

nilaya
SIGNATURES
Designed with love in India

ASIAN PAINTS

Asian Paints is India's leading paint company with an international reach of over 65 countries. Its subsidiaries include: Berger International Limited, Apco Coatings, SCIB Paints, Taubmans and Kadisco. In decorative paints, it represents every segment: Interior Wall Finishes, Exterior Wall Finishes, Enamels and Wood Finishes, while also offering water proofing, wallcoverings and adhesives. In the Home Improvement and Décor category, the company is present in the Kitchen and Bath fittings sections offering various products under the brands, Sleek and Ess Ess, respectively.

NILAYA

Nilaya wallcoverings from Asian Paints allow you to experience the world's finest surfaces - wallcoverings, decals, borders and paintables, and handpicked patterns from internationally renowned designers, from collaborations with Indian creative artists and from our own Signature Series created by Lab Nilaya designers. Nilaya wallcoverings are supported with care products from Asian Paints, an expert on Indian conditions, so installations are as perfect as the visions that transform your spaces.



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Signatures originates from Lab Nilaya, the creative core of the Nilaya brand. Drawing inspiration from the worlds' infinite treasures, both man made and natural, our in-house designers seek to create one of a kind wallcoverings that enhance, beautify and generate real emotion, turning a space into a home.

Presenting Signatures: Volume 02, an eclectic anthology of patterns which features Wallpaper of the Year - the delicate and dreamlike, April Showers and flowing Kalamkari inspired creations from our Sea Escape collection.

Also discover, Golden Verse, our homage to the Japanese art form of Kinstugi where fragments are joined with gold filling and a modern spirit meets an ancient soul.

GOLDEN VERSE

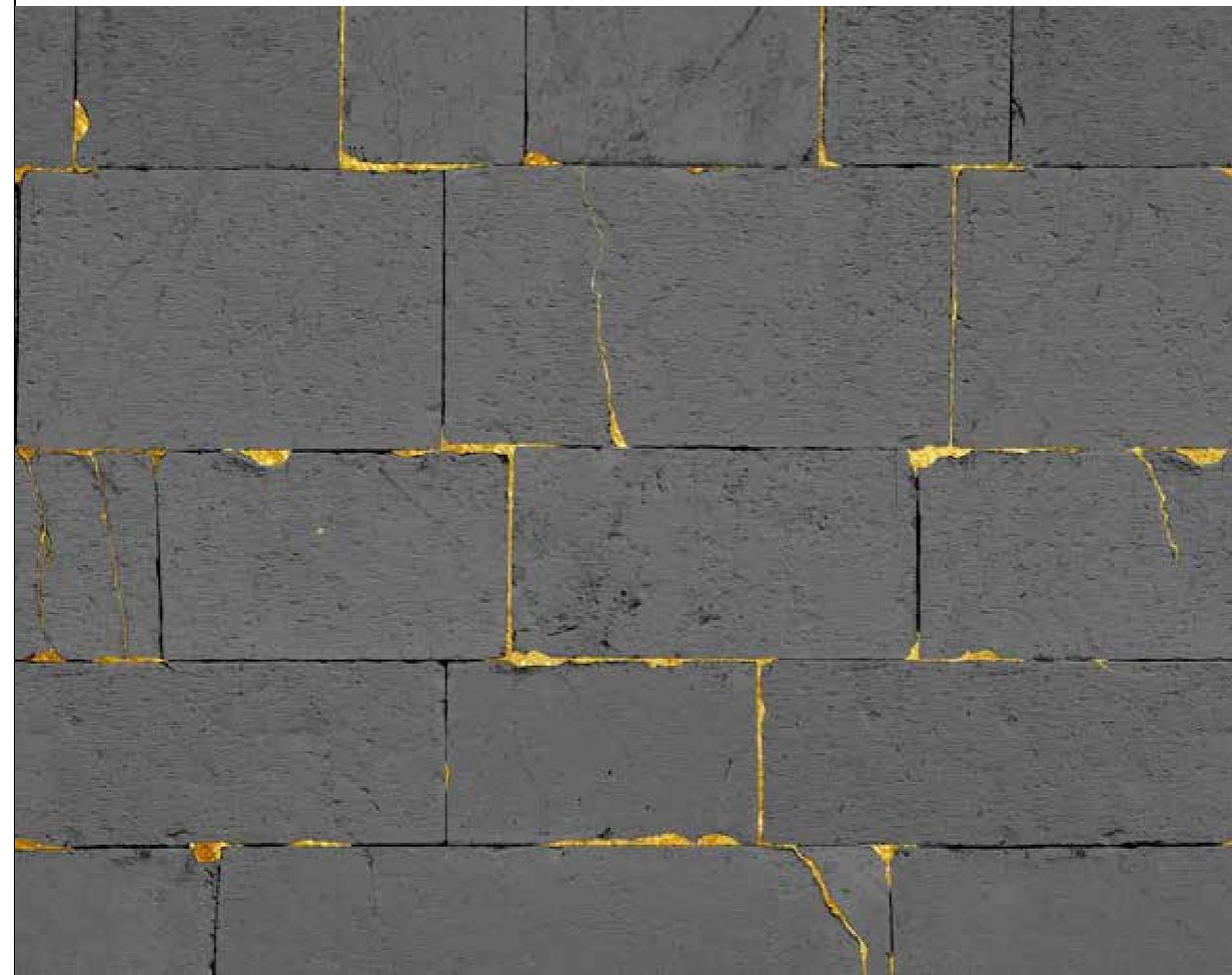
The ancient Japanese art of Kinstugi or “golden joinery” or Kinstukuroi – “golden repair” is the restoration of broken objects with gold. The broken places are seen as a distinct part of the objects’ past which only enhance its beauty.

With Golden Verse, we contemplate the delicate art of Kinstugi and bring you wallcovering creations of rare beauty.

