

THE APARTMENT



BORÅSTAPETER

MADE IN SWEDEN SINCE 1905



Boråstapeter launches The Apartment wallpaper collection under its new concept Studio Collection for Spring 2020

At Boråstapeter we are proud to design wallpapers for all homes. Even for those who dare to be a little different. Within the Studio Collection range, we develop collections where we explore the very idea of what wallpaper is and what it can portray. The Apartment is a modern and stylish tribute to the casual elegance of the 70s and 80s.

A home, a universe. A place where you set the tone. Where the mood can be cool, embracing or bubbly. An oasis where your dreams come true and glasses clink – Welcome to The Apartment. The collection's designs are inspired by trips to luxurious Miami, glamorous New York dance clubs and Venice's stylish buildings. Wallpaper that brings to mind a cocktail party and lounging at their best.

"In Studio Collection, we use our craftsmanship and love of designs as a springboard to take bold steps. We are often inspired by innovations in form, architecture and interior design. With these collections we are reaching out to those who are dedicated to finding the right detail to enhance a room, a home or a place where everyone is welcome. The fact that Boråstapeter's design studio now has the space to be stylistically expressive and create such a collection under our new concept Studio Collection feels fantastic and it further expands Boråstapeter's range", says Sissa Sundling, Head of Design Boråstapeter.

In The Apartment we see expressive patterns in vivid colour combinations as well as elegant tone-on-tone shades. Subtle mother-of-pearl shimmer, velvet matte pattern printed on metallic base and lines of silver and black give the collection an expression beyond the ordinary. Exclusive details for a unique home. Experience the difference.



BORÅSTAPETER
MADE IN SWEDEN SINCE 1965



THE APARTMENT

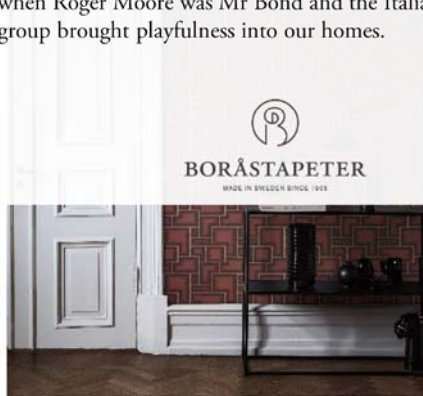
The Apartment collection is inspired by luxurious Miami scenes, glamorous New York discos, and gorgeous facades of Venice. Wallpapers reminiscent of sparkling cocktail parties and laid-back yet classy nights in the lounge. The designs are expressive, in vibrant colour combinations as well as elegant tone-in-tone nuances. Blackened silver lines and subtle pearlescent, velvety matte prints on metallic backgrounds, features that give this collection an expression extraordinaire. Exclusive details for a stunning home. Discover the difference.

Your home is your universe. A place where you are the tone-setter, where the mood can be cool, embracing or bubbly. A haven where your dreams may dance and twirl and clink the glasses. Welcome to The Apartment – a modern and stylish homage to the casual yet elegant years of the '70s and '80s, when Roger Moore was Mr Bond and the Italian Memphis group brought playfulness into our homes.



BORÅSTAPETER

MADE IN SWEDEN SINCE 1922





FEATURES & BENEFITS

Collection information:

31 wallpapers; 3050–3055, 3060–3063, 3069–3089

Roll length: 10,05 x 0,53 m

16 rolls/carton

9 wallpapers; 3056–3059, 3064–3068

Roll length: 10,05 x 0,53 m

12 rolls/carton

2 Digital murals;

3090–3091

Standard size: 2,65 x 1,80 m (4 panels x 0,45 m)

FEATURES & BENEFITS

The collection consists of 11 designs – in total 42 items

- Venice
- Madison
- Cosmopolitan
- Copacabana
- Malibu
- Palm Springs
- Spirito
- Casablanca
- Velveteen
- Tribeca
- Memphis

Collection launch

- In Mid-February 2020

Non-Woven Wallpaper

- Boråstapeter premium quality product
- Designed and printed in Sweden
- Easy to hang – paste the wall product (EasyUp)



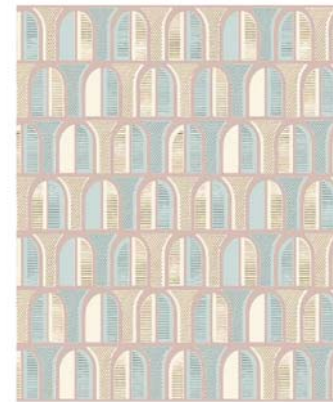


VENICE

Inspired by the elegance of 1970s Italy, our luxurious Venice wallpaper depicts the beautiful windows that decorate the old facades of Venice. This striking and sophisticated wallpaper is available in three colour combinations, all of which lead the mind to the scent of Italy.



