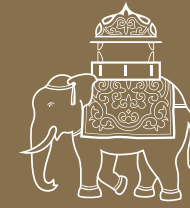


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CHAPTER III
HEARTLAND



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 Indian 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
CALCUTTA

Sabyasachi is a storyteller. A weaver of enchanting worlds. His palette is India, her arts and crafts his medium, his inspirations esoteric and eclectic. We are immersed in a lavish and multilayered imagination informed by an intuitive understanding and passion for India's artistic traditions, an endlessly seeking mind, 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 which 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 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

A new journey begins.

Explore the sublime artistry of a designer who is also a poet, through wall covering patterns of intimate and lyrical beauty.

After 2020's suddenly stilled world Sabyasachi takes us away – into India's heartland, and his own, to stories that float up like memories, radiating beauty, hope and optimism.

Colours sound like distant lands – romantic hues that tell their own tales – like *Persian Sea* or *Suleiman Rose* – he uses them like a painter, gracefully and evocatively, imbuing each wall covering with a transformative power.

And so we travel – to other ages and other places through 3 distinct pattern stories – *Baug*, *Udeypore* and *Indienne* – a vivid journey that carries us from the ateliers of Vrindavan to the master painters of Murshidabad, the delicate prints of the Coromandel textiles to the magnificent art and architecture of India's palaces.

Evoke. Add. Layer and define. Create unforgettable interiors with artworks lovingly handcrafted by the artists of the Sabyasachi Art Foundation.

Presenting – *Sabyasachi III, Heartland.*

BAUG

There is an hour called *godhuli bela* – cow-dust time, the cusp between sinking sun and rising moon, when bird, beast and man return home over fields and orchards, touched by golden early evening light and suffused in velvety, twilight colours. Such may be the hour depicted in the scenes of *Baug* – conjured from elements as diverse as the hand painted storytelling of the Pichwai tradition and the regal splendour of block printed Sanganeri tent art.

Patterns: Gokul Pichwai, Shantiniketan and Sanganer Tent



GOKUL PICHWAI

A painterly pattern of springtime glory, illustrated with a dreamy delicacy, surprises with whimsical details, traditional motifs and glimmers of gold – and in a delightful touch of design magic – the glow of the harvest moon is ethereally suggested in colourways on shimmering and luxurious mica paper.

A room turns into a paradise and stirs the senses.

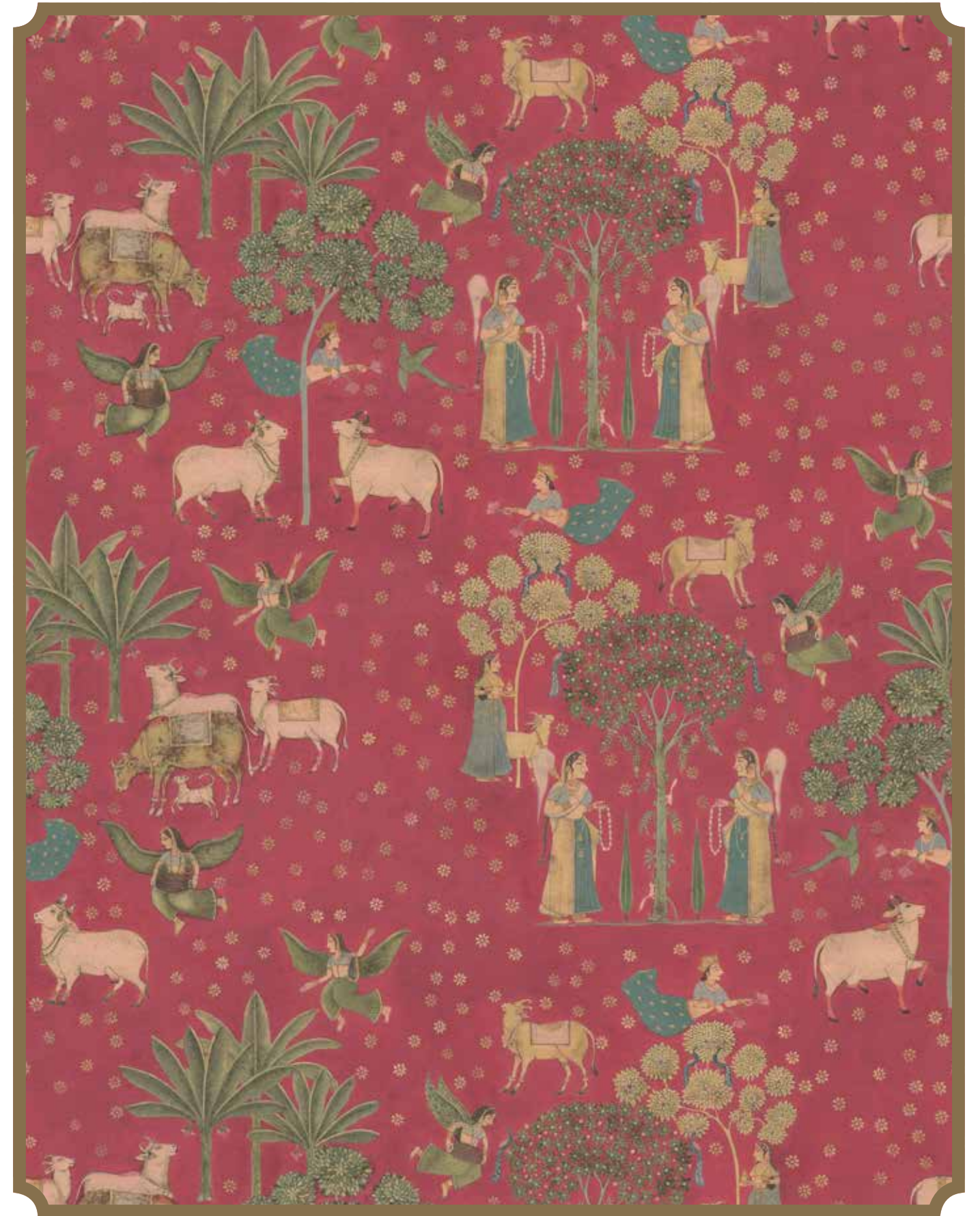
Palette: Khubanee, Rani, Neela, Kheer, Kheer on mica







