

novacolor®
I colori dell'Architettura

Be your home

COVER THE WALLS AND DISCOVER YOU'RE AT HOME



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Be your home

**COVER THE WALLS
AND DISCOVER YOU'RE AT HOME**

"Be Your Home" Wallpaper Collection è la nuova linea di carte da parati lanciata da Novacolor. La collezione ideata dall'architetto e interior designer **Gianpaolo Venier di OTTO Studio**, nasce dalla necessità contemporanea di tornare alle origini per andare alla ricerca di tutte quelle **sensazioni informali e confortevoli** che ci fanno **sentire a Casa**. Partendo dall'analisi di un comune desiderio di **intimità e sregolatezza**, il designer ha voluto approfondire il **concept della riga** sperimentando tessuti rigati nei cotoni delle nostre **storie familiari** e nei **luoghi del confort**: camicie, pigiami, cuscini ecc.

La collezione si sviluppa in **sei pattern** realizzati in **colorazioni ispirate ai sei mondi dei Novacolor Color Trends 2024**, che omaggiano la polisensorialità delle spezie e delle erbe più comuni in cucina. Ogni pattern prende il nome da quelli che sono il simbolo del senso di famiglia per eccellenza, i **nostri amici a quattro zampe: Penny, Dea, Taco, Sophi, Romeo e Merlino**.

"BeYourHome"Wallpaper Collection is the new wallpaper line launched by Novacolor. Conceived by architect and interior designer **Gianpaolo Venier of OTTO Studio**, this range stems from the contemporary need to go back to our origins in search of all those **informal and comfortable sensations** that make us feel **truly at home**. Starting from an analysis of a common desire for **intimacy and unrestraint**, the designer wanted to explore the **concept of the stripe** by experimenting with striped fabrics in the cottons of our **family histories** and in the **places of comfort**: shirts, pyjamas, pillows, etc.

The collection develops in **six patterns** created in **colours inspired by the six worlds of Novacolor Colour Trends 2024**, which pay homage to the multi-sensoriality of the most common spices and herbs in the kitchen. Each pattern is named after those who symbolise the sense of family par excellence, our four-legged friends: **Penny, Dea, Taco, Sophi, Romeo e Merlino**.

A French Bulldog wearing a bright yellow raincoat with a hood is sitting on a brown leather sofa. The background features vertical yellow and white stripes.

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6
PATTERN

2
VARIATIONS

6
COLORS

72
DIFFERENT COMBINATIONS

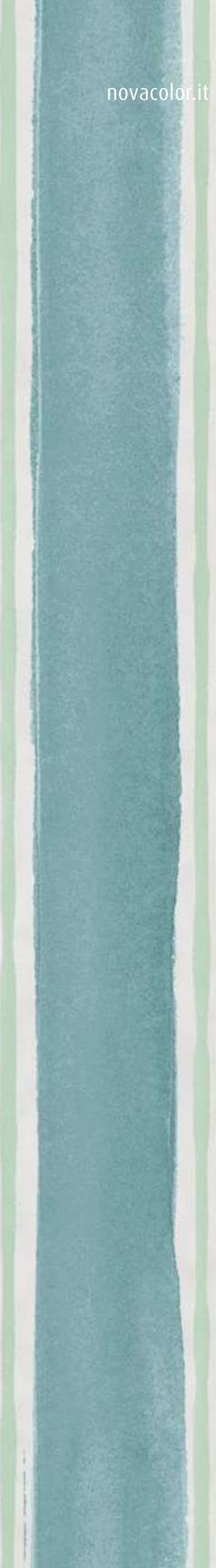
BE YOUR HOME - TACO in Endless Kurkum



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Romeo

STRIPES



OPEN MINT
5 MORE COLOURS AVAILABLE

The background of the advertisement features a close-up of a plaid fabric with a repeating pattern of green, beige, and dark blue squares.

