

SHAPES
SHADES
— by Goodrich Global —

The Future is Sensorial

Goodrich shares the Art of Takumi - Artisinal Wall
Finishes and upcoming trends for wallcoverings



we are the curator of spaces

SHAPES & SHADES is a new initiative from Goodrich Global to educate and share the art of curating spaces with the design community or anyone who simply loves interior decorating.

As a visual platform, SHAPES & SHADES shares interior decorating ideas that are shaping the built environments today. It is a compilation of an exhaustive range of tried-and tested decorating tips from design experts, who are interior designers, architects, hotel chain operators, property developers and homeowners, whom Goodrich Global is honoured to serve as clients.

SHAPES & SHADES' contents cover the analysis of the latest trends in interior furnishing by serving practical ideas and guides to choosing the right material and designs for modern interiors. Follow SHAPES & SHADES and find your unique style.

3 essential steps to selecting the right wallcoverings for the right wall

LOCATION

Identifying the focal wall

The focal wall is the first wall you see upon stepping inside a space. It should be highly visible from the entrance and used to highlight the focus point of the space.

THEMES

Consider the themes and style of the space

Like a blank canvas, a living space is a gallery of creative self-expression to showcase a personal style. In a commercial space, finding the right theme is very important as it conveys your brand essence and sets the right ambience.

7 popular themes to explore are Abstract, Artistry, Mural, Nature, Geometrics, Digital Print and Colour Bar.

COLOUR

Choose the right colour and lighting to match the style

Elaborate the chosen theme with colours to highlight and complement the overall style of the space.



uncovering goodrich new cover story

If one wants an immediate interior transformation without breaking the bank, start with a wall. The potentials of living spaces are boundless and exciting when viewed with discerning eyes.

After all, Goodrich Global has been furnishing spaces both commercial and residential for almost four decades and counting. As a subsidiary of Sangetsu Corporation, Goodrich Global continues to be a market leader in delivering architectural and interior solutions through an extensive range of wallcovering, fabric, carpet and flooring materials in Asia.

The company owed its humble beginnings to supplying only wallcovering in 1983. Today, its extensive product collections are sourced worldwide to cater to a multitude of interior themes and personal expressions.

Spaces must be beautiful but also functional and luxurious. Wallcovering gives an instant, dramatic lift to any room, and covering a room with pattern or texture can cocoon the space and give it an intimate feel. It also allows one to have some fun with the design or personalised an otherwise plain room.

As homeowners' and designers' tastes are globalised and sophisticated, wall furnishings are becoming more handcrafted too. Elegant and subtly luxurious, the latest Japanese influenced Takumi series aims to satisfy the demand for fine craftsmanship in decoration.

Helming the next lap, is the new and improved Goodrich Gallery that is launching in November 2021 located at our Goodrich's Singapore Headquarters, offering over 100,000 designs, colors and patterns in wallcovering and furnishings. Look forward to a variety of concept rooms to cater to spaces from residential to commercial for a seamless shopping experience.

Tune in to Goodrich's new Cover Story!

YASUSHI FURUKAWA

Group Chief Executive Officer
Goodrich Global

the art of takumi – artisanal wallcovering



Takumi, a Japanese word meaning artisan, is the essence of this stunning collection. Using time-honoured processes and organic material, this collection embraced age old traditions in a modern context making these elegant wallcovering ideal for spaces that are timeless and inherently unique.

A total of seven different artisan stories are showcased within the TAKUMI collection.



EXQUISITE FOILS Featuring platinum, gold leaf and silver foil which appear aged by firing it with sulfur.

ARTIST BRUSH The *Washi* papers are hand painted with the delicate touch of an artist's brush to create a unique look for the wall.

OPPULENT CORKS Organically inspired using materials naturally procured from the cork bark, each wallcovering is specially handcrafted with touches of metallic glitter in them.

PRECIOUS METALS A perfect blend of pulp and mica chips gives this series a reflective texture unique to precious metals. Its unusual texture transforms any living space into a showstopper.

REFINED GRASSCLOTHS Refined grasscloths crafted from natural grass and fibers elevate the popular neutral aesthetics into one rich in texture and visual layers.