3050 – Venice



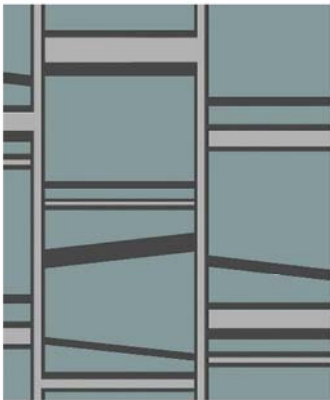
3051 – Venice



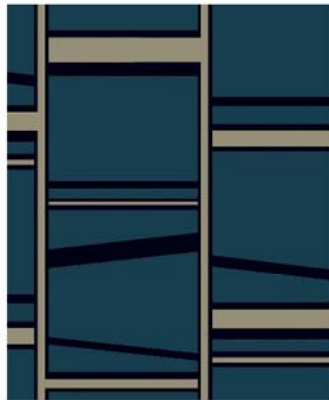
3052 – Venice

MADISON

Madison instantly brings to mind the super-structured New York city map. It is contemporary and modern with a distinct urban attitude. A well-thought-through and precise detail that brings that extra something to those who know about it. The design comes in three muted colours.



3053 – Madison



3054 – Madison



3055 – Madison





COSMOPOLITAN

Cosmopolitan will bring a happy spirit to the room. Inspired by the iconic Memphis Group's playful 1980s designs, this modern geometric print in a matte finish creates an elegant contrast to the metallic-shimmering base. Cosmopolitan is available in four pastel palettes.



3056 – Cosmopolitan



3057 – Cosmopolitan



3058 – Cosmopolitan



3059 – Cosmopolitan

COPACABANA



3060 – Copacabana

Elegant palm trees upon a bamboo grid give a luxurious holiday air to the room. Exotic and expressive yet structured, the textured pattern gives the wall a well-ordered appearance. Choose from four different colour schemes for a different experience with each setting.



3061 – Copacabana



3062 – Copacabana



3063 – Copacabana





MALIBU

The shimmering ocean by the Californian coastline and the luxurious lifestyle we associate with the movie stars in Malibu have inspired this beautiful pattern. The marbling is printed on a metallic-shimmering base, giving the room a grand and stylish yet calm atmosphere.



3064 – Malibu



3065 – Malibu



3066 – Malibu



3067 – Malibu



3068 – Malibu

PALM SPRINGS

The dramatic landscape, tall palm trees and cool architecture make Palm Springs a fantastic source of inspiration for contemporary interiors. With this soft-contoured palm leaf pattern on the walls, the room gains a truly sophisticated atmosphere, a calm surface with a beautiful pearlescent shimmer.



3069 – Palm Springs



3070– Palm Springs



3071 – Palm Springs



3072 – Palm Springs



3073– Palm Springs





SPIRITO

A free and swirling pattern, perceived more like movement when seen upon the wall. Vivid and energetic. Glimmers of metallic tones highlight the twisting design, giving an elegant shimmer that changes with the light. Spirito comes in several colours to match all personalities.



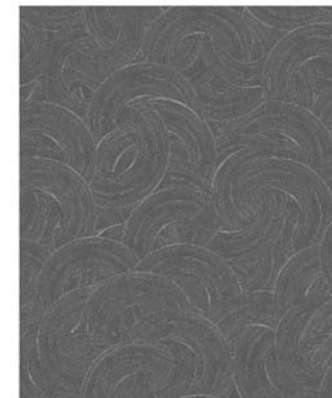
3074 – Spirito



3075 – Spirito



3076 – Spirito



3077 – Spirito



3078 – Spirito

CASABLANCA

Casablanca wallpaper takes us to the middle of the 1970s where bold patterns and curves were embraced in sophisticated designer homes. The textured background of Casablanca gives an extra sharpness, while the pearlescent shimmer of the circles enhance the glamour.



3079 – Casablanca



3080 – Casablanca



3081 – Casablanca





VELVETEEN

The Velveteen wallpaper, a tribute to the beautiful fashion scene of the 1970s and 1980s, is inspired by the fabric with the same name. A textile expression for the wall, with a textured feel on a shimmering, silvered background. A monochrome wallpaper that comes in four colour schemes.



