



**EXCLUSIVE  
WALLPAPER**



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**LONDONART**

Nicola Bottegal: *art director*

Riccardo Zulato: *designer*

Valeria Zaltron : *designer*

Alba Ferrari: *illustrator*

Francesca Giordano: *designer*

Benedetta Simone: *designer*

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EXCLUSIVE  
WALLPAPER

A modern wallpaper has to combine design, practicality and materials. The distinctive trait of a wallpaper is to be a contemporary and custom-made element able to satisfy space, covering and design needs.

Londonart is all of this: we studied and created sartorial wallpaper, handcrafted works for an unmatched design product.

Our brand's identity is a combination of fashion, graphic elements and architecture; materials, fabrics, aesthetic and decoration match functional capacity for striking, outstanding and balanced results at the same time. Contemporary demands turned Londonart's wallpaper in a sheer furnishing element, specific and on-demand -tailored and out of standards - that easily satisfy interior designers and architects needs.

Londonart is contemporaneity:

an international sight in an artisanal soul: a name "Londonart" recalls the essence of art and design through decoration. Every space can become furniture thanks to a product that transforms spaces by dressing up surfaces.

Londonart is practicality:

a new concept of furniture that customises rooms with a concrete offer that solves the empty spaces problem by adapting itself to every situation.

Londonart is art:

patterns are wisely created by our designers: artists, architects, illustrators, tattoo artists and stylists put hands, eyes and ideas together with inspiration and metropolitan mood to offer multiple solutions and designs.

Una carta da parati attuale deve sapere coniugare design, funzionalità e materiali. Il bello di un wallpaper, però, sta nell'essere un elemento contemporaneo e custom made, capace di rispondere alle differenti esigenze di spazio, copertura e progettazione.

Londonart è tutto questo: abbiamo studiato e creato carte da parati di livello sartoriale, opere di autentica artigianalità, per un prodotto contemporaneo, di design, unico e funzionale. L'identità del nostro brand è infatti una 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 al contempo d'impatto e armonici. Le esigenze contemporanee hanno reso i wallpaper Londonart un elemento di puro arredamento, specifico e on demand -su misura, per ogni misura e fuori da ogni standard- che risponde a tutte le esigenze di progettisti, architetti e arredatori.

Londonart è contemporaneità:

uno spirito internazionale in un'anima artigianale e d'atelier: un nome, Londonart, che richiama l'essenza dell'arte del design, attraverso i concetti di decorazione e progettualità. Un universo di espressioni per trasformare ogni spazio in arredo. I wallpaper Londonart divengono così moda che veste le superfici, design che trasforma gli ambienti.

Londonart è funzionalità:

Una nuova concezione del wallpaper come elemento di puro arredo, capace di trasformare ogni spazio in un complemento unico, personale e innovativo.

Abbiamo ricercato e progettato una carta da parati che sia una proposta concreta per dare un'espressione razionale, capace di risolvere la problematica degli spazi vuoti, poiché customizzabile e su misura di ogni esigenza.

Londonart è arte:

I pattern della carta da parati Londonart vengono creati sapientemente dai nostri designer: artisti, architetti, illustratori, tattoo artist e stylist che mettono mani, occhi e idee in una commistione di ispirazioni e mood dal tocco metropolitano, naturale o illustrativo, che arreda con molteplicità di soluzioni, bellezza e progettualità.

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Eine moderne Wandtattoo sollte Design, Funktionalität und Materialien kombinieren. Die Schönheit eines Wandtattos liegt jedoch darin, ein modernes und maßgefertigtes Element zu sein, das unterschiedliche Erfordernisse bei der Raumteilung- und planung erfüllt.

Das ist Londonart: wir haben Wandtattos der niveaувollen Bekleidung, Werke der authentischen Handwerkskunst für ein modernes, einzigartiges und funktionales Produktdesign geschaffen. In der Tat ist die Identität unserer Marke eine Kombination von Mode, Grafik, Architektur; Materialien, Stoffen, Ästhetik und Verzierung vereinen sich mit der Funktionalität und der Notwendigkeit der Rationalität der Räume. Die Ergebnisse sind gleichzeitig vollkommen und harmonisch. Moderne Bedürfnisse haben unsere Londonart Wandtattos zu einem reinen Dekorationselement gemacht, das spezifisch und auf Anfrage für jeden Zweck geeignet ist. Unser Produkt liegt über jedem Standard und erfüllt die Bedürfnisse jeden Designer-Architekten und Innenarchitekten.

Londonart ist Zeitgeist:

Eine internationale Impuls in der Branche: ein Name, Londonart, der durch seinen Still und Kunstkonzepte an das Wesen des Designs erinnert. Ein Universum von Ausdrücken, um jeden Raum in seiner Ausstattung zu verwandeln. Die Wandtattos Londonart werden so zu Mode, die die Oberflächen kleidet zu Design, das die Atmosphäre verändert.

Londonart ist Funktionalität:

Ein neues Konzept der Tapete als reines Möbelstück, das in jeden Raum eine einzige, persönliche und innovative Ergänzung bewirken kann. Wir haben eine Tapete geplant und entwickelt, die gleichzeitig ein konkreter Vorschlag und ein rationaler Ausdruck ist, um die Problematik des leeren Raumes zu lösen. Unser Ergebnis ist eine anpassbares und für jeden Bedarf zugeschnittenes Wallpaper.

Londonart ist Kunst:

Das Muster unser Londonart Tapete wird fachmännisch von unseren Designern, Künstlern, Architekten, Illustratoren, Tattoo-Künstler und Stylisten erstellt, die mit ihren Händen, ihren Augen und Ideen in einer Mischung aus Inspiration und grossstädtischer, naturalistischer oder illustrativen Stimmung arbeiten. Unsere Marke richtet gleichzeitig mit Lösungen, Schönheit und Design ein.

Обои для стен должны сочетать в себе дизайн, функциональность и качество материала. При этом очень важно, чтобы обои одновременно могли быть и современными, и выполненными на заказ, способными удовлетворить различные потребности, помочь рационально использовать особенности помещения, покрытия и проекта.

Londonart сочетает в себе все эти качества. Наши исследования позволили создать современные и модные обои, уникальность которых заключается в индивидуальном подходе, авторском дизайне. Это делает нашу продукцию единственной в своем роде. Особенности нашей марки – это сочетание моды, графики, архитектуры; материалов и ткани, эстетики и декора, оптимально использующих особенности пространства и дающих впечатляющий и гармоничный результат. Современные требования сделали обои неотъемлемым элементом оформления пространства. И созданные по индивидуальным размерам на заказ, не вписывающиеся в обычные стандарты полностью отвечают чаяниям дизайнеров, архитекторов и декораторов.

Londonart и современность:

Интернациональность в духе наших ремесленных мастеров и ателье: Имя LONDONART привлекает искусство дизайна через концепцию декора и проектировки.

Это целый мир способов для превращения обычного помещения в шедевр мебелировки. Обои LONDONART становятся модой, которая "одевает стены", а наш дизайн преобразует помещения.

Londonart и функциональность:

Новая концепция обоев, как элемент дизайна и мебелировки, способна превратить любое помещение в новаторское и уникальное пространство, отвечающее личным пожеланиям.

В результате исследований нам удалось разработать уникальные обои, которые являются реальным предложением для решения проблем пустых помещений, так как выполняются по индивидуальному проекту и созданы по размерам на заказ.

Londonart и искусство:

Узоры обоев LONDONART целенаправленно создаются нашими опытными дизайнерами: художниками, архитекторами, стилистами, иллюстраторами, мастерами тату, которые для воплощения собственных идей используют все свое мастерство и вдохновение. Благодаря этому обои LONDONART дают множество решений для реализации различных красивых проектов.

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Un empapelado tiene que combinar design, funcionalidad y materiales. El lo bonito de un empapelado, pero, es ser un elemento contemporaneo y custom made, capaz de responder a las diferentes necesidades de espacio, cobertura y planificación.

Londonart es todo esto: nosotros hemos estudiado y creado murales de nivel de sastrería, obras de auténtica artesanía, para un producto contemporaneo, de diseño, único y funcional.

Las identidad del nuestro brand es una combinación de moda, elementos gráficos y arquitectura; los materiales, las telas, la estética y el decoro que se juntan con la funcionalidad y el deseo de racionalidad en los espacios dan resultados impactantes y armónicos a la vez.

Las exigencias contemporáneas han hecho los empapelados LondonArt un elemento de par decoración, específico y a petición - a medida, para todas las medidas y fuera de todos los standards - que responden a todas las exigencias de los diseñadores, arquitectos y los decoradores.

Londonart es contemporáneo:

Un espíritu internacional en una alma artesanal y de atelier: un nombre, Londonart, que atrae la esencia del arte y del diseño, a través los conceptos de decoración y proyecto. Un mundo de expresiones para transformar todos los espacios en decoración. Los empapelados Londonart se hacen moda que cubre las superficies, el diseño que transforma las habitaciones.

Londonart es funcionalidad:

Un nuevo concepto de empapelado como elemento de puro decoro, capaz de transformar cada lugar en un complemento único, personal e innovador. Nosotros hemos buscado y diseñado un mural que sea una propuesta completa para dar expresión racional, capaz de resolver las problemáticas de los lugares vacíos, ya que es customizable y a medida para cada exigencias.

Londonart es arte:

Los patterns de los murales Londonart vienen creados por nuestros expertos diseñadores: artistas, arquitectos, dibujantes, tattoo artist y stylist que pongan manos, ojos e ideas en una mezcla de inspiración y mood con toque metropolitano, natural e ilustrativo, que decora con multiplicidad de soluciones, belleza y visión.

Dans sa conception actuelle le papier peint doit allier, le choix des matériaux et la fonctionnalité. La beauté d'un papier peint, cependant, est d'être un élément de décoration, contemporain qui peut être fait sur mesure, afin de répondre aux différentes contraintes rencontrées.

Londonart a étudié et créé sa collection de papier peint, pour en faire un produit de conception contemporaine, unique et fonctionnel.

