



A.S. Création press release

Gummersbach, March 2017

Laura Noltemeyer: design jungle on the net and on the wall

For blogger Laura Noltemeyer, large-scale floral patterns and graphic designs in the Scandinavian style are currently the “must-haves” when it comes to designing stylish interiors. Not only does this graduate in architecture write about her personal picks from the world of fashion and interior design in her blog “Designschungel” (“Design Jungle”) and for the fashion & lifestyle ezine BLOGWALK, she has also started with her own creations. At the trade fair Heimtextil 2017, she presented her first wall outfit collection, which she produced in collaboration with A.S. Création. “We are delighted that with Laura Noltemeyer, we have won over a real star of the blogging scene as a creative partner,” explains Rüdiger von Preen, Studio Head at A.S. Création. “Because as a manufacturer of exceptional, high-quality wallpapers, we love working with new talent that represents young design. Laura’s style and fresh ideas won us over immediately.”

From blogger to wallpaper designer

“Design Jungle” – the name says it all, both for Laura’s lifestyle blog and for her wallpaper design: exquisite palm prints add a tropical feel to any space. Sweeping zigzag designs with 3-D appeal transform walls into the ideal backdrop for furniture and home accessories. The designs are resplendent in fresh pink, green and petrol tones as well as dark and light, silvery greys.

“I am very happy and proud to have had the opportunity to realise this project with A.S. Création”, the new wallpaper designer, who is particularly interested in social media and travelling around the world, says delightedly. “I like to try out new things and I love wallpaper, because with the interplay of colours and patterns, it has a strong effect on the ambience of a room. The fresh colours, large-scale palm motifs and Scandinavian patterns are a very prominent trend right now, and one that is going to be around for a while. That is why I



implemented these designs in my collection. The wallpapers provide great accents and form an ideal background for puristic interiors.”

***Designschungel* by Laura Noltemeyer, in cooperation with her licensing agency, the licensing team of the media group RTL**

Brand: A.S. Création

Material: Non-woven material

Period: 2019

Contents: 23 wallpapers