

2

wallpaper

on demand

4

2017 / 29 > 1
david selection

016 n.o.w.



now-edizioni.com

> > > 2017

N.O.W. Edizioni made in Italy



David selection

L'atteggiamento più libero ed individualistico dell'uomo rinascimentale che si affranca dall'oscurità medievale si traduce nella David Selection, una collezione di carte da parati caratterizzata dall'estro e della creatività di Pietro Gaeta, che si ispira al David di Michelangelo, ideale di bellezza nell'arte, simbolo di integrità e di perfezione.

“ Partendo da una bellezza rinascimentale abbiamo sviluppato dei soggetti in cui è presente una forte contaminazione stilistica e formale. Ai particolari di opere d'arte del Rinascimento abbiamo accostato righe, trame, effetti materici, damaschi, broccati, cristalli, decorazioni vittoriane, matrici numeriche e parole lanciate nel tempo. Il tutto in una sorta di fuoriscala lillipuziano per una composizione finale che gioca tra l'alto contenuto tecnologico e una piacevole e contemporanea concessione al decoro”. Pietro Gaeta

The cry for freedom and individualism expressed by the Renaissance man, yearning to free himself from the medieval darkness has inspired the David Selection, it is a wallpaper collection strongly characterised by Pietro Gaeta's creativity and originality inspired by Michelangelo's David, an ideal example of artistic beauty, symbol of integrity and perfection.

“We started from a Renaissance beauty and then we developed some patterns characterized by a strong stylistic and formal contamination.

We have combined some details taken from Renaissance artworks with lines, textures, material effects, damask, brocade, crystals, Victorian decorations, bar codes and random words.

All this presented in a sort of Lilliputian off-scale that determines a final composition in balance between its high technological content and a pleasant contemporary concession to décor”. Pietro Gaeta

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

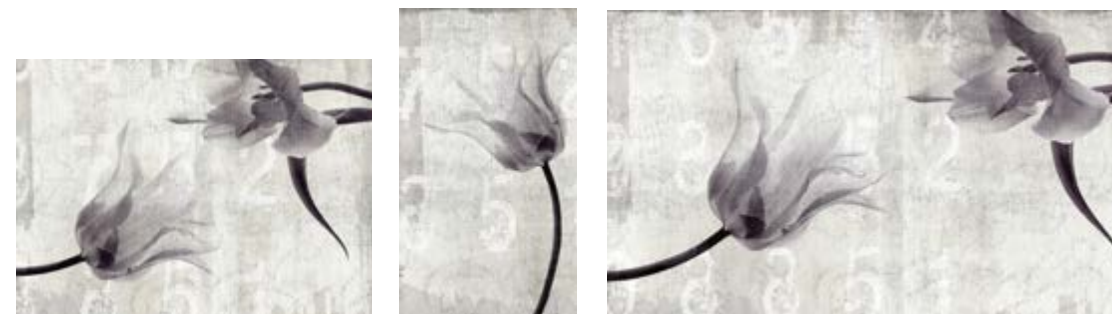


Grafica originaria come da campionario.
Graphic as the original sample. 640 x 300 cm

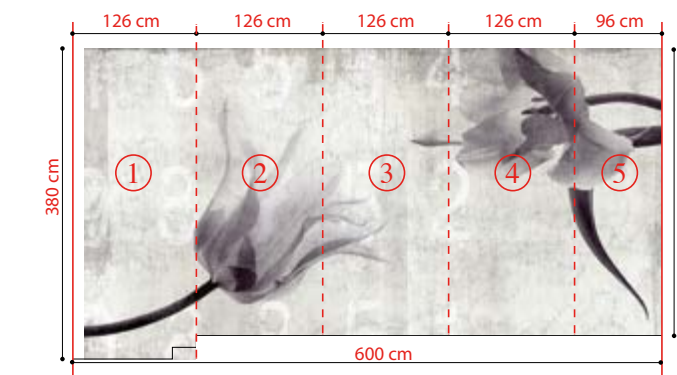
Servizio di simulazione / simulation service



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 / rome



concrete / roman strip



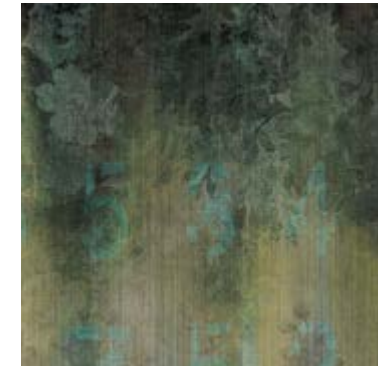
concrete / factory



concrete / romantic



venice / peonies



venice / glam

/ 1



concrete / map



concrete / postcard



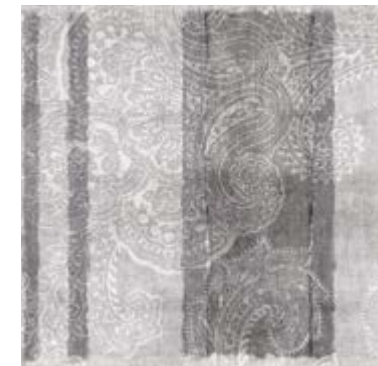
concrete / poetry



concrete / plain



watercolor / thermas



watercolor / light cachemire



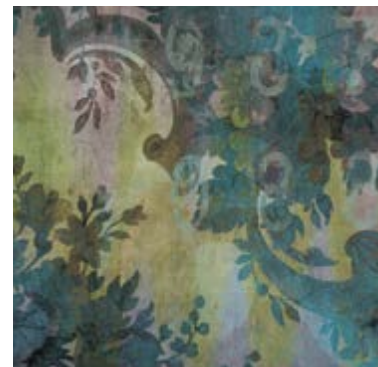
concrete / crystal



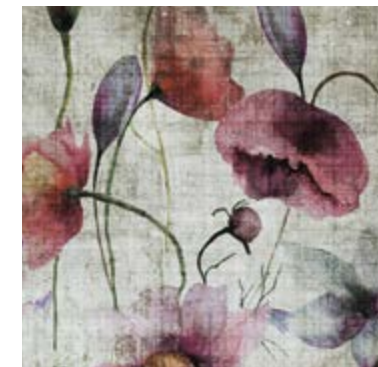
concrete / orchid



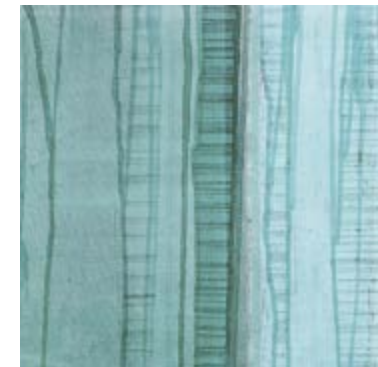
concrete / light crystal



venice / victoriya



watercolor / poppies



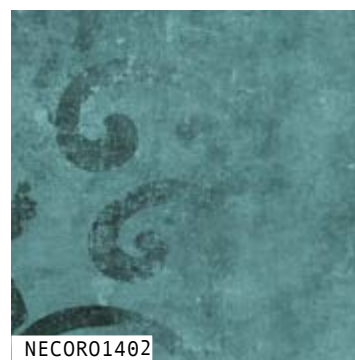
watercolor / rain



concrete
rome



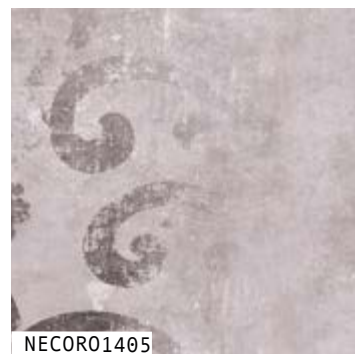
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NECOR01402



