

LON
DON
ART

TOILETPAPER

LUXURY SHIT





LUXURY SHIT

Londonart's LUXURY SHIT Collection is the first wallpaper capsule designed by TOILETPAPER and contains the iconic subjects and the best sellers of the pictures taken by Maurizio Cattelan and Pierpaolo Ferrari. Born from the collaboration between the contemporary artist and the photographer, TOILETPAPER is a magazine made up entirely of images created by the two artists with the idea of creating a new concept between artistic language and advertising language, art and fashion. Vibrant, provocative, and irreverent images that combine the layer of commercial photography with pop suggestions, surrealist evocations, sexual obsessions, ambiguities, creating complex orchestrations that ironize showing a new exploration of the world of art. Each image comes from an intuition, even a simple one, to then become a complex composition of ideas, people, and objects that build a sort of mental outlet. The multiplicity of creativity of the designers and a vision in constant ferment has made TOILETPAPER a true brand with a precise and recognizable identity. LUXURY SHIT for Londonart is not only a selection of beautiful images, but a story that connects different subjects to bring out a complete vision of TOILETPAPER's visual nonconformity. Each wallpaper has an immediate impact, so as not to get lost among all the others; the colour and the situation keep the spectator glued to it. A sequence that embraces everything, an inspiration that draws from different hemispheres of creativity, from everything that surrounds us and that deserves a new look, an unexpected point of view. So a rain of popcorn, a sea of spaghetti and crisps, pierced macro flowers, mirrors that reflect the sky, giant mouths, a gun that drips gold, become decor, because everything in the TOILETPAPER world becomes possible and real, daily and concrete in its absurdity. The wallpapers of LUXURY SHIT adapt to any environment, accentuating the pop and democratic tone of contemporary environments, or, in perfect contrast, taking the edge off the classic and extra-luxury environments.

La Collection LUXURY SHIT di Londonart è la prima capsule di wallpaper firmata TOILETPAPER e racchiude i soggetti iconici e i best seller delle foto scattate da Maurizio Cattelan e Pierpaolo Ferrari. Nato dalla collaborazione tra l'artista contemporaneo e il fotografo, TOILETPAPER è un magazine composto interamente da immagini realizzate dai due artisti con l'idea di creare un nuovo concetto tra linguaggio artistico e linguaggio pubblicitario, arte e moda. Immagini dalla vibrante carica provocatoria e dissacrante che combinano la patina della fotografia commerciale con suggestioni pop, evocazioni surrealiste, ossessioni sessuali, ambiguità, creando orchestrazioni complesse che ironizzano mostrando una nuova esplorazione del mondo dell'arte. Ogni immagine nasce da un'intuizione, anche semplice, per poi diventare una complessa composizione di idee, persone e oggetti che costruiscono una sorta di sfogo mentale. La molteplicità della creatività dei designer e una visione in continuo fermento ha reso TOILETPAPER un vero e proprio brand con una precisa e riconoscibile identità. LUXURY SHIT per Londonart, non è solo una scelta di belle immagini, ma un racconto che mette in relazione i diversi soggetti, per far emergere una visione completa dell'anticonformismo visivo di TOILETPAPER. Ogni wallpaper ha un impatto immediato, per non perdere tra tutti gli altri, il colore, la situazione tengono lo spettatore calamitato a guardarla. Una sequenza che abbraccia ogni cosa, un'ispirazione che attinge da emisferi diversi della creatività, da tutto quello che ci circonda e che merita uno sguardo inedito, una visione inattesa. Così una pioggia di popcorn, un mare di spaghetti e patatine, fiori macro bucati, specchi che riflettono il cielo, bocche giganti, una pistola che cola oro, diventano decoro, perché tutto nel mondo TOILETPAPER diventa possibile e reale, quotidiano e concreto nella sua assurdità. I wallpaper di LUXURY SHIT si adattano ad ogni ambiente, accentuando il tono pop e democratico degli ambienti contemporanei o sdrammatizzando, in perfetto contrasto, gli ambienti classici ed extralusso.

TOILETPAPER



Nata nel 2010, TOILETPAPER è una rivista d'artista creata e prodotta da Maurizio Cattelan e dal fotografo Pierpaolo Ferrari. Fin dalla pubblicazione del primo numero, TOILETPAPER ha creato un mondo che presenta narrative ambigue e un'immaginazione inquietante, coniugando la fotografia commerciale con una narrativa contorta e un'iconografia surrealista. Il risultato è una pubblicazione che è di per sé un'opera d'arte, la quale, attraverso l'accessibilità del formato rivista e l'ampia distribuzione, sfida i limiti dell'economia dell'arte contemporanea.

Born in 2010, TOILETPAPER is an artist's magazine created and produced by Maurizio Cattelan and photographer Pierpaolo Ferrari. Since the first issue TOILETPAPER has created a world that displays ambiguous narratives and a troubling imagination. Combining commercial photography with twisted narrative and surrealistic imagery. The result is a publication that is itself a work of art which, through its accessible form as a magazine, and through its wide distribution, challenges the limits of the contemporary art economy.

LONDONART WALLPAPER

Londonart Wallpaper is a leading international company specialising in exclusive wall papers.

The iconic Italian brand, founded by Nicola Botegal in 2011, is considered one of the most prestigious and recognisable brands in the world of design. The extraordinary elegance of the materials used, the ultra-innovative design and perfect design flexibility are the standout elements which have defined its production from the very beginning.

The transformation and innovation of the reference points, defining every change, has pushed the brand to interact with different cultural spheres, even ones seemingly far away, so that the spirit of the times can be naturally anticipated.

Londonart is a driving force behind change with the versatility required to turn market requests into concrete actions.

Specialised in exclusive wallpaper which is divided into multi-functional collections with an indisputable aesthetic appeal, Londonart has succeeded in making a name for itself with determination and character in the framework of Made in Italy, becoming a genuine example of excellence in the sector.

The brand's identity is an explosive combination of fashion, graphic and architectural elements; materials, fabrics, aesthetics and decoration which are combined with functionality and the need to rationalise spaces resulting in solutions with a strong impact.

Contemporary needs have turned Londonart wallpaper into a product that is very much in demand, aimed at fulfilling the needs of designers, architects and interior decorators.

Londonart Wallpaper è un'azienda leader a livello mondiale specializzata in carte da parati esclusive.

L'iconico brand italiano fondato da Nicola Botegal nel 2011 è considerato uno dei riferimenti più prestigiosi e riconoscibili nel mondo del design. L'estrema ricercatezza dei materiali utilizzati, il design fortemente innovativo, la perfetta flessibilità nella progettazione sono gli elementi che contraddistinguono sin dall'inizio la sua produzione.

La trasformazione e l'innovazione dei codici di riferimento, alla base di ogni evoluzione, hanno spinto il brand ad interagire con diverse sfere culturali, anche apparentemente lontane, portandolo naturalmente ad anticipare lo spirito dei tempi.

Londonart è autore del cambiamento, con la versatilità necessaria per tradurre le richieste del mercato in azioni concrete.

Specializzata in wallpaper esclusivi che si dividono in collezioni polifunzionali dall'indubbio appeal estetico, Londonart è riuscita ad affermarsi con determinazione e carattere nel panorama del Made in Italy, diventando una vera eccellenza nel settore.

L'identità del marchio è un'esplosiva combinazione di moda, elementi grafici e architettura; materiali, tessuti, estetica e decoro che si sposano alla funzionalità e al bisogno di razionalità degli spazi, per risultati di grande impatto.

Le esigenze contemporanee hanno reso i wallpaper Londonart un prodotto on demand, volto a rispondere a tutte le esigenze di progettisti, architetti e arredatori.

