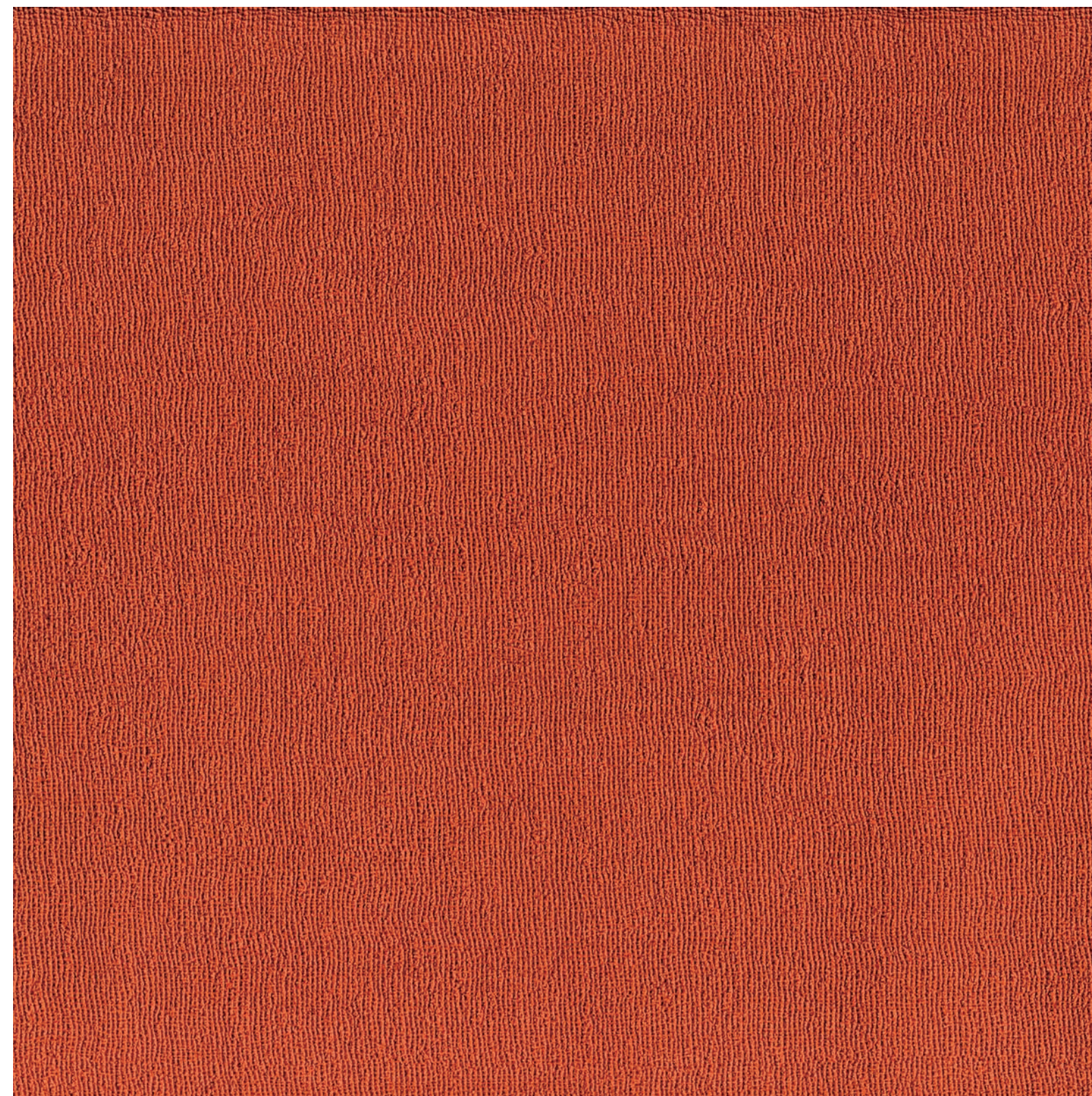
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PRIMEWALLPAPER