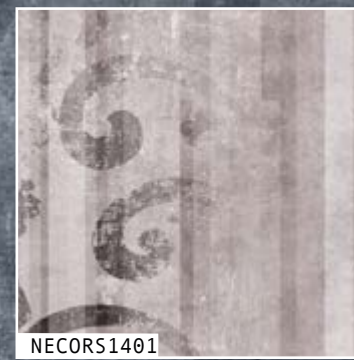
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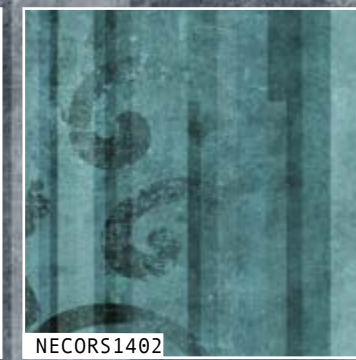
NECOR01405



concrete
roman strip



NECORS1401



NECORS1402



NECORS1404



NECORS1405

concrete
factory



115785237/11578555400/122237/

11578555400/122237/



11578555400/122237/



NECOFY1701



NECOFY1702



NECOFY1703



NECOFY1704

concrete
romantic



NECORM1401

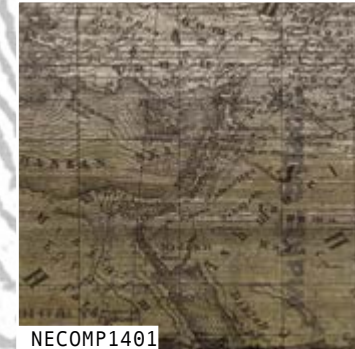


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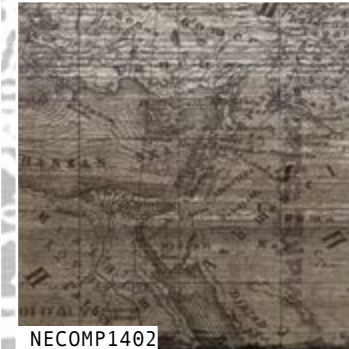
concrete
map



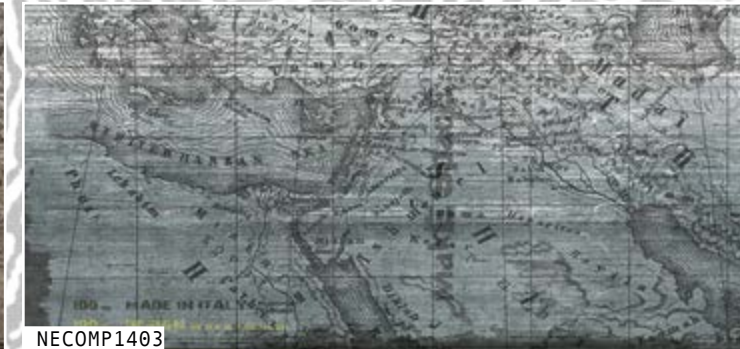
MADE IN ITALY
DESIGN BY N.O.W. LAB MILAN



NECOMP1401



NECOMP1402



NECOMP1403

concrete
postcard



NECOPC1401

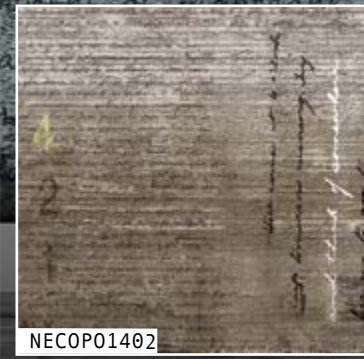
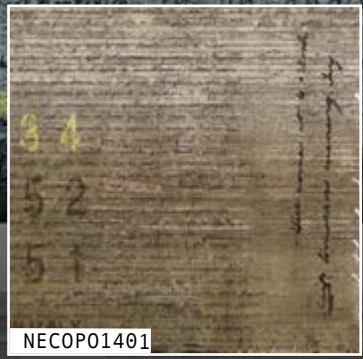
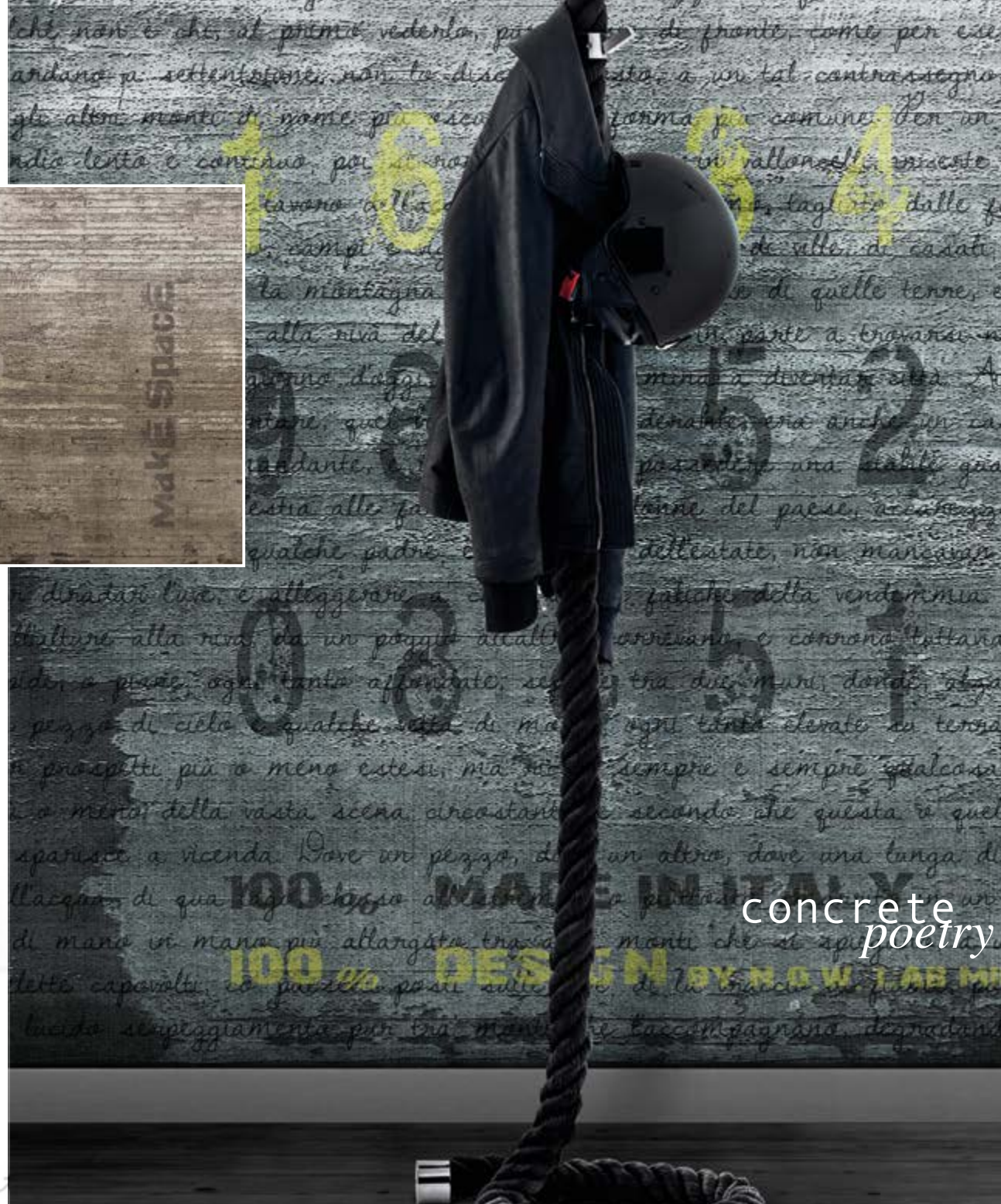