TOILETPAPER

LUXURY SHIT



TOILETPAPER

BIRD WATCHING

14TP





TOILETPAPER

BE WATER

15TP





TOILETPAPER

GOLDEN AGE

16TP





TOILETPAPER

SNAKES STORM

01TP



TOILETPAPER SNAKES STORM | 01TP-01



TOILETPAPER SNAKES STORM | 01TP-02





TOILETPAPER

WASH
YOUR MOUTH

02TP



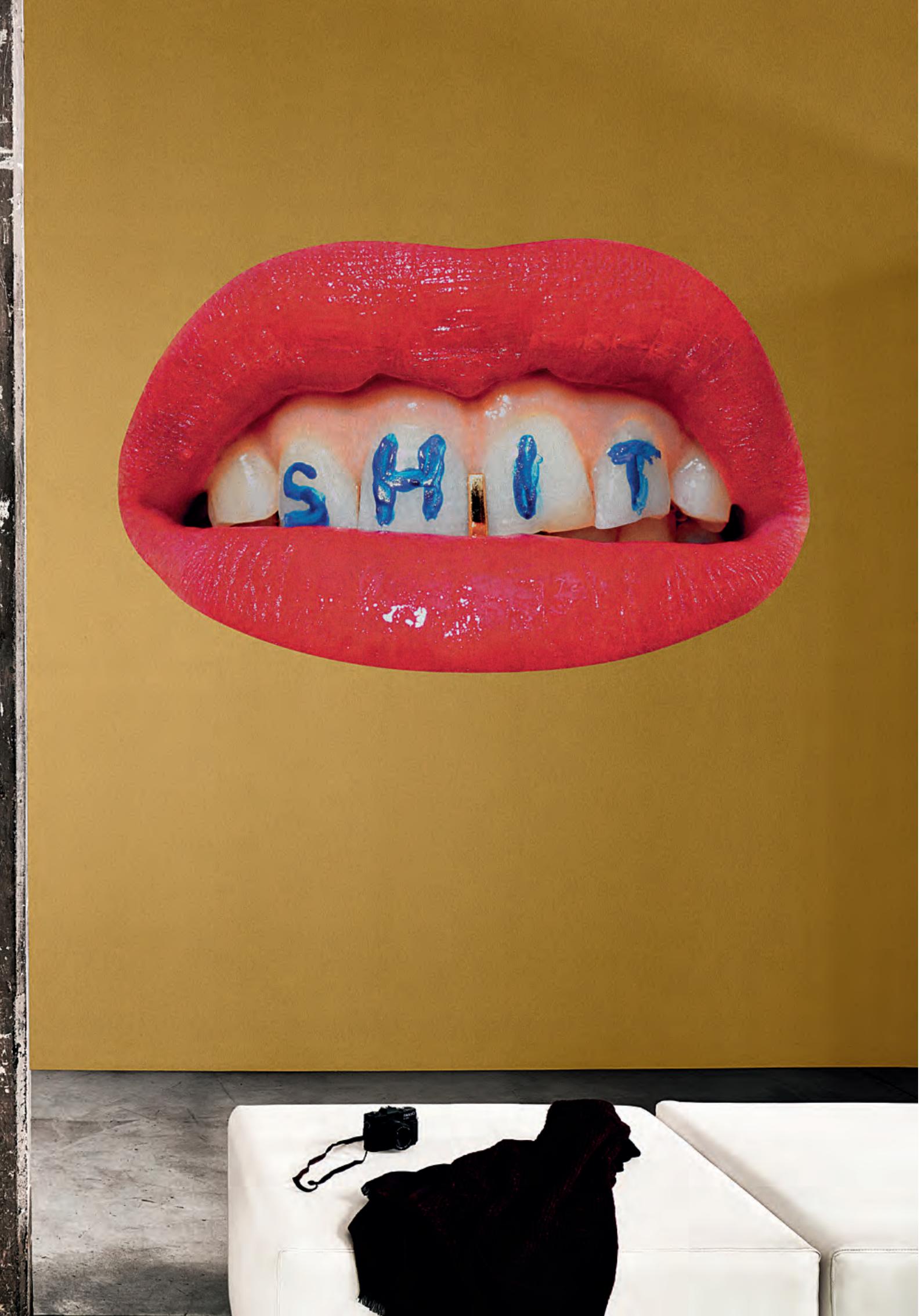


TOILETPAPER WASH YOUR MOUTH | 02TP-02



TOILETPAPER WASH YOUR MOUTH | 02TP-03







TOILETPAPER

HOLES OF PARADISE

03TP



TOILETPAPER HOLES OF PARADISE | 03TP-01



TOILETPAPER HOLES OF PARADISE | 03TP-02





TOILETPAPER

KITCHEN CONFIDENTIAL

04TP





TOILETPAPER KITCHEN CONFIDENTIAL | 04TP-02



TOILETPAPER KITCHEN CONFIDENTIAL | 04TP-03