ROSSO TERRACOTTA



50108LA

50109LA
BLU BALTICO

Rolls dimension:
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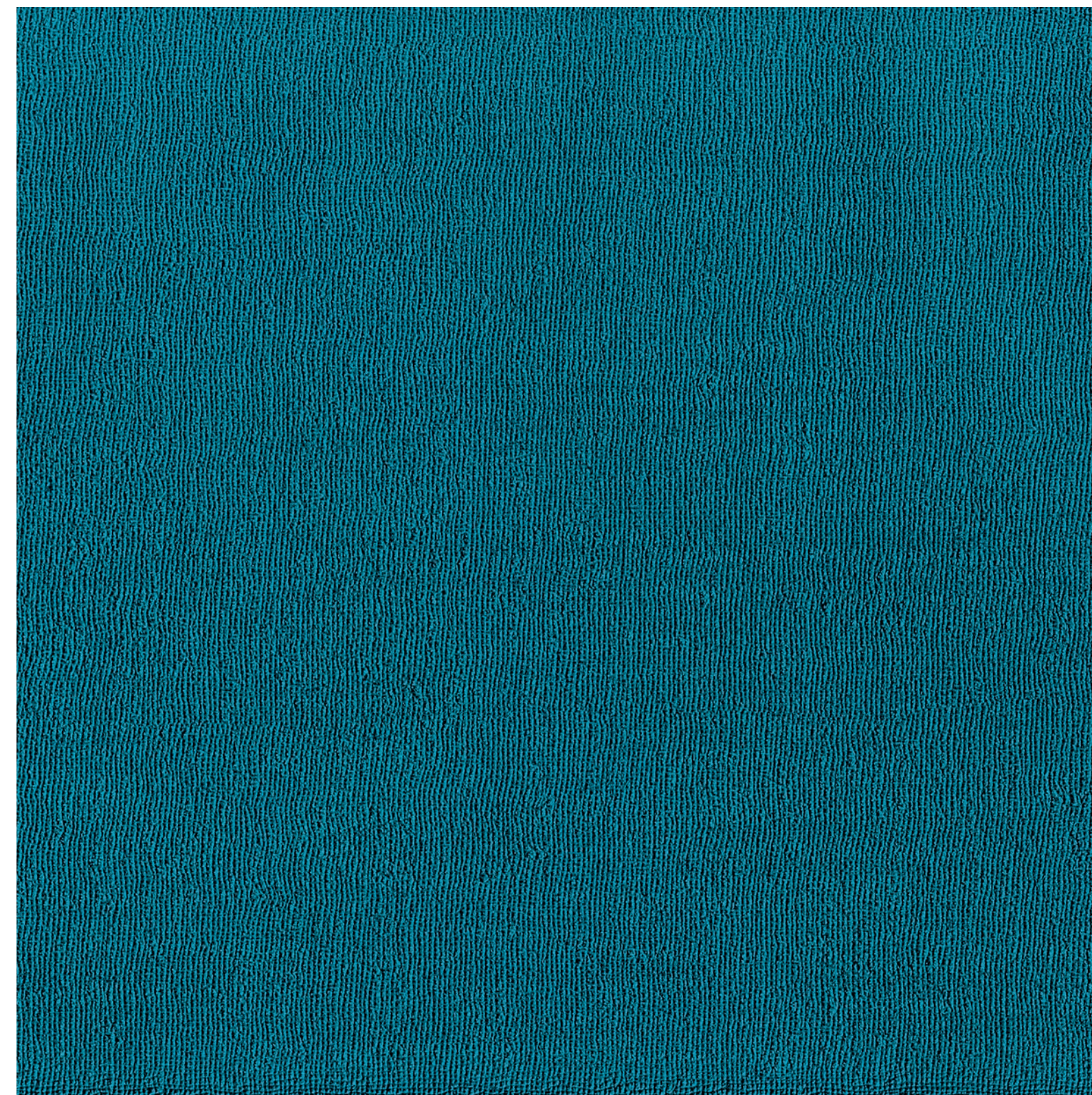
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PRIMEWALLPAPER

BLU BALTICO



50109LA

50110LA
VERDE MALACHITE

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(approximately)

