



wallpaper *on demand*

/ “david selection ‘18”



now-edizioni.com

N.O.W. Edizioni made in Italy





David selection '18

David Selection, la collezione “must have” di N.O.W. Edizioni si arricchisce di nuovi decori. Un intero volume di nuove proposte di rivestimenti murali su misura realizzati su supporto vinilico o fibra di vetro.

Principale protagonista della collezione, il David di Michelangelo, un immancabile classico delle nostre collezioni. Un David contemporaneo, edonista, amante del bello e della perfezione.

David Selection, the “must have” collection by N.O.W. Edizioni is enriched with new decorations. An entire volume of new proposals for bespoke wall coverings made with vinyl or fiberglass media. The main protagonist of the collection is Michelangelo’s David, an unmissable classic of our collections. A contemporary, hedonist David, a lover of beauty and perfection.

Un mondo ispirato da nuove visioni di bellezza, che trovano luogo nelle decorazioni ispirate a superfici tessili, cementizie e all’immaginario naturale.

Acquerelli, texture, sovrapposizioni inaspettate si fondono in questi nuovi decori, per definire il David dei giorni nostri, metropolitano,

A collection inspired by new visions of beauty, which find their place in decorations inspired by textile, cement and natural imagery surfaces.

Watercolors, textures, unexpected overlaps blend in these new decorations, to define the contemporary, metropolitan, urban and cosmopolitan David.

Tutte le grafiche, firmate dall’arch. Pietro Gaeta / N.O.W. Lab Milano, possono essere impresse su carta da parati o su fibra di vetro, per soddisfare esigenze di rivestimento murale sia in ambienti pubblici che privati: uffici, alberghi, ristoranti, anche per ambienti umidi come cucine, bagni, saune e palestre.

All the graphics, signed by architect Pietro Gaeta / N.O.W. Lab Milan, can be printed on wallpaper or on fiberglass, to meet the needs of wall covering both in public and private environments: offices, hotels, restaurants, even for wet environments such as kitchens, bathrooms, saunas and gyms.

WALLPAPER ON DEMAND by N.O.W. Edizioni

Il servizio WallPaper On Demand by N.O.W. Edizioni, grazie alla tecnologia digitale, offre la possibilità di realizzare carte da parati su misura sia per formato che per soggetto. Le principali caratteristiche sono l'innovazione tecnica dei materiali e l'alta qualità degli inchiostri utilizzati, che ne assicurano una buona riuscita nel tempo, offrendo al cliente una nuova opportunità di personalizzazione nell'esecuzione di una parete. I soggetti proposti, declinati in diverse soluzioni cromatiche coordinate con quelle che sono le tendenze dell'architettura di interni, superano la ripetizione modulare, per arrivare alla realizzazione di immagini grafiche elaborate per essere riproducibili in grandi dimensioni.

Thanks to the digital technology, WallPaper On Demand by N.O.W. Edizioni offers the possibility to realize a wallpaper tailored for both format and subject. The main features are the technical innovation of the materials and the high quality of the inks used, which ensure a successful result over the years, offering to the client new customization opportunities in the execution of the wall decoration. The subjects are available in a wide range of colors coordinated with contemporary color trends for interior design. Our proposals exceed the modular repetition, to allow the reproduction of large format graphic images.

Il processo su misura: il cliente fornisce tutte le informazioni necessarie relative alle proprie esigenze e alla parete da rivestire, inviando al nostro team di progettazione alcune immagini e le misure della parete. Segue l'elaborazione e l'adattamento del soggetto scelto che viene sviluppato secondo un concetto sartoriale su misura. Dopo l'approvazione del bozzetto da parte del cliente, si procede alla stampa dei rotoli di carta da parati necessari al rivestimento della parete. Ogni singolo passaggio del processo produttivo segue accurati controlli per garantire la massima qualità del prodotto finito.

The bespoke process:
The customer provides to our design team all the necessary information regarding their needs and the wall, sending some pictures and size of the wall. Then follows the development and adaptation of the chosen subject that is carried out according to a bespoke concept.
Upon customer approval of the sketch, we proceed to print all the rolls of wallpaper needed for the complete wall cladding.
Every single step of the production process follows strict controls to ensure the highest quality finished product.

I nostri servizi / *our services*

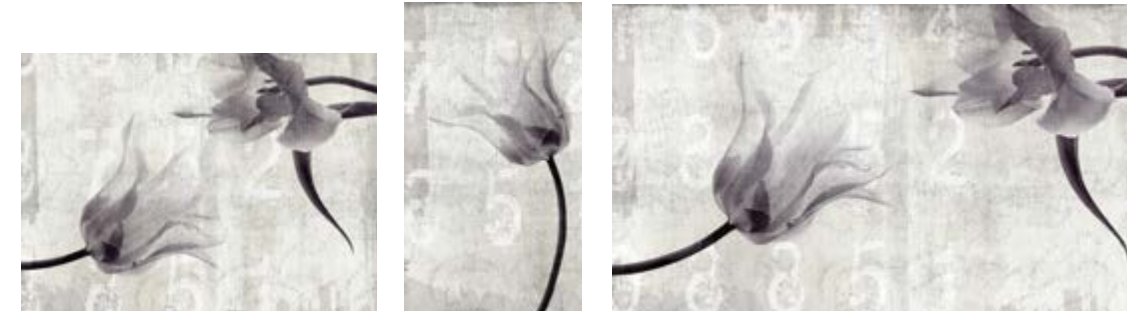


Grafica originaria come da campionario.
Graphic as the original sample. 640 x 300 cm

