

# WP/Collection 2020

*Un contenitore di  
idee ed emozioni*

A magazine full of ideas and emotions

**La collezione 2020 in una veste inedita**

2020 collection / new look

**WallPepper®/Group**

ITALIAN LUXURY WALLPAPER

# NEW DÈCO

SM-02-A / Simona Meraviglia©

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PIÙ DI 80 NUOVE GRAFICHE  
TUTTE DA SCOPRIRE  
MORE THAN 80 DESIGN  
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# DEEP JUNGLE

ACG-21-A / Alice Carmen Goga®



# 130 ERRE

WP-27-A / WallPepper® Creative Team®



**ELISE**

WP-34-A / WallPepper® Creative Team©

**Editorial**

Tratto da/From: Pambianco Design - Donatella Bollani©

## Non è un catalogo di “carta da parati”

### *It's not a “wallpaper” catalogue*

**I**l termine “carta da parati” è ormai obsoleto. Siamo giunti infatti in un momento storico in cui sarebbe più corretto generalizzare e parlare di “superfici decorative”.

Rispetto al passato è cambiata praticamente ogni cosa: la “carta” – addirittura – oggi non è neppure più fatta di carta! Il nostro supporto di stampa ad esempio è un rotolo fatto di tessuto non tessuto in cellulosa e fibra di agave, assolutamente ecologico.

**T**he word “wallpaper” is now outdated. In fact, in the moment we're living we'd better generalise and say instead “decorative surface”.

Compared to the past, practically everything has changed: even the “paper” nowadays is not made of paper anymore! For example, our printing support is a non-woven roll made of cellulose and agave fiber, absolutely ecological.

## MACRO MIAMI

WP-17-A / WallPepper® Creative Team®



**“Negli ultimi  
anni la parete si  
è trasformata  
in uno spazio  
narrativo”**

/

*“In the last years,  
walls have been  
transformed into  
the preferred  
narrative spaces”*

**WallPepper® Group**  
ITALIAN LUXURY WALLPAPER

**Director/** Diego Locatelli

**Art direction/** Davide Ferrario WP/Creative manager  
**Contents/** Claudia Vicini WP/Communication manager

**With the collaboration of/** Francesca Loi WP/Project manager - Pietro Silleni WP/Technical office manager

**Special thanks for the collaboration/artist**

Alice Carmen Goga, Simona Meraviglia, Alessandra Orsi, Barbara Mancini, Lia Stein, Masha Donskaya, Alessandra Scandella, Stefano Reolon, Chiara Bettoncelli, ZPStudio, Camilla Mosconi, Matteo Fumatto, Anna Crema, Barbara Nevano

**/press** Pambianco Design, Donatella Bollani - IFDM - WIDE 39 - INTERNI magazine

**PRISMATIC PALM ▶**  
A0-09-A / Alessandra Orsi©



**P34**

WP-18-A / WallPepper® Creative Team©



# Possiamo ancora chiamarla “carta da parati”?

WALLPEPPER®/GROUP: DESIGN ED EMOZIONE SU MISURA. OGNI PROGETTO WALLPEPPER® È DIVERSO, UNICO E ASSOLUTAMENTE PERSONALE, ADATTO AI GUSTI DEL CLIENTE E ALL'AMBIENTE CHE LO CIRCONDA.



**SINGAPORE  
SLING**

WP-19-A / WallPepper® Creative Team®

**ATENE**

MB-07-A / Barbara Mancini©

**WET SKY**

MD-04-A / Masha Donskaya©

**STRIPES**

LS-19-A / Lia Stein©

L'esperienza e professionalità di WallPepper®/ Group - unite all'attenzione per l'ambiente - intesa come sostenibilità - alla creatività, originalità delle grafiche e all'entusiasmo, hanno dato vita a superfici decorative dalle infinite possibilità espressive e funzionali. Le carte da parati WallPepper® sono espressione di un Made in Italy di elevata qualità, sono realizzate solo con materiali naturali, eco-compatibili, privi di PVC e certificati, per rispondere a qualsiasi esigenza decorativa. La scelta di una WallPepper® definisce l'atmosfera dello spazio che la accoglie e lo rende unico e speciale, esaltandone lo stile: una

raccolta di immagini stupefacenti, un susseguirsi di colori, forme, geometrie, di diapositive di luoghi lontani e affascinanti che richiamano alla natura, al mondo marino, a quello della fantasia o dell'architettura. Immagini che raccontano il mondo WallPepper®/ Group e le emozioni che genera. Oltre la superficie narrativa, i prodotti WallPepper® sono un vero e proprio supporto altamente performante per progetti decorativi, residenziali o contract. Qualità dei materiali, creatività, tecnologia e sostenibilità si fondono, così, insieme per definire le pareti di qualsiasi ambiente indoor & outdoor.

**17:30**

WP-16-A / WallPepper® Creative Team©

**“La collezione 2020 di  
WallPepper®/Group si  
arricchisce di nuove e  
stupefacenti immagini”**

**/**

*“The WallPepper®/Group  
2020 collection add value  
with new and amazing  
images”*



**BLUEBIRD**

WP-28-A / WallPepper® Creative Team®

**Could we still call it a wallpaper?****WALLPEPPER®, TAILORED DESIGN AND EMOTIONS.****EVERY WALLPEPPER®'S PROJECT IS DIFFERENT, UNIQUE, ABSOLUTELY PERSONAL, DESIGNED FOR THE CLIENTS' TASTE AND FOR THE SPACE THAT SURROUND THEM.**

The know-how and professionalism by WallPepper®/Group, together with the attention to the environment – meant as sustainability – the creativity, the novelty of the graphics and enthusiasm have created decorative surfaces from the infinite expressive and functional possibilities. The WallPepper® wallcovering, expression of a high-quality Made in Italy, are realized just with green, eco-friendly, PVC free and certified materials, to meet any decorative needs. By choosing a WallPepper® graphic, you can characterize the atmosphere of a room to make it unique

and special, enhancing the personal style: a collection of amazing images, a sequence of colours, geometries, diapositive of faraway and engaging landscape that refers to nature, underwater world, the imagination one or from architecture. The images tell the WallPepper®/Group world and the emotions produced. In addition to the narrative intention, the WallPepper® products are a very efficient real support to decorative projects, contract or residential. The quality of the materials, creativity, technologies and sustainability is mixed to create special walls in every space, both indoor & outdoor.

**▲ TOKYO, JAPAN, CITY AND PEOPLE**

A5-28-A / Alessandra Scandella®

## THE EYE OF THE TIGER

ACG-22-A / Alice Carmen Goga©

**“Tutto, in  
WallPepper®,  
viene prodotto  
su misura ed  
esclusivamente  
su progetto.”**

/

*“Everything, in  
WallPepper®, is  
product tailored and  
only on the project.”*



## STRIPED FANTASY

SR-21-A / Stefano Reolon®



## **WP/SmoothTNT** **La “carta da parati” ecologica per interni**

PER CAMBIARE ASPETTO AD UNA STANZA BASTA SOLO UNA PARETE! WP/SMOOTH TNT È LA SOLUZIONE IDEALE PER DECORARE IN INTERNO GRAZIE ALLE SUE CARATTERISTICHE ECOLOGICHE E MATERICHE MOLTO APPREZZATE.

**W**P/SmoothTNT è ecologica, esente da pvc, con base in cellulosa e fibre tessili certificata in classe Class B-s1, d0 per la resistenza al fuoco, inodore, traspirante, anallergica e vellutata al tatto. WP/SmoothTNT è facile da posare con la tecnica della colla a muro e, grazie a una particolare tecnologia produttiva, ha delle giunte virtualmente invisibili accostando i

teli da 57 cm, senza bisogno di sormontarli. Tutte le materie prime utilizzate nel processo produttivo sono infatti PVC free (senza plastica), ecologiche e sostenibili. WP/SmoothTNT è certificato anche per utilizzi navali avendo superato molti e severi test di laboratorio, ottenendo il prestigioso riconoscimento internazionale IMO/MED.

**Disponibile per tutte le grafiche.**

### UNDERGROWTH

ACG-24-A / Alice Carmen Goga®



### BLOWIN' IN THE WIND

WP-23-A / WallPepper® Creative Team®



**KITE**

LS-18-A / Lia Stein®

## **WP/SmoothTNT** **the eco-friendly** **wallpaper for interior**

TO CHANGE A ROOM YOU NEED JUST A WALL! WP/SMOOTH TNT IS THE PERFECT SOLUTION FOR THE INTERIOR DESIGN FIELD THANKS TO ITS ECO-FRIENDLY AND WARM FEATURES, VERY APPRECIATE.

