idea murale

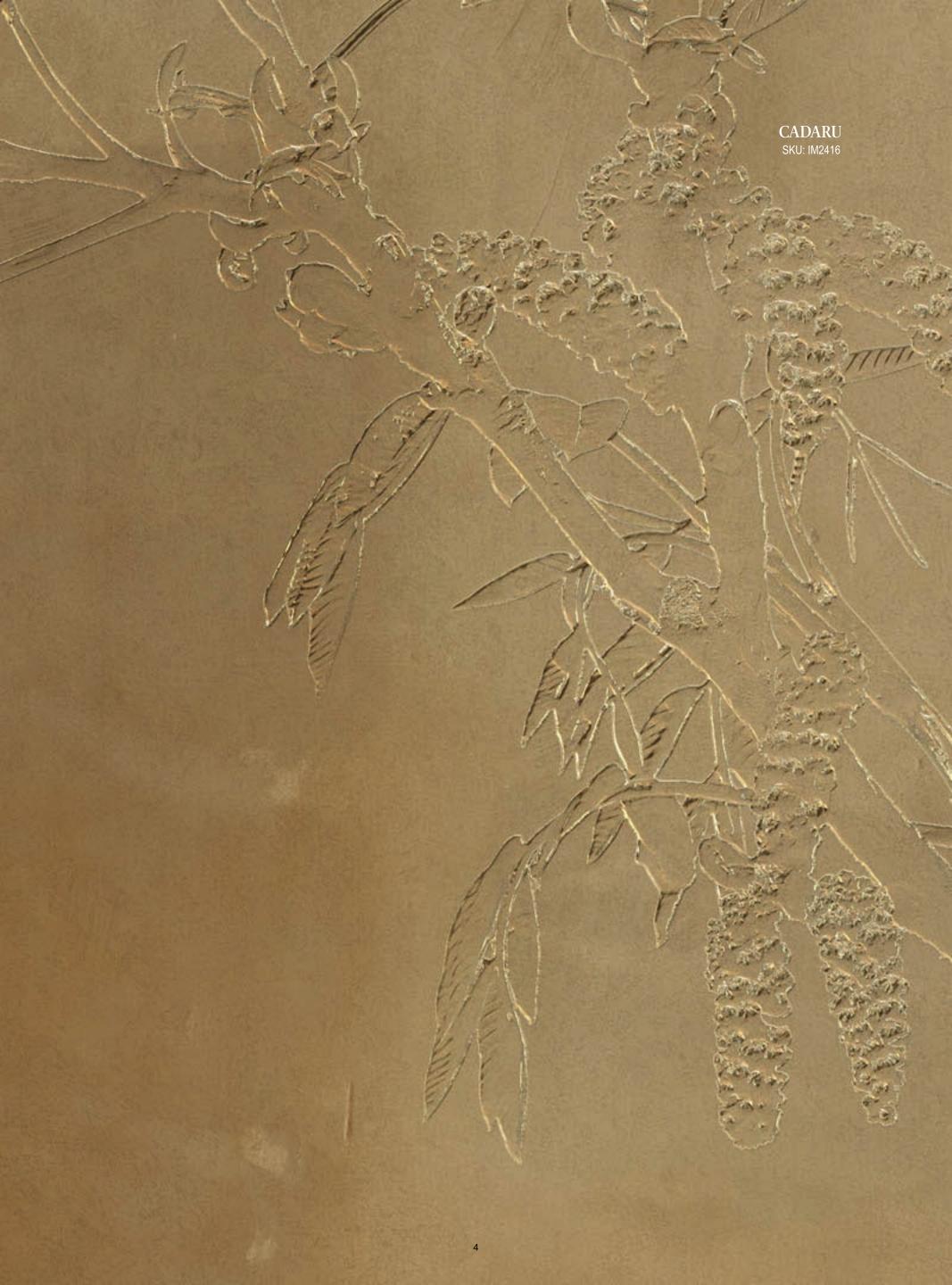


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Beautiful walls for artistic souls

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.





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.