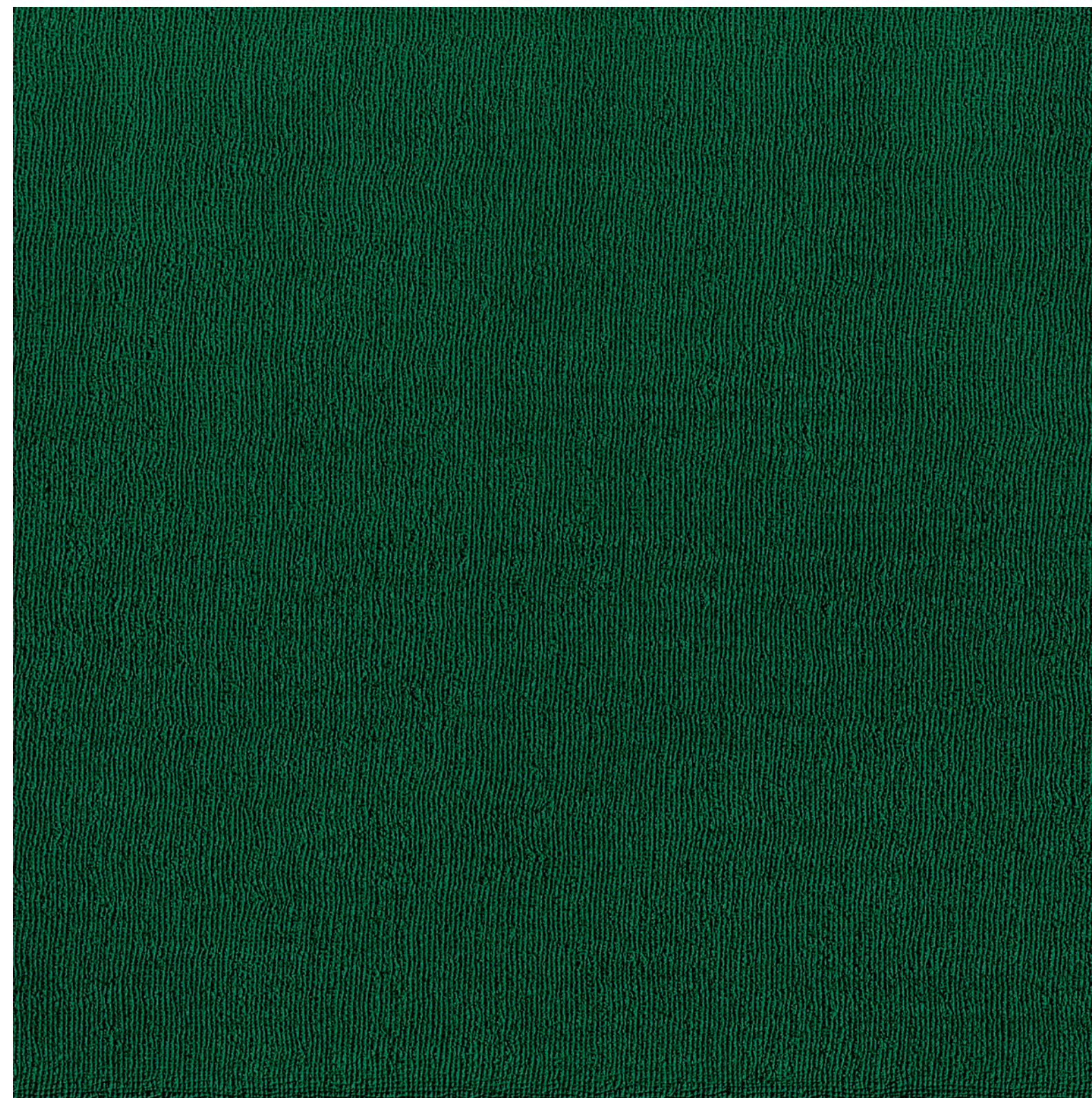
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PRIMEWALLPAPER

VERDE MALACHITE



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TERRA D'OMBRA

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PRIMEWALLPAPER

TERRA D'OMBRA



50111LA

50112LA
NERO PROFONDO

Rolls dimension:
(approximately)

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height 10 mt





PRIMEWALLPAPER

NERO PROFONDO



50112LA

PRIMEWALLPAPER Collection

Photo shooting Davide Lovatti
Pages: 6-7, 8, 10-11, 12, 14-15, 16, 18-19,
34-35, 36, 46-47, 50-51, 52

Photo shooting Laura Pozzi
Pages: 20, 22-23, 24, 26-27, 28, 30-31,
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