L'identité de notre marque est en fait une combinaison de la mode, du graphisme et de l'architecture; les matériaux, l'esthétisme et la mise en scène qui marient la fonctionnalité et la nécessité de rationaliser les espaces, pour des mises en scène mêlant puissance et harmonie.

Ce savoir faire nous permettant répondre aux différents besoins des architectes, concepteurs et designer.

Londonart est résolument contemporain: un esprit international dans l'âme et les ateliers d'artisans: un nom, Londonart, qui rappelle l'essence du design, à travers la décoration et de design concepts. Un univers d'expressions pour habiller tout les espaces.

les capacités de Londonart:

Une nouvelle conception du papier peint comme un morceau pur de mobilier qui peut transformer un espace en un seul supplément, personnel et novateur.

Nous avons étudié et conçu un papier peint qui est une proposition concrète pour donner une expression rationnelle, capable de résoudre le problème de l'espace vide, car personnalisable et adapté à tous les besoins.

Londonart est l'art:

Les motifs et visuels du papier peint de Londonart sont créés de façon experte par nos designers, artistes, architectes, illustrateurs, artistes de tatouage et de styliste qui a mis les mains, les yeux et les idées dans un mélange d'inspiration et de l'humeur de la touche métropolitaine, naturel ou illustratif qui décore avec la multiplicité solutions, la beauté et le design.

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Designers



**Nicola Bottegal (IT)**  
*art director*

Nicola Bottegal, after fifteen years as an advertiser and printer in exterior installations sector get closer to the interior design's world, falling in love with it. Today He is LondonArt's art director and founder, always looking for new ideas and trends.

Nicola Bottegal, dopo 15 anni come pubblicitario e stampatore nel settore di installazioni per esterno nella propria agenzia. Si avvicina al mondo dell'arredamento per caso, innamorandosene. Oggi art director e fondatore di Londonart sempre alla ricerca di nuove idee e tendenze.



**Oscar Francis (GB)**  
*designer*

Oscar Francis is a London based studio established in 2013 by Sarah Evans. Sarah is a qualified architect who worked in the industry for 15 years before diversifying into architecturally inspired prints and textiles. Her debut range, 'Pattern Architecture' combines her passion for architecture and fascination with the city and housing types that define our urban environment. Sarah takes typical examples of modernist architecture and re-imagines them into stunning prints and patterns. The majority of the current collections focus on post war modernist architecture from the 50s to the 70s.

Oscar Francis è uno studio di Londra fondato nel 2013 da Sarah Evans. Sarah ha lavorato per quindici anni come architetto per poi dedicarsi a stampe e tessuti che combinano la sua passione per l'architettura, il fascino delle città ed i diversi tipi di edifici che definiscono l'ambiente urbano. Partendo da tipici esempi di architettura moderna, principalmente degli anni cinquanta e settanta, li re-immagina e trasforma in splendide stampe e pattern.



**Marco Campedelli (IT)**  
*designer, calligrapher and illustrator*

Marco Campedelli (1973) is a multi disciplinary artist, graphic designer, calligraphist and illustrator. He lives and works in Verona. In his studio he works on packaging design, editorial illustration and communication. He also took part to expressive calligraphy artworks, personal and collective exhibitions in Italy, Spain, Belgium, Switzerland and Argentina. His art concept is mainly based on letters, stamps and marks compositions which take inspiration from different philosophical and artistic movements.

Marco Campedelli (1973) è un'artista multidisciplinare, grafico, calligrafo e illustratore. Vive e lavora a Verona. Nel suo studio si occupa di packaging design, illustrazione editoriale e comunicazione. Come artista ha partecipato, con opere di calligrafia espressiva, a mostre personali e collettive in Italia, Spagna, Belgio, Svizzera e Argentina. La sua poetica visiva si basa principalmente sulla combinazione eterogenea di lettere, timbri e segni calligrafici che si ispirano a differenti culture artistico-filosofiche.



**Giuliano Cardella**  
*artist*

Giuliano Cardella lives and works in Lumezzane (Italy). He holds a degree in applied arts from Castelmassa Art Institute in Rovigo. He attended many personal and collective exhibitions and earned official recognitions. Many artworks are part of public and private collections in Italy, France, Holland, Japan, USA, Spain Germany, China, Australia and Brasil. He collaborate with "Takeawaygallery" in Rome and "Memoli Arte Contemporanea" gallery in Milan. His works are also shown in many expositive areas in Milan and Rome. Cardella's artworks are also part of Royal Academy and Saatchi collections in London.

Giuliano Cardella vive ed opera a Lumezzane (BS), Italia. Diplomato in arte applicata presso l'Istituto d'Arte di Castelmassa (Rovigo). Giuliano ha al suo attivo numerose Mostre Personali e Collettive, nonché riconoscimenti ufficiali in ambito nazionale. Numerose Opere sono presenti in collezioni pubbliche e private in Italia e all'estero (Olanda, Francia Giappone, Stati Uniti, Spagna, Germania, Cina, Australia, Brasile). Collabora con Galleria "Takeawaygallery" a Roma e la Galleria "Memoli Arte Contemporanea" di Milano: i suoi lavori sono anche presenti in vari spazi espositivi a Milano e Roma. Le Opere di Cardella sono state esposte presso la Royal Academy e la Saatchi Gallery di Londra.



**Andrea Rubele (IT)**  
*illustrator*

Andrea Rubele lives in Verona, where some years ago started to take the first steps in digital creativity world. With an Integrate Communication and Design degree, in 2013, He started to work for Bentobox. pro as Web and Content Designer. Geometrical strokes, alternate curves and sometimes the use of optical illusions in his illustrations remind to his Graphic Designer education.

Andrea Rubele vive a Verona, dove pochi anni fa ha cominciato a muovere i primi passi nel mondo della creatività digitale. Con una Laurea in Comunicazione Integrata e Design (IUSVE) nel 2013, ha intrapreso un percorso lavorativo presso Bentobox. Pro, dove ricopre il ruolo di Web e Content Designer. I tratti geometrici, le curve alternate e talvolta l'uso di illusioni ottiche all'interno delle illustrazioni strizzano l'occhio alla sua formazione da Graphic Designer.





**Victor Cavazzoni (IT)**  
*illustrator*

Victor Cavazzoni lives in Mantova, where he was born in 1974. After he have worked on graphic and web for several years, it focuses its work on the conceptual drawing, finding in this choice a more natural language and that gives him the chance to express himself through the synthesis.

His projects are mainly related to publishing and advertising, and he has exhibited his work in Italy and in collective exhibitions abroad.

Victor Cavazzoni vive a Mantova, dove è nato nel 1974. Dopo essersi occupato di grafica e web per diversi anni, concentra il suo lavoro sull'illustrazione concettuale, trovando in questa il linguaggio che gli è più naturale e che gli dà la possibilità di raccontare attraverso la sintesi.

I suoi progetti sono legati principalmente all'editoria e alla pubblicità, e ha esposto i suoi lavori in Italia e all'estero in manifestazioni e mostre collettive.



**Angeletti Ruzza Design**  
*designer*

Both graduated in Industrial Design at I.S.I.A. in Rome, Silvana Angeletti and Daniele Ruzza, partners in life and work, decided to open in February 1994 in Rieti their design studio; from 1999 to 2015 they are members of ADI.

From 2012 to 2014 they taught Industrial Design at Ascoli Piceno University and since 2010 they teach at IED in Rome.

As Angeletti Ruzza Design the took part, and get awarded, at many international design contests and collaborated with some of the most important Italian industries in areas like bathroom furniture, lighting, furniture accessories and table objects. They also realized interior design projects for many hotels.

Some of their creations belong to the permanent collection in the Chicago Athenaeum Museum.

Entrambi progettisti, laureati in Industrial Design all'I.S.I.A di Roma, Silvana Angeletti e Daniele Ruzza, compagni e partner nella vita e nella professione, aprono a Rieti il loro studio di design nel febbraio del 1994; dal 1999 al 2015, sono membri dell'ADI.

Dal 2010, insegnano Industrial Design allo IED di Roma e, dal 2012 al 2014, hanno insegnato presso l'Università di Ascoli Piceno.

Come Angeletti Ruzza Design, hanno partecipato e sono stati premiati e segnalati a numerose competizioni internazionali di design, e hanno collaborato - sperimentando e curiosando in diversi territori di ricerca - con alcune fra le più importanti realtà industriali italiane, nei settori dell'arredobagno, dell'illuminazione, dell'arredamento, dei complementi d'arredo e nell'oggettistica per la tavola; hanno realizzato progetti di interior design per hotel e strutture ricettive. Alcuni loro prodotti fanno parte della collezione permanente del Chicago Athenaeum Museum.



**Paolo Cappello**  
*designer*

Born in 1980 in Verona.

Graduated in Industrial Design at Politecnico in Milan.

After three years of collaboration with Ludovica and Roberto Palomba in Milan, in 2007 he setup his own studio in Verona where he collaborates with other professionals in architecture, communication and graphics.

His works have been showcased in many expositions in Rome, Milan, New York, Paris, São Paulo, Miami, London and Dubai.

Paolo also collaborates with Rolling Stone Magazine writing design articles for the online edition.

Paolo's works have been featured by main international magazines and newspapers as New York Times, Herald Tribune, Abitare, Interni, Ottagono, Residence, Icon, Elle Decor and Rolling Stone.

Nato nel 1980 a Verona.

Laureato in Industrial Design al Politecnico di Milano.

Dopo tre anni di collaborazione con Ludovica e Roberto Palomba a Milano, nel 2007 aprì il suo studio a Verona dove collabora con altri professionisti dell'architettura, grafica e comunicazione.

I suoi lavori sono stati esposti a Roma, Milano, New York, Parigi, São Paulo, Miami, Londra e Dubai.

Paolo ha collaborato con Rolling Stone Magazine scrivendo articoli sul design per l'edizione online.

I suoi lavori sono apparsi sulle più importanti riviste come il New York Times, Herald Tribune, Abitare, Interni, Ottagono, Residence, Icon, Elle Decor e Rolling Stone.