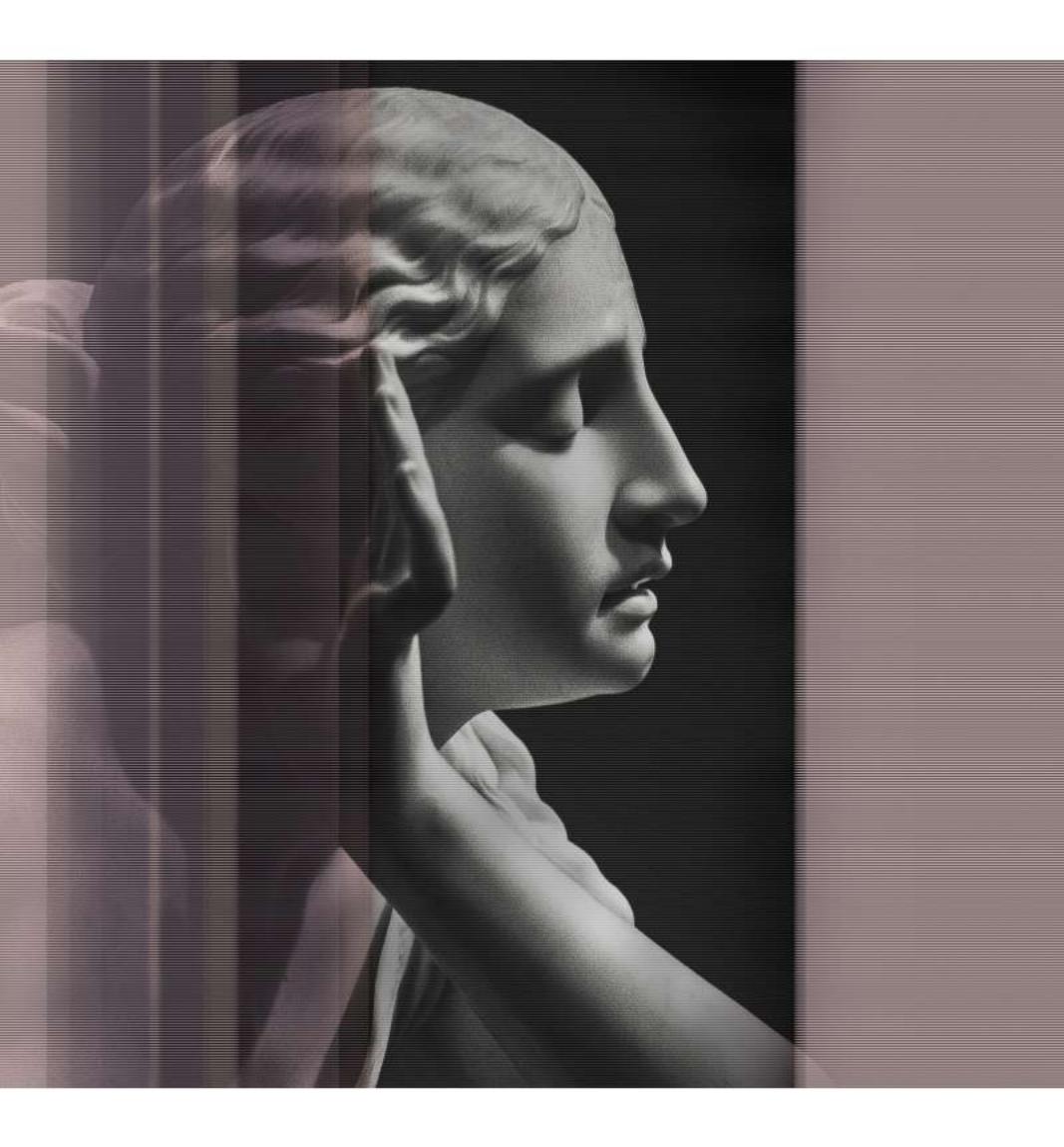


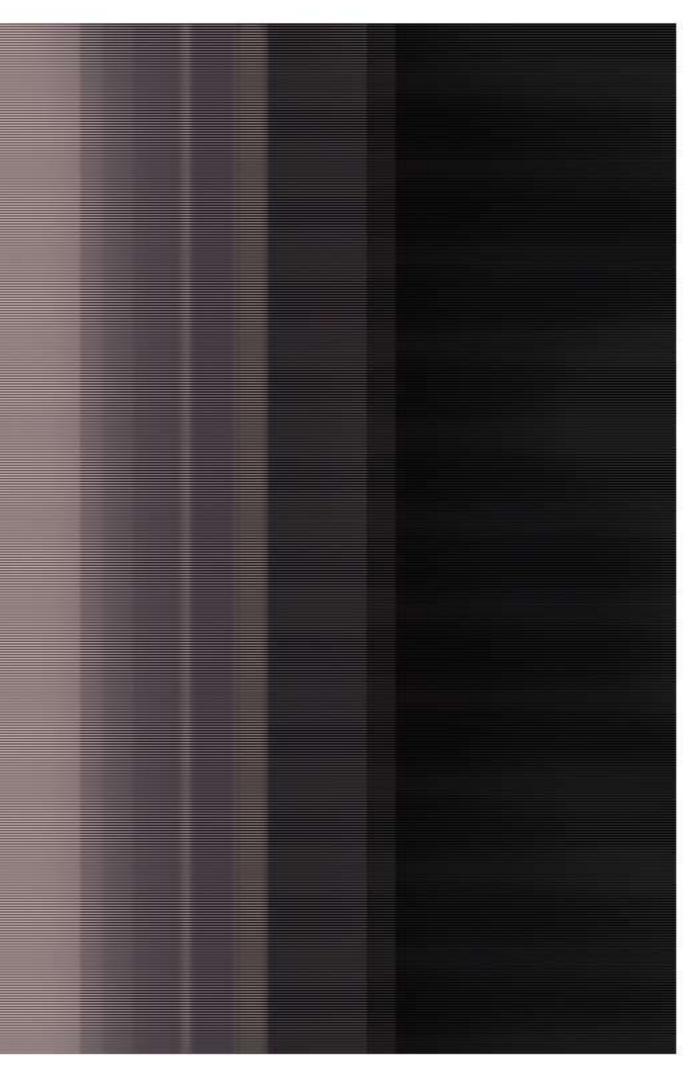
STREET PATCHWORK
SKU: IM1747









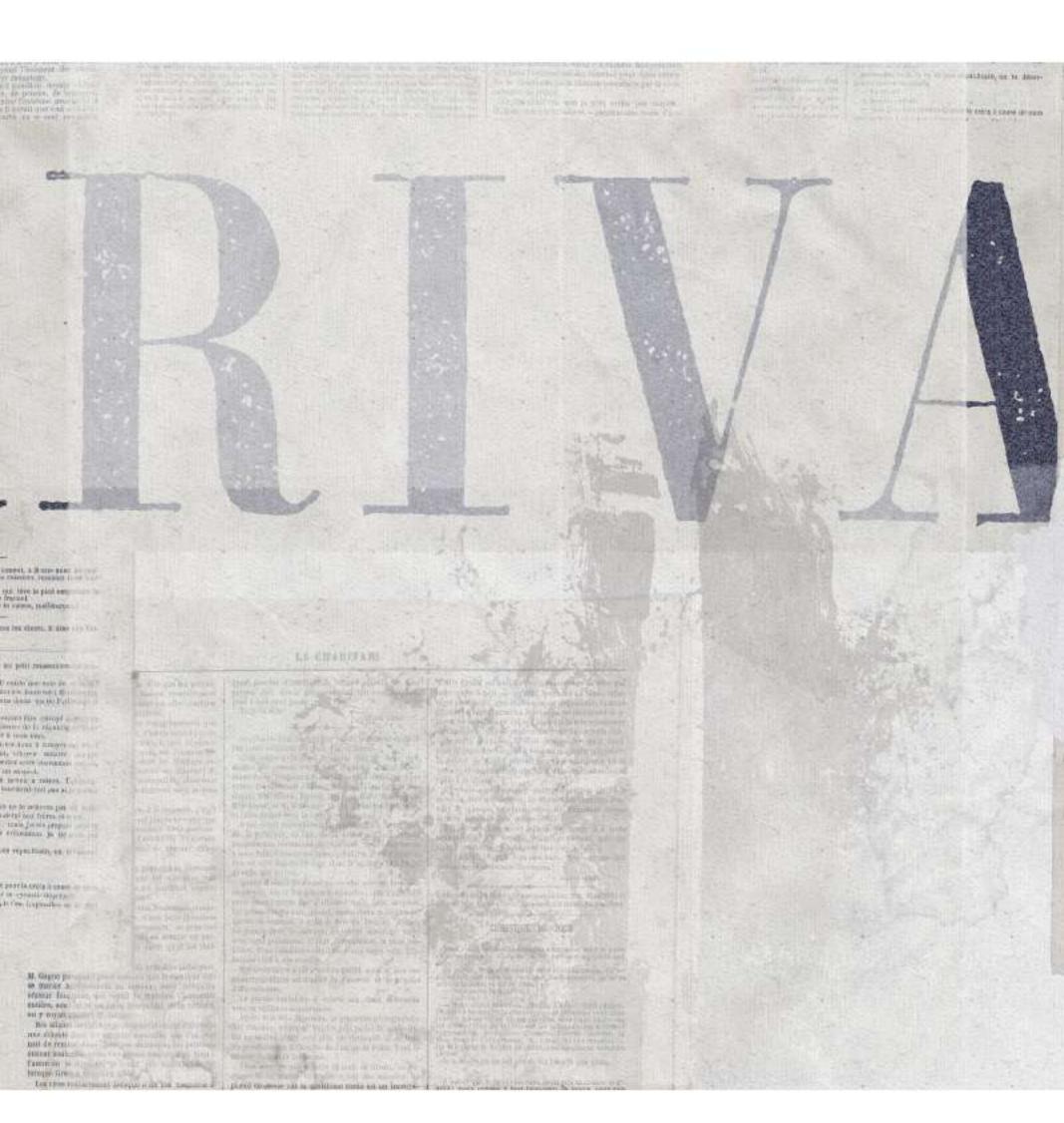


WHISPER IN THE NIGHT SKU: IM1921



DREAMSPACE IIISKU: IM2234





