



FLAVOR PAPER

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RIFT

by Lucinda Loya



So, there's a little tension here. But it's not between us and Lucinda Loya, collaborator and celebrated visionary behind the glamorous and global Lucinda Loya Interiors. Rather, Rift references the force of the design philosophy and aesthetic movement in the architectural and fashion worlds known as deconstruction. Rooted in artistic contradictions, Rift challenges convention with a visual narrative that ebbs and flows from futuristic and organic, edge and elegance, chaos and cohesion. There's a pulsation of pattern, texture, hue, and intentionality. There is neither a beginning nor an end. It invites imagination, encouraging the viewer to step in and out of the pattern to explore what they're consuming. Bamboo? Basketweave? Clay? Cream? Stockings? By disrupting distinctions, Rift is whatever you want it to be and fits seamlessly in any space - from the yacht club to da club. It's formal and casual wear for your walls, and thoughtfully timeless.

GROUND MENU

TYPE I ECO SMOOTH MATTE

- PRINTING METHOD: DIGITAL
- BACKING: NONWOVEN FIBER
- WEIGHT: 14 OZ/LINEAL YARD
- FIRE RATING: CLASS A, AS PER ASTM E 84 (ADHERED)
- FLAME SPREAD/SMOKE DEVELOPED: 15/205
- ECO: NO OZONE DEPLETING CHEMICALS
- INSTALLATION: UNTRIMMED | PRO INSTALL RECOMMENDED

SPECS

ROLL SIZE ————— W 52" x H 100", 124", 148" OR CUSTOM HEIGHT

PATTERN REPEAT ————— 15.82" / 40.2cm

SIDE TO SIDE MATCH ——— STRAIGHT ACROSS

MADE TO ORDER IN USA

LEARN MORE!