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Romeo

SQUARES

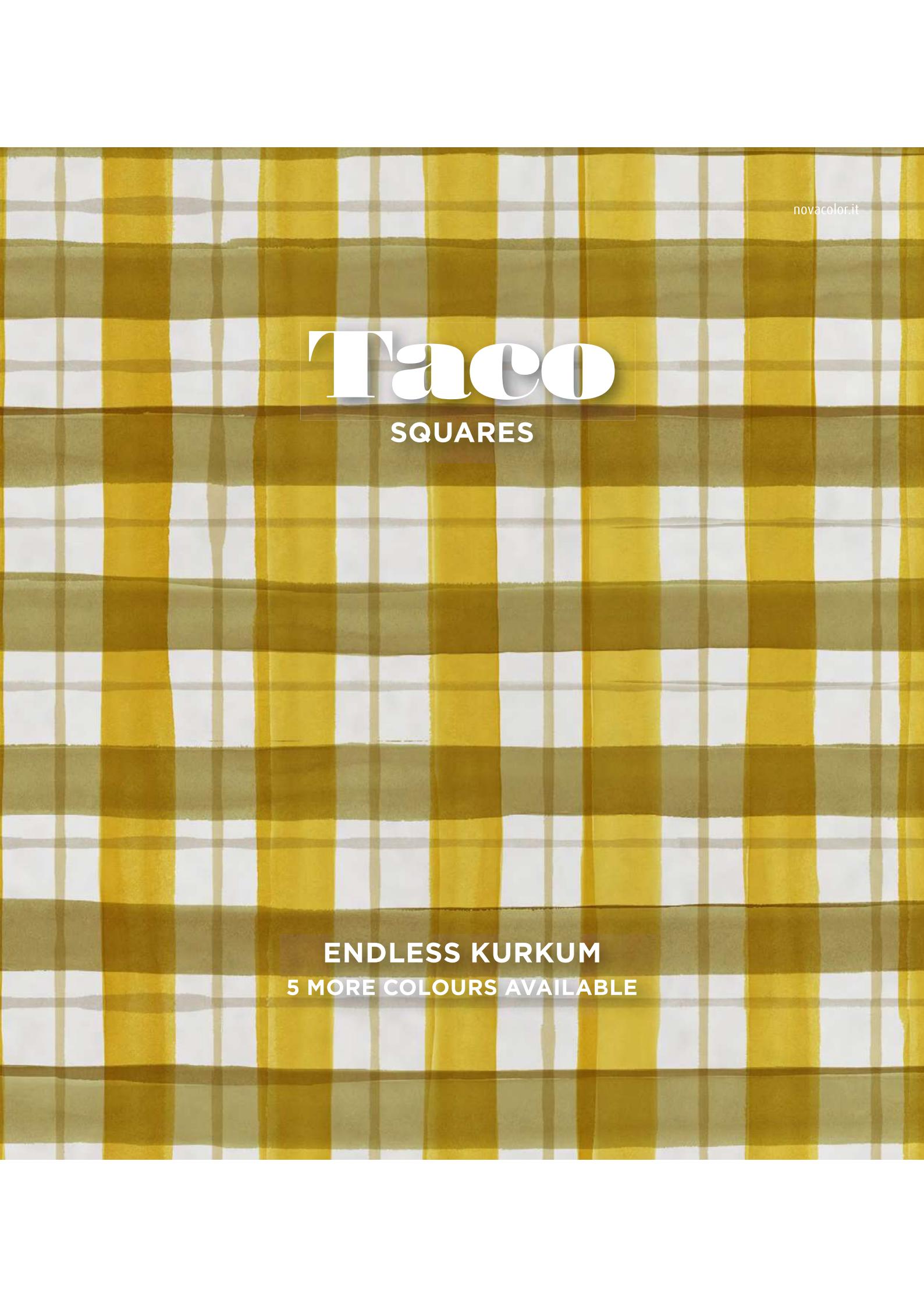
OPEN MINT
5 MORE COLOURS AVAILABLE

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Taco

STRIPES

**ENDLESS KURKUM
5 MORE COLOURS AVAILABLE**



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Taco

SQUARES

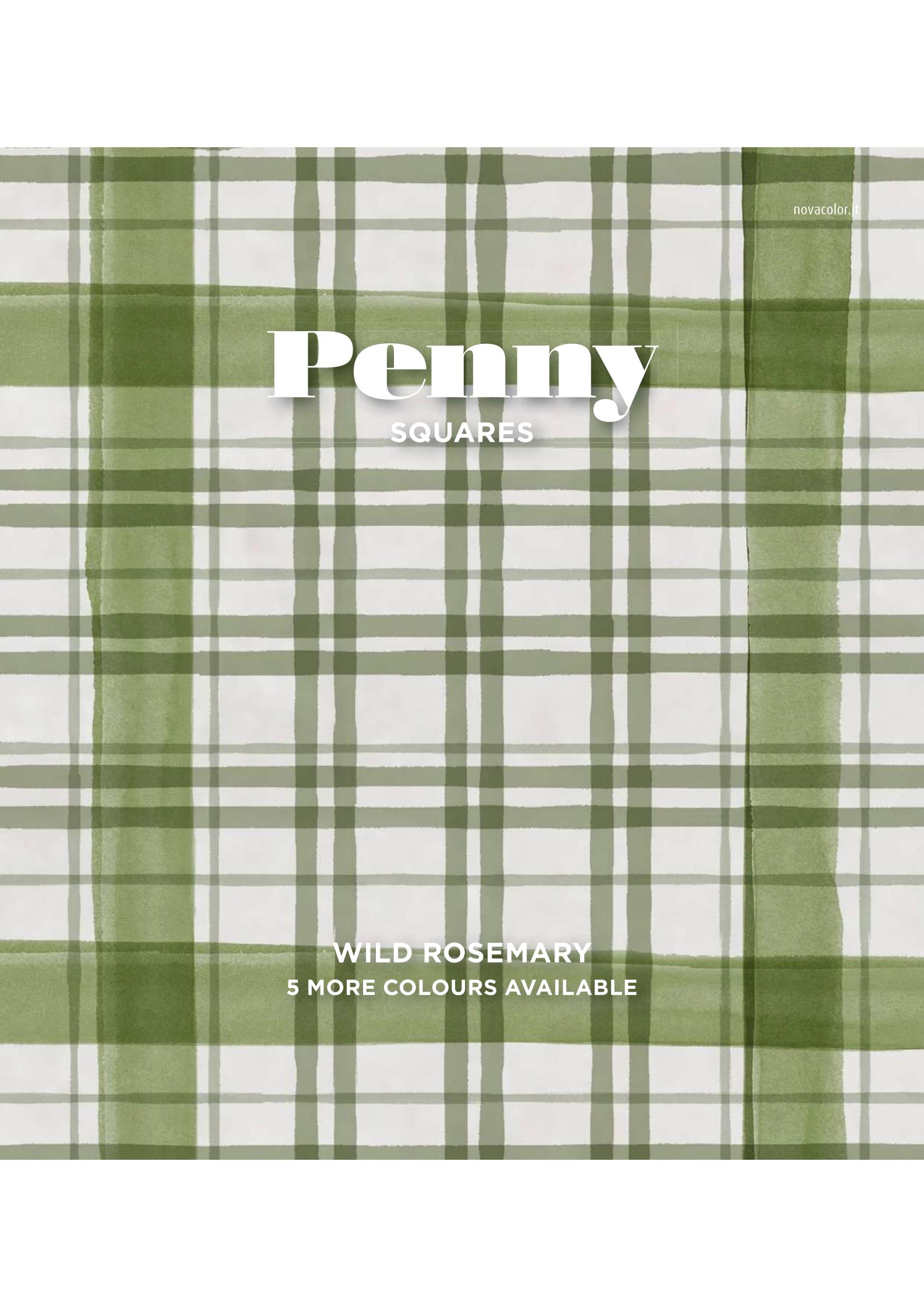
ENDLESS KURKUM
5 MORE COLOURS AVAILABLE



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Penny STRIPES

WILD ROSEMARY
5 MORE COLOURS AVAILABLE



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Penny SQUARES

WILD ROSEMARY
5 MORE COLOURS AVAILABLE



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Sophi

STRIPES

BOHO CINNAMON
5 MORE COLOURS AVAILABLE



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Sophi

SQUARES

BOHO CINNAMON
5 MORE COLOURS AVAILABLE



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Dea

STRIPES

YORK LAVENDER
5 MORE COLOURS AVAILABLE



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Dea

SQUARES

YORK LAVENDER
5 MORE COLOURS AVAILABLE

A vertical fabric sample with a repeating pattern of vertical stripes in various shades of blue and beige. The stripes are slightly irregular in width and depth, giving it a textured appearance.

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Merlino

STRIPES

JAZZ JUNIPER
5 MORE COLOURS AVAILABLE



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Mierlino

SQUARES

JAZZ JUNIPER
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BE YOUR HOME WALLPAPER COLLECTION

Cover: BE YOUR HOME - DEA in York Lavender

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I colori dell'Architettura

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