NECOPC1402



NECOPC1403

nel lago stesso, quando questo ingrossa:
Ai tempi in cui accaddero i fatti che
castello, e aveva perciò l'onore
guarnigione di
zzavan di tem
an mai di spa
ta. Dall'una all
avia, strade e
alzando lo sguardo, non scopri
orapieni aperti: e da qui la vist
sa nuovi, secondo che i diversi
uella parte campeggia o si sca
distesa di quel vasto e variato
un gruppo, in un andirivieni di
a uno a uno, allo sguardo, e che l'acqua
poi lago, poi fiume ancora, che va a perdersi
ando via via, e perdendosi quasi anch'essi nell'orizzon





NECOCR1401

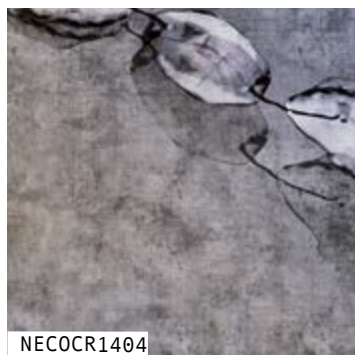


NECOCR1402

concrete
crystal



NECOCR1403



NECOCR1404

concrete
orchid



NECOOR1401



NECOOR1402



NECOOR1403



concrete
light crystal



NECOLC1401



NECOLC1402



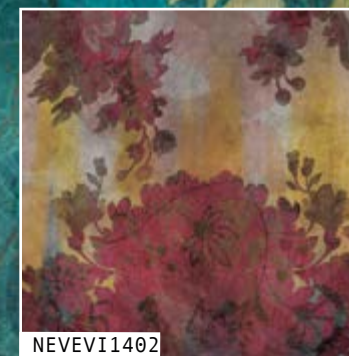
NECOLC1403



venice
victoriya



NEVEVI1401



NEVEVI1402



NEVEVI1403

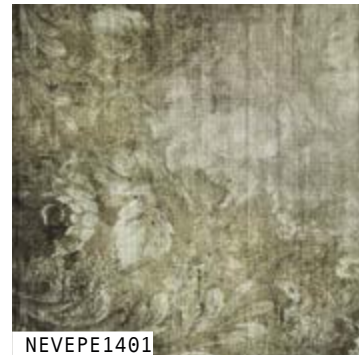


NEVEVI1404

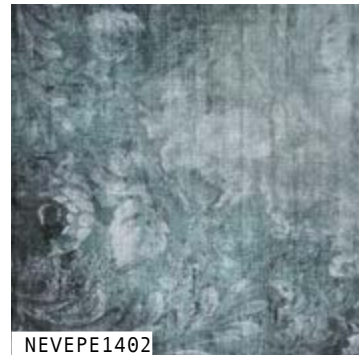




venice
peonies



NEVEPE1401



NEVEPE1402



NEVEPE1403



venice
glam



NEVEGL1401



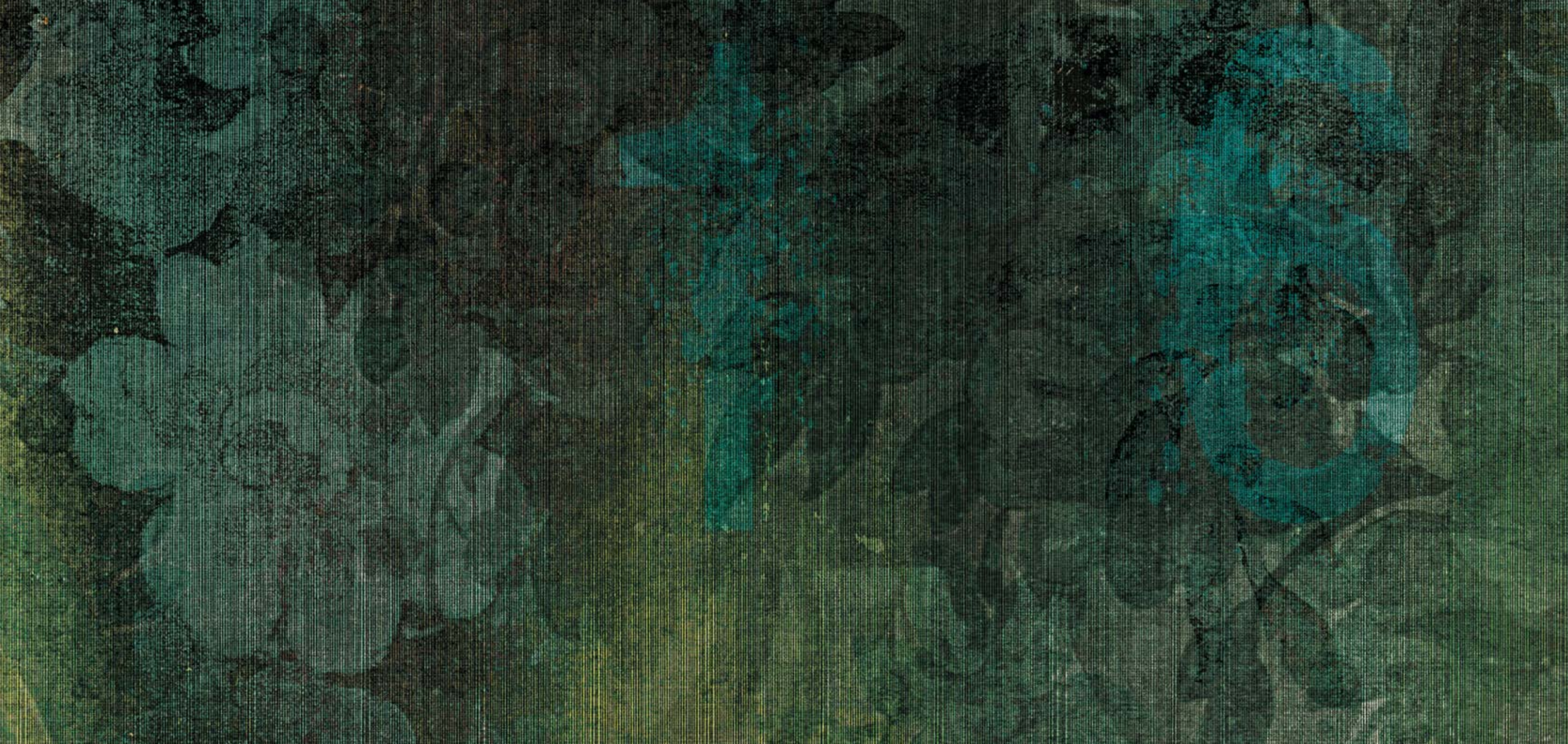
NEVEGL1402



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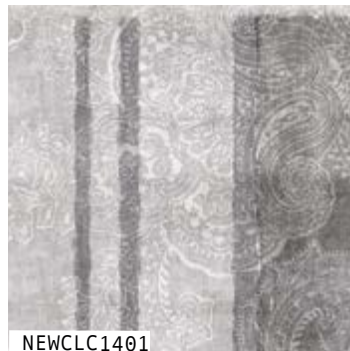
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watercolor
thermas



david selection / 1



watercolor
light cachemire



watercolor
poppies



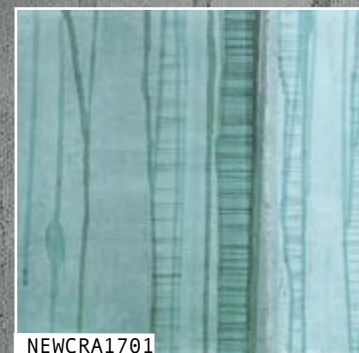
NEWAP01401



NEWAP01402



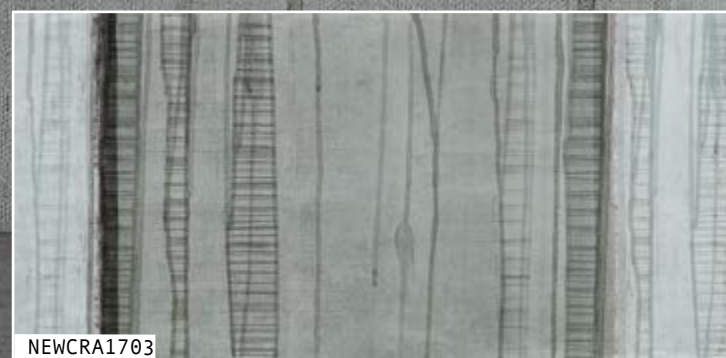
watercolor
rain



NEWCRA1701



NEWCRA1702



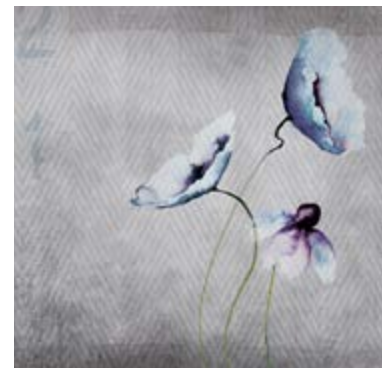
NEWCRA1703



david / academy



david / academy strip



watercolor / fleur



watercolor / wall



watercolor / easy



geometric / geomap



watercolor / baroque



watercolor / flowers



watercolor / water flower



wallpaper / postcard



canvas / green dream



canvas / evergreen



wallpaper / refresh



wallpaper / orchid



wallpaper / plain



geometric / butterfly



velvet / orchid



watercolor / party



david
academy



NEDAAC1701



NEDAAC1702



NEDAAC1703



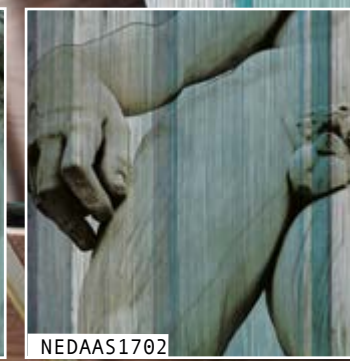
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david
academy strip



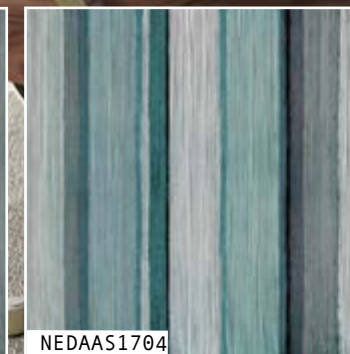
NEDAAS1701



NEDAAS1702



NEDAAS1703



NEDAAS1704

watercolor
fleur



NEWCFU1701



NEWCFU1702



NEWCFU1703



watercolor
wall



NEWCWA1401



NEWCWA1402



watercolor
baroque



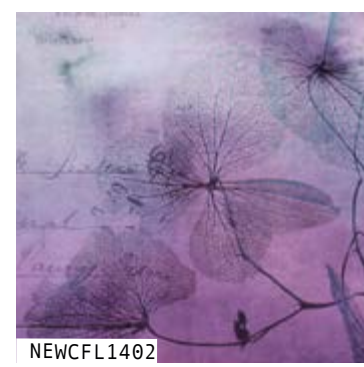
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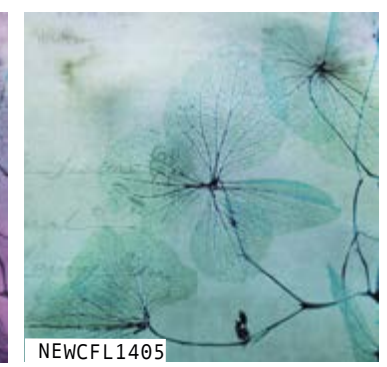
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NEWCFL1401