**Laura Pozzi (IT)**  
*stylist*

Laura Pozzi is stylist, a visual story decorator, actively working across different forms of advertising and media. She has been working for design companies, art directors, magazines, hotels, specializing in interiors, still-life, food, lifestyle and events. She enjoys the possibility to create a tailor-made style for all projects. Based in Milan and Treviso, Venice, Italy she works in the world without time's limits.

Laura Pozzi è stylist, executive producer e creative director. Vive e lavora fra Milano e Follina, Treviso, ed è specializzata in visual interior communication. Lavora dal 1998 in differenti media, portando, in ogni progetto, la propria passione per il design e i suoi 18 anni di esperienza nel settore. Sebbene non collabori direttamente, oggi, con testate di interior e lifestyle, Laura ha da sempre un approccio innovativo ed editoriale al lavoro. Onorata e orgogliosa di collaborare, e aver collaborato, alla creazione di importanti progetti per alcune notissime multinazionali, è autrice di due libri di decorazione finlandese, entrambi in quarta edizione.

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## Designers



**Matteo Zorzenoni**  
*designer*

His research is focused on materials and their limits that brings to the discovery of their potentiality. His projects have been exhibited at: National Maxxi Museum of the Arts of XXI century in Rome, Biennale d'Arte and Design of St. Etienne, London Design Festival and Biennale di Venezia. He has taught to the IUAV in Venice; he cooperates with IED in Madrid and he hosted workshop for Domane de Boisbucet (Vitra Design Museum). After a collaboration with Fabrica (Benetton Communication Research Center), he started a new one with Jaime Hayon which is still going on. His research in the handcraft world goes on with projects for customers such as: Cappellini, Mercedes Benz, Replay, Alcantara, Bosa Ceramiche, Miniforms.

La sua ricerca è concentrata sui materiali, sui loro limiti e porta alla scoperta delle loro potenzialità. I suoi lavori sono stati esposti a: Maxxi Museo Nazionale delle Arti del XXI secolo di Roma, Biennale d'Arte e Design di St. Etienne, London Design Festival e Biennale di Venezia.

Ha insegnato allo IUAV di Venezia; coopera con lo IED di Madrid ed ha presentato un workshop per Domane de Boisbucet (Vitra Design Museum). Dopo una collaborazione con Fabrica, la curiosità per il mondo dell'artigianato l'ha portato a progetti per clienti come Cappellini, Mercedes Benz, Replay, Alcantara, Bosa Ceramiche, Miniforms.



**Luigi Semeraro**  
*Designer*

Luigi Semeraro, born in Varese in 1978. Product, interior designer and street artist, with a degree in Design at the "Politecnico di Milano". During the training, he enriches his academic and professional experiences in Italy and abroad, ranging from product to interior to graphic design. He begins his career working for different designers and design agencies (William Sawaya, Mario e Claudio Bellini, Lorenz-Kaz) and, after showing his first design collection at the "Salone Satellite, he set up his own studio. In the meantime, he gained academic experience at the Design university "Politecnico di Milano", participating, as a teaching assistant, at different courses and workshops organized by leading design companies. Now he is working on interior projects, collaborating with different design brands (LONDONART, DOMITALIA, MINIFORMS, MIRABELLO, EMMEI, F2DESIGN, ANTONIO LUPI, UNIVERSO VEGANO) and as a street artist, he finds inspiration through the contamination between those different disciplines.

Luigi Semeraro, nasce a Varese nel 1978. Product, interior designer e street artist, si laurea alla Facoltà del Design del Politecnico di Milano. Nel percorso formativo ha avuto modo di arricchirsi di esperienze accademiche e professionali in Italia ed all'estero, spaziando dal product all'interior design fino alla grafica. Comincia la sua carriera professionale collaborando con diversi designer e studi di progettazione (tra cui William Sawaya, Mario e Claudio Bellini e lo studio Lorenz-Kaz). Successivamente inizia la sua carriera individuale partecipando al Salone Satellite, presentando la sua prima collezione di oggetti. Parallelamente, in ambito accademico, ha maturato diverse esperienze come cultore della materia alla Facoltà del Design al Politecnico di Milano per vari corsi di progettazione e workshop con importanti aziende. Attualmente il suo lavoro si divide tra progetti di interior, collaborazioni con aziende di design (LONDONART, DOMITALIA, MINIFORMS, MIRABELLO, EMMEI, F2DESIGN, ANTONIO LUPI, UNIVERSO VEGANO) e l'attività di street artist, contaminando le diverse discipline traendone reciproca ispirazione.



**Davide Finotti**  
*tattoo Artist*

Raised in many cities' underground spaces he always had the desire to express the discomfort which continuously oppressed him. It was a generational discomfort and after many artistic steps between sculpture, music and painting, found a natural way out in tattoos' world. Marking with bold strokes is the final aim. Rough tattoos lacking in frills representing the harshness of life, uncompromised black enhances the essence of our existence. Total negation of appearance and beauty with an end in itself.

Cresciuto negli ambienti underground di varie città ed ha sempre avuto il bisogno di esprimere quel disagio che lo ha, sin dall'inizio, perseguitato.

Un disagio generazionale interiore che, dopo vari passaggi "artistici" tra scultura, musica e pittura, ha trovato naturale sbocco nel mondo del tatuaggio nostrano. Segnare con tratti marcati rappresenta il fine ultimo. Tatuaggi ruvidi e senza fronzoli a rappresentare la durezza della vita, il nero senza compromessi per esaltare l'essenza dell'esistere, negazione totale dell'estetica e dell'esteriorità fine a se stessa.



### IED - European Design Institute

**Quin Man**  
*IED Fashion Design*

**Giorgia Sara Conte**  
*IED Fashion Design*

**Davide Spazzadeschi**  
*IED Graphic Design*

**Angelica Gabellini**  
*IED Fashion Design*

**Greta Giusti**  
*IED Graphic Design*

### IED - Istituto Europeo di Design

**Quin Man**  
*IED Moda corso in Fashion Design*

**Giorgia Sara Conte**  
*IED Moda corso in Fashion Design*

**Davide Spazzadeschi**  
*IED Arti Visive corso in Graphic Design*

**Angelica Gabellini**  
*IED Moda corso in Fashion Design*

**Greta Giusti**  
*IED Arti Visive corso in Graphic Design*



**ARYK Old Paint (IT)**  
*illustrator*

Arianna, nom de plume "ARYK old paint", was born in the small town of Bassano del Grappa, now lives near Milan.

Her fascination for painting and graphic design is as stronger as the Fifties one. She studied graphic design, photography, industrial design in Padova and Fashion design in Milan.

Her career started with graphic design, then web design turning up to made her graphic and fashion designer for some well-known Italian ad foreign firms.

Since 2009 dedicate herself to creative graphic and hand-made decoration of helmets, old cars and motorcycles, leather jackets, vintage objects, pieces of furniture, fabrics, succeeding to impress on them a vintage coat that only the time can give.

She attended many expositions in Italy and foreign countries and have a great love for lettering.

Arianna works as graphic designer for popular safety helmets firms and clothing in the "custom" and "vintage" field.

One of her last projects sees her as a style judge in SkyUno TV program "Lord of the Bikes" in which ten mechanics have to custom and built unique and original motorcycles.

Arianna, in arte "ARYK old paint" è nata nella piccola città di Bassano del Grappa, ma ora vive vicino Milano. La sua passione per la pittura e per la grafica è grande quanto quella per gli anni '50 .

Studia Grafica e Fotografia, poi Industrial Design a Padova e infine Moda a Milano.

Ha iniziato la sua carriera nel mondo del Graphic Design , del Web Design, fino ad arrivare ad essere Graphic e Fashion Designer per alcuni noti marchi italiani e stranieri.

Dal 2009 si dedica alla Grafica Creativa ma anche alla decorazione a pennello (in perfetto stile vintage) su caschi, vecchie auto, moto, giacche in pelle, oggetti antichi, mobili d'arredo, tessuti, riuscendo ad imprimere su questi quella patina di vissuto che solo il tempo che scorre sa creare. Frequenta le varie esposizioni in Italia e all'estero ed è conosciuta per il suo amore spassionato per il lettering, ossia lo studio dei caratteri tipografici che riesce a trasformare in disegno.

Si occupa anche di progettazione grafica per note aziende produttrici di caschi e abbigliamento della scena "Custom" o relative a quelle della scena "Vintage".

Tra i suoi recenti progetti c'è la partecipazione, come giudice per lo stile, nella trasmissione di SkyUno "Lord of the Bikes", in cui dieci meccanici preparatori modificheranno e costruiranno moto uniche ed originalissime.



**Alba Ferrari (IT)**  
*illustrator*

Born in 1992, after Arts High school, Alba Ferrari attended the comics, art and illustration school "Scuola internazionale di Comics". Since 2013 She's an illustrator for London Art using many techniques that range from oil painting to vector illustration.

Classe 1992, dopo il Liceo artistico, Alba Ferrari ha frequentato la Scuola Internazionale di Comics, sezione fumetto. Dal 2013 lavora come illustratrice per LondonArt spaziando tra varie tecniche, dalla pittura ad olio al disegno in vettoriale.



**Valeria Zaltron (IT)**  
*graphic designer*

Graduated at "Scuola internazionale di Design" in Venice, she lives and works in Schio, specializing in graphic design and business communication.

Diplomata alla Scuola Internazionale di Grafica a Venezia, vive e lavora a Schio dove si occupa di progettazione grafica e comunicazione aziendale.



**Riccardo Zulato (IT)**  
*graphic designer*

Grew up on a steady diet of music and movies, his vision takes the form of an imaginary in which minimalism and complexity come together in shapes and visionary architectures, unique for elegance and harmony.

Cresciuto con una dieta costante di musica e film, la sua visione si concretizza in un immaginario in cui minimalismo e complessità si fondono in forme e architetture visionarie uniche per eleganza e armonia.



**Francesca Giordano (IT)**  
*interior designer*

Graduated at IED in Milan, with a thesis about Interior Design, she has always be in love also with Scenography, Lighting and Graphic Design.

The idea of being able to customize a space and make it an active part of our lives, has always been her main source of inspiration.

