

PRESS RELEASE - SEPTEMBER 2017



**ARSTYL**<sup>®</sup>  
WALL PANELS

MY STYLE  
OF  
LIVING



**nmc** | decoration



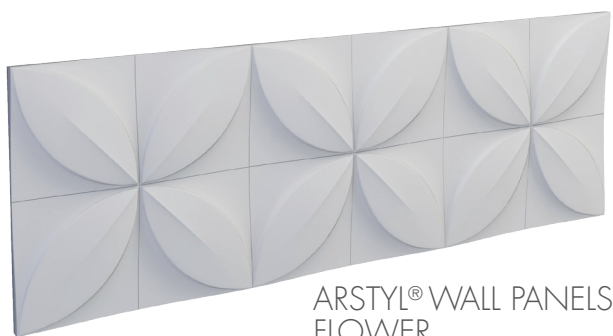
## Three dimensional wall design – Refined living with style and taste

### FLOWER - DESIGN-ORIENTED AND EFFECTIVE

NMC has expanded the ARSTYL® WALL PANELS collection with the three-dimensional model FLOWER, which will be presented for the first time in September 2017 at the “Maison & Objet” fair in Paris. This means that there are now nine attractive design variants of the popular wall panels.



Targeted interior highlights can be created with ARSTYL® WALL PANELS FLOWER from NMC. The three dimensional panel is particularly suitable for a vibrant yet fine play of light and shadows.



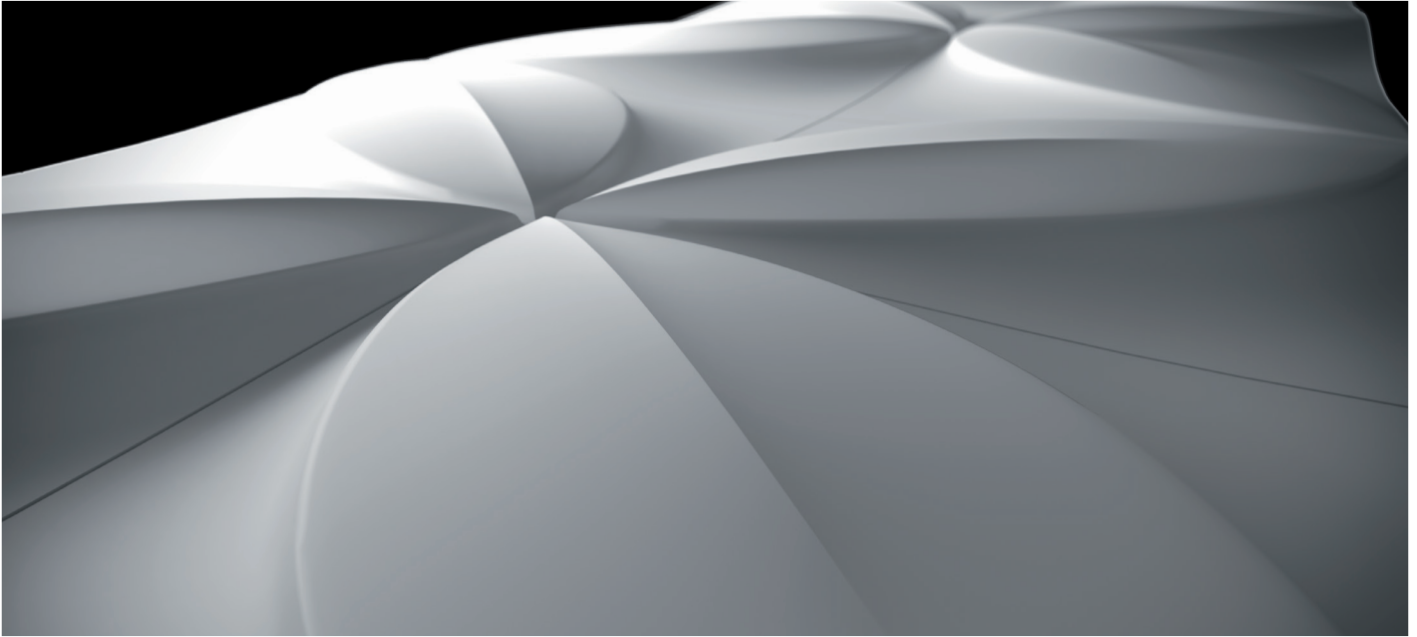
ARSTYL® WALL PANELS  
FLOWER

At 1135 mm x 30 mm, the FLOWER design variant is the same size as the other panels of the ARSTYL® WALL PANELS collection from NMC.