Gold on Grey
W089W036S75



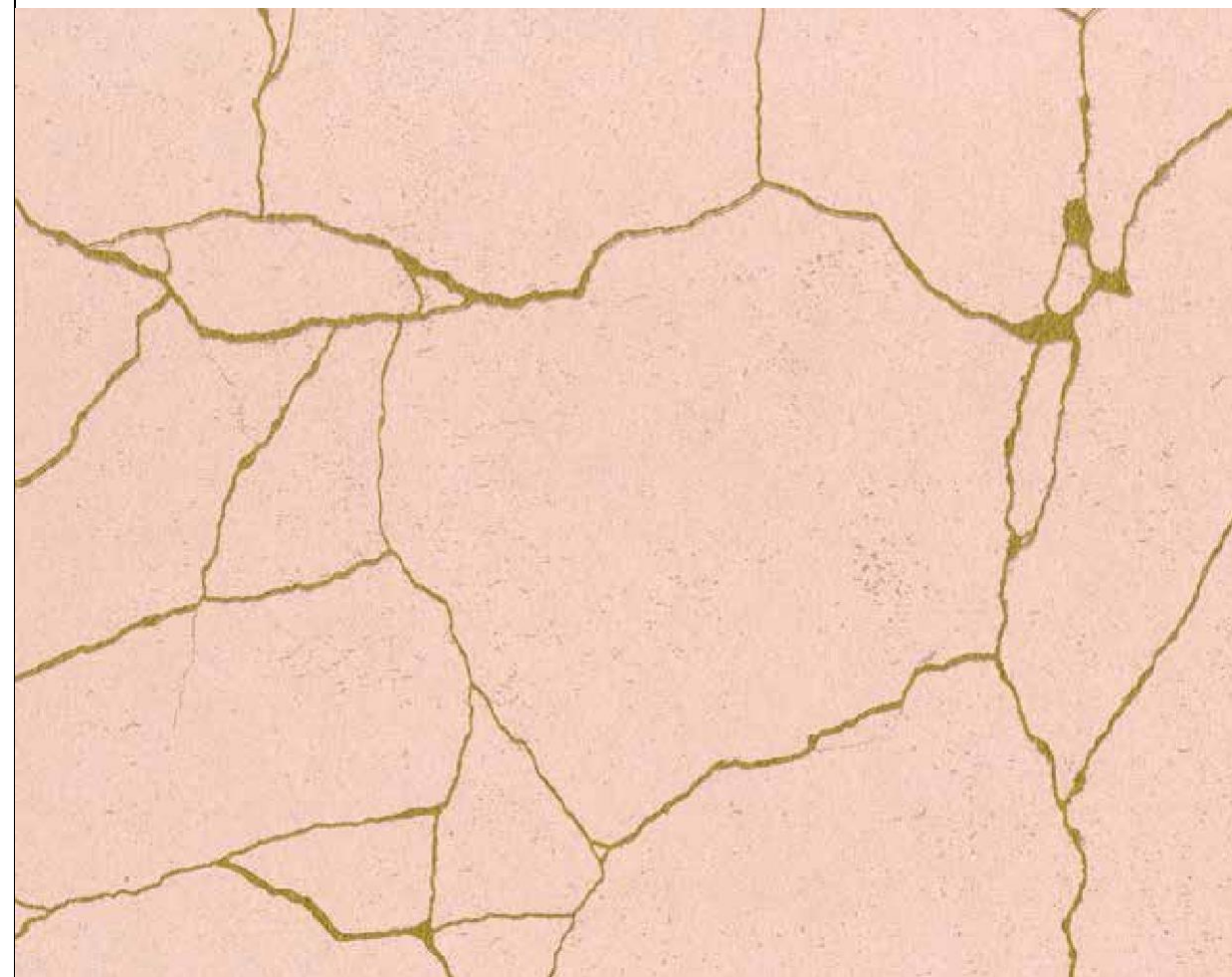
Gold on Night Grey
W089W039S75



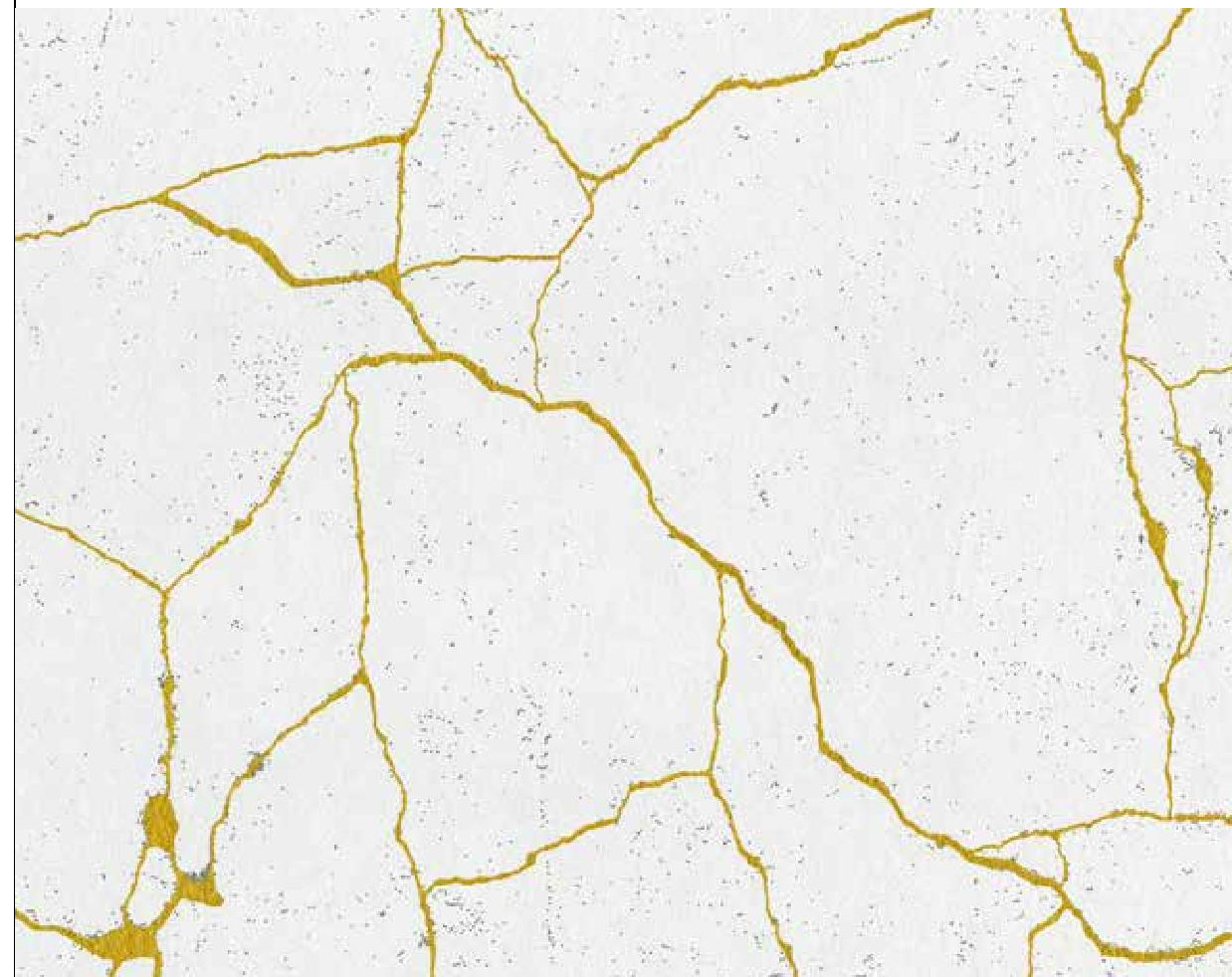
Gilded Memories | *Gold on Grey* | W089W036S75

Rivers of gold create a delicate motif and the ancient Japanese art form of Kinstugi or “golden joinery” meets modern sensibilities.

Gold on Coral
W089W041S75



Gold on Grey
W089W040S75



Dream River | *Gold on Coral* | W089W041S75

Rivers of gold flow through fissures and a dreamlike, impressionist beauty appears.

