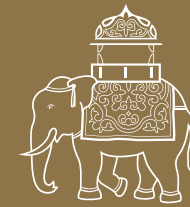


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CHAPTER III
HEARTLAND



SABYASACHI
for
nilaya

CHAPTER III
HEARTLAND



Asian Paints is India's leading and Asia's third largest paint company trusted for its outstanding paint products which include a range of innovative solutions. We operate in 15 countries and have 26 paint manufacturing facilities in the world, servicing consumers in over 65 countries.



Wallcoverings by Asian Paints

Nilaya wall coverings from Asian Paints brings you the world's finest surfaces. Each product is handpicked and supported by India specific care products, formulated by Asian Paints, to harmonize with perfectly realized decor visions. Curations from internationally renowned designers, collaborations with distinguished creative artists and creations by Nilaya's own Signature Series, ensure a continuous flow of an ever stylish range of wall coverings, decals, borders and paintables.



Sabyasachi is a storyteller. A weaver of enchanting worlds. His palette is India, her arts and crafts his medium, his inspirations eclectic. We are immersed in a lavish and multilayered imagination, an intuitive understanding and passion for India's artistic traditions and a unique creative vision matured like fine wine over 20 years. As an artist and designer who thrillingly merges old worlds with the new, and with the Sabyasachi Arts Foundation that contributes greatly to keeping India's crafts traditions dynamic and relevant, Sabyasachi's influence on Indian design cannot be overestimated

SABYASACHI X NILAYA

Nilaya is proud to collaborate with India's beloved designer, Sabyasachi, a third time, to bring you wall covering haute couture. His distinct and spectacular vision and the refined, artisanal craftsmanship of the artists of the Sabyasachi Arts Foundation are translated into extraordinary wall coverings on luxurious, textured paper in a palette of vintage colourways. A special selection of colourways offers an added layer of splendour through shimmering mica paper. Each pattern is an escape into sumptuous, dreamlike elegance with a spring fresh, delicate beauty breathing new life into a forgotten world.



SABYASACHI HEARTLAND

Nilaya's 3rd collaboration with Sabyasachi results in Sabyasachi III, Heartland. Divided into 3 evocative pattern stories: Baug, Udeypore and Indienne and inspired in turn by the ateliers of Vrindavan, the master painters of Murshidabad, antique textiles and the magnificent art and architecture of India's palaces, each pattern is an escape into the dreamlike elegance of a forgotten world.



BAUG

Godhuli bela or cow-dust time - a time of home coming over fields touched by golden evening light - may be the hour of the tenderly drawn gardens of *Baug*. Artforms like *Pichwai* and *Sanganeri* tent art inspire patterns of delicate beauty.



Gokul Pichwai | Khubanee | W150Z669S75
Inspired by the art of Pichwai, this painterly pattern of springtime glory delights with whimsical details.



W150Z669S75
Khubanee



W150Z670S75
Rani



W150Z671S75
Neela



W150Z672S75
Kheer



W150Z673S75
Kheer (Mica)



Shantiniketan | Badam | W150Z674S75

Nature's luminous beauty is expressed with delicate brushstrokes and accents of muted glimmers of gold.



W150Z674S75
Badam



W150Z675S75
Gulkand



W150Z676S75
Resham



W150Z677S75
Resham (Mica)



W150Z678S75
Badam (Mica)



Sanganer Tent | Suleiman Rose | W150Z667S75

Tent art is reimaged with handsome block printed stripes bordered by a profusion of delicately shaded floral motifs.



W150Z666S75
Faded Jaiselmer (*Mica*)



W150Z667S75
Suleiman Rose (*Mica*)



W150Z668S75
Suleiman Rose



UDEYPORE

Eternal city, where palaces stand on lakes and frescoed *havelis* speak of myths and maharajas. This storybook world stirs old memories, and like a magic lantern illuminates backdrops as diverse as Indo-Saracenic splendour and wood beamed Colonial elegance.

Wallpaper of the Year 2021

2021 is the year in which we remind ourselves that life is precious and every moment is a chance to celebrate it. Our Wallpaper of the Year, therefore, is the exquisite *Jaipur Gemini*.

Strength and positivity emanate from this radiant design that links the old world to the new, embodying, therefore, timeless beauty.





Jaipur Gemini | Madhumalti | W150Z679S75

Stately stripes that echo royal hunting tents merge with painted gardens running wild and details from palace architecture.



W150Z679S75
Madhumalti



W150Z680S75
Jade



W150Z681S75
Amaltas



Jaipur Valencia | Wedgewood | W150Z689S75

A light and refreshing pattern in hushed hues as delicate as a memory, offers a glimpse into the splendour of palace life.



W150Z686S75
Pani



W150Z687S75
Chandan



W150Z688S75
Mogra



W150Z689S75
Wedgewood



W150Z690S75
Aquamarine



Vatika | Geeli Mitti | W150Z698S75

An afterglow of floral fantasy and baroque abundance bring back memories of the gardens of quaint English cottages.



