

OUT  
OUT  
OUT  
OUT  
OUT

OUT SYSTEM  
OUTDOOR,  
NON UN SEMPLICE  
RIVESTIMENTO MURALE

OUT SYSTEM OUTDOOR, not a simple wall finishing



**OUT**  
outdoor  
unconventional  
texture

**OUT SYSTEM OUTDOOR**  
is a **Wall&decò** product conceived for  
developing a wall covering with high  
technical performances and visual impact.

**OUT**  
outdoor  
unconventional  
texture

OUT SYSTEM OUTDOOR, wall design is projected beyond its ordinary contexts to conquer new spaces and dimensions

OUT  
SYSTEM OUTDOOR,  
IL WALL DESIGN SUPERA  
IL SUO ABITUALE CONTESTO  
PER CONQUISTARE NUOVI  
SPAZI E DIMENSIONI

**OUT SYSTEM OUTDOOR**  
è un prodotto Wall&decò nato  
dallo studio per lo sviluppo di un  
rivestimento dalle elevate prestazioni  
tecniche e dal forte impatto decorativo

# OUTDOOR INDEX





# INDICE

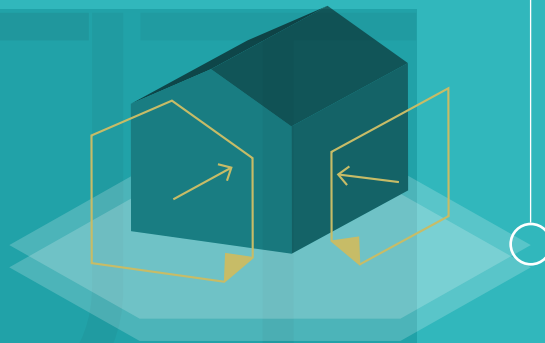
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Area d'applicazione  
Application area

- Residenziale  
Residential
- Industriale  
Industrial
- Commerciale  
Commercial

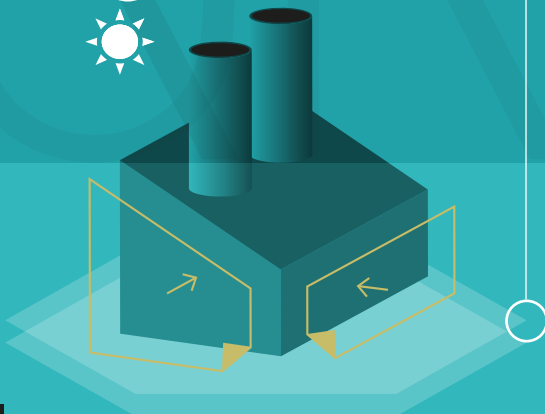
RESIDENZIALE  
RESIDENTIAL



# IRVESTIMENTI ARCHITETTONICI SI ARRICCHISCONO DI NUOVE POSSIBILITÀ ESPRESSIVE PER IL PAESAGGIO URBANO

Architectural finishings assume  
new expressions for urban landscape

INDUSTRIALE  
INDUSTRIAL



COMMERCIALE  
COMMERCIAL



**OUT SYSTEM OUTDOOR** è l'innovativa soluzione decorativa di **Wall&decò** nata dalla ricerca e dalla sperimentazione di nuove forme e soluzioni per il rivestimento murale.

**OUT OUTDOOR** è il sistema per una nuova declinazione del design per esterni che permette ai materiali e ai ricoprimenti tradizionali di assumere forme e linee inaspettate, per un'interpretazione sorprendente dei rivestimenti su superfici e facciate.

**OUT OUTDOOR** è il rivestimento tecnico per esterni dall'alto valore decorativo, funzione primaria della carta da parati, e dal grande impatto visivo, elemento che contraddistingue le proposte per la decorazione murale di **Wall&decò**, al quale si aggiungono una nuova destinazione d'uso, nuove prestazioni e caratteristiche tecniche.



# INNOVAZIONE E FUNZIONALITÀ

## Innovation and function

**OUT SYSTEM OUTDOOR** is a **Wall&decò** innovative mural decoration solution based on a specific research on design shapes and applications.

**OUT SYSTEM OUTDOOR** provides a new declination of outdoor mural decoration allowing traditional materials and coatings to assume unexpected forms and lines for a surprising interpretation of mural finishings for the exteriors and facades.

**OUT SYSTEM OUTDOOR** is the technical covering for the outdoors with a highly decorative appeal, primary function of wallpaper, and with the overwhelming creativity, which is a distinctive trait of **Wall&decò's** interior decoration proposals.

The combination of these elements brings to new applications, innovative technical properties and performances.



STAMPA GRAFICA  
GRAPHIC PRINT

# UN RIVESTIMENTO DALL'ALTO VALORE DECORATIVO E TECNICO

A wall finishing with high decorative and technical value

TESSUTO TECNICO  
TECHNICAL FIBER

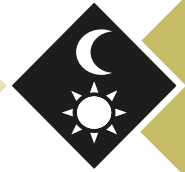




**OUT SYSTEM OUTDOOR** permette di dare nuova espressione alle pareti, conferendo alle superfici una texture innovativa e con proposte decorative in grado di ridefinire completamente le superfici murarie.

**OUT**  
outdoor  
unconventional  
texture

**OUT SYSTEM OUTDOOR** allows giving new expressions to walls, providing surfaces an innovative texture and with decoration proposals capable of completely redefining spaces.



# TRE ELEMENTI UN UNICO SISTEMA

Three elements, only one system

**OUT SYSTEM OUTDOOR** è innovativo perché appositamente studiato per applicazioni su superfici e facciate in esterno.

È un unico sistema costituito da tre elementi base:

- **OUT SYSTEM01**, l'adesivo specifico
- **OUT SYSTEM02**, il tessuto tecnico con stampe grafiche
- **OUT SYSTEM03**, la finitura protettiva specifica per usi in esterno con caratteristiche di resistenza alla pioggia e ai raggi UV e con proprietà antimog per la presenza di fluorurato.

←

←

←

## **OUT SYSTEM OUTDOOR**

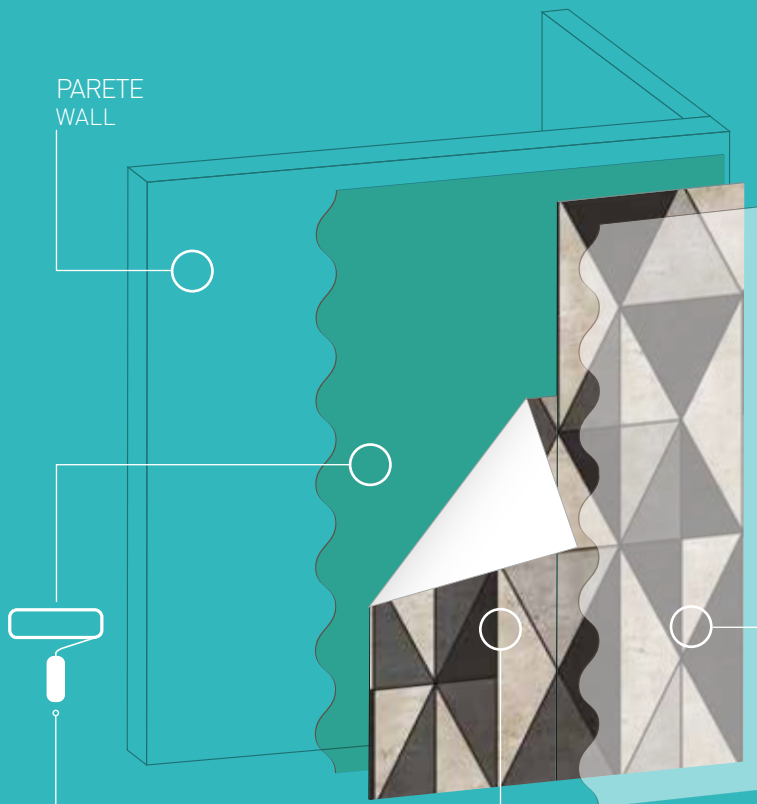
is innovative because it has been specifically conceived for applications on outdoor mural surfaces and facades.

It is a complete system consisting of three base elements:

- **OUT SYSTEM01**, the specific adhesive
- **OUT SYSTEM02**, the technical fiber with graphic prints
- **OUT SYSTEM03**, the specific protective finishing for outdoor use with water resistant and anti-UV, antimog (fluorinated) properties.



PARETE  
WALL



ADESIVO  
ADHESIVE



system  
**01**



TESSUTO TECNICO  
TECHNICAL FIBER



system  
**02**

FINITURA PROTETTIVA [A+B]  
PROTECTIVE FINISHING [A+B]



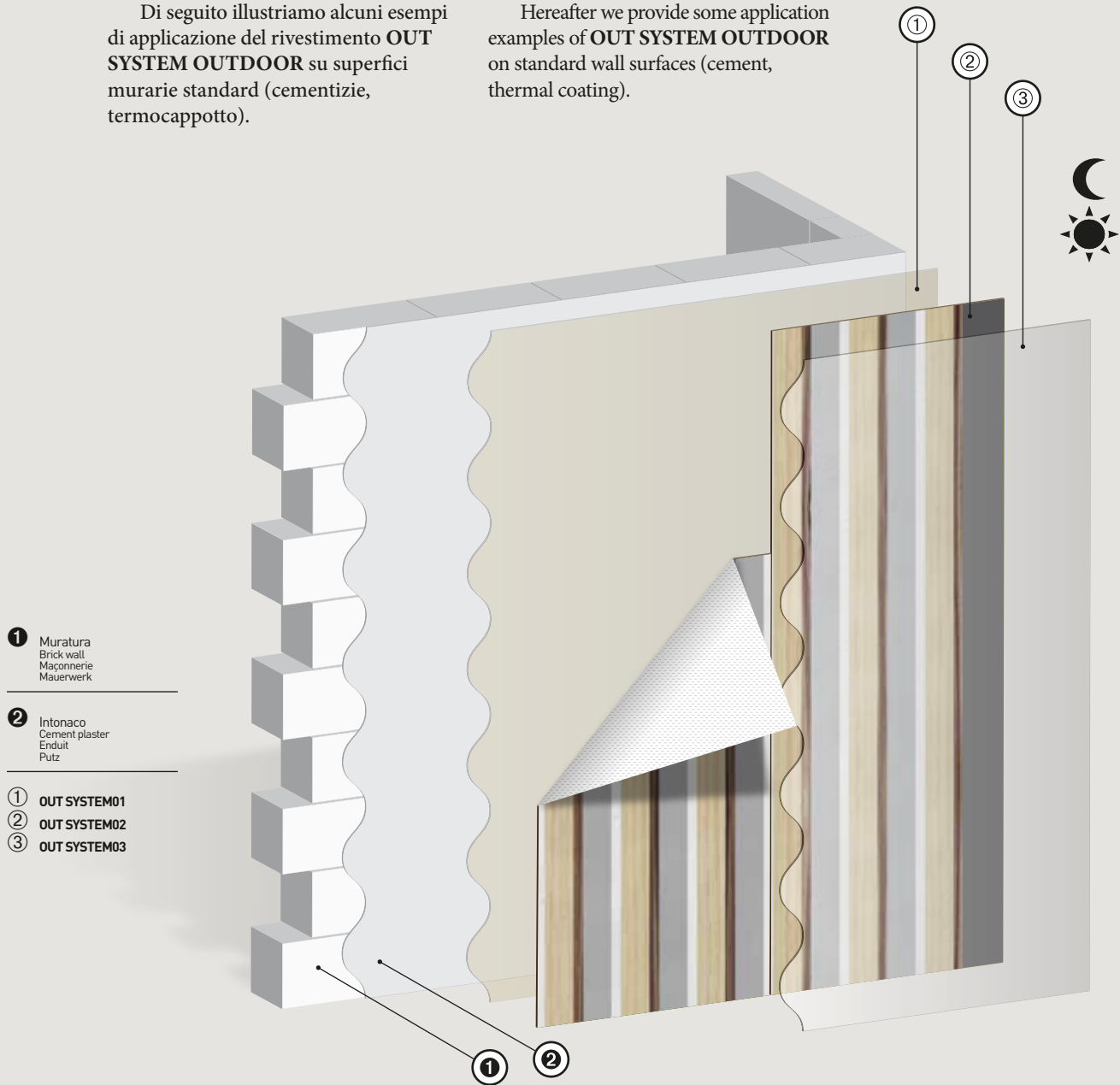
system  
**03**

# ESEMPI DI APPLICAZIONE

## Application examples

Di seguito illustriamo alcuni esempi di applicazione del rivestimento **OUT SYSTEM OUTDOOR** su superfici murarie standard (cementizie, termocappotto).

Hereafter we provide some application examples of **OUT SYSTEM OUTDOOR** on standard wall surfaces (cement, thermal coating).



### Applicazione su parete in calcestruzzo e intonaco

Application on concrete and cement walls  
Application sur mur en béton avec enduit  
Anwendung auf verputzter betonwand



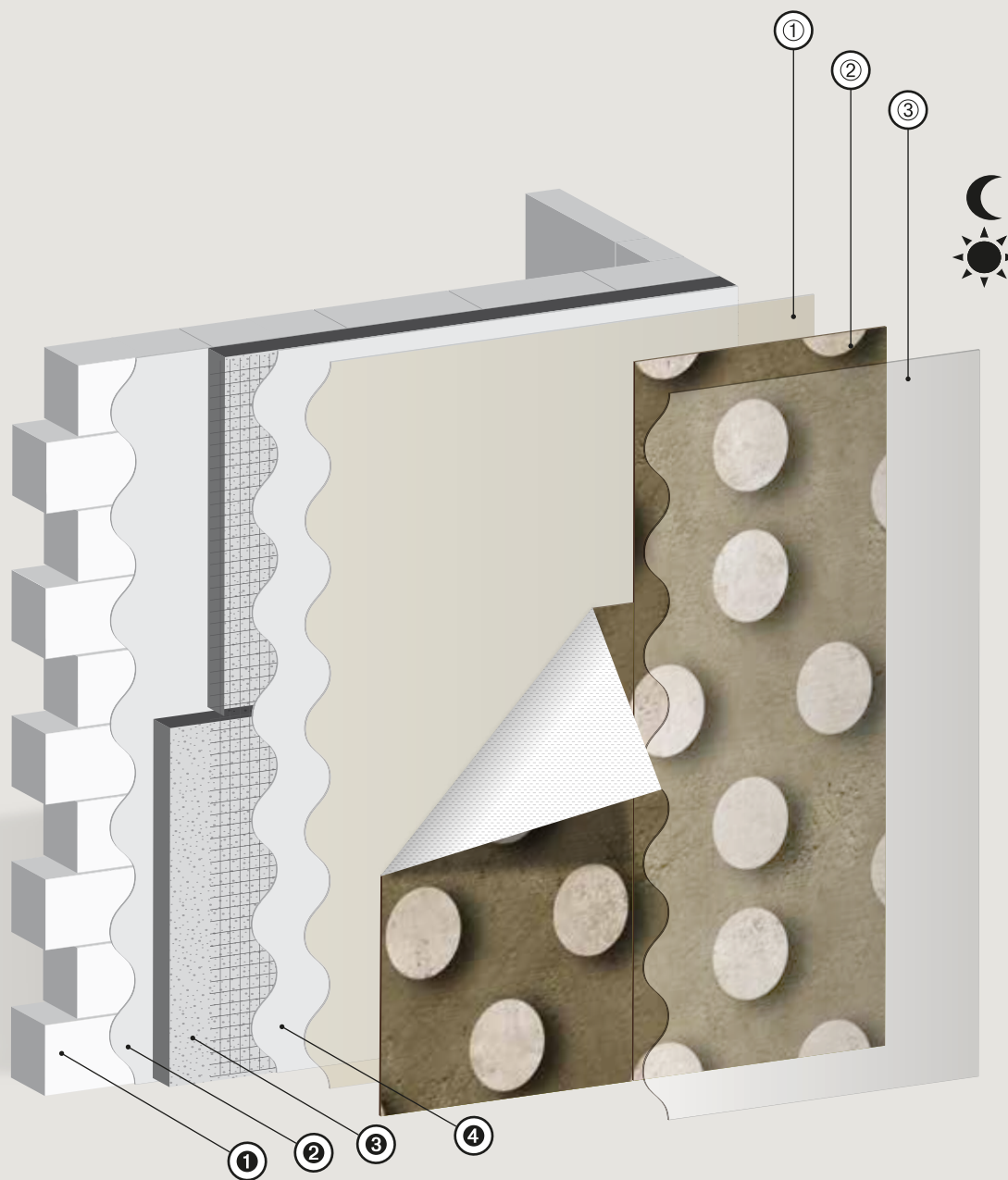
Scarica il manuale tecnico completo

Download the complete technical manual



C.013

OUTDOOR



- ① Muratura  
Brick wall  
Maçonnerie  
Mauerwerk
- ② Intonaco  
Plaster  
Enduit  
Putz
- ③ Termo cappotto  
Thermal coating  
Manteau Thermique  
Wärmedämmverbundsysteme
- ④ Rasatura armata  
Base coat  
(mortar and fiber mesh)  
Couche de base  
et armature toile de verre  
Armierungsmörtel und  
Armierungsgewebe

- ① OUT SYSTEM01
- ② OUT SYSTEM02
- ③ OUT SYSTEM03

### Applicazione su parete con termo cappotto

Application on walls with thermal coating  
Application sur mur avec manteau thermique  
Anwenbar auf Wärmedämmsystemen

# QUALITÀ E PRESTAZIONI

Quality and features

Il rivestimento per esterni **OUT SYSTEM OUTDOOR** è un prodotto testato in laboratorio ed è garantito nelle sue prestazioni tecniche per la durata di 10 anni.

The outdoor wall covering **OUT SYSTEM OUTDOOR** has undergone lab testing and is guaranteed for 10 years from installation.



POTERE DI ADESIONE / 10 ANNI  
ADHESION STRENGTH / 10 YEARS

FINITURA PROTETTIVA / 10 ANNI  
PROTECTIVE FINISHING / 10 YEARS

TENUTA COLORE / 5 ANNI  
FADE AND COLOR RESISTANCE / 5 YEARS



**OUT SYSTEM OUTDOOR** è una valida alternativa alle coperture tradizionali che permette di sperimentare nuove soluzioni decorative per i muri in esterno:



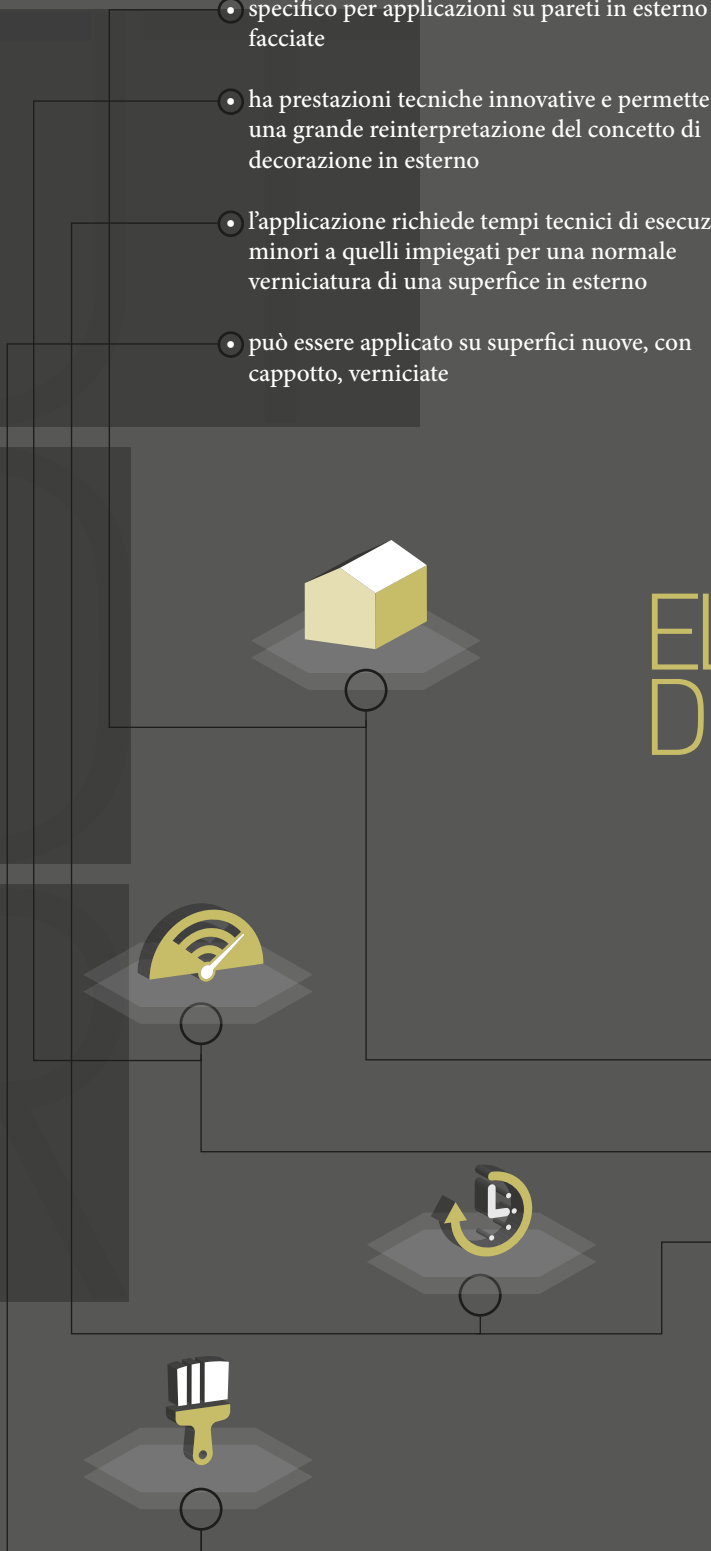
- specifico per applicazioni su pareti in esterno e facciate
- ha prestazioni tecniche innovative e permette una grande reinterpretazione del concetto di decorazione in esterno
- l'applicazione richiede tempi tecnici di esecuzione minori a quelli impiegati per una normale verniciatura di una superficie in esterno
- può essere applicato su superfici nuove, con cappotto, verniciate

