asianpaints

SABYASACHI

for

nilaya

CHAPTER IV

# PARIS-CALCUTTA

asianpaints

Asian Paints remains India’s market leader in paints since 1967 through an innovative spirit and strong consumer focus. It is double the size of any other company in India, and Asia’s third largest. Asian Paints manufactures a wide range of paints for decorative and industrial use, as well as wall coverings, adhesives and services. It is also present in the Home Improvement and Decor segments, offering bath and kitchen products. Along with its subsidiaries, Asian Paints has operations in 15 countries across the world, with 26 paint manufacturing facilities – servicing consumers in over 60 countries.

nilaya

*Wallcoverings by Asian Paints*

Nilaya wall coverings from Asian Paints brings you the world’s finest surfaces. Each product is handpicked to harmonize with perfectly realized decor visions. These are supported by India specific care products, formulated by Asian Paints. A continuous flow of an ever stylish range of wall coverings is ensured by curations from internationally renowned designers, collaborations with Indian creative artists, and in-house creations by Nilaya.

SABYASACHI
CALCUTTA

Sabyasachi is a storyteller. A weaver of enchanting worlds. His palette is India, her arts and crafts his medium, his inspirations eclectic. We are immersed in a multilayered imagination matured like fine wine over 20 years. As an artist and designer, who merges old worlds with the new, he contributes greatly to the continued relevance of India's craft traditions with the Sabyasachi Arts Foundation. Sabyasachi's influence on Indian design cannot be overestimated.



# SABYASACHI *for* NILAYA

The Sabyasachi and Nilaya collaboration represents the art of wall covering.

Each wallscape is a work of unmatched beauty produced at the legendary Surface Print Company, Lancashire. Their pioneering materials, innovative techniques and rich detailing convey every subtlety - from tone, fabric feel, and hand painted effects.

Presenting wallscapes that bridge two grand cities, a glamorous age, and visions of opulence and indulgence.

Chapter IV, Paris - Calcutta




4
BELGATCHIA
B.B.D. BAG

From the Right Bank of the Seine to the back alleys of Chowringhee, the Jazz Age roars. Calcutta. Paris of the East. City of palaces and promises, seduces one and all. Gentlemen and soldiers. Society belles and courtesans. Poets. Dreamers. Artists and wanderers. Every smoky salon leads the way to adventure. Anything can happen. The rhythms of ragtime fill the air, and dancers dance their dreams away into champagne nights that go on forever…

**A spell is cast once more in wall covering visions of exquisite allure.**



CHAPTER IV

# PARIS-CALCUTTA





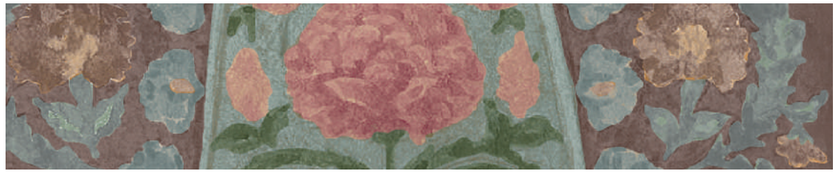

Available in the Royale range of luxury emulsions

Jamshed Jamavar, Vintage Silver (mica), shimmers all the more when partnered with the unhurried mood of Ganges Clay.

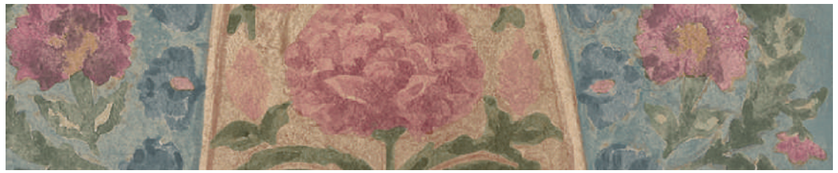



**Jamshed Jamavar** | Vintage Silver (mica) | W269LO41S75

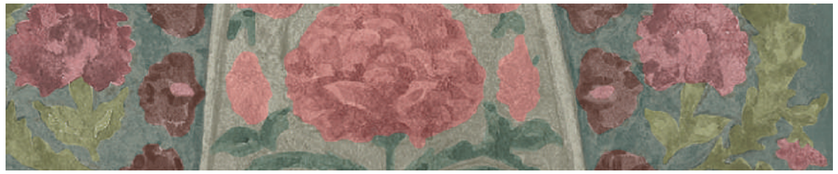
You can feel the magic of the '20s in the drops of paisley. Days never seemed to begin or end. It was a love affair. A fairytale. These were the years of madness – les annèes folles.



