

2nd edition

idea **murale**






CONTEMPORARY
WALLPAPER





ABSTRACTUM02
SKU: IM2417

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CADARU
SKU: IM2416

Beautiful walls for artistic souls

A blank wall is more than just a surface – it's an opportunity. With the right touch, it can become the centerpiece of your space, brimming with character and charm.

At Idea Murale, we specialize in creating contemporary wallpapers that reimagine the ordinary. Each design reflects a distinct vision, blending artistry with sophistication to craft pieces that are as unique as the spaces they inhabit.

Tailored with care and crafted with passion, our wallpapers are more than decoration – they're an invitation to transform your walls into something remarkable.



EQUILIBRIUM
SKU: IM2129

Art

These designs were never meant to sit quietly in a frame. They stretch, breathe, and move across your walls like a story unfolding in real time.

Each piece in this collection is rooted in artistic rebellion , bold brushstrokes, layered textures, and soul-soaked compositions that turn walls into living canvases.

This isn't background.
This is presence.

These are the kinds of pieces that don't ask for attention — they own it.



STREET PATCHWORK

SKU: IM1747



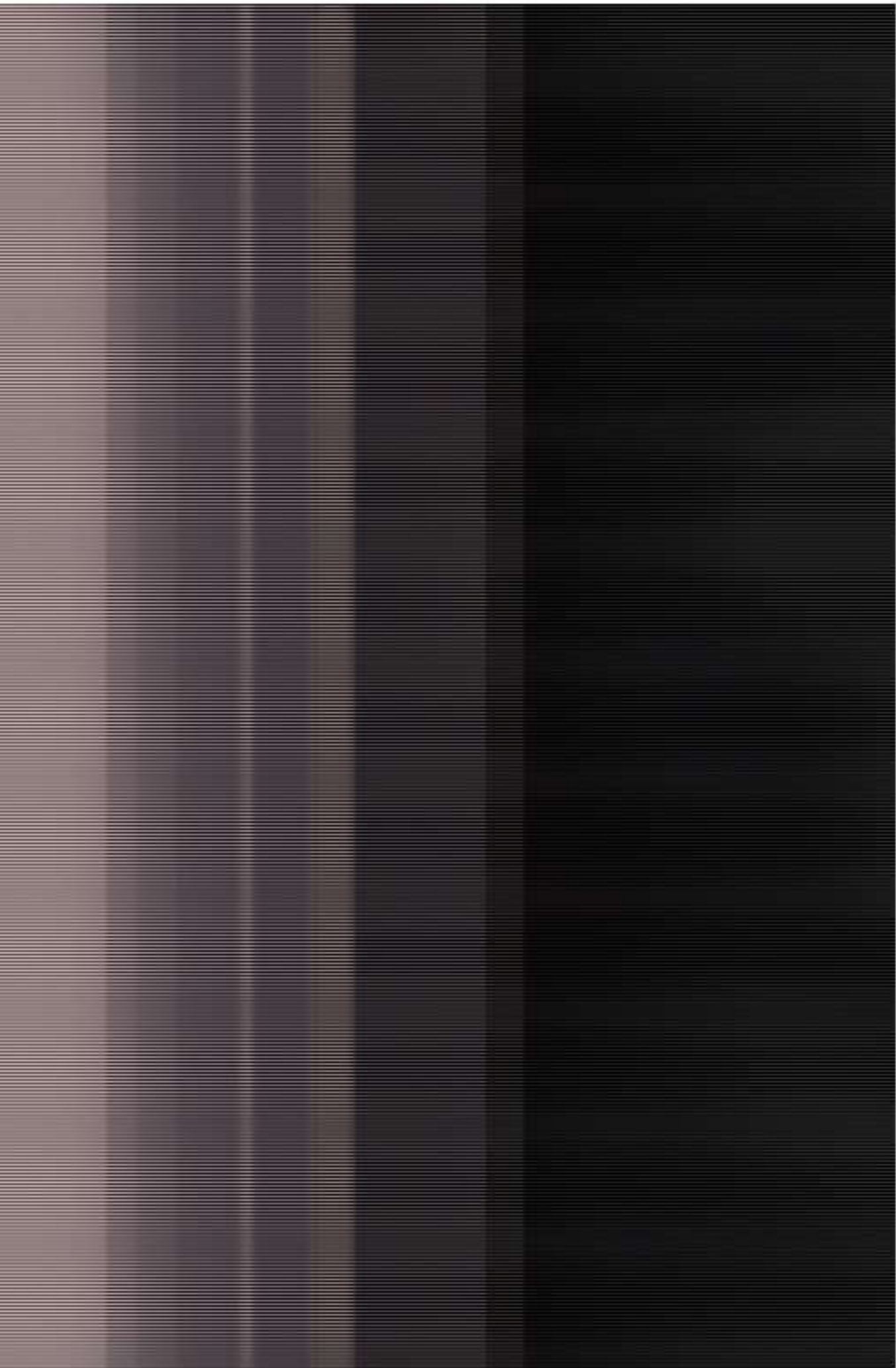
NEO METROPOLIS III
SKU: IM2012



APOLLON
SKU: IM1808







WHISPER IN THE NIGHT

SKU: IM1921



DREAMSPACE III
SKU: IM2234



REVUE
SKU: IM2308

18.000 € (maximale Zahl der zusätzlichen Stellen bei der Ingabe)

17



URBAN GLITCH
SKU: IM2011



PRIMORDIAL FORMS II
SKU: IM2119



VI

SKU: IM2404



CAFUNÉ III
SKU: IM2310



FRESCO ANTIQUE
SKU: IM1913



ELLE
SKU: IM1820



BELLE EPOQUE
SKU: IM1907



HYPE05
SKU: IM2116



ESSENTIAL WOOD
SKU: IM1744



HYPE01
SKU: IM2015