**W**P/SmoothTNT is ecological, pvc free, heavy metals and chlorine free, certificated fire retardant in euro class "B-s1;d0". It odorless, breathable, hypoallergenic, matt looking, soft to the touch and, due to its material features, with a strong decorative impact. WP/SmoothTNT is easy to install through the glue-on-wall technique and, thanks to a special production technology, all seams are virtually invisible between all rolls of 57 cm width and there's no need for overlapping. All the raw materials of WallPepper® are PVC free, ecofriendly and certified. The WP/SmoothTNT system is also certified for marine applications, passing many strict laboratory tests has obtained the prestigious international IMO/MED acknowledgement. **Available for all the graphics.**

WP/Smooth TNT - Caratteristiche tecniche  
WP/Smooth TNT - Technical features



Greenguard



Class B-s1, d0

Lavabile LV2  
Washable LV20497/18  
IMO MED FTP 2010

**MASHRABIYA** ▼  
BC-05-A/Chiara Bettoncelli©



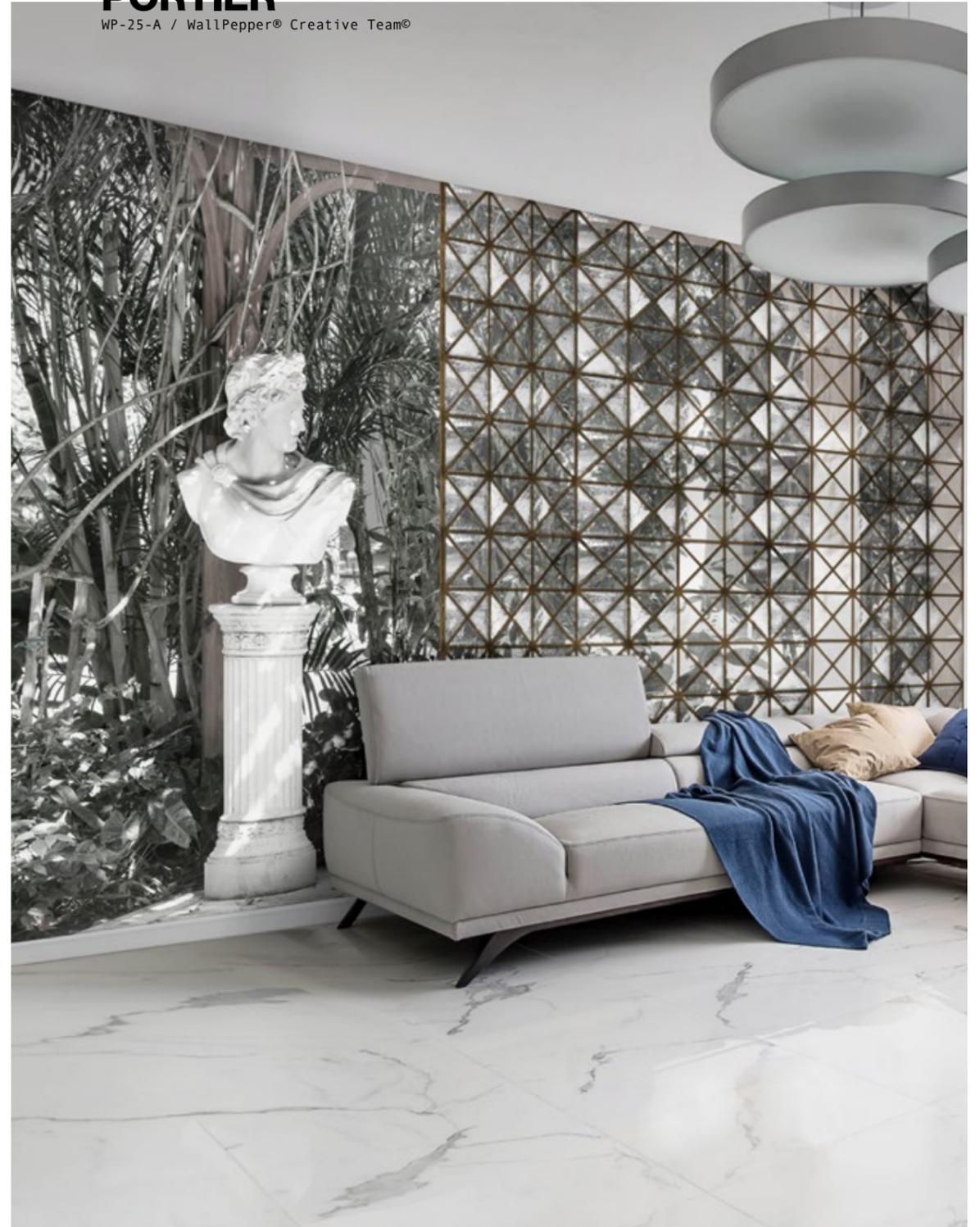
# CONCRETE JUNGLE

SM-06-A / Simona Meraviglia®



# PORTIER

WP-25-A / WallPepper® Creative Team®



## **WP/H2O - Il sistema idrorepellente e altamente lavabile**

PER L'UTILIZZO IN AMBIENTI UMIDI A CONTATTO CON  
L'ACQUA. PORTA I COLORI E LE GRAFICHE DI WALLPEPPER®  
NELLA DOCCIA O DIETRO I FORNELLI DELLA CUCINA



**MIRABEAU**

WP-14-A / WallPepper® Creative Team®

**CARDI**

ACG-18-A / Alice Carmen Goga®

**W**P/H2O è la soluzione ideale per portare la forza decorativa delle immagini WallPepper® anche in zone a contatto con l'acqua o molto umide: box doccia, vasche da bagno, cucina, SPA e tutti quegli ambienti dove ci sia contatto, anche prolungato, con acqua e umidità; le sue caratteristiche lo rendono resistente alla pulizia con detergenti aggressivi. È composto da speciali teli tecnici in fibra di vetro - con finitura liscia - e dal nostro protettivo WallSilk®CAT.

**Disponibile per tutte le grafiche.**

**▼ GARDEN OF EDEN**

ACG-26-A / Alice Carmen Goga®

**▲ BUGS**

ACG-20-A / Alice Carmen Goga®



## OCEANO

WP-22-A / WallPepper® Creative Team®

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### WP/H2O - Caratteristiche tecniche

*WP/H2O - Technical features*

Class B-s1, d0



Idrorepellente / Waterproof



Resistente al vapore / Vapour resistant



Resistente ai lavaggi / Extra washable



**WP/H2O - The waterproof system and extra washable**  
 TO DECOR IN WET AREA OR IN CONTACT WITH WATER. BRING THE COLOURS  
 OF THE WALLPEPPER® GRAPHICS, EVEN IN THE SHOWER STALL OR BEHIND  
 THE KITCHEN FIRES

**T**he WP/H2O system is the perfect solution to bring the decorative power of WallPepper® artworks also in areas in contact with water or with a high humidity level: shower stalls, bath, kitchen, SPA and in all those environments in direct

contact with waters and humidity. Its features allow the cleaning with aggressive agents. WP/H2O is composed by special technical rolls in high density fiberglass - smooth finishing - and by the coating WallSilk®CAT coating. **Available for all the graphics.**

▼ **FRAMMENTI**

SM-03-A / Simona Meraviglia©



**ESSENTIAL**

SM-05-A / Simona Meraviglia©



## DANCING CRANES

AO-08-A / Alessandra Orsi©

**“L'applicazione  
del protettivo  
WallSilk®CAT  
permette  
anche una  
sanificazione  
completa delle  
superfici.”**

/

*“The application  
of WallSilk®CAT  
protective allows  
also a deep  
and complete  
sanitization of the  
surfaces.”*



# CLAY

WP-19-A / WallPepper® Creative Team®



# BEAU RIVAGE

WP-24-A / WallPepper® Creative Team®



**UNION**

WP-31-A / WallPepper® Creative Team®



## **WP/Acoustic** **Per progettare non solo con gli occhi...**

LA "CARTA DA PARATI" REALMENTE FONOASSORBENTE  
IDEATA PER DECORARE E INSIEME MIGLIORARE IL  
BENESSERE ACUSTICO DEGLI AMBIENTI.

**N**on solo spazi esteticamente piacevoli; nella moderna progettazione, fra i tanti aspetti da considerare, bisogna valutare attentamente anche il confort acustico. WallPepper®/Group presenta un nuovo ed innovativo materiale fonoassorbente e

termoisolante, ideato per aggiungere alla forza decorativa anche un notevole miglioramento del benessere acustico degli ambienti, differenziando in modo sorprendente il suono dal rumore.

**Tutte le grafiche del catalogo WallPepper® possono essere stampate su WP/Acoustic.**

#### ▼ MENUISERIE

ZP-01-A / ZPstudio®



#### RITMICA

SM-04-A / Simona Meraviglia®



▼ **STONE**

WP-38-A / WallPepper® Creative Team©



“WP/ACOUSTIC NASCE DALL’ESIGENZA DI REALIZZARE UN UNICO PRODOTTO CHE SIA DECORATIVO E, INSIEME, FONO-ASSORBENTE.”

“WP/ACOUSTIC IS BORN FORM THE NEED TO HAVE A UNIQUE PRODUCT THAT CAN DECORATE AND, TOGETHER, BEING SOUND-ABSORBING.”

**WP/Acoustic - To design not only with the eyes...**

THE REAL SOUND-ABSORBING WALLPAPER. IT HAS BEEN CREATED TO ADD, TO THE DECORATIVE POWER, AN IMPROVEMENT OF THE SOUND QUALITY.