**W269LO36S75**
Aged Tourmaline



**W269LO37S75**
Vintage Firoza



**W269LO38S75**
Deep Emerald



**W269LO39S75**
Tuscan Gold (mica)



**W269LO40S75**
Faded Amethyst (mica)



**W269LO41S75**
Vintage Silver (mica)



**W269LO42S75**
Amber Sky (mica)



**W269LO43S75**
Varak (mica)

Mica offers an extra layer of luxury with a pearlescent shimmer




Available in the Royale range of luxury emulsions

Contrast the Burmese Ruby of Jamshed Jamavar *Stripe* with a bold Romani Green, to achieve a richer depth and sophistication.



**Jamshed Jamavar *Stripe*** | Burmese Ruby | W269LO34S75

Zamindars raised their glasses in carpet clad music rooms. And night after night there was cabaret and jazz in the Great Ballroom of the Great Eastern Hotel. The afterglow lingers in the luxury of Jamshed Jamavar.



**W269LO32S75**
Alipore Moon



**W269LO33S75**
Suleiman Rose (mica)



**W269LO34S75**
Burmese Ruby



**W269LO35S75**
Sulekha Blue

Mica offers an extra layer of luxury with a pearlescent shimmer




Available in the Royale range of luxury emulsions

The subtle reflective sheen of Conch Shell adds dimension to the natural warmth of India Paradise, Tuscan Sun. And a space is defined with a play of light and shade.



**India Paradise** | Tuscan Sun | W269LO04S75

'Imagine everything that is glorious in nature combined with all that is beautiful in architecture, and you can faintly picture to yourself what Calcutta is' by William Hunter, Indian Civil Service, 1921



**W269LO02S75**
Aged Ivory (mica)



**W269LO03S75**
Summer Rose (mica)



**W269LO04S75**
Tuscan Sun



**W269LO05S75**
Dusty Olive

Mica offers an extra layer of luxury with a pearlescent shimmer




Available in the Royale range of luxury emulsions

Persian Sanctuary, Ink Blue, drapes your walls with grandeur and opulence. Paired with a commanding shade like Coromandel Indigo, a statement look is established.



**Persian Sanctuary** | Ink Blue | W269LO19S75

This eastern paradise wears her wonders with Parisian èlan. Marble, satin, Venetian mirrors, vases from Sèvres. Strangers are awed by palace domes peeping out from jungles of palm trees. Revive this faded world with the silent serenade of Persian Sanctuary.