TOILETPAPER



NO ARMY

05TP







TOILETPAPER

BEAUTY IS NOTHING

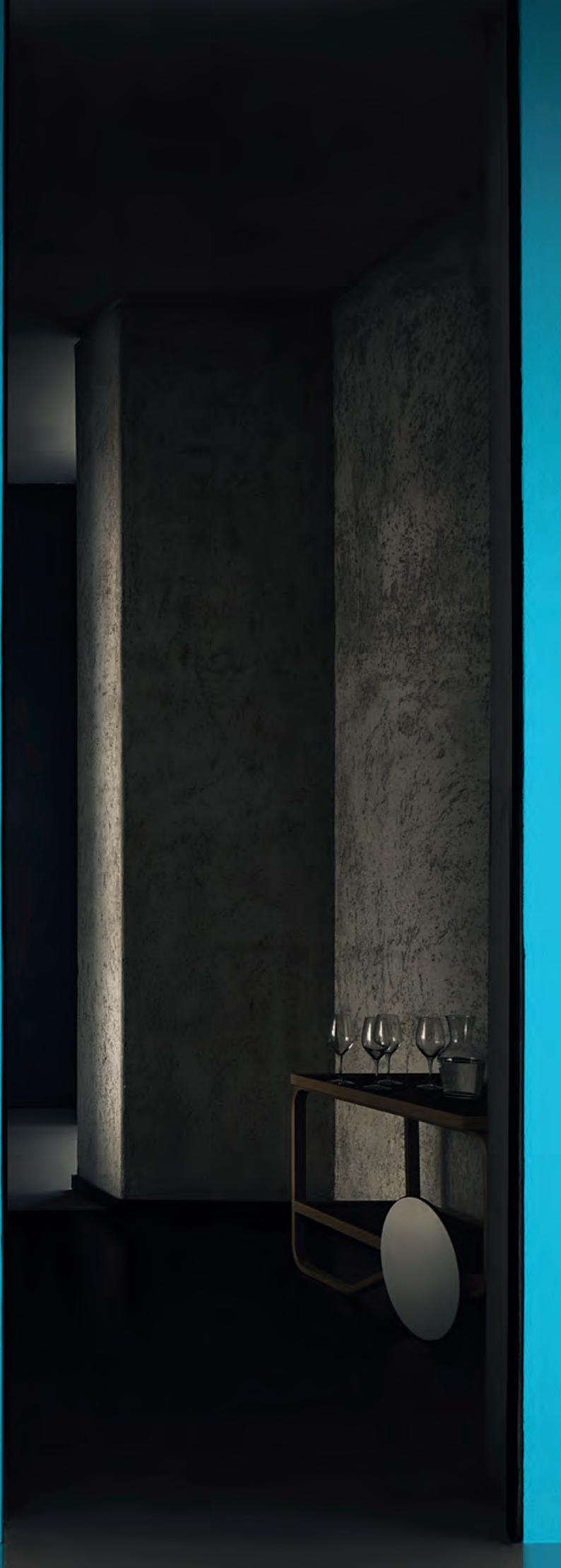
06TP



TOILETPAPER BEAUTY IS NOTHING | 06TP-01



TOILETPAPER BEAUTY IS NOTHING | 06TP-02



TOILETPAPER



BYE BYE

07TP



66

TOILETPAPER BYE BYE | 07TP-01



TOILETPAPER BYE BYE | 07TP-02



TOILETPAPER

FAMILY PORTRAIT

08TP

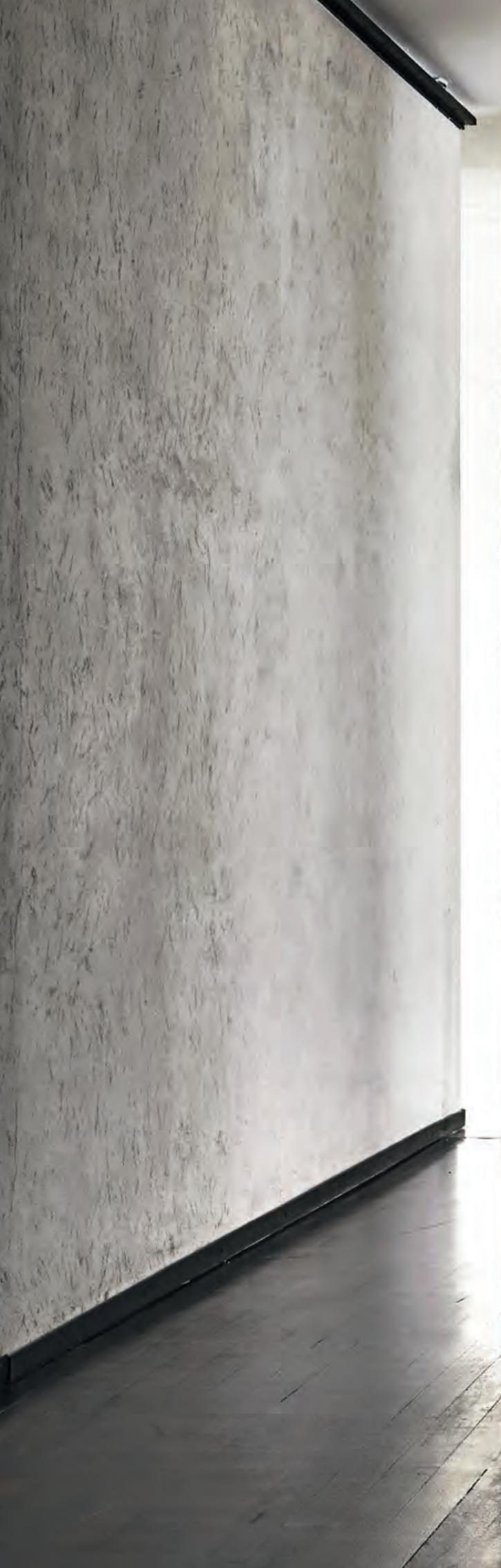




TOILETPAPER

BOLSCHOI COLLECTION

09TP





TOILETPAPER BOLSCHOI COLLECTION | 09TP-02



TOILETPAPER BOLSCHOI COLLECTION | 09TP-03



TOILETPAPER

THE LADY BABY

10TP





TOILETPAPER

EYES & ROSES

11TP



TOILETPAPER EYES & ROSES | 11TP-01

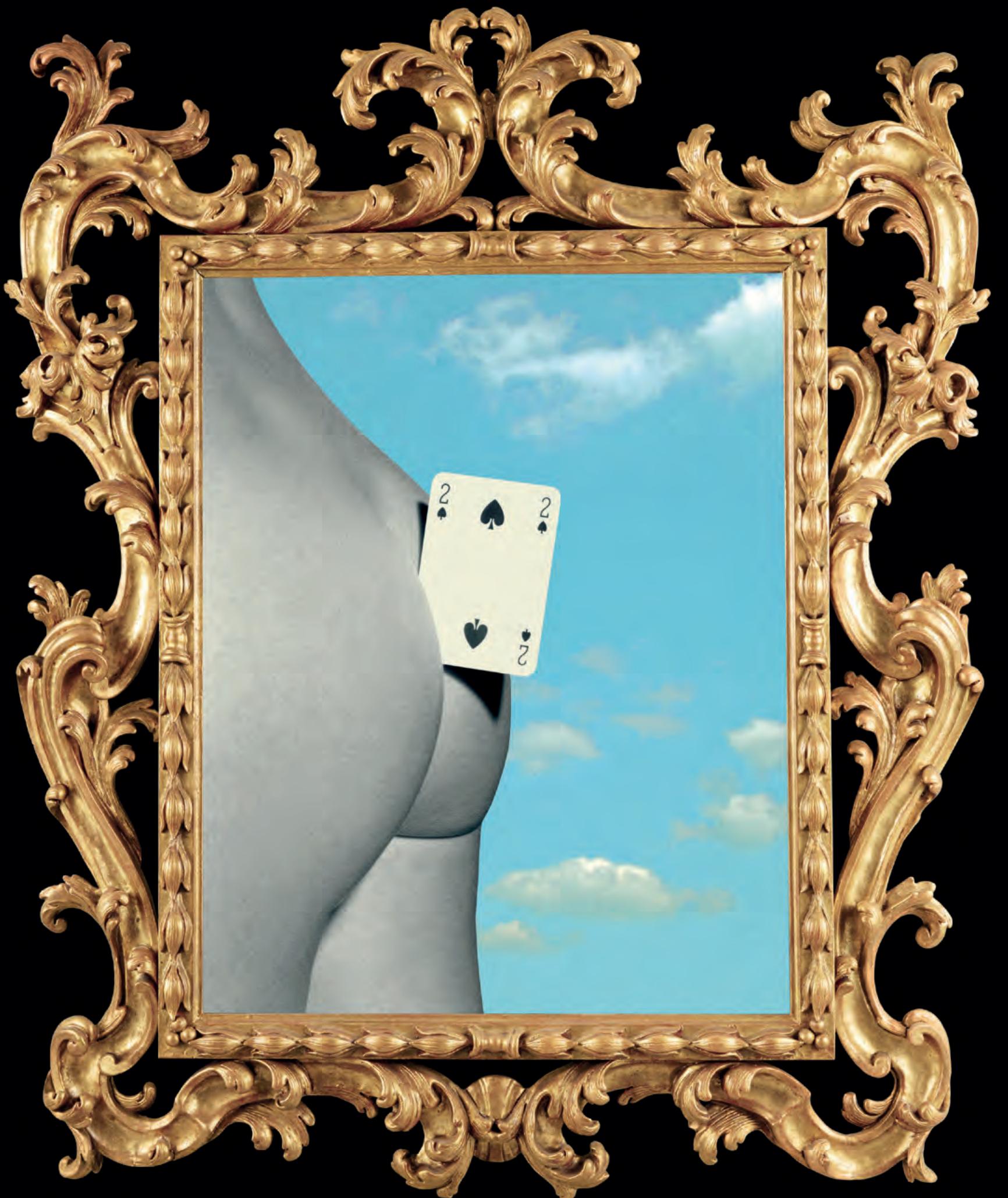