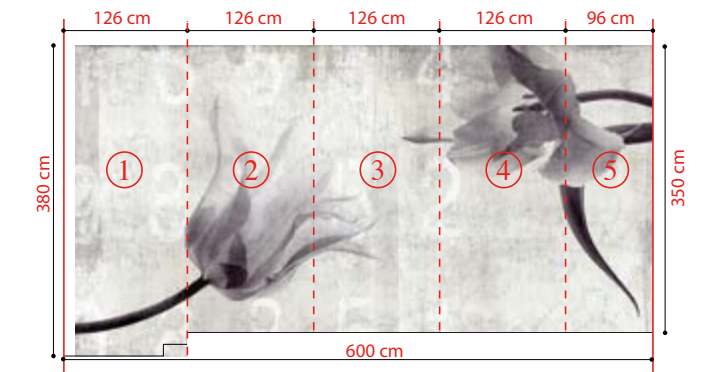
Servizio di simulazione / *simulation service*



Servizio di personalizzazione / *customization service*



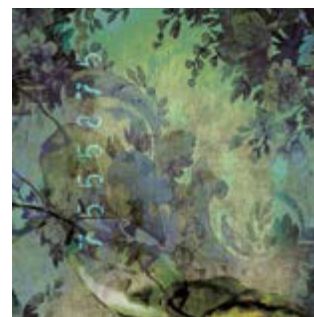
Esempi di personalizzazione delle grafiche secondo le esigenze del cliente.
Examples of graphics customization according to customer requirements.