**N**ot only beautiful spaces; in the contemporary design, among many issues, you have also to consider very carefully the acoustic comfort. WallPepper®/Group presents a new and innovative sound-absorbing and thermal insulation material, created to supply an improvement of the acoustic confort in spaces moreover the decorative power, differentiating considerably sound from noise. A perfect solution for hotel, healthcare, schools, restaurants and all that situations attended by several people.

**All the artworks in the WallPepper® Catalogue**

WP/Acoustic - Caratteristiche tecniche

WP/Acoustic - Technical features



Isolamento acustico nei locali adiacenti/Acoustic insulation between adjacent rooms



Assorbimento delle alte frequenze/Absorption of high frequency noises

**BUTTERTILES ▶**

A0-11-A / Alessandra Orsi©



## BLANCHIMONT

WP-30-A / WallPepper® Creative Team©



## MISTRAL

WP-29-A / WallPepper® Creative Team©



# FAN

CB-07-A / Carmine Bellucci©



# YELLOW GINGKO

MD-03-A / Masha Donskaya©





**^ FLOWERS**

SC-20-A / WallPepper® Creative Team©

“WALLPEPPER® È EMOZIONE,  
PERSONALITÀ, LIBERTÀ CREATIVA  
SENZA VINCOLI DI DIMENSIONE O  
FORMATO.”

“WALLPEPPER® IS EMOTION,  
PERSONALITY, CREATIVE  
FREEDOM WITHOUT ANY LIMIT OF  
SIZE AND SHAPE.”



**AROMATICO GROVIGLIO ▶**  
TP-14-A / Tiziana Pesenti©

**HAIKU**  
LS-21-A / Lia Stein©



## **WP/Strong** **Per un'elevata** **resistenza meccanica**

PER RENDERE LA "CARTA DA PARATI" SUPER RESISTENTE AD URTI, MACCHIE ED USURA. IDEALE PER L'APPLICAZIONE IN ZONE DI PASSAGGIO, SPAZI COMUNI E LUOGHI DEDICATI AI PIÙ PICCOLI.



**SAVANA**

WP-35-A / WallPepper® Creative Team®

**W**P/Strong è un sistema ideato per portare la forza decorativa delle immagini WallPepper® anche in ambienti dove sia indispensabile un'elevata resistenza meccanica ai graffi, alle abrasioni o per situazioni critiche dove ci sia necessità di utilizzare detergenti aggressivi per la pulizia. Il sistema è composto dai teli WP/SmoothTNT e dal trattamento protettivo WallSilk® CAT che permette anche una sanificazione completa delle superfici.

**Disponibile per tutte le grafiche**

WP/Strong - Caratteristiche tecniche

WP/Strong - Technical features



Eccezionale  
resistenza meccanica  
Extraordinary  
resistance



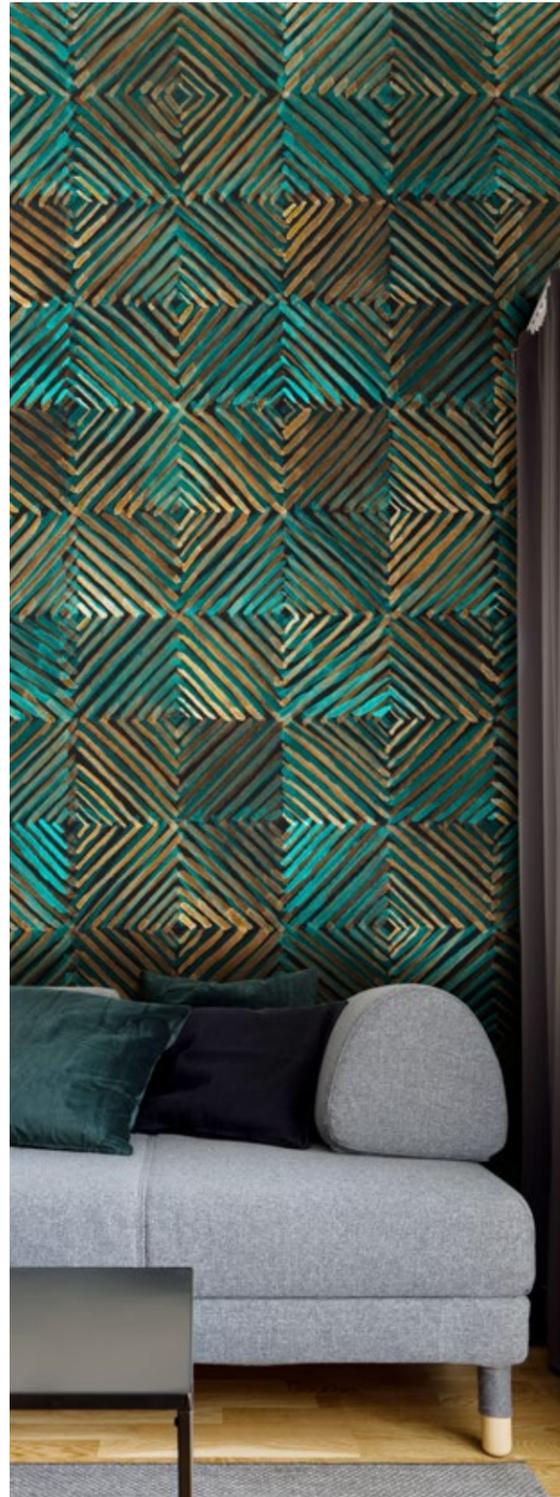
Pulizia approfondita  
Aggressive cleaners



Class B-s1, d0

**SOTT'ACQUA**

CM-05-A / Camilla Mosconi®



## SOFT JUNGLE

MD-01-A / Masha Donskaya®





▲ **ARCADE GAMES**  
MF-18-A / Matteo Fumatto©



▲ **TROVA L'AVOCADO**  
AC-03-A / Anna Crema©



▲ **RIDE LIKE THE WIND**  
MD-05-A / Masha Donskaya©

## **WP/Strong - For superior mechanical resistance**

*TO MAKE THE WALLPAPER SUPER RESISTANT TO SCRATCHES, STAINS AND WEAR. THE PERFECT SOLUTION TO DECORATE COMMON AREAS, HIGH TURNOUT PLACES AND ALL THOSE SPACES DEDICATED TO CHILDREN.*

**W**P/Strong is a system developed to bring the power of the WallPepper® graphics also in that situations that need a high mechanical resistance to scratches, abrasion or for critical spaces where is needed an intensive cleaning with aggressive cleaners. The system is composed of the WP/SmoothTNT sheets and the WallSilk® CAT protective coating. That allow deep sanitization of the surfaces.

**Available for all the graphics.**



▶ **QUAGGA**  
WP-21-A / WallPepper® Creative Team©

# LUST

ACG-19-A / Alice Carmen Goga®



# MOLSHEIM

WP-26-A / WallPepper® Creative Team®



## OVIDIO

MB-05-A / Barbara Mancini©

**“È ora  
disponibile, solo  
su richiesta,  
lo speciale  
protettivo  
WallSilk®/  
Antibatterico.”**

/

*“Is now available,  
on request,  
the special  
antibacterial  
protective  
WallSilk®/  
Antibatterico.”*