TOILETPAPER EYES & ROSES | 11TP-02

TOILETPAPER

CHANGE
YOUR VIEW

12TP







TOILETPAPER CHANGE YOUR VIEW | 12TP-02



TOILETPAPER CHANGE YOUR VIEW | 12TP-03

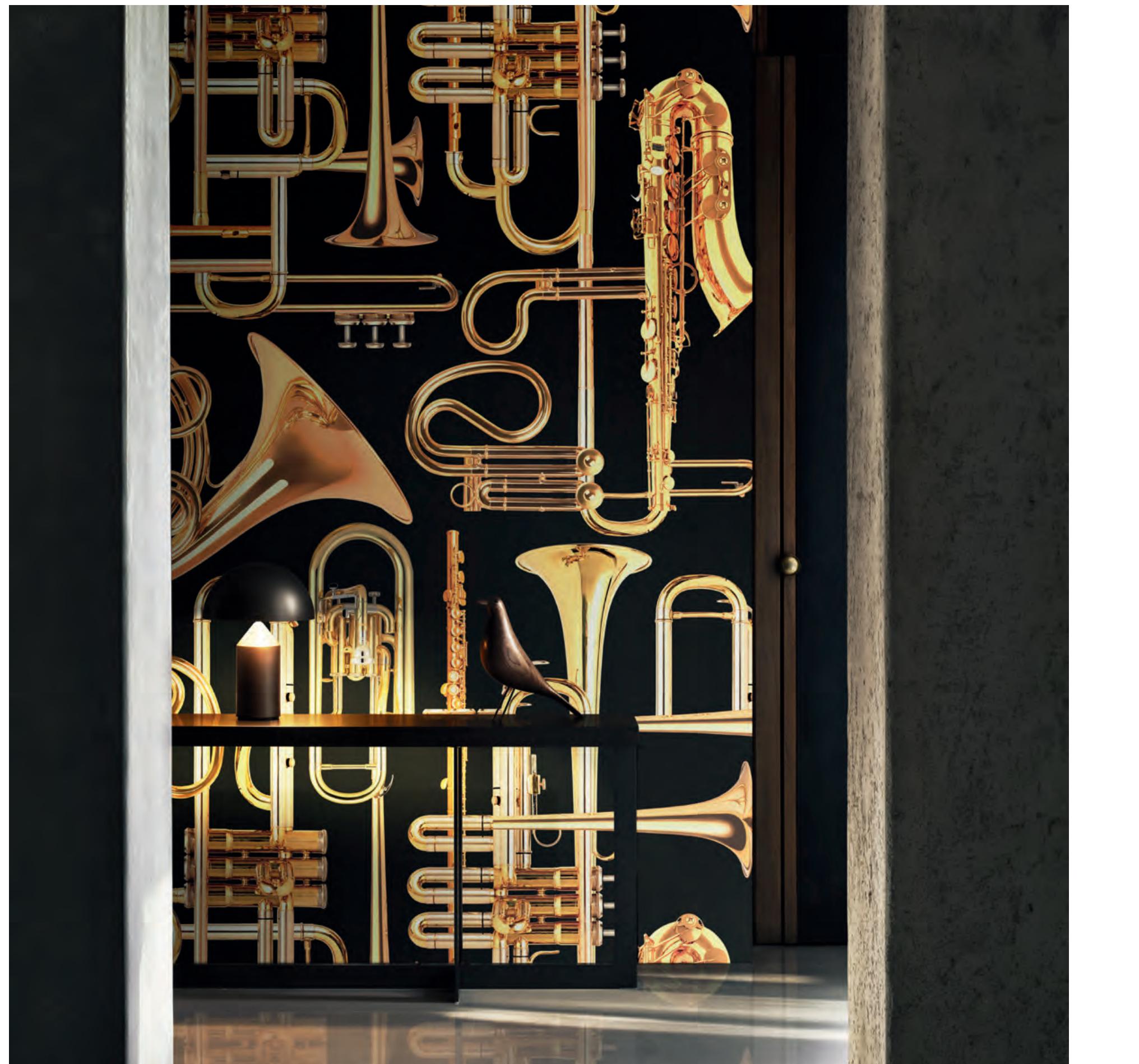




TOILETPAPER

DONALD TRUMPET

13TP

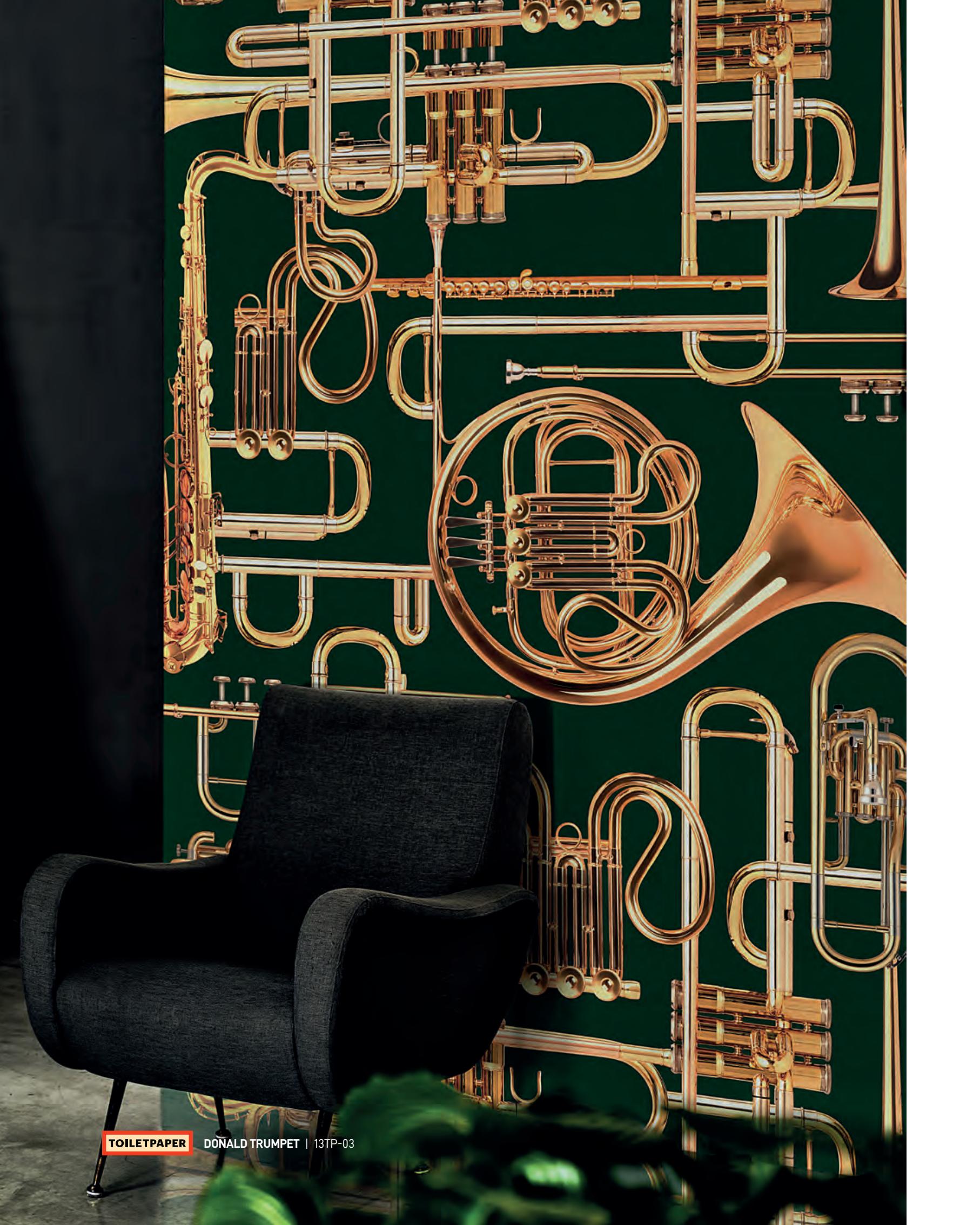


96

TOILETPAPER DONALD TRUMPET | 13TP-01



TOILETPAPER DONALD TRUMPET | 13TP-02



TOILETPAPER DONALD TRUMPET | 13TP-03



TOILETPAPER DONALD TRUMPET | 13TP-04

TOILETPAPER

TECHNICAL AREA

BIRD WATCHING



102



14TP-01



Details (1:10) / Color Variants
Modularity: 5 X 3,1 Mt.

BE WATER



103



15TP-01



Details (1:10) / Color Variants
Modularity: 5,5 X 3,1 Mt.

