# ADS

## Positive on Eco Smooth Matte

Designed by Andy Warhol x Flavor Paper



SAMPLE SECTION

0ft
1ft
2ft
3ft
4ft
5ft
6ft
7ft
8ft
9ft
10ft
11ft
12ft

52in
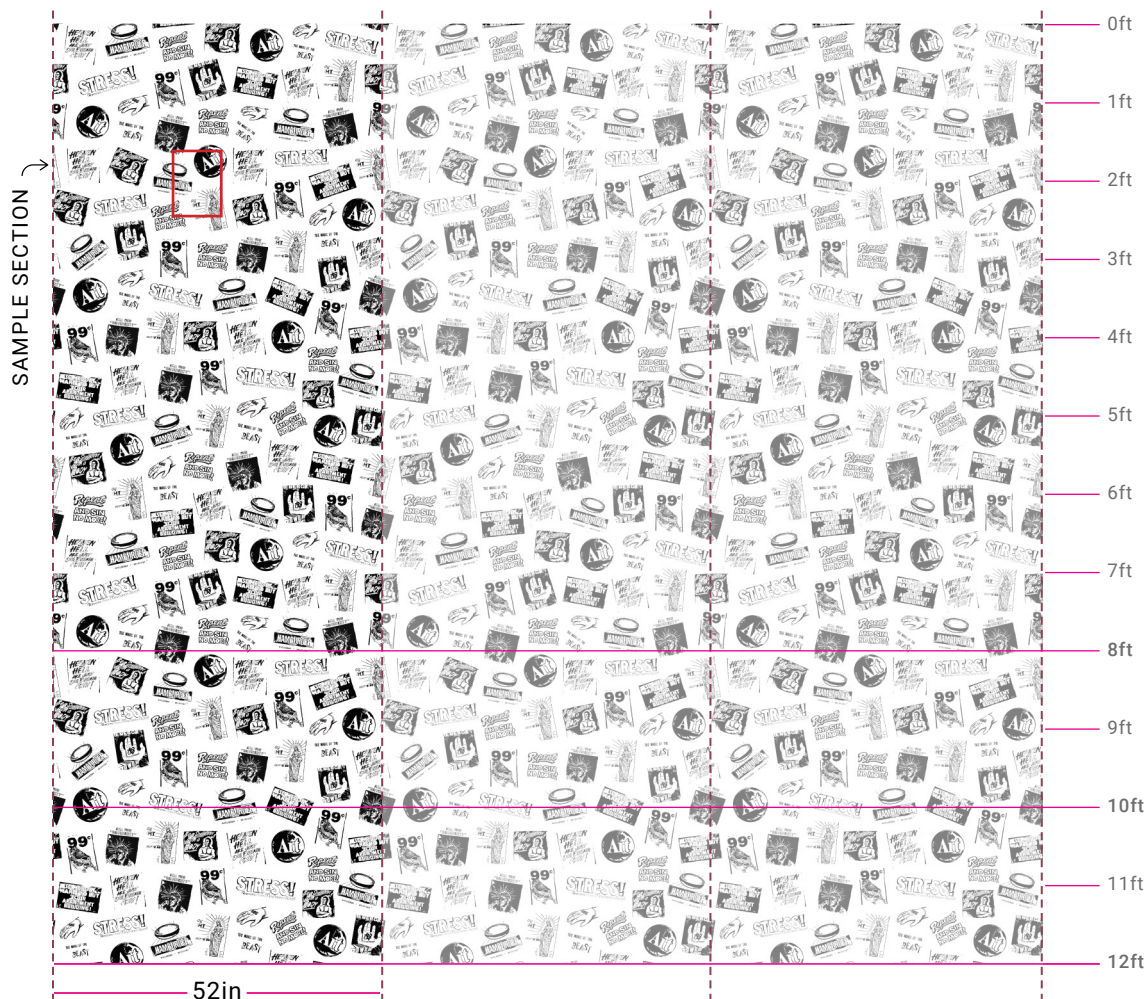
**FURTHER DETAILS:**

BM 2132-10

Benjamin Moore colors selected from the design

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|---|---|---|---|
| Item Number: | 2017 | Lead Time: | 3 - 4 weeks |
| Minimum Order: | 3 Panels | Fire Rating: | ASTM E84 Class A |
| Order Increments: | 1 Panel | Maintenance: | Wipe Gently |
| Panel Length: | 8ft, 10ft, or 12ft | Eco: | PVC-Free, low VOC, FSC Certified, Breathable |
| Panel Width: | 52in (54in Untrimmed) | Customization: | Inquire about substrate, scale, and color options |
| Vertical Repeat: | 42.75in Straight Match | Colorways: | Additional colorways available |
| Seaming: | V1 - Minimal visibility | | |

Advertising isn't something we really buy into, but we were sold when we brought Andy Warhol's Black & White Ads series into our portfolio. Warhol's fascination with '80s consumerism led to these silkscreened black-and-white images culled from advertisements, diagrams, maps, and illustrations in popular print media. His powerful themes of consumer culture, death, and religion still resonate today.

This digitally printed repeating wallpaper focuses on Andy's most introspective elements, shifting from corporate living to his, unique lifestyle showcasing the dreads of the day alongside options for salvation. Printing this in his original black and white color scheme, he produced positive and negative images of each element, creates a timeless sophistication.

Andy Warhol was a leading figure in the pop art movement of the 1960s and is considered one of the most important artists of the late 20th Century. The Andy Warhol x Flavor Paper Collection represents our interpretations of Warhol's work—some iconic and others handpicked from deep in the artist's archives—released in a globally exclusive partnership with the Andy Warhol Foundation for the Visual Arts ongoing since 2013.

Digitally printed to order in the USA.