## INK GARDEN

SR-20-A / Stefano Reolon®



## UKYO

WP-33-A / WallPepper® Creative Team®



## INTO THE WILD

MD-02-A / Masha Donskaya®

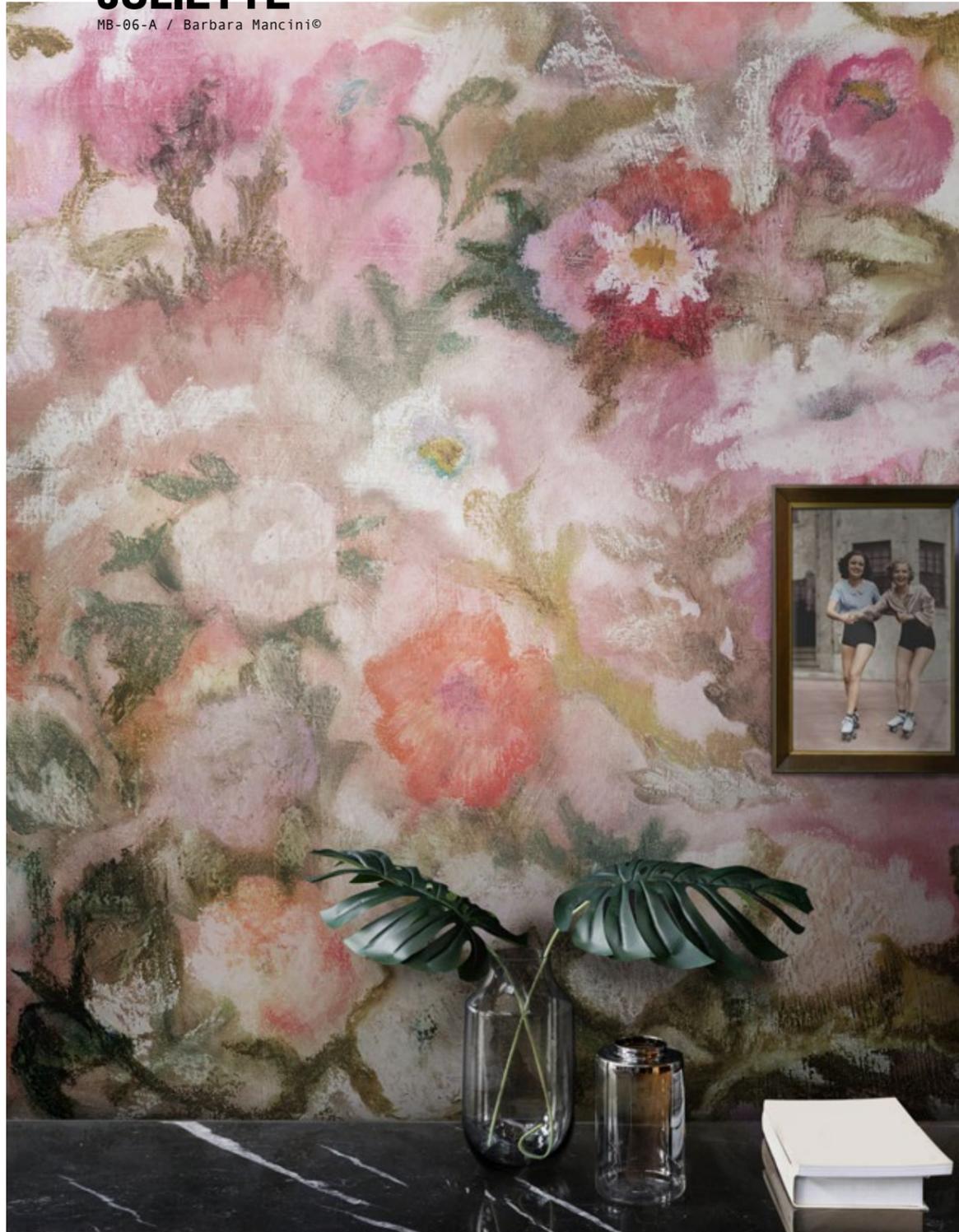


## Il contagio della creatività

WALLPEPPER®/GROUP HA RAPIDAMENTE RAGGIUNTO SUCCESSO SU MOLTI FRONTI PUNTANDO SULLA CREATIVITÀ E SULLA QUALITÀ TECNICA.

## JULIETTE

MB-06-A / Barbara Mancini©



Se la parete si è trasformata negli ultimi anni in uno spazio narrativo privilegiato per l'interior design, WallPepper®/Group è certo uno dei più prolifici storytellers. Con un designer team di 28 persone, e oltre 600 grafiche proposte, le superfici decorative di WallPepper®/Group accendono e imbrigliano negli ambienti fantasia, poesia, sogni, illusioni materiche e il continuo viaggiare della mente in terre lontane e nella creatività più contagiosa. Irresistibile per interior designer o clienti finali diventa la poliedrica gamma di possibilità espressive e applicative in ogni tipo di ambiente.

Oltre la grafica e la superficie narrativa, le carte WallPepper® rappresentano un supporto per progetti decorativi versatile e performante, come dimostrano le caratteristiche tecniche di WP/SmoothTNT. La "carta da parati" ecologica è priva di PVC ed è composta da materiali naturali, a base di cellulosa e fibre vegetali; è certificata per la resistenza al fuoco in classe Class B-s1, d0, è inodore, traspirante, anallergica e lavabile con detergenti neutri, ed è dotata di buona resistenza meccanica. Soddisfa quindi tutti i criteri correlati alla salute umana e può essere utilizzata per la decorazione di ospedali, scuole e ristoranti, oltre ad essere conforme allo standard Greenguard Children & Schools e alla certificazione IMO/MED per l'utilizzo nella cantieristica navale. Le carte sono stampate ad altissima risoluzione con inchiostri

atossici e realizzate su misura per la massima personalizzazione in ogni progetto e tipologia di ambiente. Quattro sono infatti le versioni speciali disponibili per ogni esigenza progettuale. WP/Acoustic – Fonoassorbente, per migliorare il benessere acustico di tutti gli ambienti contract, dei settori hotel, sanità, scuole, ristorazione; WP/Strong - Anti-abrasione con trattamento protettivo per incrementare la resistenza allo sfregamento e alla pulizia con detergenti aggressivi; WP/H2O – Waterproof, con teli tecnici e trattamento protettivo, per portare la massima creatività anche su pareti esposte a getti d'acqua e umidità.

**Tratto da: IFDM Magazine**



## SEA ME ▶

MF-17-A / Matteo Fumatto©

If walls have been transformed in recent years into the preferred narrative spaces for interior design, WallPepper®/Group is undoubtedly one of the most prolific storytellers. With a 28-member design team and over 600 graphic solutions, the decorative surfaces by WallPepper®/Group ignite and channel fantasy, poetry, dreams and material illusions in spaces, constantly accompanying the mind into faraway lands and contagious creative horizons. The versatile range of expressive possibilities and applications for all kinds of spaces seems to be irresistible for interior designers and private clients. Besides the graphic patterns and narrative surfaces, WallPepper®/Group's coverings offer a surface for versatile, high-performance decorative projects, as demonstrated by the technical characteristics of WP/SmoothTNT. This ecological wallpaper is free of PVC and composed of natural materials based on cellulose and vegetable fibers. Certified for flame resistance in class Class B-s1, d0, it is odorless, breathing, hypoallergenic and washable with neutral detergents, as well as being very durable. The wallpaper complies with the highest human health standards, making it ideal for use in hospitals, schools and restaurants, meeting the requirements of Greenguard Children & Schools and IMO/MED. marine classification. High resolution printing with non-toxic inks for visuals made to measure permits maximum personalization in any project and any type

of space. The four special versions provide solutions for the widest range of interior design requirements. WP/Acoustic – Sound-absorbing improves acoustic wellbeing in all contract applications, for the hotel, healthcare, education and restaurant sectors. WP/Strong - Anti-abrasion relies on a protective treatment to increase resistance to wear and to cleaning with aggressive detergents. WP/H2O – Waterproof provides technical wallcoverings with protective treatments, facilitating maximum creativity even on walls exposed to water and high levels of humidity.