GOLDEN AGE



104



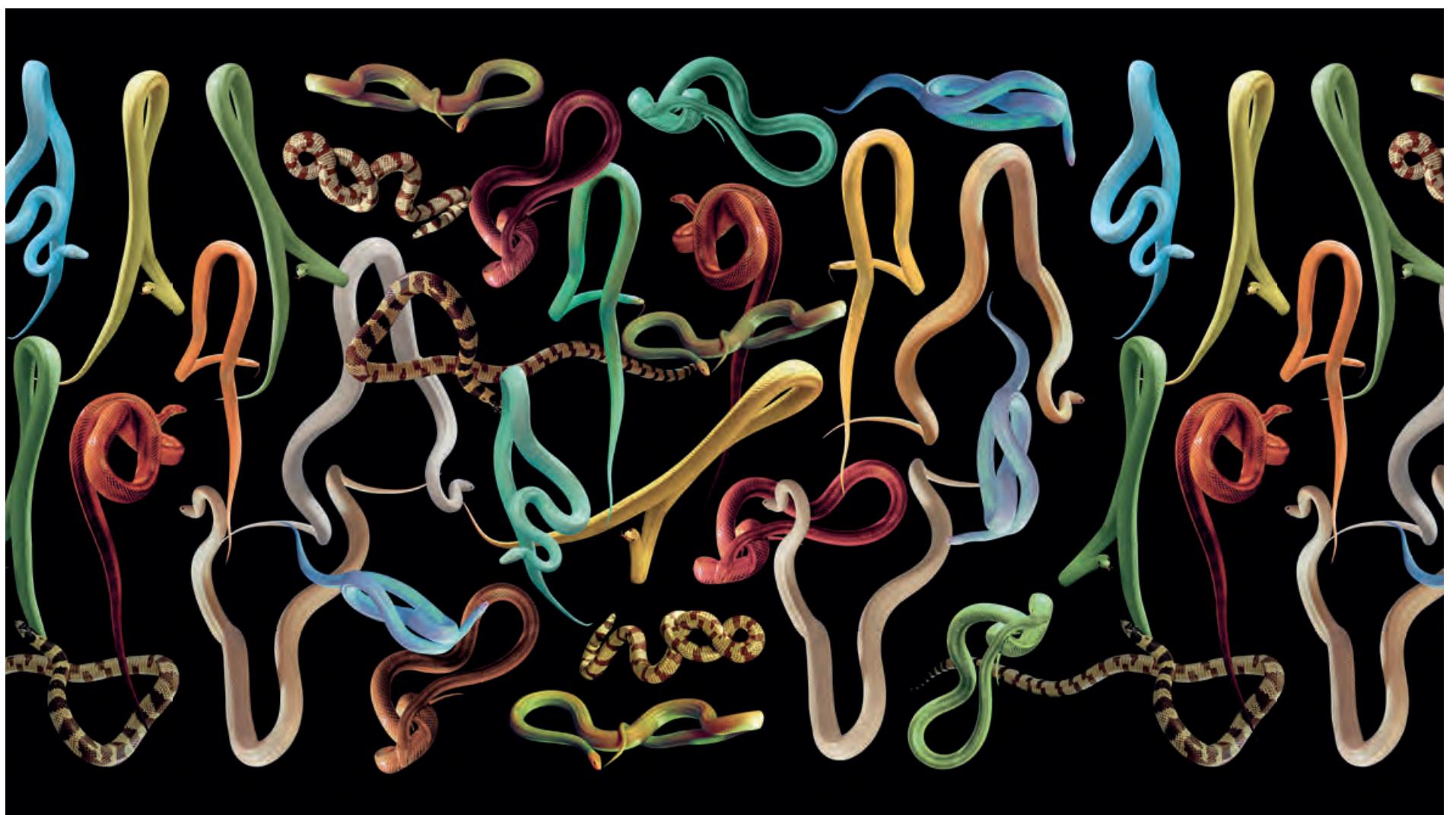
Details (1:10) / Color Variants
Modularity: 4 X 3,1 Mt.



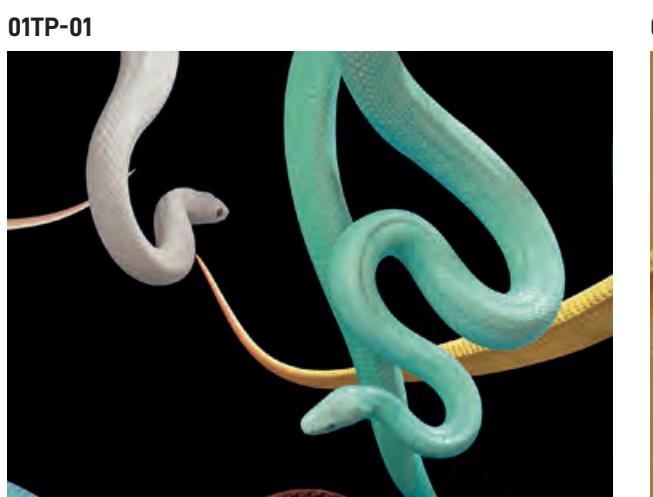
16TP-01

16TP-02

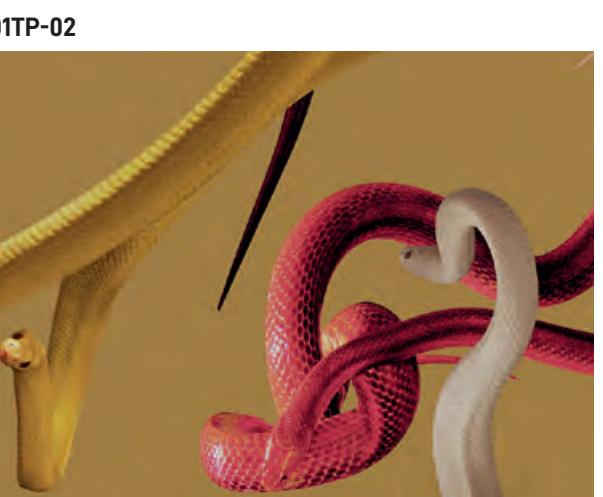
SNAKES STORM



105



01TP-01



01TP-02



01TP-03

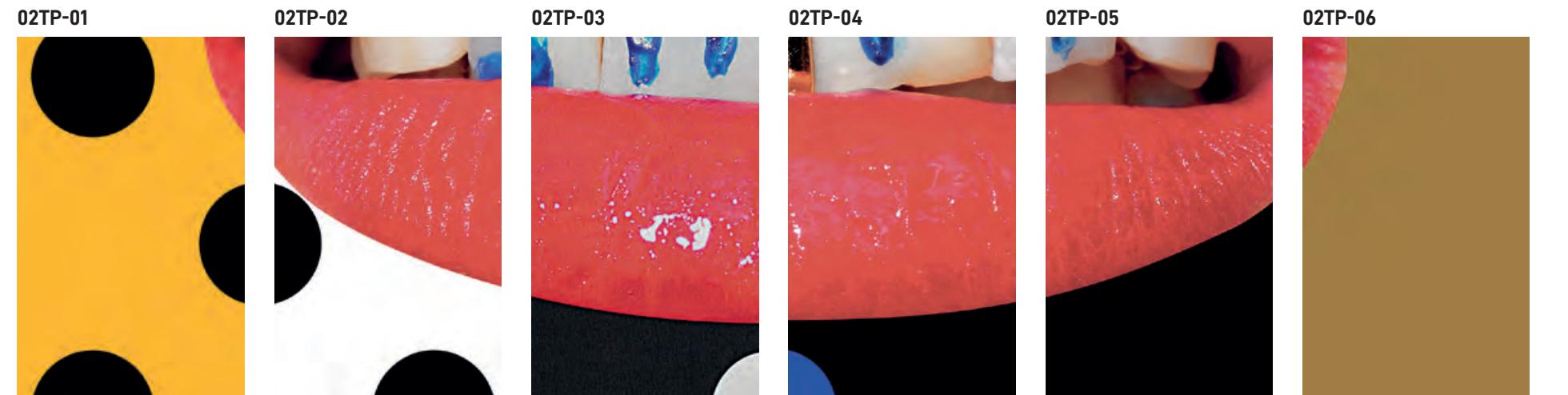
PRINTED ON
SILVER-S480

Details (1:10) / Color Variants
Modularity: 4,23 X 3,1 Mt.