**W269LO17S75**
Polished Sandstone (mica)



**W269LO18S75**
Ivory Ash (mica)



**W269LO19S75**
Ink Blue



**W269LO20S75**
Chowringhee Husk

Mica offers an extra layer of luxury with a pearlescent shimmer



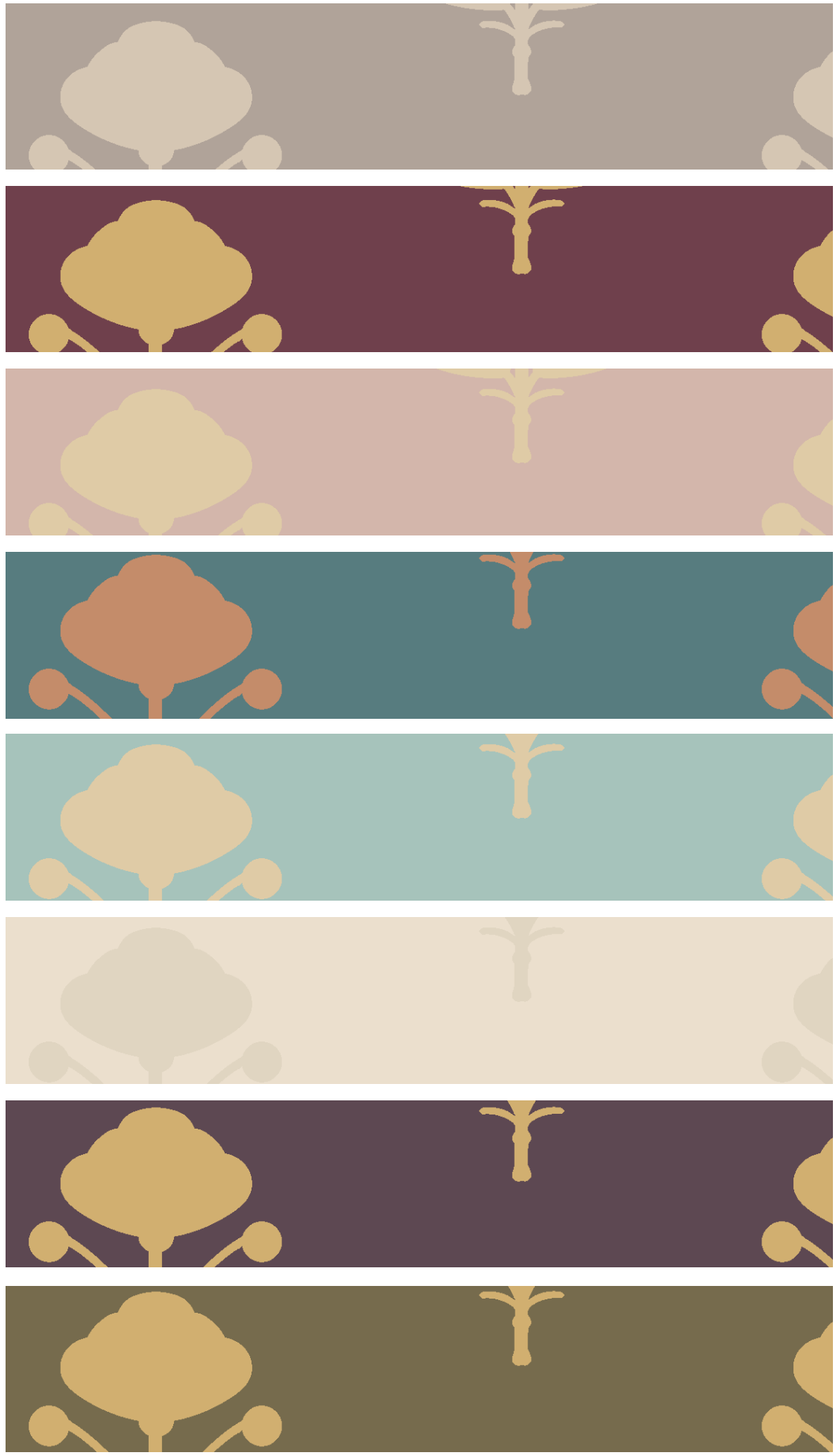

Available in the Royale range of luxury emulsions

The earthy beauty of Baked Terracotta awakens the radiance of Khadi, Sulekha Blue – an artwork of restrained splendour.



**Khadi** | Sulekha Blue | W269LO55S75

Bonjour India. They came on ships from the quays of Paris to a land of magnificent rivers and concerts of palm trees. The air was sweet and balmy. Time-softened and regal, Khadi evokes memories of another day.