NEWCFL1402



NEWCFL1405



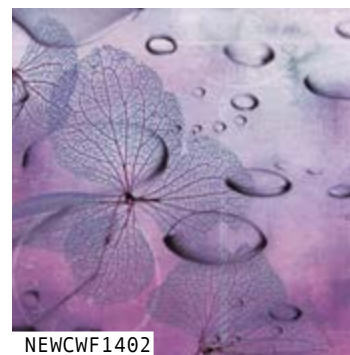
watercolor
flowers



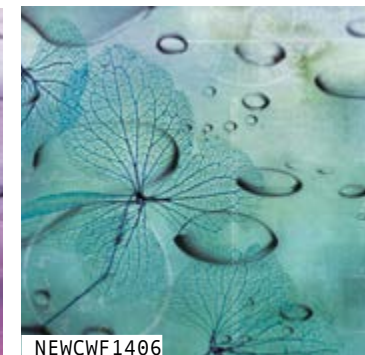
watercolor
water flower



NEWCWF1401



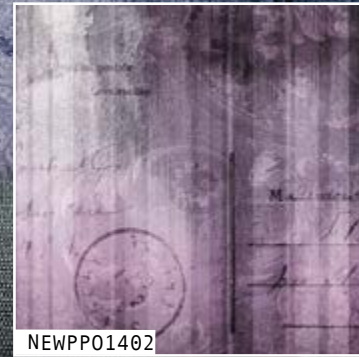
NEWCWF1402



NEWCWF1406



wallpaint
postcard



NEWPP01402



NEWPP01403

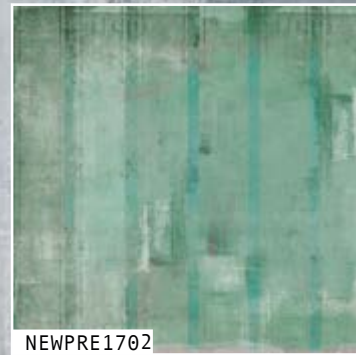


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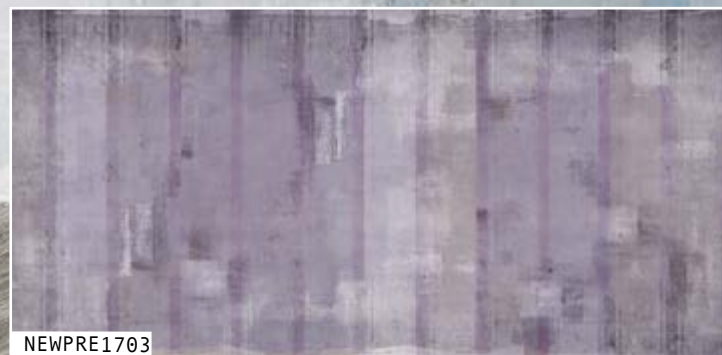
wallpaint
refresh



NEWPRE1701



NEWPRE1702



NEWPRE1703



NEWPOR1401



NEWPOR1403

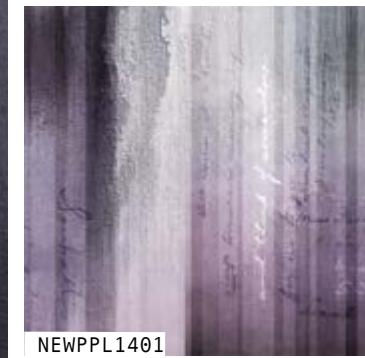


NEWPOR1405

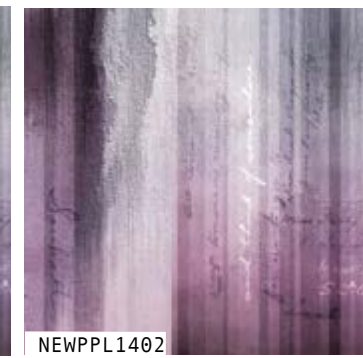
wallpaint
orchid



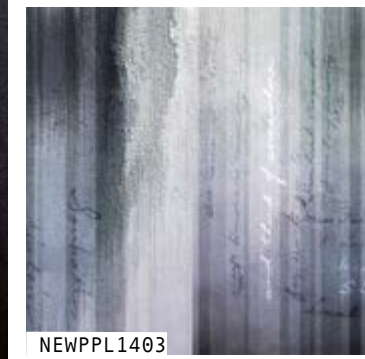
wallpaint
plain



NEWPPL1401



NEWPPL1402



NEWPPL1403



NEWPPL1404



geometric
butterfly



NEGEBU1401



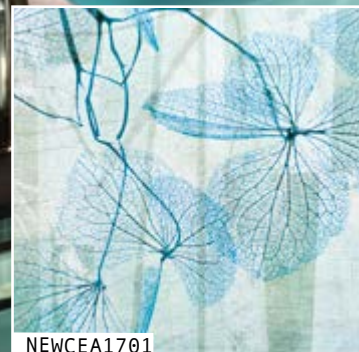
NEGEBU1402



NEGEBU1403



watercolor
easy



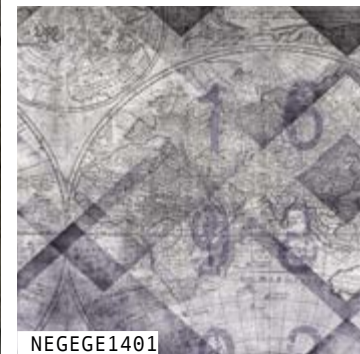
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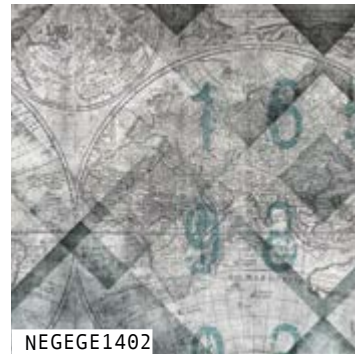
NEWCEA1702