INTRICATE WEAVES This woven wallcovering is made by spinning together thousands of threads, twisted and dyed in different colours, lengthwise and crosswise by artisans. Yarns used are Abaca, Manila Hemp, Paperweave and Twisted Paper Yarn with PE yarn.

ELEGANT WOODS Popular and humble wood is elevated with this real wood veneer wallcovering for rustic spaces with a modern twist.





the future is sensorial

The Shapes & Shades second edition is all about helping people further their dreams and live their best lives. Our working theme is broadly the future of design and redefining the new normal. 2021 was a defining year for everything but especially the collective relationship we all have with our homes. Lockdowns due to the pandemic left many of us scrambling to create home offices, homeschooling spaces, and gyms, changing the way we use our homes significantly.

HOME AS OFFICE & SANCTUARY

Now that we have adjusted to the new work from home reality, while a partner is doing the same, or a child is attending school via zoom at the same time, open floor plans are simply less attractive than they used to be. When your home doubles as so many spaces, it's important to try and keep some level of separation for sanity! Lack of privacy ultimately becomes lack of function.

Home going forward is our sanctuary, to work, rest and spend our holidays. Less isn't more when there's a pandemic. Here's to a more layered, collected, and eclectic spaces. The sheer amount of time and the number of activities we have all been engaging in at home during the pandemic makes it impossible to adhere to an austere or sparsely filled home.

ORGANIC MATERIALS

Think vibrant bright colours, asymmetrical and geometric shaped furniture, and lots of funky patterns. Make way for more artisanal walls, hand painted wallcovering and wallpaper murals. LED lights, botanicals and lots of natural and organic materials, from structural fittings to cabinetry. The desire to feel the outside while we are still inside our walls has grown, not only as a luxury but as a necessity. An increasing need to bring nature indoors has helped to create a wellness mood, choosing conscious and sustainable elements, such as wood, stone and bamboo. Using organic materials gives us the ability to reconnect and improve our over-all wellbeing. Living with a virus in the midst, there is an exodus from that perfect world to the beauty of imperfection. As we move in to a more socially connected generation with an eye for Insta-friendly spaces, we look forward to stunning interiors taking advantage of these micro-trends to transform the space around them.

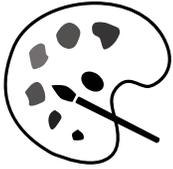
Feast your senses on the future!

JEAN LEONG

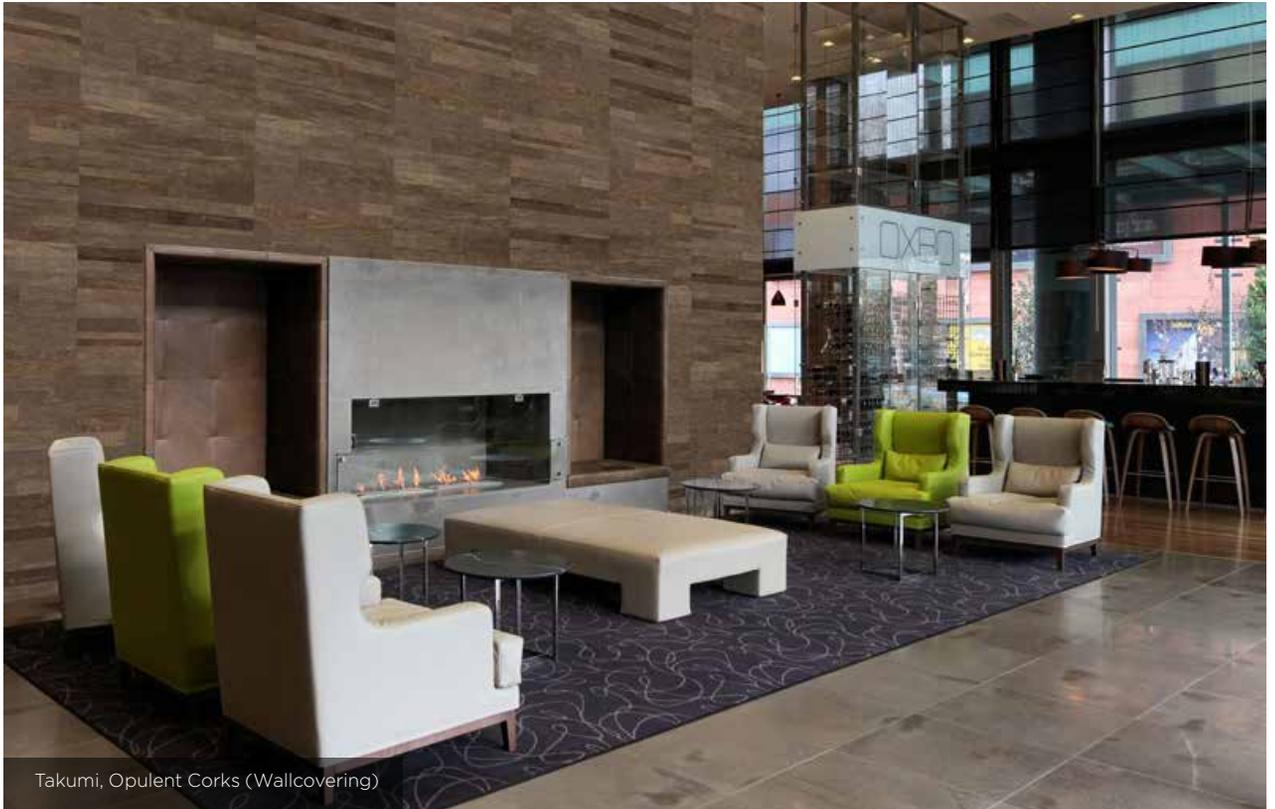
Head of Marketing and Communications
Goodrich Global

