

# SHAPES SHADES

— by Goodrich Global —



Goodrich Global  
SINCE 1983

## Creating Walls With Flair

We are the curator of spaces

A purveyor of exclusive and  
bespoke 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.

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## 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.



# creating walls with flair

Welcome to SHAPES & SHADES!

Over the years, I have met hundreds of interior designers, hotel chain operators, property developers and homeowners in my course of work. We would have conversations of what styles, shapes and shades that will best bring their spaces come ALIVE.

These design professionals want something different to level up their game in interior design - constantly.

I soon realised that designs that give the “WOW” factor produce outstanding outcomes from project to project, client to client!

Unlike paints, wallcoverings give an instant, dramatic lift to any space, and covering a room with patterns or textures can cocoon the space and give it an intimate feel. Wallcoverings also allow one to have fun in the design process or personalize an otherwise plain room.

The SHAPES & SHADES series aims to explore decorating finishes from walls to floor. In this first edition, we start the decorating journey with creating walls with flair. A formidable decorating tip, in creating impactful spaces.

In my role, I’ve witnessed the rise and demise of many trends and oversaw countless of successful projects. Each project has one thing in common. The spaces were consistent in their individuality from front to back - a hallmark of good design.

I know from hard toil that experience is crucial in creating a space that truly sustains.

Catch SHAPES & SHADES now on our new podcast series on Spotify! I hope we help create that beautiful space easier.

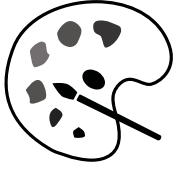
## **JEAN LEONG**

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.



Deco Hemp, Phillip Jeffries (Wallcovering)



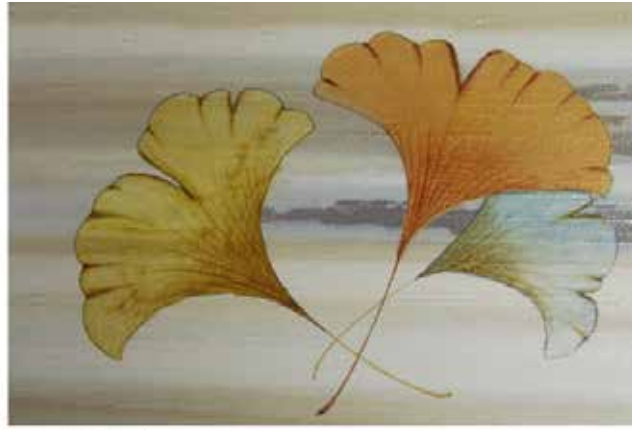
Yacht Club, Phillip Jeffries (Wallcovering)



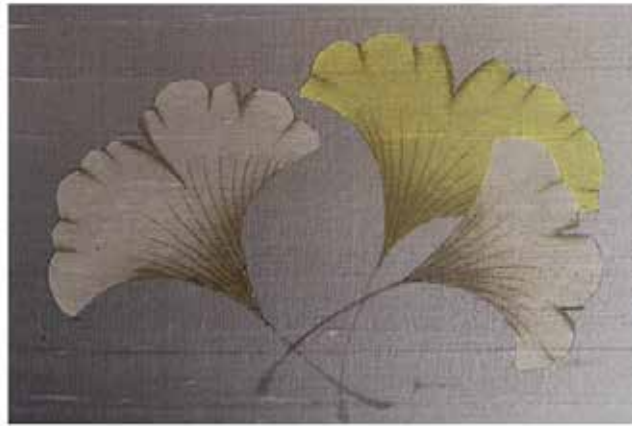
Kata, Texam (Wallcovering)



Handpainted , Goodrich (Wallcovering)



F-CN-1002



F-CN-1003



Lux, Texam (Wallcovering)



Panoramique, 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.



Splash, Phillip Jeffries (Wallcovering)



Anthology 5, Style Library (Wallcovering)



Sapphire, Goodrich (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.



Skin, Eijffinger (Wallcovering)



Jardins Suspendus, Casadeco (Wallcovering)



Zanzibar, Scion (Wallcovering)

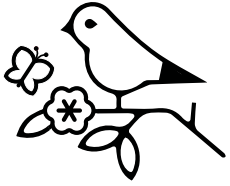


Chinoise, BN (Wallcovering)









# 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.



Fiore, BN (Wallcovering)



Pip Studio, Eijffinger (Wallcovering)



Jardins Suspendus, Casadeco (Wallcovering)





Skin, Eijffinger (Wallcovering)



Jardins Suspendus, Casadeco (Wallcovering)



Mist, Phillip Jeffries (Wallcovering)

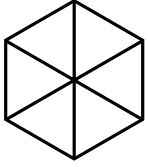


Lux, Texam (Wallcovering)

# 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.



Cubiq, BN (Wallcovering)



Vision Visi, Casadeco (Wallcovering)



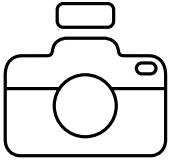
Modern Moon, Phillip Jeffries (Wallcovering)







# digital print



## TECHNOLOGICAL PRINTS ON SURFACES

Personalise a space with a treasured moment captured as a digital printed wallcovering. Immortalise photographs, a unique scene, cityscapes and artistic illustrations at home and work spaces for a space packed with character.



Quattro, Weco (Wallcovering)



Quattro, Weco (Wallcovering)



Cubiq, BN Walls (Digital Printed Wallcovering)



Goodrich (Digital Printed Wallcovering)



Quattro, Weco (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.



Cuba Selva Jaune, Casadeco (Wallcovering)



Anthology-07, Style Library (Wallcovering)



Anthology-07, Style Library (Wallcovering)



Haus, Casadeco (Wallcovering)



Milano Pink, BN (Wallcovering)



Haus, Casadeco (Wallcovering)



Geo Turquoise, BN (Wallcovering)







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