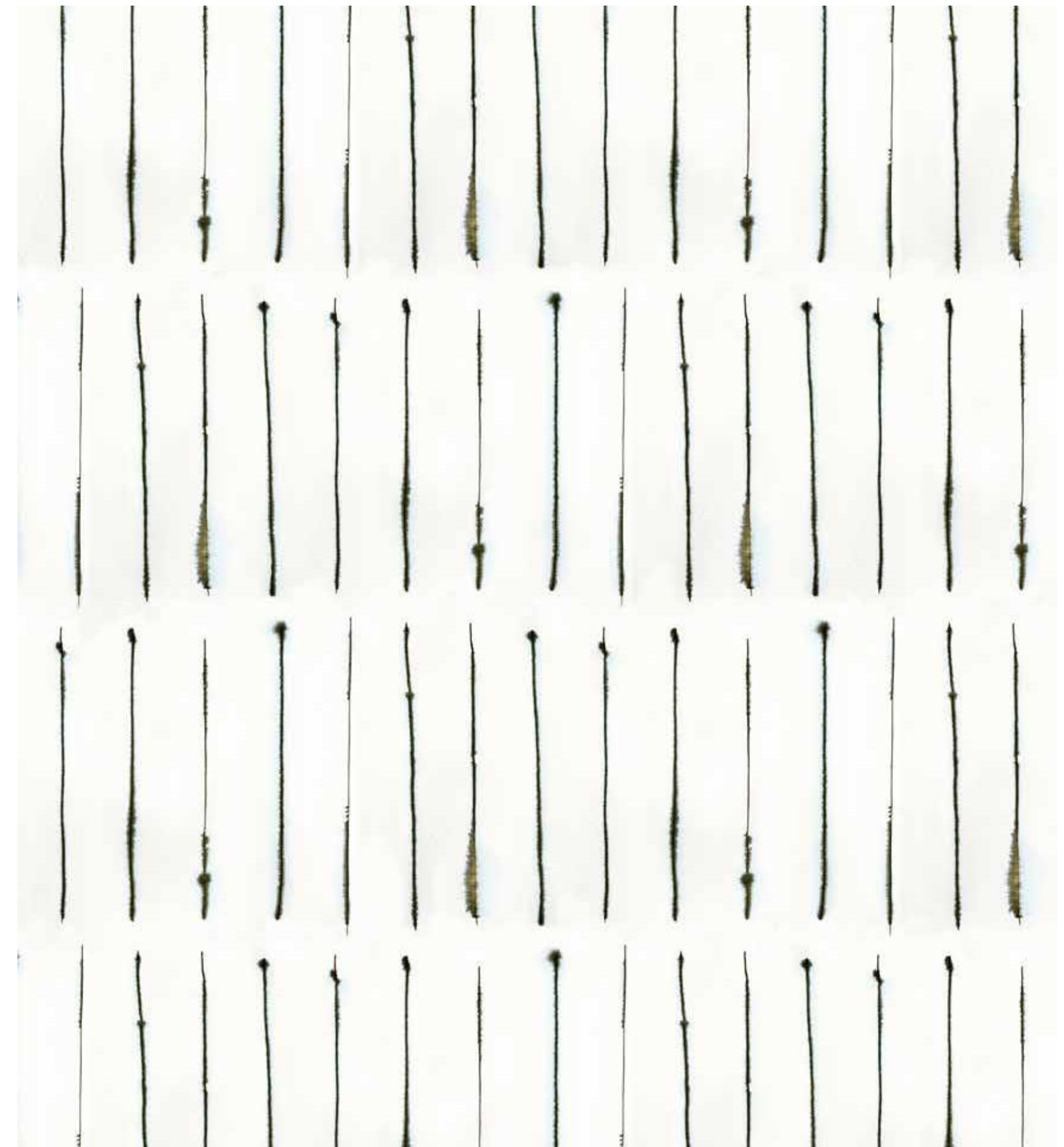


MOODS OF MONSOON

fresh . ephemeral . fluid . natural

Whiplashing storms quieting into silken threads. Downpours calling kids out to play. Hanging droplets, ribbons streaming through cracks, pooling in hollows. Patterns forming everywhere. A duet of water and earth.

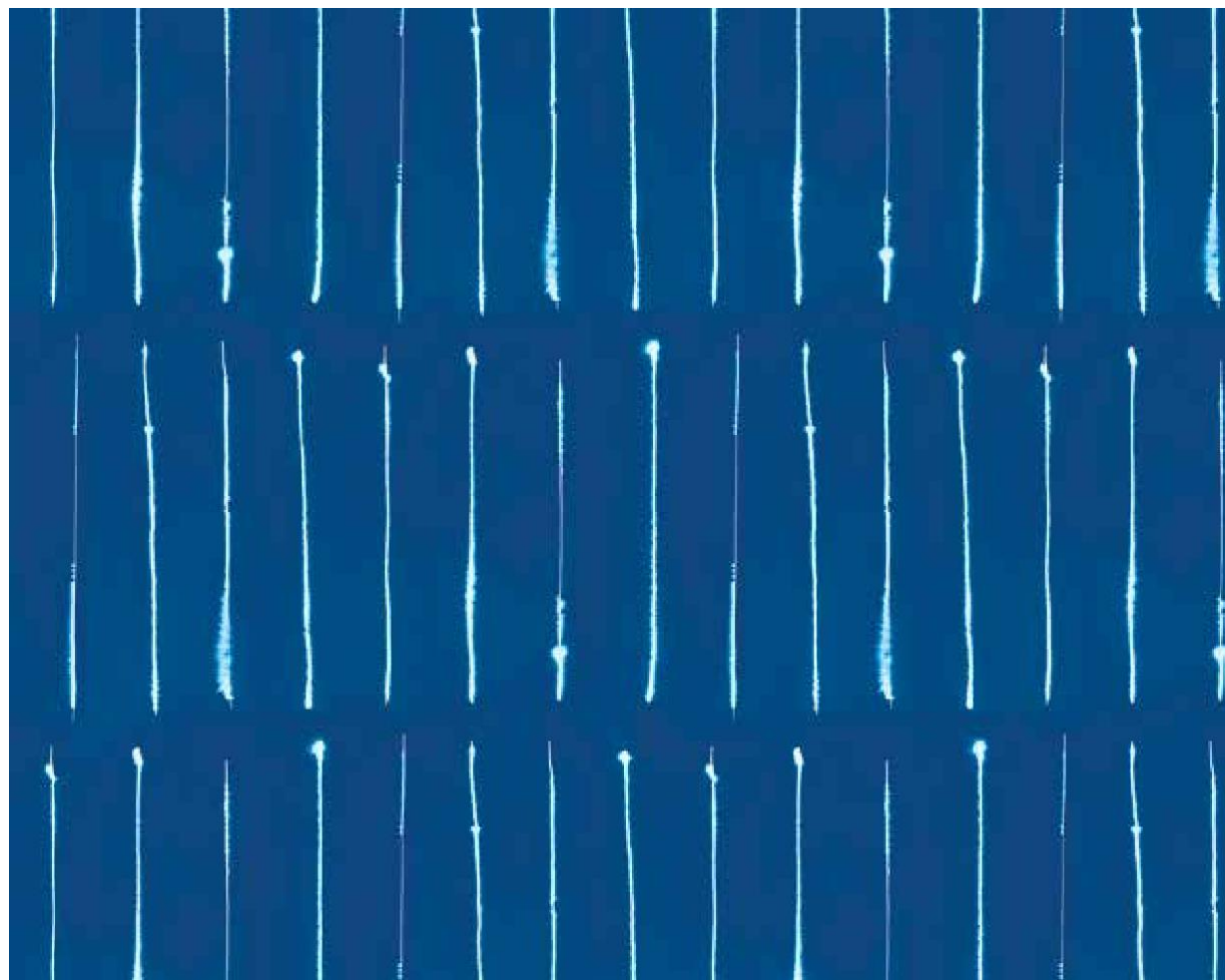
Welcome the Moods of the Monsoon.
Inspired by the art of rain and earth and the Monsoon rains. Interpreted in old school techniques like watercolour and tie and dye in dark, moody monsoon shades and soft natural textures.