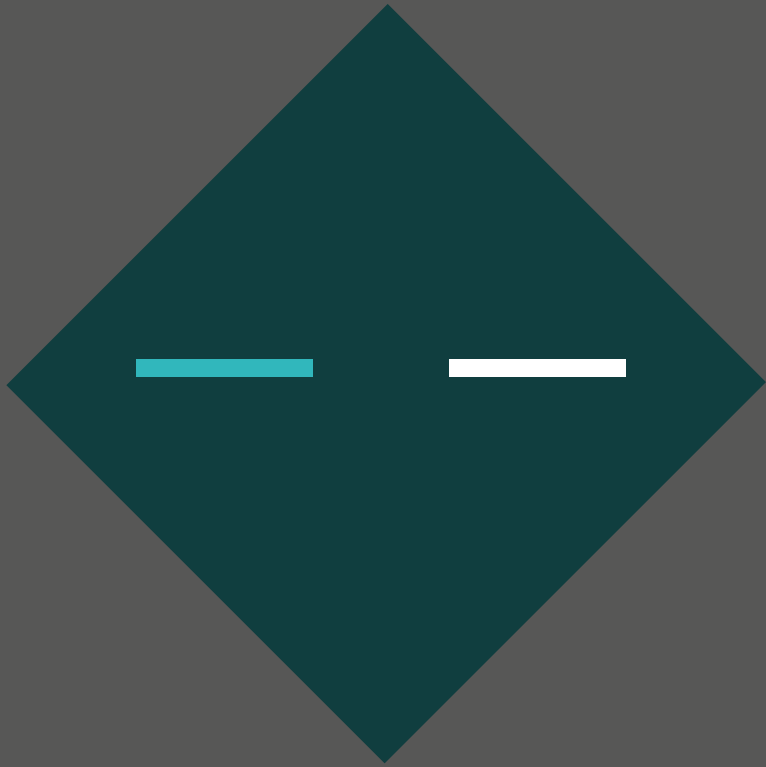
Distinctive factors

## ELEMENTI DISTINTI™

**OUT SYSTEM OUTDOOR** is a valid alternative to traditional coverings, which allows experimenting new decoration solutions per walls in the outdoors:

- it is specific for applications on outdoor walls and facades
- it has innovative technical properties and allows highly innovative effects
- rapid installation compared to the application of normal outdoor coat painting of facades
- it can be applied on new wall surfaces in cement, thermal coat or with paint





**OUT**  
outdoor  
unconventional  
texture



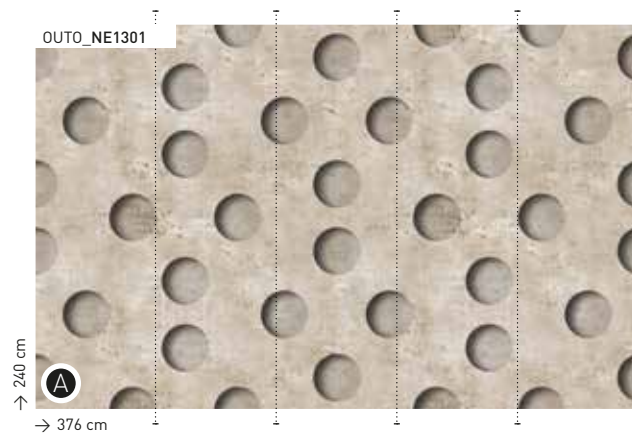
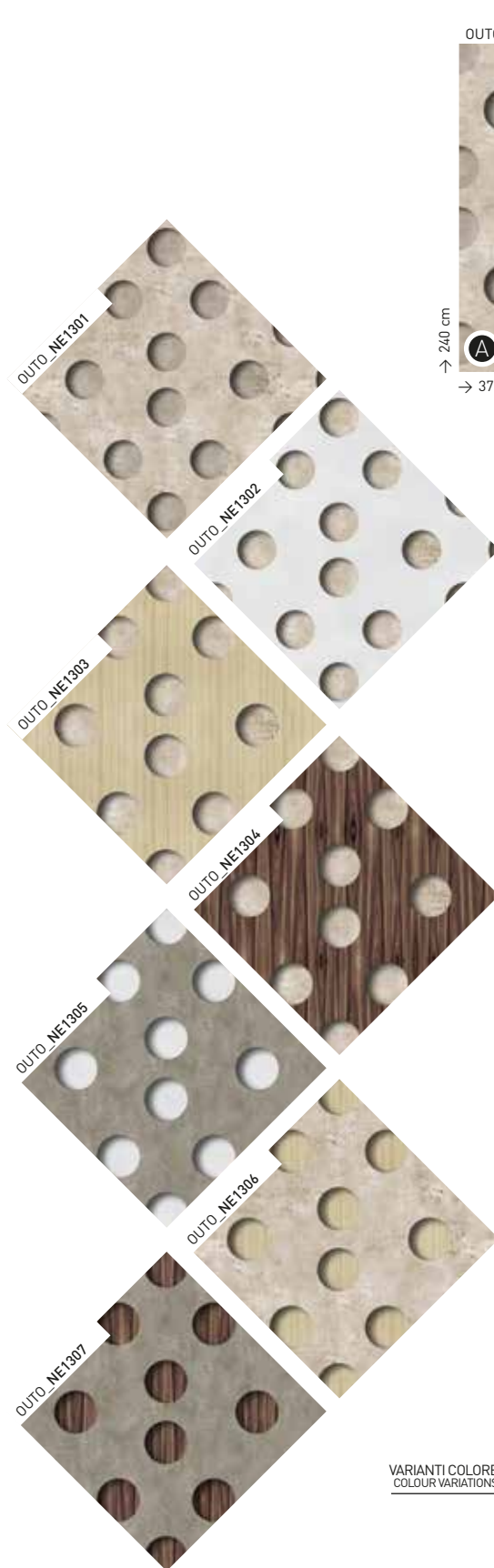


# OUT SYSTEM OUTDOOR COLLEZIONE 2013

OUT SYSTEM OUTDOOR Collection 2013

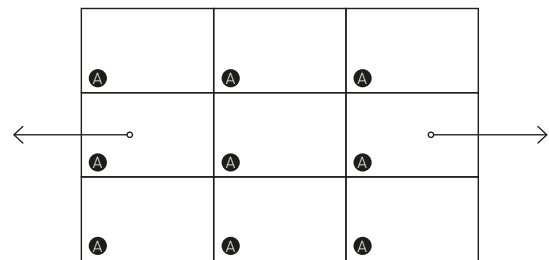
Negative	19	Tokyo stripes	60
Positive	21	Mad landscape	63
Crack	22	Stars & hearts	64
De Stijl	25	Bauhaus	67
Fra-me	26	Op_tical	68
Macramè	29	Camoo	71
Frush	30	Tri-angle	72
Diecut	33	Heart game	75
Coco shadows	34	Planet punk	76
Embossed	37	Kefia	79
Hellenism	38	Tribal pop	80
Piranesi	41	Lorem ipsum	83
Gio	42	Coast to coast	84
Parallel	45	Wooden	87
Sunwheel	46	Live here	88
Tree	49	Shadows	91
Afromix	59	Scrubber	93
Akanthus	53	Pop pop pop	95
Tribu	54	Blue powder	96
Mehndi	57		
Labyrinth	58		





# NEGATIVE

ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



DESIGNER  
BPM STUDIO

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
1

VARIANTI COLORE  
COLOUR VARIATIONS  
7

MODULI  
MODULES  
1

DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 240 cm  
→ 376 cm

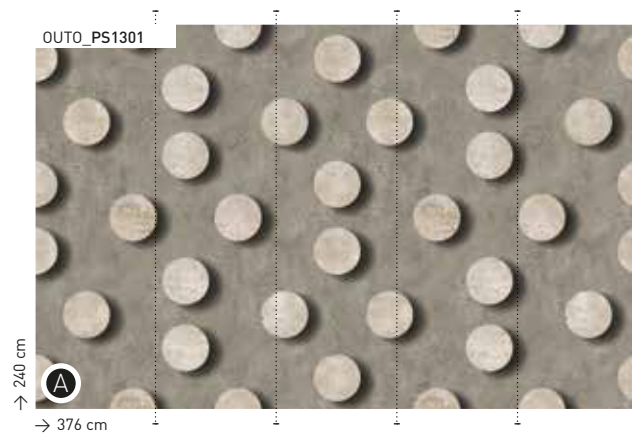
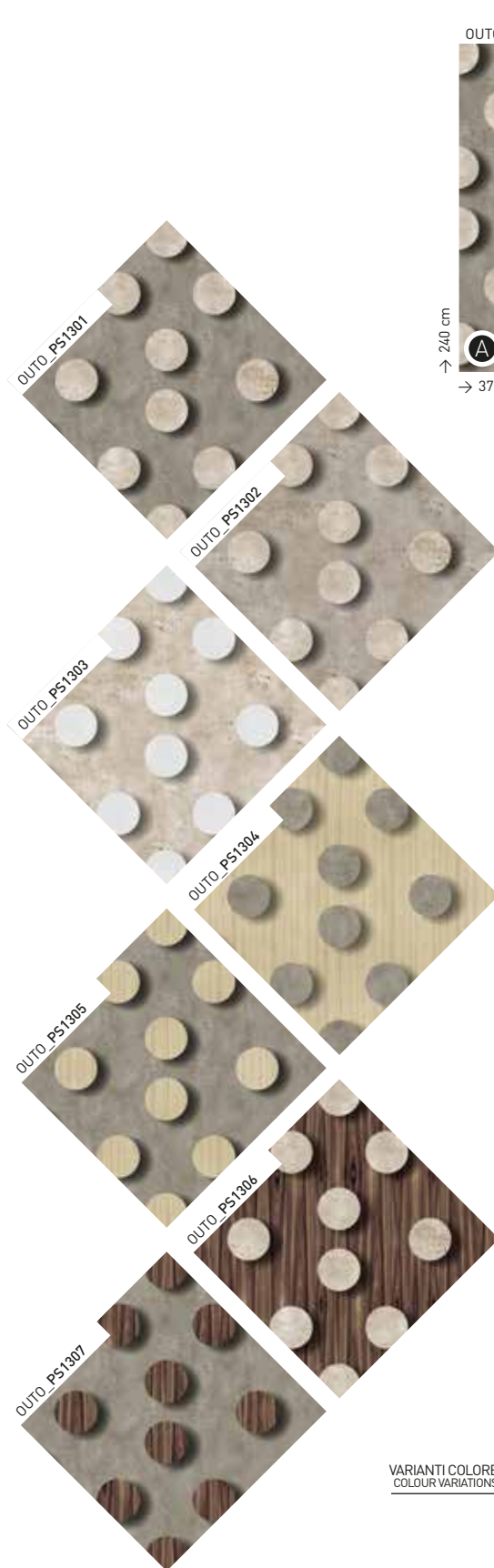
LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm

VARIANTI COLORE  
COLOUR VARIATIONS



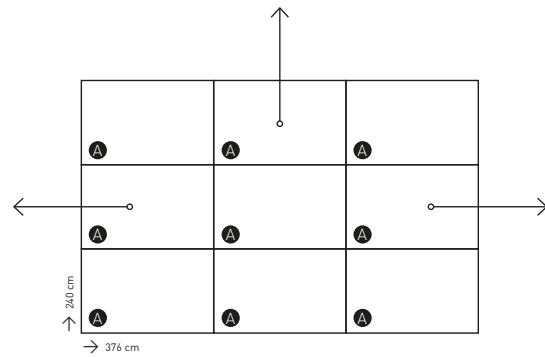






# POSITIVE

ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



DESIGNER  
BPM STUDIO

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
1

VARIANTI COLORE  
COLOUR VARIATIONS  
7

MODULI  
MODULES  
1

DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 240 cm  
→ 376 cm

LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm

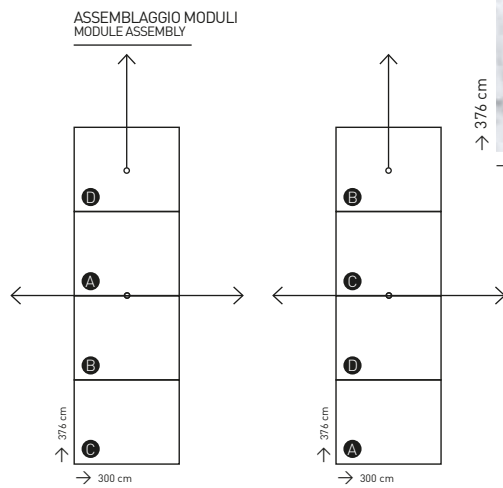
VARIANTI COLORE  
COLOUR VARIATIONS







# CRACK



DESIGNER  
CHRISTIAN BENINI

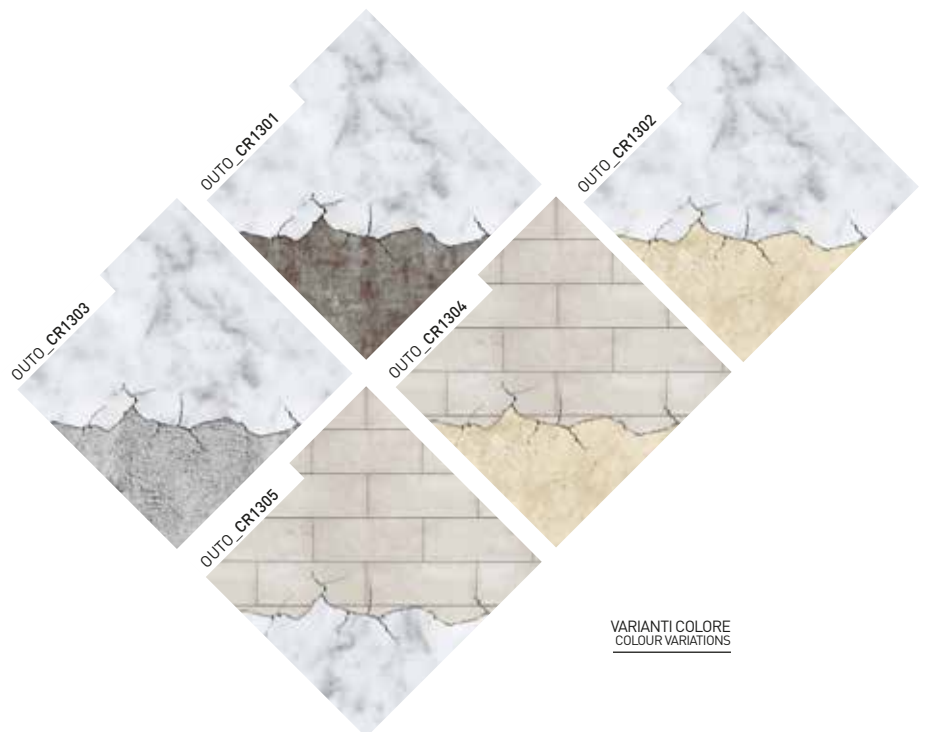
VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
5

VARIANTI COLORE  
COLOUR VARIATIONS  
5

MODULI  
MODULES  
3

DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 300 cm  
→ 376 cm

LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm



VARIANTI COLORE  
COLOUR VARIATIONS



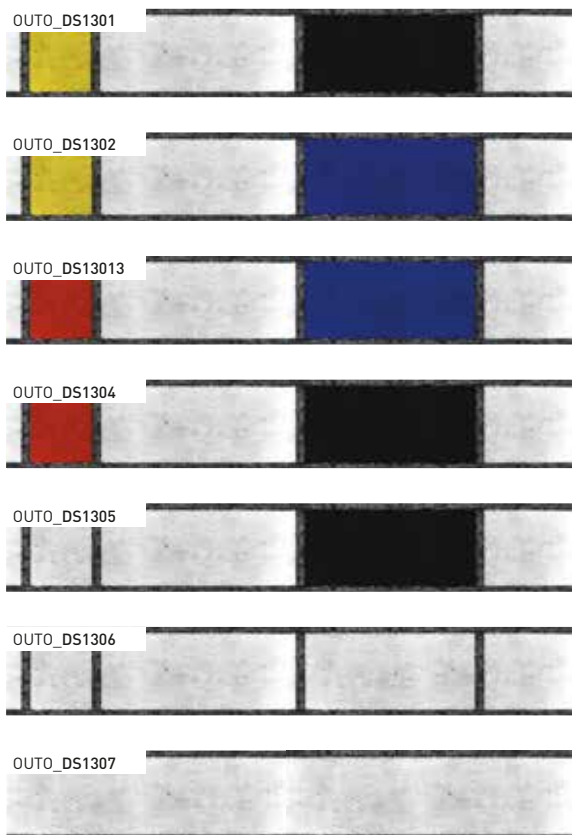






# DE STIJL

### VARIANTI COLORE COLOUR VARIATIONS



### ASSEMBLAGGIO MODULI MODULE ASSEMBLY



DESIGNER  
CHRISTIAN BENINI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
1

VARIANTI COLORE  
COLOUR VARIATIONS  
7

MODULI  
MODULES  
1

DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 94 cm  
→ 600 cm

LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm





# FRA-ME

DIMENSIONI SU MISURA  
CUSTOMIZABLE DIMENSIONS

DESIGNER  
CHRISTIAN BENINI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
2

VARIANTI COLORE  
COLOUR VARIATIONS  
1

DIMENSIONI MODULO  
MODULE DIMENSIONS

SU RICHIESTA  
ON DEMAND

LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm



OUTO\_FM1301



OUTO\_FM1302







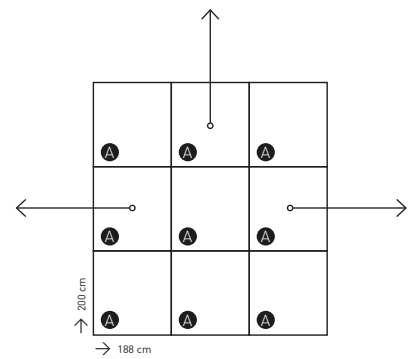






# MACRAMÈ

ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



DESIGNER  
BPM STUDIO

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
1

VARIANTI COLORE  
COLOUR VARIATIONS  
10

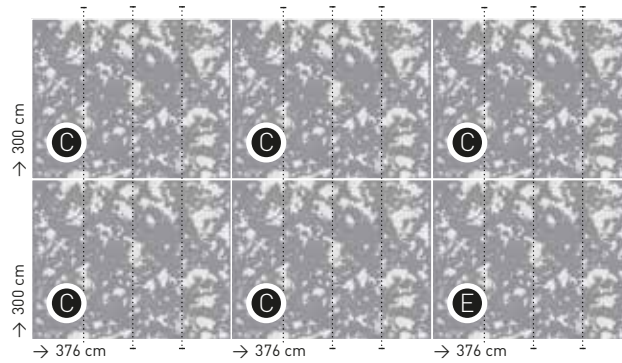
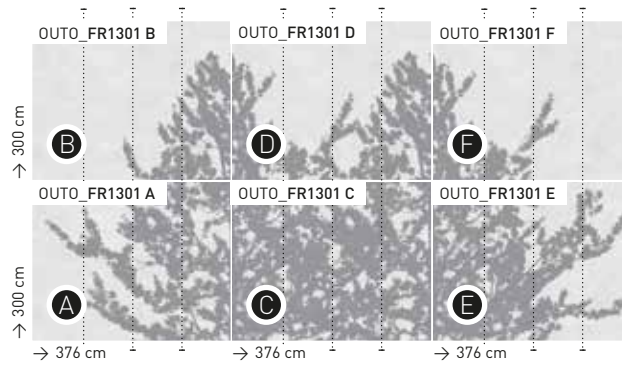
MODULI  
MODULES  
1

DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 240 cm  
→ 376 cm

LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm

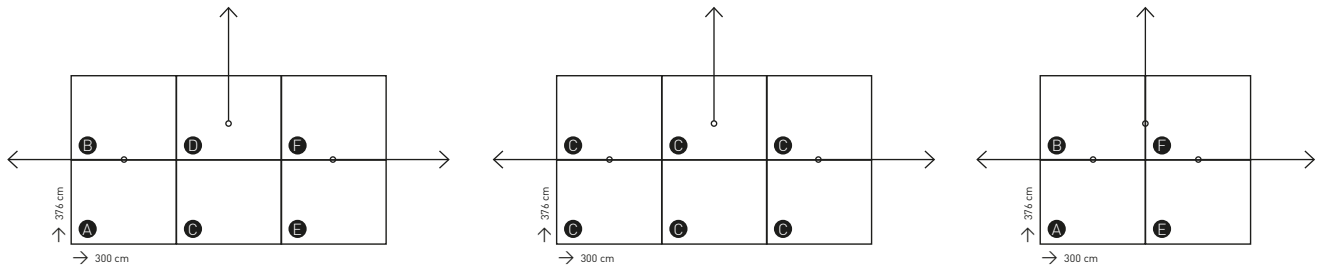
VARIANTI COLORE  
COLOUR VARIATIONS





# FRUSH

## ASSEMBLAGGIO MODULI MODULE ASSEMBLY



DESIGNER  
CHRISTIAN BENINI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
1