**W269LO52S75**
Midnight Moon

**W269LO53S75**
Evening Blush

**W269LO54S75**
Tea Rose

**W269LO55S75**
Sulekha Blue

**W269LO56S75**
Vintage Firozi

**W269LO57S75**
Varak

**W269LO58S75**
Raisin

**W269LO59S75**
Bengal Green

The special block printed effect of Khadi achieves a depth of colour and raised texture

Crushed Nutmeg | SA14
Royale Designer Palette

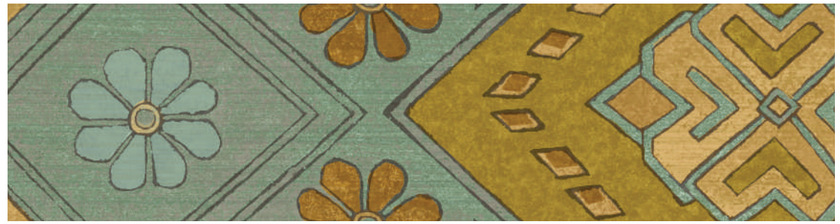
Available in the Royale range of luxury emulsions

Luxury is layered with more luxury when Vintage Kilim in Tobacco comes together with Crushed Nutmeg. What follows is a striking feast for the eyes.



**Vintage Kilim** | Tobacco| W269LO31S75

Behind Burma teak doors lie hidden courtyards. Doves swoop through cusped arches. Calcutta's waning sun sets gothic windows aglow with multicolored fire. The frozen music of Vintage Kilim plays memories of chandelier-lit halls and rajbari glory.



W269LO26S75
Gold Dust



W269LO27S75
Island Jade



W269LO28S75
Faded Fawn



W269LO29S75
Deep Pink



W269LO30S75
Ivory Stone



W269LO31S75
Tobacco

Printed on the finest Paperweave Taki, the serene texture of which adds depth and tactility into a space.




Available in the Royale range of luxury emulsions

The Company Paisley in Tea Rose is beautifully complemented by the old world elegance of Faded Ochre. And the evocation of glamour is amplified.

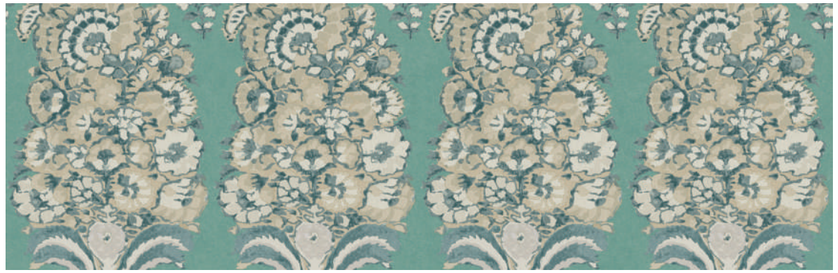


**The Company Paisley** | Tea Rose | W269LO24S75

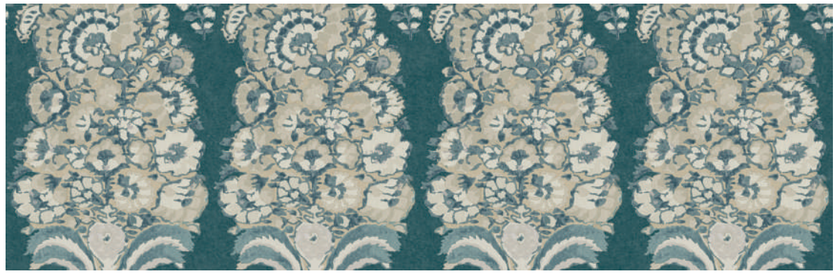
J'ai Deux Amours played on the gramophone, and monsoon raindrops turned Alipore's gardens into blossoms of glistening gems. The Company Paisley, a symmetry of delicate florals, writes a love letter to the past. And a room glows with quiet radiance.



**W269LO21S75**
Varak (mica)



**W269LO22S75**
Vintage Firozi (mica)



**W269LO23S75**
Jamdani Blue (mica)

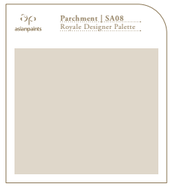


**W269LO24S75**
Tea Rose



**W269LO25S75**
Sharbat Rose

Mica offers an extra layer of luxury with a pearlescent shimmer




Available in the Royale range of luxury emulsions

Muted glamour has a subtle but permanent impact. Thanks to the understated presence of a hue like Parchment, the warm tones of Pashm, Tea Rose, gather depth and dimension.