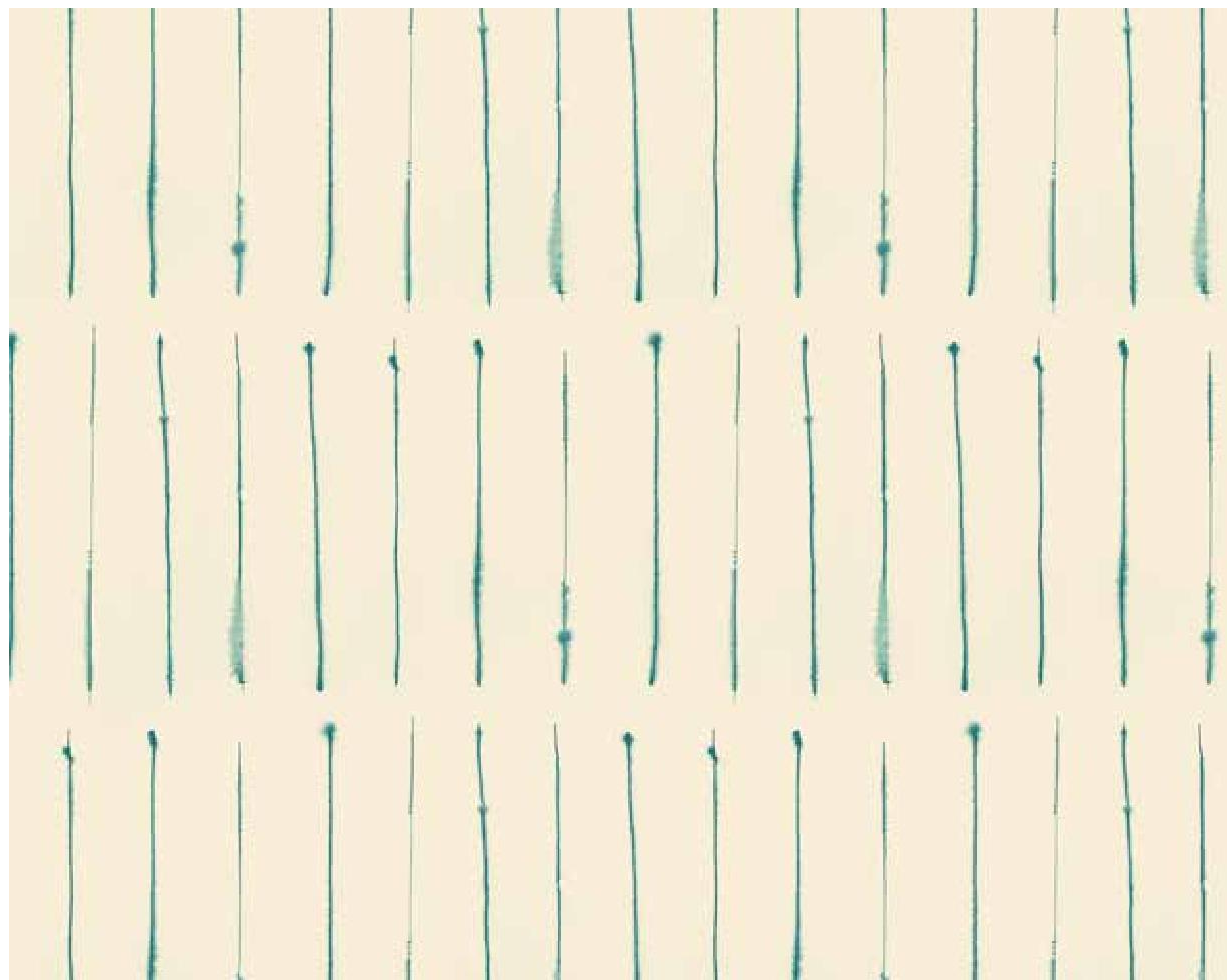
Rain Dance | *Black on White* | W056D322S75

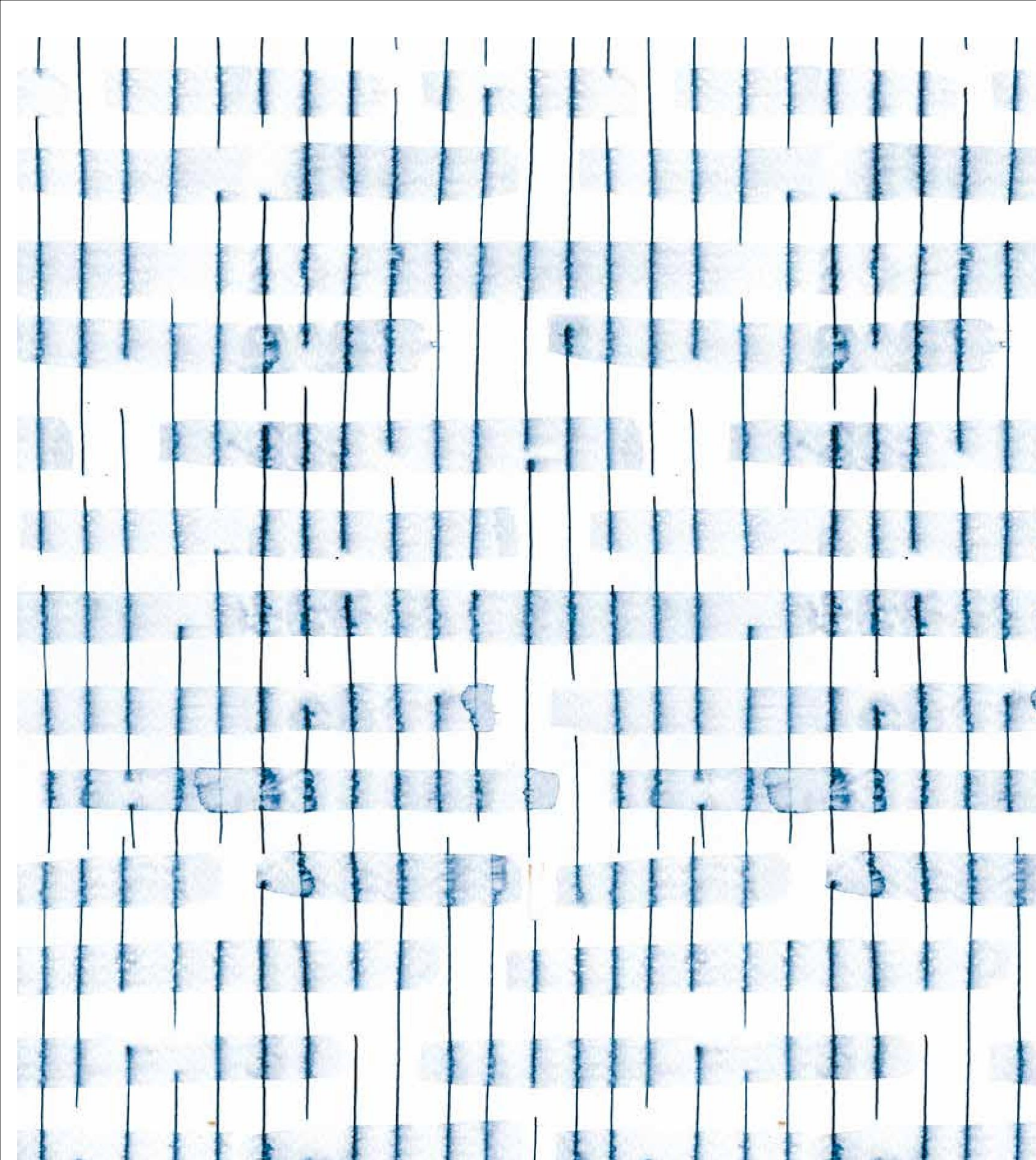
Watery pin stripes in bold, soft edged strokes, recalling a gentle rain that soothes and stills. Combine with handwoven textiles, monochromes, statement accessories. A set of three variations include black on white, white on indigo and patina on beige.