**From: IFDM Magazine**



## ETCHING ▶

A0-14-A / Alessandra Orsi©

## DISSOLVENZE

SM-07-A / Simona Meraviglia©



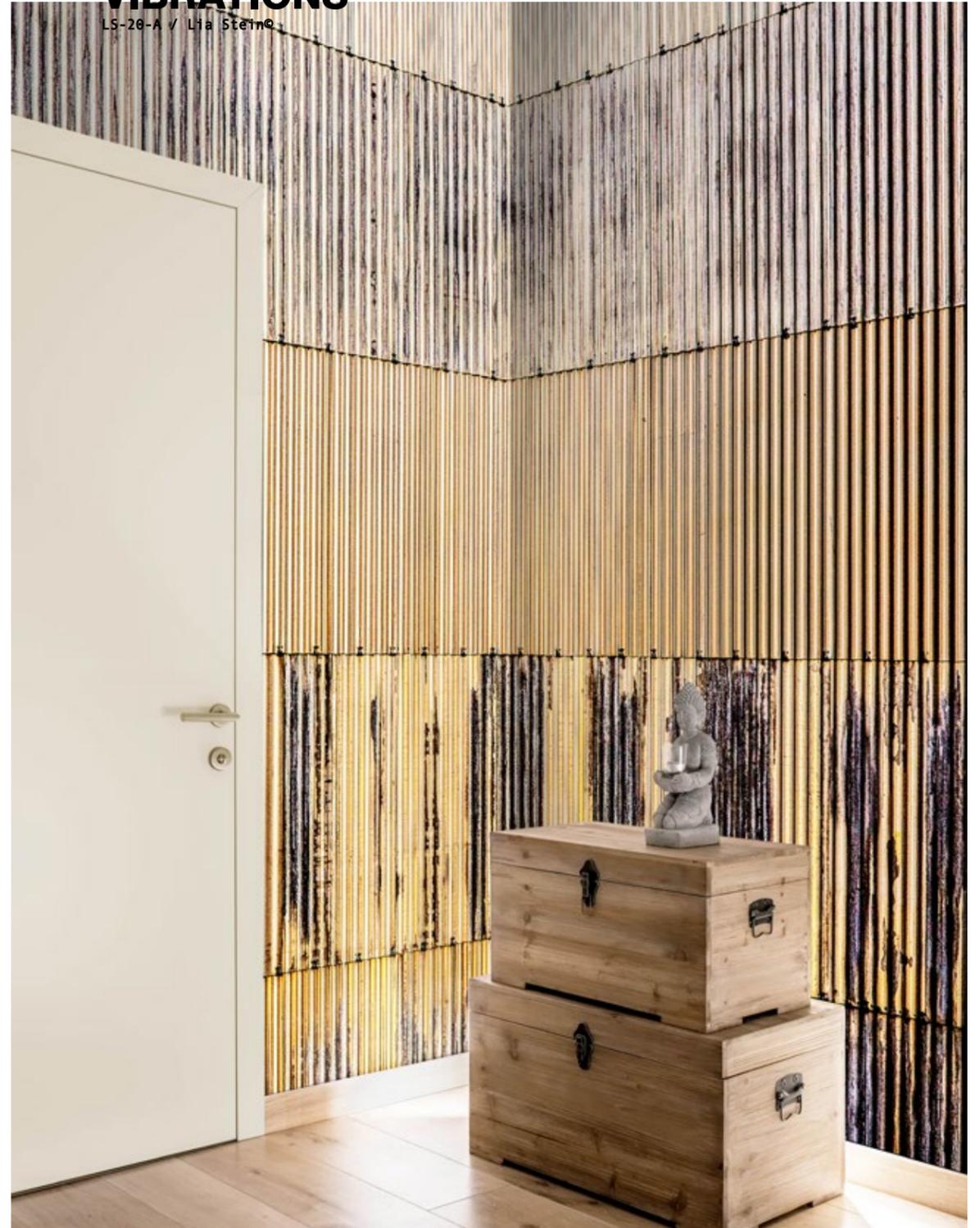
## DISTANT RECALL

SM-08-A / Simona Meraviglia®



## VIBRATIONS

LS-26-A / Lia Stein®



## ARMARIUM

ZP-02-A / ZPstudio®

**“I prodotti  
WallPepper® sono  
conformi allo standard  
Greenguard Children  
& schools e sono  
certificati IMO/MED  
per la decorazione  
navale.”**

/

*“The WallPepper®  
products are in  
compliance with the  
Greenguard Children &  
schools standard and  
have obtain the navy  
certification IMO/MED.”*

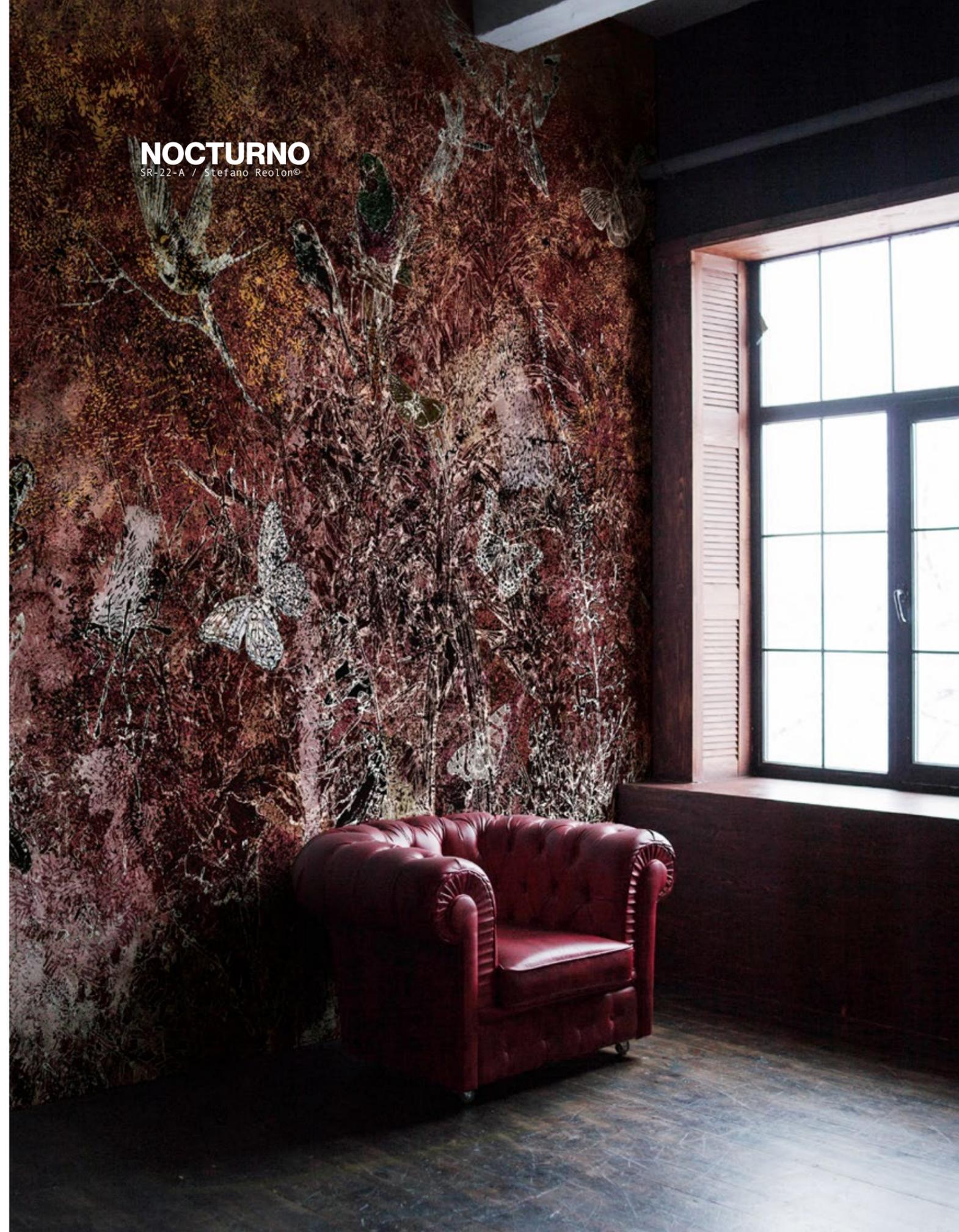


“LE OPERE ACCENDONO E IMBRIGLIANO NEGLI AMBIENTI FANTASIA,  
POESIA, SOGNI E ILLUSIONI.”

“THE ARTWORKS IGNITE AND CHANNEL FANTASY, POETRY, DREAMS AND  
ILLUSIONS”

▼ **THE EXPLORER**

ACG-27-A / Alice Carmen Goga©



**NOCTURNO**  
SR-22-A / Stefano Reolon©

# WP/Suede Type II “parato” pesante antimacchia

PET RICICLATO, ANTIMACCHIA, LAVABILE CON  
DETERGENTI E CON UN'ANIMA ECOLOGICA. WP/SUEDE  
NASCE DALLA RICERCA DI UN MATERIALE PESANTE - IN  
TERMINI DI GRAMMATURA - PER RISPONDERE A TUTTE  
LE RICHIESTE INTERNAZIONALI.



**SUN WAY**

WP-32-A / WallPepper® Creative Team®

Per soddisfare anche le più severe normative del mercato Nord Americano (Type II), WallPepper® presenta WP/Suede, un materiale innovativo di nuova generazione composto da PET (polietilene riciclato al 31%); è un'alternativa intelligente ed ecologica al pvc, ove sia

necessario un "parato" pesante che soddisfi anche le specifiche del mercato. Resistente ai lavaggi e alle macchie (ASTM F793), WP/Suede e ha ottenuto la prestigiosa certificazione IMO-MED per la cantieristica navale.

**Disponibile per tutte le grafiche.**

## FAUVES

ACG-25-A / Alice Carmen Goga®



## SOGNO D'ORIENTE

WP-37-A / WallPepper® Creative Team®



## WP/Suede - Type II wallpaper, heavy duty and stain resistant

RECYCLED, STAIN-RESISTANT,  
WASHABLE PET, WITH AN  
ECO-FRIENDLY SOUL. WP/SUEDE  
WAS BORN FROM THE RESEARCH  
OF A HEAVY MATERIAL - IN TERM  
OF GRAMS - TO REPLY TO ALL THE  
INTERNATIONAL REQUESTS.

To satisfy even the strictest regulations of the North American market (Type II), WallPepper® presents WP/Suede, an innovative wall covering based of PET (over 31% of its composition); it's a clever and environmentally friendly alternative to pvc, where a heavy wallpaper is required. Resistant to washing and stains (ASTM F793), WP/Suede has obtained the prestigious IMO/MED certification for the navy use. **Available for all the graphics.**

WP/Strong - Caratteristiche tecniche  
WP/Strong - Technical features



Pulizia approfondita  
Aggressive cleaners



Anti macchia / Stain  
resistant



Class B-s1, d0



IMO MED FTP 2010



TROPICAL PEARL  
BN-03-A / Barbara Nevano®



SOMEWHERE  
MF-16-A / Matteo Fumatto®

## ROSSO SAVANA

AC-04-A / Anna Crema©



## THE WALL

ACG-23-A / Alice Carmen Goga©



## UPSIDEDOWN

ACG-09-A / Alice Carmen Goga®

**“I prodotti  
WallPepper® sono  
personalizzabili per  
dimensione, colore e  
stile.”**

/

*“The WallPepper®  
products can be all  
customized for size,  
colors and style.”*



# SPIDER MONKEY

A0-13-A / Alessandra Orsi©



# PICTIONARY

A0-12-A / Alessandra Orsi©



## SILENT LANDSCAPE

SM-01-A / Simona Meraviglia®

**“WallPepper®  
è nata dal  
desiderio di  
grandi immagini  
accessibili a  
tutti.”**

/

*“WallPepper®  
was born for the  
desire to create  
big images for  
everyone.”*



# TROPICAL REVERIE

A0-10-A / Alessandra Orsi©



# DOWN BY THE WATER

BN-02-A / Barbara Nevano©



## NEW DÈCO

SM-02-A / Simona Meraviglia®

**“WP/OFF - La  
soluzione per  
decorare in esterno”**

/

*“WP/OFF - The solution  
to decorate outside”*

---

WP/H2O - Caratteristiche tecniche

WP/H2O - Technical features



Class Class B-s1, d0



Idrorepellente / Waterproof



Resistente al vapore / Vapour resistant



Resistenza superiore / High resistance



**BRASS MONKEY**  
ACG-17-A / Alice Carmen Goga©



# Innovazione a parete

DIEGO LOCATELLI, DIRETTORE DI WALLPEPPER®/ GROUP HA RACCONTATO...

