faux

Through advances in digital technology, papers are replicating stone, timber, brick, tiles and more, with a life-like sharpness. If the style of your building can't deliver, never fear. Want a New York loft, no problem. A weathered French style? Wallpaper has it covered.

This trend started with striking faux timber and brick effects but has gone on to more sophisticated and subtle renderings, replicating effects like colourwashed concrete walls, granite, crumpled paper, flaking paint and steel panels. The wallpapers are so hyper-real, you need to touch them to discover that they're not what they seem. You can see why they've earned the term 'conversational' designs.

FJ050211; FJ050210

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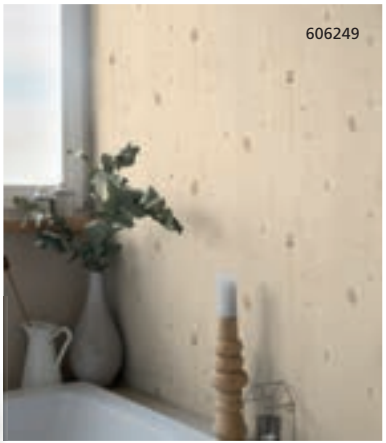
top tip

When considering a faux paper, take the location and context into account. The design needs to look like it belongs.

Resene
Triple Parchment

Unless the design is very subtle, faux effects are often best reserved for feature walls

Resene
Longitude



Resene
Hot Toddy