DUALITÀ
SKU: IM2422

SAMPO
SKU: IM2322



Japandi

Like a whisper of morning wind –
gentle, muted, and perfectly balanced.
Delicate floral motifs – blooming
sakura, slender branches, and
ink-brushed leaves – bring the quiet
poetry of nature indoors.

The colors are soft and earthy, as if
touched by the first light of dawn.

With Japandi wallpapers, your home
becomes a sanctuary of breath, calm,
and effortless beauty.



Karu-sa - detail
SKU: IM2311



MORII
SKU: IM2127





KŪCHŪ TEIEN
SKU: IM2232



FOGLIE TENERE
SKU: IM2225



NETSU
SKU: IM2312



MONN
SKU: IM2428



HITOIKI II
SKU: IM2424



RARESHI
SKU: IM2501



HITOIKI
SKU: IM2314

BLOSSOM IN BLUE
SKU: IM1926



Floral

There's nothing delicate about the way we see florals.

These are not dainty backdrops.

They're bold, layered, emotional expressions of growth, resilience, and natural beauty, for spaces that crave softness with strength.

Some bloom in silence, others shout in color. But all of them tell a story, of seasons, of memory, of what it means to be rooted and wild at the same time.





SONDER
SKU: IM1920



JUNGLE SECRETS
SKU: IM1739

URBAN GLITCH - detail
SKU: IM2011







SKOG
SKU: IM2418



CACTI
SKU: IM2407



ETHEREAL
SKU: IM2018



FLORA MISTICA
SKU: IM2016

AQUATIC TALE – MONO
SKU: IM2426





THE TULIPS
SKU: IM2405



BUENA VISTA III
SKU: IM2309

ABDITORY
SKU: IM2121



SPLEODAR
SKU: IM2022



Fauna

This isn't a safari wallpaper.

It's a tribute to the wildness we often forget lives within us.

Animals, wings, silhouettes, fragments, not illustrated, but interpreted.

In this collection, creatures don't decorate walls, they haunt them, move through them, challenge them. These are the designs for people who want their space to carry a pulse. Not cute. Not safe. Alive.





