

FauselBiskamp wins „Interior Innovation Award 2011“

## Innovation with a guarantee for feeling good

**FauselBiskamp developed first textile wallpaper in the hand-loomed Jacquard-pattern and thus convinces the German Design Council**

**Duesseldorf, January 25th, 2011. A new design concept fires the recurring trend towards the high-grade wallpaper: A hand-loomed, in the classical Jacquard-pattern held textile wallpaper by the designer in charge, Marc Neise, has recently been highly valued by the German Design Council as an outstanding merit in design. On the trend forum in Frankfurt, that is a part of the worldwide governing exhibition „Heimtextil“ (= Textiles for homes) in Frankfurt, the designer is now awarded the „Interior Innovation Award 2011“ for his innovation, besides he has been included into the Best-of-Best-list for the International Furniture Exhibition in Cologne which equals an ennoblement.**

With the new wallpaper, there arises a more homelike ambience in a new dimension, because fabric instead of paper provides for more warmth and a stronger feeling of security in the domestic environment. „Thereby one may be“, says Marc Neise, „definitely experimental nowadays, and different wallpaper patterns may also be combined with each other.“ With the idea for the design in combination with fine fabric and the choice of colours, the pioneer for wallpaper trends proved an assured sense of style according to the jury.

The jury had also had an eye on other products from the „laboratory for ideas for pretentiously designed walls“: So the Kraft Collection offers a collection of about 100 graphic and floral motives in the screen printing method on packaging paper. Another collection offers nature lovers a wallpaper made in Japan of sisal, jute and grass fibres which makes the heart of every interior designer beat faster.

Marc Neise, who operates the enterprise that was founded in the year 1887 already in the third generation, says about the current trends of interior decoration: „Since the economic crisis, many people prefer to invest again into a comfortable and high-grade living ambience, rather than investing money into expensive cars and jewellery“, says the boss of the Düsseldorf Wallpaper Factory. The more he is now happy about the acknowledgement of his efforts by the awards.

For queries concerning our enterprise or our products or if you would like an interview, please approach us at any time. We are looking forward to you.

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