

Press release, 23th June 2021

GREAT KIDS - Lifestyle in the kids' room

Wallpapers for both children and parents alike

A lamb with a kissing mouth. An astronaut reaching for the stars. And a friendly fox that would never steal a chicken. Plus cheerful polka dots, stripes and hearts. All in soft, trendy colours. That's Great Kids, the new wallpaper collection from Hohenberger, designed to appeal to children just as much as their lifestyle-oriented mums and dads. And that's not just a phase.

Typical girl, typical boy? Not at all!

The Great Kids collection by Hohenberger was created in collaboration with the Berlin designer Jenny Pilz, who has been designing high-end wallpaper collections across the world for 20 years. Because there was no wallpaper that she wanted to use on her own children's room on the market, she got creative herself: "Your average children's wallpaper shows motifs from films and TV series. That just didn't appeal to my sense of aesthetic." When designing her first children's collection, Jenny deliberately dispensed with the typical division between girls' and boys' wallpapers and created enchanting motifs in five colour moods - homely, harmonious and anything but loud. This makes the designs perfect for combining with each other. A stripe in the brush stroke suits the cute fox just as well as hearts suit the mini sheep. The colour harmony is just perfect!

Healthy living in your children's room

It's important everywhere, but especially in children's rooms. Hohenberger wallpapers are free of PVC, plasticisers and solvents meaning they are guaranteed not to emit any harmful substances.

About the Hohenberger wallpaper manufactory

Now in the third generation, the Taubert family is still producing wallcoverings with a lot of craftsmanship and great attention to detail. In addition to being 100% PVC-free, wallpapers from Hohenberg are produced particularly sustainable and exclusively in Germany. They adorn castles and museums, bars and lounges, hotels and offices, shops and apartments – not only in Germany but around the world. At Heimtextil 2019, Taubert is set to present a total of three new collections.

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