Diplomata all'Istituto Europeo di Design di Milano, con una tesi sull'Interior Design, coltiva da sempre anche una grande passione per la Scenografia, il Lighting e la Grafica. L'idea di poter personalizzare uno spazio e renderlo parte attiva della nostra vita, è sempre stata una sua grande fonte d'ispirazione.



**Benedetta Simone (IT)**  
*graphic designer*

I was born in Vicenza (Italy) in 1992 and I'm a graphic designer. I studied Graphic Design at Istituto Design Palladio in Verona. I'm deeply passionate about typography, illustration, graphic design, logos, paper, colours, photography, painting and drawing. I love what I do and for me every project is a new challenge.

Sono nata a Vicenza nel 1992 e sono una Graphic Designer. Ho frequentato il corso di Graphic Design all'Istituto Design Palladio di Verona.

Sono appassionata di tipografia, illustrazione, grafica, loghi, carta, colori, fotografia, pittura e disegno.

Amo ciò che faccio e per me ogni progetto è una nuova sfida.



# CLASSIQUE

*decori e ornamenti classici,  
boiserie,  
affreschi,  
scorci e elementi architettonici,  
mappe,  
motivi geometrici classici,  
librerie,  
still life*

## **Classique**

**Classicità come elemento d'arredo:  
arabesque, marmi e damascati; particolari  
d'antan altamente decorativi.**

*Motivi, fregi, affreschi e boiserie, decori classici per un design delle superfici di impatto armonico: un insieme dai toni anticati ed eufonici, che spaziano da sfumature quasi impercettibili e neutre, perfette per arredare con un tocco al contempo rétro e moderno; fino a pattern e motivi a mano libera, con colori più vividi, passando per caleidoscopi, decorazioni quasi tattili e che riprendono elementi materici antichi, come marmi, arabesque e geometrie stabili, ceramiche e tessuti damascati; particolari altamente decorativi, con specchi, ritratti e bassorilievi.*

*Una ricerca precisa di motivi classici, incisioni e ripetizioni, rielaborati filologicamente che riprende motivi Chippendale, di mood inglese e francese, per donare, attraverso la capacità decorativa del wallpaper, un'esperienza quasi tangibile, materica e visiva, in grado di combinare ambienti anche moderni con particolari dal sapore antico e ricchi di elementi architettonici autentici.*

*decorations and classical ornaments,  
boiserie,  
frescoes,  
glimpses and architectural  
elements,  
maps,  
classic geometric patterns,  
libraries,  
still life*

## **Classique**

**Classicism as an element of the decor:  
arabesques, marbles and damasks; highly  
decorative details of yesteryear.**

*Motifs, friezes, frescoes and boiserie, classical decorations for surface design with a harmonious impact: a set of antiqued, euphonic tones, which range from neutral, almost imperceptible nuances, perfect for decorating with a touch which is both retro and modern, to free-hand, vividly-coloured patterns and motifs, kaleidoscopes, semi-tactile decorations and antique materials, such as marbles, arabesques and stable geometries, ceramics and damask fabrics and highly decorative details, such as mirrors, portraits and bas-reliefs.*

*This range is the fruit of precise research on classical motifs, engravings and re-worked philological repetitions of themes such as Chippendale, in an English or French mood, in order to give an almost tangible, material and visual experience, able to combine even modern environments with classical-flavour details, rich with authentic architectonic elements, through the decorative ability of the wallpaper.*





16033\_1



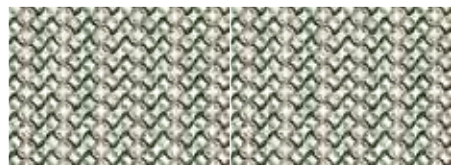
16033\_2



16033\_3



module assembly





Designer Riccardo Zulato

Art. 16059 FALLING DEEPER



16059\_1

16059\_2



module assembly





16068\_1



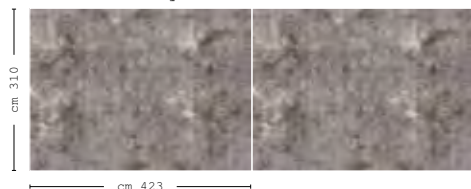
16068\_2



16068\_3



module assembly





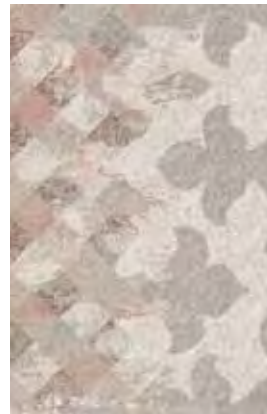


16069\_1

16069\_2

16069\_3

16069\_4



module assembly



cm 470

cm 310



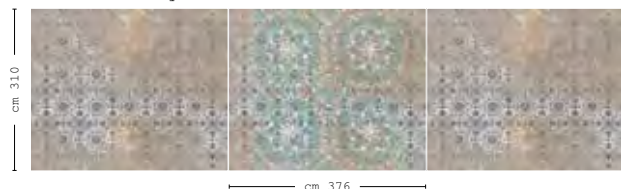


16074\_1

16074\_2



module assembly







16075\_1

16075\_2



module assembly



cm 376

cm 310





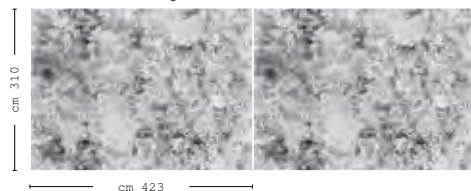
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module assembly



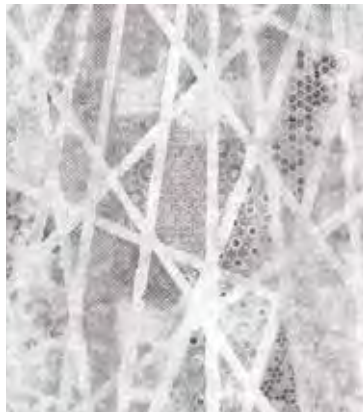




16082\_1

16082\_2

16082\_3



module assembly



cm 470

cm 310





16091\_1

16091\_2



module assembly

cm 310



cm 470

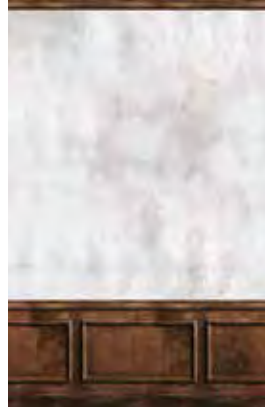


16092\_1

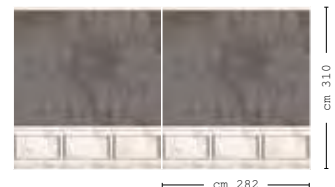
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16092\_3

16092\_4



module assembly

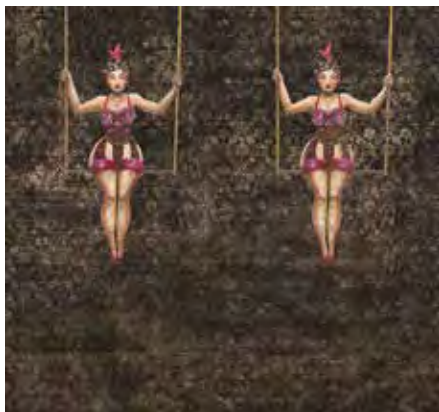






16097\_1

16097\_2



module assembly







15058\_3

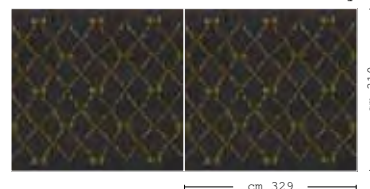
15058\_5

15058\_6

15058\_7



module assembly





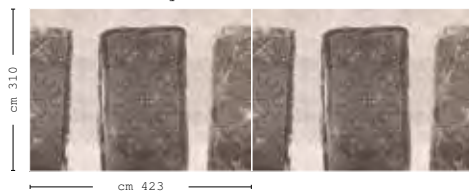
15105\_1

15105\_2

15105\_3



module assembly







15106\_1

15106\_2



module assembly



cm 423

cm 310

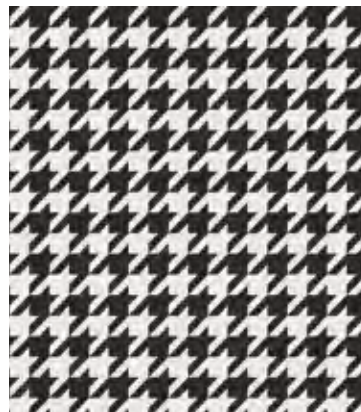
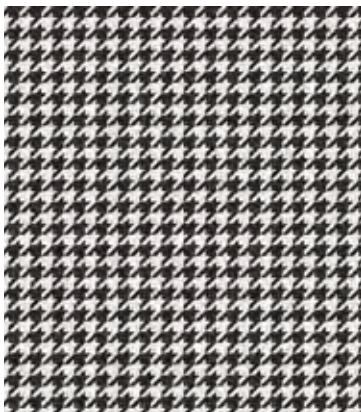
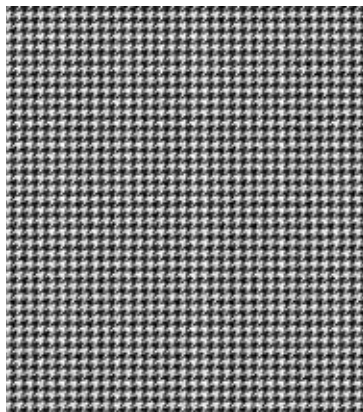