Larghezza massima fascia 126 cm
Maximum roll width 126 cm



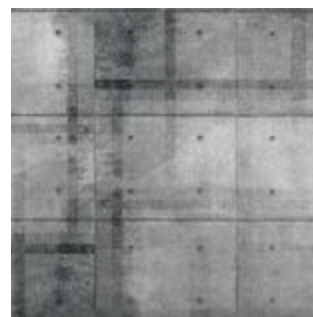
concrete / *sumi*



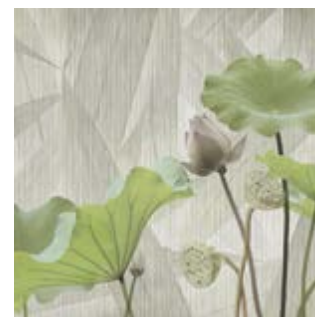
david / *crystal flower*



david / *DD flower*



concrete / *slab*



textile / *white lotus*



jungle / *ginkoba*



canvas / *brush*



canvas / *kenzia*



concrete / *mondo*



jungle / *foliage*



urban / *ink*



textile / *green vision*



textile / *sakura*



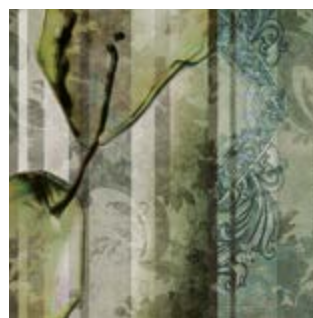
concrete / *lotus lotus*



grunge / *typo typo*



canvas / *dandelion*



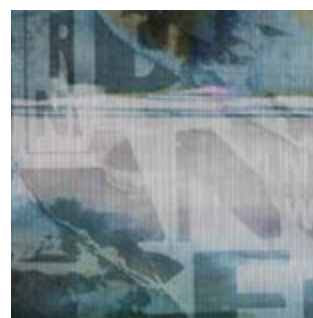
david / *tomorrow*



black & white / *shadow*



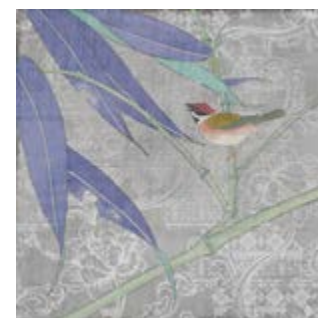
concrete / *flower cement*



urban / *decollage*



jungle / *tropicalia*



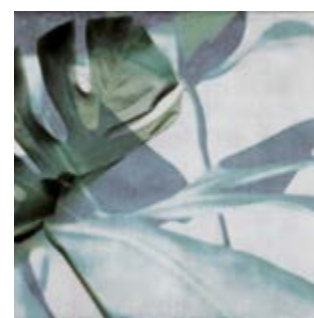
canvas / *orientale*



urban / *leaves*