**Pashm** | Tea Rose | W269LO08S75

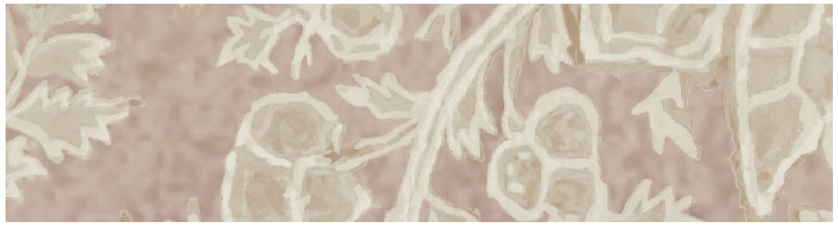
They drank iced champagne and gin, and floated from the lounge rooms of the Grand Hotel to the dance floors of Firpo's, and witnessed the sun rise over the maidan. Relive those sparkling nights whispered by the eternal beauty of Pashm.



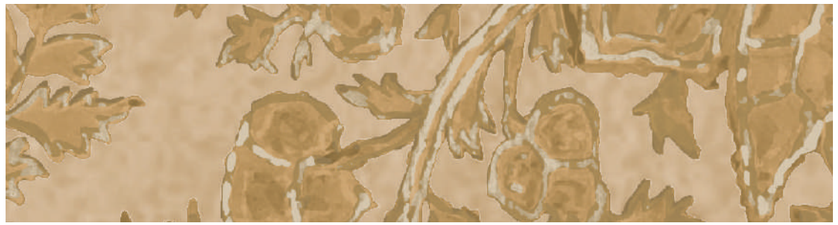
**W269LO06S75**
Conch Shell (mica)



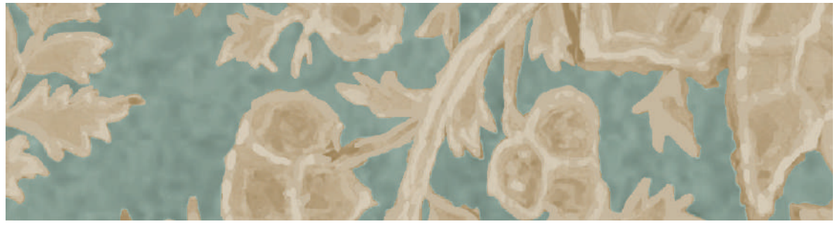
**W269LO07S75**
Vintage Ivory



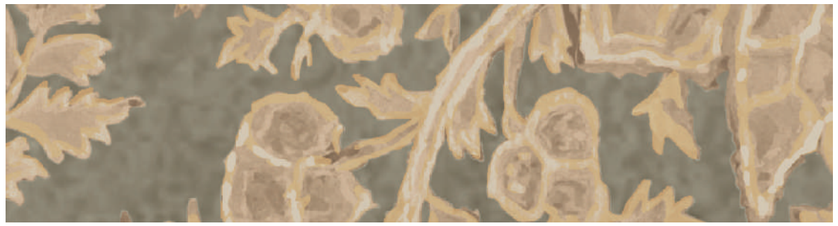
**W269LO08S75**
Tea Rose



**W269LO09S75**
Calcutta Dust



**W269LO10S75**
Irani Turquoise



**W269LO11S75**
Kohl Grey

Mica offers an extra layer of luxury with a pearlescent shimmer




Available in the Royale range of luxury emulsions

Landour Damask in Aqua Pearl (mica), an exquisite botanical pattern, drapes the wall while Tea Rose paints it. The lyricism of both creates a quiet and stately atmosphere.



**Landour Damask** | Aqua Pearl (mica) | W269LO13S75

Uncover secrets in every unfurling leaf and bloom, and hear echoes of lost voices and laughter. Landour conjures the magic of a gilded past, and a room speaks of bygone tales.



