

PHOTOWALL

The Artwork Selection

Why These Designs?

We chose these four designs to show the variety of Photowall, while making sure the stand feels united, modern, and relevant.

Since we are still growing our brand, I believe it is important to mix the familiar with the fresh. This selection moves between famous classic art, work by modern artists, and our own exclusive designs. This balance helps showcase many different techniques and visual styles.

A shared colour palette brings everything together. Deep greens, warm terracotta, sepia, and earthy tones connect the pieces, allowing four very different artworks to look beautiful side-by-side with the contrast of the stronger colors in Matisse.

Together, these designs show different sides of the Photowall identity: classic yet contemporary, artistic and playful, sophisticated and bold. Most importantly, they show that wallpaper can be more than just a background—it can be a grand piece of art that transforms a room.

Viridarium – Martin Bergström

Viridarium is a dramatic mix of beautiful flowers and dried plants, created by Swedish designer Martin Bergström for 2025.

Every flower was carefully chosen to stand out against the rich background. The detailed dried plants, deep colors, and subtle shimmer give the design depth and elegance.

Flowers are a constant theme in Martin's work. With a background in fashion, he moves easily between art, textiles, and interior design, often combining handmade and digital skills.

His work is also one of our best examples of a mural that has the power and quality of large-scale original art.

The Dance – Henri Matisse

This wallpaper shows five figures dancing together in a circle, one of Henri Matisse's famous paintings, *The Dance*, from 1910. (they were 2 very similar I remember correctly).

Simple shapes, strong colours, and moving figures create a feeling of rhythm, freedom, and energy. The dancers connect to form an almost perfect circle across the wall.

The original painting was created for a famous art collector and is now considered one of Matisse's most important works. It is a key piece in the history of modern art.

On the stand, Matisse brings a sense of familiarity and art history. It provides a masterpiece that people will recognize instantly, creating an exciting contrast with the modern art around it.

Garden Party

Garden Party shows a lively, blooming garden, originally painted by hand. Many different flowers and leaves come together in a rich and energetic design.

The botanical shapes feel bold, artistic, and playful. Deep greens are mixed with a bright orange that, in its darkest tones, feels almost like warm terracotta.

The result is a cheerful floral pattern that captures the feeling of a garden party in full bloom.

In this collection, *Garden Party* brings colour, personality, and happiness. Its hand-painted quality also connects perfectly with the handcrafted feeling of the other designs.

Elegant Flow – Sepia

Elegant Flow – Sepia is an abstract design of soft, flowing shapes. It creates depth and a gentle rhythm across the wall.

The original artwork is a hand-painted collage, which gives a modern nod to the famous paper cut-out technique Matisse used later in his life.

Warm sepia tones move from soft beige to deeper browns. Combined with the natural forms, they make the space feel warm, sophisticated, and contemporary.

This design acts as a quiet bridge between the others. Its reference to Matisse connects it to art history, while its handmade style and modern look connect it to Garden Party and Martin Bergström.

How They Work Together

Although these four designs are very different, a clear thread runs through the entire selection.

Matisse brings an iconic masterpiece people will recognize. Martin Bergström brings contemporary art and a powerful creative identity. Garden Party adds a bold, playful, hand-painted feel, while Elegant Flow brings softness, abstraction, and a link between classic art and modern design.

There are also subtle connections between them: nature-inspired shapes link Martin and Garden Party; handmade techniques connect Garden Party and Elegant Flow; Matisse and Elegant Flow share an artistic concept; and the warm, earthy colour palette unites them all.

Together, they allow us to show wallpaper in many different ways—from a world-famous masterpiece to original modern art and handcrafted design. Our goal is for the stand to feel curated, rather than just matched, showing the exciting variety of Photowall while telling one clear, beautiful story.