urban / *ice*



jungle / *monstera*



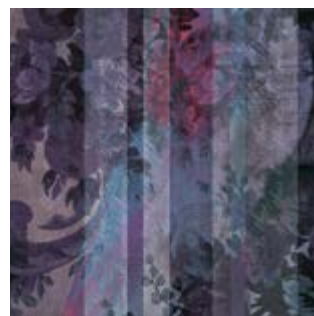
concrete / *primavera*



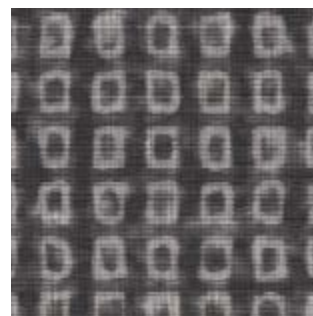
concrete / *dry leaf*



textile / *papaver*



david / *BS strip*



black & white / *raw*



concrete / *nike*



grunge / *forest*



canvas / *drop*



canvas / *soffio*



concrete / *bamboo*



grunge / *denim*

concrete.
sumi



david selection '18



david
crystal flower



david
DD flower



NEDADD1801

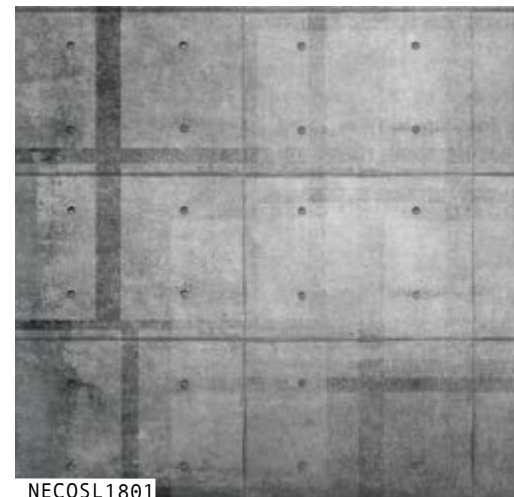


NEDADD1802

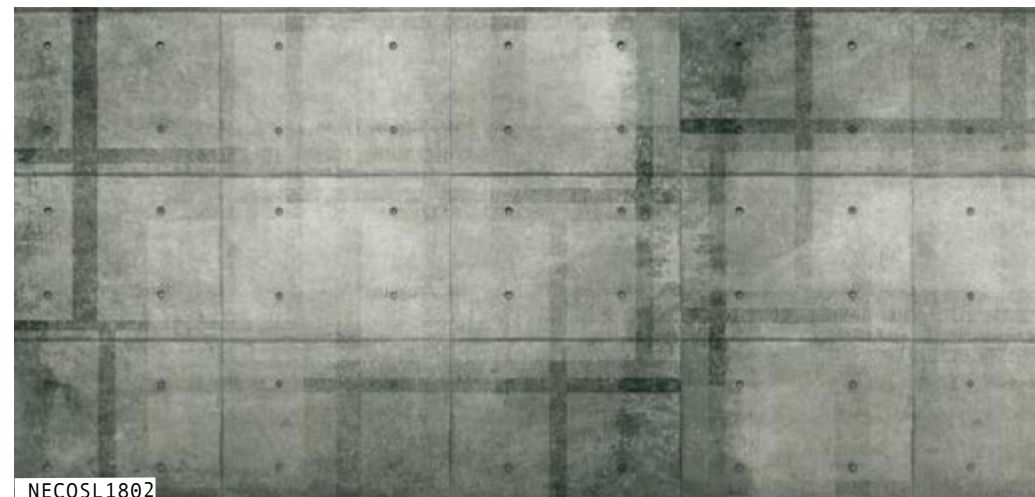


NEDADD1803





NECOSL1801



NECOSL1802

concrete
slab





textile
white lotus



NETXWL1801



concrete
mondo



david selection '18



jungle
foliage



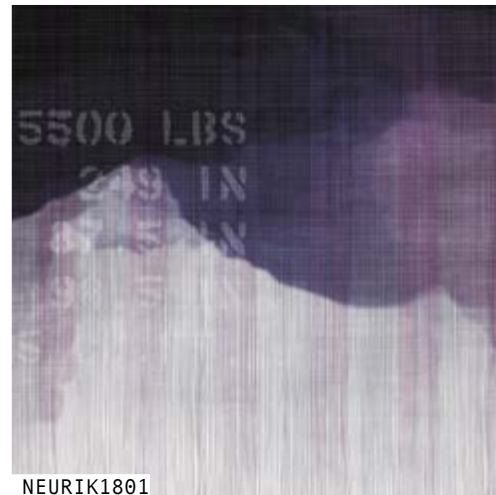
NEJUFL1801



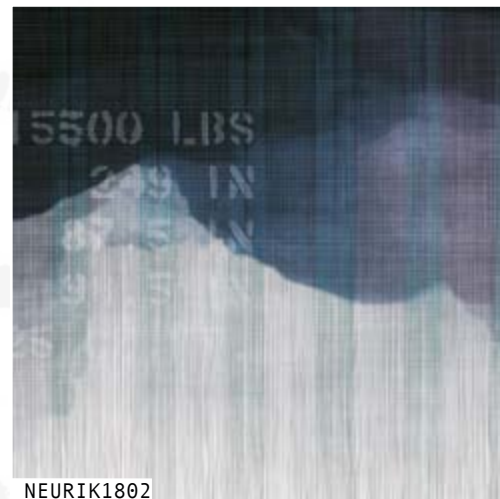
NEJUFL1802