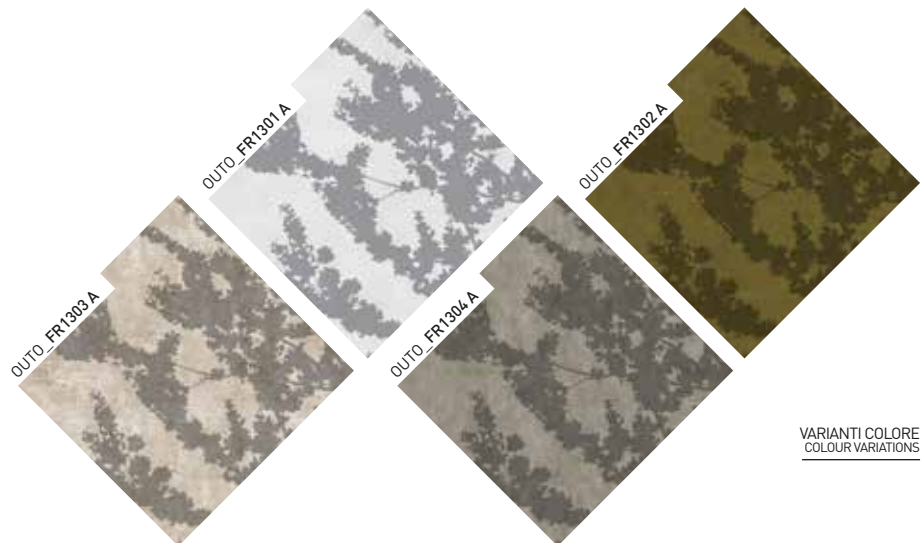
VARIANTI COLORE  
COLOUR VARIATIONS  
4

MODULI  
MODULES  
6

DIMENSIONI MODULO  
MODULE DIMENSIONS

↑ 300 cm  
→ 376 cm

LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm



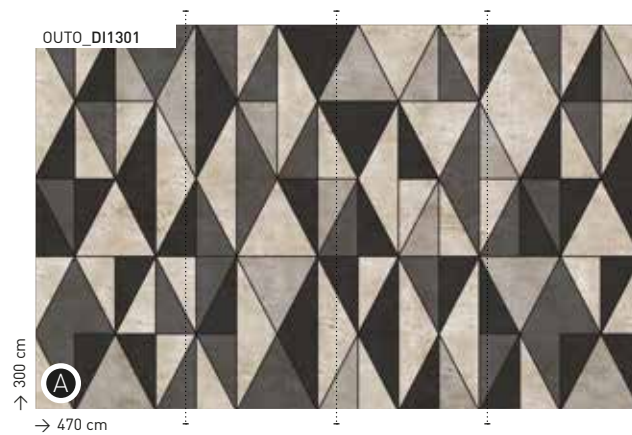
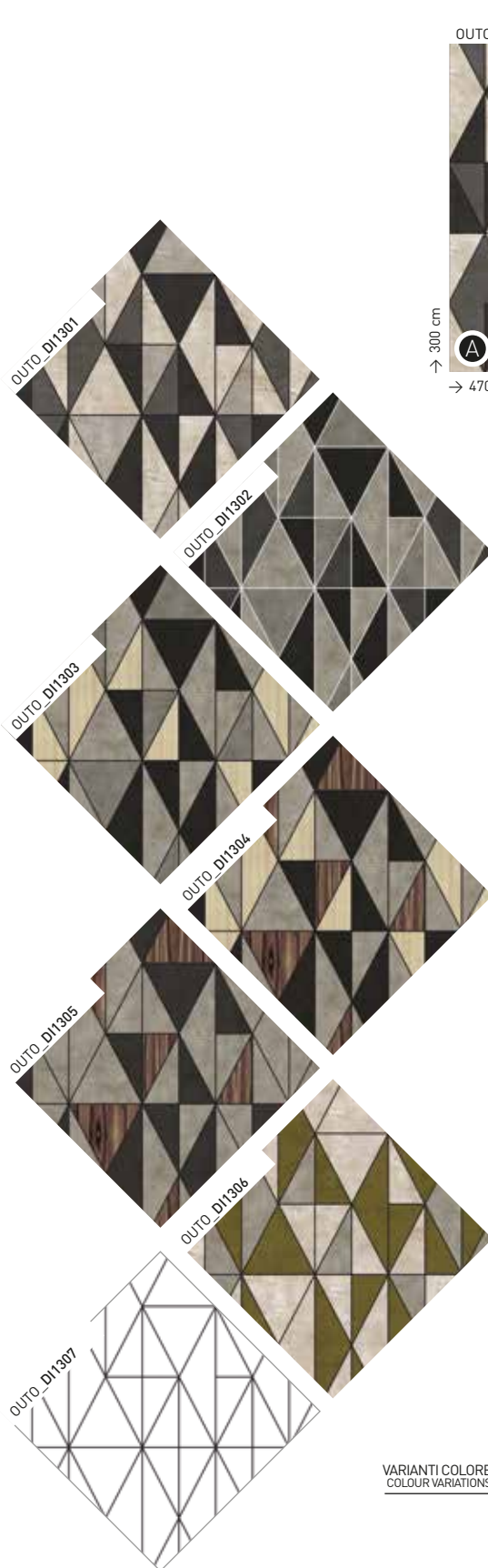
VARIANTI COLORE  
COLOUR VARIATIONS





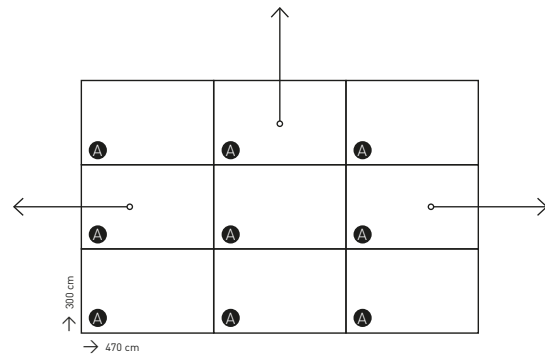






# DIECUT

ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



DESIGNER  
BPM STUDIO

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
1

VARIANTI COLORE  
COLOUR VARIATIONS  
7

MODULI  
MODULES  
1

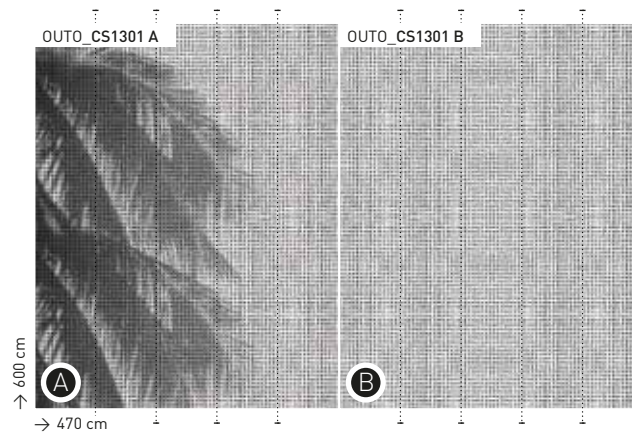
DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 300 cm  
→ 470 cm

LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm

VARIANTI COLORE  
COLOUR VARIATIONS

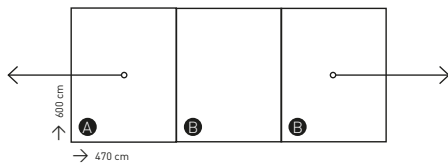






# COCO SHADOWS

ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



DESIGNER  
CHRISTIAN BENINI

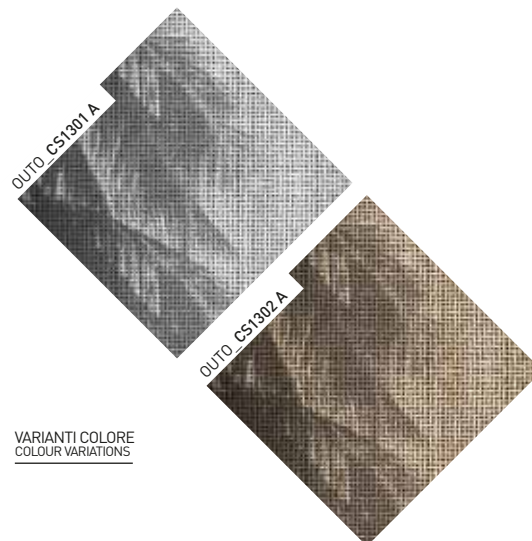
VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
1

VARIANTI COLORE  
COLOUR VARIATIONS  
2

MODULI  
MODULES  
2

DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 600 cm  
→ 470 cm

LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm



VARIANTI COLORE  
COLOUR VARIATIONS

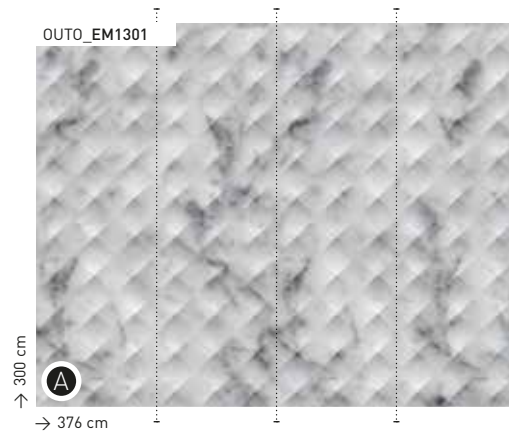






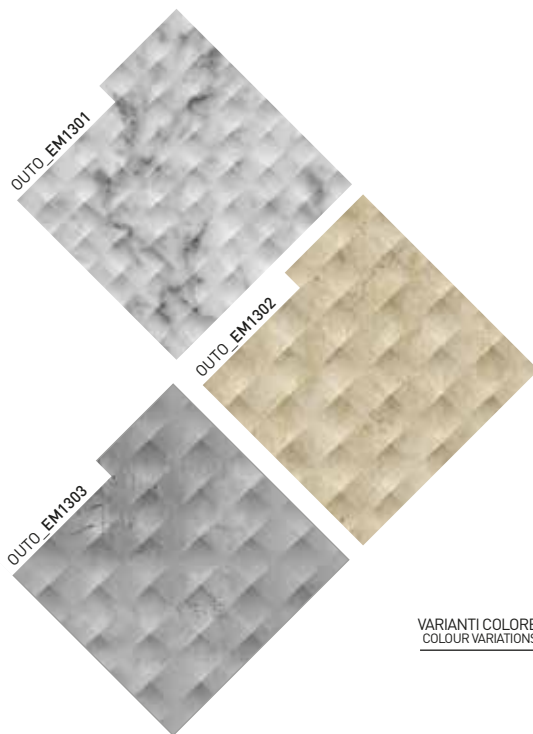
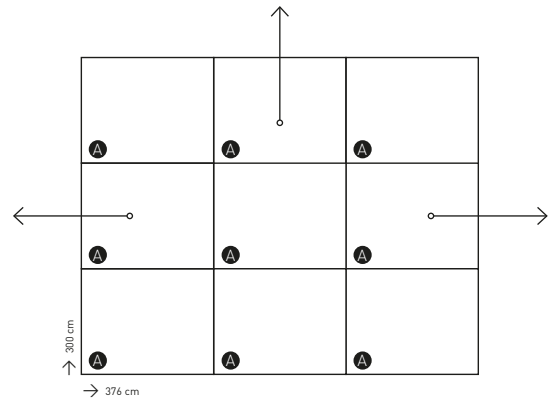






# EMBOSSSED

ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



VARIANTI COLORE  
COLOUR VARIATIONS

DESIGNER  
CHRISTIAN BENINI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
1

VARIANTI COLORE  
COLOUR VARIATIONS  
3

MODULI  
MODULES  
1

DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 300 cm  
→ 376 cm

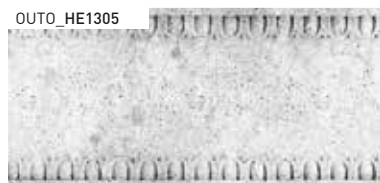
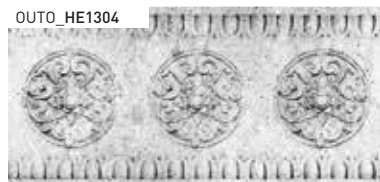
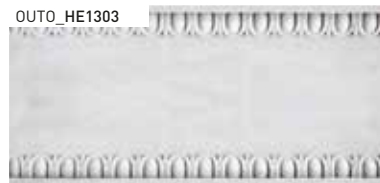
LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm



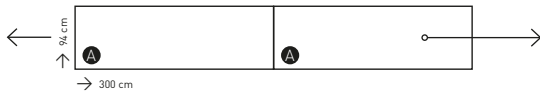


# HELLENISM

VARIANTI COLORE  
COLOUR VARIATIONS



ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



DESIGNER  
CHRISTIAN BENINI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
5

VARIANTI COLORE  
COLOUR VARIATIONS  
5

MODULI  
MODULES  
1

DIMENSIONI MODULO  
MODULE DIMENSIONS

↑ 94 cm  
→ 300 cm

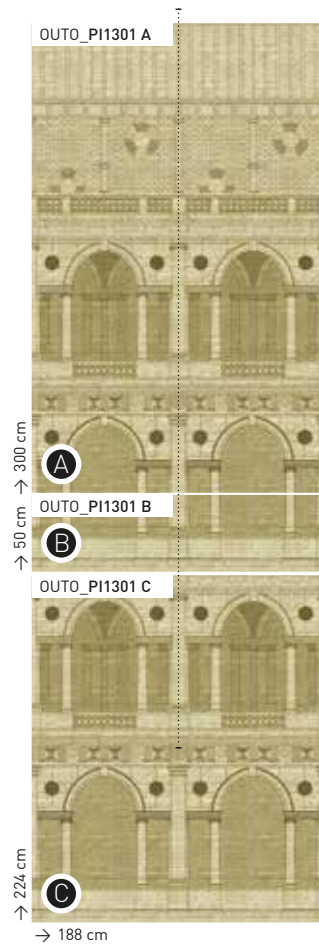
LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm





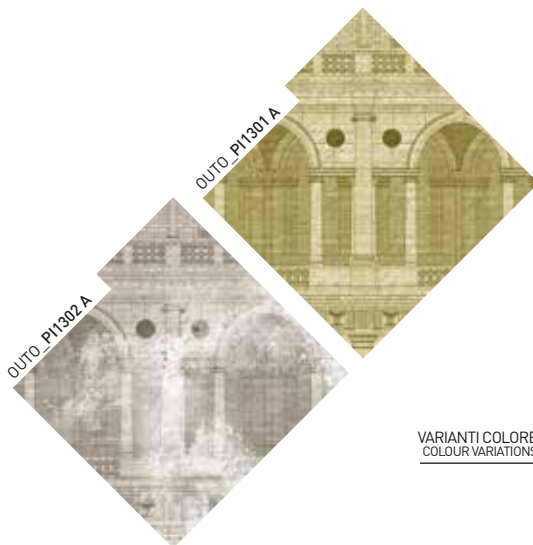
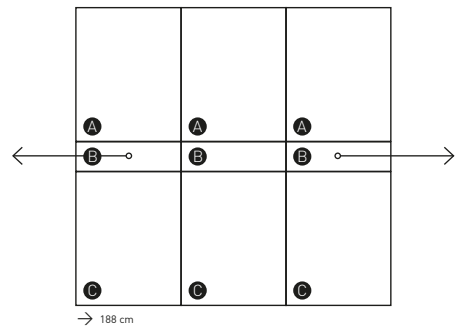






# PIRANESI

ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



VARIANTI COLORE  
COLOUR VARIATIONS

DESIGNER

CASA 1796

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS

1

VARIANTI COLORE  
COLOUR VARIATIONS

2

MODULI  
MODULES

2

DIMENSIONI MODULO  
MODULE DIMENSIONS

↑ 300 cm

→ 188 cm

↑ 50 cm

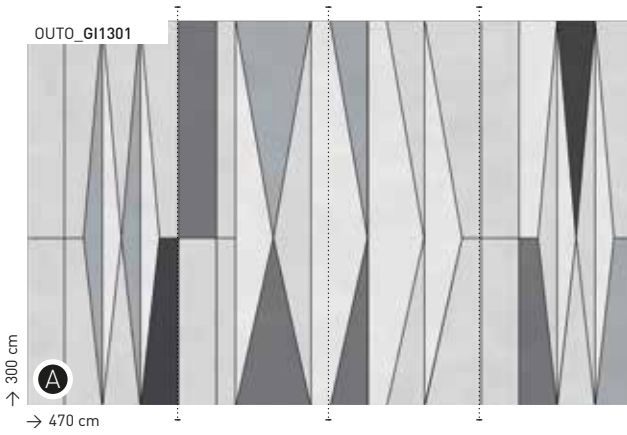
→ 188 cm

↑ 228 cm

→ 188 cm

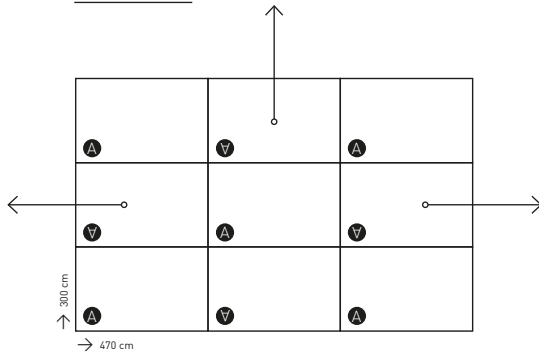
LARGHEZZA ROLLI  
ROLLS WIDTH

→ 94 cm



# GIO

ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



DESIGNER  
BPM STUDIO

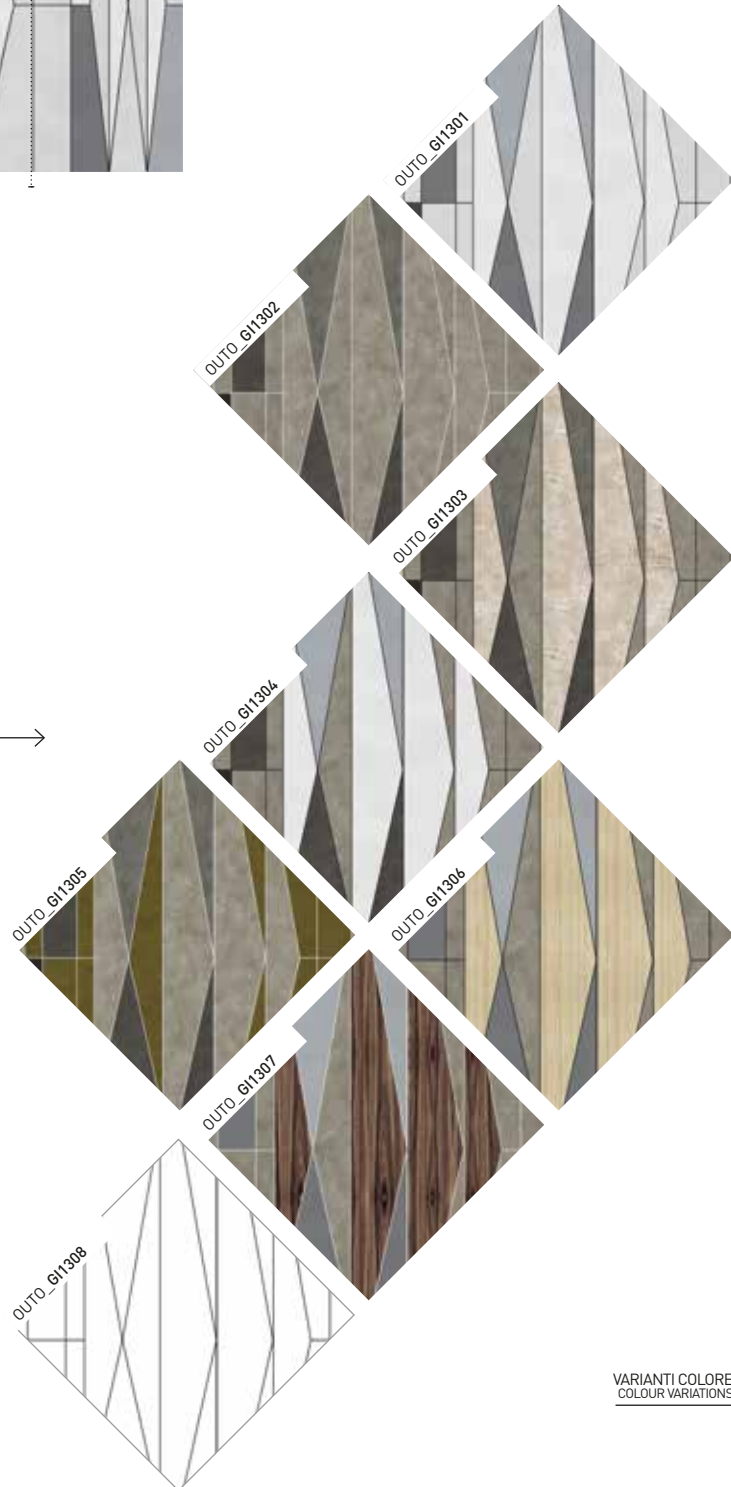
VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
1

