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Pattern Research Project

Dept. of Interior Design

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Pattern Research Project: An Investigation of The Pattern And Printing Process - Vintage Book Shelves

Sarah An

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Vintage Book Shelves



Vintage Bookshelves

Sarah An

Design

The scale of the pattern repeat is 21,3 cm / 8,38 inch - offset match. This company focuses on trompe-l'oeil which is "visual illusion in art, especially as used to trick the eye into perceiving a painted detail as a three-dimensional object." When asking the company their reason for creating this pattern they said: "The idea was to offer a wallpaper with vintage and pastel colors and give the impression of something old-fashioned, like old-time printings." They used an elevated view to create dimension of the books to appear 3D and change the angle of the books as if you were to see it from the left, right, and center of the bookshelf.



Craft

This wallpaper is still being made by Koziel in Lille, France. This is printed on a non-woven vinyl wallpaper. The finish is a smooth satin finish that create a soft touch feel. This wallpaper is printed in layers. Many wallpapers are printed with a silicone roller while paint is distributed onto the roller and then printed onto the paper. It is then heated in the oven and dried to finish.

The bookshelf design wasn't popular about 4 years ago, and Koziel was available for the owners of Charm School when they found the design they were looking for.

Koziel's Statement Behind Their Design

The company is focused on trompe-l'oeil which is "visual illusion in art, especially as used to trick the eye into perceiving a painted detail as a three-dimensional object." When asking the company their reason for creating this pattern they said: "The idea was to offer a wallpaper with vintage and pastel colors and give the impression of something old-fashioned, like old-time printings."



Culture + History

Trompe-l'oeil is a style of painting that started in 1800s. This was started by artist Louis-Léopold Boilly, a french painter. This pattern became popular to give a study room feel to create a cheaper option that didn't take up a lot of space. This idea of using a bookshelf wallpaper instead of an actual bookshelf as decoration can cause a problem with the idea of authenticity and whether this is okay to create by losing the authenticity of having actual books in a space that people can smell, touch, and feel.