artistry LOVERS OF CRAFTSMANSHIP

Build your own narrative blending old and new, taking the past and making it your own. A space to indulge in curiosity, use your hands to become makers and celebrate perfect imperfections.



Time honoured materials – wood, leather and stone embraced in a modern context for spaces that are moody, atmospheric and eclectic.



Takumi, Opulent Corks (Wallcovering)



Takumi, Elegant Woods (Wallcovering)



Takumi, Artists Brush (Wallcovering)



Takumi, Refined Grasscloths (Wallcovering)



Takumi, Intricate Weaves (Wallcovering)



Takumi, Precious Metal (Wallcovering)

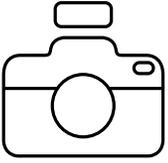


Takumi, Exquisite Foils (Wallcovering)



Takumi, Precious Metal (Wallcovering)

leathers



COVER YOUR WALLS WITH AN UNTAMED LOOK!

Explore the richness of Casadeco leather. Invigorate your senses with its scents, textures from foal skin effects to velvety suede and discover the preciousness of the sharkskin, Galuchat.



Casadeco (Wallcovering)



Casadeco (Wallcovering)



Casadeco (Wallcovering)



Casadeco (Wallcovering)



Casadeco (Wallcovering)



Casadeco (Wallcovering)

abstract INSPIRED BY LINES AND COLOURS



An expressive space that celebrates individuality and enjoy the pleasures of living. Combine with artisanal materials, a rich colour palette and beautiful fabrics for a warm and inspiring atmosphere. Let bold colors, strong abstract brush strokes dominate a space.



La Scala Milano (Wallcovering)



Koroseal (Wallcovering)



Casadeco (Wallcovering)



Casadeco (Wallcovering)



Koroseal (Wallcovering)



Sanderson Design Group (Wallcovering)



Texam (Wallcovering)



Vahallan (Wallcovering)



La Scala Milano (Wallcovering)



La Scala Milano (Wallcovering)



La Scala Milano (Wallcovering)



La Scala Milano (Wallcovering)



La Scala Milano (Wallcovering)



mural A PIECE OF ART

Captured scenes bring transformative energy into spaces to be open and receptive to playful experiences. Create a mood that is young and vital, modern and relaxed, soulful and nostalgic.