WASH YOUR MOUTH



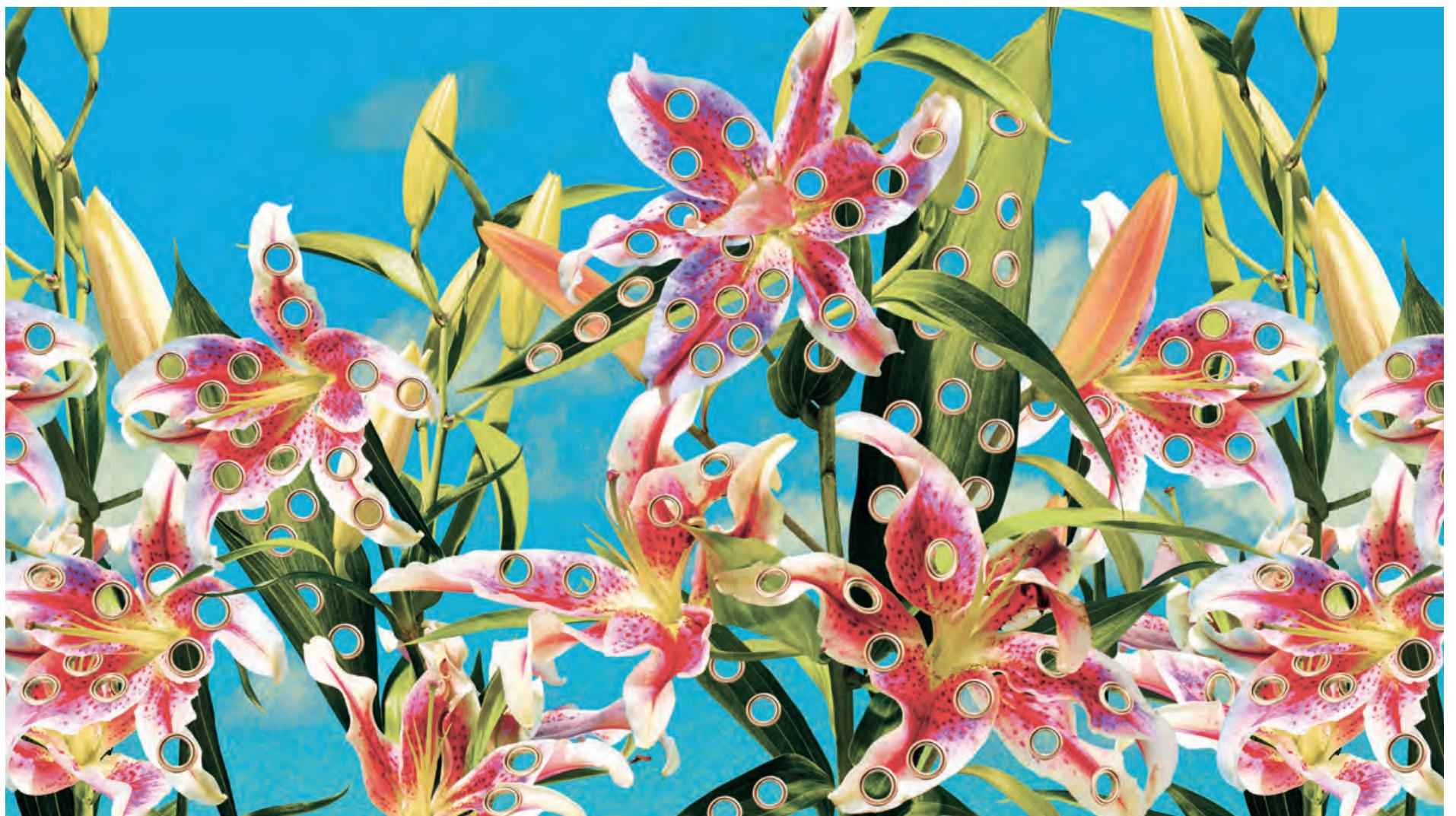
106



Details (1:10) / Color Variants
Modularity: 2,82 X 3,1 Mt.

PRINTED ON
SILVER-S480

HOLES OF PARADISE



107



Details (1:10) / Color Variants
Modularity: 4,23 X 3,1 Mt.

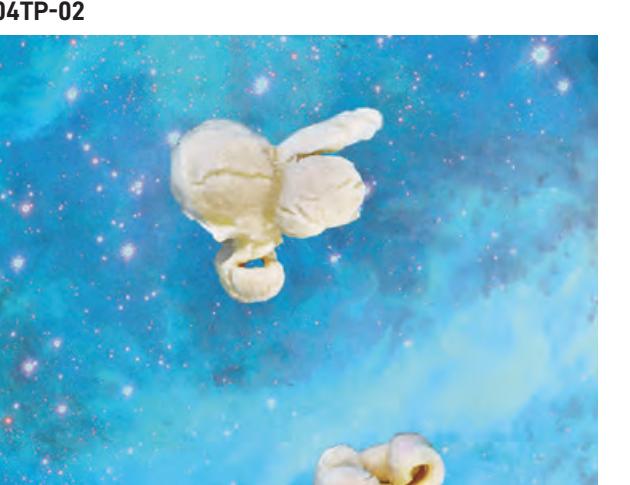
PRINTED ON
SILVER-S480



108



04TP-01



04TP-02



04TP-03



109



05TP-01

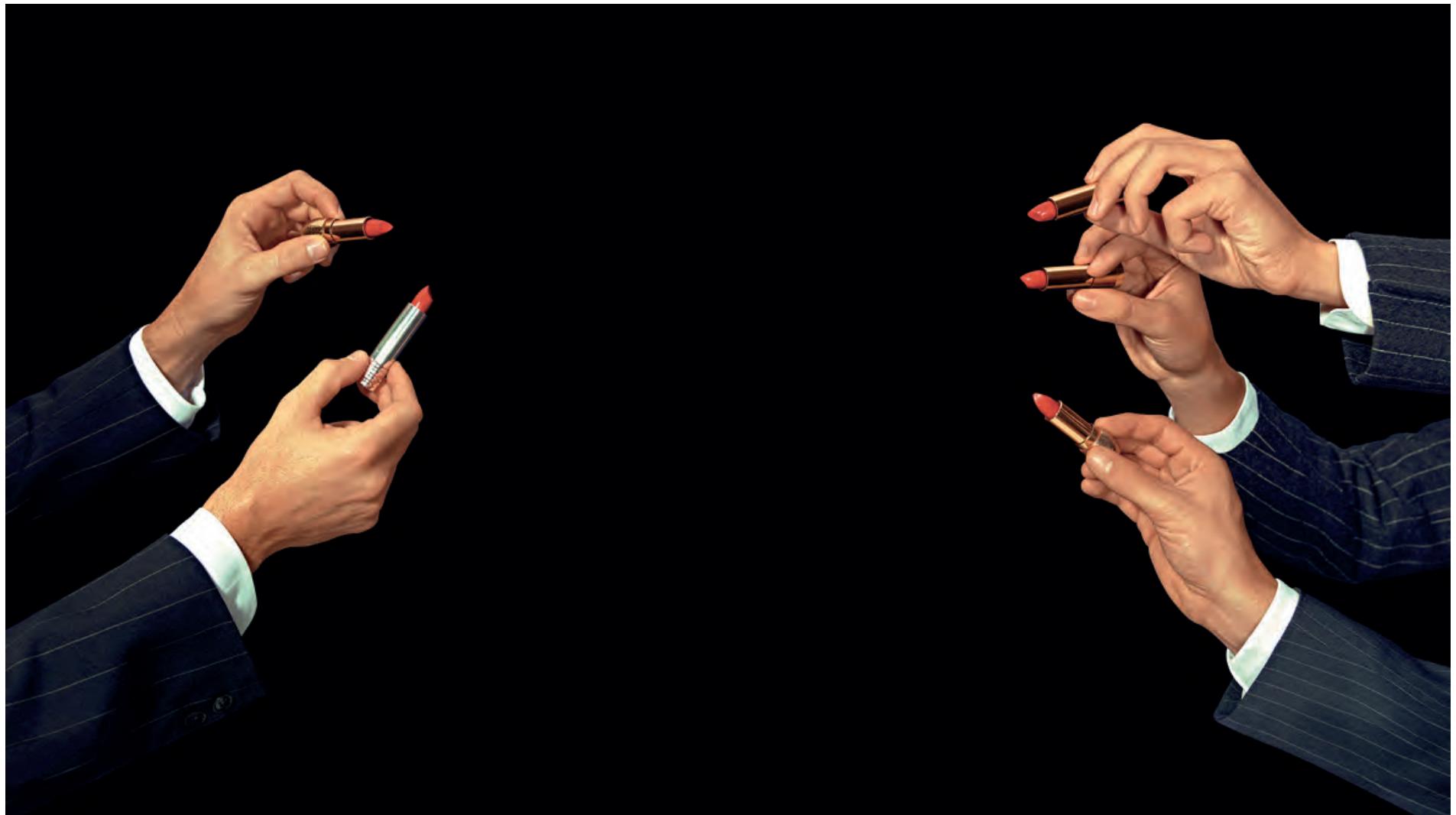


05TP-02

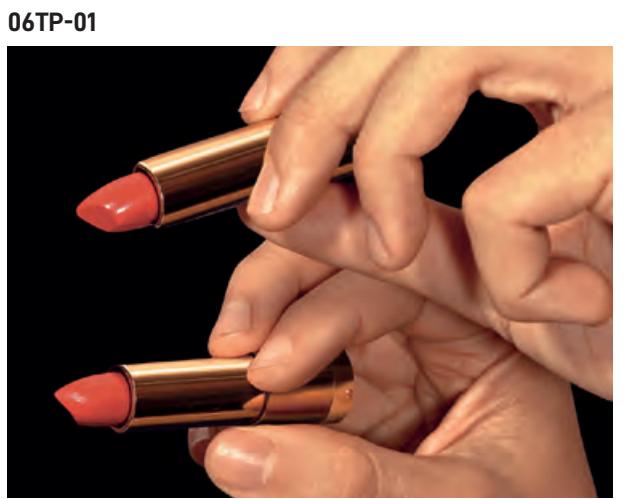
Details (1:10) / Color Variants
Modularity: 4,23 X 3,1 Mt.

