



FLAVOR PAPER

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# HAPPY BUTTERFLY DAY

by Andy Warhol® x Flavor Paper



Warhol created 'Happy Butterfly Day' in 1955 using his blotted-line technique. It was Andy's first foray into repetitive images, which would become one of his trademark methods. It is rumoured that the watercolors might have been added at one of Warhol's coloring parties at the fashionable Serendipity 3 café, which might explain the variance that makes the piece so interesting. We took Andy's original and made it repeat to look like a butterfly, which also creates a beautiful kaleidoscopic effect on the wall.

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## GROUND: TYPE I PRE-PASTED PAPER

- PRINTING METHOD: DIGITAL
- BACKING: WATER ACTIVATED ADHESIVE
- FIRE RATING: CLASS A, AS PER ASTM E 84 (ADHERED)
- FLAME SPREAD/SMOKE DEVELOPED: 15/205
- ECO: CARBON NEUTRAL, MADE WITH RENEWABLE ENERGY
- INSTALLATION: TRIMMED | DIY OR PRO INSTALL

## SPECS

ROLL SIZE \_\_\_\_\_ W 24" x H 252"  
PATTERN REPEAT \_\_\_\_\_ 15.6" /39.62cm  
SIDE TO SIDE MATCH \_\_\_\_\_ STRAIGHT ACROSS  
MADE TO ORDER IN USA

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