urban
ink



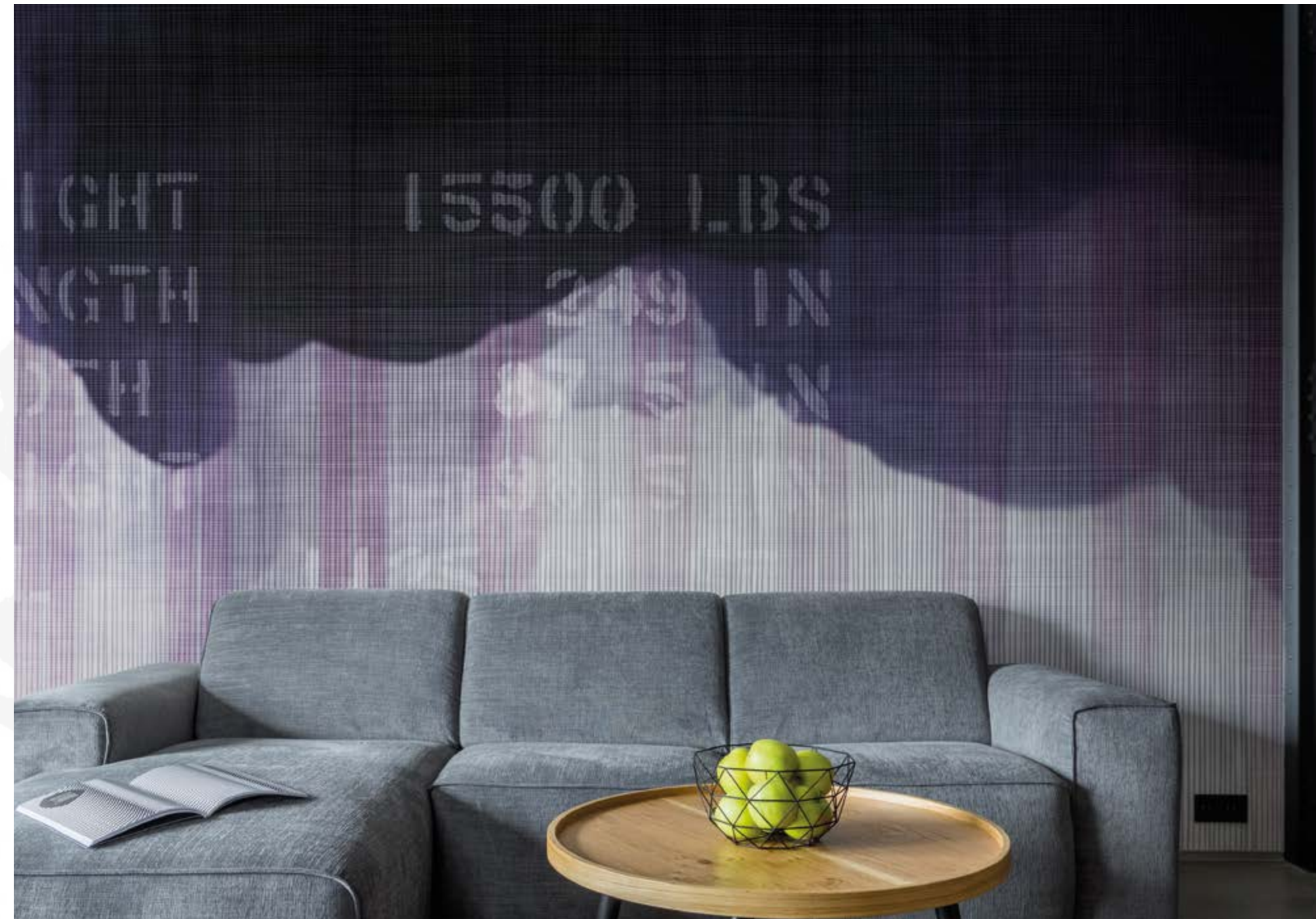
NEURIK1801



NEURIK1802



NEURIK1803





textile
green vision



NETXGV1801



NETXGV1802

david selection '18

textile
sakura



NETXSK1801



NETXSK1802



NETXSK1803

david selection '18

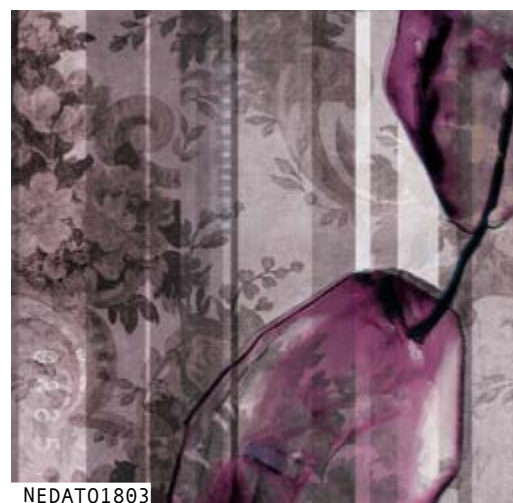




NEDAT01801



NEDAT01802



NEDAT01803

david
tomorrow



black & white
shadow



NEBWSH1801



concrete
flower cement



NECOFC1801



NECOFC1802







NEURDE1801



NEURDE1802

urban
decollage



jungle
tropicalia



concrete
dry leaf

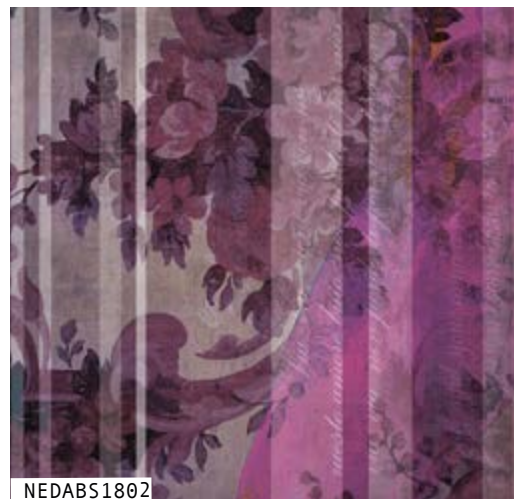


textile
papaver





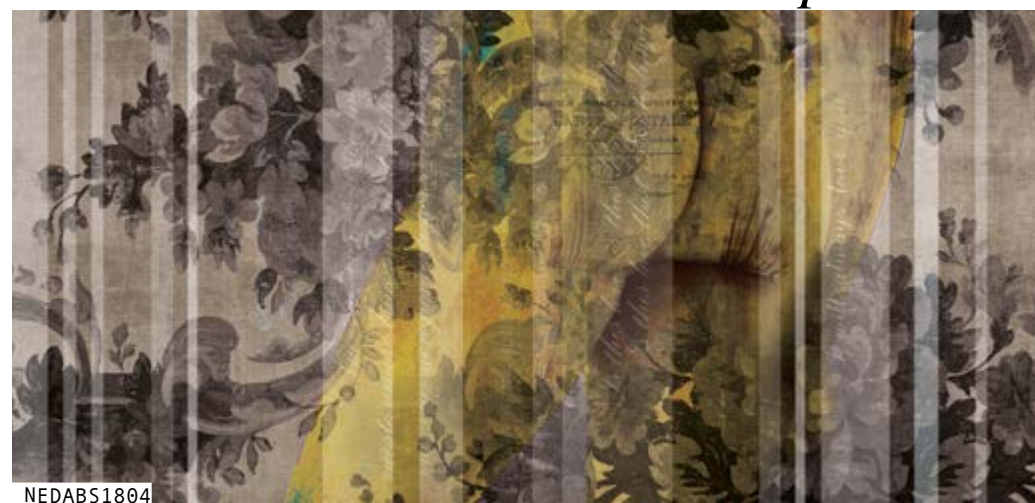
NEDABS1801



NEDABS1802



NEDABS1803



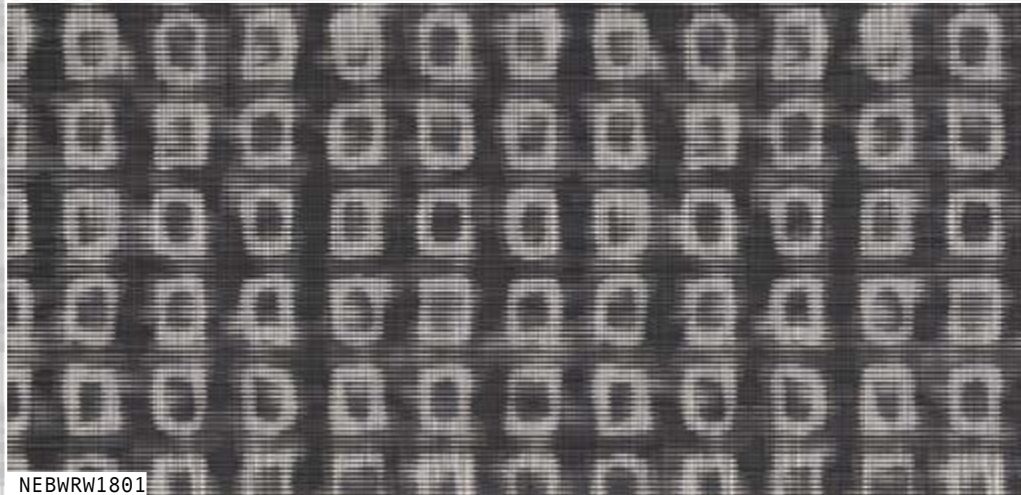
NEDABS1804

david
BS strip

david selection '18



black & white
raw



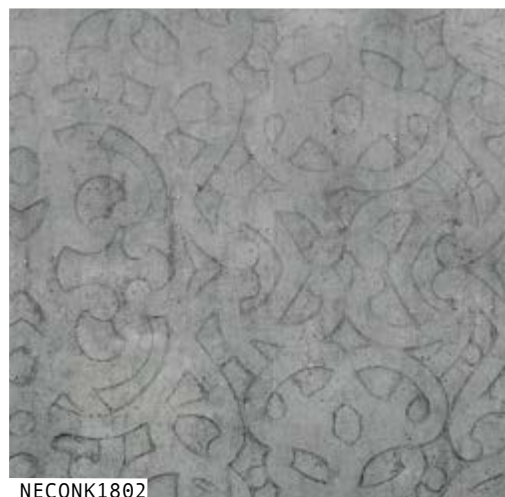
NEBWRW1801





