

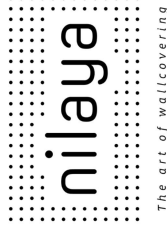


The art of wallcoverings

Soft. Impressions



Asian Paints remains India's market leader in paints since 1967 through an innovative spirit and strong consumer focus. It is double the size of any other company in India and Asia's third largest. Asian Paints manufactures a wide range of paints for decorative and industrial use as well as wall coverings, adhesives and services. It is also present in the Home Improvement and Decor segments, offering bath and kitchen products. Along with its subsidiaries, Asian Paints has operations in 15 countries across the world, with 26 paint manufacturing facilities – servicing consumers in over 60 countries.



Nilaya wall coverings from Asian Paints brings you the world's finest surfaces. Each product is handpicked and supported by India specific care products, formulated by Asian Paints, to harmonize with perfectly realized decor visions. Curations from internationally renowned designers, collaborations with Indian creative artists and in-house creations by Nilaya, ensure a continuous flow of an ever stylish range of wall coverings, decals, borders and paintables.

Lab Nilaya

Reinterpret. Reimagine. Reinvent. Refresh.

Lab Nilaya, the creative core of the Nilaya wall covering brand, is where an interdisciplinary team of designers rediscover the bounty of India's lively arts and crafts traditions through a fresh and modern lens – and create brand new visual adventures. Driven by “an Indian heart and cosmopolitan soul”, their pursuits are threads that connect the past to a fascinating future, while forging a relationship of wonder between people and places.



Soft Impressions

"We are such stuff as dreams are made on"


- William Shakespeare, English Poet

The formless is given form in the patterns of **Soft Impressions**.

Inspiration is found in two other-worldly themes – the underground network of the mycelium, and the mystery that is sleep. From these two starting points, the boundaries of our imagination are pushed, pulled and probed.

A delicate dance of organic shapes, subtle shading, fine lines and gentle dot drawing, bring blissful tranquility to any space they touch.





...Fade far away, dissolve,
and quite forget

Ode to A Nightingale, John Keats

One Drift Away

The intangible continues to be given dimension by exploring the state of Sleep. Floaty forms are captured in refined artistry. Harmonies of earthy, pale colours, painterly streaks, strokes, swathes and delicate outlines.

The mood of a space allows us to drift away.

- 01 Pillow talk
- 02 Pastel Music
- 03 Rainy Night
- 04 Unwind
- 05 Warm Ways



W214LK20N75
Shady Green



W214LK21N75
Mild Cream



W214LK22N75
Green Hill



W214LK23N75
Morning Rose



Pillow Talk | Shady Green | W214LK20N75

Watercolour pillows seem to be floating in air to create a light and carefree composition, with a sleepy, dream-like quality. The earthy, muted tones are built up by layering soft shades over darker ones, and a beautiful depth of shading is achieved.



Pastel Music | Moonbeam | W214LK24N75

Charm your home with a medley of warm pastel hues and soft texture. With their hand-drawn feel, pastel chalk markings on grainy newsprint achieve depth and softness. Bright pops of colour dance in-between muted shades, and a room is refreshed with a lilting interior climate.



W214LK24N75
Moonbeam



W214LK25N75
Misty Rain



W214LK26N75
Shady Green



W214LK27N75
December Grey



Rainy Night | Amber Glow | W214LK28N75

The romance of the rain suggests a pattern of movement and magic. Shapes and their shadows seem to sail across each other. Layered over these are candle-lit colouring and soft markings. On a wall, the effect is dream-like.



W214LK28N75
Amber Glow



W214LK29N75
Misty Rain



W214LK30N75
Shady Green



W214LK31N75
December Grey



Unwind | Shady Green | W214LK32N75

The look of felt appeals to hands, head and heart. And the winding, relaxed geometry leads the way to a peaceful space. Carefully shaded, there is a soulful, organic element to the art that suggests a life with plenty of time.