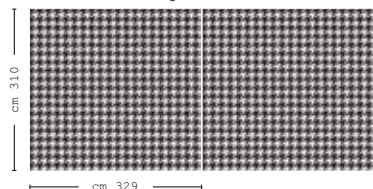
15108\_1

15108\_2

15108\_3



module assembly





Designer Riccardo Zulato

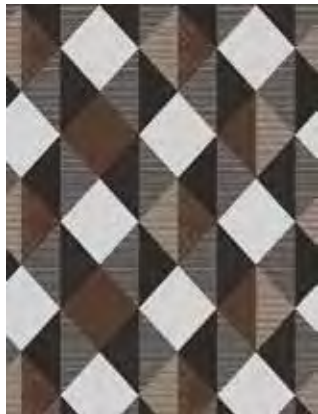
Art. 15109 BLACK JACK



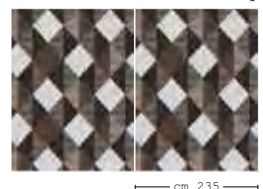
15109\_1

15109\_2

15109\_3



module assembly

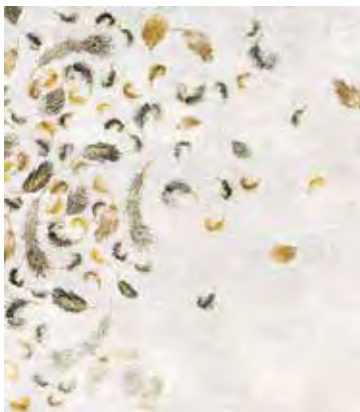




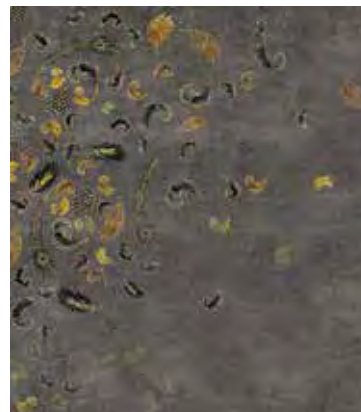
15117\_1



15117\_2



15117\_3



module assembly

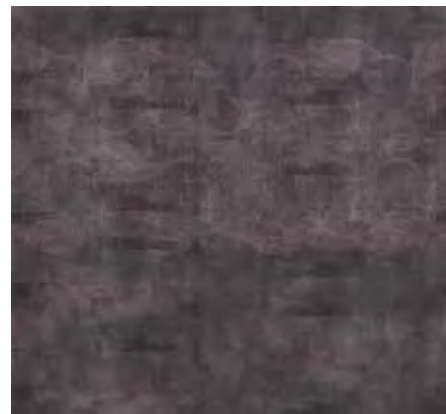




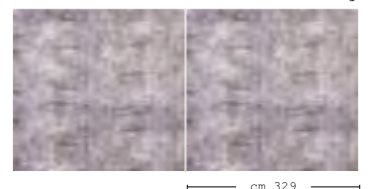


15122\_1

15122\_2



module assembly





15123\_1



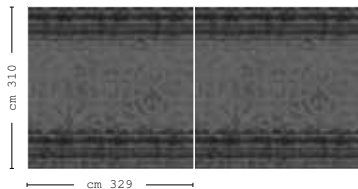
15123\_2



15123\_3



module assembly



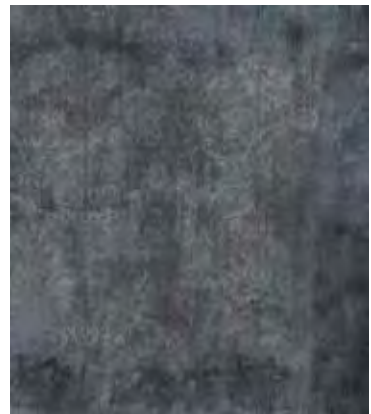




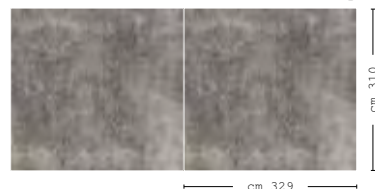
15129\_1

15129\_2

15129\_3



module assembly







15135\_1



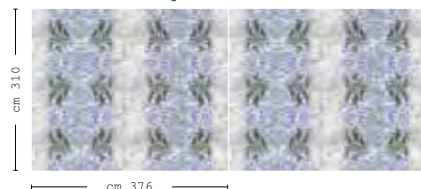
15135\_2



15135\_3



module assembly





Art. 15138 CHARLESTON

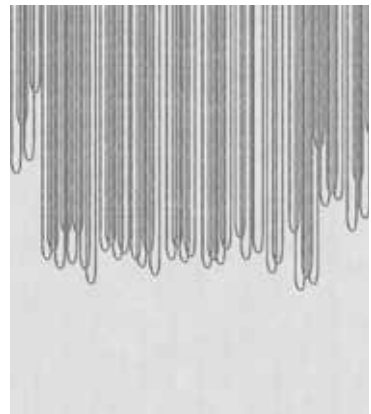
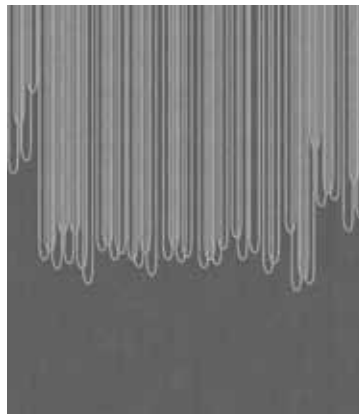
Designer Valeria Zaltron & Alba Ferrari



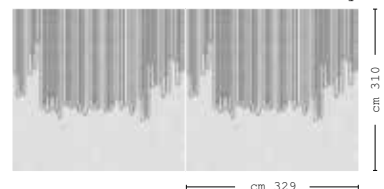
15138\_1

15138\_2

15138\_3



module assembly



Art. 15144 THE GREAT GATSBY

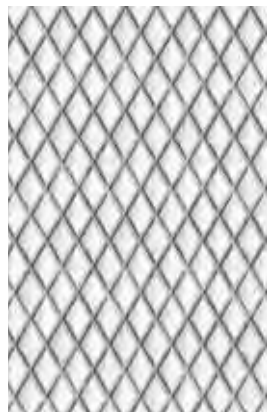
Designer Valeria Zaltron & Alba Ferrari



15144\_1



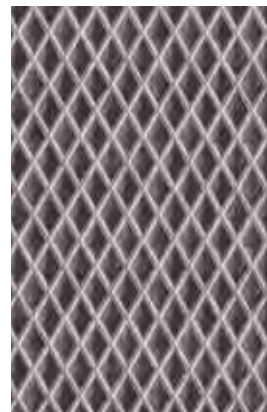
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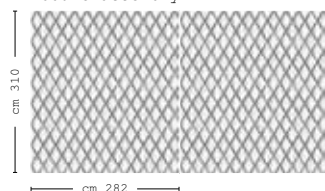
15144\_3