NECONK1801

concrete
nike



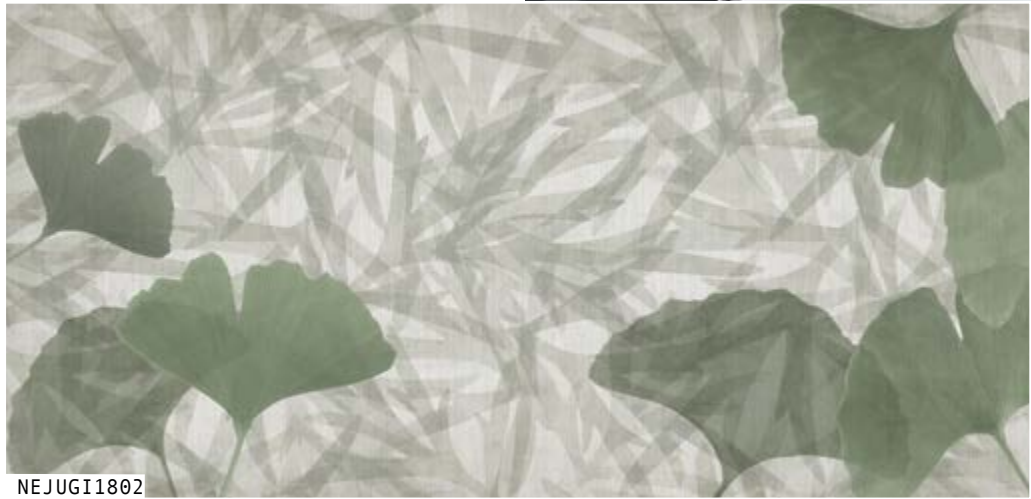
NECONK1802



jungle
ginkoba



NEJUGI1801



NEJUGI1802

dauid selection '18



canvas
brush



NECABR1801



NECABR1802





NECAKE1801



NECAKE1802

canvas.
kenzia



concrete
lotus lotus



NECOLL1801





grunge
typo typo



canvas
dandelion





canvas
orientale



NECAOR1801



NECAOR1802



NECAOR1803



NEURLV1801



NEURLV1802

urban
leaves





NEURIC1801



NEURIC1802



NEURIC1803

.urban
ice





NEJUM01801



NEJUM01802

jungle
monstera





NECOPR1801



NECOPR1802

concrete
primavera



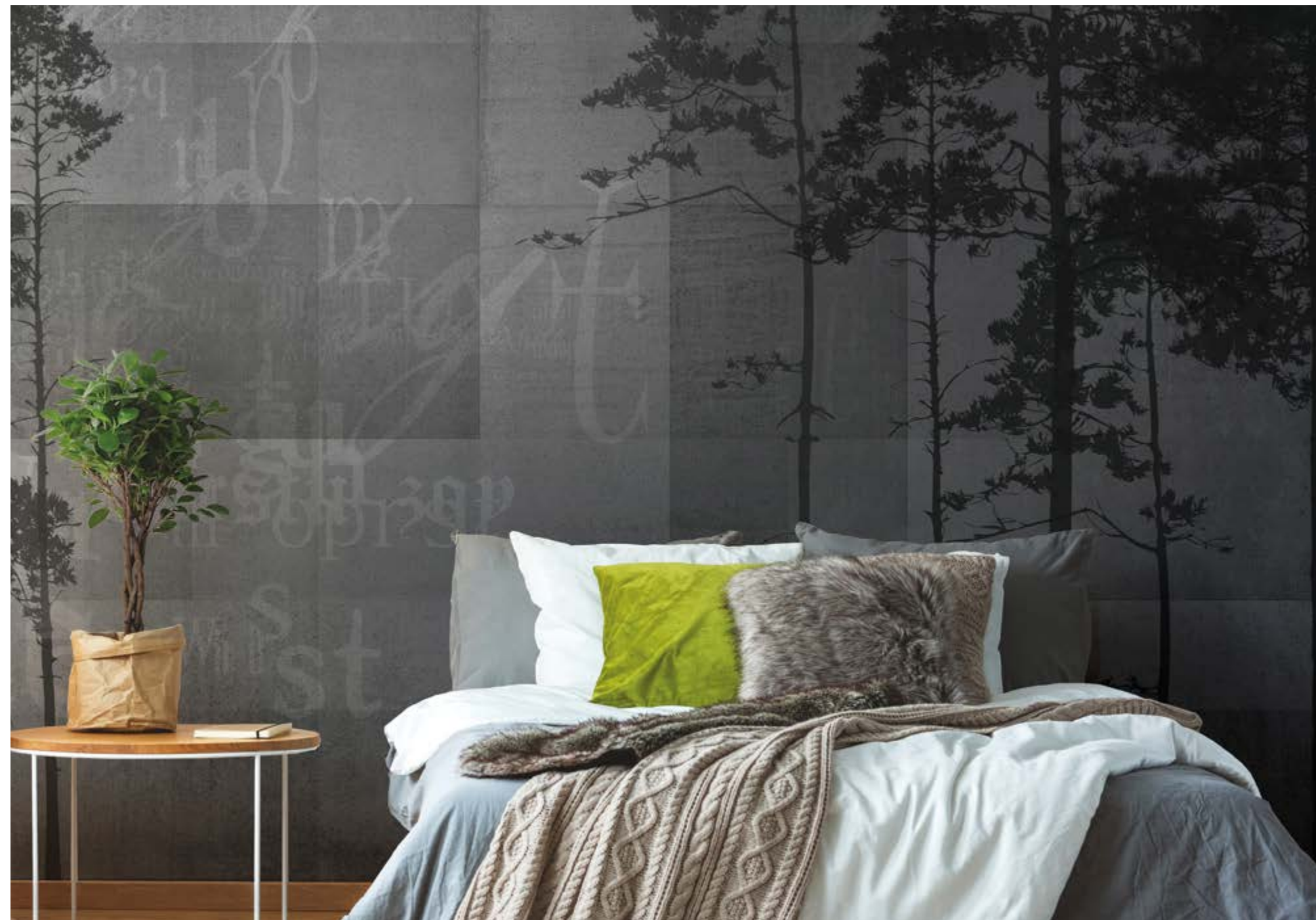


NEGRFT1801

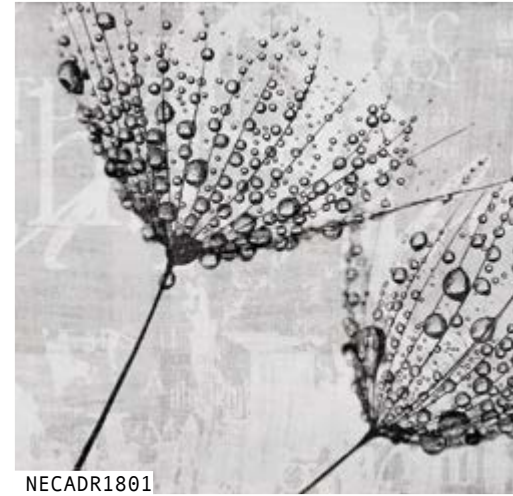


NEGRFT1802

grunge
forest



canvas
drop





NECAS01801

canvas
soffio





concrete
bamboo



grunge
denim



NEGRDE1801



2 0 1 2 9 > 1

0 1 6 H.O.S.