W214LK32N75
Shady Green



W214LK33N75
Mild Cream



W214LK34N75
Morning Rose

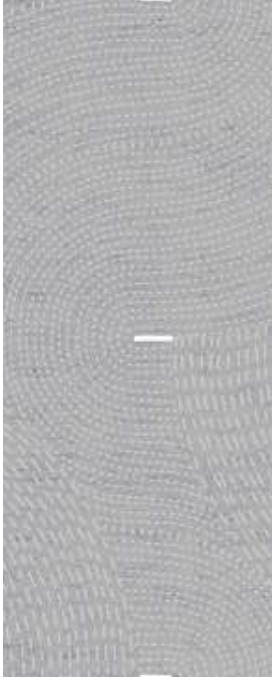


W214LK35N75
Evening Blue

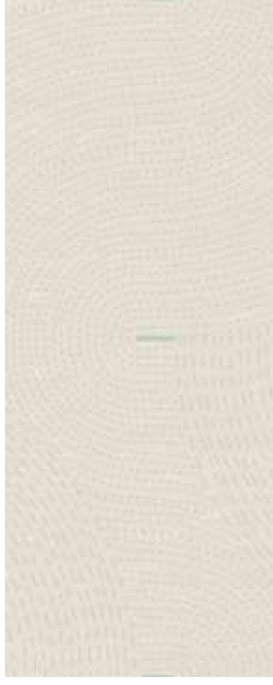


Warm Ways | December Grey | W214LK36N75

There's nothing quite so cozy as a quilt. Or as pretty as its embroidery. Translated into a wallpaper pattern, the quilt design becomes a composition of summery hues, a fabric feel and beautifully rendered running stitch design. A room is sweetened with serenity.



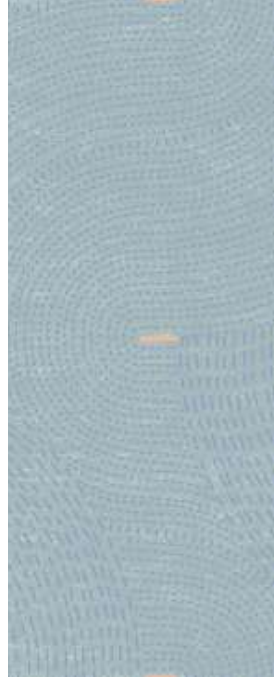
W214LK36N75
December Grey



W214LK37N75
Cloud



W214LK38N75
Morning Rose



W214LK39N75
Quiet Blue

TWO

Shroom Rooms

Beneath the ground a sprawling kingdom silently balances ecosystems. The mycelium. Bits of it breaks through the soil in a variety of forms. We know them as mushrooms. This intriguing network moves the artist's imagination to play with a fairy-tale of varied textures, colours, behaviours and shapes. With their close ties to nature, they impart upon a room tranquility, depth, and a hint of fantasy.

- 01 Paper Bloom
- 02 Song Lines
- 03 Soft Touch
- 04 Reverie





Paper Bloom | Brown Leaf | W214LK40N75

A pretty visual pun is shaped with dainty handmade paper blooms - suggested by slices of twig parachute mushrooms that grow on springtime tree branches. Their lovely mood is evoked in the paper's texture and gentle shading, bringing a fresh and pure forest feel into a room.



W214LK40N75
Brown Leaf



W214LK41N75
Muddy Mauve



W214LK42N75
Dry Tan



W214LK43N75
Blue Bird



Song Lines | Sunset Pink | W214LK44N75

A mushroom's gills become a harmonic field of thick and thin markings. Tan flecks in the background speak of organic origins. A meditative quality flows from the soulful imperfection of the strokes, and a room is awash with the peace one feels in nature.



W214LK44N75
Sunset Pink



W214LK45N75
Smoky Truffle



W214LK46N75
Lilac Wood



W214LK47N75
Deep Lilac

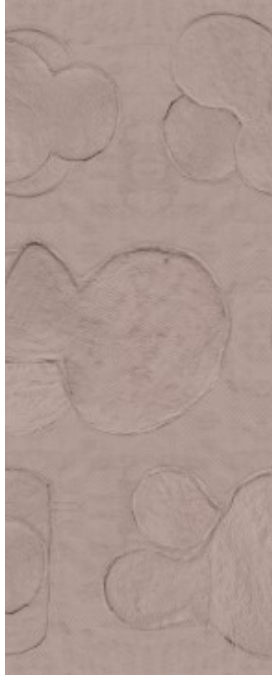


Soft Touch | Milky White | W214LK48N75

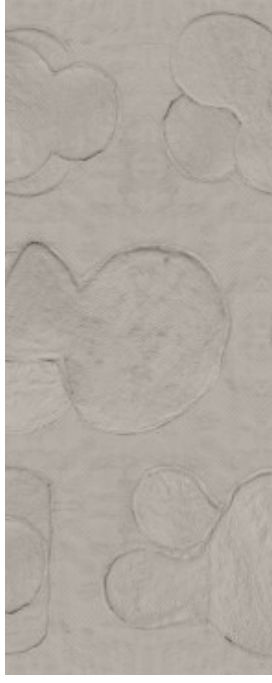
A mushroom's floaty softness suggests distinct organic forms in a beautiful natural monochrome. Papier-maché layering conveys delicate texture, while uneven edges hint at an organic origin. A room opens up with lightness and delicacy.



