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## BESPOKE WALLPAPER

Wallpaper has been around for hundreds of years, and yet people claim that there has been very little advancement in wallpaper. At the surface it might seem like a remark that seems true, but the truth is far from it, wallpaper has evolved from the really old looking red and white stripe paper, to a work of art that can adorn your home, or your work place. There are more or less no limits to the colours, variations and styles you can choose from, the best part is, contrary to popular belief wallpaper has evolved and changed as time has gone by, and they are no longer just another thing you put on your walls.

Just like art and fashion has evolved, so have the various styles of wallpaper, earlier wallpaper was made to resemble the various tapestry styles, as fashion style and taste of people evolved, the wall papers became more and more diverse. Just like clothing, technology and so many other things today, wallpaper has now come to reflect the taste and moods of a home owner. With the numerous advances in technology, the method of printing wallpaper too has advanced, earlier massive offset printers, or block printers were used to manufacture wallpaper, where as today more and more people are turning to digitally printed wallpaper for their homes.

Today wallpaper is classified based on the commercial application, and is divided into two categories commercial and home use wallpaper

### Commercial Wallpaper

Commercial wallpaper is usually printed on thicker, and more resistant paper. Since commercial wallpaper (as the name suggests) is used in retail outlets, hotels, discos etc. The wallpaper has certain health and safety specifications that it must meet like being fire resistant etc. Apart from the health and safety requirements, there are additional requirements like being easy to clean, dust and dirt resistant etc. What has made commercial wallpaper making an entirely different section, is that more often than not commercial wallpaper involves customization like having a company logo printed or having custom designs, this is where having a digitally printed wallpaper comes in handy, as the imagery that is produced using digitally printed wallpaper is far superior when compared to wallpaper printed using traditional methods.

### Wallpaper for home use

The earliest and oldest application of wallpaper is for home use, wallpaper for home use is by no way inferior to commercial wallpaper, as it too has to meet strict quality control guidelines, however the added advantage that wallpaper for home use has is that, it is easier to apply when compared to commercial wallpaper, and in addition you can have multiple wallpaper in the same home (compare this to commercial establishments where the wallpaper is uniform throughout). Just like commercial wallpaper, digitally printed wallpaper is available for home users also, the biggest benefactors of digitally printed wall paper have been home owners, who can now either get custom wallpaper with a particular design built, or can choose to adorn their home walls with some of the greatest works of art ever made. The choices that wallpaper today has bought to home owners is just mind boggling, and all it takes to get customized wallpaper made is a photograph or image of your design.