> > > 2 0 1 8

riepilogo vol.9
resume vol.9

sviluppo grafica
artwork composition

CONCRETE / *sumi*



varianti colore
color variations



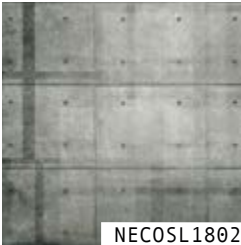
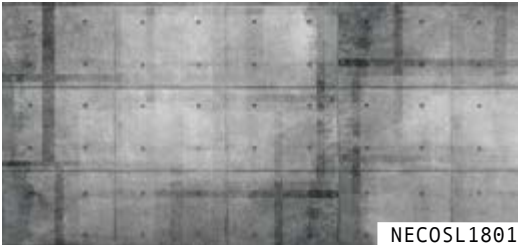
DAVID / *crystal flower*



DAVID / *DD flower*



CONCRETE / *slab*



david selection '18

sviluppo grafica
artwork composition

TEXTILE / *white lotus*



varianti colore
color variations

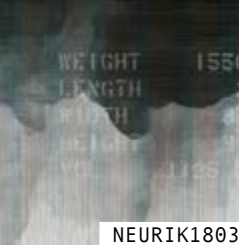
CONCRETE / *mondo*



JUNGLE / *foliage*



URBAN / *ink*



sviluppo grafica
artwork composition

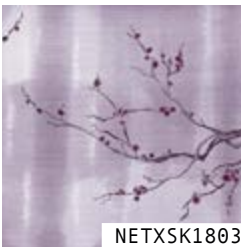
TEXTILE / *greenvision*



varianti colore
color variations



TEXTILE / *sakura*



DAVID / *tomorrow*



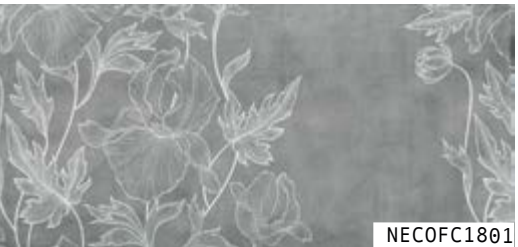
BLACK & WHITE / *shadow*



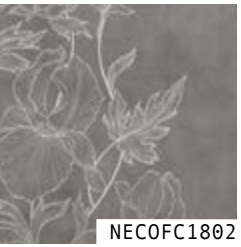
david selection '18

sviluppo grafica
artwork composition

CONCRETE / *flower cement*



varianti colore
color variations



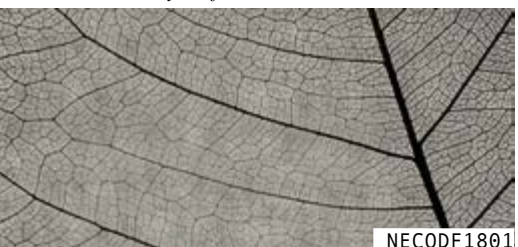
URBAN / *decollage*



JUNGLE / *tropicalia*



CONCRETE / *dry leaf*



sviluppo grafica
artwork composition

TEXTILE / *papaver*



NETXPP1801

varianti colore
color variations



NETXPP1802

DAVID / *BS strip*



NEDABS1801



NEDABS1802

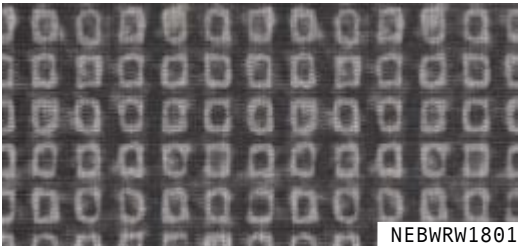


NEDABS1803



NEDABS1804

BLACK & WHITE / *raw*



NEBWRW1801

CONCRETE / *nike*



NECONK1801



NECONK1802

david selection '18

sviluppo grafica
artwork composition

JUNGLE / *ginkoba*



NEJUGI1801



NEJUGI1802

CANVAS / *brush*



NECABR1801



NECABR1802

CANVAS / *kenzia*



NECAKE1801



NECAKE1802

CONCRETE / *lotus lotus*



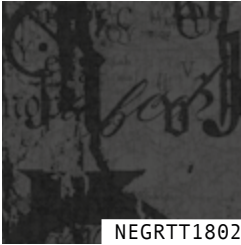
NECOLL1801

sviluppo grafica
artwork composition

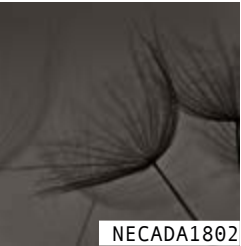
GRUNGE / *typo typo*



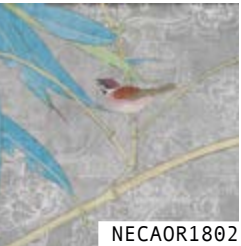
varianti colore
color variations



CANVAS / *dandelion*



CANVAS / *orientale*



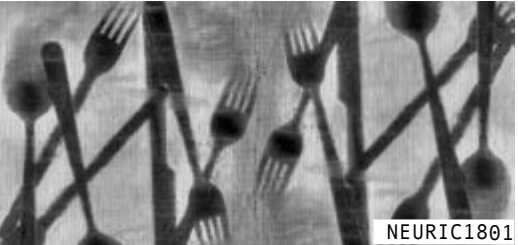
URBAN / *leaves*



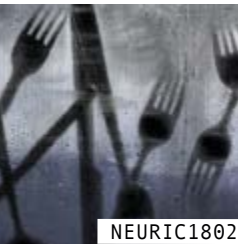
david selection '18

sviluppo grafica
artwork composition

URBAN / *ice*



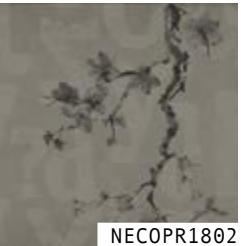
varianti colore
color variations



JUNGLE / *monstera*



CONCRETE / *primavera*



GRUNGE / *forest*



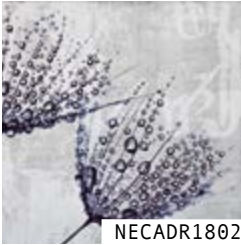
sviluppo grafica
artwork composition

CANVAS / *drop*



NECADR1801

varianti colore
color variations



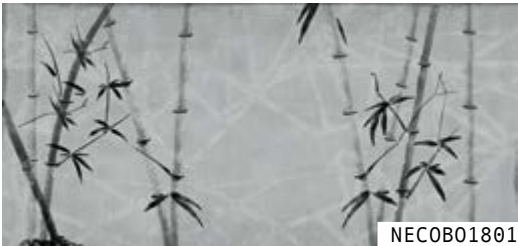
NECADR1802

CANVAS / *soffio*



NECAS01801

CONCRETE / *bamboo*



NECOB01801



NECOB01802

GRUNGE / *denim*



NEGRDE1801

david selection '18

fiberglass

caratteristiche prodotto / product characteristics

I nostri supporti di stampa / our print media

Fiberglass, realizzato con speciali filati in **fibra di vetro**, è il sistema studiato per rivestire pareti e pavimenti di ambienti umidi quali: bagni, centri benessere, SPA, palestre e interni doccia. Grazie alle sue proprietà tecniche **resiste all’acqua**, all’umidità ed è adatto ad essere trattato con i normali prodotti utilizzati per la pulizia domestica. Tutte le grafiche a catalogo possono essere realizzate con questo sistema.