VARIANTI COLORE  
COLOUR VARIATIONS  
8

MODULI  
MODULES  
1

DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 300 cm  
→ 470 cm

LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm



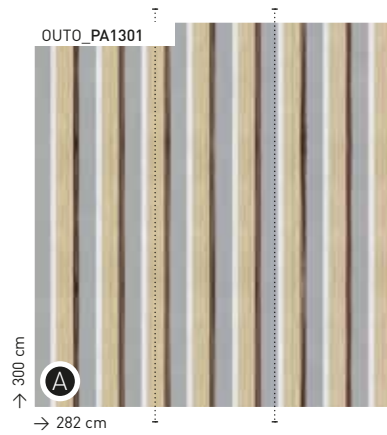
VARIANTI COLORE  
COLOUR VARIATIONS



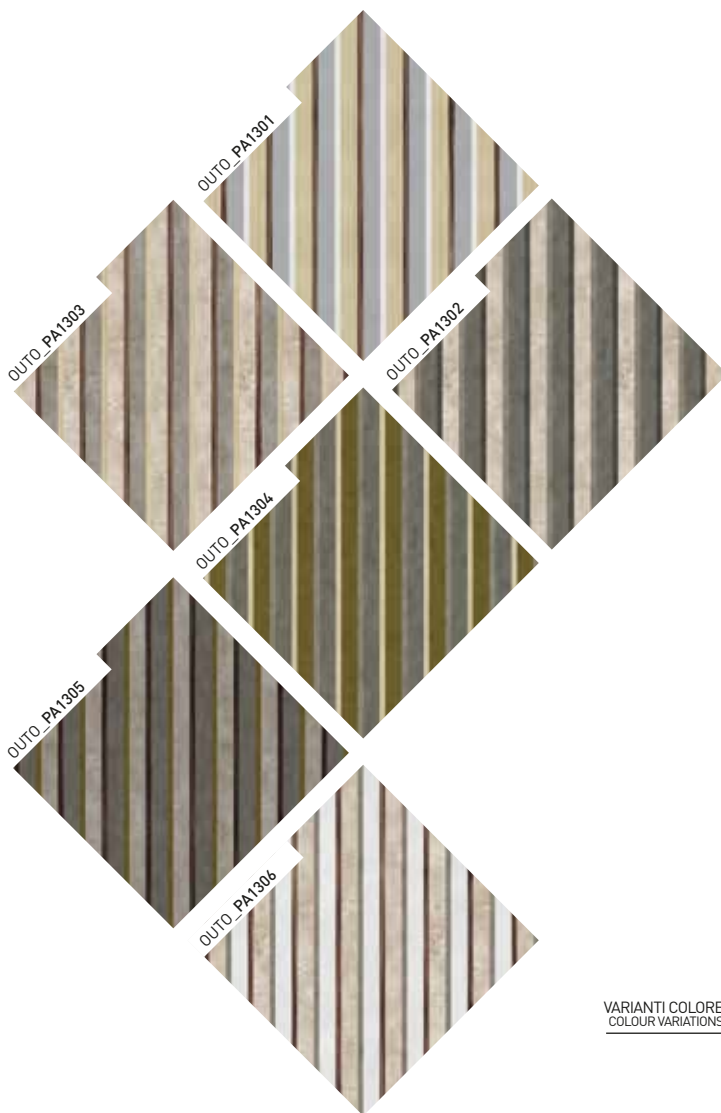




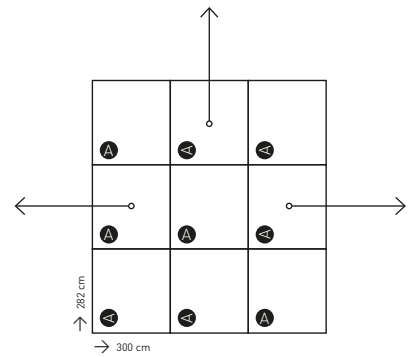




# PARALLEL



ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



DESIGNER  
BPM STUDIO

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
1

VARIANTI COLORE  
COLOUR VARIATIONS  
6

MODULI  
MODULES  
1

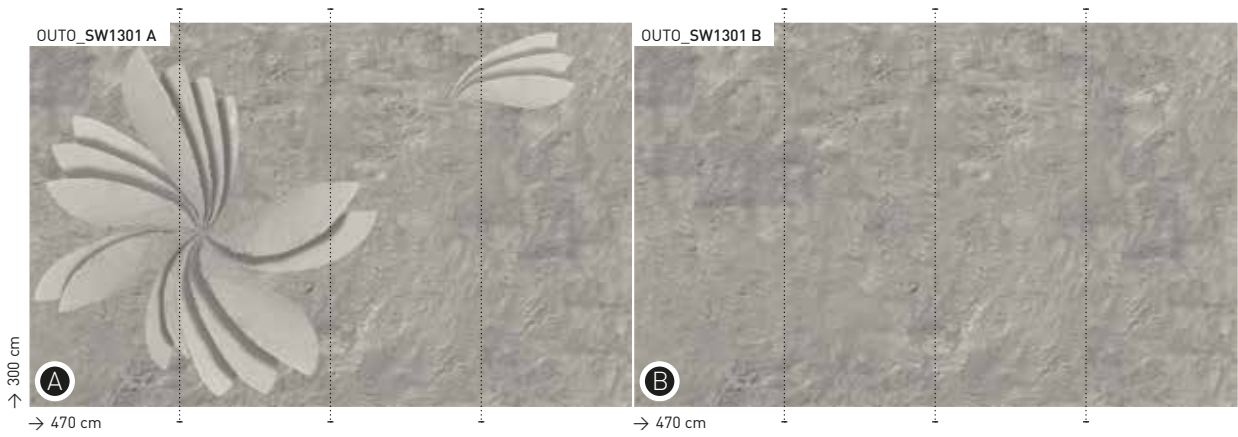
DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 300 cm  
→ 282 cm

LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm

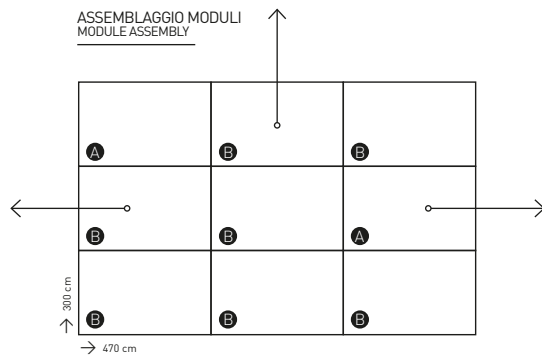
VARIANTI COLORE  
COLOUR VARIATIONS







# SUNWHEEL



DESIGNER  
LORENZO DE GRANDIS

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
1

VARIANTI COLORE  
COLOUR VARIATIONS  
2

MODULI  
MODULES  
2

DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 300 cm  
→ 470 cm

LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm



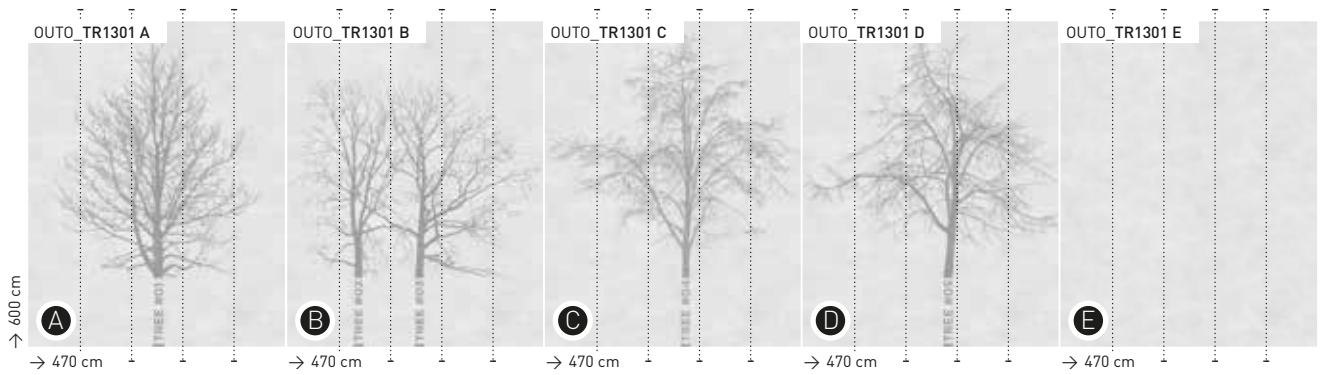
VARIANTI COLORE  
COLOUR VARIATIONS



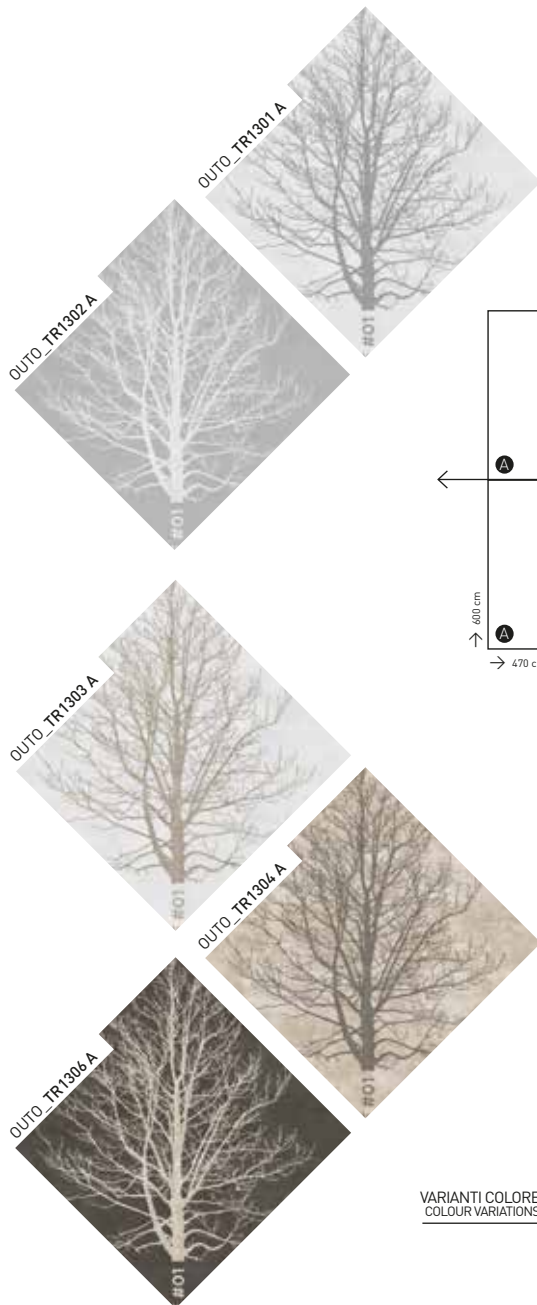






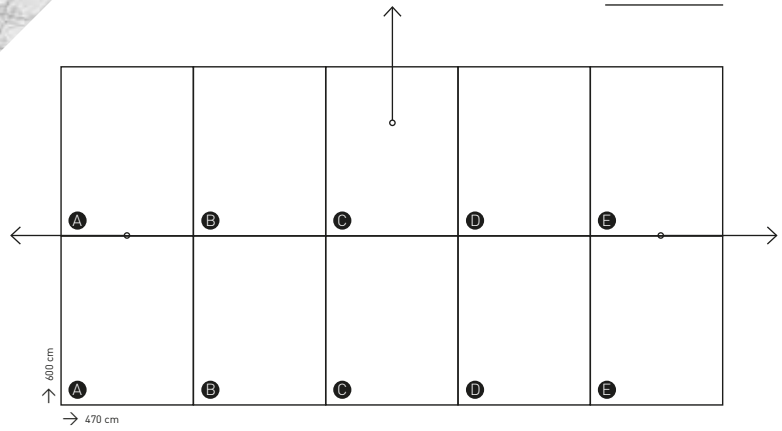


# TREE



VARIANTI COLORE  
COLOUR VARIATIONS

ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



DESIGNER  
BPM STUDIO

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
4

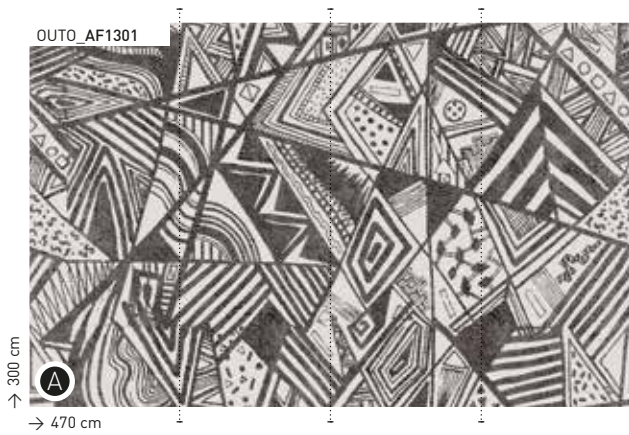
VARIANTI COLORE  
COLOUR VARIATIONS  
6

MODULI  
MODULES  
5

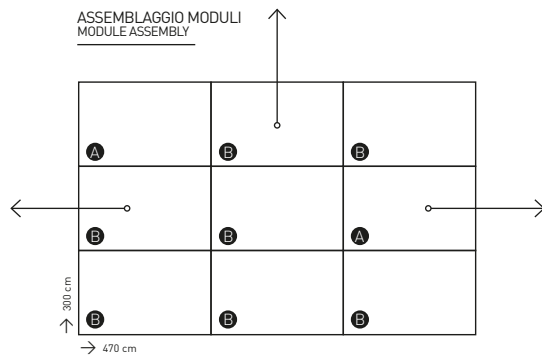
DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 600 cm  
→ 470 cm

LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm





# AFROMIX



DESIGNER  
GIO PAGANI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
1

VARIANTI COLORE  
COLOUR VARIATIONS  
3

MODULI  
MODULES  
1

DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 300 cm  
→ 470 cm

LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm



VARIANTI COLORE  
COLOUR VARIATIONS

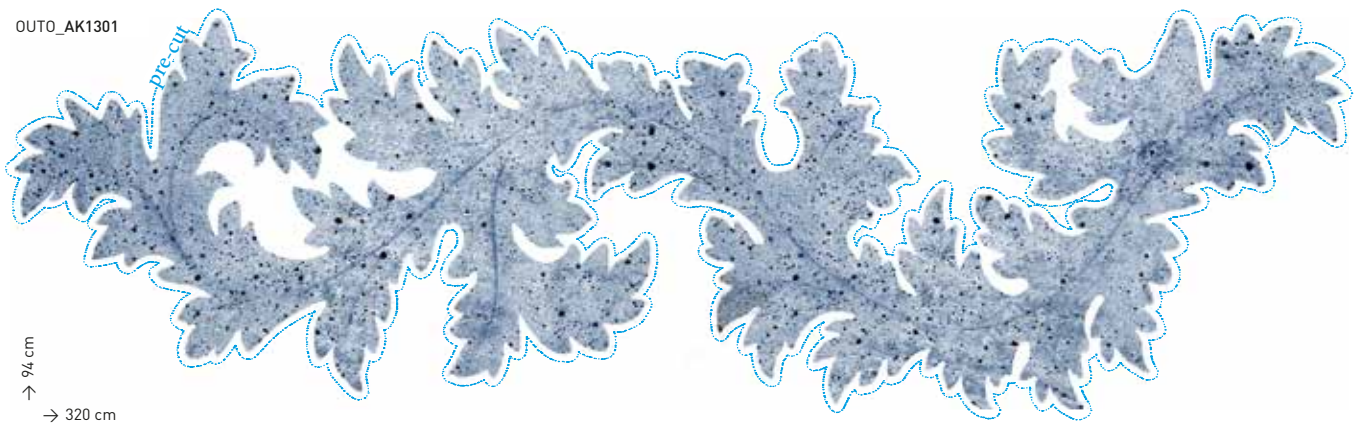












# AKANTHUS

DIMENSIONI SU MISURA  
CUSTOMIZABLE DIMENSIONS

VARIANTI COLORE  
COLOUR VARIATIONS

OUTO\_AK1301



OUTO\_AK1302



OUTO\_AK1303



OUTO\_AK1304



OUTO\_AK1305



OUTO\_AK1306



OUTO\_AK1307



OUTO\_AK1308



DESIGNER  
CHRISTIAN BENINI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
2

VARIANTI COLORE  
COLOUR VARIATIONS  
4

MODULI  
MODULES  
1

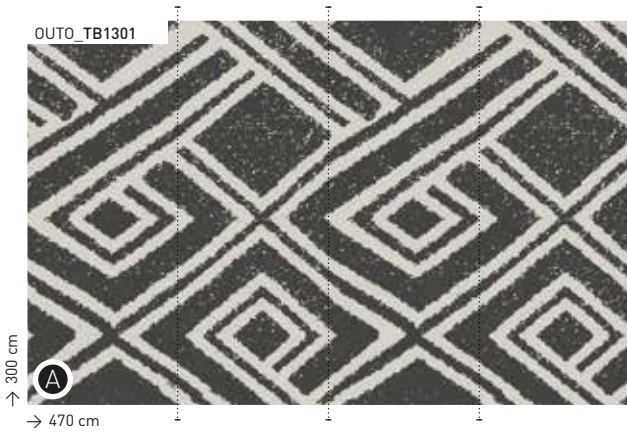
DIMENSIONI MODULO  
MODULE DIMENSIONS

↑ 94 cm  
→ 320 cm

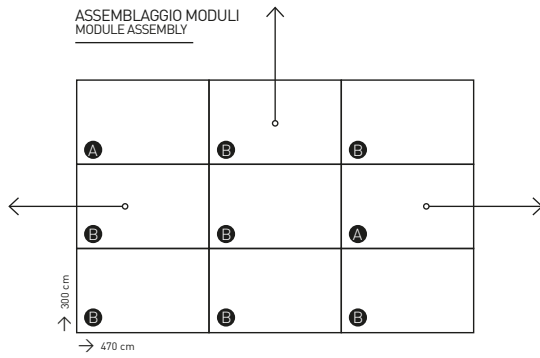
LARGHEZZA ROLLI  
ROLLS WIDTH

→ 94 cm





# TRIBU



DESIGNER  
GIO PAGANI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
1

VARIANTI COLORE  
COLOUR VARIATIONS  
3

MODULI  
MODULES  
1

DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 300 cm  
→ 470 cm

LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm



VARIANTI COLORE  
COLOUR VARIATIONS







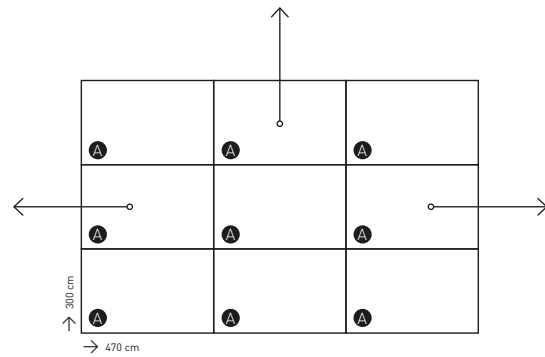






# MEHNDI

ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



VARIANTI COLORE  
COLOUR VARIATIONS

DESIGNER

GIO PAGANI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS

1

VARIANTI COLORE  
COLOUR VARIATIONS

3

MODULI  
MODULES

1

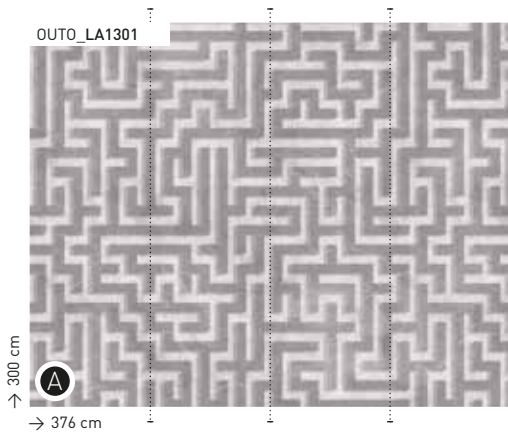
DIMENSIONI MODULO  
MODULE DIMENSIONS

↑ 300 cm  
→ 470 cm

LARGHEZZA ROLLI  
ROLLS WIDTH

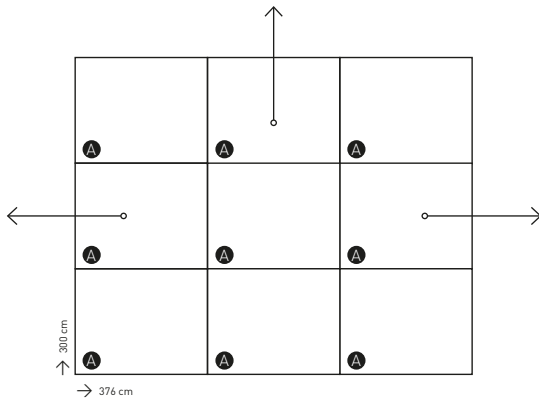
→ 94 cm





# LABYRINTH

## ASSEMBLAGGIO MODULI MODULE ASSEMBLY



## DESIGNER

CASA 1796

## VARIANTI GRAFICHE GRAPHIC VARIATIONS

1

## VARIANTI COLORE COLOUR VARIATIONS

2

## MODULI MODULES

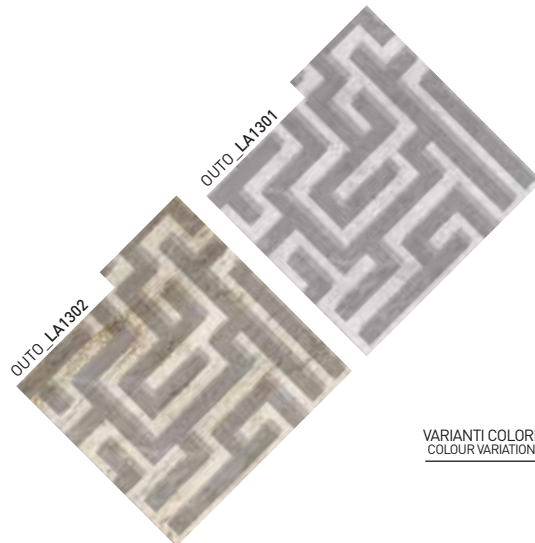
1

## DIMENSIONI MODULO MODULE DIMENSIONS

↑ 300 cm  
→ 376 cm

## LARGHEZZA ROLLI ROLLS WIDTH

→ 94 cm



## VARIANTI COLORE COLOUR VARIATIONS

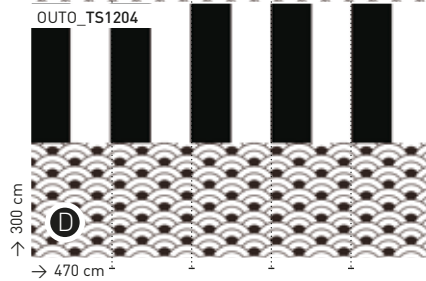
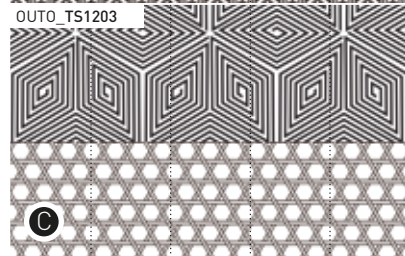
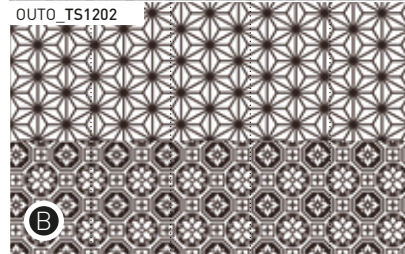
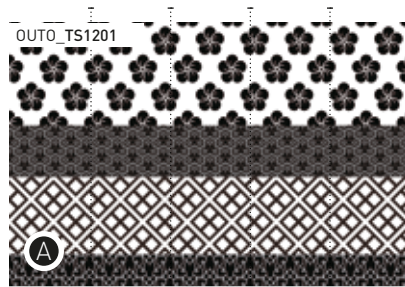
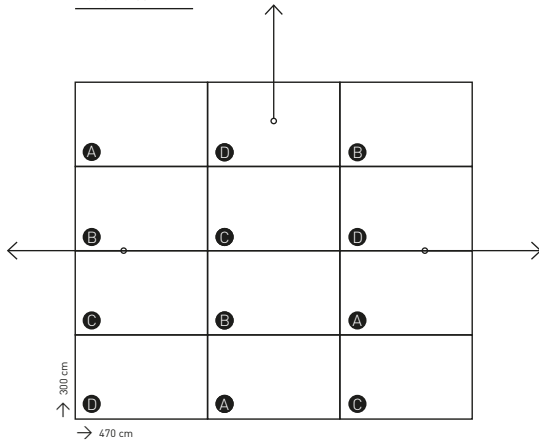