W150Z682S75
Crushed Pistachio



W150Z683S75
Kanauj Rose



W150Z684S75
Haldi Doodh



W150Z685S75
Chooni Paani



W150Z698S75
Geeli Mitti



W150Z699S75
Geeli Mitti (Mica)



INDIENNE

The French called them *Les Indiennes* - Indian fabric brought to Europe by Armenian merchants. No European cloth could compare.

These designs recall that age of romance and adventure, art and architecture, gardens, paintings and a touch of colonial elegance.



The Great Moghol Traveller | Wet Turmeric | W150Z436S75

A beautifully drawn pattern creates a soft atmosphere and a rich room experience.



W150Z435S75
Vintage Brick



W150Z436S75
Wet Turmeric



W150Z437S75
Painted Cloud



W150Z430S75
Mussoorie Rose



W150Z691S75
Jaisalmer Rose



W150Z692S75
Sahara Sand



W150Z693S5
Tuscan Ochre



W150Z694S75
Persian Sea



W150Z695S75
Lucknow Mint

Kamalika | Lucknow Mint | W150Z695S75

The lotus is the queen of the garden. Fill your home with its gentle beauty.



Florentine Damask | Tuscan Terracotta | W150Z440S75

Painted flowers creating a relaxed mood remind us of a slow and gentle time.



W150Z438S75
Vintage Ruby



W150Z439S75
Apricot Kernel



W150Z440S75
Tuscan Terracotta



Pahalgam Paisley | Neroli Blossom | W150Z431S75

A flowing pattern of flowers and fruit creates a sense of leisure and relaxation.



W150Z431S75
Neroli Blossom



W150Z432S75
Indigo Moss



W150Z433S75
Monsoon Rose

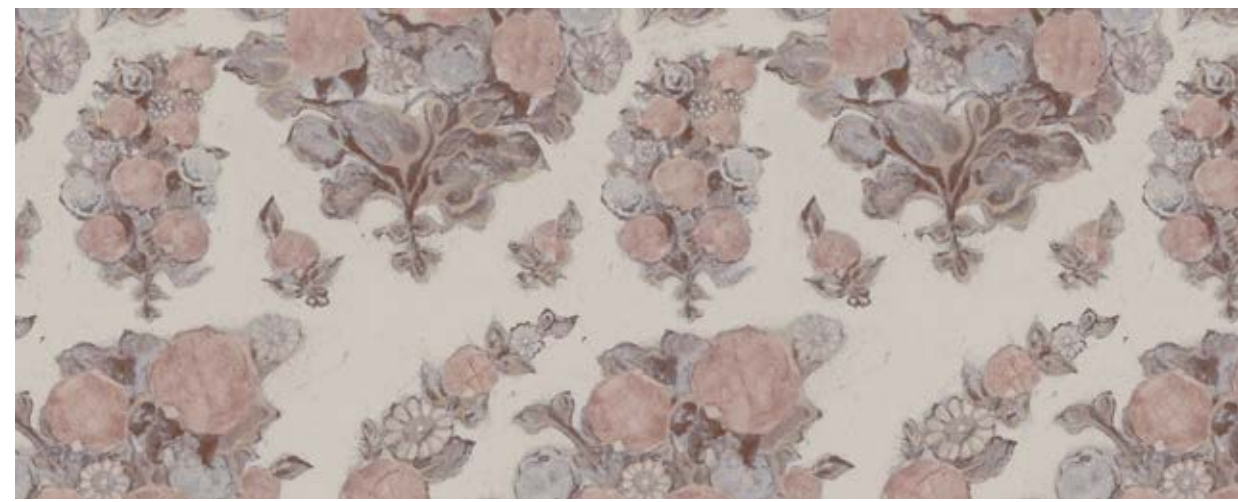


W150Z434S75
Pomagranate Bloom



Pahalgam Paisley | Stained Mulberry | W150Z701S75

A flowing pattern of flowers and fruit creates a sense of leisure and relaxation.



W150Z701S75
Stained Mulberry



W150Z702S75
Stained Mulberry (*Mica*)



W150Z703S75
Cuban Vanilla



W150Z704S75
Cuban Vanilla (*Mica*)



The Surface Print Company

Profoundly beautiful wall expressions can only be produced by the finest craftsmen which is why we have chosen to collaborate with The Surface Print Company. Located in Lancashire, the heart of the wall covering industry and home to generations of craftsmen, The Surface Print Company continues a noble tradition employing a variety of printing methods from the time honoured to the absolutely cutting edge. Marquee luxury brands and designer labels have trusted The Surface Print Company to produce their bespoke designs. Their interpretation of *Chapter III: Heartland* by Sabyasachi for Nilaya, using flexo and modern digital printing techniques and an ecologically responsible production process, has resulted in this exquisite collection.

Asian Paints Safe Painting Service

If you are looking to give your home a safe and splendid makeover, look no further. With Asian Paints Safe Painting Service, we help you, from selection to installation.

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For large commercial projects, our Project Sales team can help with specification, product recommendations, custom product development, application & pricing.