geometric
geomap



NEGEGE1401



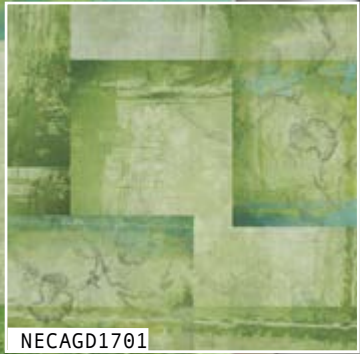
NEGEGE1402



NEGEGE1405



canvas
green dream



NECAGD1701



NECAGD1702



canvas
evergreen



NECAEV1701



NECAEV1702



NEVEOR1401



NEVEOR1403

velvet
orchid



watercolor
party



NEWCPA1701



NEWCPA1702



NEWCPA1703



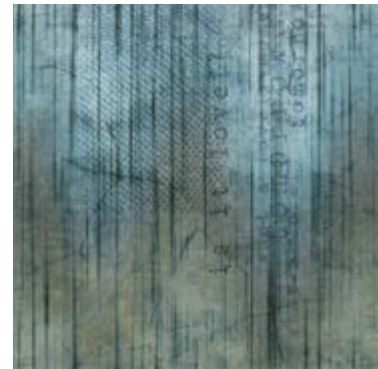
concrete / acacia



grunge / flower power



grunge / one



grunge / milan



canvas / memory



watercolor / lovepaint



grunge / amphora



grunge / damask



grunge / patchwork



grunge / urban



geometric / tiling



textile / tweed



grunge / april



grunge / shabby



grunge / casual



grunge / random



textile / batik



textile / damadots



concrete
acacia



NECOAC1701



NECOAC1702



grunge
flower power

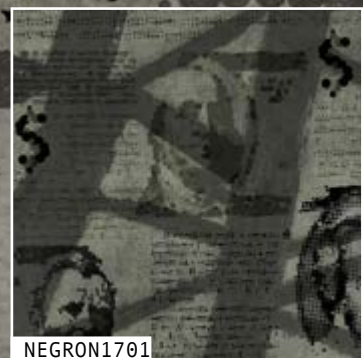


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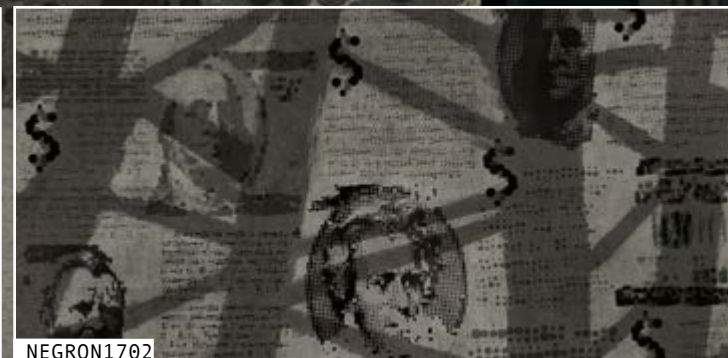


NEGRFP1702

grunge
one



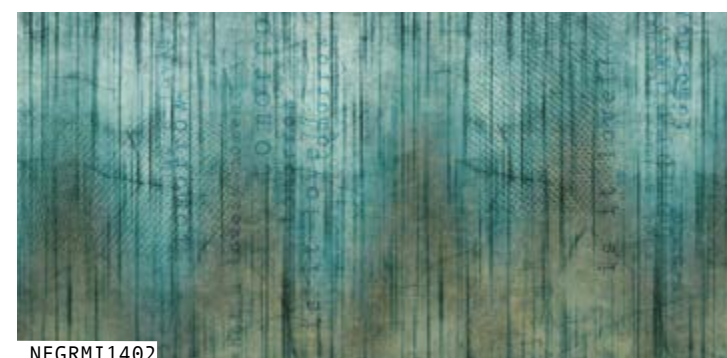
NEGRON1701



NEGRON1702



NEGRMI1401

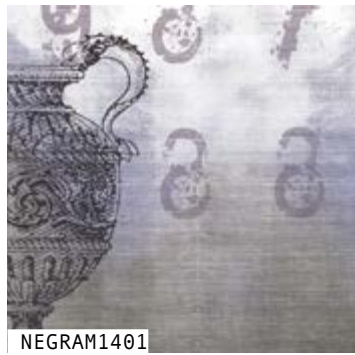


NEGRMI1402

grunge
milan



grunge
amphora



NEGRAM1401



NEGRAM1402



NEGRAM1403

grunge
damask



NEGRDA1401



NEGRDA1402



grunge
patchwork



NEGRPA1401



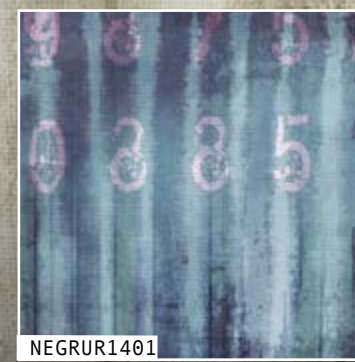
NEGRPA1402



NEGRPA1403



grunge
urban



NEGRUR1401



NEGRUR1403



NEGRUR1404



NEGRUR1405



grunge
april



NEGRAP1401



NEGRAP1402

grunge
shabby



NEGRSH1403
david selection / 3



grunge
casual

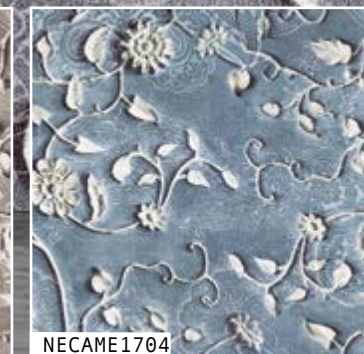
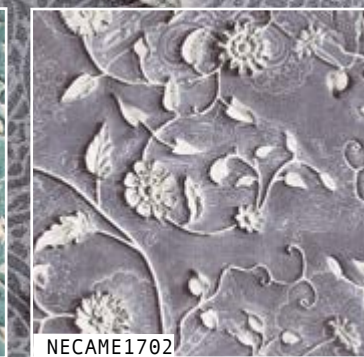
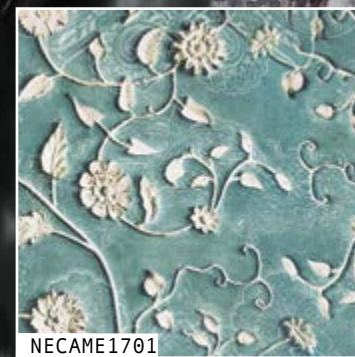




