



Lemon | Media release**Wallpaper: The foundation of a room**

Lemon's origins – its prints and wallpaper collections – still form a core part of the brand's product range, despite the fact that its repertoire has widened dramatically since the company was founded.

This is also the area of the business where co-founder and head of design Kevin Frankental's commitment to quality, collaboration and the growth of the local design industry is most evident. With each collection painstakingly hand designed and crafted in-house, often in partnership with local artists, the wallpaper ranges are so much more than run-of-the-mill, and act more as artworks on a large scale.

So much so that they're worth building an entire scheme, even a room around. When you consider the artisanal nature of the product, its extensive impact on a space and its permanence, it makes absolute sense to choose a quality product, a timeless design, and build your room around this powerful foundation.

Starting with the walls provides a strong base from which to plan an impactful décor scheme, and there is a lot of room for creativity within the realm of wallpaper application. To spark your imagination, here are some of our favourite ways to use wallpaper to elevate a space.

Lemon | Media release**Wallpaper: The foundation of a room****Ceiling as the fifth wall**

The best results when applying wallpaper come from a maximalist approach – the feature wall is somewhat passé – when using your chosen design, the greatest impact comes from an all-encompassing application, one that fully envelops the room. But don't forget the ceiling – by including this often neglected surface in the design equation, the impact is increased exponentially.

Tonal harmony

Create a scheme using different depths and tones within the same colour family for serious tonal harmony. This soothing approach paves the way for timeless spaces that won't date, and that are neutral (yet sophisticated) enough) to serve multiple functions. While on the conservative side, it's a foolproof way to layer pieces and patterns.



Lemon | Media release**Wallpaper: The foundation of a room****Clashing prints**

On the flip side of this approach – one of the most powerful ways to use pattern is to layer them, but that needn't mean a safe and sedate combination. Clashing prints, used next to one another makes for an exciting and dynamic visual experience. Play with scale – large-scale prints with smaller, tighter patterns – for the best results.

Overlooked areas

Small doesn't mean insignificant. An in-between space (a landing, a storeroom, a tiny cloakroom) can be made into a feature with the use of a strong wallpaper design. This immediately creates a focal point and pulls the space together into a cohesive and well-resolved whole.



About Lemon

To us, good design is thoughtful design. We live comfortably in the space where beauty and function meet and aim always to create pieces that are both useful and decorative.

We obsess over how our designs are made. It's crucial for us that there's a balance between the practical and the aesthetic, and that our pieces feel good to use as well as to look at - and it's the small design details that make this difference.

We design with longevity in mind. The antithesis of mass production, our pieces represent our belief in conscious consumption, the idea that less is more and that universal beauty has no expiration date.

We work with manufacturers who understand this - and who share the same passion for quality and considered design. To ensure that our quality is never compromised, we seek out specialists in their fields - from artists and metalworkers to upholsterers and carpentry aficionados. Whatever their particular skill, a shared appreciation for quality and skill is essential.

Because craft is a central tenet of Lemon's identity, much of what we create is done by hand - from prints, to wallpapers and furniture manufacturing. Our business has a huge emphasis on craftsmanship. We are not in this to mass produce, but rather to create pieces with care and made with attention to detail.

To that end we partner with young as well as established South African designers to create collections in line with our design philosophy. South Africa is a rich resource of raw and often untapped talent and our mission is to support and grow the local industry while building our own.

**Additional Information**

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