Fiberglass, realized with special **fiber glass yarns**, is the system designed to cover walls and wet areas such as: bathrooms, wellness areas, SPAS, gyms and showers.

Thanks to its technical properties it is **water and humidity resistant** and it can be easily treated with common cleaning products.

All catalogue designs can be realized in fiberglass.

lavabile e facile da applicare washable and easy to apply		materiale / material fibra di vetro fiberglass	
uso / application pavimenti e rivestimenti interni, ambienti umidi floor and indoor wall covering, wet areas			
resistenza alla trazione / resistance to tensile strength SP 04/02/13 (ISO 4606)			
altezza max fascia / sheet max height 96 cm		resistenza al fuoco / fire performance Classe di reazione al fuoco B-s1,d0 fire reaction class B-s1, d0	
carico di rottura / breaking strenght ORDITO / warp valore medio 600 N/5 cm average value		peso / weight 200 gr/m2	
TRAMA / weft valore medio 1000 N/5 cm average value			



wallpaper

caratteristiche prodotto / product characteristics

I nostri supporti di stampa / our print media

Per la realizzazione delle nostre **carte da parati viniliche** utilizziamo unicamente inchiostri, tecnologie e supporti di **prima qualità** per garantire un **prodotto di eccellenza** e duraturo nel tempo.

To create our **original wallpapers**, we use exclusively **high quality inks, technologies and supports** to offer first-class and **long-lasting products**.

lavabile e facile da applicare washable and easy to apply		materiale / material vinile su carta paper backed vinyl	
uso / application interno interior design			
resistenza alla trazione / tensile strength MD 4.0 Kgf/cm TD 2.0 Kgf/cm		resistenza al fuoco / fire performance Classificazione europea Euro classification EN 13501-1:2007-B-s2,d0	
peso / weight 300 gr/m2		resistenza allo strappo / tear strength MD 800 mN (average) TD 695 mN (average)	
resistenza alla luce / lightfastness BSEN20105: grado minimo 6 BSEN20105: minimum grade 6		altezza max fascia / sheet max height 126 cm	
resistenza all’urto / impact resistance EN259: pass			

Gli inchiostri / inks

Utilizziamo tecnologia di **stampa Latex** dotata di inchiostri a base acqua **sostenibili**, inodore e certficati per l’ applicazione in interno.

We use the **Latex printing** technology with water-based **sustainable inks**, odourless and certified for application indoor.



La combinazione tra il supporto di stampa completamente privo di metalli pesanti, abbinata agli **inchiostri ecocompatibili**, soddisfa tutti i criteri correlati alla salute umana e ne permette l’utilizzo per la decorazione in ospedali, scuole e ristoranti.

The combination of the printing support completely free of heavy metals, with **environment-friendly inks**, satisfies all criteria connected to human health and enables its use for internal decoration of hospitals, schools and restaurants.