**W269LO12S75**
Nutmeg White (mica)



**W269LO13S75**
Aqua Pearl (mica)



**W269LO14S75**
Wet Turmeric



**W269LO15S75**
Deep Emerald



**W269LO16S75**
Midnight Indigo

Mica offers an extra layer of luxury with a pearlescent shimmer



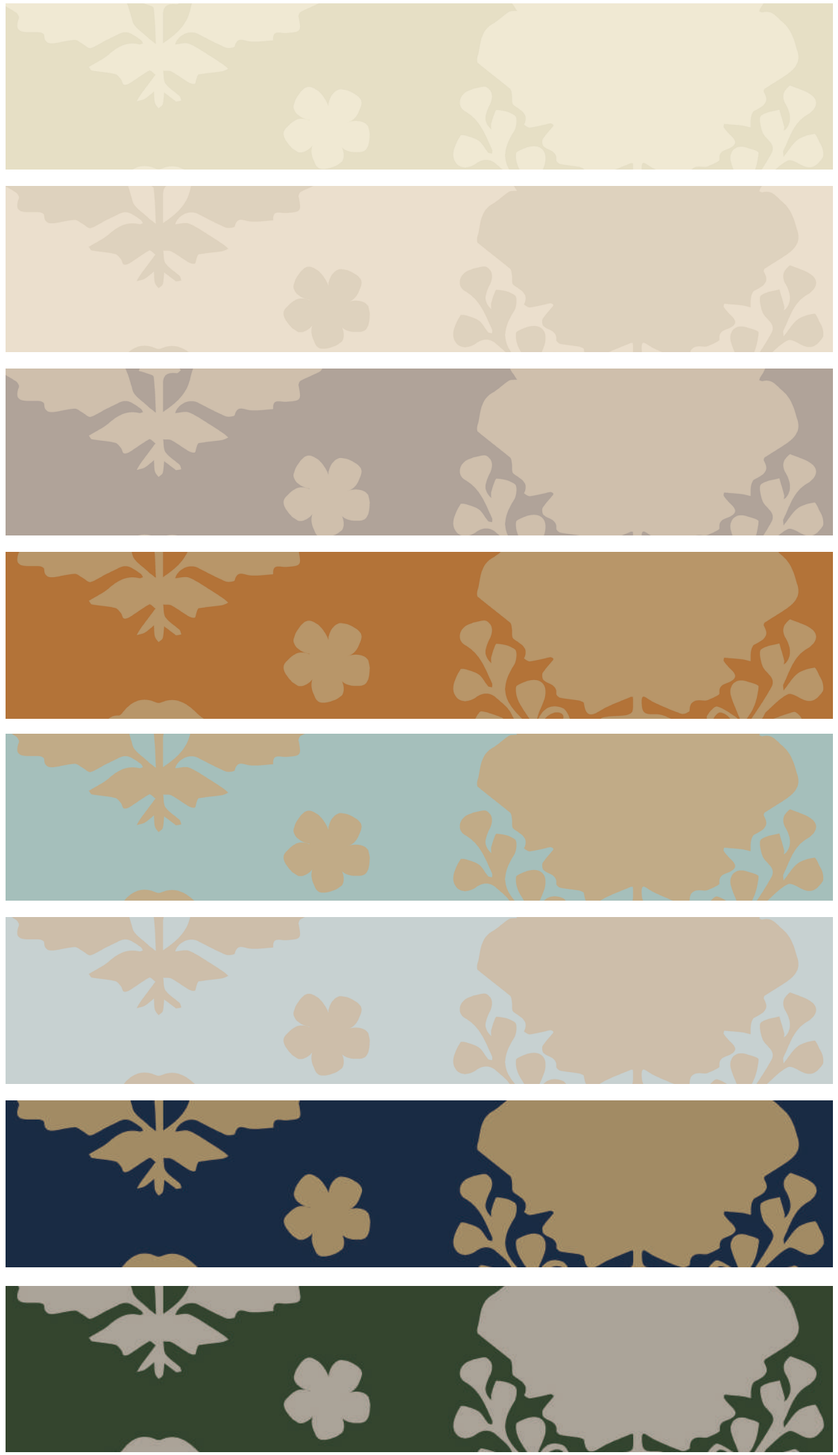

Available in the Royale range of luxury emulsions

Paired together, Coromandel Indigo highlights the subtle detailing and texture of Poppy Gilt in the warm tones of Tuscan Sun. A truly graceful effect is the result.