## Che cos'è WallPepper® e a chi si rivolge?

Wallpepper®/Group è un progetto davvero innovativo, ideato da Diego Locatelli, che prevede l'utilizzo della carta da parati per creare immagini senza confini. Il prodotto, Made in Italy di elevata qualità, si rivolge soprattutto ad architetti e a designer d'interni, per fornire loro soluzioni decorative con materiali tecnologici e sostenibili.

## Qual è il suo concept progettuale?

WallPepper®/Group è un contenitore di idee e soluzioni performanti per portare l'immagine e il design in qualsiasi ambiente. I prodotti WallPepper® sono un supporto decorativo estremamente coinvolgente, che permette di interpretare qualsiasi superficie - orizzontale o verticale - come una tavolozza da riempire senza porre limiti alla creatività. Tutto viene realizzato con l'utilizzo di soli materiali naturali, con la massima attenzione all'ambiente.

## Quali sono i suoi contenuti d'innovazione?

Il progetto WallPepper®/Group è davvero unico e innovativo. Abbiamo sviluppato soluzioni all'avanguardia che uniscono la forza decorativa ed emozionale delle grafiche a quella funzionale dei nostri Sistemi Tecnici come WP/acoustic

- per un reale contenimento acustico - WP/H2O - per l'utilizzo in ambienti soggetti a umidità, come il bagno, la cucina, un'area wellness - e WP/off affinché le immagini WallPepper® possano decorare anche le pareti esterne, come le verande e le terrazze. Oltre la superficie narrativa, le grafiche WallPepper® sono, quindi, un vero e proprio supporto per progetti residenziali o contract. Da sempre, qualità dei materiali, creatività, tecnologia e sostenibilità si fondono, insieme per 'definire' le pareti di qualsiasi ambiente indoor & outdoor.

Tratto da **INTERNI magazine**



► **ROYAL WATER MELON**  
BN-01-A / Barbara Nevano©

## Innovation on the wall

### SMALL TALK WITH THE WALLPEPPER®/GROUP DIRECTOR DIEGO LOCATELLI

#### What is and who it is addressed to?

Wallpepper®/Group created by Diego Locatelli is an innovative project that involves the use of wallpaper to generate "limitless images". An high quality Made in Italy product, it's been developed to supply architects and interior designers decorative solutions made with technological and eco-friendly materials.

#### What is its design concept?

WallPepper®/Group is a "container of ideas" and performative solutions to take image and design to every space. The WallPepper® products are an extremely addictive decorative supports that allow to reinvent any surface - horizontal or vertical - as a palette to fill without putting fences around creativity. Supports are realized with only natural materials, with the greatest attention to environment.

#### What are its innovative contents?

WallPepper®/Group project is unique and innovative. We developed cutting-edge solutions that join decorative power and thrilling images with our special systems' functional design like WP/acoustic - for real acoustic containment - WP/H2O - for use in environments affected by humidity, such as the bathroom, kitchen, wellness area - and WP/off so that WallPepper® graphics can also decorate external walls, such as verandas and terraces.

Besides the narrative surface, the WallPepper® images are, therefore, a real support for residential or contract projects. Quality of materials, creativity, technology and sustainability have always come together, to 'define' walls of any indoor & outdoor environment

