

PRESS RELEASE
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Wallpaper collection Tradition – a unique tribute to Sweden’s great wallpaper heritage!

Sandberg Wallpaper’s new collection Tradition is a cultural-historical narrative about the walls that are the backdrop to our lives. A history of the wallpaper development in Sweden, from the 18th century’s Rococo and Gustavian style to the 1920s’ Nordic Classicism. Patterns from both cottages and manors coexist here in a unique tribute to the Swedish wallpaper heritage.

EIGHT TIMELESS AND TRADITIONAL DESIGNS

“Tradition includes eight wonderful wallpaper patterns for you who enjoy timeless, traditional design,” says Sandberg Wallpaper designer Hanna Wendelbo-Hansson. “Rosenholm, a baroque pattern with pompous peonies, and Stola, which dates from the 18th century, are great examples of these fantastic wallpapers.”

The collection’s eight patterns come in multiple colorways, printed on non-woven. All patterns are manufactured in Sandberg Wallpaper’s own factory in Ulricehamn, in a small-scale and craftsman-like production. Tradition is available in stores as of November third, 2015.

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