**Poppy Gilt** | Tuscan Sun | W269LO47S75

There was light everywhere – from the Champs Élysées to Park Street. Mansion windows spilling gold. Street lamps. And the starry night. It sparkled for the beau monde – the beautiful people. The radiance returns with Poppy Gilt.



**W269LO44S75**
Aged Ivory

**W269LO45S75**
Tea Rose

**W269LO46S75**
Varak

**W269LO47S75**
Tuscan Sun

**W269LO48S75**
Vintage Firozi

**W269LO49S75**
Pale Asmani

**W269LO50S75**
Jamdani Blue

**W269LO51S75**
Bengal Green

The special block printed effect of Poppy Gilt achieves a depth of colour and raised texture

asianpaints | röyale

# ROYALE DESIGNER PALETTE

## *Exclusive Colours by Sabyasachi*

It is with great pleasure that we include here a preview of Asian Paints *Royale Designer Palette: Exclusive Colours by Sabyasachi.* This is the first of a brand new series of captivating shades handpicked by creative artists whose visual sense inspires and awes us.

This unique collection of 35 shades reflects the signature Sabyasachi vintage feel and aristocratic tone. Individually stunning, they also elegantly partner the wall coverings of Chapter IV, Paris-Calcutta. And every decor vision is enhanced with a timeless quality.

| *Whites & Creams* | *Greys & Sienna* | *Reds & Maroons* | *Olives & Ochres* | *Emeralds & Blues* |
|---|---|---|---|---|
| Conch Shell \| SA01 | Parchment \| SA08 | Alabaster Blush \| SA15 | Winter Smoke \| SA22 | Vintage Pistachio \| SA29 |
| Mysore Ivory \| SA02 | Ivory Stain \| SA09 | Apricot Cream \| SA16 | Ganges Clay \| SA23 | Chutney Green \| SA30 |
| Calcutta Rain \| SA03 | Velour Grey \| SA10 | Tea Rose \| SA17 | Mangrove Green \| SA24 | Betel Leaf \| SA31 |
| Limestone \| SA04 | Potters Wheel \| SA11 | Baked Terracotta \| SA18 | Zambian Emerald \| SA25 | Romani Green \| SA32 |
| Sonchampa \| SA05 | Bitter Chocolate \| SA12 | Ruby Rouge \| SA19 | Sepoy Green \| SA26 | Mint Crush \| SA33 |
| Ground Cumin \| SA06 | Warm Tobacco \| SA13 | Dalhousie Red \| SA20 | River Stone \| SA27 | Iranian Turquoise \| SA34 |
| Faded Ochre \| SA07 | Crushed Nutmeg \| SA14 | Madder Rose \| SA21 | Wet Turmeric \| SA28 | Coromandel Indigo \| SA35 |

# THE SURFACE PRINT COMPANY

Profoundly beautiful wall expressions can only be produced by the finest craftsmen. This is why we have chosen to collaborate with The Surface Print Company.

Located in Lancashire, the heart of the wall covering industry, and home to generations of craftsmen, The Surface Print Company continues a noble tradition in employing a variety of printing methods from the time honoured to the absolutely cutting edge. Marquee luxury brands and designer labels have trusted The Surface Print Company to produce their bespoke designs.

The patterns of the latest Sabyasachi *for* Nilaya collection are the result of a carefully considered response - from the use of a substrate as serene and incomparable as Paperweave Taki, or methods like the timeless elegance of block printing, to the ultra modern finesse of ink discharge. Colours are glorious, lines lyrical and textures soulful. And the enduring charisma of each artwork forges unforgettable connections between people and places.

ASIAN PAINTS SAFE PAINTING SERVICE
If you are looking to give your home a safe and splendid makeover, look no further. With the Asian Paints Safe Painting Service, we help you, from selection to installation.
Call 1800-209-5678 to know more.

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