

Beautiful made-to-measure wall mural range you can customise yourself

Submitted by: Logical Creative Marketing

Monday, 17 October 2016

A new range of beautiful made-to-measure wall murals that customers can crop, enlarge and even reposition is launched in the UK by innovative wallpaper creators, Pop Walls.

Interior designers, office designers and home decorating enthusiasts can choose one of seven exclusive new collections created by some of London's most exciting artists. The designs can be customized by zooming and cropping online, for printing and home delivery. The collections can be seen at www.popwalls.co.uk (<http://www.popwalls.co.uk/>).

According to Chris Hobbs, Creative Director of Pop Walls, "The artists that we have exclusively collaborated with to design our wall murals are some of Britain's most exciting artists and we're very proud to be bringing their work into people's homes."

"Our Pop Paper is very practical as well as high quality. Customers can resize and crop their chosen design online, and then order for home delivery for only £45 a square metre."

The artists that Pop Walls has chosen to work with have produced exclusive collections and are some of London's best-loved illustrators. Artists include Rob Lowe, whose mesmeric illustrations have been published worldwide, Mariana Rodrigues whose work expresses her love of nature, and Jo Bird, noted for her black and white illustrations reminiscent of pen and ink drawings.

Pop Walls is also excited to be creating opportunities for up and coming artists; Chloe Kennell's digital murals delight both children and adults, while Miss Swanne is inspired by Japanese culture and Mariska Parent's floral designs are realistic but with an interesting twist.

Says Chris Hobbs, "For someone who wants to redecorate their home or office in an original way, the process is easy. They choose an artist whose design matches their personality, then simply customise the wallpaper online and use the built-in calculator until it's a perfect fit."

"When their design is delivered a few days later, they apply it to the walls without paste and can reposition it as many times as they like. There is no mess and no waste. Our customers can even move their wall mural to another room if they feel like it."

ENDS

339 words

Notes to the Editor:

A physical sample book of designs is available and will be mailed on request.

Further biographical information about the artists and their designs can be seen on this page

<http://popwalls.co.uk/artists/>.

Pop Walls is a new venture born in London's East End by the sixth generation of a British family-run business, Hobbs the Printers.

Hobbs was established in 1884; throughout its long history Hobbs has adopted the latest graphic arts and communications technology to provide state-of-the-art print for its many clients. Hobbs is renowned for its quality together with its professional and helpful customer service. There is innovation in the Hobbs DNA and Pop Walls is one of its most exciting renaissances yet.

For further information contact chloe@lcm.co.uk