White on Indigo
W056D324S75



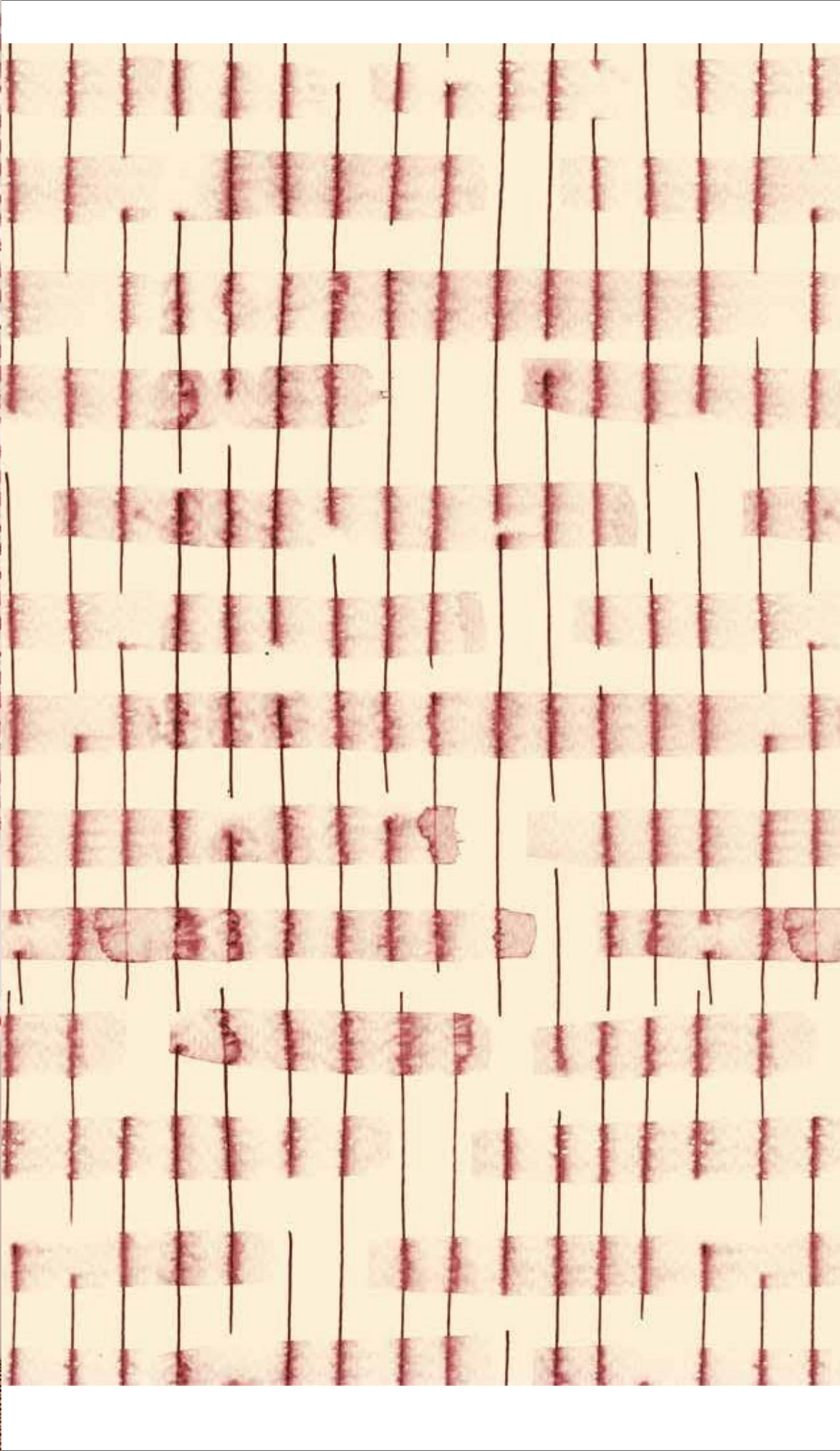
Patina on Beige
W056D325S75



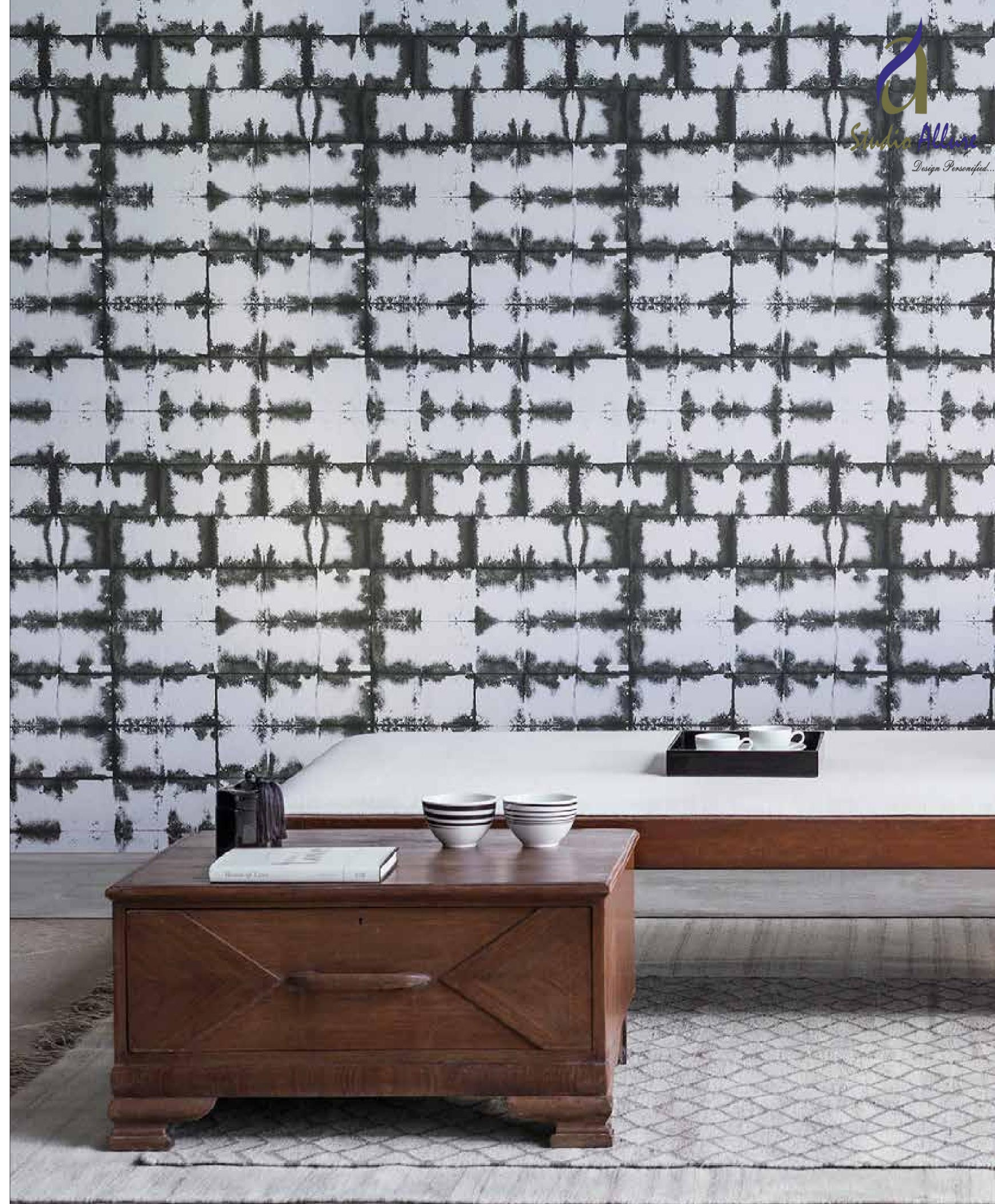
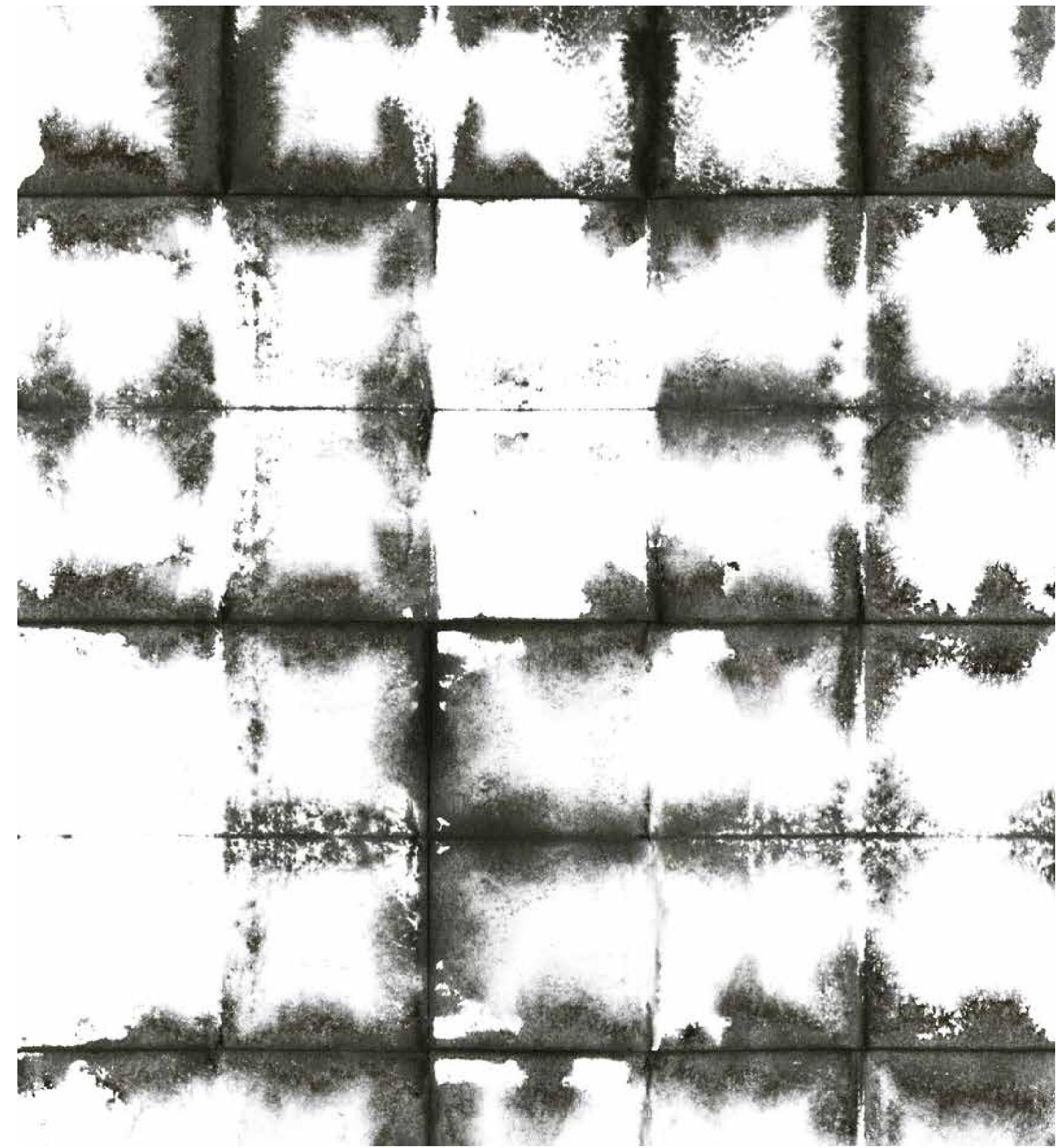