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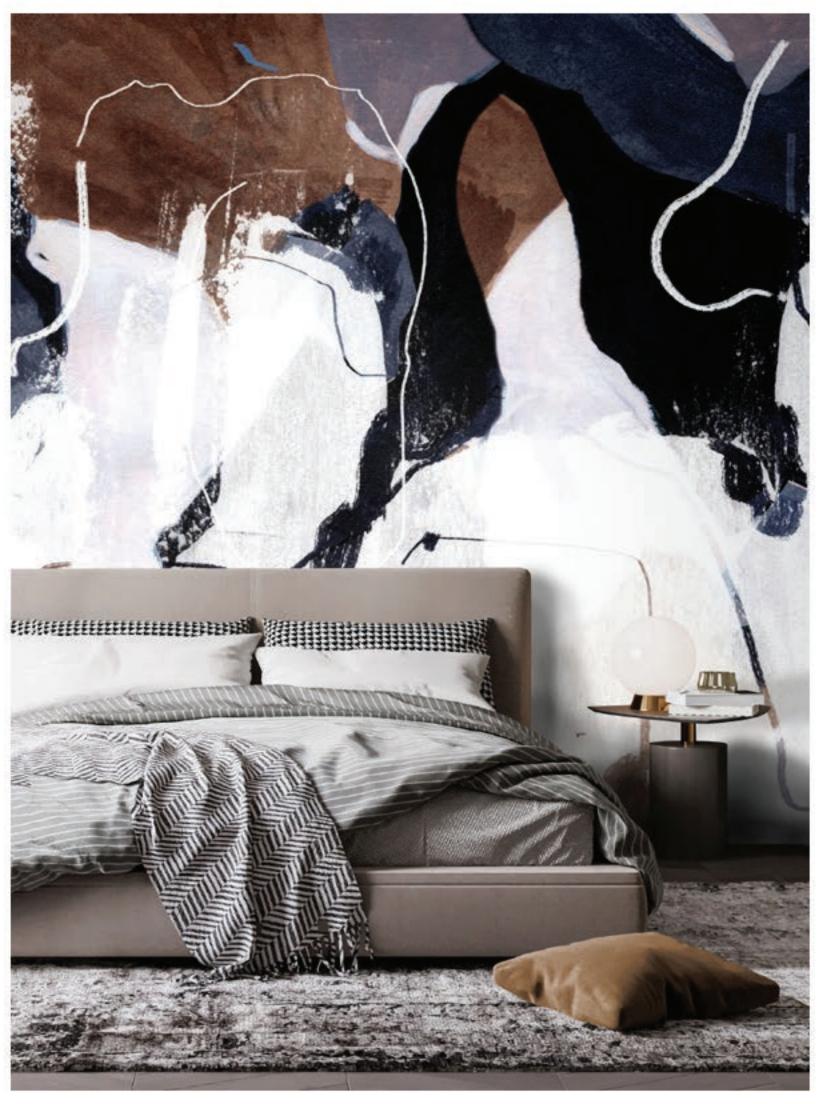
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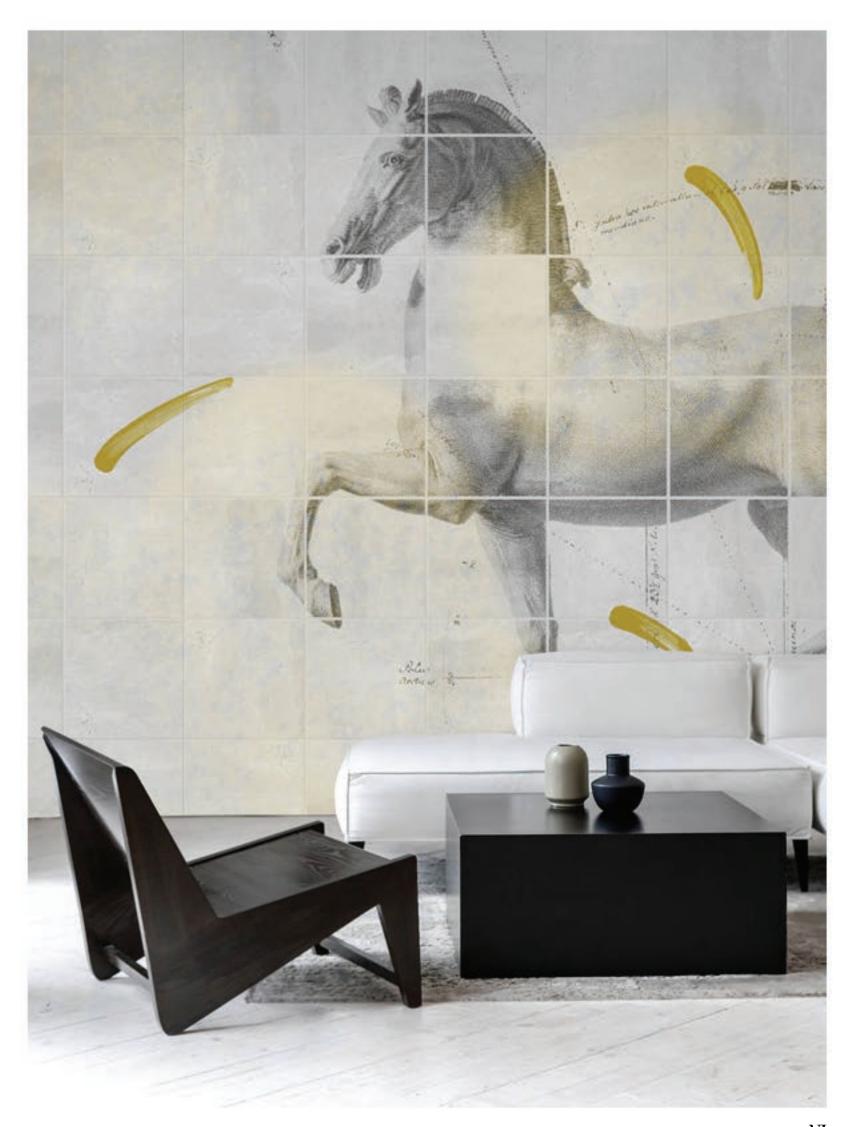
OLD NEWS - detail