PATTERN

Vintage Bookshelves

COLOR

Neutral and Pastel Colors

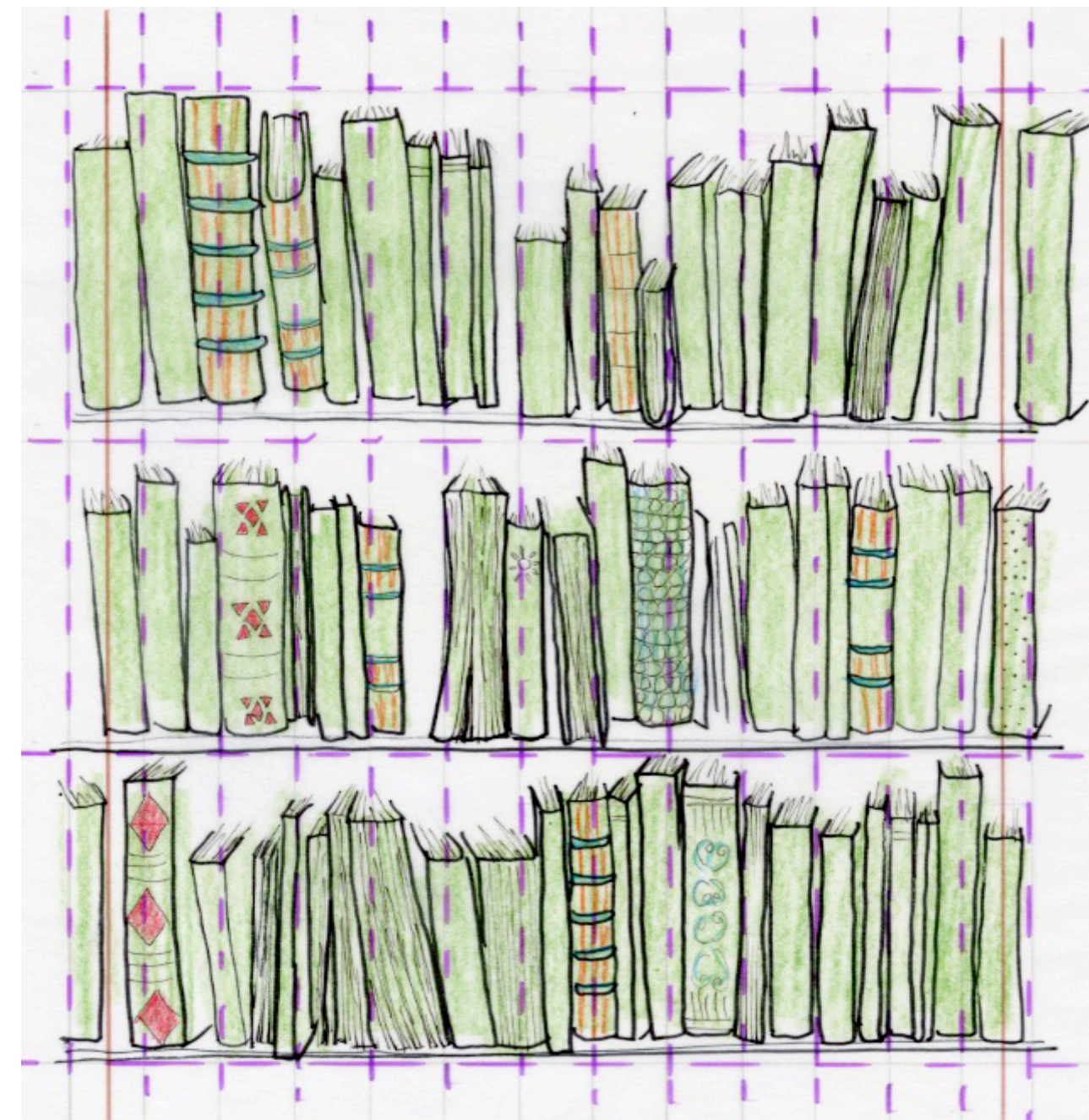
WALLPAPER COMPANY

Koziel

Material

Non-Woven Vinyl Wallpaper

Colorful Color Theme



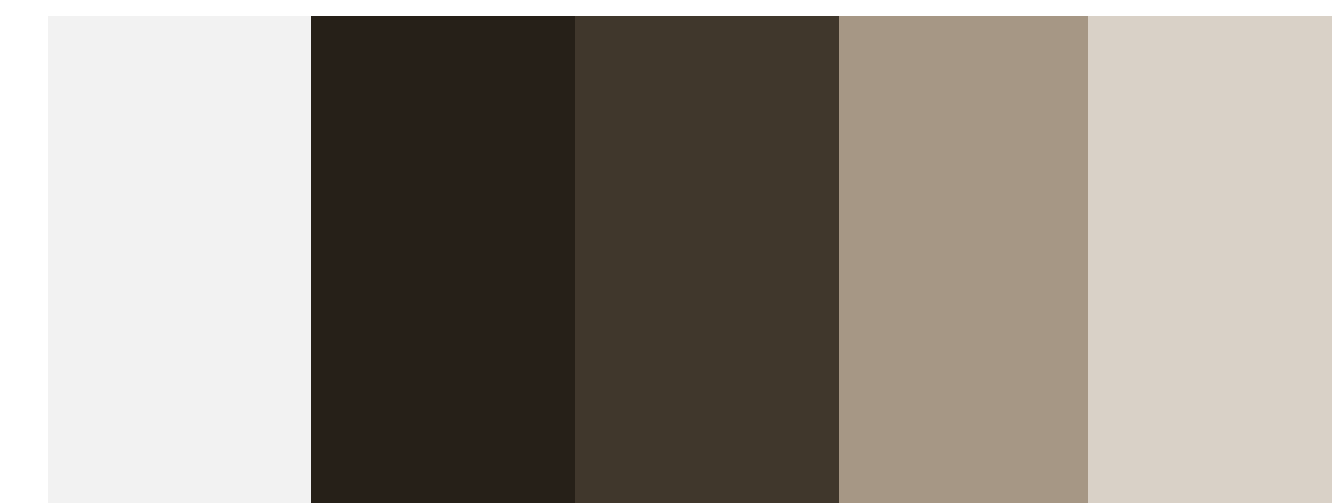
- Grid
- End of Pattern Repeat
- Rectangular Shape
- Triangular Shape
- Round Shape



Materiality

This wallpaper is a non-woven vinyl wallpaper. This makes it easy for attaching it to a wall because you just peel back the protective sheet and stick it onto the wall without glue. It also has a smooth slightly satin affect. So when you touch it, it has a soft touch feel. This material does'nt change in size once they are stuck to the wall. The wallpaper has a paste on the back to adhere to the wall.

Deep Color Theme



Color

The background is a bookshelf which is wood. It creates depth with the use of a darker brown to create shadows as if the books disappear as it goes deeper into the shelf. The color appears natural by adding a wood grain. The books are pastel colors or blue, green, pink, and shade of brown to add a pop of color to this pastel color theme.



Use

Charm School is a Vegan Ice Cream shop that makes their waffle cones everyday by hand. They wanted to create a sweet and relaxing space for their customers. The bookshelf wallpaper create a quiet peaceful setting with the pastel colors and impression or a study room or library. Charm School uses it on their walls, at the entrance where they have low ceilings, and as a background for their bookcase mounted on the wall. At Charm School they also placed it along the border of their bay window and at the entrance. This creates impact for every customer that walks in to the low ceiling entrance while being surrounded by soft colored books.



Interview with one of the Charm School Owners: Alex Zavaleta

What kind of experience were you trying to create at charm school?

One of the owners Alex told me that the space they were trying to create at Charm School is an Ice cream shop with plenty of space. The idea of a utilitarian space for people, where the designs were clean and that created a contrast with what was going on in Richmond at the time.

Why that wallpaper? Why did you pick that color scheme for Charm School?

Alex has a design background so he decorated a majority of Charm School and made decisions with his co-owner Meryl Hillerson. They wanted the theme to be a school based as a social club so when they were looking for a book related wallpaper they found the company Koziel and found the Vintage Bookshelves Wallpaper.

The wallpaper had the main color they wanted in their store which was mint green and they thought the pastel colors and the design of the wallpaper really fit into their idea for their shop. They introduced the other colors into the store from the wallpaper like the pastel pink because they liked how the color scheme of the wallpaper all complimented their design for Charm School. They liked the pastel green, pink, blue, and the neutral tones and thought it fit perfect with their idea.

