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Gilded Leaves features large-scale fronds of the Philodendron gloriosum plant. Photos courtesy of Verna Vélin

Introducing Verna Vélin

by Anna Zappia

Verna Vélin is a new Michigan-based manufacturer producing wallcoverings with unmatched embossed designs—bringing tactility to residential and commercial spaces. While experimenting with techniques at sister company Wheelhouse Graphix, Verna Vélin’s CEO Shauna Ryder seized the opportunity to reach a different market. “We saw a lot of untapped potential, and we started making wallpaper that has more texture to it,” she said.

With a range of patterns on offer, from modern geometrics to full-size foliage, specifiers can easily transform any interior. “Walls are blank canvases in our homes and workspaces, places where we spend the majority of our time. And we want to fill them in a way that sparks joy,” Verna Vélin’s project manager Camron Troy noted.

The wallcoverings are made of a foam-based material and digitally printed with both latex-based and structural ink. As the product passes through the heating element, any surface without the weighted pigment gets raised, which creates the unique texture. Not only is the wallcovering free of harmful PVC, it creates more design possibilities. “This method sets us apart from other textured wallcovering companies because we are not limited to step and repeat patterns. We’re really looking to embrace how we can use this to expand into more mural-like styles,” Troy added.

Seven substrates are available, from matte to gold and silver metallics. Designers want a touch of luster, and the Pearlescent option features an iridescent sheen that gives it a glamorous appearance. The surface shimmers

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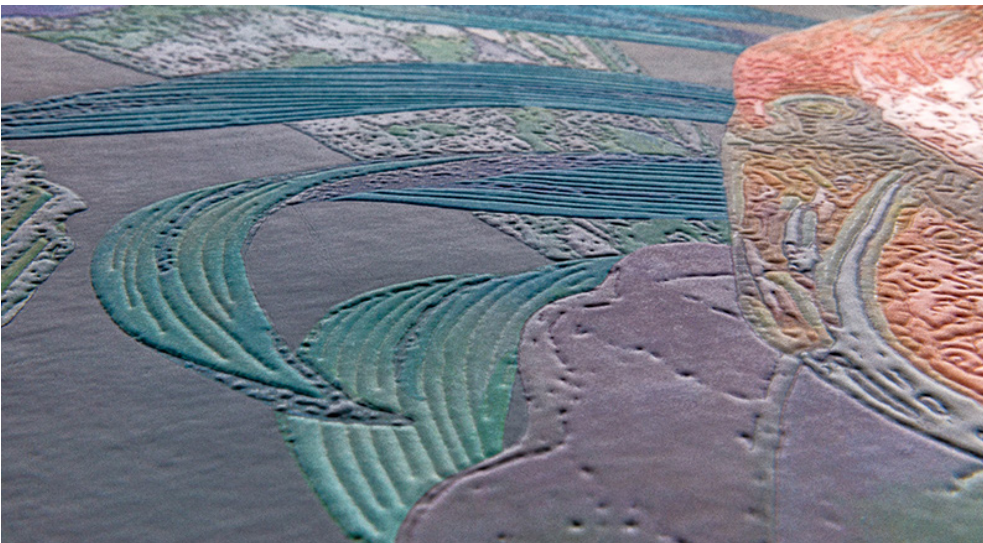
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and reflects light, which adds depth to any room. Chameleon wallcovering changes color depending upon

the angle and direction, creating a dynamic visual effect that is perfect for children's bedrooms or play areas.



Jungle Flamingo, showcases the pink tropical birds standing in front of lush blooms.



A close-up of a Verna Vélin embossed wallcovering.

Paintable allows anyone to customize walls to suit personal style, because it can be easily painted over with any color.

The hues in the collection run the gamut, and clients are willing to experiment with and combine tints. Larger-scale prints abound, particularly fronds and blooms. They are a departure from the dainty, dusty florals of the past. "These are not like what you would find on your grandmother's wall," Ryder explained. "Wallpaper is going to continue to get better, and the styles will be big and bold."

Gilded Leaves, for example, is inspired by the large, heart-shaped leaves of the Philodendron gloriosum plant. "The gold and the biophilic elements bring the outdoors inside, and we think that it is a perfect blend of luxury and natural beauty," Troy said.

The team looked to Hawaii to create the tropical Jungle Flamingo pattern, with the pink wading birds standing in front of lush blooms. There are also more abstract takes on nature, like the watery lines showcased on Minimal Waves. "The repeating, minimalistic pattern makes a statement without unnecessary clutter," Ryder noted. "This type of design allows a space to take on its own form."

Abstract Arch is reminiscent of a hand-drawn piece, and the black-and-white ink style makes it ideal for a corporate office or lobby. Even though the lines are not precise, they still have just enough structure, and it is surprisingly sophisticated. For Ryder, this type of design can enliven a single wall.

"Wallpaper isn't meant to be used in every room of a facility, but as a focal point in a room. It is a way to engage everyone and have them gravitate to a certain area."

Geometric Mosaic, with a patchwork of simple shapes taps into the collective desire for the familiar, with a bit of nostalgia in the mix. After spending so

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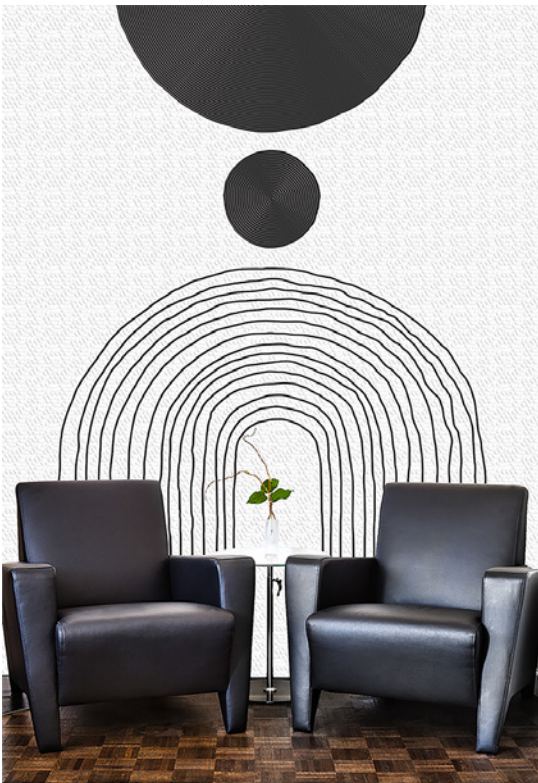
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much time in their homes during the pandemic, people want spaces that make them feel happy and energetic. It's one reason for the resurgence of maximalism. "We are seeing so many of these Y2K patterns, and the '70s is back again," Troy said.

Later this year there will be the launch of a collection that will include a series of designs curated by the staff. Ryder said that they are currently focused on bringing tactile delight to people and places. "With these wallcoverings you are literally feeling the essence of the design. Just being in a space that's beautiful can lift your mood, and we love to create that for people." ■



Geometric Mosaic features a modern patchwork of shapes.



Abstract Arch would be ideal in a corporate office or lobby.



Minimal Waves depicts oceanic curves for a more contemporary look.