SKU: IM2007





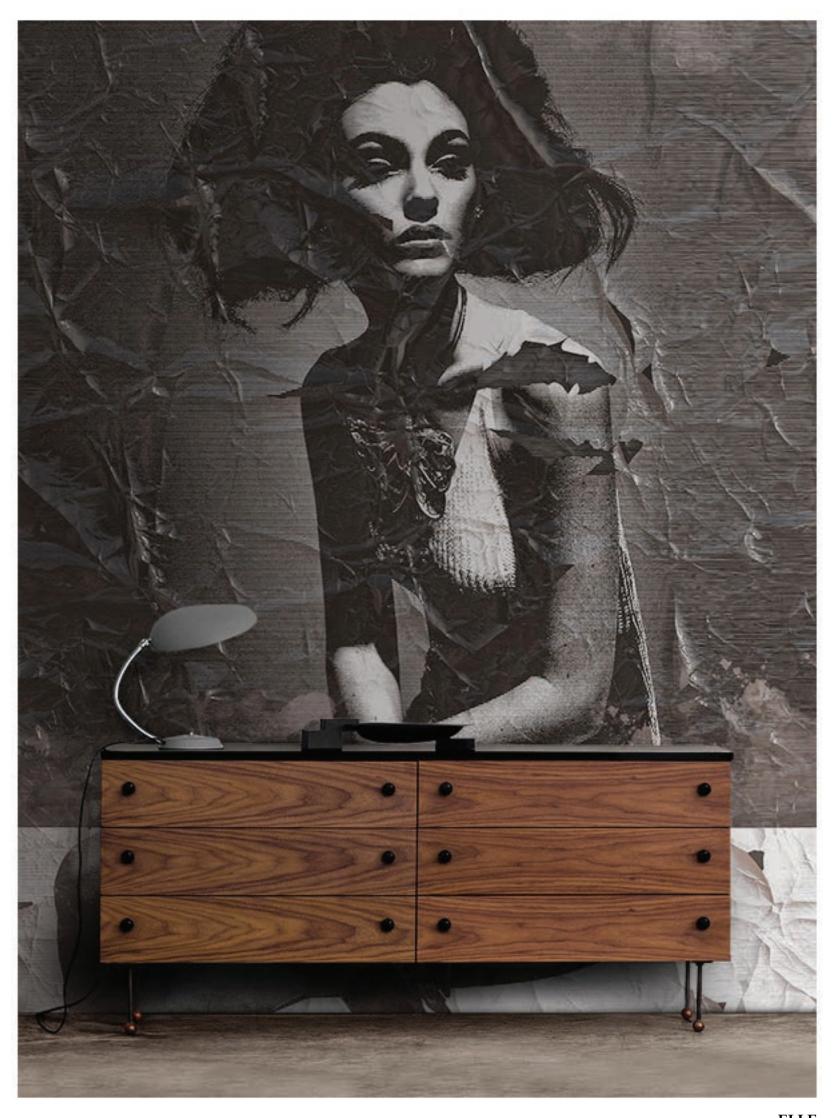
PRIMORDIAL FORMS II
SKU: IM2119



VI SKU: IM2404







ELLE SKU: IM1820



BELLE EPOQUE SKU: IM1907











DUALITÀ SKU: IM2422



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.