# TOKYO STRIPES

ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



DESIGNER

GIO PAGANI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS

4

VARIANTI COLORE  
COLOUR VARIATIONS

1

MODULI  
MODULES

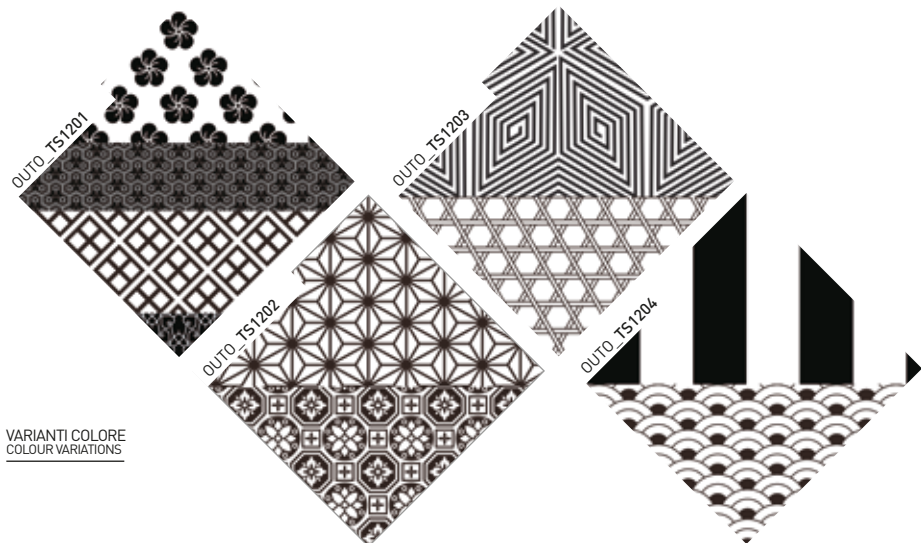
4

DIMENSIONI MODULO  
MODULE DIMENSIONS

↑ 300 cm  
→ 470 cm

LARGHEZZA ROLLI  
ROLLS WIDTH

→ 94 cm



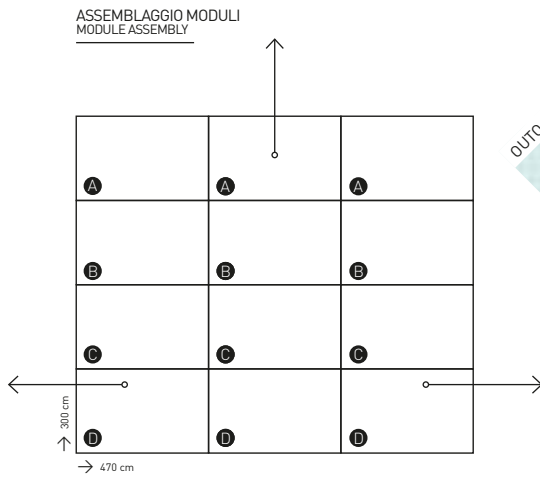
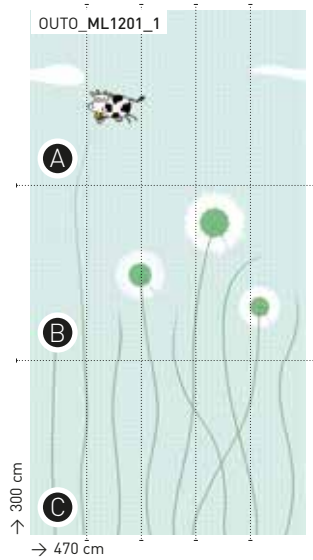








# MAD LANDSCAPES



DESIGNER  
GIO PAGANI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
5

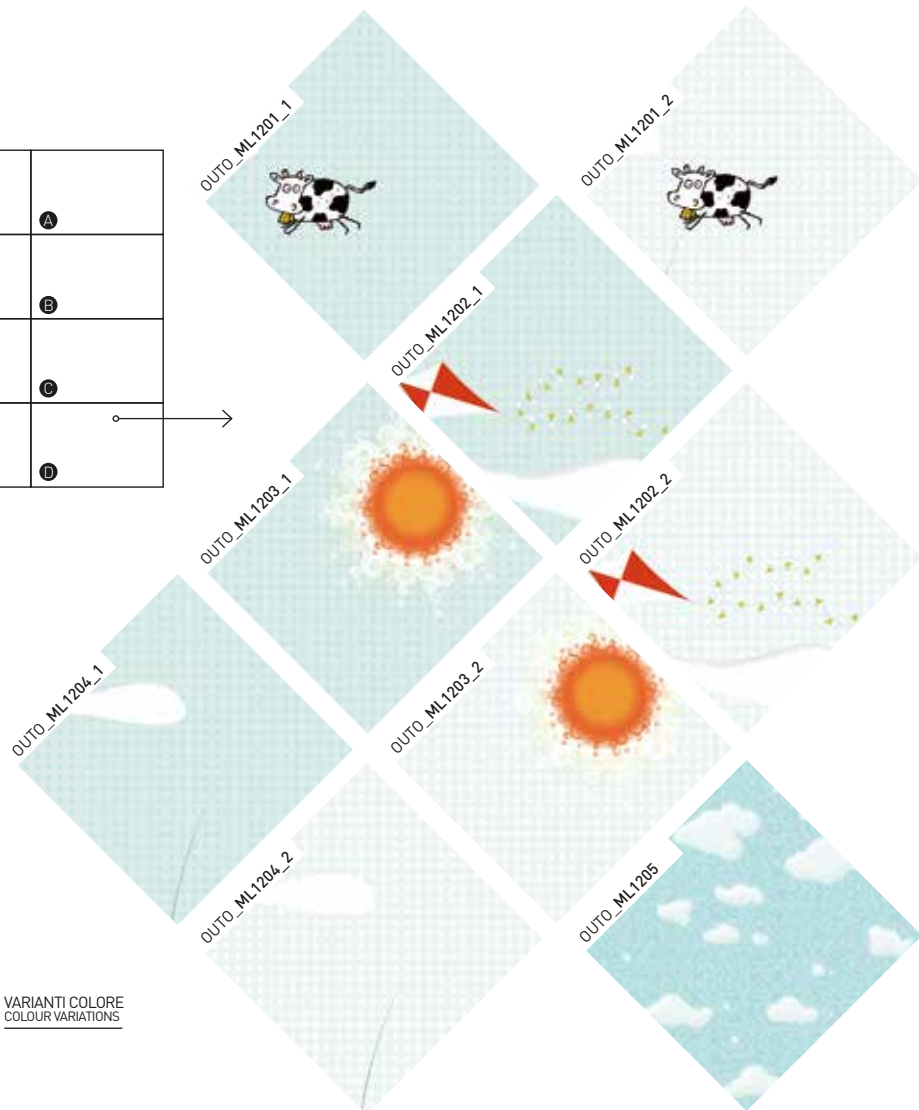
VARIANTI COLORE  
COLOUR VARIATIONS  
2  
1 (cod. OUTO\_ML1205)

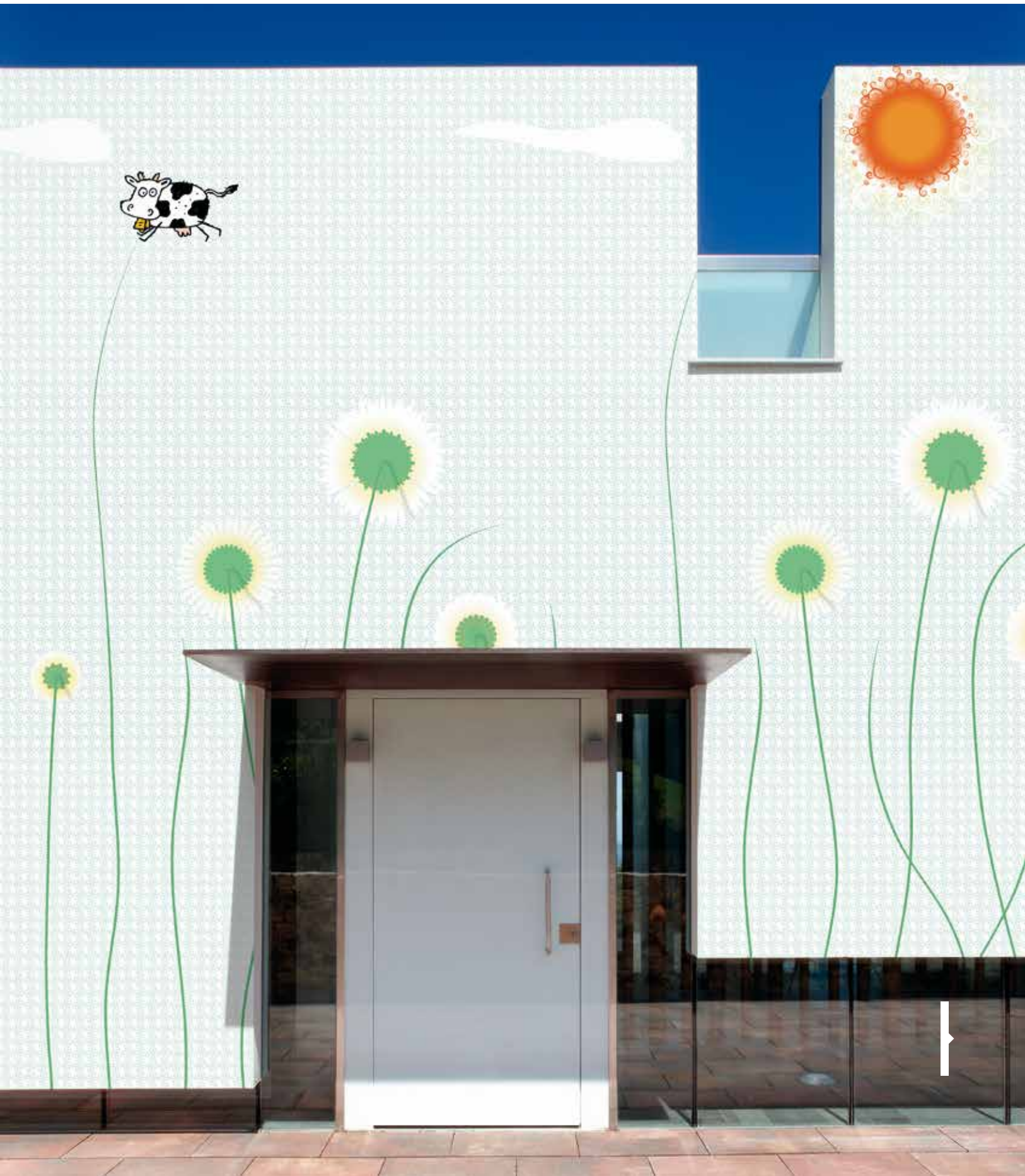
MODULI  
MODULES  
4  
1 (cod. OUTO\_ML1205\_2)

DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 300 cm  
→ 470 cm

LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm

VARIANTI COLORE  
COLOUR VARIATIONS

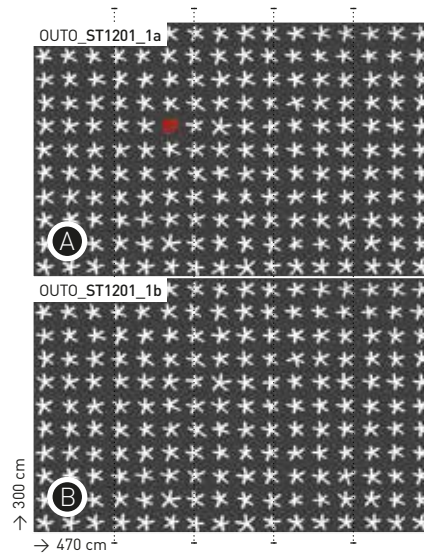




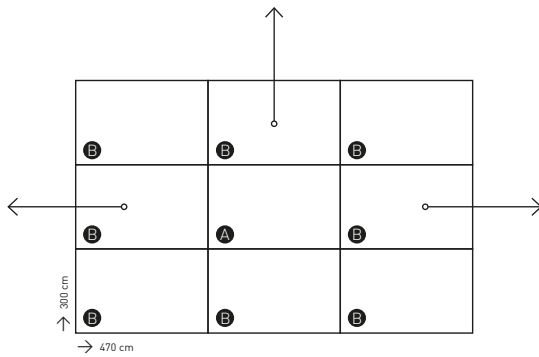




# STARS & HEARTS



ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



DESIGNER

GIO PAGANI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS

2

VARIANTI COLORE  
COLOUR VARIATIONS

2

MODULI  
MODULES

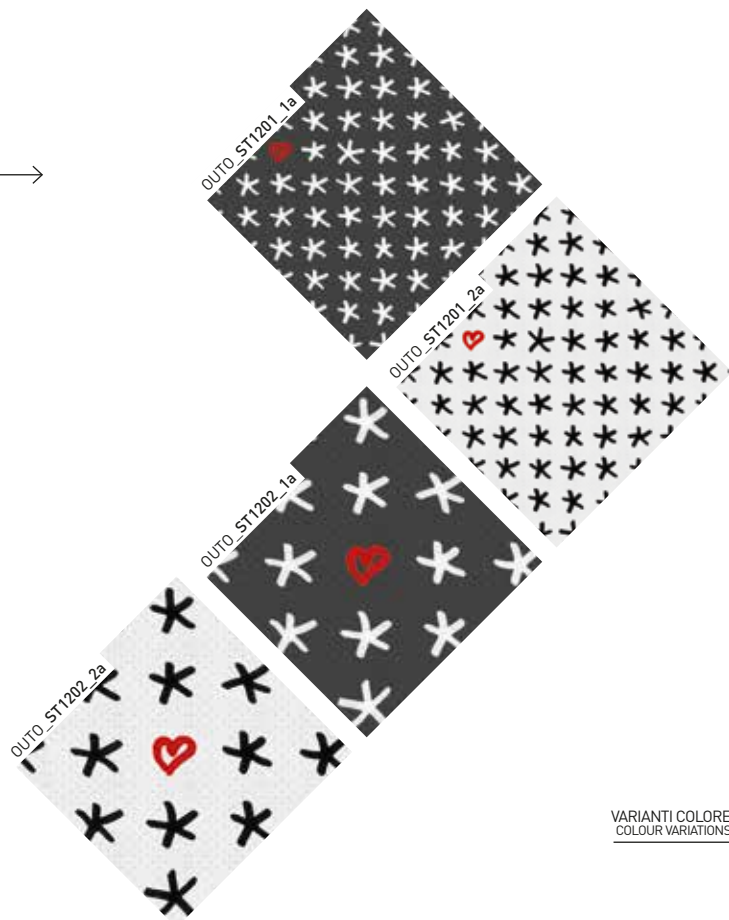
2

DIMENSIONI MODULO  
MODULE DIMENSIONS

↑ 300 cm  
→ 470 cm

LARGHEZZA ROLLI  
ROLLS WIDTH

→ 94 cm



VARIANTI COLORE  
COLOUR VARIATIONS





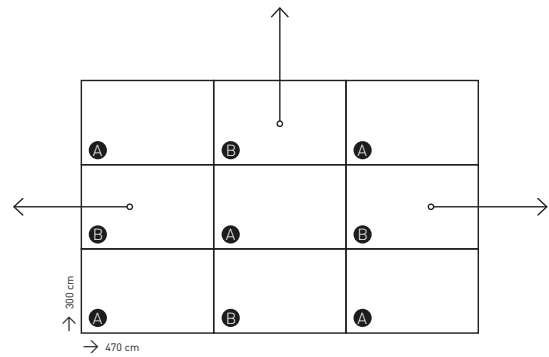






# BAUHAUS

ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



VARIANTI COLORE  
COLOUR VARIATIONS

DESIGNER  
GIO PAGANI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
2

VARIANTI COLORE  
COLOUR VARIATIONS  
1

MODULI  
MODULES  
2

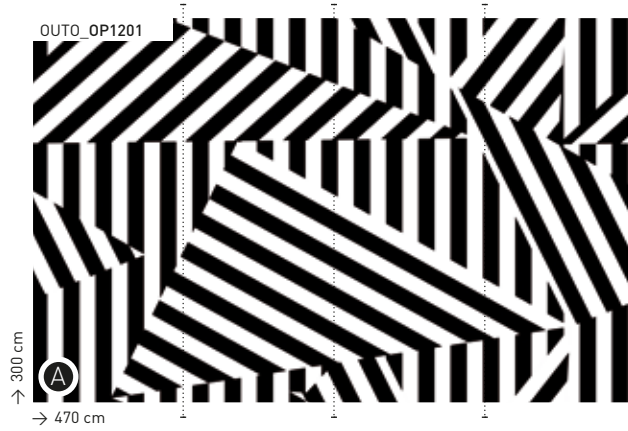
DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 300 cm  
→ 470 cm

LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm

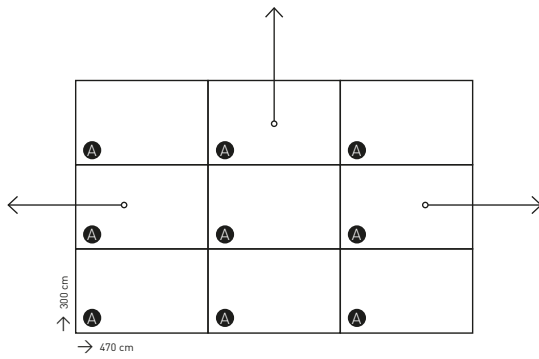




# OP\_TICAL



## ASSEMBLAGGIO MODULI MODULE ASSEMBLY



## DESIGNER

GIO PAGANI

## VARIANTI GRAFICHE GRAPHIC VARIATIONS

1

## VARIANTI COLORE COLOUR VARIATIONS

1

## MODULI MODULES

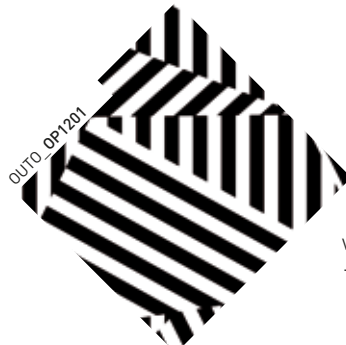
1

## DIMENSIONI MODULO MODULE DIMENSIONS

↑ 300 cm  
→ 470 cm

## LARGHEZZA ROLLI ROLLS WIDTH

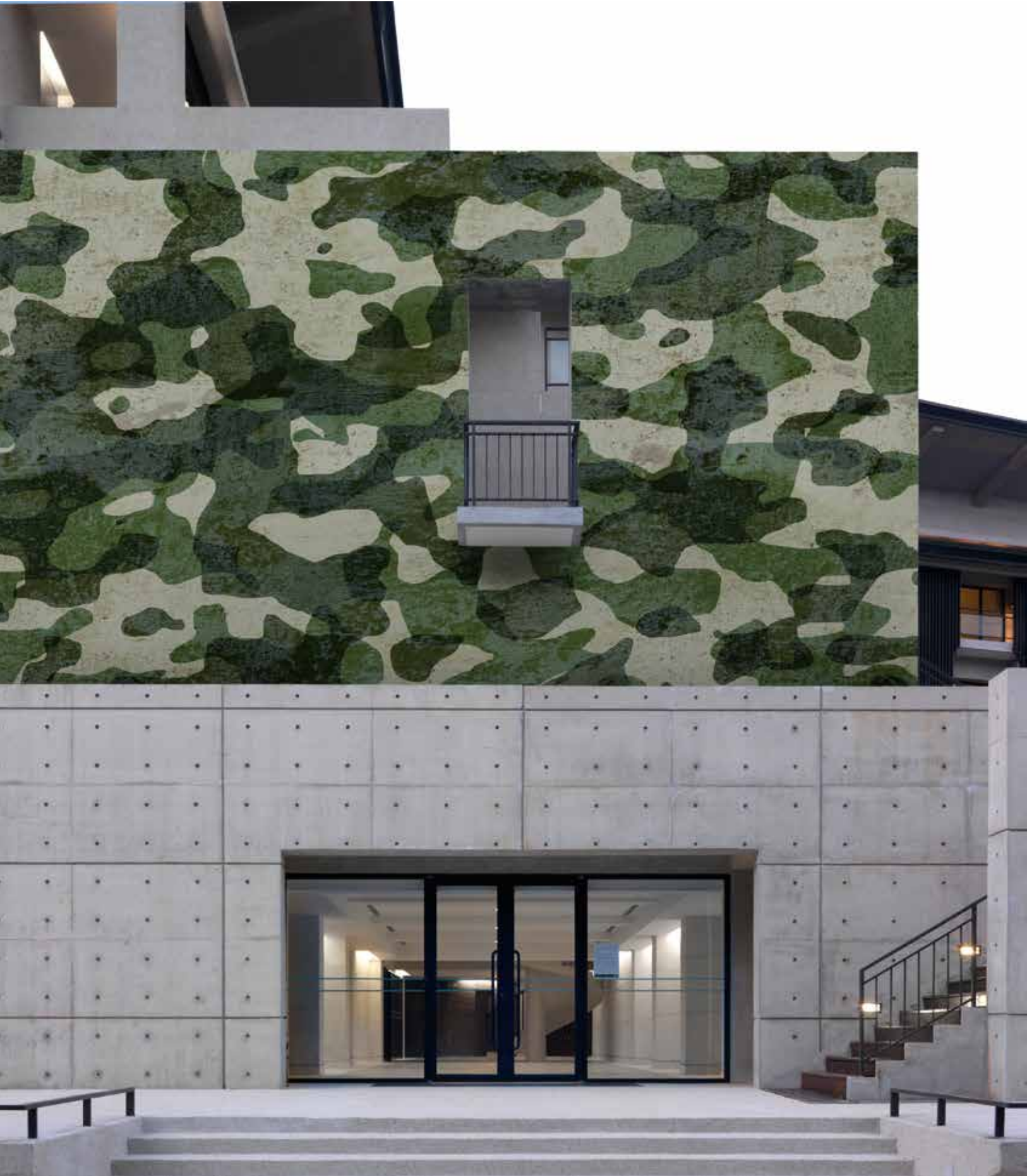
→ 94 cm



## VARIANTI COLORE COLOUR VARIATIONS



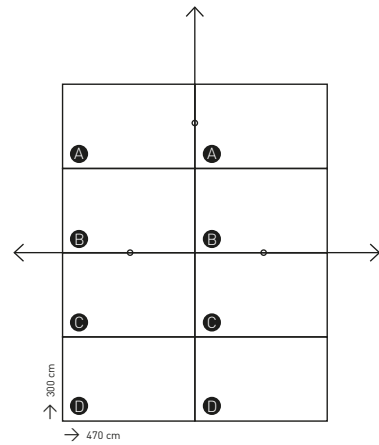






# CAMOO

ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



VARIANTI COLORE  
COLOUR VARIATIONS

DESIGNER  
GIO PAGANI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
3

VARIANTI COLORE  
COLOUR VARIATIONS  
4

MODULI  
MODULES  
4

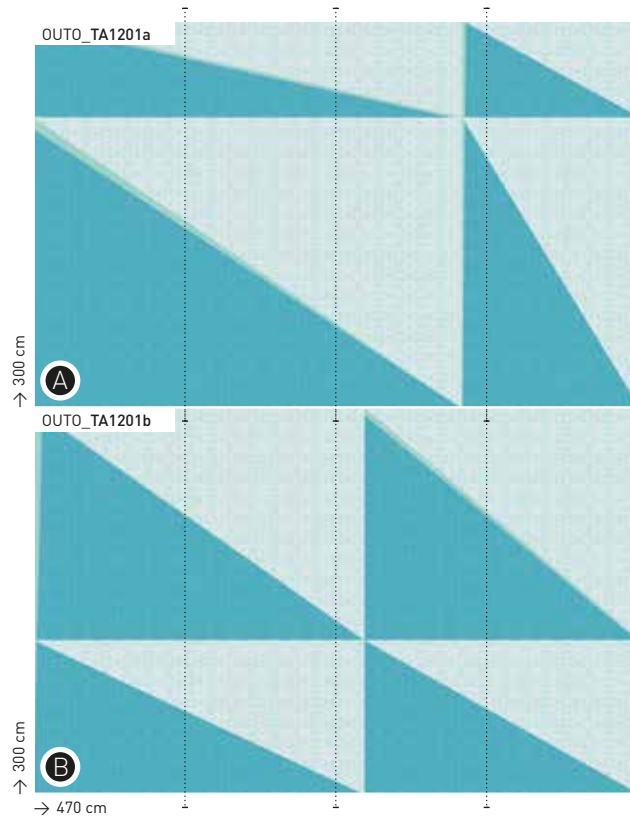
DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 300 cm  
→ 470 cm

LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm

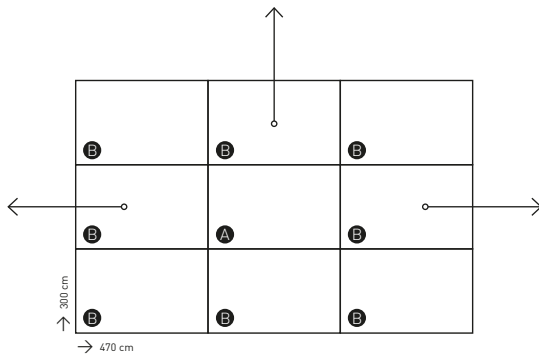




# TRI-ANGLE



ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



DESIGNER  
GIO PAGANI

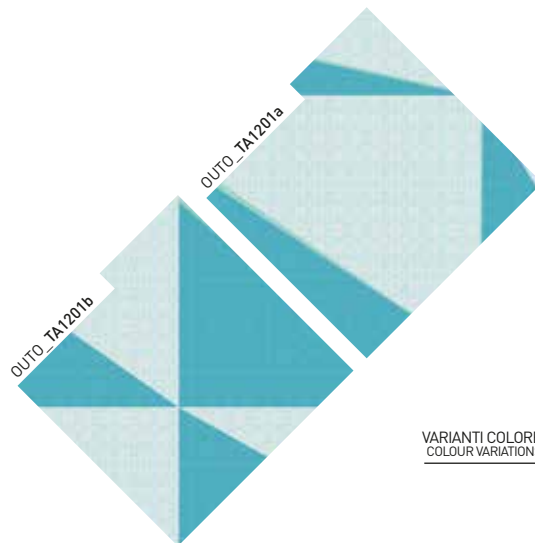
VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
2

VARIANTI COLORE  
COLOUR VARIATIONS  
1

MODULI  
MODULES  
2

DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 300 cm  
→ 470 cm

LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm



VARIANTI COLORE  
COLOUR VARIATIONS

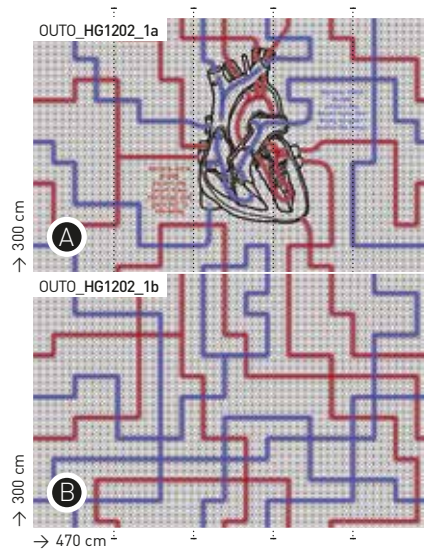
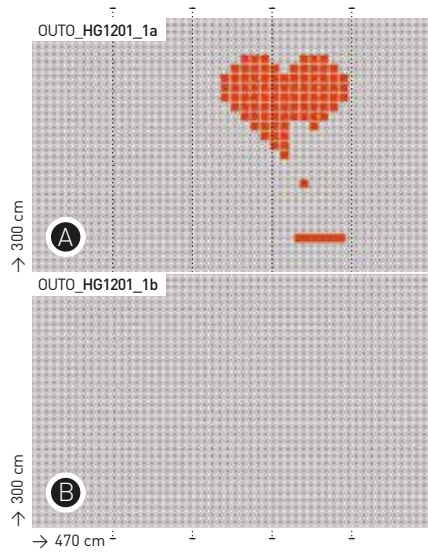






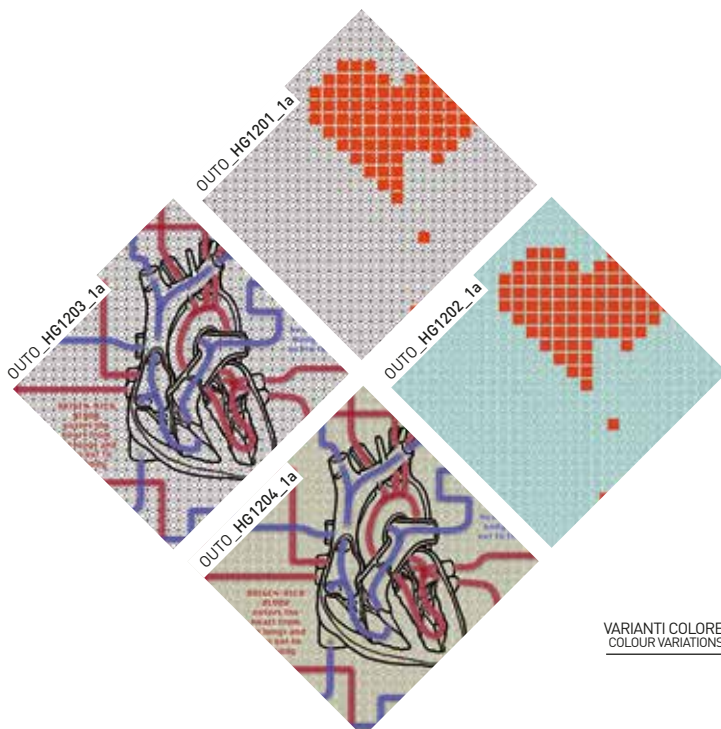
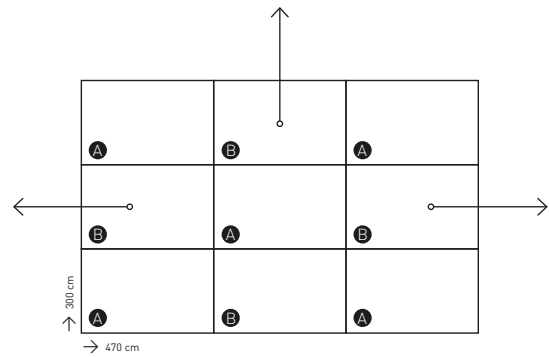






# HEART GAME

ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



VARIANTI COLORE  
COLOUR VARIATIONS

DESIGNER  
GIO PAGANI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
2

VARIANTI COLORE  
COLOUR VARIATIONS  
4

MODULI  
MODULES  
2

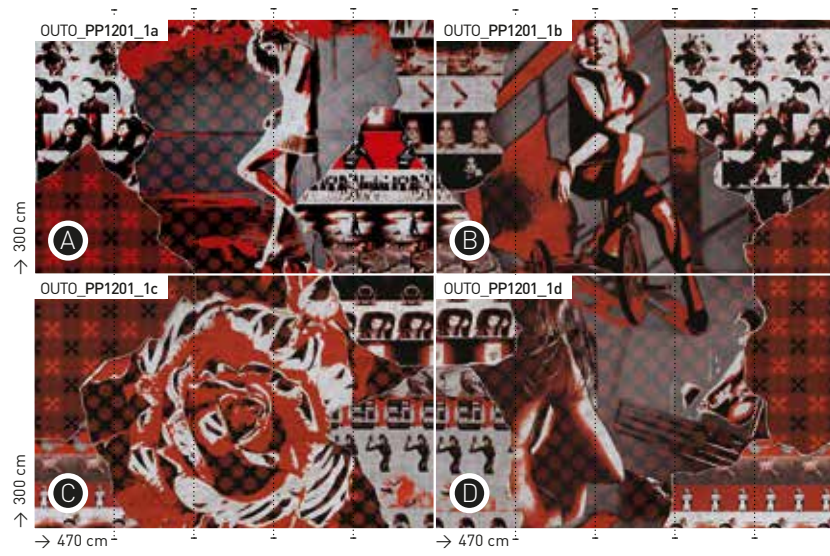
DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 300 cm  
→ 470 cm

LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm

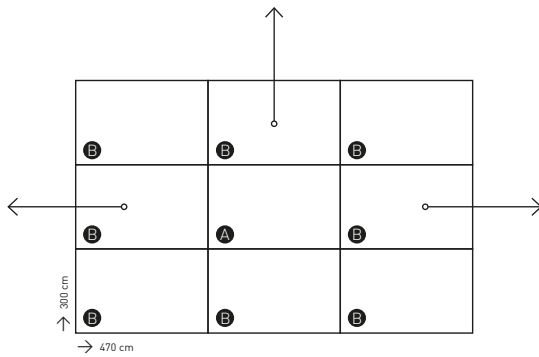




# PLANET PUNK



ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



DESIGNER

GIO PAGANI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS

1

VARIANTI COLORE  
COLOUR VARIATIONS

2

MODULI  
MODULES

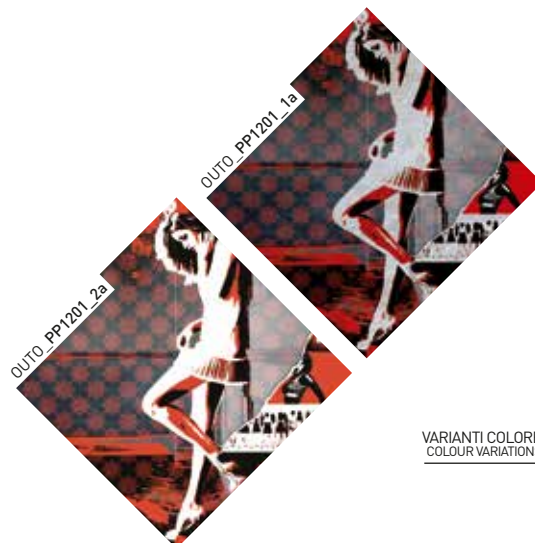
4

DIMENSIONI MODULO  
MODULE DIMENSIONS

↑ 300 cm  
→ 470 cm

LARGHEZZA ROLLI  
ROLLS WIDTH

→ 94 cm



VARIANTI COLORE  
COLOUR VARIATIONS

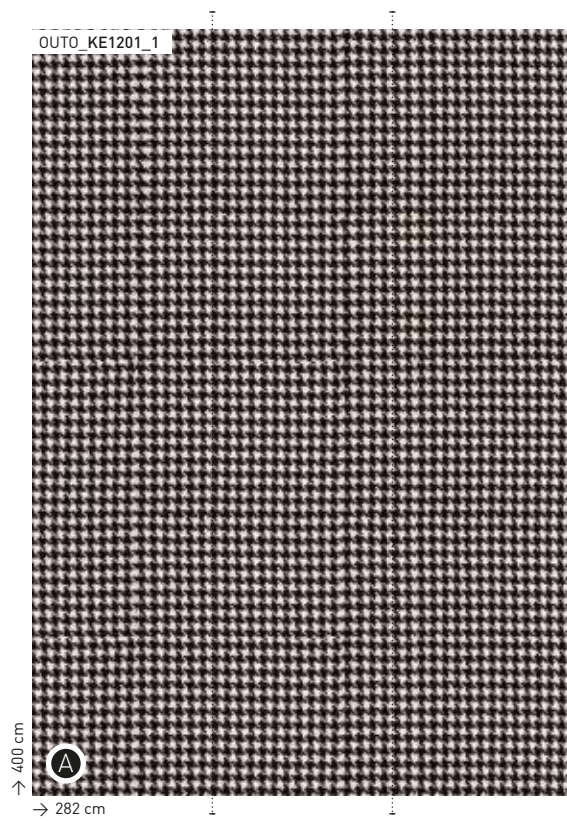






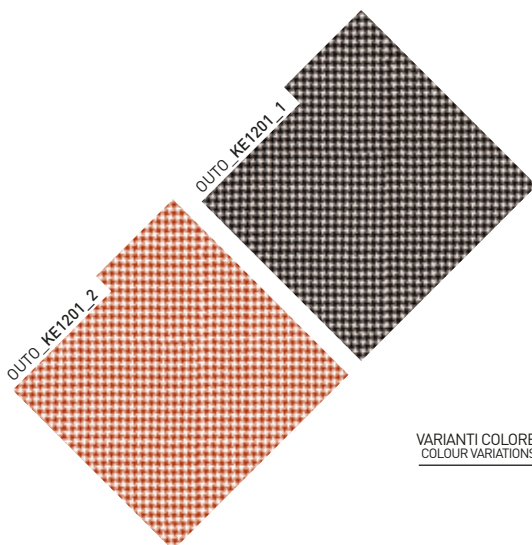
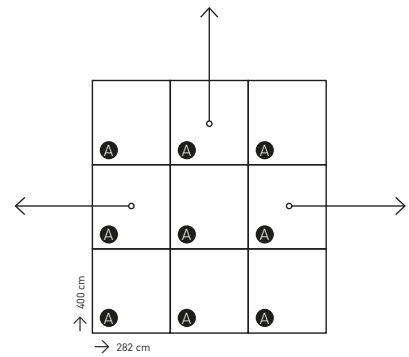






# KEFIA

## ASSEMBLAGGIO MODULI MODULE ASSEMBLY



DESIGNER  
CHRISTIAN BENINI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
1

VARIANTI COLORE  
COLOUR VARIATIONS  
2

MODULI  
MODULES  
1

DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 400 cm  
→ 282 cm

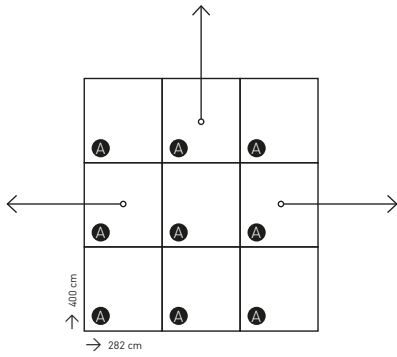
LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm





# TRIBAL POP

ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



DESIGNER  
CHRISTIAN BENINI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
1

VARIANTI COLORE  
COLOUR VARIATIONS  
2

MODULI  
MODULES  
1

DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 400 cm  
→ 282 cm

LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm



VARIANTI COLORE  
COLOUR VARIATIONS

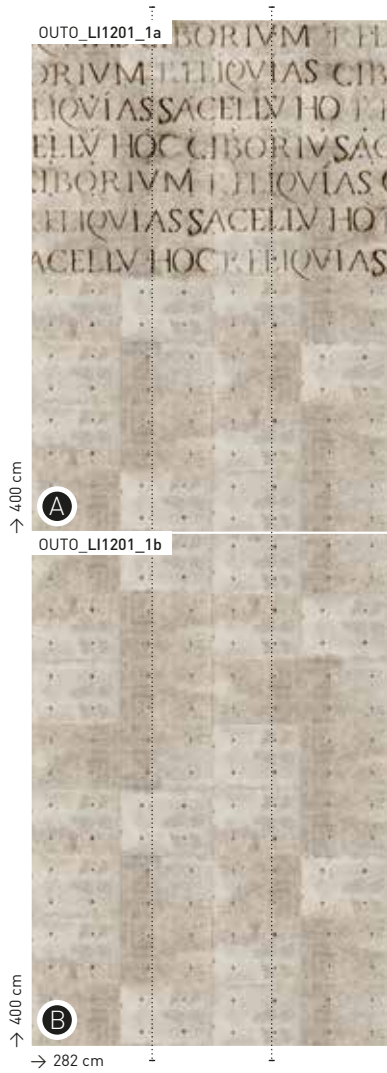




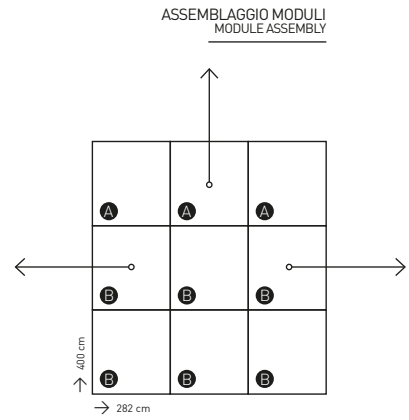








# LOREM IPSUM



DESIGNER  
CHRISTIAN BENINI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
1

VARIANTI COLORE  
COLOUR VARIATIONS  
2

MODULI  
MODULES  
2

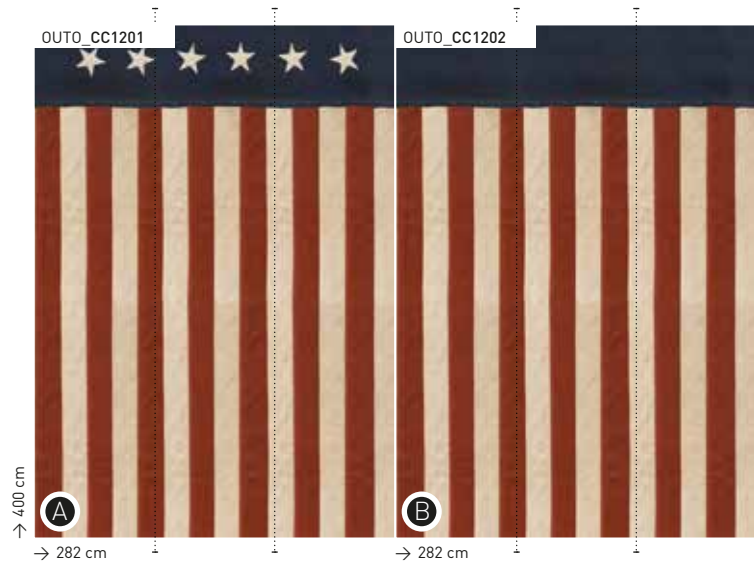
DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 400 cm  
→ 282 cm

LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm

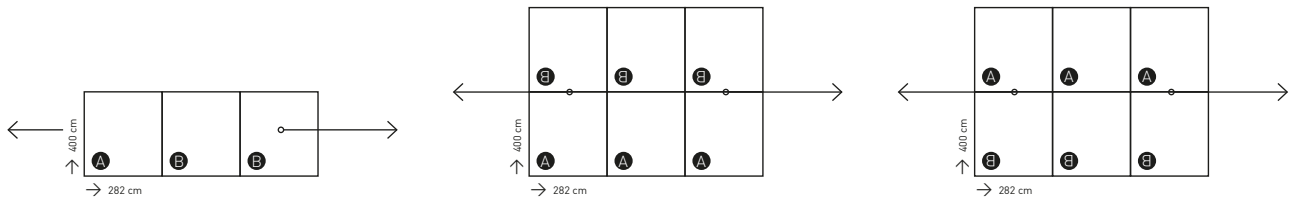




# COAST TO COAST



## ASSEMBLAGGIO MODULI MODULE ASSEMBLY



## DESIGNER

CHRISTIAN BENINI

## VARIANTI GRAFICHE GRAPHIC VARIATIONS

2

## VARIANTI COLORE COLOUR VARIATIONS

1

## MODULI MODULES

2

## DIMENSIONI MODULO MODULE DIMENSIONS

↑ 400 cm  
→ 282 cm

## LARGHEZZA ROLLI ROLLS WIDTH

→ 94 cm



## VARIANTI COLORE COLOUR VARIATIONS







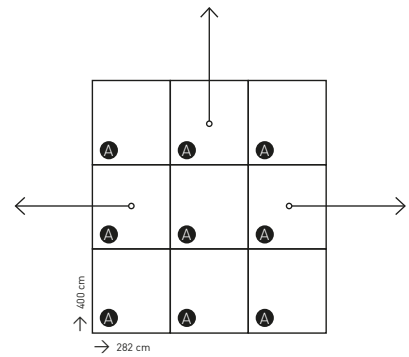






# WOODEN

ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



DESIGNER  
CHRISTIAN BENINI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
1

VARIANTI COLORE  
COLOUR VARIATIONS  
2

MODULI  
MODULES  
1

DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 400 cm  
→ 282 cm

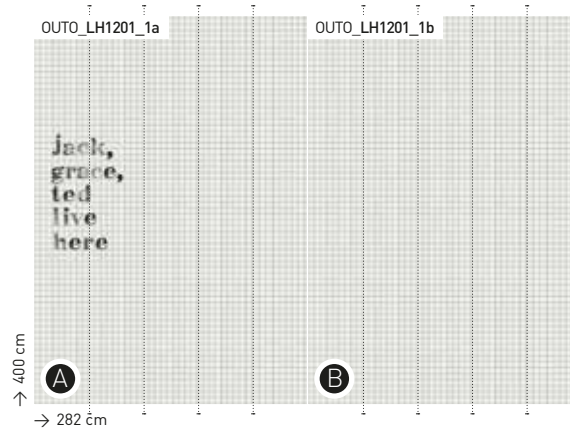
LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm



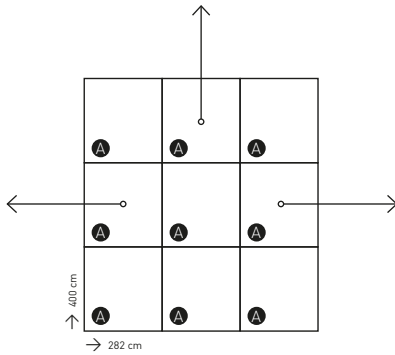




# LIVE HERE



### ASSEMBLAGGIO MODULI MODULE ASSEMBLY



### DESIGNER

CHRISTIAN BENINI

### VARIANTI GRAFICHE GRAPHIC VARIATIONS

1

### VARIANTI COLORE COLOUR VARIATIONS

2

### MODULI MODULES

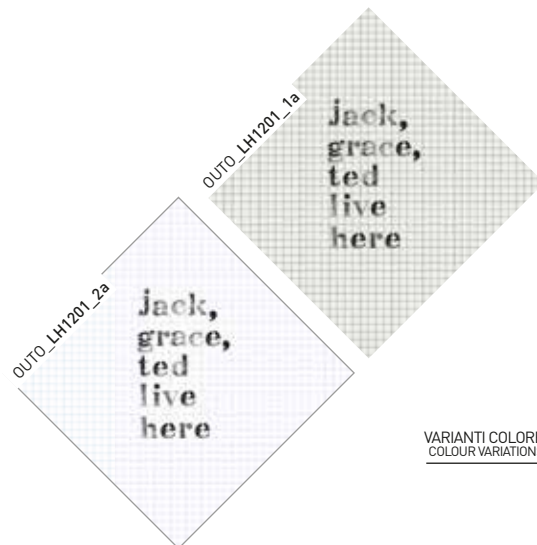
2

### DIMENSIONI MODULO MODULE DIMENSIONS

↑ 400 cm  
→ 282 cm

### LARGHEZZA ROLLI ROLLS WIDTH

→ 94 cm



### VARIANTI COLORE COLOUR VARIATIONS



jack,  
grace,  
ted  
live  
here



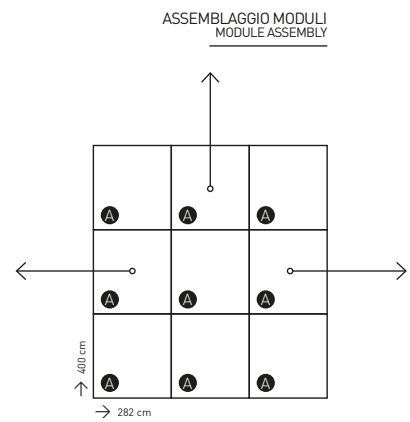








# SHADOWS



VARIANTI COLORE  
COLOUR VARIATIONS

DESIGNER  
CHRISTIAN BENINI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
1

VARIANTI COLORE  
COLOUR VARIATIONS  
2

MODULI  
MODULES  
1

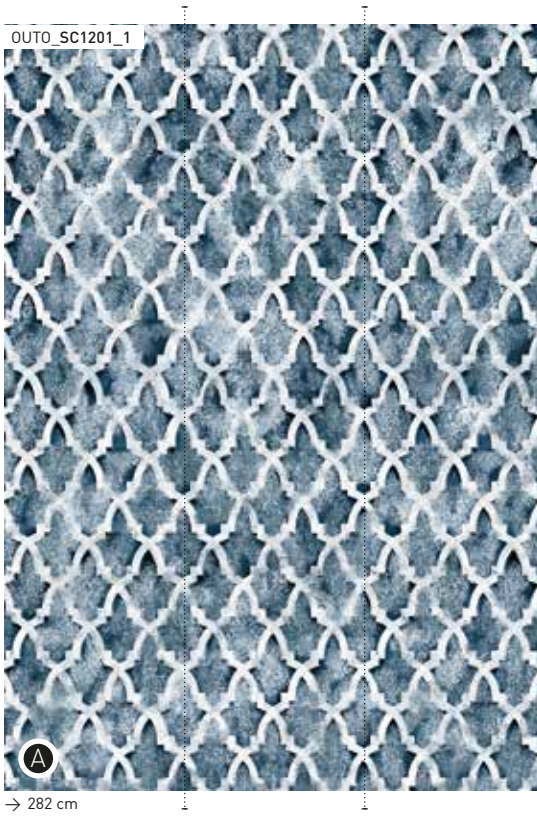
DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 400 cm  
→ 282 cm

LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm

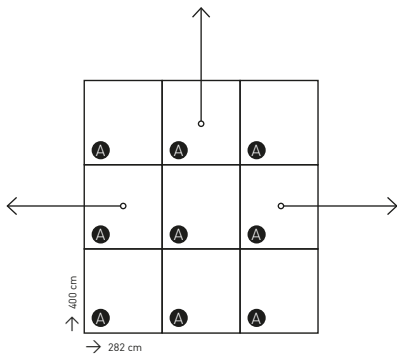




# SCRUBBER



ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



DESIGNER

CHRISTIAN BENINI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS

1

VARIANTI COLORE  
COLOUR VARIATIONS

2

MODULI  
MODULES

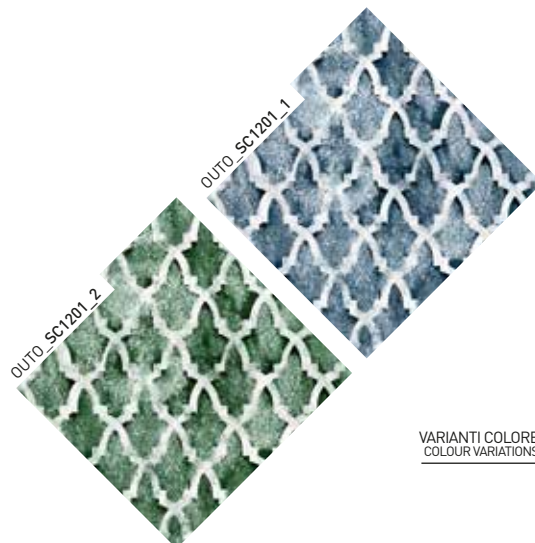
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DIMENSIONI MODULO  
MODULE DIMENSIONS

↑ 400 cm  
→ 282 cm

LARGHEZZA ROLLI  
ROLLS WIDTH

→ 94 cm



VARIANTI COLORE  
COLOUR VARIATIONS

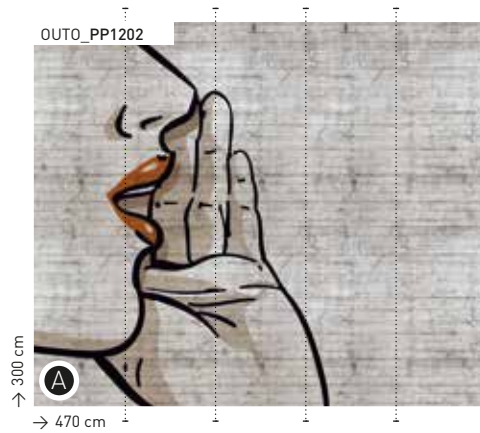
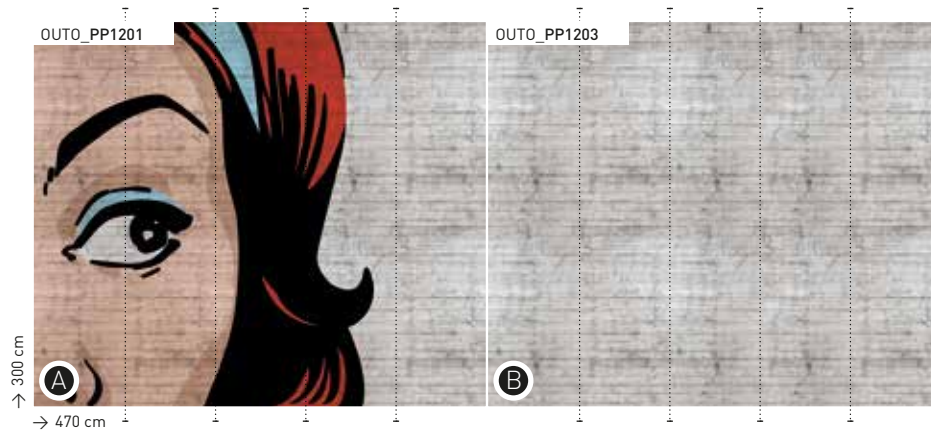






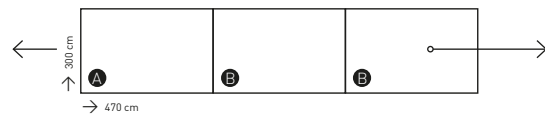






# POP POP POP

ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



VARIANTI COLORE  
COLOUR VARIATIONS

DESIGNER  
CHRISTIAN BENINI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS  
2

VARIANTI COLORE  
COLOUR VARIATIONS  
2

MODULI  
MODULES  
2

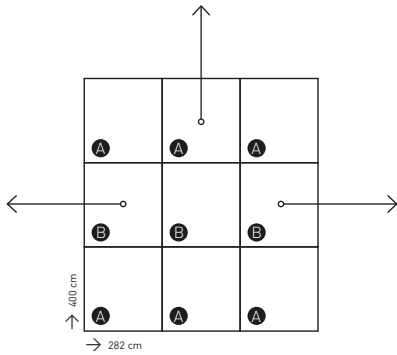
DIMENSIONI MODULO  
MODULE DIMENSIONS  
↑ 400 cm  
→ 282 cm

LARGHEZZA ROLLI  
ROLLS WIDTH  
→ 94 cm



# BLUE POWDER

ASSEMBLAGGIO MODULI  
MODULE ASSEMBLY



DESIGNER

CHRISTIAN BENINI

VARIANTI GRAFICHE  
GRAPHIC VARIATIONS

1

VARIANTI COLORE  
COLOUR VARIATIONS

3

MODULI  
MODULES

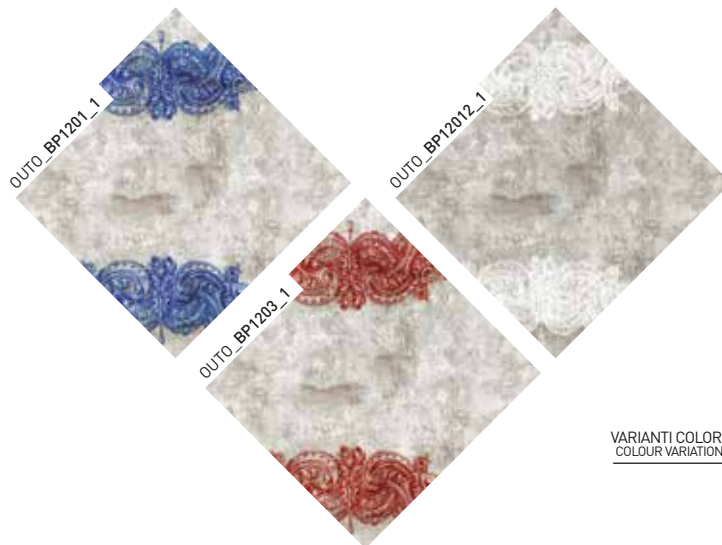
2

DIMENSIONI MODULO  
MODULE DIMENSIONS

↑ 400 cm  
→ 282 cm

LARGHEZZA ROLLI  
ROLLS WIDTH

→ 94 cm



VARIANTI COLORE  
COLOUR VARIATIONS







## Christian Benini

Fotografo, fondatore e art director di **Wall&decò**

Christian Benini inizia la sua carriera come fotografo ritrattista e si specializza poi nella fotografia di moda e pubblicitaria. Le sue collaborazioni lo portano ad avvicinarsi alle agenzie di pubblicità e case di moda in Italia, Regno Unito e Stati Uniti. Il suo interesse si indirizza in modo sempre più preciso verso la fotografia d'arredamento. Ha avuto così inizio un percorso di ricerca, tutt'ora in atto, che lo porta a creare **Wall&decò**, un progetto che unisce fotografia e design in costante evoluzione.

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Photographer, founder and art director of **Wall&decò**.

Christian Benini began his career as a portrait photographer and then went on to specialise in fashion and publicity photography. He has worked in close conjunction with advertising agencies and fashion houses in Italy, the United Kingdom and the USA.

His interest is increasingly more precisely focused on the photography of interiors. Thus a path of research began which is still in progress and which resulted in his setting up **Wall&decò**, a project which combines photography and design in constant evolution.

Project and style, the designers

PROGETTO E STILE,  
I DESIGNER



## Gio Pagani

Architetto, interior designer

Si laurea al Politecnico di Milano in architettura e inizia la sua carriera nel 1995. Le sue proposte prendono forma dalle emozioni che vengono tradotte negli oggetti e nelle architetture che propone. La cifra distintiva che accomuna i suoi lavori, dai negozi alle strutture di accoglienza, dalla ristorazione alle residenze private è l'emozione che si prova di fronte alle sue realizzazioni: un microcosmo di sensazioni che Wall&Decò ha colto ed ulteriormente valorizzato.

---

Architect, interior designer

A graduate in architecture from the Milan Polytechnic, his career began in 1995. Giovanni Pagani's goal is to capture emotions and transfer them into his objects and interior designs. The guiding theme common to all his works, from shops to hotels, restaurants and private homes, is the emotion aroused by using them: a microcosm of sensations which Wall&Decò has grasped and further promoted.

## BPM studio

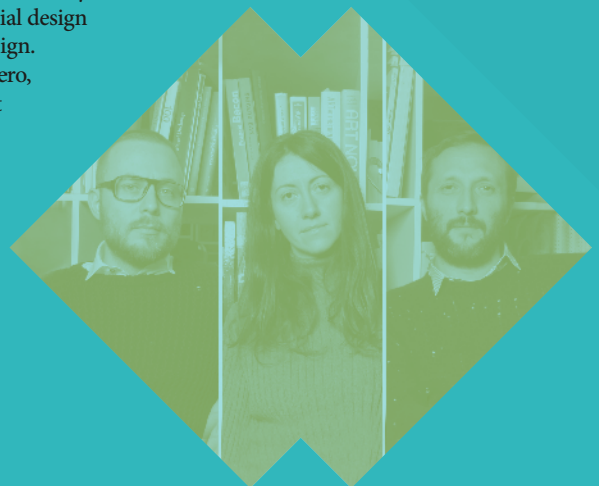
Designer

BPM Studio è un atelier di progettazione che applica la propria creatività ad ambiti che spaziano dall'urbanistica all'industrial design, dall'architettura all'interior design e alla grafica. È la somma di tre individualità, Fabrizio Bertero, Andrea Panto e Simona Marzoli, che hanno trovato la sintesi del proprio pensiero in un linguaggio che abbina le suggestioni date dal contesto e dalla grande tradizione progettuale a tecnologie e ricercatezze che guardano al futuro. La curiosità di Bertero, Panto Marzoli si accosta da quasi quindici anni a marchi e progetti di respiro internazionale - Zanotta, Frankie Morello, illy, Fiat e Alfa Romeo, TDK - con idee dalla forte caratterizzazione semantica frutto della sensibilità delle proprie personalità. Ogni progetto è come un nuovo pensiero.

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Designer

BPM Studio is a design atelier applying creativity to areas ranging from urban planning to industrial design and from architecture to interior and graphic design. It is the sum of three individuals, Fabrizio Bertero, Andrea Panto and Simona Marzoli, who have brought their thoughts together into a language that combines the suggestions provided by the context and by the important design tradition with technology and attention for detail that look to the future. The curiosity of Bertero, Panto Marzoli has been flanked for almost 15 years with brands and projects of international caliber - Zanotta, Frankie Morello, Illy, Fiat and Alfa Romeo, TDK - with ideas characterized by a strong semantic nature due to the sensibilities of the individual personalities. Every project is like a new thought.





## Lorenzo De Grandis

Designer

Responsabile creativo per importanti brand nel design di interni. Una continua ricerca di riferimenti che permette a Lorenzo De Grandis di progettare e sviluppare contenuti visivi ottenendo risultati di grande forza comunicativa. Sensazioni, idee e atmosfere si traducono nei suoi progetti di graphic design, textile design e allestimenti. Uno studio multidisciplinare con un'ambizione: catturare il ritmo e l'estetica del tempo.

---

Designer

Responsible of visual communication for important interior design companies.

Lorenzo De Grandis's works inspires ideas and stories.

Emotion driving to create atmosphere with shapes and functions, effective solutions and projects. Textiles, graphic design, interiors and further sensation.

A multidisciplinary study with an ambition: to capture the rhythm and the aesthetics of time. To see what inspires, what elevates, what activates.



## Casa 1796

Designer

Alessandro Ruga, designer, si laurea nel 2006 al Politecnico di Milano come designer di prodotto d'arredo e successivamente comincia una collaborazione come project manager presso lo studio di architettura e comunicazione VC-A di Milano. Carlotta Perissinotto, architetto, si laurea nel 2007 alla I.U.A.V. di Venezia in restauro architettonico. Nel 2007 si trasferiscono a Londra per un'esperienza lavorativa con Poliform dove si occupano prevalentemente di design degli interni e progettazione del prodotto di arredo. Nel 2009, rientrati in Italia, intraprendono la libera professione e dal 2010 cominciano a firmare i loro progetti insieme come CASA1796.

Attualmente collaborano con studi di design e aziende del settore del mobile come progettisti di prodotto, exhibition design, contract, layout di showroom, consulenza e progettazione dell'immagine, della comunicazione e dei cataloghi aziendali.

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Designer

Alessandro Ruga, designer, graduated in 2006 at Politecnico di Milano as furniture designer and shortly afterwards starts collaborating as project manager at VC-A architecture and communication design studio in Milan. Carlotta Perissinotto, architect, graduated in 2007 at I.U.A.V. Venice in restoration architecture. In 2007 they move to London for a professional experience with Poliform where they work as interior and furniture designers. In 2009 they move back to Italy and start their careers as freelance designers and from 2010 they begin to co-sign projects as CASA1796. Currently they collaborate with design studios and companies operating in the field of furniture as designers for product development, exhibition stands, contract, showroom layout and also performing as advisors and designers for business communication, especially in corporate image and catalogues.



## OUT SYSTEM OUTDOOR, la solution innovante pour la décoration de surfaces de maçonnerie

OUT SYSTEM OUTDOOR est un produit Wall&decò né de l'étude pour le développement d'un revêtement aux performances techniques élevées et au fort impact décoratif.

p. 2/3

### Innovation et fonctionnalité

OUT SYSTEM OUTDOOR est le nouveau revêtement décorative de Wall&decò conseillé pour l'extérieur née de la recherche et de l'expérimentation de formes et de solutions de design innovantes pour le revêtement mural.

OUT SYSTEM OUTDOOR est un système pour une nouvelle déclinaison du design d'extérieur qui permet aux matériaux et aux revêtements traditionnels de prendre des formes et des lignes inattendues, pour une interprétation jusqu'à présent inimaginable pour le revêtement mural.