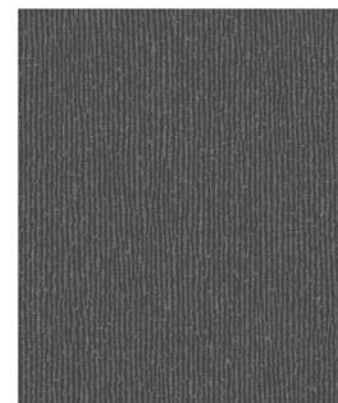
3082 – Velveteen



3083 – Velveteen



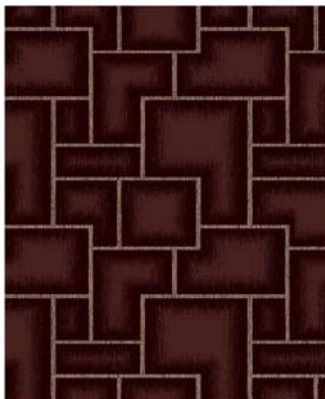
3084 – Velveteen



3085 – Velveteen

TRIBECA

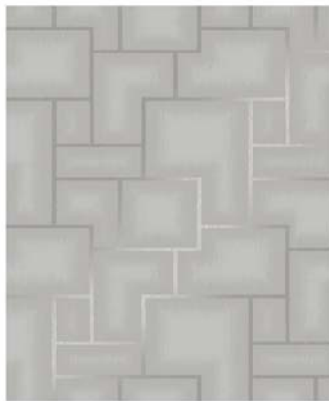
Our Tribeca wallpaper, an urban design with a modern metropolitan mood, is inspired by the map of New York's stylish Tribeca area; structured, but not as strict as the grids of Manhattan. The shaded silhouettes give the pattern a three-dimensional depth, complemented by shimmering metallic edges.



3086 – Tribeca



3087 – Tribeca



3088 – Tribeca



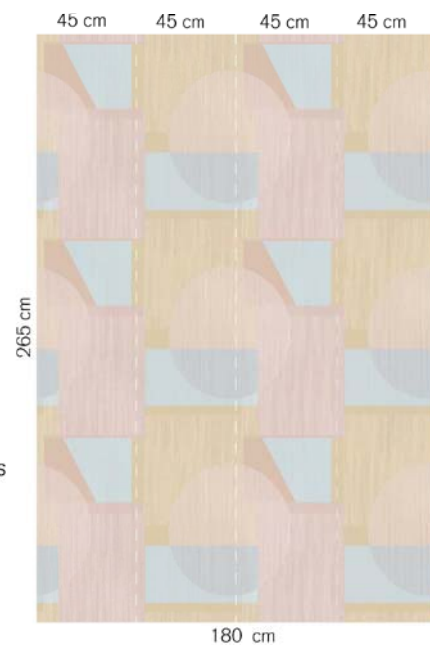
3089 – Tribeca





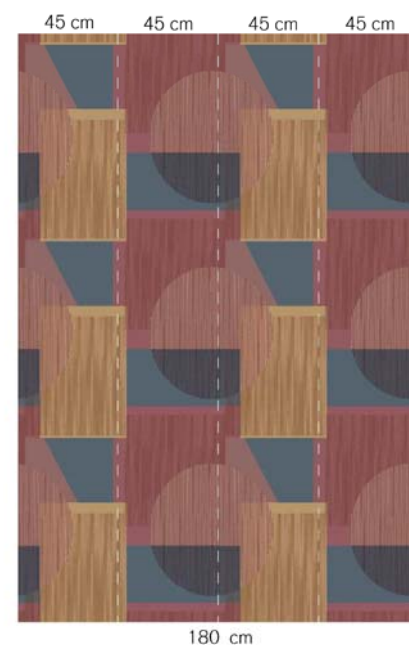
MEMPHIS

A delightful digital print inspired by the vibrant and playful designs of the 1980s iconic Memphis Group. Our Memphis wallpaper fits beautifully in the modern home of today; a pure visual experience—like art on the wall and the perfect ice-breaker at a cocktail party.