grunge
random



canvas
memory



watercolor
lovepaint



NEWCLP1701

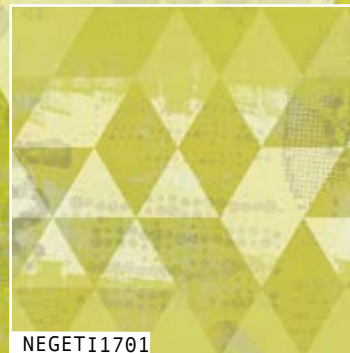


NEWCLP1702

dauid selection / 3



geometric
tiling



NEGETI1701



NEGETI1702



NEGETI1703



textile
tweed



NETETW1401



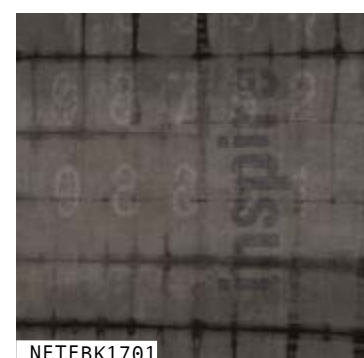
NETETW1402



NETETW1403



textile
batik



NETEBK1701

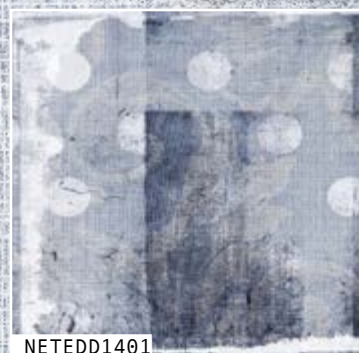


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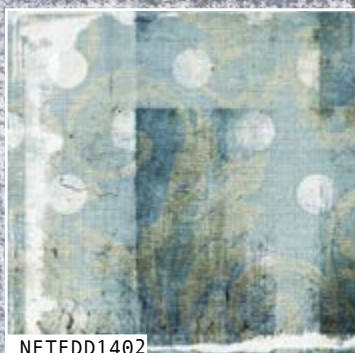