April Showers | *Indigo on White* | W056D321S75

A light abstract look inspired by rain lit by sunbeams. Delicate lines swept with gentle brush strokes create a relaxed design. Select from a duet of shades – indigo on white or madder on beige.



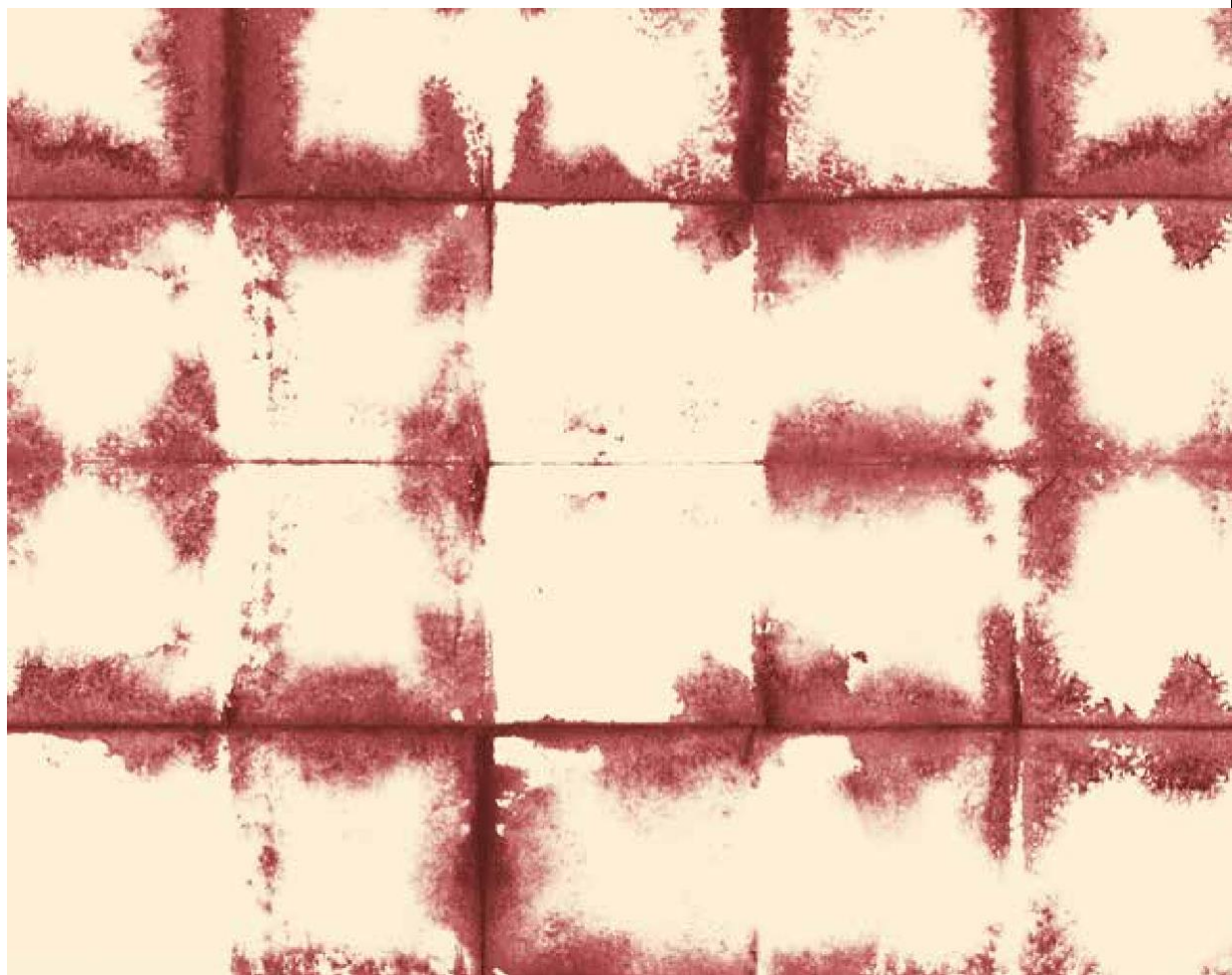
Madder on Beige
W056D323S75



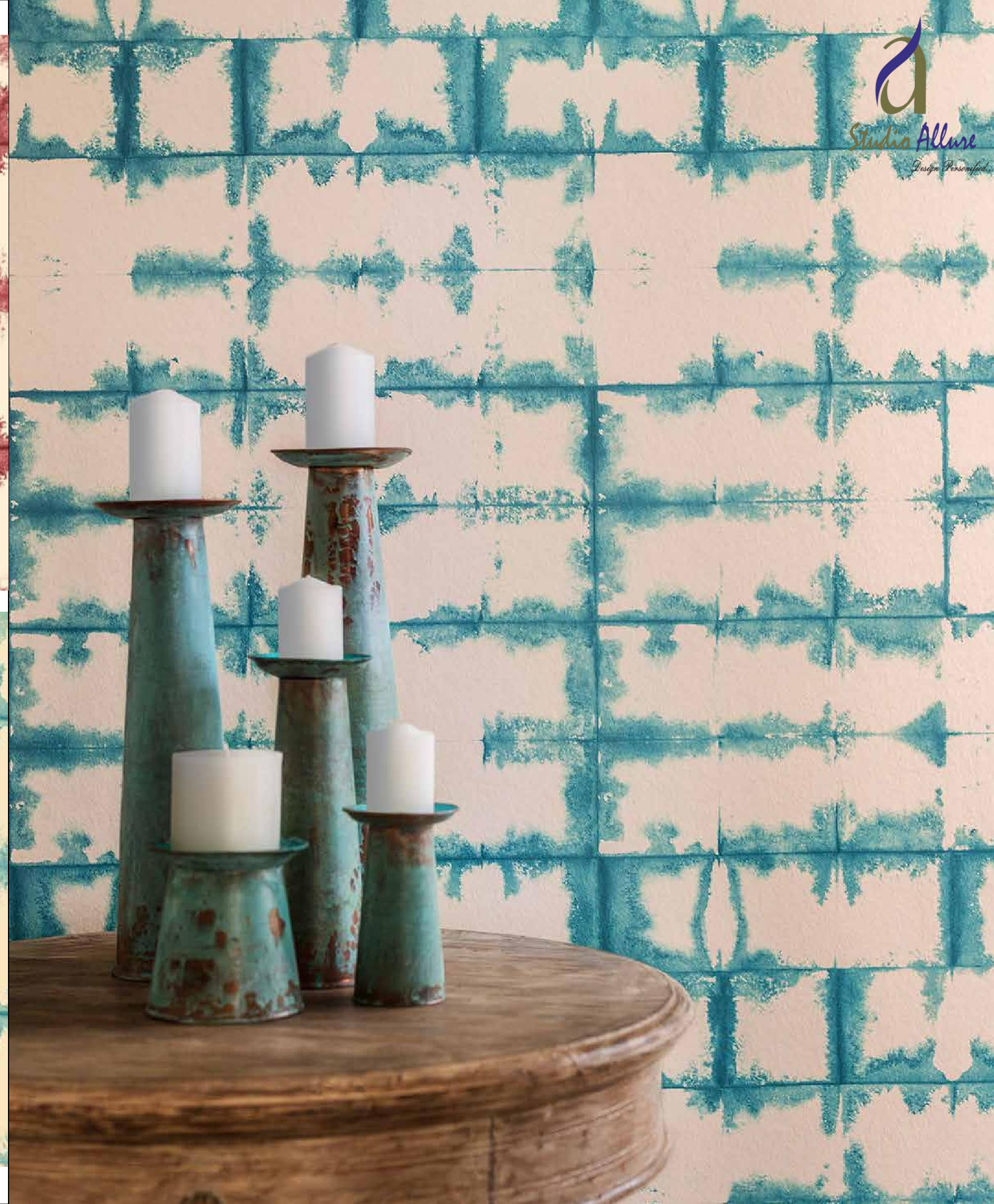
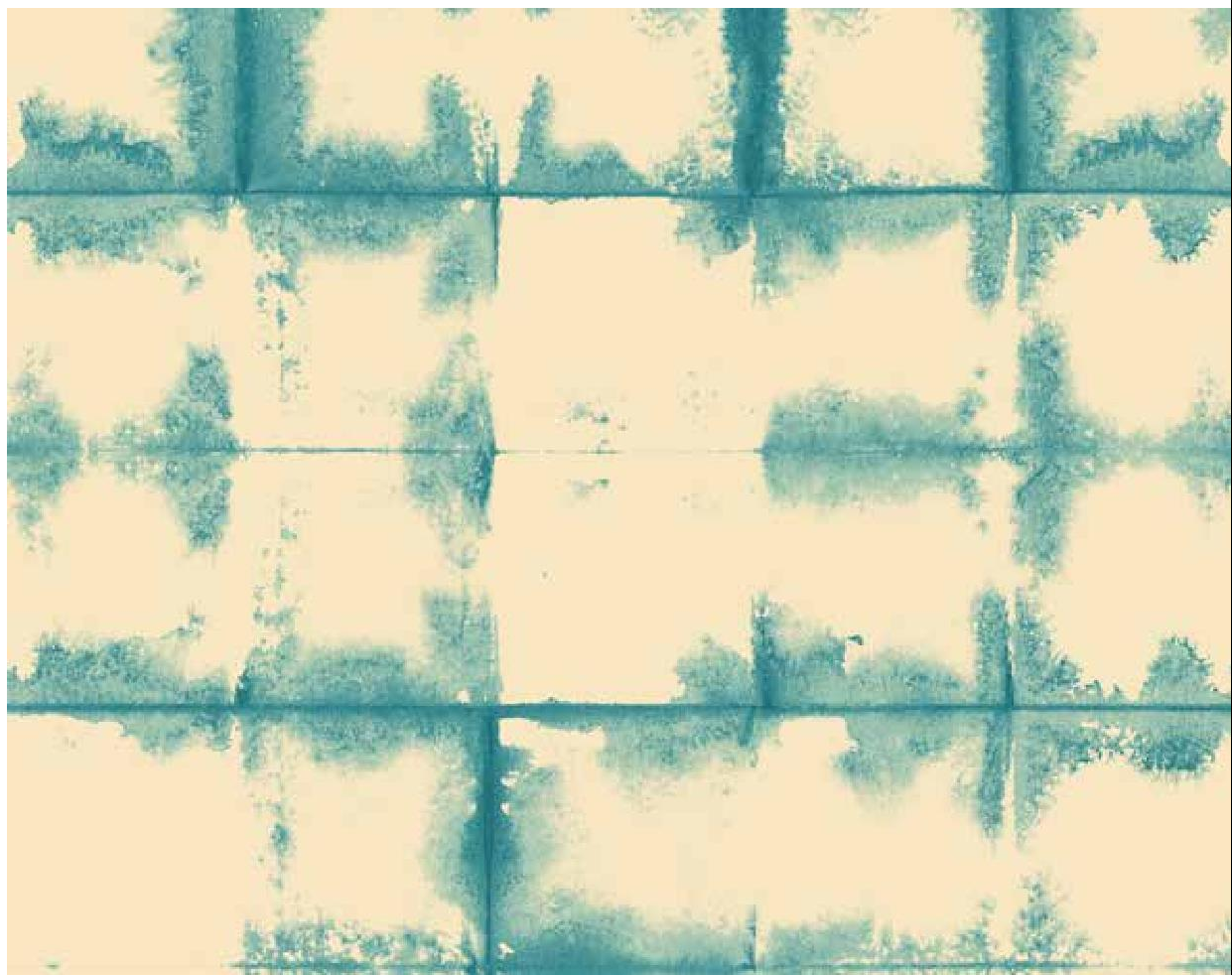
Soak | *Black on White* | W056D317S75

