



## **Fromental courts Continental Flair at Decorex 2010**

**Award-winning interiors house Fromental struts a new style in couture interiors with their latest handmade wallcoverings at this year's Decorex, alongside a joint collection with AD Top 100 designer Roger Thomas.**

A significant departure from Fromental's intricate panoramic wallcoverings, the technique of inter-cutting silks resembling travertine has been applied to present their dramatic and modernist 'Ponti' design. The silks have been rendered with marbled metallized washes and are arranged to create a bold, giant-scaled geometric pattern in shades of cream and brown. The wallcovering pays homage to the legendary architect and designer Gio Ponti.

Loose gestural brushstrokes are rendered on an architectural scale to create a fantastical faux-panelled wallcovering with 'Berard'. Fromental has applied their finest embroidery techniques to Italian velvet of supreme quality with a dash of wit for this super-luxury design. A matching embroidered motif of flowers scattered onto honey coloured velvet has been upholstered onto a George Smith footstool for the stand. The design was inspired by the playful painted screens and panels of Christian Berard - decorative artist to Jean Michel Frank and set designer for The Ballet Russes.

Elaborate handmade wallcoverings from a new collaborative collection between Fromental and leading US interior designer Roger Thomas are revealed at the show. Currently in charge of design and development for Steve Wynn's super-luxury resorts in Las Vegas and Macau, Roger Thomas was the creative force behind many landmark properties on the Vegas strip including the Mirage and the world-famous Bellagio. Inspired by Roger's travels to Dresden, 'Bois' features decorative medallions and panelling made of twisted stylised branches in gold on flint silk. Gold trimmed fragments of precious stones and delicate marbles scattered on a bourbon silk background in exquisite jewel colours form 'Roche-Facettes', influenced by Roger's love of beautiful stones and marbles.

One of Fromental's most popular designs, their abstract 'Cherry Blossom' is hand-painted with delicate touches of embroidery onto faux parchment to stunning effect. Their signature modern take on Chinoiserie is hand-painted and embroidered in bright colours and metallics onto a dappled pale gray background. .

Showcasing the breadth of their capabilities, Fromental has also created two sets of matching curtains. Made with an exceptionally high level of skill, a one-off Chinoiserie wool curtain is painted with brightly coloured silk dyes in Unconscious style by Fromental's head artist. In the style of their 'Berard' wallcovering, a pair of bright magenta curtains gradating to dark aubergine features two faux relief medallions of 18th Century womens' busts surrounded by a scroll design at the edge.

Double BIDA award winners at last year's Decorex including 'Best Stand', Fromental has been asked to decorate many of the public spaces around the show with their work. Welcoming visitors at the entrance is a Fromental Chinoiserie in Spottswode colourway on faux marble Travertine silk. 'Roches Meteores' from the Roger Thomas Collection is placed behind the ticket desk in white and dark plum on verdigris. Their new bold and graphic 'Los Alamos' design depicting lush flora of the US West Coast in aubergine, cream and gold can be spotted by the cloakroom, a giant size Jardin Au Bamboo in bold vibrant colours at the entrance to the lecture hall and faux-marble Travertine on indigo silk adorns the back wall.

**Fromental will be exhibiting on Stand D139 at Decorex from 26 – 29 September 2010. For more information, visit [www.fromental.co.uk](http://www.fromental.co.uk)**

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### **About Fromental**

Having worked in fashion and interiors with leading international designers, partners Tim Butcher and Lizzie Deshayes established their handmade interiors house Fromental in 2005 aiming to make the world's most beautiful wallpapers. Combining the finest skills together with luxurious fabrics, Fromental's distinctly British style blends historic classicism with the cutting-edge cool of London's fashion scene to create contemporary, timeless interiors. Fromental's installations are made-to-order according to the size and layout of the room, allowing for personal first customisation of each design.

The creative team is a collaboration of talented designers and craftsmen from London and China, with artists spending up to 600 hours elegantly stitching individual panels to offer high-end couture for walls. Their now-signature modern take on 18th Century Chinoiserie utilizing both monochromatic and vibrant colourways has paved the way in reviving the genre.

Fromental's elaborate hand-painted and hand-embroidered designs now garner industry awards and decorate some of the most prestigious commercial and residential properties across the globe namely Steve Wynn's resorts in Las Vegas and Macau, China Tang at the Dorchester Hotel, The London NYC and The London LA hotels and The Goring.

### **About Roger Thomas**

Executive Vice President Design for Wynn Design and Development, Roger Thomas created the interiors for Wynn Las Vegas and Encore at Wynn Las Vegas, and directed the interior design of Wynn Macau and the recently opened Wynn Encore Macau. As Senior Vice President and Director of Interior Design for Atlandia Design and the principal of Thomas Design Group, Mr Thomas was the creative force behind many landmark properties on Las Vegas' strip including the Mirage Resort, Treasure Island and the world-famous Bellagio Resort. Mr. Thomas was elected to the Hospitality Design Platinum Circle in 2005 and received a Lifetime Achievement award from the Network of Executive Women in Hospitality in the same year. In 2007 Mr. Thomas was listed in Architectural Digest's Top 100.