W214LK48N75
Milky White



W214LK49N75
Lilac Wood



W214LK50N75
Muddy Mauve



W214LK51N75
Blue Bird



144"

Each repeat of Reverie is composed of a straight forward panel sequence: A, B, C, D

Reverie | Shiitake Black | W214LK52N75

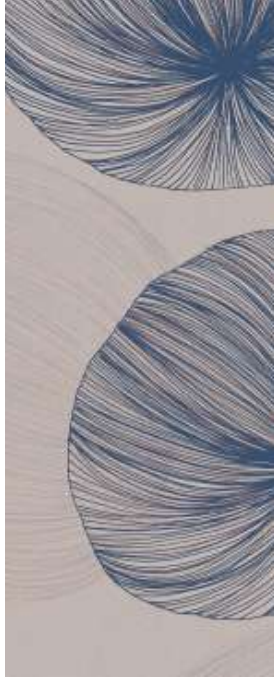
Float in weightlessness. The delicate caps of toadstools and boletes take wondrous form. The interplay of solid lines and faint as bubble traces conveys utter lightness. The effect on a room is enchanting and contemporary. Reverie is a 4-part mural.



W214LK52N75
Shiitake Black



W214LK53N75
Pond Blue



W214LK54N75
Grey Milk



W214LK55N75
Oyster White

In Greek mythology,
Aion is the God of
Perpetual Time, Eternity,
and Zodiac.

Three Aion ('Ahee-ohn')

Aion, the dazzling Wallpaper of the Year,
offers more than the eye can see.

Fascinating to behold and to contemplate, a choreography of
contrasts fills a space with art and atmosphere. While a tale is told of
the universe's greatest puzzle: Time.

The deft use of tones in different sections of the design creates a
mesmerizing visual palette and an enthralling sense of depth. Fine
decorative details confer dimension. Against a soft wash of colour,
hanging like chandeliers, receding totem silhouettes signal the way
back into myth and mist. In the foreground, strong graphic lines,
powerful and modern, blaze with white intensity, announcing the
thrill of an awaiting future.

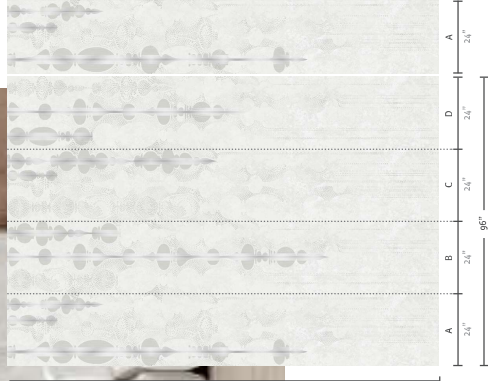
Aion is a 4-part mural.





Each repeat of Aion is composed of a straight forward panel sequence: A, B, C, D

144"



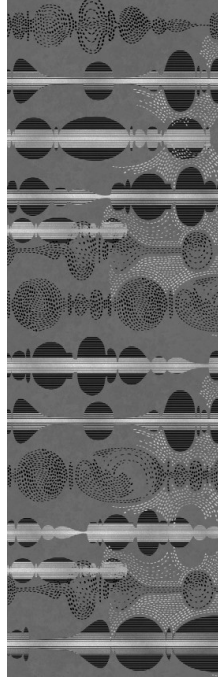
W2114LZ88N75
Moonbeam



W2114LZ89N75
Silver Escapade



W2114LZ90N75
Charcoal /
Antique Gold



W2114LZ91N75
Space Black



W2114LZ92N75
Blue Pearl

Aion | Moonbeam | W2114LZ88N75

Against a soft wash of colour, hanging like chandeliers, receding totem silhouettes signal the way back into myth and mist. In the foreground, strong graphic lines, powerful and modern, blaze with white intensity, announcing the thrill of an awaiting future. Aion is a 4-part mural.

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