NETEBK1703

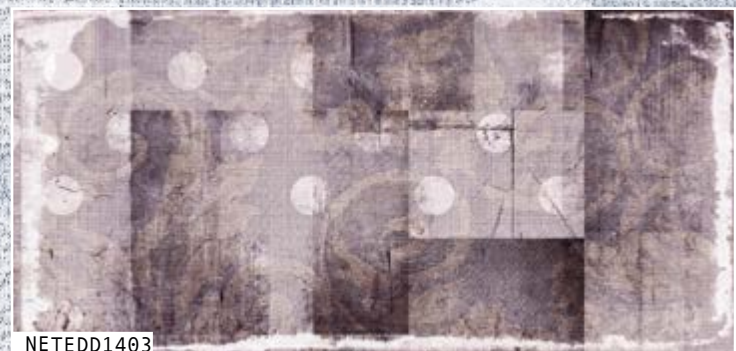
textile
damadots



NETEDD1401



NETEDD1402



NETEDD1403





canvas / tulip



canvas / fragile



canvas / flower in love



canvas / lotus



pois & strip / oriental



black&white / abstract



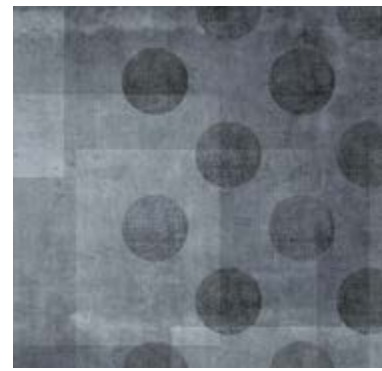
military / camouflage



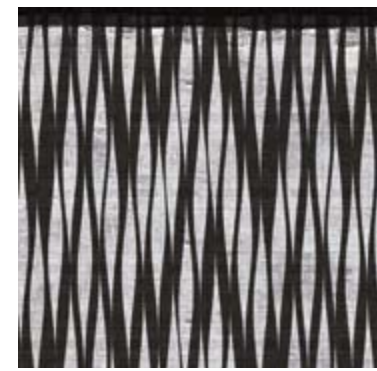
military / floral camouflage



military / ticket



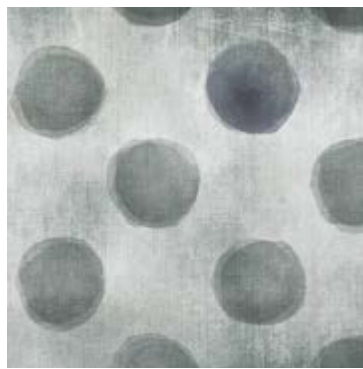
pois & strip / dots



black&white / optical



canvas / velvet



pois & strip / light dots



pois & strip / blobs



pois & strip / strip



pois & strip / leaves



david / inspire



david / david



canvas
tulip



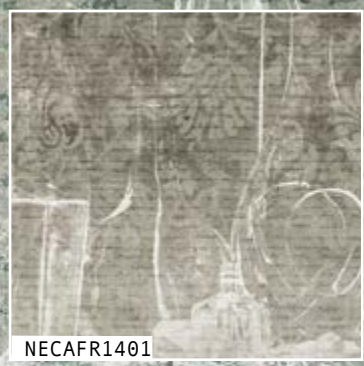
NECATU1401



NECATU1402



canvas
fragile



NECAFR1401

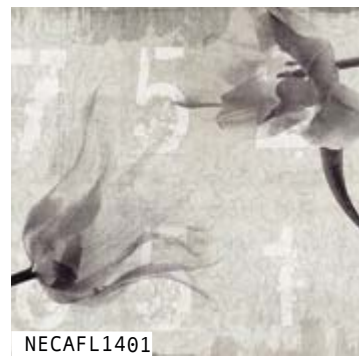


NECAFR1402



NECAFR1403

canvas
flower in love



NECAFL1401



NECAFL1402



NECAFL1403





canvas
lotus



NECAL01401



NECAL01402



NECAL01403



NECAL01404



NECAL01405



NECAL01406



military
camouflage

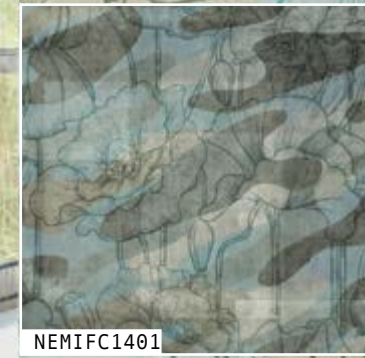


NEMICA1401



NEMICA1403

military
floral camouflage



NEMIFC1401



NEMIFC1403

dauid selection / 4



NEMITI401



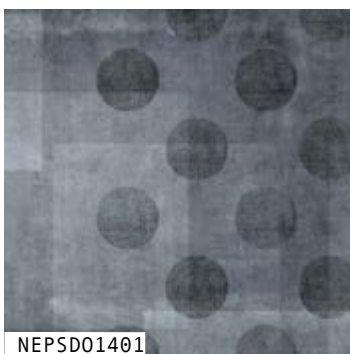
military
ticket



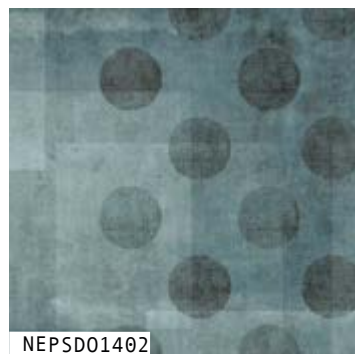
NEMITI1402



pois & strip
dots



NEPSD01401



NEPSD01402

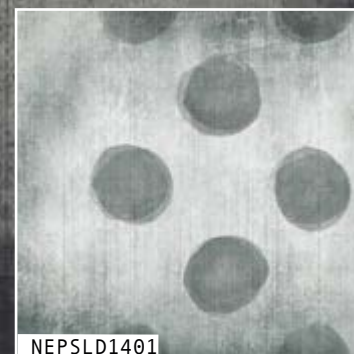


NEPSD01403

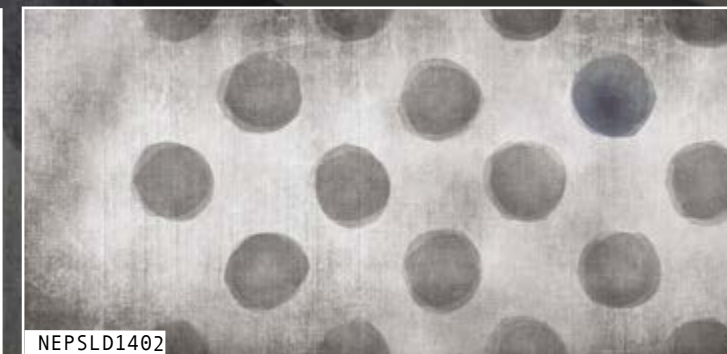


pois & strip
light dots

ph. A. Parise



