

Press release

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## Simply beautiful!

The SLOW LIVING wallpaper collection is all about clarity and authenticity

It has a Scandinavian air to it, and a bit of a Japanese touch too. At any rate, it is very bright and uncluttered. Simply beautiful. That's SLOW LIVING – the new collection from the Hohenberger wallpaper manufactory. When designing it, the wallpaper makers were inspired by a movement focused not only on living but on all areas of our lives: the trend towards deceleration, and towards more authenticity, awareness and clarity.

A concept that dovetails perfectly with the ideas of Marie Kondo, a Japanese lifestyle expert and best-selling author. She teaches the art of tidiness and demonstrates how order can make us happy. Anything distracting and superfluous needs to go. Only things that are beautiful – and especially those that truly mean something – may stay. This isn't minimalism, but rather a whole new awareness of ownership.

Handcrafted and genuine materials play an important role in this new lifestyle. And in the SLOW LIVING wallcoverings. The colours, the patterns, the materials – everything supports today's popular feel-good trend. SLOW LIVING impresses with its clear patterns and motifs inspired by nature – all in soft pastel shades, top quality, sustainable and produced without PVC.

### **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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