Creative, design-oriented, effective: the ARSTYL® WALL PANELS are setting new standards, with wowing effects. Their high quality three dimensional surface has convinced interior architects, decorators and designers.

So, NMC has expanded the wall panel range with a new model once again.

The new design variant FLOWER was created by the Belgian designer Michaël Bihain, who had already designed six of the existing panels of the NMC ARSTYL® WALL PANELS collection, specifically for a hotel project in the Caribbean. “The relief gives a completely different dimension to an interior,” he says to emphasize the effect of the three dimensional panel. The wall designed with flowers is the eyecatcher of the imposing hotel lobby.



The 3D effect of the ARSTYL® WALL PANELS FLOWER model from NMC is particularly impressive, thanks to the maximum thickness of 28 mm. The pronounced relief reflects the light in multiple tones.

## ARSTYL® WALL PANELS FLOWER

Every design variant of the ARSTYL® WALL PANELS collection has its own character and constitutes an individual sample field, thanks to the clear structures, shapes and symmetries. FLOWER stands out from all other panels because of the graphic design of the floral sample. The panels can be conveniently interconnected or adapted simply and easily as needed. At 1135 mm x 380 mm, FLOWER is the same size as the other panels. The 3D effect of this model is particularly accentuated thanks to the maximum thickness of 28 mm. If several panels are interconnected, three forms emerge inside the geometric floral image with a completely different optical effect. This translates into great freedom in the graphic transposition or the arrangement of colours. The harmoniously balanced design makes FLOWER an impressive supplement to the existing collection. Whether for an entire wall, as a targeted interior highlight, colour accentuation or in combination with light, NMC provides a further creative solution for individual interior decoration with the new, design-oriented wall panel – a solution that meets the most stringent design requirements and is therefore a convincing alternative to wallpaper. The high quality, three dimensional polyurethane wall panels confer right away a value-enhancing aspect to all interiors in hotels and other representative buildings in no time.

ARSTYL® WALL PANELS FLOWER will be presented for the first time at **“Maison & Objet”**, the professional trade fair dedicated to home decor, interior design, architecture, life style and trends (**Hall 8, Booth E13**), which will be held **in Paris from 8 to 12 September**. It will be available on the market as of that date. For more information, please contact the NMC customer service, or go to **wallpanels.arstyl.com** for extensive details.

The three dimensional wall design with the ARSTYL® WALL PANELS FLOWER from NMC stands out particularly due to the accentuation of colours. Interiors can be designed individually with an imaginative colour scheme.

If several FLOWER panels are interconnected, three shape patterns emerge inside the geometric floral image with a completely different optical effect.



Michaël Bihain is one of the leading Belgian designers, and co-founder of the "BihainProd" studio in London. He provides design elements with his drawings and models that can be used individually and creatively. He created the new design variant FLOWER of the ARSTYL® WALL PANELS collection specifically for a hotel project in the Caribbean. Bihain has already designed the models WAVE, LIQUID, ICON, DOMINO, SQUARE AND STRIPE in the NMC ARSTYL® WALL PANELS collection.



NMC is a specialist in the extrusion of thermoplastic foam, with a strong international presence through 12 production plants and 21 sales offices in Europe. NMC products are used in a wide range of applications, such as technical insulation, interior and exterior decoration, as well as in packaging, sports, leisure activities and industry. NMC generated a turnover of 200 million in 2016, and it currently employs 1,450 people in Europe.

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