Gokul Pichwai | Khubanee | W150Z669S75



Gokul Pichwai | Rani | W150Z670S75





Gokul Pichwai | Kheer | W150Z672S75



Gokul Pichwai | Kheer (Mica) | W150Z673S75
Mica variant with the added luxury of a pearlescent shimmer



Zambian Emerald | SA25
Royale Designer Palette



Everything is elevated, from pattern and palette to decor touches. Each enhances the other. The lively evocation of spring in the pattern, *Gokul Pichwai*, is amplified by the contrasting bold emerald green paint and the result is one of lush, new life. Team with old world decor and plump furnishings for extreme luxury.

Available in the Royale range of luxury emulsions.



Gokul Pichwai | Neela | W150Z671S75



SHANTINIKETAN

The air is filled with nature's luminous beauty.

Shantiniketan, named for the pastoral haven where the artistic spirit roams free, is a layered and exquisite composition. Fine hand painting accented with gold touches unlocks a wonderland of botanical and animal details, and conveys the sense of distressed fabric.

Palette: Badam, Gulkand and Resham, and 2 special shimmering colourways: Badam on mica and Resham on mica





Shantiniketan | Resham | W150Z676S75



Shantiniketan | Resham (Mica) | W150Z677S75
Mica variant with the added luxury of a pearlescent shimmer





Shantiniketan | Gulkand | W150Z675S75



Shantiniketan | Badam (Mica) | W150Z678S75
Mica variant with the added luxury of a pearlescent shimmer





Shantiniketan | Badam | W150Z674S75

SANGANER TENT

When maharajas travelled they took their palaces with them – opulent tents decorated with silk and velvet, and furnished with cushions and bolsters, hookahs and flasks of wine. Fable and an incomparable design sense converge to reinvent tent art and the result is a transformative wall covering.

Palette: Suleiman Rose, Suleiman Rose on mica and Faded Jaiselmer on mica





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W120WU04E75
Vivid by Nilaya



Vivid Collection by Eijffinger.

