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FALL 2019

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IT'S A PATTERN

WALLPAPER IS BACK

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NOT YOUR *grandma's* wallpaper

By Liza N. Burby



TEXTURES, MURALS, METALLICS —
SOMETHING FOR **EVERY** TASTE

W

ALLPAPER HAS MADE a comeback, thanks to the popularity of home decorating shows. But if you're remembering your grandmother's kitchen papered in red cherries (the '60s) or orange, turquoise and brown-colored daisies (the '70s), rest assured that today's choices offer an array of distinctive possibilities that integrate materials like glass beads, nailheads and hyacinth leaves with bold prints and colors (though those vintage designs are still available).

Gacho cloth from the Phillip Jeffries collection uses a combination of yarns woven on a Jacquard loom.

Photo credit: Phillip Jeffries





try before **YOU BUY**

You can order free samples at WallsRepublic.com and WallpaperDirect.com to see how they might work in your home.

“Consumers know it’s a simple and inexpensive way to update your home that is also impactful,” says Kerry Lieber, an interior designer for Aboff’s Design Studio in Rockville Centre.

Wallpaper has become a design statement, says Gina Shaw, a spokeswoman for the Wallcoverings Association, a nonprofit trade group. “It’s for people who want to personalize their home with a lot of great color and design, the same way you choose your clothing fashion,” she says. “You already have a color palette for your home with your flooring and furniture choices, so large-scale, dynamic wallpaper patterns make a great feature wall that can really express your individual taste. It can change your room in seconds.”

NEVER SAY NEVER

Wallpaper has been around for centuries, since the Chinese started gluing rice paper onto walls in 200 BC. The French created the continuous patterns we know today in the 17th century. The most recent round of popularity was in the '80s and '90s when people often wallpapered every room in their house, says Andrea Reda, president of Wallpaper Warehouse in Farmingdale.

“In the last 10 years or so they took it all off and said ‘never again.’ But

This Floral Birds Mural from Brewster Home Fashions features cardinals and blue jays.

Photo credit: Brewster Home Fashions



not just for **WALLS**

“Touch up that item from a flea market or that you found on the side of the road by putting wallpaper on the sides or the face of the drawers,” says Lieber. “It can be used as the backdrop on a bookshelf too.”

millennials are using it now because they think it’s fun and exciting,” she says.

And they’re being more strategic about how they do it. Reda says that trendy areas to decorate still include bathrooms, dining rooms, living rooms, kitchens and high-traffic areas like hallways. But another design idea is to paper an accent wall, like behind the bed instead of a headboard or to highlight one side of a dining room.

“An accent wall can be an intense color or pattern to make the wall pop,” says Melissa Moorman, decorator at Brinkmann’s Hardware in Sayville. “Then you can paint the other walls.”

Ceilings offer a fifth wall option, which can be an accent that looks like wood or tin, says Shaw, who is also vice president of product development at York Wallcoverings.

BETTER THAN PAINT?

Contemporary wallpaper is user-friendly, even for the inexperienced person, says Reda. “The quality makes it not as fragile to use, and rolls are

This wood veneer pattern from Phillip Jeffries was inspired by classic tilework and marquetry.

Photo credit: Phillip Jeffries



pre-trimmed, which makes it easier for the customer,” she says. “You still use a bucket of glue, but it’s easy to roll on with a paint roller. Paper can be more durable and easier to clean than paint.”

Another bonus is that it can cover flaws like nicks and cracks in walls that paint can’t, according to Shaw.

SOMETHING FOR EVERYONE

When it comes to styles, Moorman says that current wallpaper designs express a cleaner, more spacious look than the dark, large patterns of the past. These include stone, brick, concrete, faux wood like shiplap, geometric lines, simple tones like black on white, and florals and damasks.

“Murals are also popular and can be one really large flower or an outdoor scene,” she says. “They really open up a room and make it look airy and larger.”

For contemporary colors, Shaw says that people want shades of gray, gold, taupe and all blues, with navy and indigo being most in demand.

“You can do a white background with an indigo print and alternate a solid on one wall and design on the others,” she says. “Also, metallics like gold and silver remain strong and can be an accent or cover larger areas. They reflect light and give a glimmer to the room.”

Textures have come a long way too, with some inspired by the industrial look, according to Lieber. “Some look



Photo credit: Brewster Home Fashions



Photo credit: Lisa Corbett

Photo credit: Phillip Jeffries

CLOCKWISE, FROM TOP LEFT:

1. A painted-brick mural adds some industrial chic.
2. Hyacinth and lotus leaves are incorporated into this Ronald Redding design.
3. An accent wall from the Phillip Jeffries wildflower collection uses digital printing.
4. A mural at Aboff’s Design Studio in Rockville Centre features Trailing Orchid from Osborne & Little’s Folium collection.



Photo credit: York Wallcoverings



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like rivets, and others have textures with a sanded feeling, or glass beads and nailheads that almost look like stainless steel.”

And for those who want eco-friendly options, Shaw says new techniques and materials make use of natural products like grasscloth made from reeds of grasses, linen, sisal, bamboo and even hyacinth leaves.

“These organic elements not only have a great texture, they’re also a great eco-story,” she says, adding that York has an item made of seashells and another with glass beads from recycled windshield glass.

Wallpaper comes in double rolls — with two rolls of wallpaper on a single roll — starting at around \$50. Footage varies, but the average is 56 square feet per double roll. High-end products like those made with glass and seashells retail for \$130 to \$150 a roll, and some murals can reach \$400 a roll. Reda said the average cost of wallpaper for a typical accent wall is \$150 and for a bathroom, under \$200.

The cost of professional installation, depending on how much wall prep is needed, is usually about half the price of a roll, Moorman says.

When selecting wallpaper, Reda recommends visiting local retailers rather than relying on websites. “You need to be able to touch it, feel it, get a sense of the size of the pattern,” she says. “And come with ideas, like the color you want, which is most important.” *LIL*

Liza N. Burby is a freelance writer and editor based in Northport.

Synthetic fibers and glass beads jazz up a design from the Antonina Vella Deco collection.
 Photo credit: York Wallcoverings



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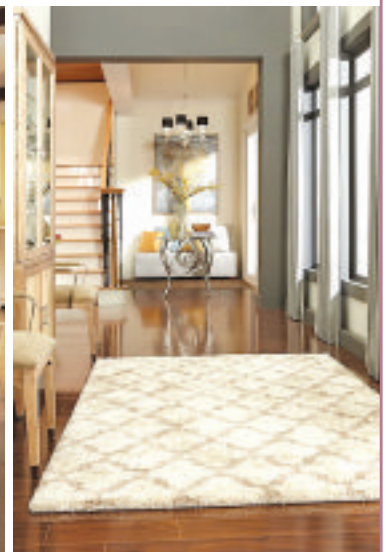
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