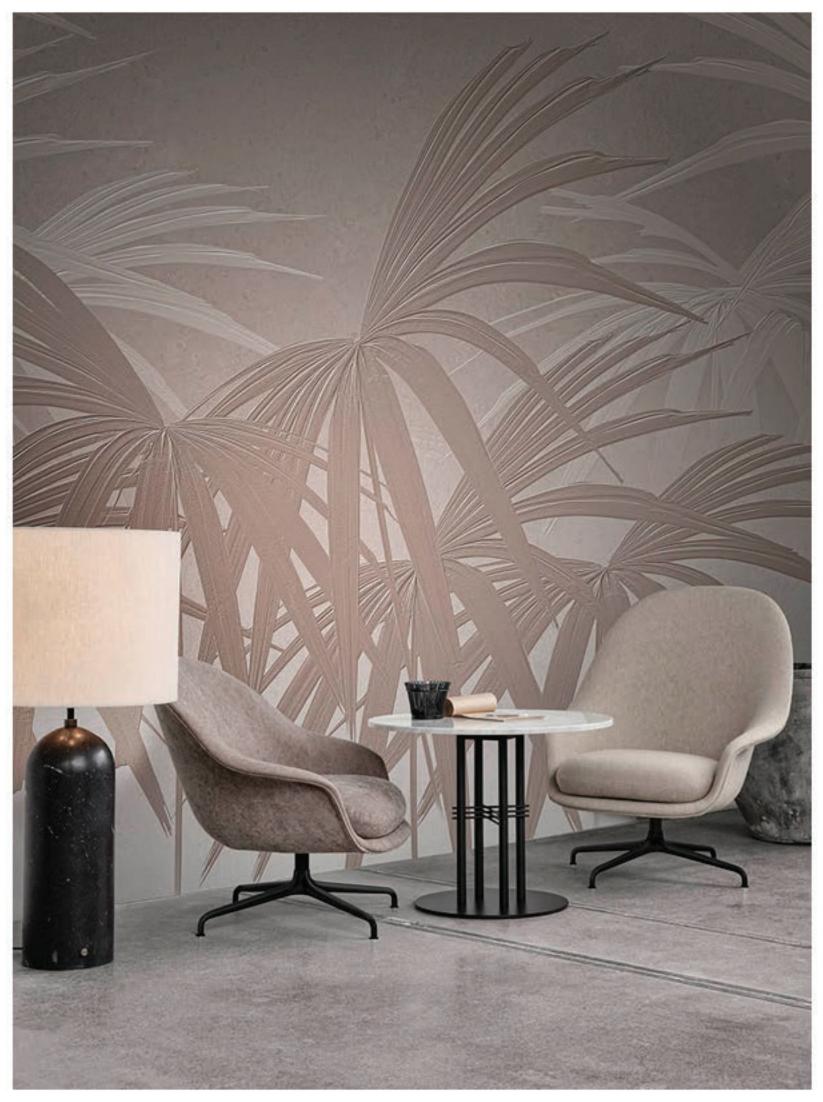
Karu-sa - detail SKU: IM2311







KŪCHŪ TEIEN SKU: IM2232



FOGLIE TENERE SKU: IM2225







HITOIKI II SKU: IM2424



RARESHI SKU: IM2501





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.







JUNGLE SECRETS
SKU: IM1739



URBAN GLITCH - detail
SKU: IM2011







CACTI SKU: IM2407



ETHEREAL SKU: IM2018







THE TULIPS
SKU: IM2405



BUENA VISTA III SKU: IM2309





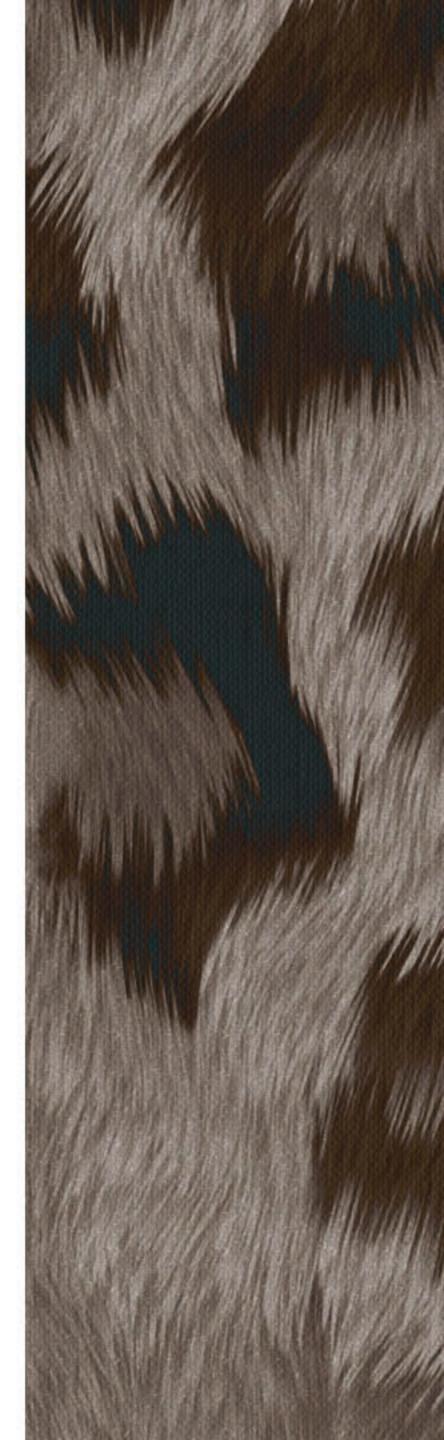
Fauna

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.