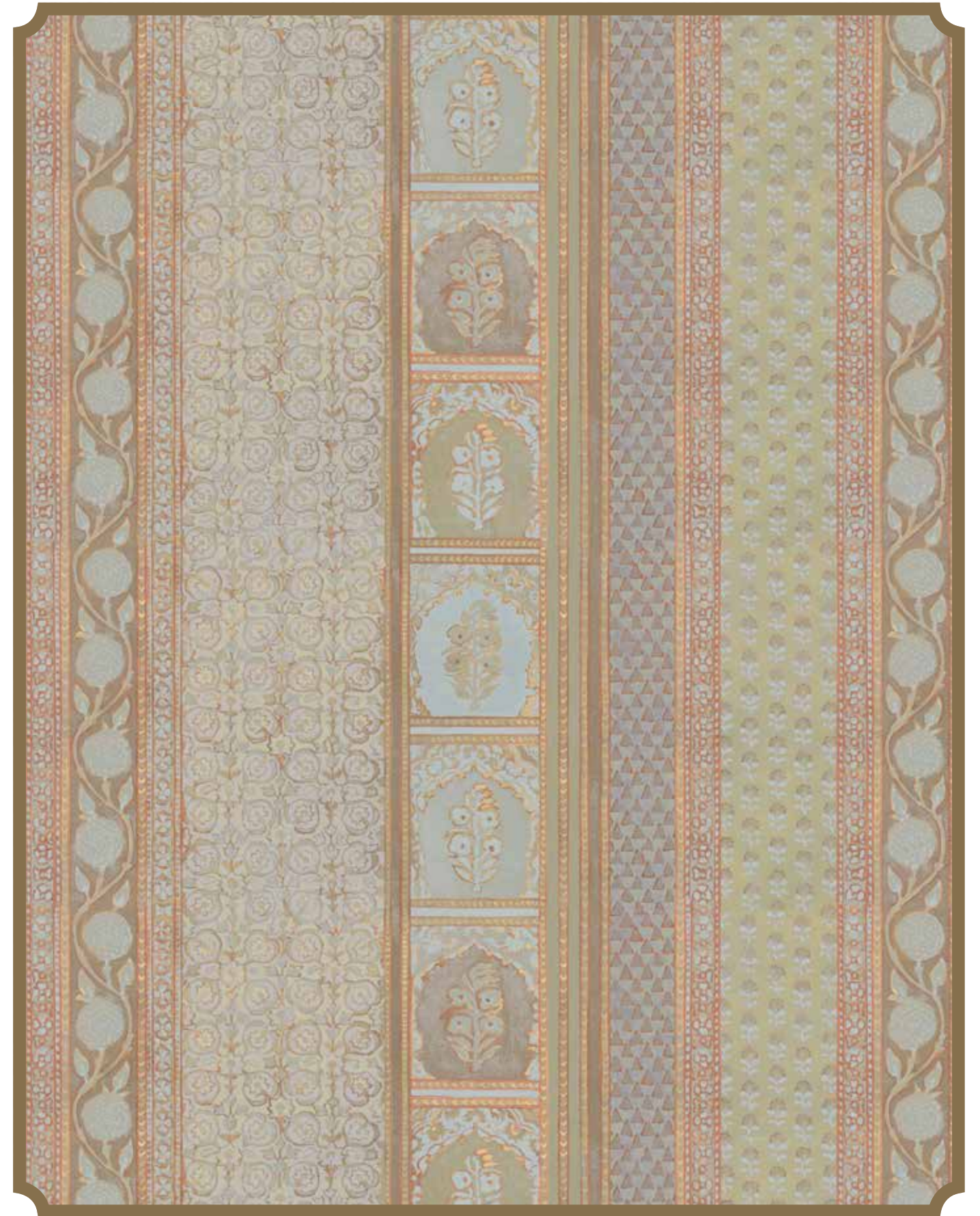
Two wall coverings play a marvellous duet – the regal splendour of *Sanganer Tent* and the modern whimsy of a bold monochrome. While the lilac wall picks up the shading of some of the stripes of the paper, tying them together, it's still an unexpected but inspired colour choice, amplifying the drama of the pattern and an exciting room experience is created.



Sanganer Tent | Suleiman Rose | W150Z667S75



Sanganer Tent | Suleiman Rose (Mica) | W150Z668S75
Mica variant with the added luxury of a pearlescent shimmer



Sanganer Tent | Faded Jaiselmer (Mica) | W150Z666S75
Mica variant with the added luxury of a pearlescent shimmer

UDEYPORE

Eternal city, where palaces stand on lakes and frescoed *havelis* speak in faded colours of myths and maharajas, European adventurers and travelling traders. Like a magic lantern that stirs old memories, *Udeypore* illuminates backdrops as diverse as Indo-Saracenic splendour and the wood-beamed distinction of a colonial parlour. In sweet and eloquent fresco shades, each pattern is like a moment in time – a hint of what used to be.