Details (1:10) / Color Variants
Modularity: 3,76 X 3,1 Mt.

BEAUTY IS NOTHING



110



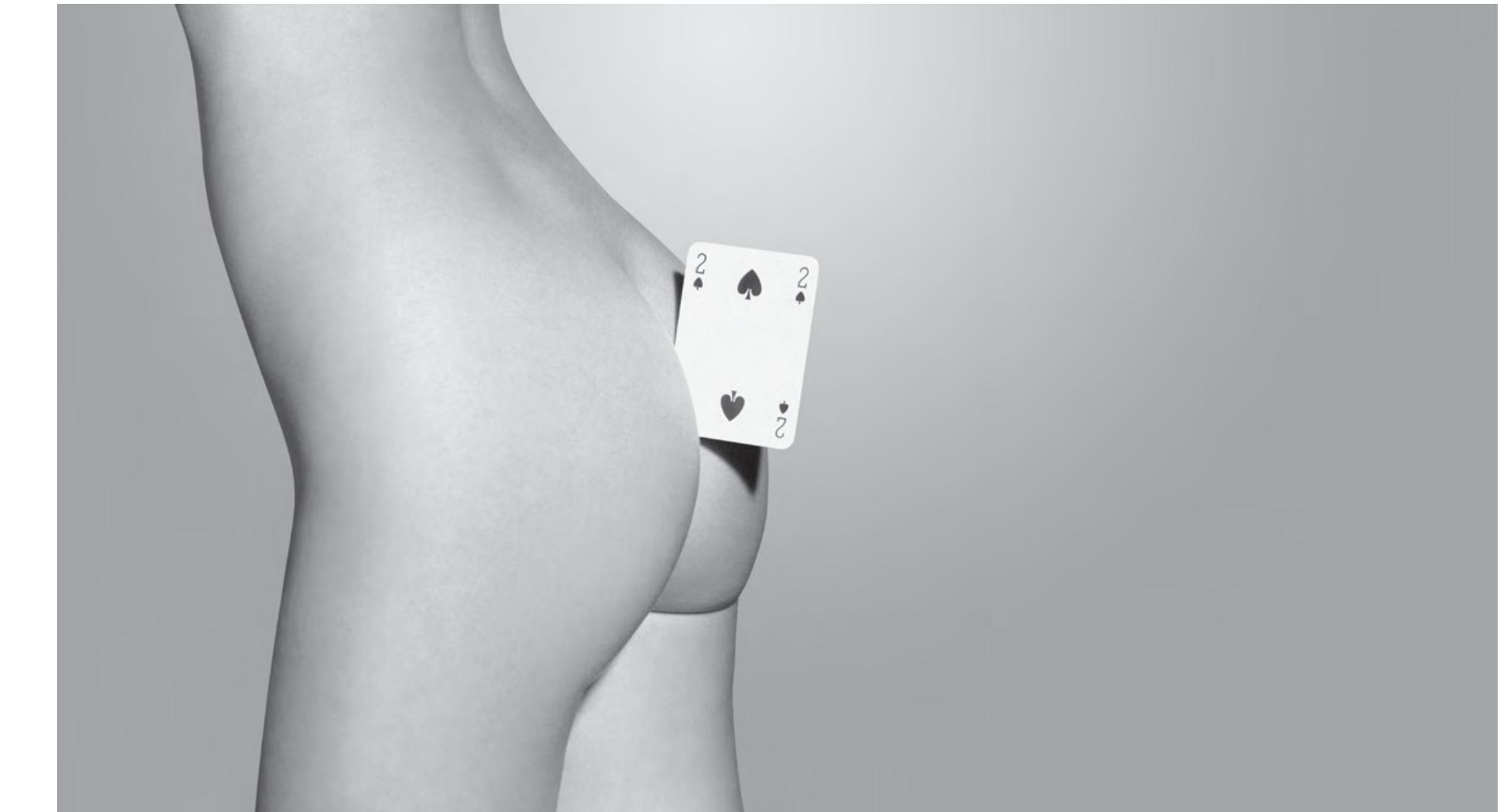
06TP-01



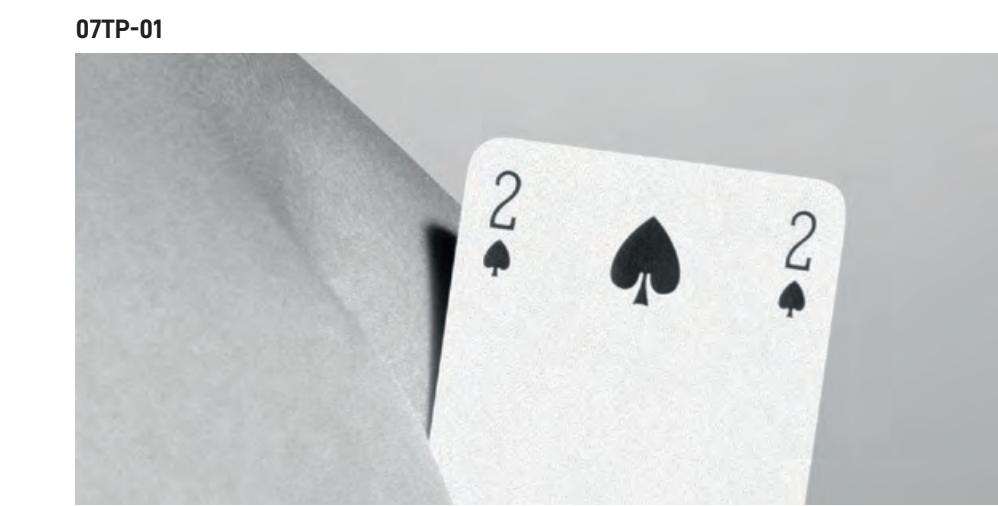
06TP-02



06TP-03



111



07TP-01



07TP-02

Details (1:10) / Color Variants
Modularity: 3,76 X 3,1 Mt.

Details (1:10) / Color Variants
Modularity: 4,7 X 3,1 Mt.

FAMILY PORTAIT



112

08TP-01



Details (1:10) / Color Variants
Modularity: 4,23 X 3,1 Mt.

08 TP-02



09TP-01



Details (1:10) / Color Variants
Modularity: 4,7 X 3,1 Mt.

09TP-02



09TP-03



PRINTED ON
SILVER-S480

BOLSCHOI COLLECTION



113

THE LADY BABY



Details (1:10) / Color Variants
Modularity: 6,58 X 3,1 Mt.

EYES & ROSES



Details (1:10) / Color Variants
Modularity: 4,7 X 3,1 Mt.