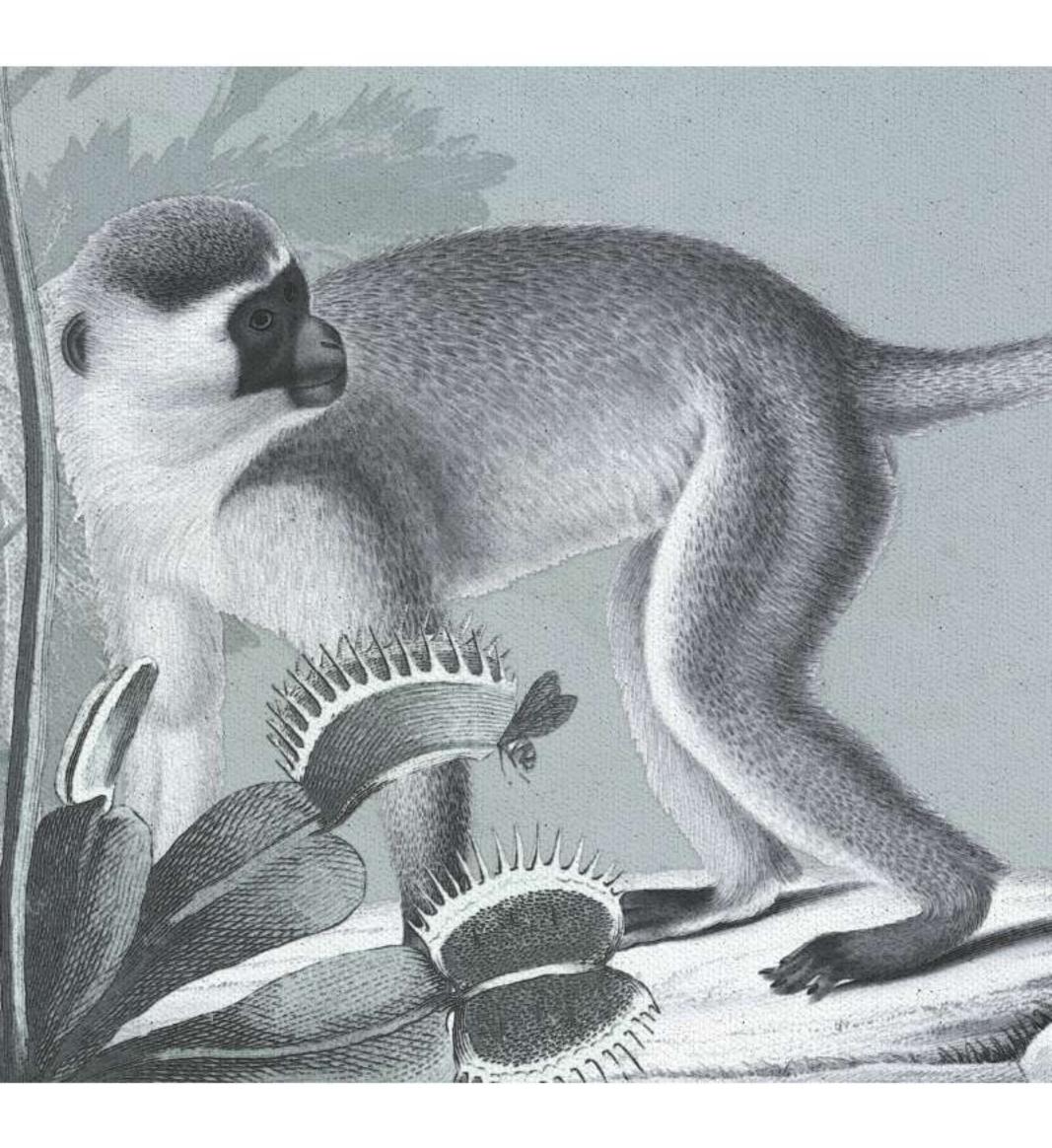




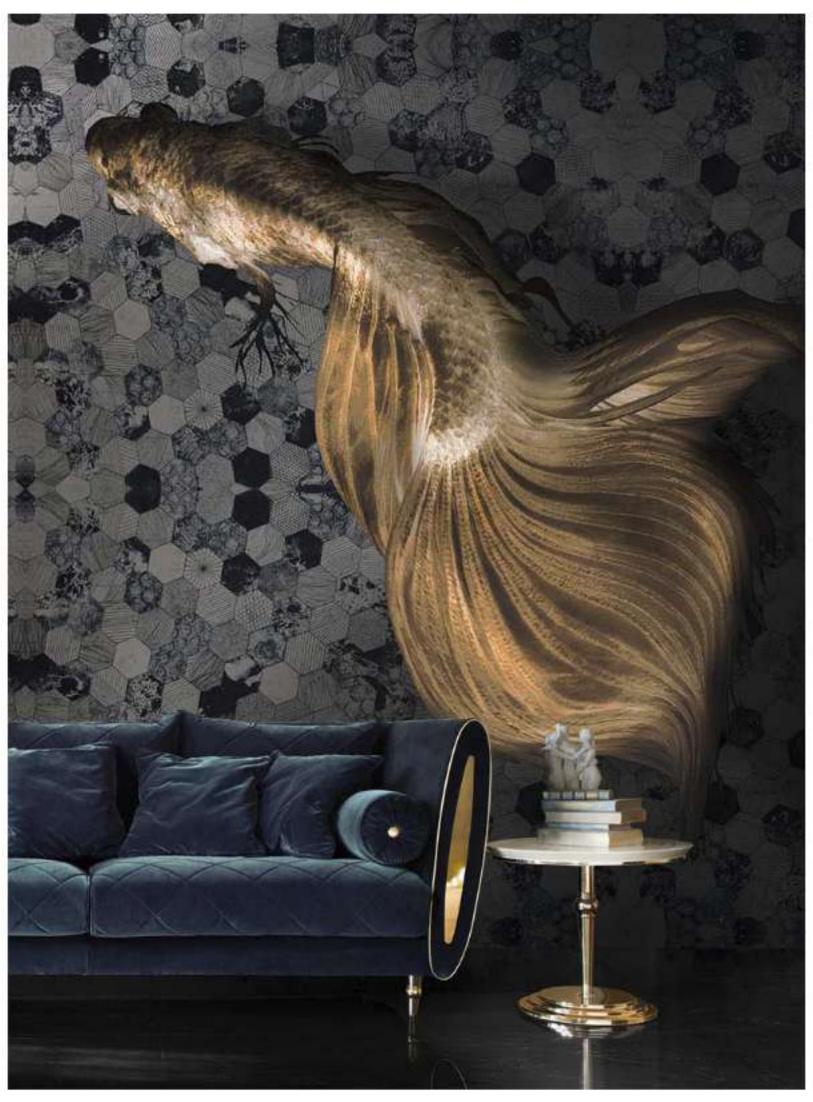
VITAL TEMPTATIONS - detail
SKU: IM1905



TEMA ESOTICO II - detail SKU: IM2014



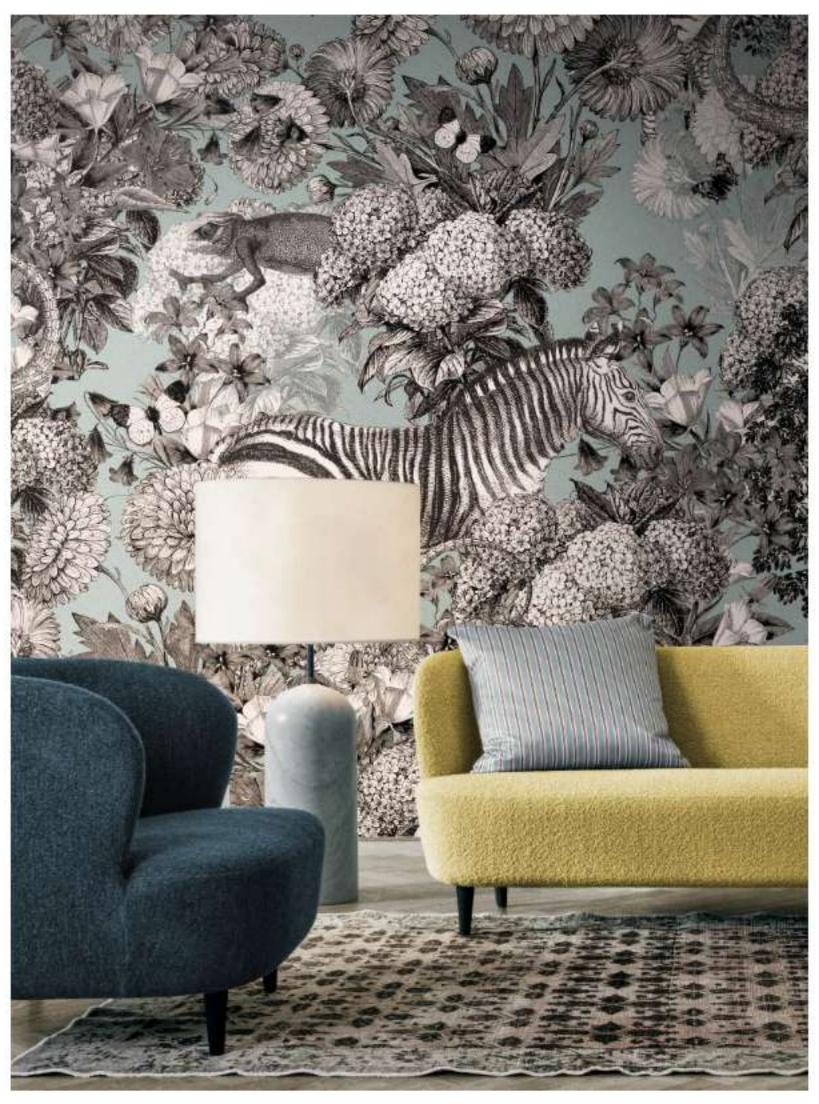




GOLDEN SILENCE SKU: IM1804