15144\_4



module assembly







15145\_1

15145\_2

15145\_3



module assembly



cm 423

cm 310

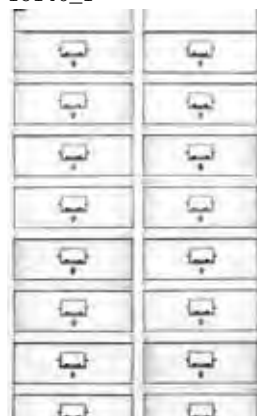


15148\_1

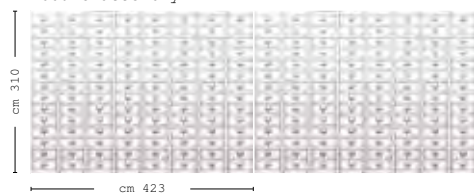
15148\_2

15148\_3

15148\_4



module assembly







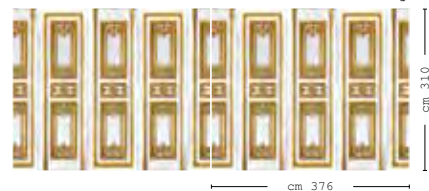
15151\_1

15151\_2

15151\_3



module assembly



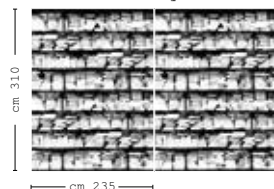


15154\_1

15154\_2



module assembly







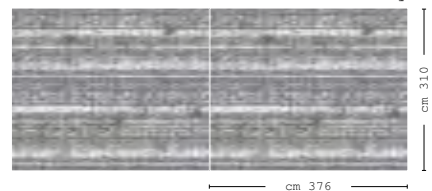
15155\_1

15155\_2

15155\_3



module assembly





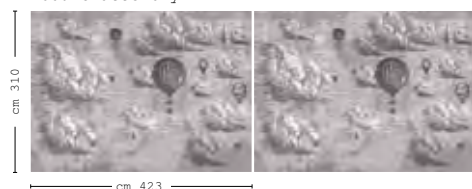


15159\_1

15159\_2



module assembly







15169\_1

15169\_2



module assembly



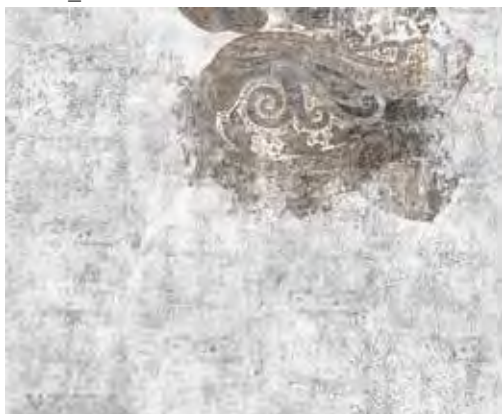
cm 376

cm 310

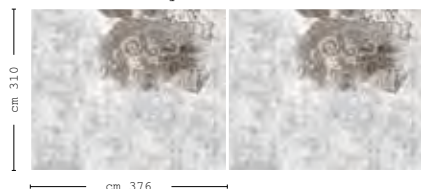


15171\_1

15171\_2



module assembly







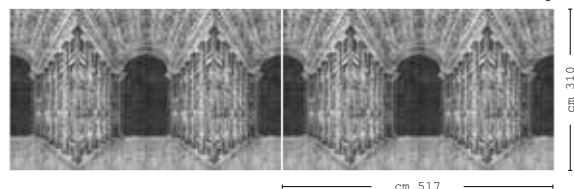
15179\_1

15179\_2

15179\_3



module assembly



Art. 15173 THE GOOD LIFE

Designer Valeria Zaltron



15173\_1



15173\_2



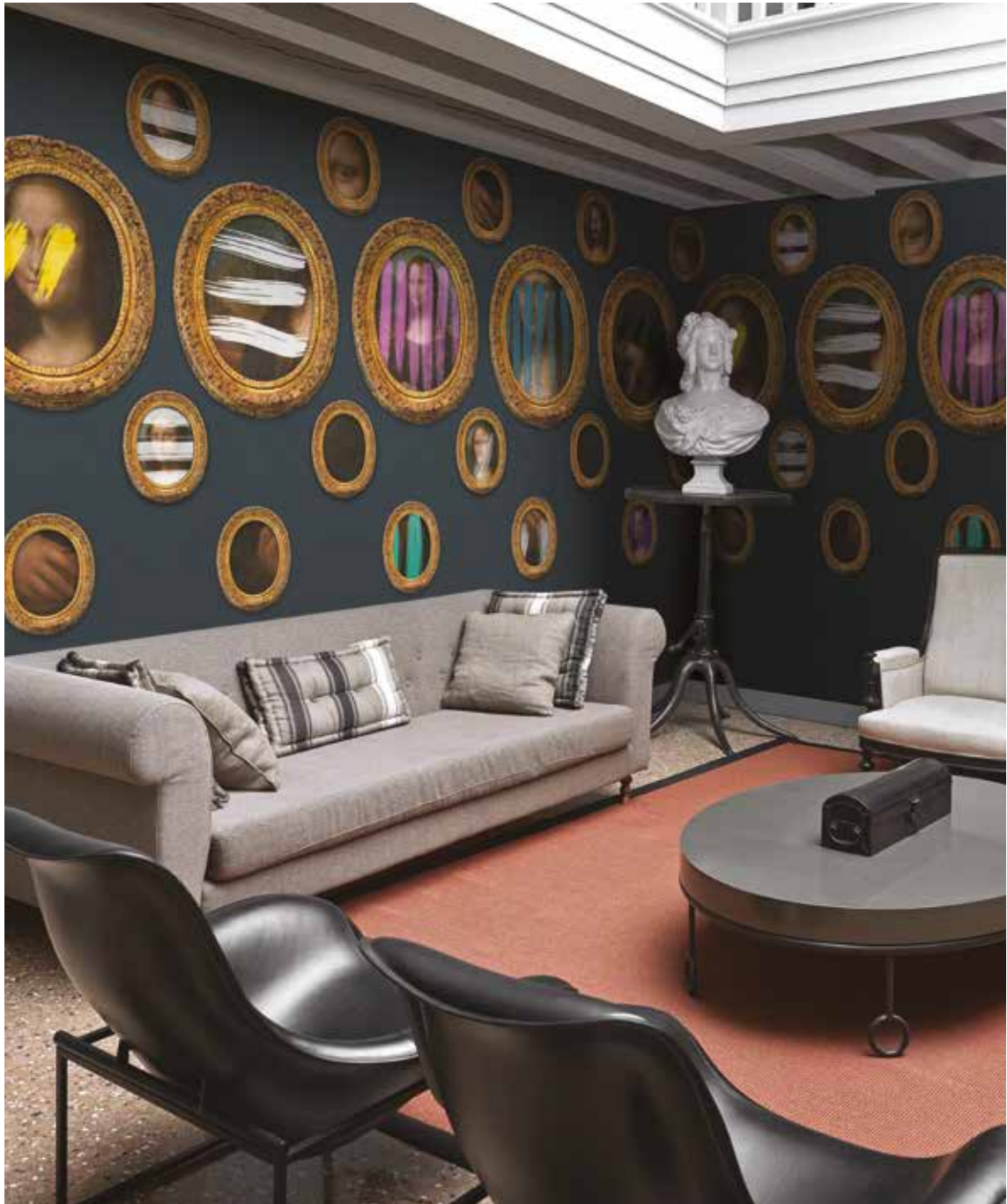
15173\_3



module assembly



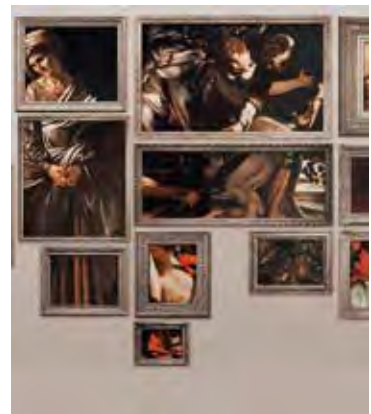




15176\_1

15176\_2

15176\_3



module assembly







15177\_1



15177\_2



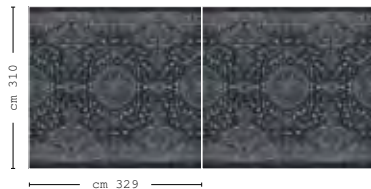
15177\_3



15177\_4



module assembly







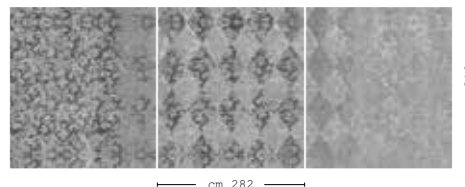
15184\_1

15184\_2

15184\_3



module assembly





Art. 14013 UNDERGROUND

Designer Valeria Zaltron

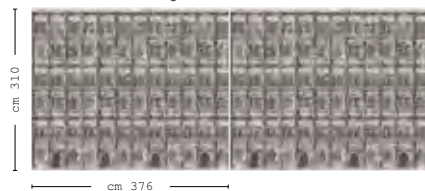


14013\_1

14013\_3



module assembly







14015\_1

14015\_2

14015\_3



module assembly



Art. 14025 A SUN THAT NEVER SETS

Designer Riccardo Zulato



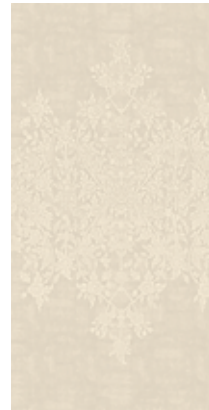
14025\_1

14025\_2

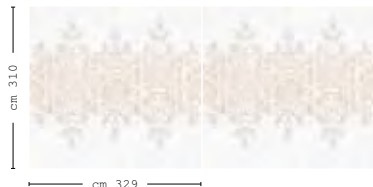
14025\_3

14025\_4

14025\_5



module assembly







14026\_1

14026\_2



module assembly



cm 564

cm 310

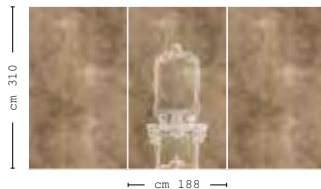


14035\_1

14035\_2



module assembly





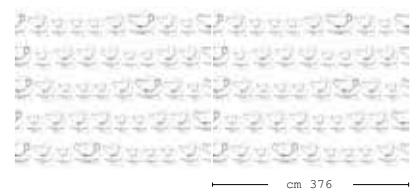


14038\_1

14038\_2



module assembly



Art. 14040 ISSUES

Designer Riccardo Zulato & Valeria Zaltron



14040\_1



14040\_2



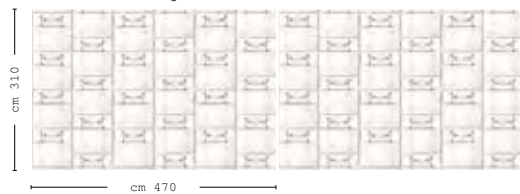
14040\_3



14040\_4



module assembly





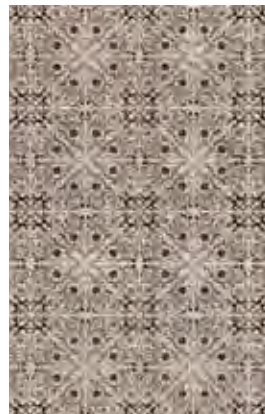
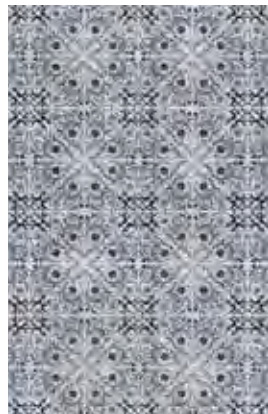