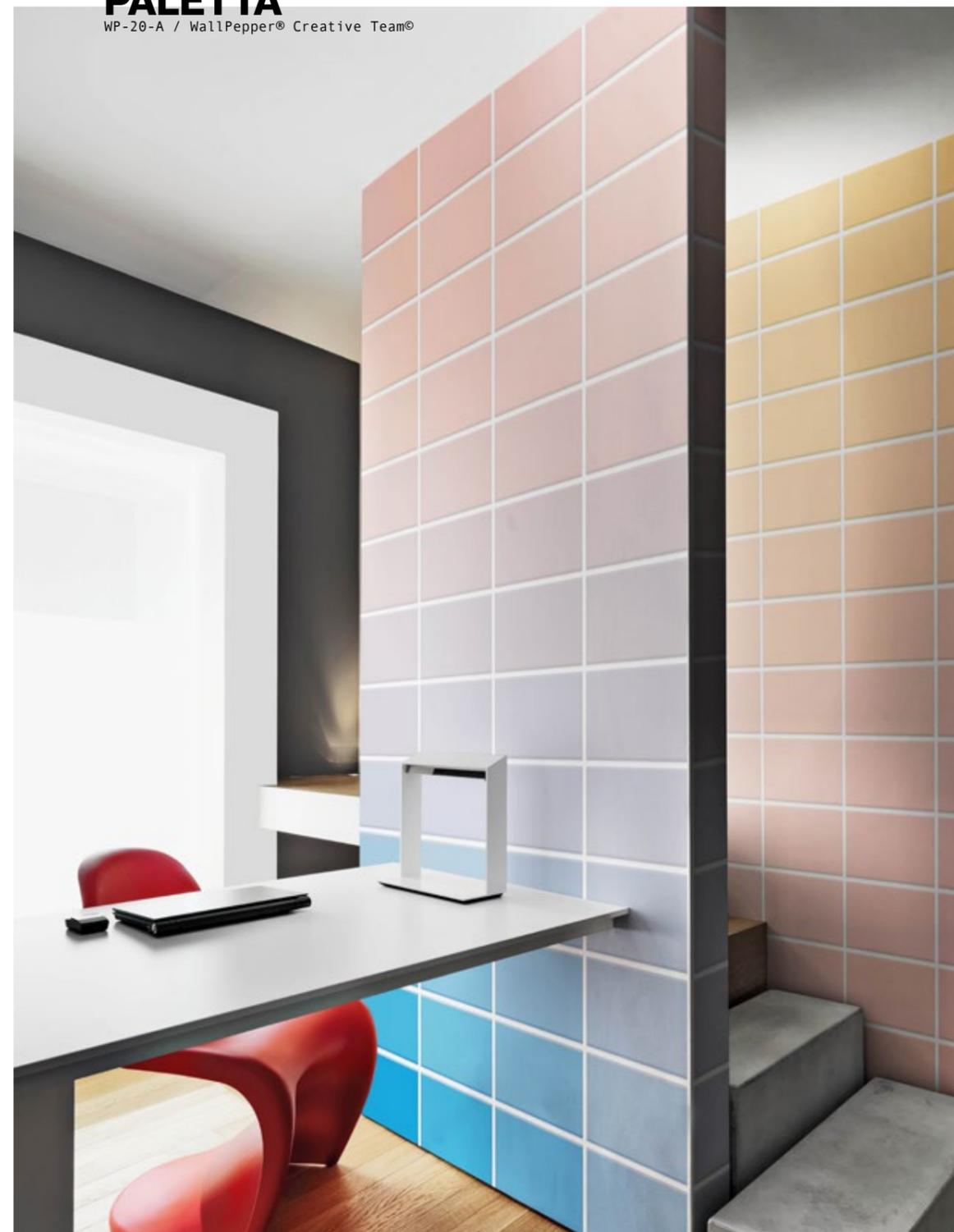


#### ► WALL DRAGO

MV-10-A / Monica Vitali®

## PALETTA

WP-20-A / WallPepper® Creative Team®



# BUTTERFLY

WP-36-A / WallPepper® Creative Team®



# TREES MACHINE

MF-19-A / Matteo Fumatto®



# Graphics index

DISPONIBILI PER TUTTI I MATERIALI E SISTEMI  
AVAILABLE FOR ALL MATERIALS AND SYSTEMS

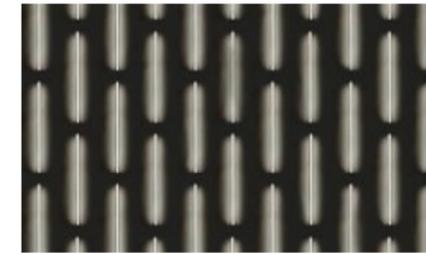
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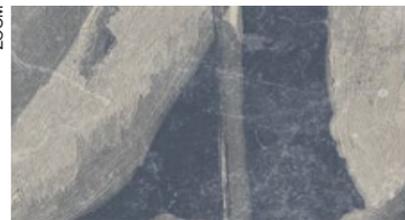
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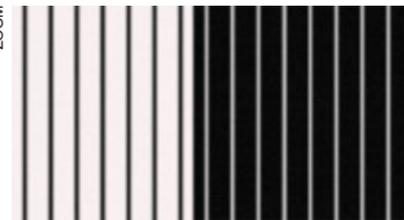
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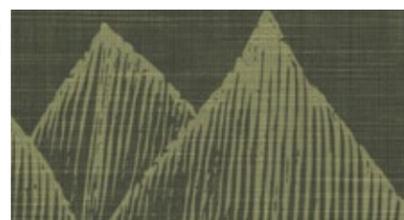
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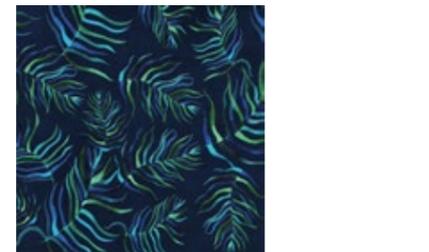
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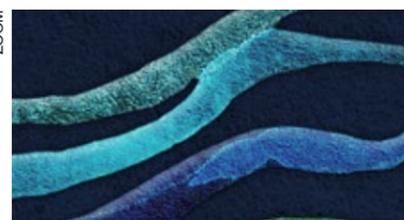
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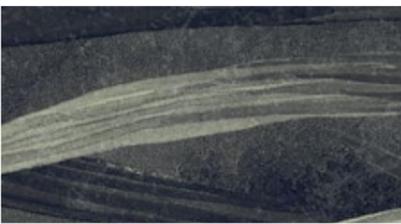
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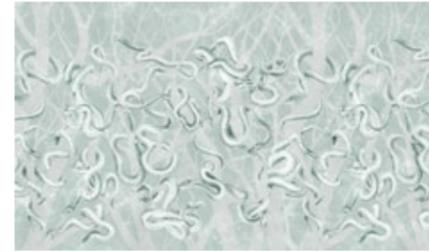
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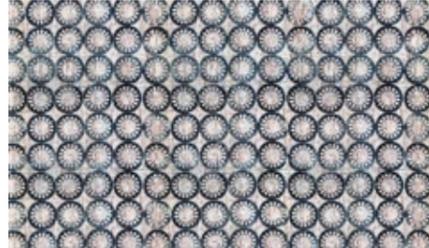
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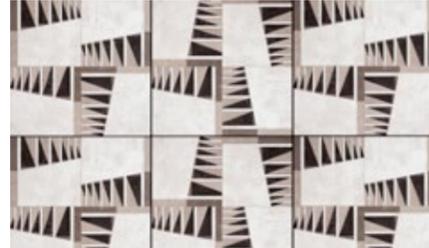
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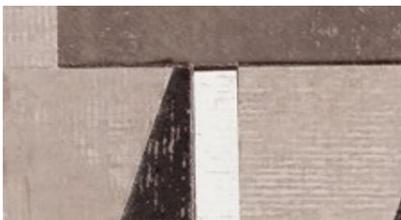
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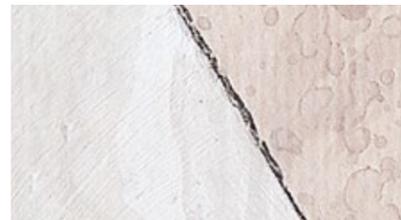
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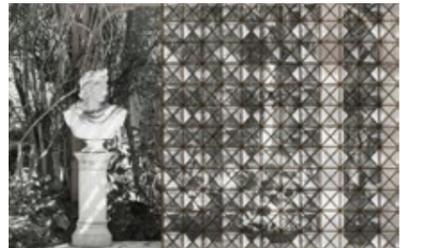
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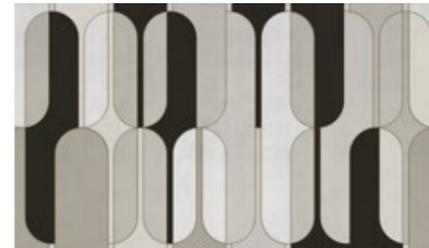
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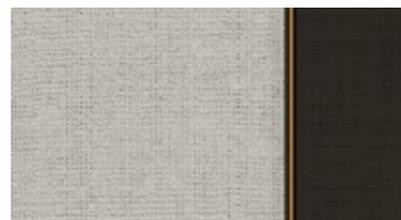
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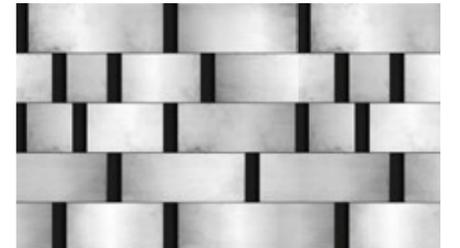
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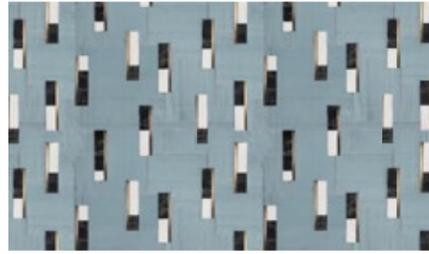
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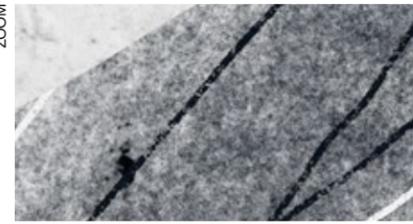
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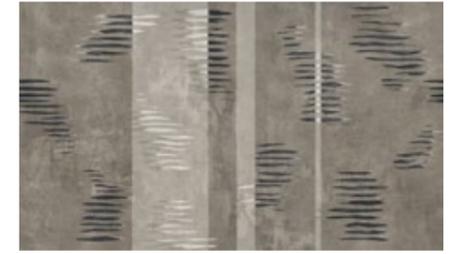
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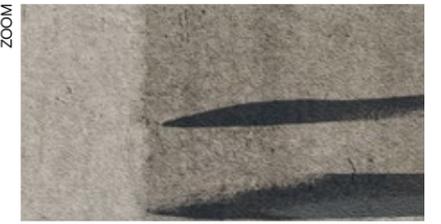
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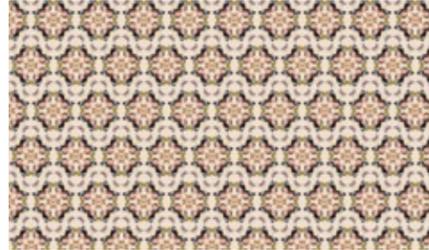
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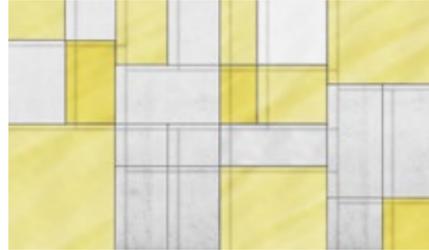
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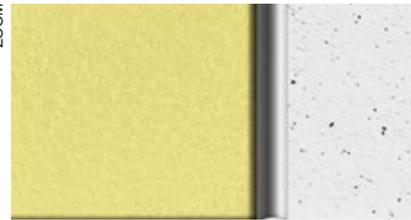
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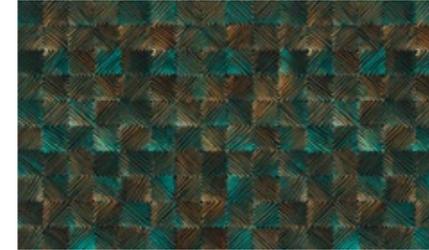
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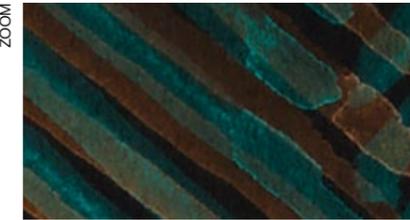
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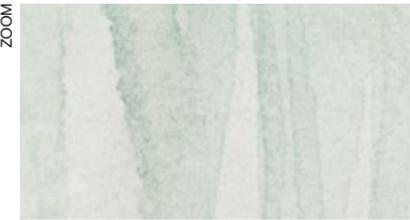
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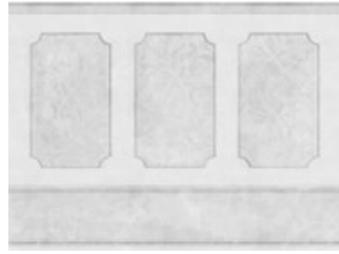
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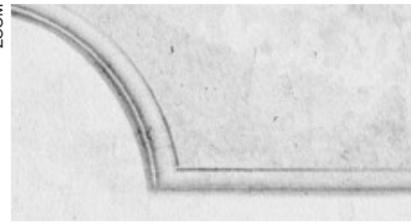
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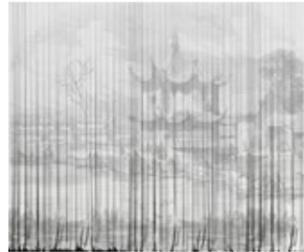
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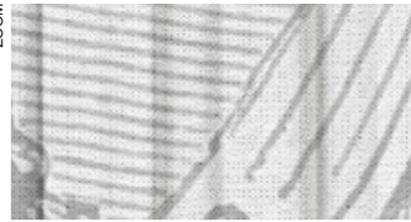
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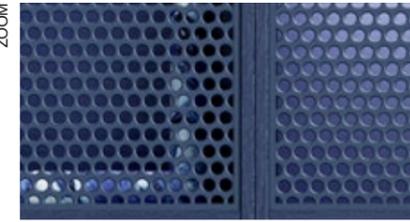
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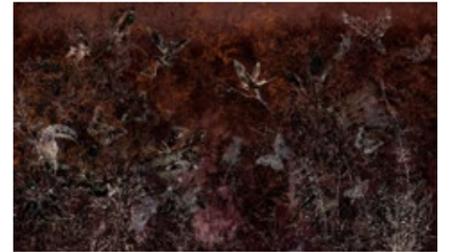
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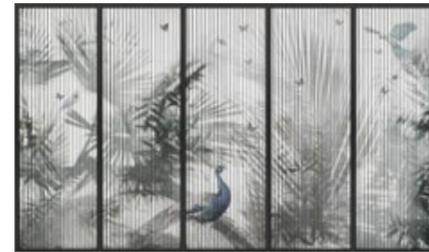
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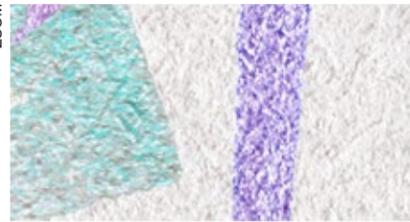
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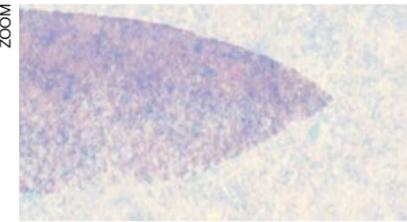
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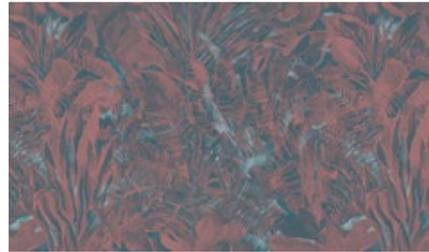
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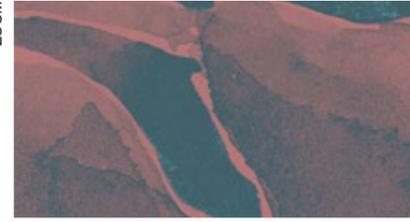
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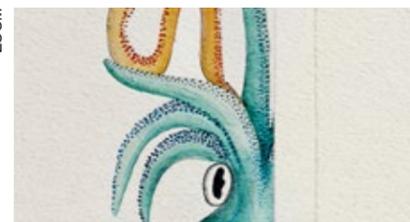
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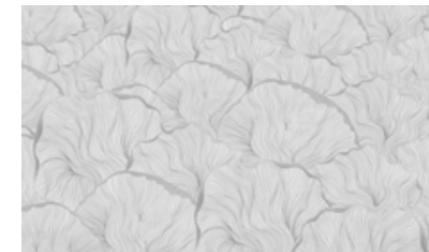
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01