Patterns: Jaipur Gemini, Vatika, and Jaipur Valencia



JAIPUR GEMINI

Jaipur Gemini casts a spell on a space and the past flows into the present through stately stripes that echo royal hunting tents with their lavish decorations. Its delicate shading and fantastical fusion of painted chintz gardens running wild with elements from ornate palace architecture, turns a home into a palace.

Palette: Jade, Amaltas and Madhumalti



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 and timeless *Jaipur Gemini*.

Strength and positivity emanate from this radiant design reminding us that life hurries on so we must slow down and breathe in the beauty around us. There is much to love – a continuing life enriched by so many treasures left by those who have come before added to the ones we create – and the poetic wonder of it all.



Jaipur Gemini, *Wallpaper of the Year, 2021* | Jade | W150Z680S75





Jaipur Gemini | Amaltas | W150Z681S75



Jaipur Gemini | Madhumalti | W150Z679S75



JAIPUR VALENCIA

"A life that will not return," said a dazzled visitor of a Rajasthan palace. Offering a teasing glimpse into this extraordinary realm, *Jaipur Valencia* is an aristocratic yet light and refreshing pattern in hues as delicate as a memory, subtly condensing within it, whispers of frescoes, mirrored mosaics and endless intricate decorations. An old way of life returns.

Palette: Mogra, Wedgewood, Chandan, Pani and Aquamarine



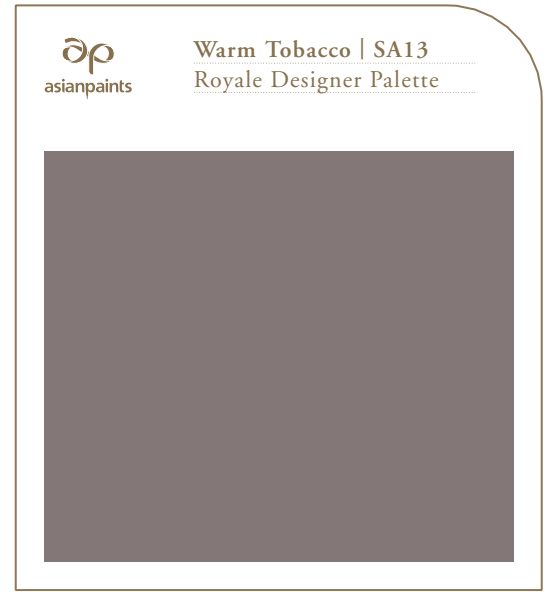


Jaipur Valencia | Mogra | W150Z688S75



Jaipur Valencia | Wedgewood | W150Z689S75





Available in the Royale range of luxury emulsions.

A striking shade has the power to bring out the beauty and richness of a pattern. Paper one half of a wall and paint the other and watch how both come alive in perfect harmony. The majesty of a pattern like *Jaipur Valencia* is enhanced by a lustrous expanse of colour. A dynamic and visually adventurous room awaits.



Jaipur Valencia | Chandan | W150Z687S75



Jaipur Valencia | Pani | W150Z686S75



Jaipur Valencia | Aquamarine | W150Z690S75

VATIKA

There was a time English wood-beamed cottages and royal summer residences nestled amongst a paradise of gardens in mist covered hill stations. Those faraway days of genteel leisure return in an afterglow of floral fantasy, rich detailing and baroque abundance.

Palette: Geeli Mitti, Geeli Mitti on mica, Choona Paani, Haldi Doodh, Kanauj Rose and Crushed Pistachio





Vatika | Geeli Mitti | W150Z698S75



Vatika | Geeli Mitti (Mica) | W150Z699S75
Mica variant with the added luxury of a pearlescent shimmer





Vatika | Choona Paani | W150Z685S75



Vatika | Haldi Doodh | W150Z684S75

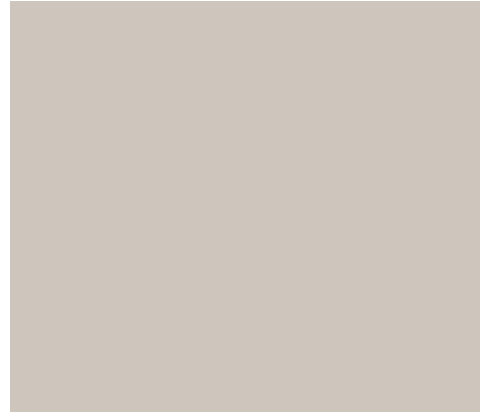


Vatika | Kanauj Rose | W150Z683S75



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Ivory Stain | SA09
Royale Designer Palette



There is magic in the air. Transform a room into a stylish retreat with an elevated mood through contrasts and dimension by playing with adjacent walls. Paper one and paint the other. A glorious pattern like *Vatika* finds a dream decor soulmate in a soft shade. It makes a big impact visually and adds immense character to a room.