3090 and 3091 – Memphis
Width: 180 cm
Height: 265 cm
Number of panels: 4

The pattern is repeatable



THE APARTMENT – PATTERN OVERVIEW



3050 – Venice



3051 – Venice



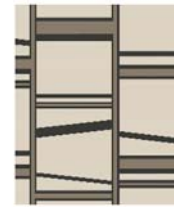
3052 – Venice



3053 – Madison



3054 – Madison



3055 – Madison



3056 – Cosmopolitan



3057 – Cosmopolitan



3058 – Cosmopolitan



3059 – Cosmopolitan



3060 – Cobacabana



3061 – Copacabana



3062 – Copacabana



3063 – Copacabana



3064 – Malibu



3065 – Malibu



3066 – Malibu



3067 – Malibu



3068 – Malibu



3069 – Palm Springs



3070 – Palm Springs



3071 – Palm Springs



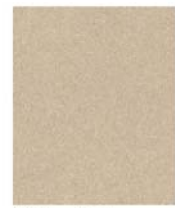
3072 – Palm Springs



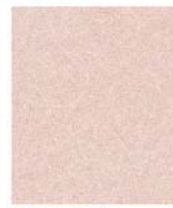
3073 – Palm Springs



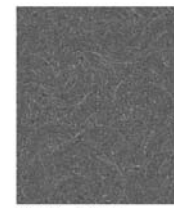
3074 – Spirito



3075 – Spirito



3076 – Spirito



3077 – Spirito



3078 – Spirito



3079 – Casablanca



3080 – Casablanca



3081 – Casablanca



3082 – Velveteen



3083 – Velveteen



3084 – Velveteen



3085 – Velveteen



3086 – Tribeca



3087 – Tribeca



3088 – Tribeca



3089 – Tribeca

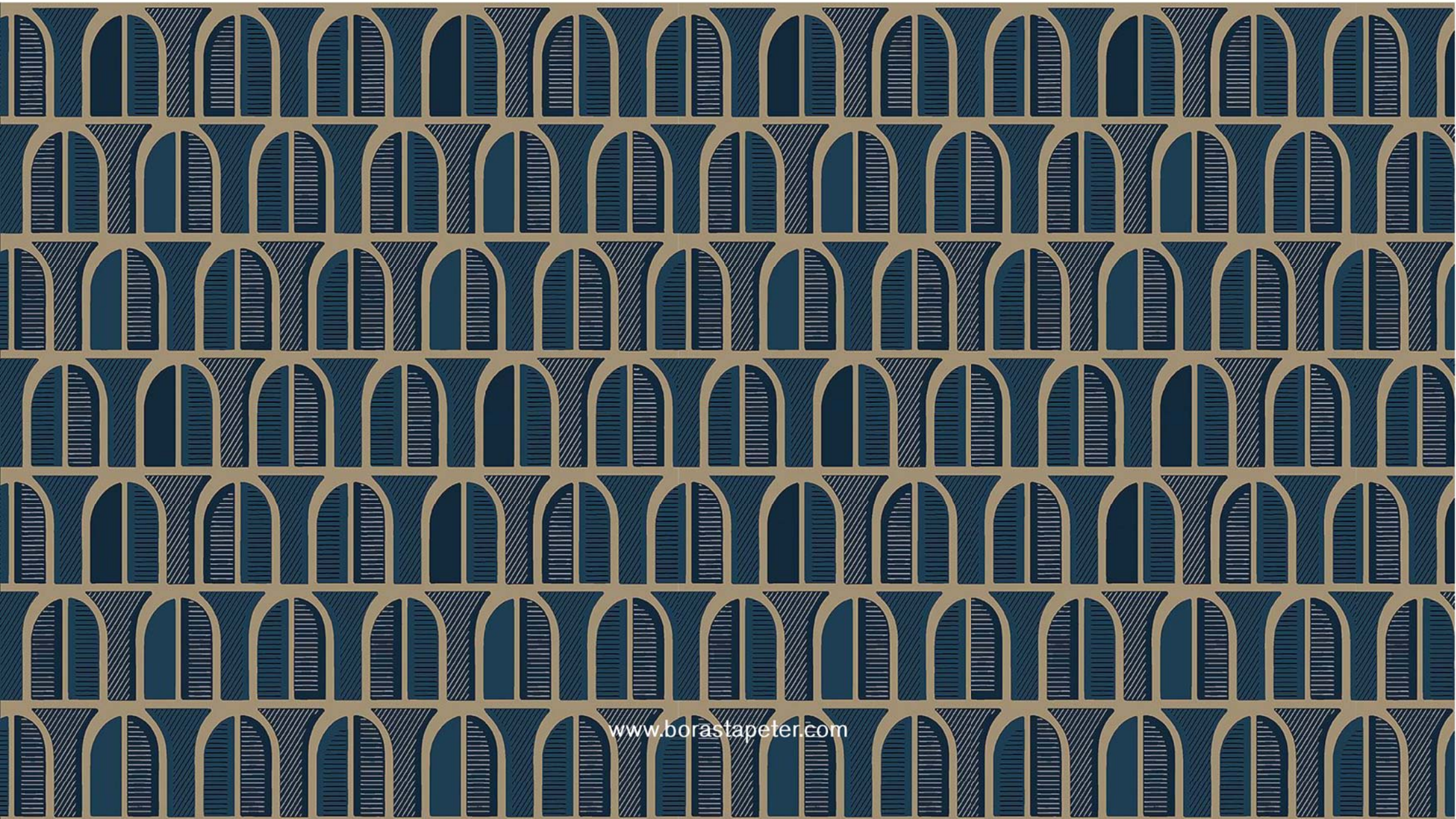
Digital wallpapers



3090 – Memphis



3090 – Memphis



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