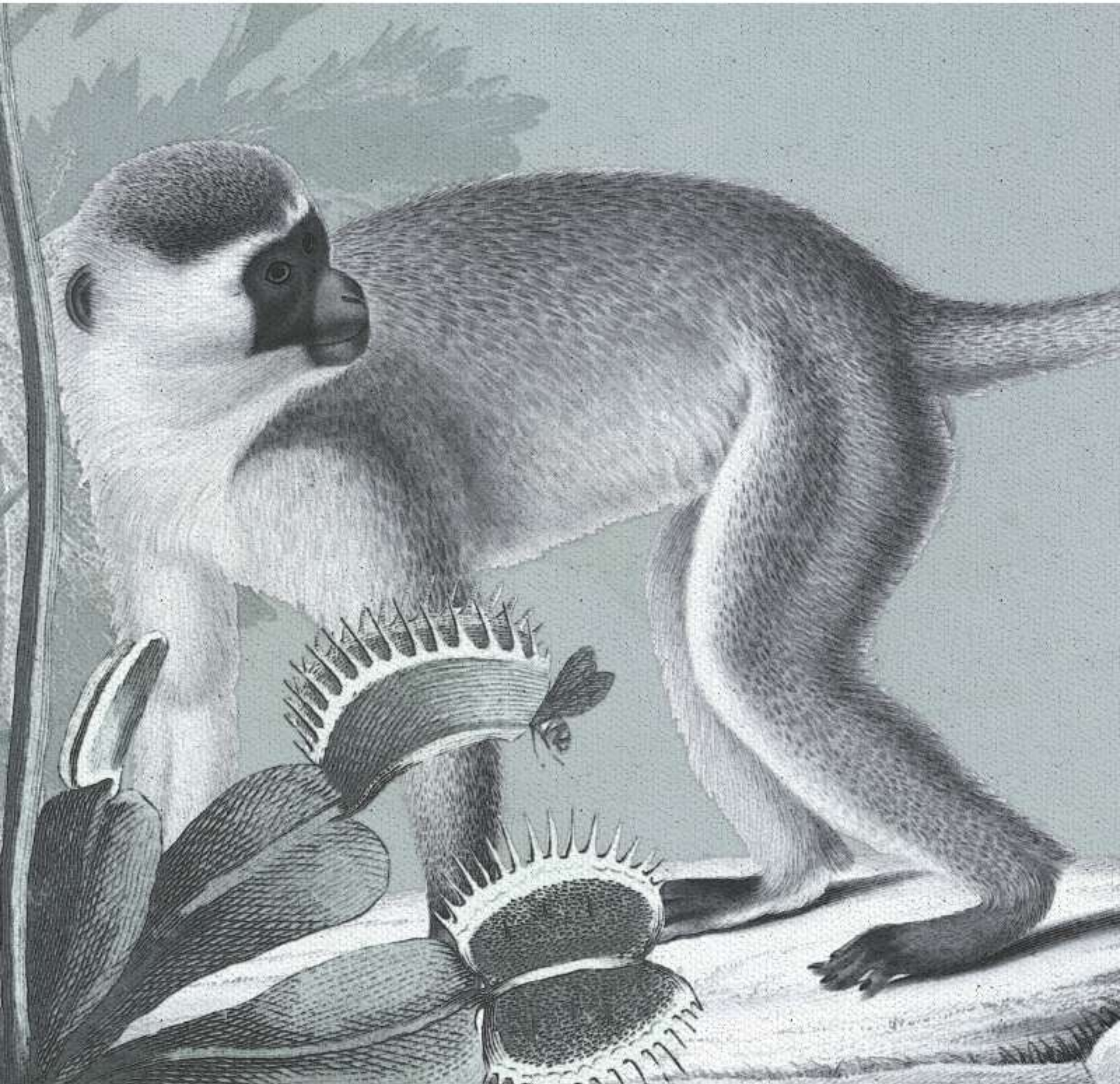
MIDNIGHT RUSH
SKU: IM1745



VITAL TEMPTATIONS - detail
SKU: IM1905

TEMA ESOTICO II - detail
SKU: IM2014





TEMA ESOTICO IV - NOTTE
SKU: IM2125





GOLDEN SILENCE
SKU: IM1804





AQUATIC SPACE
SKU: IM1742



TEMA ESOTICO
SKU: IM2004



COLOURFUL BUSTLE
SKU: IM1911

TEMA ESOTICO II
SKU: IM2014





MUDITA
SKU: IM1923



PALMETTO
SKU: IM1902

VIVACI
SKU: IM2111





BEI CERVI
SKU: IM1906



DARYÂ
SKU: IM2005



MIDCENTURY GRUNGE
SKU: IM1733

Heritage

You'll see hints of tapestries.

Echoes of ancient frescoes.

But nothing here is stuck in time.

Our Heritage collection is about honoring tradition without being bound to it. It's where European artistry meets modern edge, patterns that once told the stories of empires, now retold for homes that value depth, meaning, and a touch of the poetic.

If walls could whisper, these would tell centuries of stories.





ROTONA
SKU: IM2302



STONE LACE
SKU: IM1916





FACING THE EAST
SKU: IM1803

Our materials



Art texture

Non-Woven fabric substrate with vinyl surface layer. Embossed with irregular textile-canvas texture wallpaper.

Wallpaper suitable for interior – residential and contract applications.

Slight or moderate soiling can be removed using a damp cloth.



Urban texture

Non-Woven fabric substrate with vinyl surface layer. Embossed with irregular stucco texture wallpaper.

Wallpaper suitable for interior – residential and contract applications.

Slight or moderate soiling can be removed using a damp cloth.

Specs & Certificates

Heavy wallpaper – 350 g/m²

Fire Retardancy certificated EN-13501-1 Euro classification B-s1, d0

Washability certificated EN-12956

Lightfastness >6 certificated BS EN 20105 / ISO 105-B02

Formaldehyde free certificated EN-12149