Available in the Royale range of luxury emulsions.



Vatika | Crushed Pistachio | W150Z682S75



INDIENNE

The French called them 'les Indiennes'. Fabulous fabric from India's shores brought to Europe by Armenian merchants. No European cloth could compare.

Indienne takes us back to the age of romance and adventure, voyages and discovery – to its art and architecture, gardens, paintings and a touch of colonial elegance. 4 patterns of intricate ornamentation, in delicate vintage shades and the feel of antique textiles, carry us away to this other time.

Patterns: The Great Moghol Traveller, Kamalika, Florentine Damask and Pahalgam Paisley



THE GREAT MOGHOL TRAVELLER

Oh, the places we will go! An exuberant pattern captures the essence of that fascinating time in history of exploration when India's mosaic of wonders unfolded before new eyes. It is a sumptuous return to the Coromandel Coast, origin of the famed Indienne textiles. This delicately balanced composition creates a soft and harmonious atmosphere and a richly layered room experience.

Palette: Painted Cloud, Wet Turmeric and Vintage Brick





The Great Moghol Traveller | Painted Cloud | W150Z437S75





asianpaints

W133X272B75
Avalon by Nilaya



Avalon Collection by Marburg.

Treat your magnificent wall covering like a piece of art. A lush and detailed artwork like the *The Great Moghol Traveller* deserves centrestage – frame your wall covering with trims of colour that pick up its subtler shades. As a decor move it's bold and modern with the vibrancy of the pattern shining through, and the walls have a seductive effect.



The Great Moghol Traveller | Wet Turmeric | W150Z436S75







asianpaints **Coromandel Indigo | SA35**
Royale Designer Palette



Smart walls are made of these. Splitting a wall into two schemes helps to create a sense of height and adds plenty of flair. A stunning wall covering pattern such as *The Great Moghol Traveller* looks even sharper and accentuated when the lower part of the wall is strongly shaded. Its effect is dramatic and injects a space with lots of energy.

Available in the Royale range of luxury emulsions.



The Great Moghol Traveller | Vintage Brick | W150Z435S75

KAMALIKA

Nature's diva, the lotus, reigns over all the flowers in the garden. A row of hand painted lotuses seems to glow from within. The soft ink wash creates a subtle gradation of colour and a fresco feel, while background brushstrokes convey a lovely layered texture – a mood-altering, luxury experience that makes interiors bloom with warmth and light.

Palette: Tuscan Ochre, Sahara Sand, Jaisalmer Rose, Mussoorie Rose, Persian Sea and Lucknow Mint





Kamalika | Tuscan Ochre | W150Z693S75

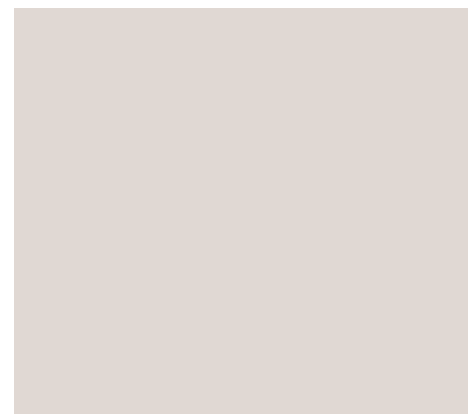


Kamalika | Sahara Sand | W150Z692S75



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Calcutta Rain | SA03
Royale Designer Palette



A pattern like the gorgeous *Kamalika* stands on its own but acquires a different kind of visual power combined with a vivid monochrome – its details stand out and the mix and match gives a room a more energetic, modern feel. The soft background shade of the wall covering is mirrored in the lower part of the wall while its bolder shade is reflected in the furnishings. The effect is a fabulous symphony of colour and texture.

Available in the Royale range of luxury emulsions.