CHANGE YOUR VIEW

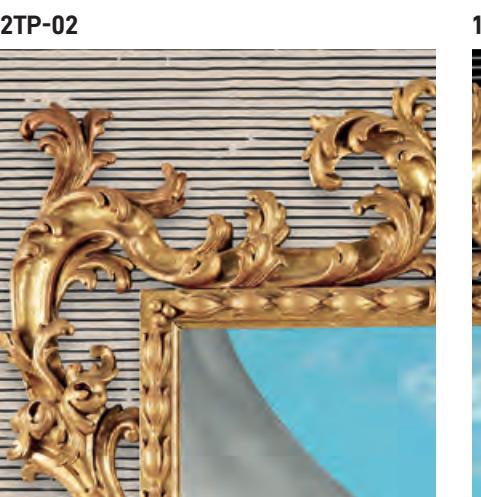
DONALD TRUMPET



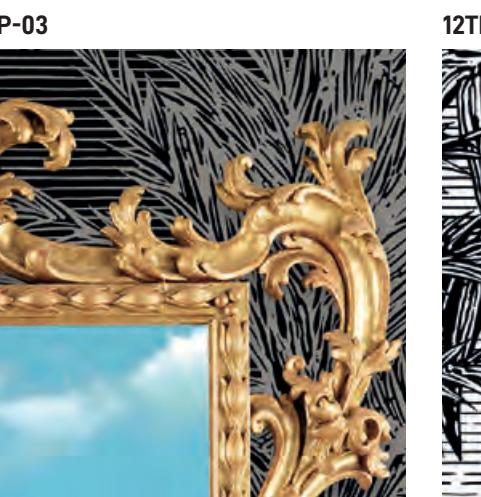
116



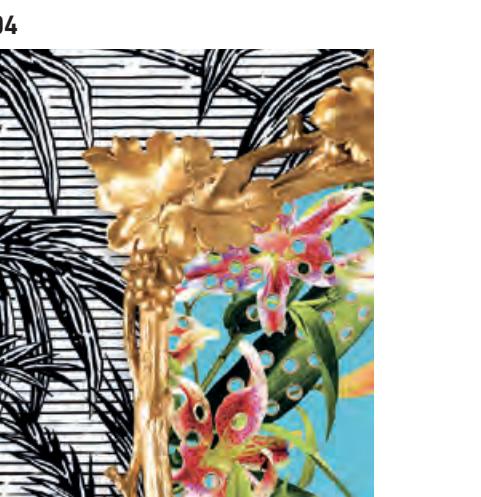
12TP-01



12TP-02



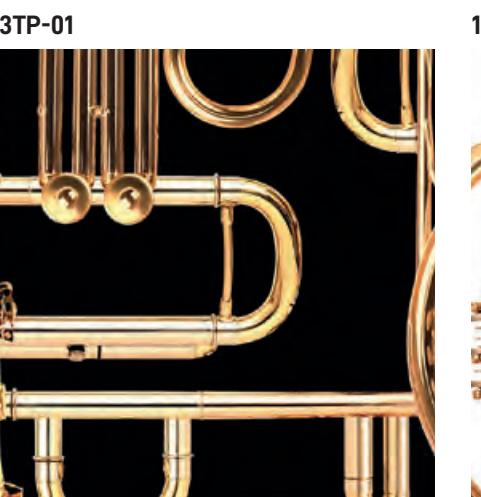
12TP-03



12TP-04



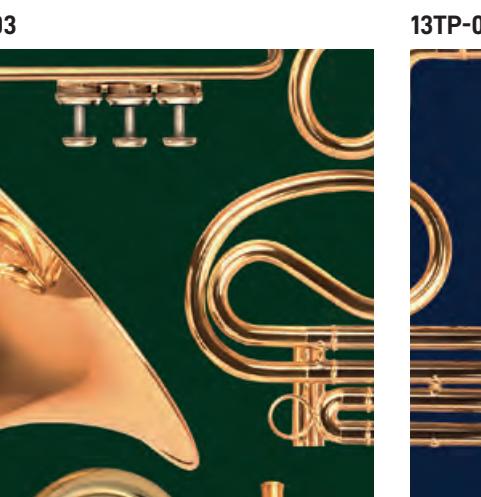
117



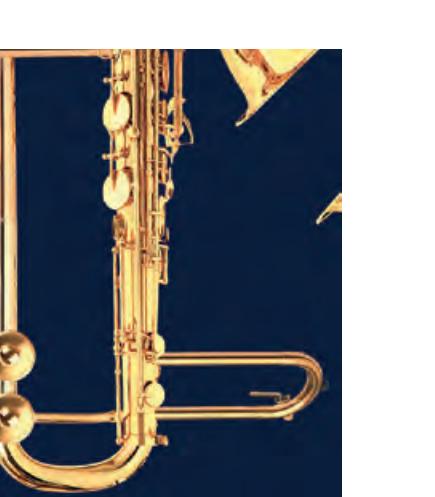
13TP-01



13TP-02



13TP-03



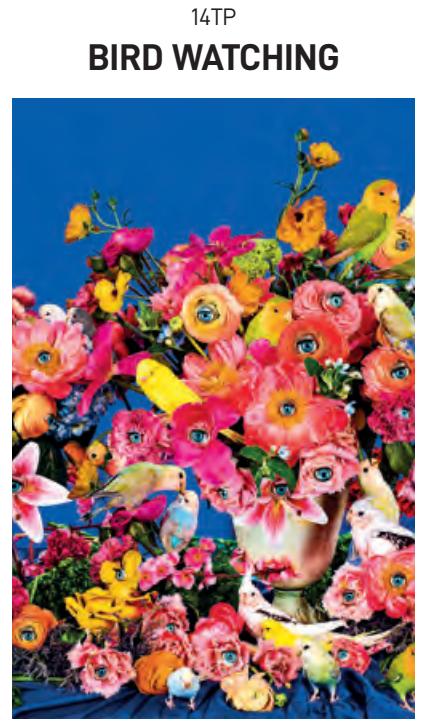
13TP-04

Details (1:10) / Color Variants
Modularity: 4,7 X 3,1 Mt.

Details (1:10) / Color Variants
Modularity: 2,82 X 3,1 Mt.

TOILETPAPER

INDEX



VISUALS
11

TECHNICAL
100



VISUALS
15

TECHNICAL
101



VISUALS
19

TECHNICAL
102



VISUALS
23

TECHNICAL
103



VISUALS
57

TECHNICAL
108



VISUALS
63

TECHNICAL
109



VISUALS
67

TECHNICAL
110



VISUALS
71

TECHNICAL
111



VISUALS
29

TECHNICAL
104



VISUALS
39

TECHNICAL
105



VISUALS
45

TECHNICAL
106



VISUALS
51

TECHNICAL
107



VISUALS
77

TECHNICAL
112



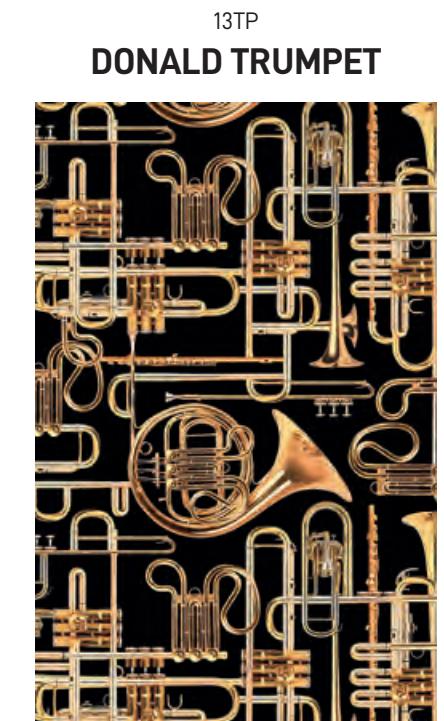
VISUALS
81

TECHNICAL
113



VISUALS
85

TECHNICAL
114



VISUALS
93

TECHNICAL
115

TOILETPAPER

LUXURY SHIT

No part of this publication may be reproduced by any means
without prior consent from the editor, except in instance of
review, as permitted by the copyright law.
For permission please write to: info@londonart.com



This catalogue in digital version:
londonart.it/it/area-riservata
londonartwallpaper.com/it/area-riservata



SHOWROOM IT
Piazza S. Marco, 4
Milano | Italy
+39 02 23175856
milano@londonart.it

SHOWROOM UK
Design Centre, Chelsea Harbour
Lots Road, Chelsea, London | UK
+44 (0)2045473447
london@londonartwallpaper.co.uk

HEADQUARTER IT
Via Migliadizzi 18
Noventa Vicentina, Vicenza | Italy
+39 0444 760565
info@londonart.it

londonartwallpaper.com
londonartwallpaper.co.uk
londonart.it

Printed by
Grafiche Antiga Spa





LONDONART WALLPAPER

londonartwallpaper.com
londonartwallpaper.co.uk
londonart.it