



Lavmi launches three new wallpaper collections at Heimtextil

Prague 1/2/10. Designer Babeta Ondrová launched three brand-new Lavmi designer wallpaper collections at Heimtextil 2010, Europe's largest trade fair for home fabrics and wallcoverings, held from 13/1 to 16/1 in Frankfurt.



Over those four days this joint project between Creative Zone Lavmi and Vavex 1990 attracted much interest from design professionals, the general public, customers and distributors from all around the world, who fell in love with Babeta Ondrová's stylish and innovative designs.

The Spirit of the Forest

is Lavmi's premium wallpaper collection, with three enchanting, highly sophisticated designs printed on the wallcovering of the future. Each design is available in a range of refined colour combinations, and will delight everyone who appreciates luxury and cares about the environment. Welcome to a timeless, mystical forest.

Basic

The Basic collection captivates with its delicious colours. Playfulness, delight, simplicity – this collection presents four simple and fresh designs that will appeal to everyone with a zest for life. Classic, cool, fun – that's Basic!

Herbarium

The Herbarium range is perfect for fashion lovers, with four feminine, floral designs aimed at a broader group of customers. Soft colours and simple, decorative patterns – come and take a walk through our flower garden.





It's not only about design, but also about the materials we use. The Spirit of the Forest collection is printed on Sympaq, the very finest non-woven material. Environmentally friendly, non-toxic and strong – it weighs 220g/m² – Sympaq is a truly remarkable wallcovering. The Basic and Herbarium collections are printed on top-line 160 g/m² wallpaper. Its relative thickness is an advantage, making it easy to apply and remove. Permeable, colourfast and free of PVC, it's a superb material for contemporary design.



SYMPAQ



Lavmi's three new designer wallpaper collections are gravure printed, so unlike digitally-printed wallpapers they won't fade in sunlight. Each roll is 10.05 metres long and 53 centimetres wide.

Lavmi designer wallpapers were launched a year ago with three collections: Extravagant, Modern and New Romantic. With the three new collections you can now choose from a total of 23 designs in our six collections, with numerous colour combinations.

The Extravagant collection won an award at the National Prize for Design 2009, held by the Slovak Design Centre and the Slovak Ministry of Culture. Extravagant was featured on the Czech Selection stand at several prestigious trade fairs last year – Salone del Mobile, Milano 2009 and Zona Tortona.



About Creativ zone Lavmi www.lavmi.com

Creative Zone Lavmi – designer Babeta Ondrová and creative director Jan Slovak – is based in Prague. As well as its highly successful work in graphic design, advertising and the arts, Lavmi's designer wallpapers project has attracted much attention. Babeta Ondrová is a graduate of the Academy of Arts, Architecture and Design in Prague. She is featured in the book Czech 100 Design Icons and has won an award for graphic design from the Slovak Minister of Culture and a bronze medal at the International Biennial of Graphic Design in Brno. Her portfolio includes work for Nike, the Ministry of Interior, McDonald's and the Office of the Government of the Czech Republic.



Vavex 1990 www.vavex.cz

Vavex 1990 is the sole wallpaper manufacturer in the Czech Republic. In 1990 the company began making wallpapers in Teplice, drawing on a local tradition that dates back to the 1970s. It exports throughout Europe, as well as to China and Bahrain, and produces wallpapers to order for customers from around the world. Vavex 1990 has its own chain of stores in the Czech Republic.

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