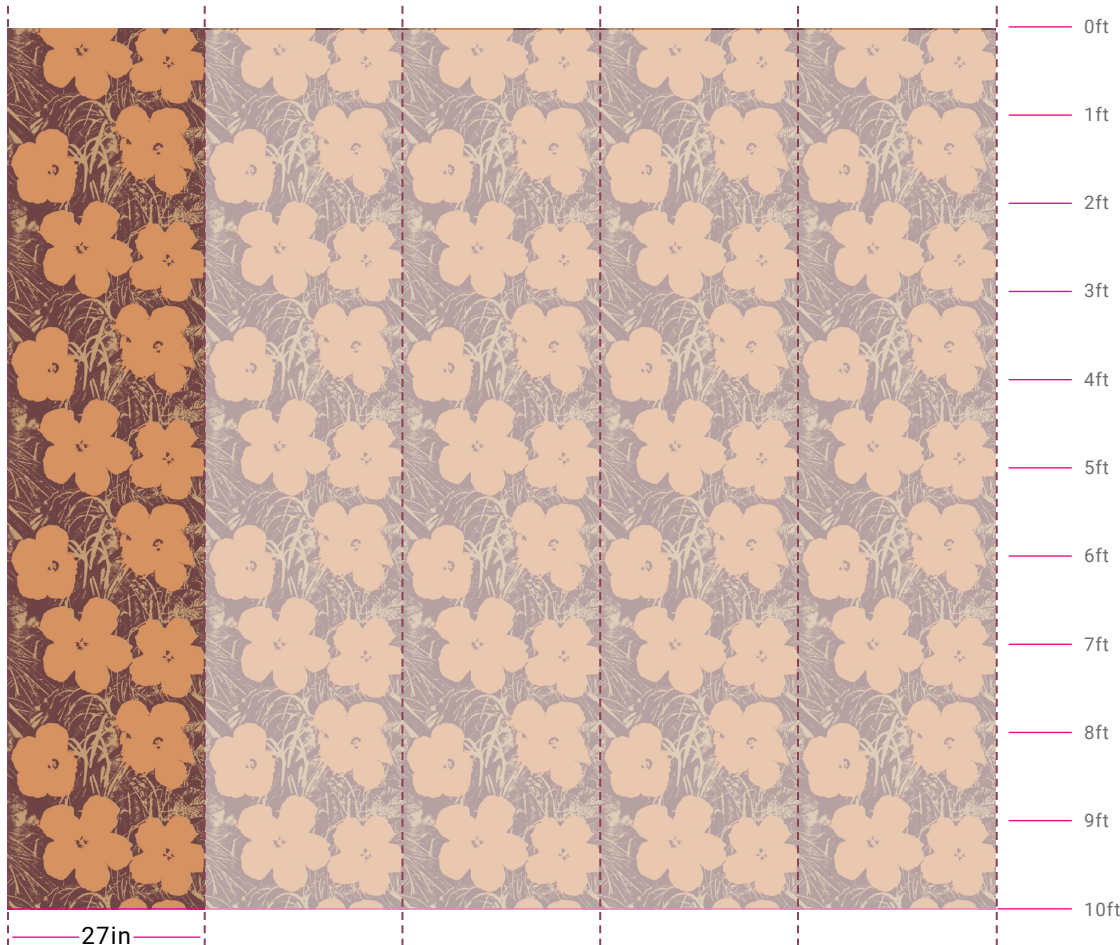


FLOWERS

Rouge on Matte Gold Mylar

Designed by Andy Warhol x Flavor Paper



FURTHER DETAILS:



BM 111

BM 1267

BM 2162-40

Benjamin Moore colors selected from the design

10ft ceiling height shown for illustrative purposes

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Item Number:	3227	Lead Time:	3 - 4 weeks
Minimum Order:	3 Rolls (45ft)	Fire Rating:	ASTM E84 Class A
Order Increments:	1 Roll (15ft)	Maintenance:	Wipe Gently
Roll Length:	Triple (45ft), double (30ft), or single rolls (15ft) Cut based on order quantity	Seaming:	V2 - Nominal visibility
Roll Width:	27in (29in Untrimmed)	Eco:	Printed with water based inks
Repeat:	Straight Match (27in V)	Customization:	Inquire about substrate and color options
		Colorways:	Additional colorways available

FLAVOR PAPER



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Initially created in 1964, Warhol's Flowers was based on a photograph of Hibiscus flowers taken by the then-executive editor of Modern Photography magazine, Patricia Caulfield. The image was repeated in various-sized canvases to cover entire walls and resembled wallpaper. Ronnie Cutrone, Warhol's main assistant, described the aesthetics of the print, "as decorative art, it's pretty dense. There is a lot of depth in there... You have this shadowy dark grass, which is not pretty, and then you have these big, wonderful, brightly colored flowers. It was always that juxtaposition that appears in his art again and again that I particularly love." Often referred to as Warhol's foray into psychedelic interiors, it is appropriate that Flavor Paper offers the cheery, dark, psychedelic, and poppy sides of Flowers.

Our handscreened Rouge colorway features a rich, burgundy background, which frames a matte gold Mylar substrate as the grass. The soft and shimmery peach flowers appear illuminated from behind due to the semi-transparent ink enriched with touches of luminous and Day-Glo powders.

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, which has been ongoing since 2013.

Furniture and styling HiLo Brooklyn, Photography Chaunte Vaughn