OUT SYSTEM OUTDOOR est le revêtement technique d'extérieur à la haute valeur décorative, fonction principale du papier peint, et à la grande créativité, élément qui caractérise les propositions de Wall&decò, auquel s'ajoutent une nouvelle destination d'utilisation, de nouvelles prestations et des caractéristiques techniques.

p. 6/7

### Trois éléments, un seul Système

OUT SYSTEM OUTDOOR été spécialement étudié pour des applications sur des surfaces en extérieur.

- C'est un système complet et constitué de trois éléments de base:
- **OUT System01** l'adhésif spécifique
  - **OUT System02** le tissu technique avec imprimés graphiques
  - **OUT System03** la finition protectrice indiquée pour les usages en extérieur avec des caractéristiques de résistance à la pluie et aux rayons UV, antipollution à base de fluor.

p. 10/11

### Exemples d'application

Ci-après quelques exemples d'application du revêtement OUT SYSTEM OUTDOOR sur des surfaces de maçonnerie standard (ciment, manteau thermiques).

p. 12

### Qualité et rendement

Le revêtement pour l'extérieur OUT SYSTEM OUTDOOR est un produit testé en laboratoire et est garanti pour ses performances techniques pour la durée de 10 ans.

p. 14

### Eléments distinctifs

OUT SYSTEM OUTDOOR représente une alternative valable aux solutions traditionnelles pour la décoration murale avec des caractéristiques et des performances uniques :

- il est spécifique pour des applications sur surfaces en extérieur
- ses performances techniques sont innovantes et il permet une grande réinterprétation de la notion de décoration extérieure
- l'application nécessite du temps nécessaire à l'exécution mineurs à ceux utilisés pour une normale peinture dans une surface à l'extérieur
- peut être appliqué sur de nouvelles surfaces, avec manteau thermiques, peint

p. 15

## Designer

### Christian Benini / Photographe, fondateur et Art Director de Wall&decò

Il commence sa carrière comme photographe portraitiste, puis se spécialise dans la photographie de mode et publicitaire. Ses collaborations le conduisent à s'approcher des agences de publicité et des maisons de mode en Italie, au Royaume-Uni et aux États-Unis. Son intérêt se porte de plus en plus sur la photographie d'ameublement. C'est ainsi qu'il a entamé un parcours de recherche, toujours en cours, qui le porte à créer Wall&decò, un projet qui unit photographie et design en constante évolution.

### Gio Pagani/Architecte, Interior Designer

Diplômé en architecture de l'université Politechnique de Milan, il débute sa carrière en 1995. Giovanni Pagani propose de capturer les émotions et de les transférer dans les objets et les espaces qu'il compose. L'émotion suscitée par l'utilisation de ses réalisations est le fil rouge de son travail. Des boutiques à l'hôtellerie, de la restauration aux résidences privées: un bloc hétérogène du monde qui se fige dans un domaine spécifique de l'espace-temps; une sensation que Wall & Decò sait recueillir et valoriser.

### BPM studio / Designer

Une longue formation dans le monde de la restauration lui a permis d'être au contact direct avec les œuvres des grands maîtres, tableaux et fresques au grand impact et à la grande valeur artistique et architecturale. La connaissance des matériaux, des techniques d'exécution, des atmosphères anciennes est dirigée vers un style rapide, sans formalisme académique, parfois gracieux, mais toujours caractérisé par un trait de rugosité de la matière. Tournée vers une décoration à l'effet scénographique, elle se consacre, en collaboration avec des architectes et designers, à la création d'espaces domestiques ou commerciaux caractérisés par une forte atmosphère rétro et au style vaguement bohémien.

### Lorenzo De Grandis / Designer

Responsable créatif pour d'importantes marques dans la décoration d'intérieur. Une recherche continue de références permet à Lorenzo De Grandis de concevoir et de développer des contenus visuels en obtenant des résultats d'une grande force communicative. Les sensations, les idées et les atmosphères se traduisent dans ses projets de graphic design, textile design et agencements. Une étude multidisciplinaire avec une ambition : capturer le rythme et l'esthétique du temps.

### Casa 1796 / Designer

Alessandro Ruga, designer, s'est diplômé [laurea] en 2006 à l'Université Politecnico de Milan comme designer de produit d'ameublement, puis il a commencé une collaboration comme project manager avec le cabinet d'architecture et communication VC-A de Milan. Carlotta Perissinotto, architecte, s'est diplômée [laurea] en 2007 à l'Université I.U.A.V. de Venise en restauration architecturale. En 2007, ils se sont installés à Londres pour une expérience professionnelle avec Poliform, où ils se sont occupés essentiellement de design d'intérieur et de conception du produit d'ameublement. En 2009, après être rentrés en Italie, ils se mettent à leur compte et, à partir de 2010, ils commencent à signer leurs projets ensemble sous le nom Casa1796. Actuellement, ils collaborent avec des cabinets de design et des entreprises du secteur du meuble comme concepteurs de produit, exhibition design, contract, agencement de showroom, conseil et conception de l'image, de la communication et des catalogues d'entreprises.

p. 98/101



## OUT SYSTEM OUTDOOR, die innovative Lösung zur Dekoration von Wandflächen

Das Wall&decò-Produkt OUT SYSTEM OUTDOOR ist das Ergebnis einer Studie zur Entwicklung einer Verkleidung mit hoher technischer Leistungsfähigkeit und großer dekorativer Wirkung.

p. 2/3

### Innovation und Funktionalität

Das OUT SYSTEM OUTDOOR ist die neue dekorative Verkleidung von der Fa. Wall&decò für Aussenbereich – das durch die Forschung und Entwicklung der neuen Formen und Design-Lösungen – Wandverkleidung erschafft wurde.

OUT SYSTEM OUTDOOR ist das System für eine neue Interpretation des Außenraumdesigns, das es den Materialien und traditionellen.

Verkleidungen ermöglicht, unerwartete Formen und Linien und eine bisher unvermutete Darstellungsform des Wandbezugs anzunehmen.

OUT SYSTEM OUTDOOR ist die technische Außenverkleidung von hohem Dekorwert – der Hauptfunktion der Tapete - und von umwerfender Kreativität – dem Erkennungsmerkmal der Wall&decò Designvorschläge – zu denen sich ein neuer.

Verwendungszweck sowie neue Leistungen und technische Eigenschaften gesellen.

p. 6/7

### Drei Elemente, ein System

OUT SYSTEM OUTDOOR wurde speziell für Anwendungen auf Flächen außerhalb konzipiert. OUT ist innovativ, weil es eigens für die Anwendung auf Außenflächen. Ein komplettes System aus drei Grundelementen:

- OUT SYSTEM01, dem Spezialkleber
- OUT SYSTEM02, dem technischen Gewebe mit grafischen Designdrucken
- OUT SYSTEM03, dem Schutzfinish aufgrund ihrer Regen-, UV und Smogbeständigkeit auf Fluoridgrundlage für die Außenanwendung geeignet.

p. 10/11

### Anwendungsbeispiele

Nachfolgend einige Anwendungsbeispiele der Verkleidung OUT SYSTEM OUTDOOR auf Standard-Wandflächen (Zement, Wärmedämmverbundsysteme).

p. 12

### Qualität und Leistung

Die Wanverkleidung für Aussenbereich OUT SYSTEM OUTDOOR ist im Labor getestet und fuer seine technische Leistungen für 10 Jahre garantiert.

p. 14

### Markante Elemente

OUT SYSTEM OUTDOOR ist eine wertvolle Alternative zu den traditionellen Lösungen für die Wanddekoration mit einzigartigen Eigenschaften und Leistungen:

- Es ist spezifisch für den Einsatz auf Flächen außerhalb
- Es bietet innovative technische Leistungen und ermöglicht eine besonders dekorative Ausdruckskraft
- Die Installation dieses Systems kann in weniger technischen Zeit ausgeführt werden, als das Lackieren der irgendeinen Aussenoberflaeche
- Es kann auf die neuen, lackierten, gemalten und mit Warmedammverbundsystem aufgebracht werden

p. 15

## Designer

### Christian Benini / Fotograf, Gründer und Art Director von Wall&decò.

Nach dem Beginn seiner Laufbahn als Porträtfotograf spezialisiert er sich in der Mode- und Werbefotografie. Er arbeitet mit Werbeagenturen und Modehäusern in Italien, Großbritannien und den Vereinigten Staaten zusammen. Nach und nach richtet sich sein Augenmerk immer stärker auf die Einrichtungsphotografie. So beginnt ein Weg der andauernden Suche, der ihn unter anderem zur Gründung von **Wall&decò** veranlasst, ein Projekt in ständiger Entwicklung zur Vereinigung von Fotografie und Design.

### Gio Pagani/Architekt, Interior Designer

Schließt sein Architekturstudium am Polytechnikum Mailand ab und beginnt seine Laufbahn im Jahr 1995. Seine Lösungen erwachsen aus den Emotionen, die er in seine Objekte und Architekturen überträgt. Gemeinsames Merkmal seiner Arbeiten, die von Geschäften zu Hotelanlagen über Restaurants bis zu Privatwohnungen reichen, ist die Emotion, die sie beim Betrachter auslösen: ein Mikrokosmos der Gefühle, von Wall&Decò eingefangen und transportiert.

### BPM studio / designer

BPM Studio ist ein Planungsatelier, dessen Kreativität von Stadtplanung über Industrial Design, von Architektur über Interior Design bis zur Graphik reicht. Im Team haben die drei Individualisten Fabrizio Bertero, Andrea Panto und Simona Marzoli ihre Ansätze in eine gemeinsame Sprache fließen lassen, die zukunftsorientiert den jeweiligen Kontext mit der bedeutenden Designtradition und detailtreuer Technologie verbindet und so erzeugten Zauber mit Technologie und Gesuchtheiten, die auf die Zukunft blicken. Die Neugier von Bertero, Panto und Marzoli wurde seit fast 15 Jahren von Marken und Projekten internationalen Kalibers – wie z.B. Zanotta, Frankie Morello, Illy, Fiat and Alfa Romeo, TDK – mi Ideen von stark semantischen Charakter begleitet, welche der Einfühlsamkeit ihrer Persönlichkeiten geschuldet sind. Jedes Projekt ist wie ein neuer Gedanke.

### Lorenzo De Grandis / Designer

Kreativer Leiter für namhafte Marken im Bereich Interior Design. Dank konstanter Suche nach Bezugspunkten ist Lorenzo De Grandis in der Lage, visuelle Inhalte zu konzipieren und zu entwickeln und so Ergebnisse mit erheblicher Kommunikationskraft zu erzielen. Empfindungen, Ideen und Stimmungen werden in seinen Projekten für Graphic Design, Textile Design und Ausstattung umgesetzt. Eine fachübergreifende Studie mit nur einer Ambition: den Rhythmus und die Ästhetik der heutigen Zeit einzufangen.

### Casa 1796 / Designer

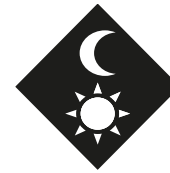
Alessandro Ruga, Designer, schließt 2006 sein Studium am Polytechnikum Mailand als Einrichtungsdesigner ab und arbeitet als Projektleiter mit dem Architektur- und Kommunikationsbüro VC-A in Mailand zusammen. Carlotta Perissinotto, Architektin, schließt ihr Studium der Architekturrestaurierung an der I.U.A.V. Venedig im Jahr 2007 ab. 2007 ziehen sie für eine Arbeitserfahrung mit Poliform nach London, wo sie sich vorwiegend mit Interior Design und Einrichtungsplanung beschäftigen. Nach ihrer Heimkehr im Jahr 2009 machen sie sich selbständig und zeichnen seit 2010 gemeinsam als Casa 1796 für ihre Projekte verantwortlich. Zur Zeit arbeiten sie mit Designateliers und Möbelfirmen in den Bereichen Produktplanung, Exhibition Design, Contract, Showroom-Layout, Beratung und Planung von Image, Kommunikation und Unternehmenskatalogen zusammen.

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# SCHEMA DI INSTALLAZIONE OUT SYSTEM OUTDOOR

Scheme for applying OUT SYSTEM OUTDOOR



## Preparazione del fondo

Assicurarsi che il supporto sia ben asciutto e maturato.  
Eliminare completamente eventuali strati elevati di pitture a calce o a tempera.  
Asportare i depositi di polvere.  
Trattare buchi, screpolature, crepe con gli appositi stucchi.  
Sigillare le fessurazioni con sigillanti adeguati.

## Preparing the substrate

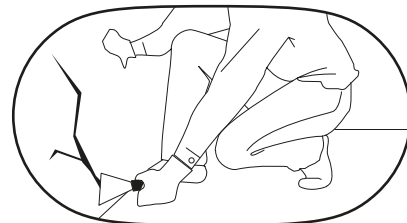
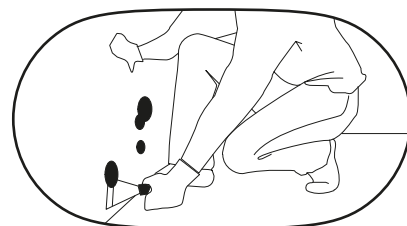
Make sure the substrate is dry and cured.  
Remove the build-up of dust, and other dirt by using a brush.  
Treat holes and cracks with special fillers.  
Seal joints with suitable sealants.

## Préparation du fond

S'assurer que le support est bien sec et dur.  
Éliminer complètement toute couche superficielles de peintures à la chaux ou à la détrempe.  
Enlever les dépôts de poussières et autre par brossage.  
Traiter les trous, crevasses, fissures avec des mastics appropriés.  
Calfeutrer les fissures avec des mastics adéquats.

## Vorbereitung des untergrunds

Stellen Sie sicher, dass das Trägermaterial trocken und gereift ist.  
Beseitigen Sie sorgfältig alle losen Schichten von Kalkanstrich oder Temperafarbe.  
Entfernen Sie mit einer Bürste Staub und andere Ablagerungen.  
Verschließen Sie Löcher, Spalten und Risse mit geeigneter Spachtelmasse.  
Versiegeln Sie die Öffnungen mit geeigneter Dichtmasse.



## Applicazione e posa

Mescolare l'adesivo specifico **OUT SYSTEM01** fino a renderlo morbido e omogeneo. Stendere in modo uniforme sulla superficie l'adesivo con un rullo a pelo corto. **OUT SYSTEM01** ha tempi di asciugatura rapidi, si consiglia di distribuire l'adesivo per sezioni non superiori a circa 5-7 m<sup>2</sup> per volta.

## Application and curing

Mix the specific adhesive **OUT SYSTEM01** until soft and uniform. Smoothly apply the adhesive on the surface with a short hair paint roller. Apply the adhesive on sections no larger than 5-7 m<sup>2</sup> at a time.

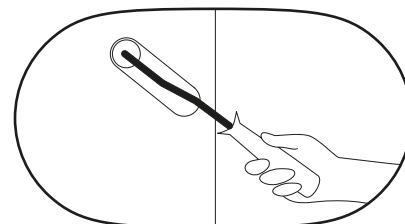
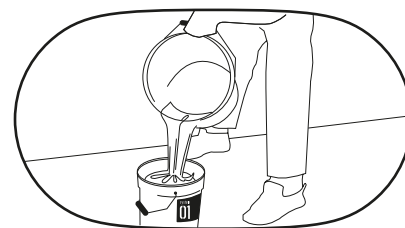
## Application et pose

Mélanger l'adhésif spécifique **OUT SYSTEM01** afin de le rendre souple et homogène. Appliquer l'adhésif de façon uniforme sur la surface à l'aide d'un rouleau à poils courts. **OUT SYSTEM01** a des temps de séchage rapides, il est conseillé d'appliquer l'adhésif par sections non supérieures à environ 5-7 m<sup>2</sup> à chaque fois.

## Andwendung und verarbeitung

Vermischen Sie den Spezialkleber **OUT SYSTEM01** zu einer weichen, homogenen Masse. Verteilen Sie den Kleber gleichmäßig mit einer Kurzhaarrolle. **OUT SYSTEM01** zeichnet sich durch schnelle Trockenzeiten aus. Es empfiehlt sich daher, den Kleber flächenweise aufzutragen und nicht mehr als jeweils circa 5-7 m<sup>2</sup> zu bearbeiten.

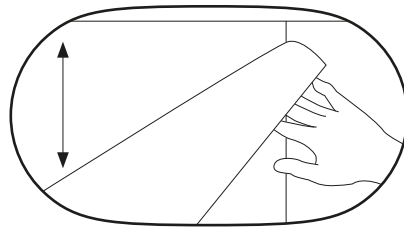
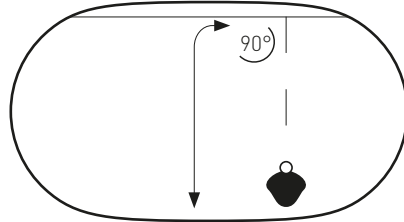
system  
**01**







system  
**02**



Provvedere alla posa del tessuto **OUT SYSTEM02**, verificare l'appiombamento e assicurarsi della continuità del disegno pressandolo con una spatola di plastica a garanzia di una perfetta aderenza.

Before starting to apply the fiber **OUT SYSTEM02**, check that it is perfectly lined up and that the pattern is continuous and press it with a plastic spatula to ensure optimal adhesion.

Avant de poser le tissu **OUT SYSTEM02**, vérifier l'aplomb et s'assurer de la continuité du dessin. Appliquer le tissu technique **OUT SYSTEM02** en le pressant avec une spatule en plastique pour garantir une adhérence parfaite.

Bevor Sie mit der Verarbeitung des Gewebes **OUT SYSTEM02** beginnen, überprüfen Sie die Lotreichtigkeit und achten Sie auf fortlaufendes Muster. Bringen Sie das **OUT SYSTEM02**-Gewebe auf und drücken Sie es mit einem Kunststoffspatel fest, um eine einwandfreie Haftung zu gewährleisten.

system  
**+ 01**

Al termine dell'installazione di **OUT SYSTEM02** procedere con l'applicazione di una mano di adesivo **OUT SYSTEM01** direttamente sulla fibra.

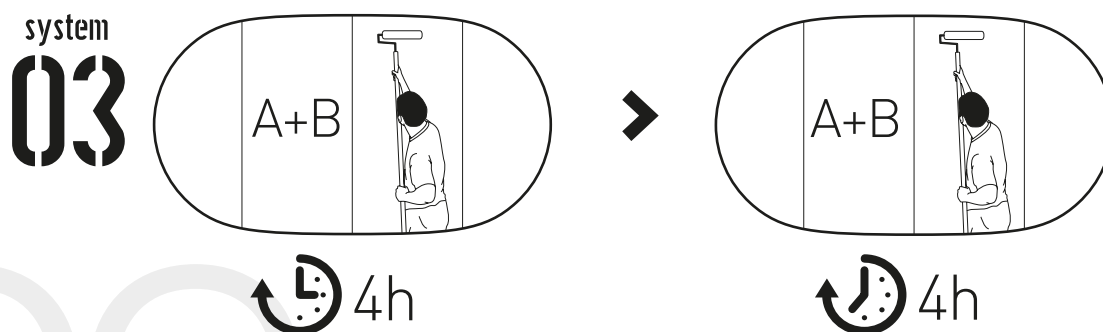
Quando il tessuto è ben asciutto definirne i contorni con un taglierino.

After having installed **OUT SYSTEM02** proceed with applying another hand of the adhesive **OUT SYSTEM01** directly over the fiber.

When the fiber is dry, trim its edges with a cutter.

Après l'installation de **OUT SYSTEM02** procéder à l'application d'une couche d'adhésif **OUT SYSTEM01** directement sur la fibre. Lorsque le tissu est bien sec, en définir les contours à l'aide d'un cutter.

Nachdem Sie das **OUT SYSTEM02** Gewebe aufgebracht haben, tragen Sie eine Schicht **OUT SYSTEM01** direkt auf das Gewebe. Ist das Gewebe gut durchgetrocknet, trennen Sie die überstehenden Ränder sauber mit einem Cutter ab.



## Finitura protettiva per esterni

Per l'applicazione di OUT SYSTEM 03OUTDOOR utilizzare un rullo da 25 cm a pelo corto.

Miscelare e omogeneizzare bene i due componenti, (A+B). Il prodotto deve essere applicato in due mani, ad una distanza di 4 ore l'una dall'altra. Il tempo necessario a 03OUTDOOR (A+B) per asciugarsi è di 24 ore.

### Protective finishing for the outdoors

To apply OUT SYSTEM 03OUTDOOR use a short hair 25cm paint roller. Mix well the two parts (A+B) until smooth. Two coats of product 03OUTDOOR (A+B) must be applied, at an interval of 4 hours. The time required to dry 03OUTDOOR (A+B) is 24 hours.

## Finition protective pour l'extérieur

Pour l'application d'OUT SYSTEM 03OUTDOOR utiliser un rouleau de 25 cm à poils courts.

Bien mélanger et homogénéiser les deux composants OUT SYSTEM OUTDOOR (A+B). Le produit 03OUTDOOR (A+B) doit être appliqué en deux couches, à un intervalle de 4 heures l'une de l'autre.

Le temps nécessaire à OUT SYSTEM OUTDOOR (A+B) pour sécher est de 24 heures.

### Protective Finishing für den Außenbereich

Verwenden Sie zur Verarbeitung von OUT SYSTEM 03OUTDOOR eine 25 cm-Kurzhaarrolle.

Vermischen Sie die beiden Komponenten OUT SYSTEM 03OUTDOOR (A+B) sorgfältig miteinander. Tragen Sie zwei Schichten OUT SYSTEM 03OUTDOOR (A+B) in einem Abstand von 4 Stunden auf.

Die Trockenzeit von OUT SYSTEM 03OUTDOOR (A+B) beträgt 24 Stunden.

# OUT

outdoor  
unconventional  
texture

è un progetto di  
a project by

**Wall&decò**  
*Contemporary Wallpaper*

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