Regarding environmental and health related issues our wallpaper media is certificated with ISO 14001:2004 (Environmental Management) and ISO 77000 2005 (Food Safety Management).

- Non-woven
- PVC, Natural fillers, colours (pigment), phthalate-free plasticisers
- Water-based varnish

* Chemical raw materials do not contain toxic substances such as cadmium (Cd), mercury (Hg), lead (Pb) and azopigments.



Location: Oradea, Romania
Subject: "Tema Esotico III"
Interior design by DavidSign

Selected projects

Inspired by space, created with character

Every interior tells a story – our wallpapers make it unforgettable. In this collection of projects, you'll discover how carefully selected patterns and textures transform spaces, adding style, depth, and personality.

Whether it's a modern apartment, a cozy home, or an elegant commercial space, our wallpapers are the accent that brings the vision to life.





Hotel “Bolero” ****

Location: Varna, Bulgaria

Subject: “Kairyū”

Interior design by BAV Creative Studio



Hotel “Reina Del Mar” *****

Location: Obzor, Bulgaria
Subject: “Aquatic Space”
Interior design by Archview



Club “Maestro”

Location: Sofia, Bulgaria

Subject: Custom design

Interior design by Loft Studio

Photo by Svetoslav Handjiiski



Project “Glam Autumn”

Location: Sibiu, Romania

Subject: “Abditory”

Interior Design by Mima Design



Project “A glimmer of lightness”

Location: Sofia, Bulgaria

Subject: “The Longing Eyes” & “Into the Woods III”

Interior design by Parichkova Design Lab



Hotel “Convent Square Lisbon” * * * *

Location: Lisbon, Portugal

Subject: “Fresco Antique”

Interior design by Studio Artica

idea murale

Contemporary Wallpaper



www.ideamurale.com



contact@ideamurale.com



+359 899 405 315

ART di muro

Official North American partner of Idea Murale



www.artedimuro.com



hello@artedimuro.com



(CA & USA): +1 647 -885-8833