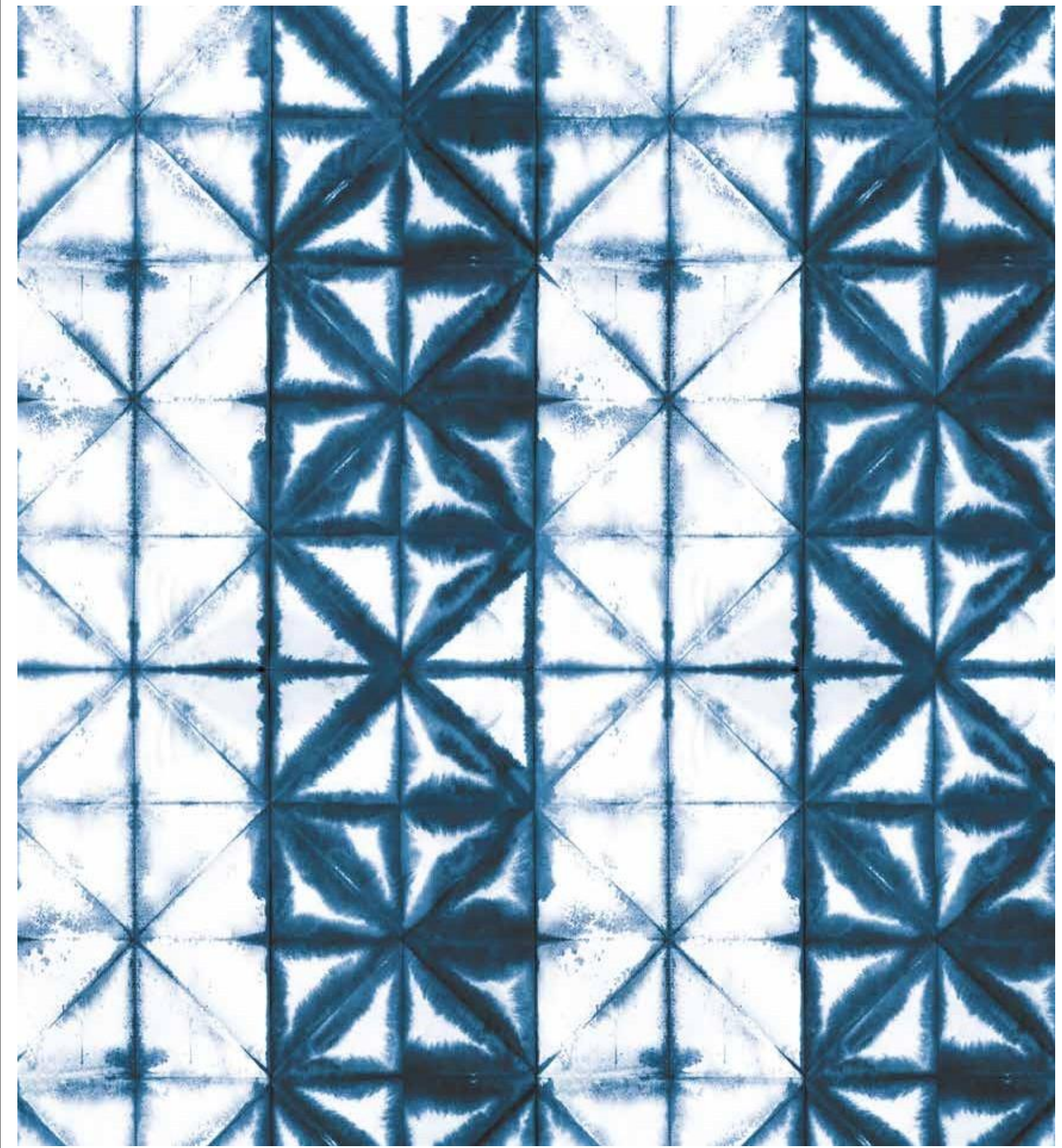
Abstract modernism emerges out of a simple tie and dye effect. Stormy colour combinations – black on white, madder on beige and a fresher, greener, rainwashed turquoise on beige work beautifully with modern arrangements.

Madder on Beige
W056D318S75



Turquoise on Beige
W056D319S75





Painted Sky | *Indigo on White* | W056D320S75

A bold, daring design mirroring the broody effects after the storm. Let it burst upon a wall as a dramatic statement. Complement with modern silhouettes.



Ocean Enchanted | Red on Sea Green | W057D327S75

Glowing colours, delicate floating sea creatures create a wavy, jewel bright design. Theme with complementary accessories or use alone letting the pattern do all the talking. Select from a duet of shades: fiery red on ultramarine or sea green or sky blue on ocean green.



Red on Ultramarine
W057D326S75



*Sky Blue on
Ocean Green*
W057D328S75





Coral Bay | Red on Ultramarine | W057D334S75

A dreamlike effect created by a light hand drawn touch and offbeat colour pairings. Soft corals studded with ochre drops float in a gentle wash of colour. Select from red on ultramarine, red on ochre, orange on patina or cream on taupe.



Studio
Design & Print



Red on Ochre
W057D332S75



Orange on Patina
W057D331S75



Cream on Taupe
W057D333S75



Mystic River | White on Terracotta | W057D330S75

A folksy river with a gentle upward flow detailed with softly drawn water life. In combinations of white on tan or terracotta, this soothing design is versatile complementing traditional ethnic décor schemes as well as more contemporary looks.

White on Tan
W057D329S75



NILAYA ECOSYSTEM

PATTERN SELECTION

Our dedicated institutional sales team can help pick the right pattern for each project. We have colour consultants who can help you navigate the world of pattern books and colour combinations. In case you cannot find the right product, we can also help match your sample from the extensive library available with our manufacturing partners. The Nilaya digital catalogue is an easy reference to shortlist patterns and co-ordinates.

SAMPLING & MOCK UPS

We are happy to provide you with sample swatches of shortlisted patterns that can be incorporated into client presentations or mood boards. We have a dedicated team of installers who can execute mock up rooms or spaces perfectly and on time.

PROJECT PLANNING & MATERIAL DELIVERY

For large projects a dedicated relationship officer will help you in material estimation, budgeting and delivery. Most of our product range is stocked locally and our nationwide distribution network can ensure that the material is delivered on site no matter where it is located.

INSTALLATION

Surface preparation: Preparing the surface well for installation can determine the life of the wallcovering. This is why we recommend the use of Asian Paints Sealer as a primer coat- it seals the surface well and prepares it for the adhesive coat.

Adhesive: The Nilaya wallcovering adhesive has been specially designed by us to perform well in Indian conditions. It is water based, ready to use and works with a variety of substrates. Moreover, it has anti-microbial properties and zero VOC, making it the perfect choice for all installations.

World class installation tools: Nilaya offers a range of specially chosen tools to ensure accurate measurement, clean and precise cutting and seamless application. This is available as a complete tool kit to all our trained Nilaya Applicators. In case the installation is being executed by your contractors, we recommend that they use the Nilaya tool kit for best results.

Trained installers: Our team of applicators have many years of experience in the industry and have been trained by US and UK based specialists. We can also train your installation team so that they are able to deliver the site on time and ~~your~~ meet your expectations.



Studio Allure

Design Personified...

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