DANCEHALL

Riddim on Eco Smooth Matte

Designed by Maxine Walters

FURTHER DETAILS:

BM 2033-30

BM 2017-10

BM 2022-10

BM 2077-30

Benjamin Moore colors selected from the design

Item Number:	2385	**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:	148 Straight Match	**Colorways:**	Additional colorways available
Seaming:	V1 - Minimal visibility		

Lift the sample for more information

Jamaican Dancehall culture began in the late 1970's as a social lifestyle shift when record producers started releasing instrumental versions of songs (dubplates or riddims) which would be played by a Selector in open air dance halls or through mobile sound systems with a DJ toasting over the music. The name, Dancehall, was not used until the 1980's when it was mentioned as a promotional term. This began an era of hand painted, screen printed, or stenciled signs posted on street signs to attract dancers to the parties, becoming an iconic visual representation of the musical style and scene.

Jon Sherman created Dancehall wallpaper using phrases from hundreds of dancehall street signs from the exemplary collection of Maxine Walters featured in her definitive book on the subject, Serious T'ings A Go Happen. The design showcases the creative language and variety of fonts and styles used by Jamaican sign artists to make their advertisements stand out.

The Riddim colorway is digitally printed on our Eco Smooth Matte substrate that allows all of the wildly colorful Jamaican terms and phrases to pop. While some signs are in their original colors, others are rendered in fun ombres that add pizzazz.

Digitally printed to order in the USA.