Kamalika | Jaisalmer Rose | W150Z691S75



Kamalika | Mussoorie Rose | W150Z430S75



Kamalika | Persian Sea | W150Z694S75





Kamalika | Lucknow Mint | W150Z695S75



FLORENTINE DAMASK

A garden blooms through a paintbrush and the mood becomes languorous. A sumptuous composition of stylised pomegranates and gooseberries, jasmine and betel leaves, takes the charm of chintz into tomorrow. Magnificent and comforting all at once, this burst of garden glory is carefully crafted to give the impression of hand woven fabric that softens and shapes an environment.

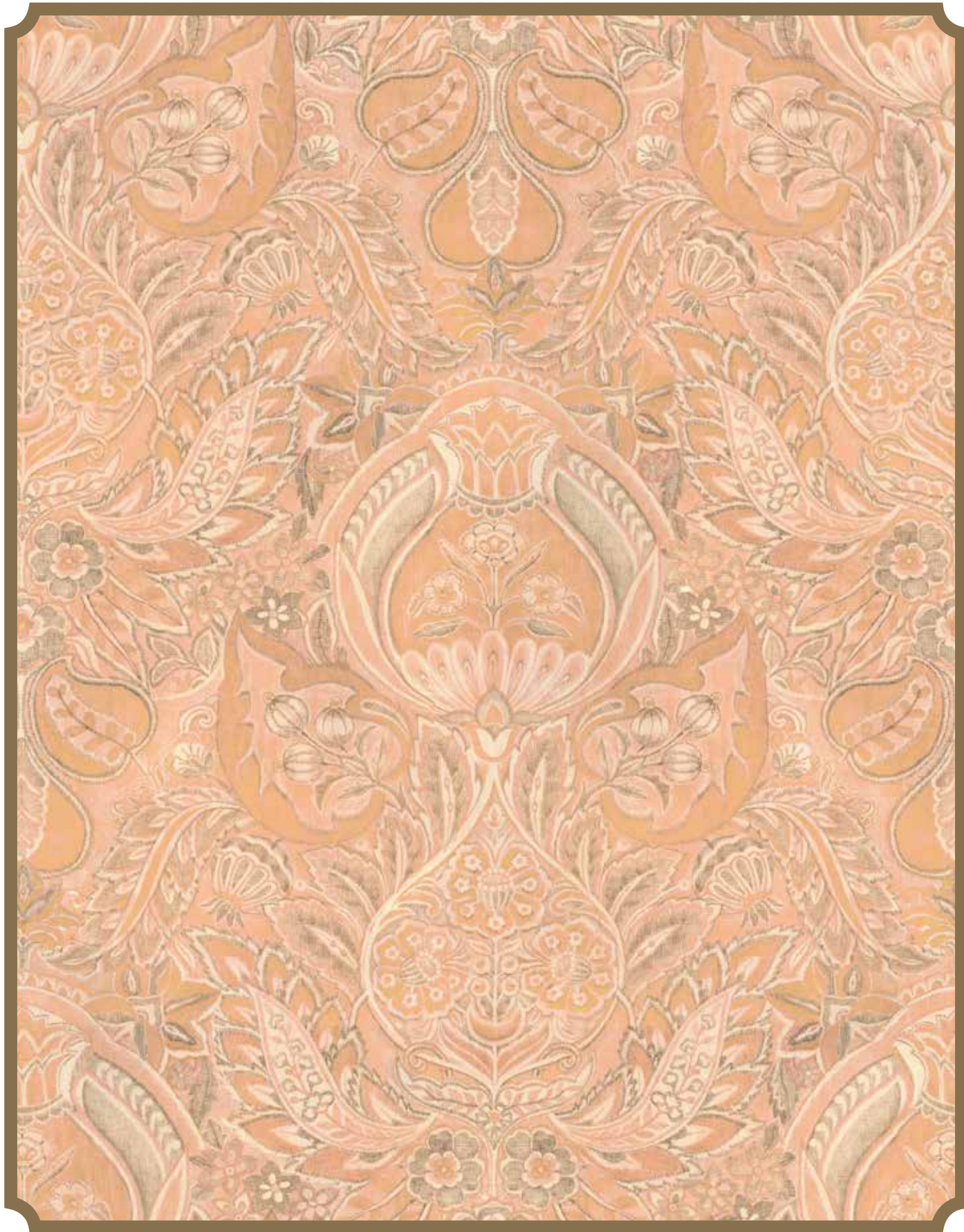
Palette: Tuscan Terracotta, Apricot Kernel and Vintage Ruby





Florentine Damask | Tuscan Terracotta | W150Z440S75





Florentine Damask | Apricot Kernel | W150Z439S75



Florentine Damask | Vintage Ruby | W150Z438S75

PAHALGAM PAISLEY

Once upon a time, life was sweet and mellow in the flower filled valleys and streams and chintz draped drawing rooms of English-style hill top cottages. This old world sense of leisure is translated into a flowing pattern of blossoms and fruit that spill out into paisley shapes like lavish offerings. Marvellous colour duets, brimming and sun kissed, fill the air with mountain freshness and a summery beauty.