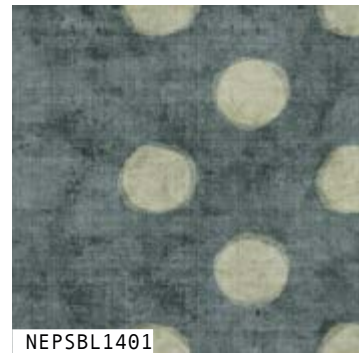
NEPSLD1401



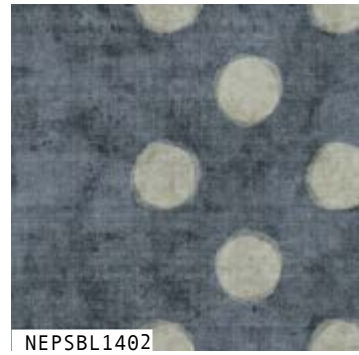
NEPSLD1402



pois & strip
blobs



NEPSBL1401



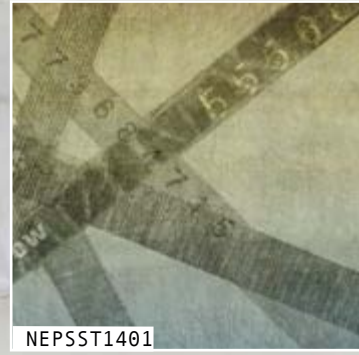
NEPSBL1402



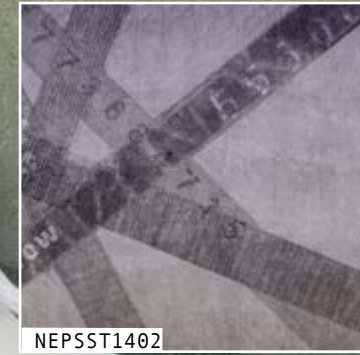
NEPSBL1403



pois & strip
strip



NEPSST1401



NEPSST1402



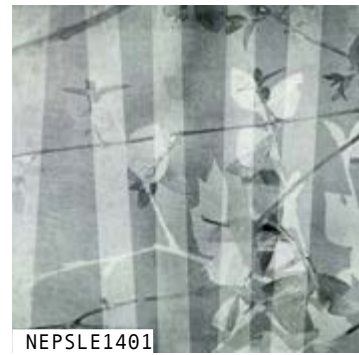
NEPSST1403



NEPSST1404



pois & strip
leaves



NEPSLE1401



NEPSLE1402



NEPSLE1403



pois & strip
oriental



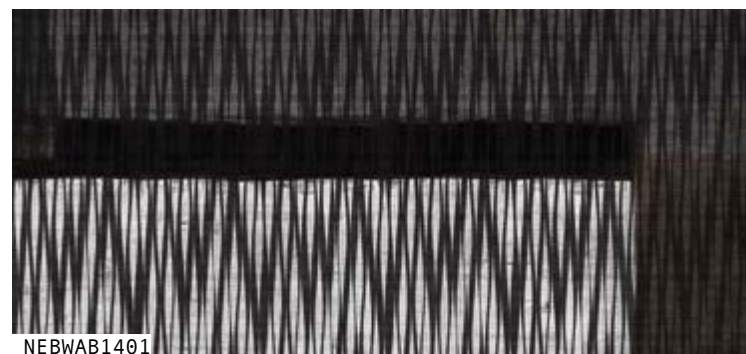
NEPSOR1401



NEPSOR1402



black & white
abstract



NEBWA1401



black & white
optical



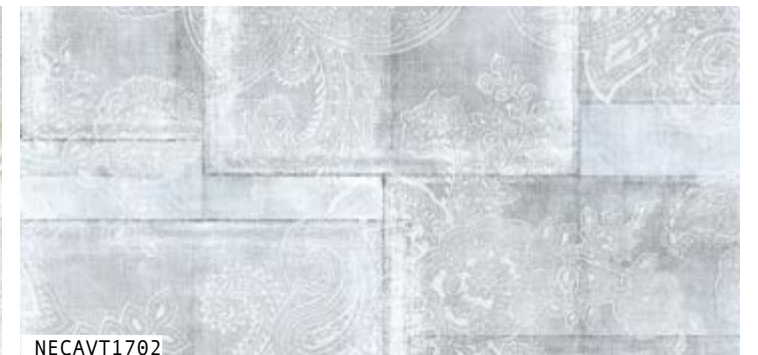
NEBWOP1401



canvas
velvet



NECAVT1701



NECAVT1702



david
inspire



NEDAIN1401



NEDAIN1402



NEDAIN1403



david
david



NEDADA1401



NEDADA1402



NEDADA1403

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 al fuoco / fire performance Classificazione europea Euro classification EN 13501-1:2007-B-s2,d0
resistenza alla trazione / tensile strength MD 4.0 Kgf/cm TD 2.0 Kgf/cm	resistenza allo strappo / tear strength MD 800 mN (average) TD 695 mN (average)
peso / weight 300 gr/m2	resistenza alla luce / lightfastness BSEN20105: grado minimo 6 BSEN20105: minimum grade 6
resistenza all'urto / impact resistance EN259: pass	altezza max fascia / sheet max height 126 cm

Gli inchiostri / inks

Utilizziamo tecnologia di **stampa Latex** dotata di inchiostri a base acqua **sostenibili**, inodore e certificati 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.*