TEMA ESOTICO SKU: IM2004







MUDITA SKU: IM1923



PALMETTO SKU: IM1902







DARYÂ SKU: IM2005



Heritage

You'll see hints of tapestries.

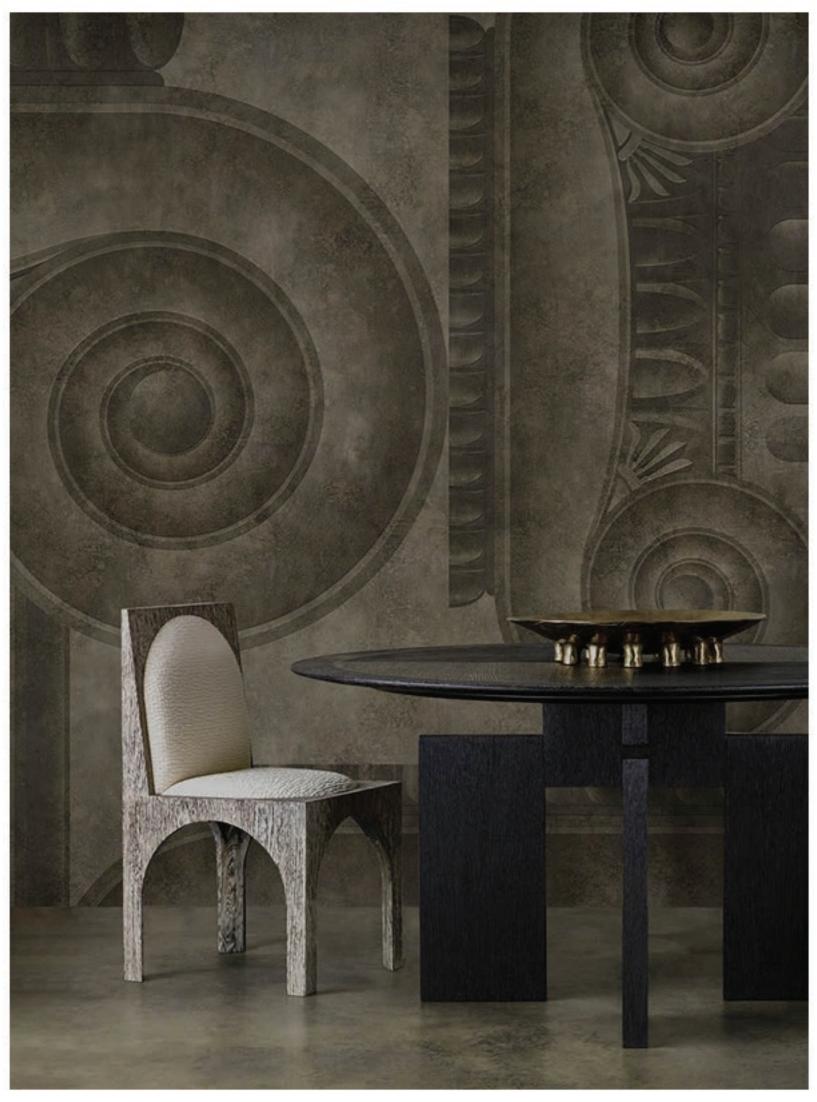
Echoes of ancient frescoes.