Palette: Stained Mulberry, Stained Mulberry on mica, Neroli Blossom, Monsoon Rose, Indigo Moss, Cuban Vanilla, Cuban Vanilla on mica, Pomegranate Bloom







Pahalgam Paisley | Stained Mulberry | W150Z701S75



Pahalgam Paisley | Stained Mulberry (Mica) | W150Z702S75
Mica variant with the added luxury of a pearlescent shimmer



Pahalgam Paisley | Neroli Blossom | W150Z431S75





Pahalgam Paisley | Monsoon Rose | W150Z433S75



Pahalgam Paisley | Indigo Moss | W150Z432S75



asianpaints

W133X276B75
Avalon by Nilaya



A delightful cocktail of the classic and the current, east and west, natural beauty and subtle artistry, *Pahalgam Paisley* evokes the old world of leisure of hill station cottages in gorgeous duets of retro shades. Its crisp floral freshness is further enhanced by pairing it with a neutrally shaded adjacent wall.

Avalon Collection by Marburg.



Pahalgam Paisley | Cuban Vanilla | W150Z703S75



Pahalgam Paisley | Cuban Vanilla (Mica) | W150Z704S75
Mica variant with the added luxury of a pearlescent shimmer



Pahalgam Paisley | Pomegranate Bloom | W150Z434S75



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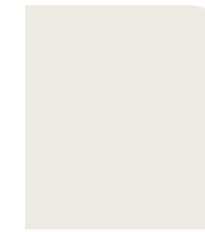
ROYALE DESIGNER PALETTE

Exclusive Colours by Sabyasachi

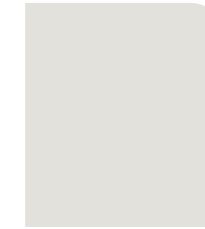
It is with great pleasure that we include here a preview of Asian Paints Royale Designer Palette: Exclusive Colours by Sabyasachi – the first of a brand new series of captivating shades handpicked by creative artists whose visual sense inspires and awes us.

This unique collection of 35 shades reflects the signature Sabyasachi vintage feel and aristocratic tone, individually stunning while also elegantly partnering the Heartland wall coverings, enhancing every decor vision with a timeless quality.

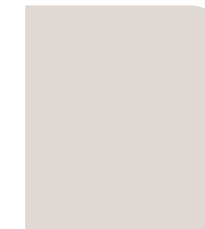
Whites & Creams



Conch Shell | SA01



Mysore Ivory | SA02



Calcutta Rain | SA03



Limestone | SA04



Sonchampa | SA05



Ground Cumin | SA06



Faded Ochre | SA07

Greys & Browns



Parchment | SA08



Ivory Stain | SA09



Velour Grey | SA10



Potters Wheel | SA11



Bitter Chocolate | SA12



Warm Tobacco | SA13



Crushed Nutmeg | SA14

Reds & Maroons



Alabaster Blush | SA15



Apricot Cream | SA16



Tea Rose | SA17



Baked Terracotta | SA18



Ruby Rouge | SA19



Dalhousie Red | SA20



Madder Rose | SA21

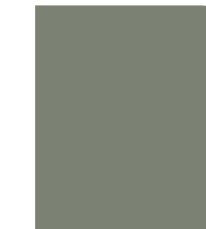
Olives & Ochres



Winter Smoke | SA22



Ganges Clay | SA23



Mangrove Green | SA24



Zambian Emerald | SA25



Sepoy Green | SA26



River Stone | SA27



Wet Turmeric | SA28

Emeralds & Blues



Vintage Pistachio | SA29



Chutney Green | SA30



Betel Leaf | SA31



Romani Green | SA32



Mint Crush | SA33



Iranian Turquoise | SA34



Coromandel Indigo | SA35

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.