02



03



04



05



06



2020/  
artists



07



08



09



10



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12



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14



15

WP/  
Creative Team

**01/Alice Carmen Goga** is a Milan based freelance illustrator and designer. In 2016 she graduated in Product Design at the Polytechnic of Milan and is now collaborating with several studios as a textile and product designer. Her style is and has been always influenced by her passion for nature. The floral world in particular has never ceased to stimulate her creativity and inspire her designs. **02/Simona Meraviglia** Born in Milan, graduated in "Set Design" at the Brera Academy of the Fine Arts, Simona grew up as a painter, in scenic studios in Milan where she worked (and still do) on many projects as tv sets, theater and fashion shows, installations, and events. Recently she realizes her home decor projects collaborating with different studios. **03/Alessandra Orsi** Born in Milan in 1983, she discovered her strong creativity during her international education. After the degree she moved to London where she started her career as Art Director in Fashion and Luxury fields, she continued in NY and now in Milan. She returns today to painting with her eccentric illustrations and unusual interpretations of the animal world. **04/Barbara Mancini** Graduated in Painting at the Academy of Fine Arts of Brera, she began a free lance designer working for several scenic studios in Milan. In these years she've created objects and decorations for important events: fashion catwalks, windows, television, advertising, museum installations, theater and private commissions doing paints, photographs, personal settings. **05/Lia Stein** Milanese photographer and journalist, she has worked for Rizzoli, Mondadori and Electa in the adv field and she continues her personal research in the digital and analogic photography. She exhibits in Italy and abroad. Her artworks are visible at her L'Atelier, opened in 2019 in Milan, where she lives and works. **06/Masha Donskaya** Masha is a textile designer with a focus on fashion and interior field. She was born in Minsk (Belarus) in 1988 and graduated at the Minsk Art College. Then she moved to Italy and graduated at ISIA. In 2012 she starts working for the fashion industry as textile designer. Since 2018, she works as freelance, specializing in handmade drawings and watercolor technic. **07/Alessandra Scandella** Alessandra Scandella is a watercolor illustrator based in Milan. She's cofounder of Studio Container, that deals with graphic design, illustration, web and animation. She's specialized in fashion and interior design. Clients: Triennale di Milano, Mudec, 24ORE Cultura, Patek Philippe, Bulgari, Tod's, Amnesty International. **08/Stefano Reolon** Scene and Costume Designer. Painter. Photographer. Designer. He worked for many years in theater and television as costume and set designer. Paintings, photos and drawing are essentially travelling companions and with the passing of time he has mixed all these arts and their tools. **09/Chiara Bettoncelli** Lives, studies and works between Mantua and Venice. She graduated in Graphic Arts at the Academy of Fine Arts in Venice, but multidisciplinary training led her to develop skills in

many areas of artistic production: interior decorations, artistic glass, fine art printmaking. Although all these knowledges are different from each other, sometimes they can live together and this is what she like to do. **10/ZPStudio** (Matteo Zetti, Eva Parigi) is a design practice based in Florence, whose work is focused on a research between traditional and avant-garde production. The study of shapes and materials is always connected to interior design projects, in search of the perfect balance between craft and design. **11/Camilla Mosconi** Camilla Mosconi, born in Milan in 1985, grew up in a family that loves art and travels, graduated from the Orsoline Art School and then continue her artistic studies by the visual arts course at Naba. After her studies she worked as assistant for some artists and photographers of the Milanese art scene. But among the many trips in recent years she lives in Brazil where continues his artistic journey between painting and photography. **12/Matteo Fumatto** Matteo Fumagalli aka Fumatto, was born in Milan, where he still lives and which is an ongoing source of inspiration. Versatile artist from the pencil to the wall, from modeling to decoration. Currently, he works with several agencies, on publishing projects and he produces artworks related to his Scotch & Bic research project. **13/Anna Crema** Anna Crema is a Milan-based illustrator. She focuses on children's illustration, editorial illustration and brand design. She takes part in different exhibitions and Mondadori Electa have recently published her last illustrated book called "Mati e Mata" in 2019. **14/Barbara Nevano** Her interests and education range from visual to performing arts. She worked as a set designer, costume designer and illustrator. Her training is pictorial and she has always had great manual skills, she experiment willingly and often with different techniques and approaches. She deals with teaching, she collaborates with various schools. **15/WallPepper® Creative Team** Not only one artist: our creative team (Davide Ferrario, Mara Poli and more) always up to date with the world of interior design, presents and develops new and interested subjects. Miscellaneous, young and curious, the WallPepper® team, in collaboration with the Scala Archives, renews and shapes the decorative elements of the past with a new look.



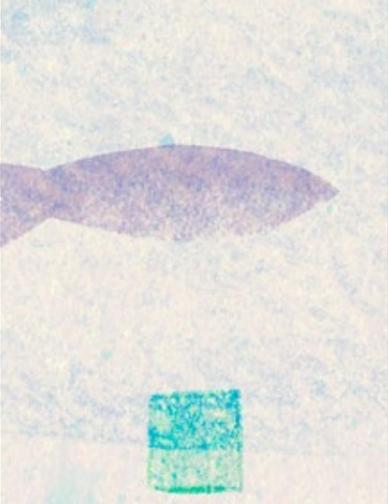
**WallPepper®/Group**  
 ITALIAN LUXURY WALLPAPER

Headquarter & Showroom  
 Via Bonaventura Zumbini 33  
 20143 Milan - Italy  
 wallpepper.it  
 info@wallpepper.it  
 ph +39 0292885406



/press office Cavalleri Comunicazione



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