14041\_1

14041\_2

14041\_3

14041\_4



module assembly







14042\_1



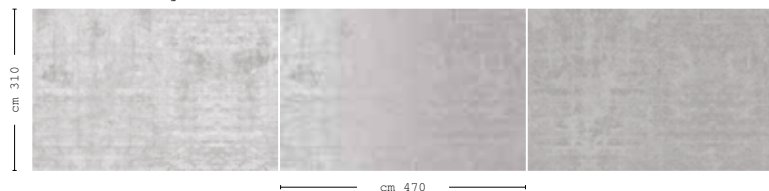
14042\_2



14042\_3



module assembly







14044\_1

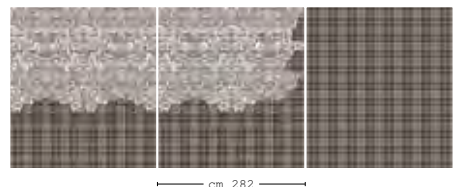
14044\_2

14044\_3

14044\_4



module assembly







14053\_1



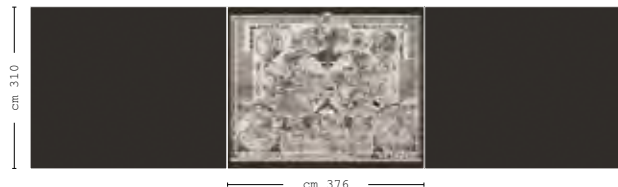
14053\_2



14053\_3



module assembly



cm 376





14054\_1

14054\_2

14054\_3

14054\_4

14054\_5

14054\_6



module assembly

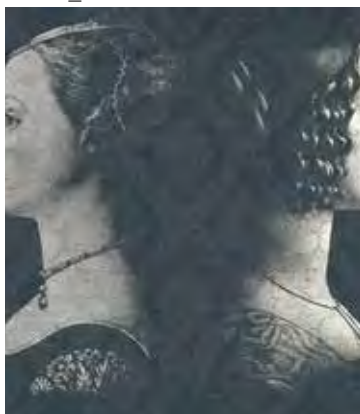




14055\_1

14055\_2

14055\_3



module assembly





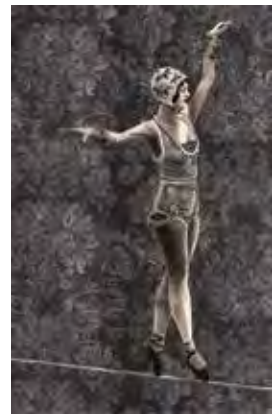


14059\_1

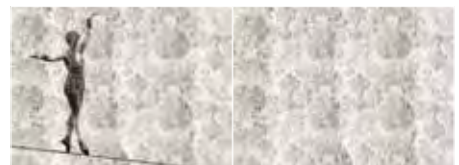
14059\_2

14059\_3

14059\_4



module assembly



cm 423

cm 310





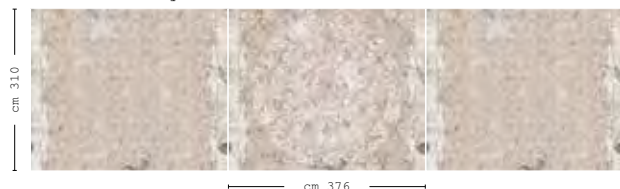
14061\_1

14061\_2

14061\_3



module assembly







14079\_1

14079\_2

14079\_3



module assembly



cm 470

cm 310





14081\_1



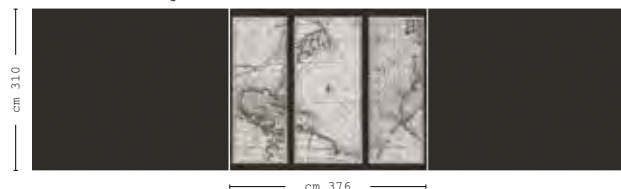
14081\_2



14081\_3



module assembly







14082\_1



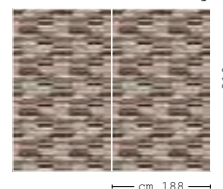
14082\_2



14082\_3



module assembly





14085\_1

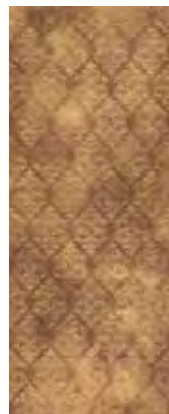
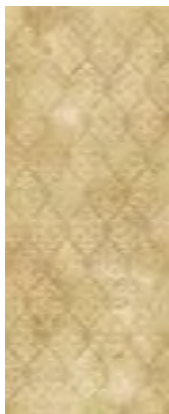
14085\_2

