



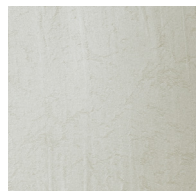
AMSTERDAM is magic!

The technique of plying fabrics (so called "plissé") started early twentieth century thanks to the painter, artist and stylist Mariano Fortuny this used this for fashion clothes and outfits. It became immediately a popular technique in fashion and later on in other sectors. Technology brought this process to industrialisation and today this is a production widely used in many sectors. Italy always had a key role in production and finishes for the fashion industry. And here it's where we got access to create this beautiful wallcovering.

The fabric goes through a machine that uses steam and heat to prepare the woven and then fold it into a certain design direction or pattern. Amsterdam is a linen jacquard fabric with a vertical plisse. The fabric comes out the machine rolled softly on a tube with a look that reminds an accordion. Later on the fabric is stressed again to be laminated into the non woven backing. But those vertical plies are still visible and create an uneven vertical subtle look on the surface. Creating a random overall vertical effect. Isn't this magic?



AMS001



AMS002



AMS003



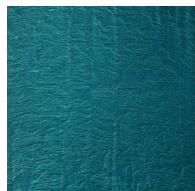
AMS004



AMS005



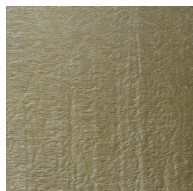
AMS006



AMS007



AMS008



AMS009



AMS010



AMS011



AMS012



For additional information such as installation guide, seams visibility, press release and more images, please refer to our website GIARDINIWALL.COM or scan here.