Casadeco (Wallcovering)



Casadeco (Wallcovering)



Casadeco (Wallcovering)



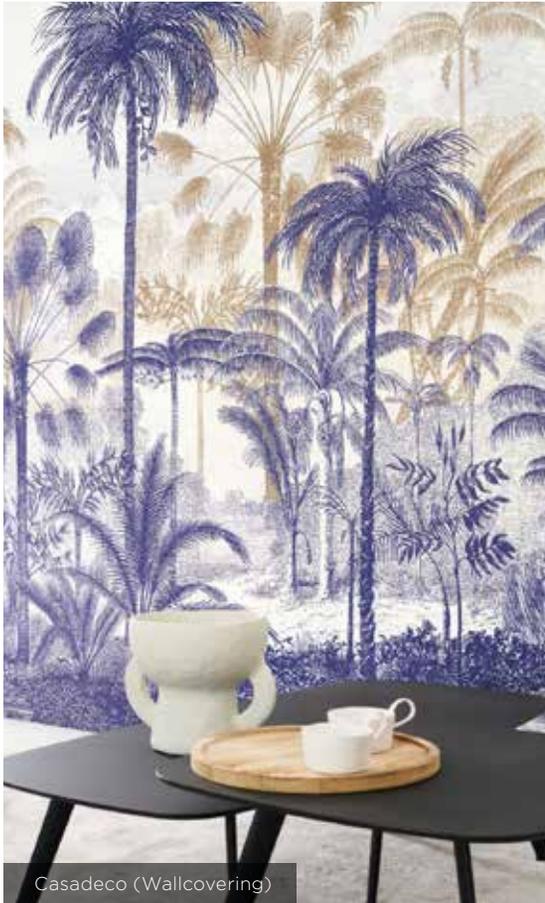
Casadeco (Wallcovering)



Eijffinger (Wallcovering)



Casadeco (Wallcovering)



Casadeco (Wallcovering)



Eijffinger (Wallcovering)



Texam (Wallcovering)



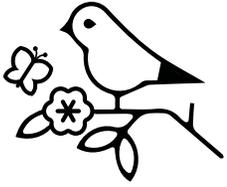
Texam (Wallcovering)



Texam (Wallcovering)



Texam (Wallcovering)



nature

EARTH INSPIRED MOTIFS

Love for nature is the new pillar of design. A space is welcoming when people can enjoy the mood-boosting benefits of being surrounded by lush greenery and organically charged textures. Botanical prints bring the outside in and boost a sense of well-being and relaxed style.



Lamborghini (Wallcovering)



Eterea (Wallcovering)



Eijffinger (Wallcovering)



Koroseal (Wallcovering)



Trussardi (Wallcovering)



Sanderson Design Group (Wallcovering)



Eijffinger (Wallcovering)



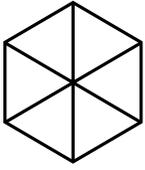
Lamborghini 2 (Wallcovering)



Eijffinger (Wallcovering)

geometrics REPEATING FORMS AND COLOURS

A stratum of patterns in beautiful rhythms of symmetry and material mix in vibrant colours create a dynamic energizing look which allow you to find joy in the unexpected.



An environment that stimulates the senses and delights its occupants. Geometric patterns in vibrant colours create a new jubilant version of maximalism.



Lamborghini 2 (Wallcovering)



Lamborghini 2 (Wallcovering)



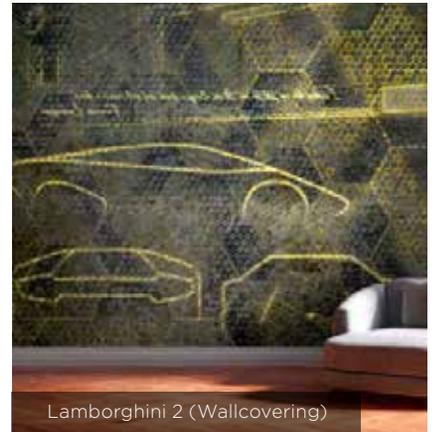
Lamborghini 2 (Wallcovering)



Eterea (Wallcovering)



Lamborghini 2 (Wallcovering)



Lamborghini 2 (Wallcovering)

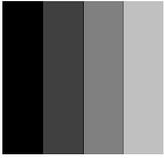


Lamborghini 2 (Wallcovering)

colour bar INTERIOR COLOUR SCHEMES

A colour scheme is the foundation of interior design.

Colours, lights, and shades constantly surround us. The use of different colours is the quickest, easiest and most realistic way to transform a room.



Goodrich (Wallcovering)



Vycon (Wallcovering)



Koroseal (Wallcovering)



BN Walls (Wallcovering)



BN Walls (Wallcovering)



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