14085\_3

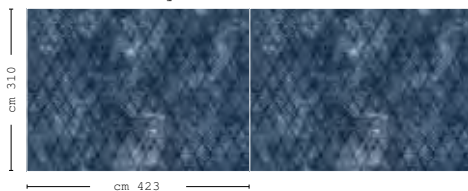
14085\_4

14085\_5

14085\_6



module assembly







14096\_1

14096\_2

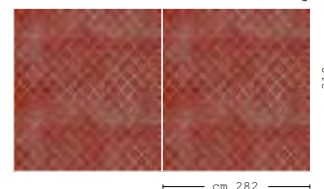
14096\_3

14096\_4

14096\_5



module assembly





Art. 14100 SATISFACTION

Designer Riccardo Zulato



14100\_1



14100\_2



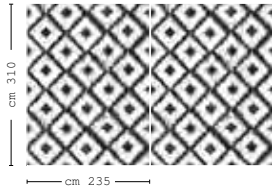
14100\_3



14100\_4



module assembly





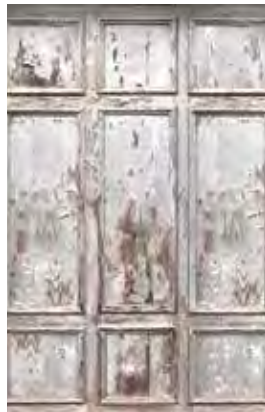


14112\_1

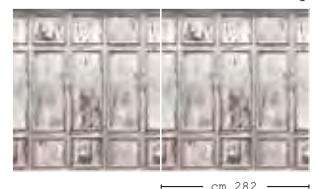
14112\_2

14112\_3

14112\_4



module assembly





Art. 14113 GO

Designer Riccardo Zulato



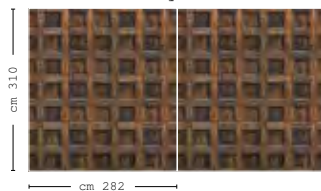
14113\_1

14113\_2

14113\_3



module assembly



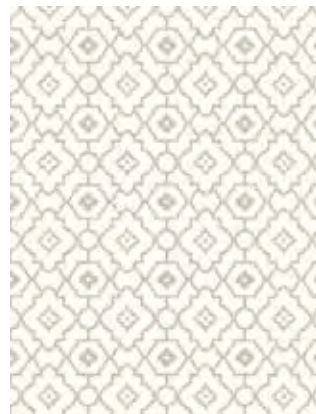




14115\_1



14115\_2



14115\_3



module assembly

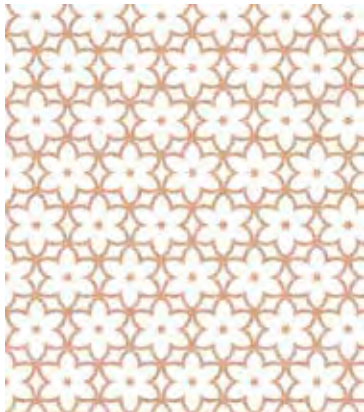




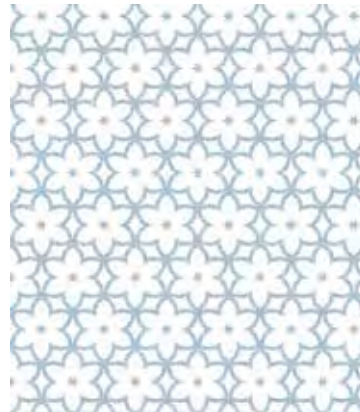
14116\_1



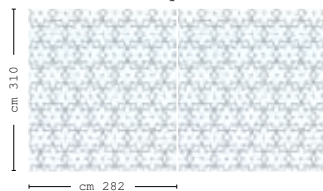
14116\_2



14116\_3



module assembly







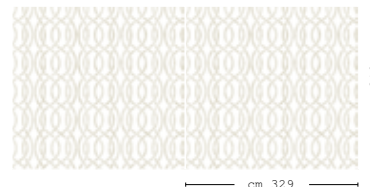
14117\_1

14117\_2

14117\_3



module assembly





14118\_1



14118\_2



14118\_3



module assembly







14119\_1



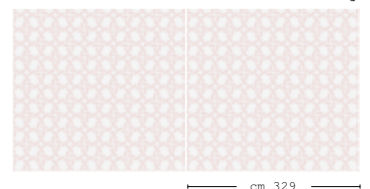
14119\_2



14119\_3



module assembly



Art. 14120 PARACLETUS

Designer Riccardo Zulato



14120\_1



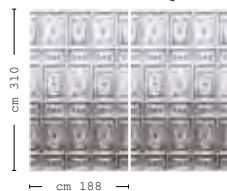
14120\_2



14120\_3



module assembly





Art. 14126 CELESTIAL

Designer Valeria Zaltron



14126\_1

14126\_2

14126\_3

14126\_4

14126\_5

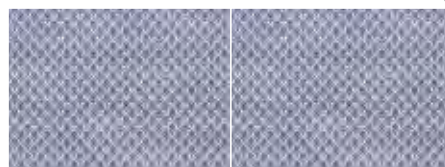
14126\_6

14126\_7

14126\_8



module assembly



cm 423

cm 310



Art. 14131 CLEAN

Designer Alba Ferrari



14131\_1

14131\_2



module assembly

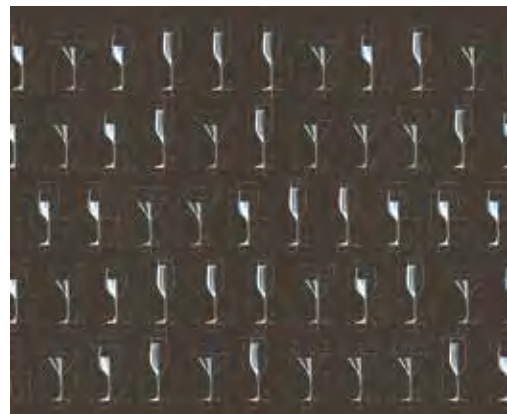




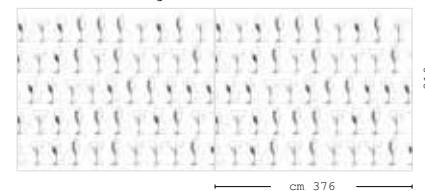


14132\_1

14132\_2



module assembly



Art. 14133 I AM BRASIL

Designer Alba Ferrari

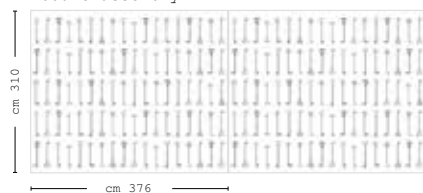


14133\_1

14133\_2



module assembly





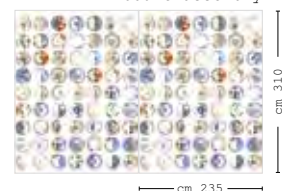


14142\_1

14142\_2



module assembly







14149\_1

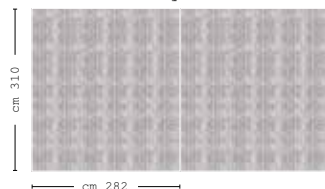
14149\_2

14149\_3

14149\_4



module assembly







14152\_1

14152\_2

14152\_3

14152\_4

14152\_5

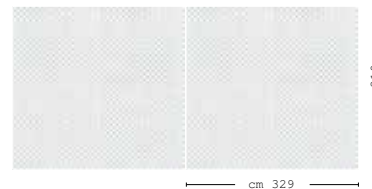
14152\_6

14152\_7

14152\_8



module assembly





14153\_1

14153\_2

14153\_3

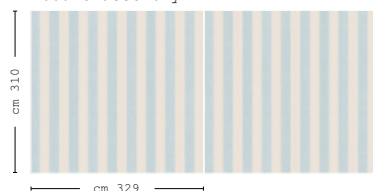
14153\_4

14153\_5

14153\_6



module assembly







14154\_1

14154\_2

14154\_3

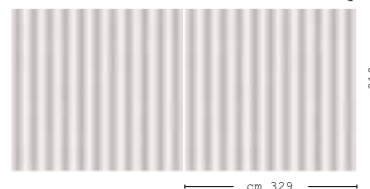
14154\_4

14154\_5

14154\_6



module assembly



Art. 13AN ANCIENT MONDE

Designer Riccardo Zulato



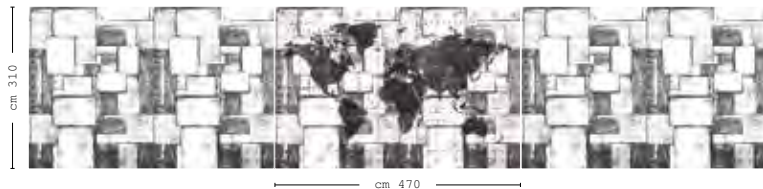
13AN\_1



13AN\_2



module assembly







13BO\_1a



13BO\_1b



13BO\_4



13BO\_3a



13BO\_2a



13BO\_2b



13BO\_3b

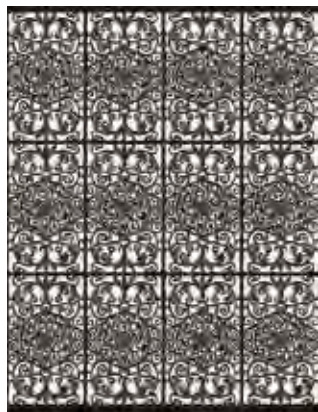


module assembly

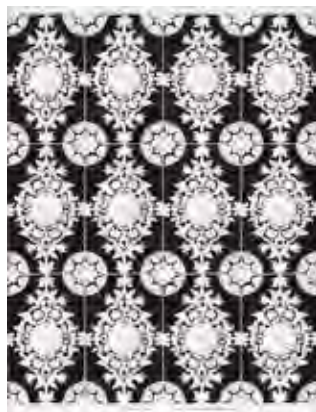




13CB\_1



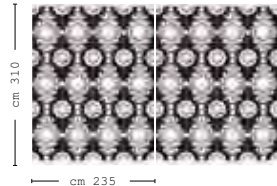
13CB\_2



13CB\_3



module assembly





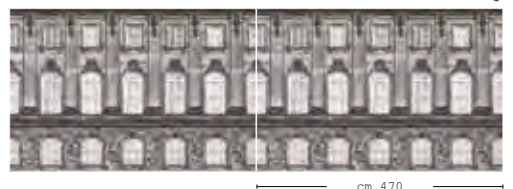


13FG\_1

13FG\_2



module assembly



Art. 13FS FRESCO

Designer Valeria Zaltron



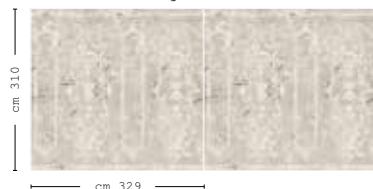
13FS\_1

13FS\_2

13FS\_3



module assembly







13KN\_1



13KN\_2



13KN\_3



module assembly







13MA\_1b

13MA\_2b



module assembly

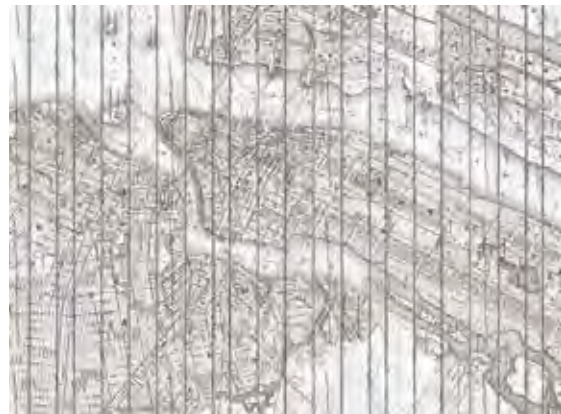
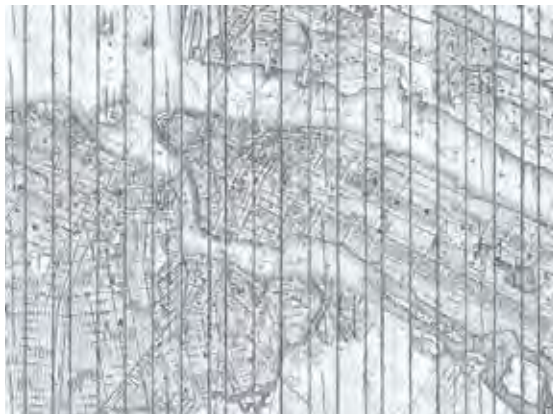




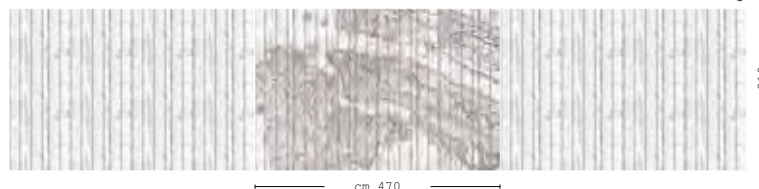


13MH\_1

13MH\_2



module assembly



cm 470

cm 310





130L\_1



130L\_2



module assembly





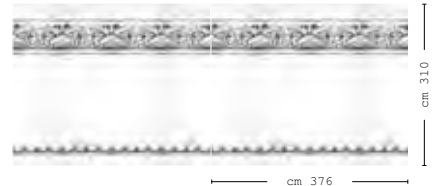


13OR\_1

13OR\_2



module assembly



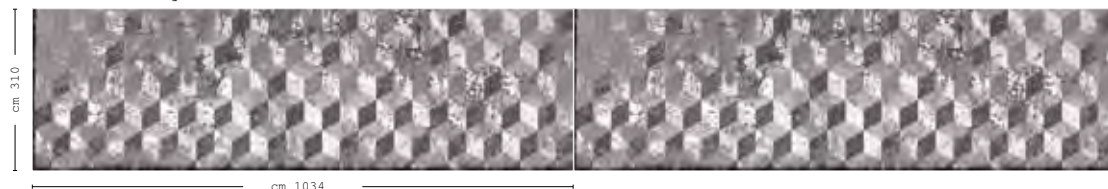


130T\_1

130T\_2



module assembly







13SQ\_1a

13SQ\_1c

13SQ\_2a

13SQ\_2c



module assembly



Art. 13SU SQUARE

Designer Riccardo Zulato



13SU\_1b



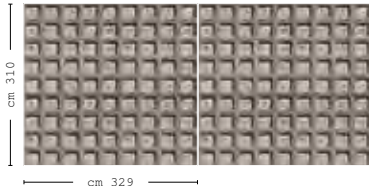
13SU\_2b



13SU\_3b



module assembly







13WA\_1

13WA\_2



module assembly



cm 470

cm 310

Art. 13ZP ZOPHORA

Designer Riccardo Zulato



13ZP\_1



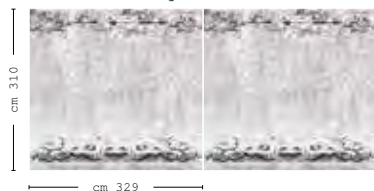
13ZP\_2



13ZP\_3



module assembly







12BC\_1

12BC\_2

12BC\_3



module assembly





12IM\_1



12IM\_2



12IM\_3



module assembly





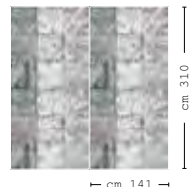


12PS\_1

12PS\_2



module assembly







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**Attenzione:**

Le cromie dei nostri prodotti possono differire tra carta da parati reale e riproduzione delle stesse sui cataloghi e altre riproduzioni su carta comune.

**Be careful:**

Colours of our products maybe different between catalogues or other common printed papers and the real wallpaper.





## SIMULATION SERVICE

**A**

Art. 16060 AWARE



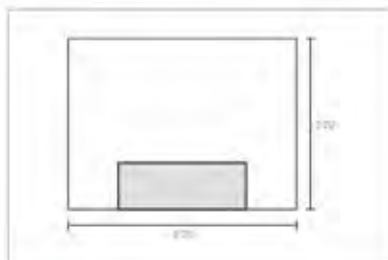
Scegli un soggetto dal nostro catalogo, specificando codice e variante.

*Choose a subject from our catalogue, specifying code and variation.*

*Elige un sujeto del catálogo, especificando su código y variante.*

*Choisissez un sujet de notre catalogue, en précisant le code et la variation.*

**B**



Invia una foto o un rendering con le misure della parete da rivestire a:

*Send a photo or a rendering with the measurements of the wall we have to cover to:*

*Enviar una foto o una representación de las medidas de la pared que tenemos que cubrir a:*

*Envoyé une photo ou un rendu avec les mesures du mur nous devons couvrir à:*

**commerciale@londonart.it  
or customer@londonart.it**

**C**



Ti forniremo una simulazione dell'effetto finale su misura per la tua parete.

*We'll provide you a simulation of the customised final result on your wall.*

*Te enviaremos una simulación personalizada del resultado final de su pared.*

*Nous allons vous fournir une simulation du résultat final personnalisé sur votre mur.*