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







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.

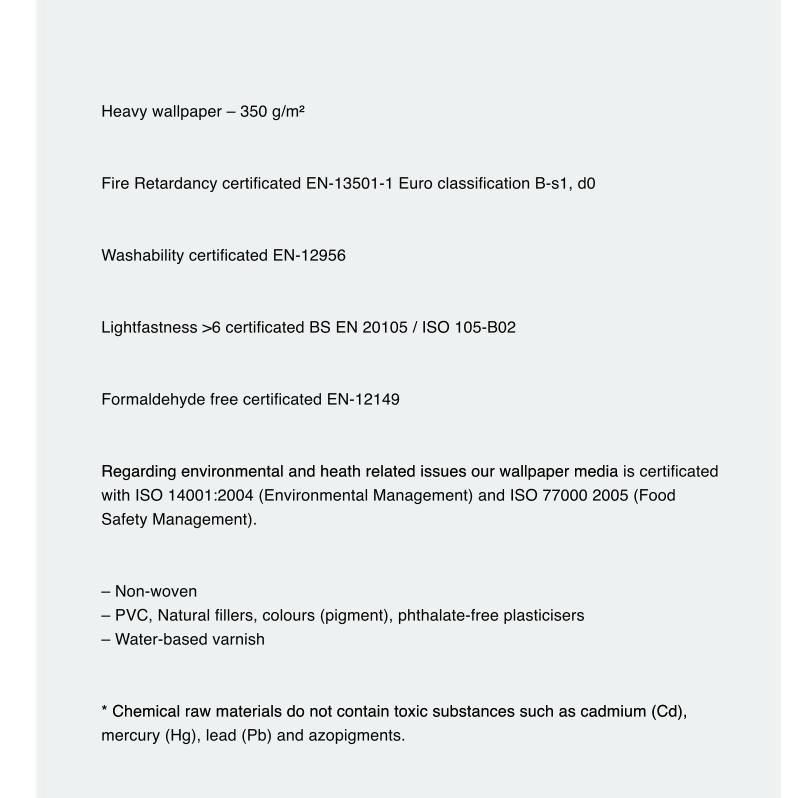


Urban texture

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





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

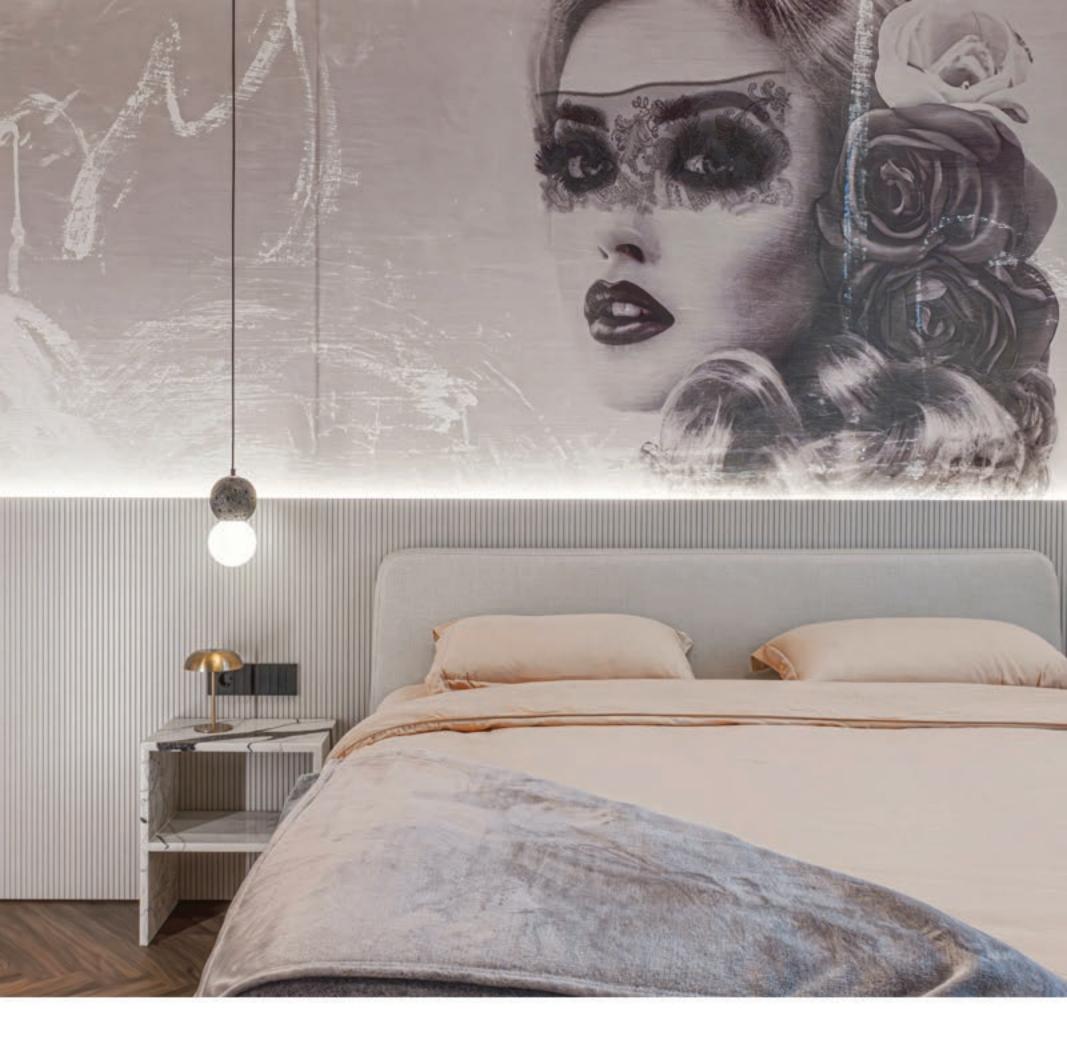


Project "Glam Autumn"

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





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