

rasch



Wallpaper in a new *dimension*

The magazine for beauty on the wall

Beauty must either be discovered or created.



Walls and their designs interested humans long before wallpaper's existence. But it was wallpaper that enabled the cultivation of wall design. It contrasted with the white spaces found in art and decoration, and put humans under its spell. Wallpaper can stimulate or excite. And it's always more than just decoration: it affects a room and the lives of its inhabitants.

Today a new generation of trendy consumers have high demands for individual, stylish and high-quality wall decoration. Evolving values and desires, the longing for more beauty in life and the need for individuality all inspire contemporary living. Only when life connects with design is it possible to create a personal refuge.

With its innovative range, **rasch** sets the bar high in the art of wallpaper. Behind every design is a creative mind – and in every wallpaper there is passion, dedication, attention to detail, and a heart and soul. And behind every product there is the know-how acquired by a successful family-run business that has been re-writing the history of wall design since 1861. This passion, which interlinks all of **rasch**'s employees, creates the basis for perfect, fascinating and sensual products that offer precisely what is desired: wallpaper that underlines a person's lifestyle. ♦

Dr. Frederik Rasch and Dario Rasch, Managing Partners

Handwritten order book excerpt from 1861, showing months and prices.

Month	Price
Januar	31 17 1 15 6 9
Februar	32 5 4 24 11
März	52 15 10
April	128 15 6 107 16
Mai	75 17 4 15 4
Juni	51 6 4 33 19
Juli	136 3 6 117 20 6
August	34 11 4 29 8
September	22 6 10 9 11 8
October	28 10 14 7 8
November	32 21 2 10 16 8
December	16 23 10 8 5 6

© 1861 2 3 134 9 1

1861 St. Peder's of Zurich 11 5

Right: Excerpt from an order book from 1861.

Rooms with personality have walls with *character*.

Living is an expression of joy, personality, character and style. Wallpaper, one of the most effective ways to design living spaces, is experiencing a renaissance. A large selection of colours, structures and designs makes it a backdrop for authentic style – and it easily creates the ideal framework for furniture and accessories. It offers a platform for new dimensions in interior design, and reflects the inhabitant's identity. The result: an oasis of contentment. ♦

Stylish and unusual combinations: Vibrant tones and hints of three-dimensional structures. From the Miracle Collection 2014.

Creativity needs a stage.

Individual style is the combination of life, favourite pieces and stylish design. Only with the interplay of colours, patterns, textures and light is an atmosphere – and a home – created.
Vanity Fair Collection 2013.

Naturalness in soft colours and sweeping designs. Modern purism found in clear structures. Innovative or eccentric patterns in vibrant colours. Or perhaps the return of modern opulence. Everyone defines beauty differently. And this is where **rasch** helps with a variety of styles and design worlds that fulfil every wish. Whether as a single decoration highlight or an entire work of art, countless variations and combinations offer exciting themes in wall design. The sky is the limit and there is no right or wrong. Here, wallpaper turns out to be an imaginative supporter of personal style at home. •

From the *history of walls* to values and visions.



There are ideal values that cannot be expressed in numbers and don't appear in financial reports. And there are brands that make history. From believing in a product, to realising it, to having the courage to do something new – even during hard times. **Rasch** transports these values to the present, creating unique products with long-term value. ♦

rasch 1861 | style | taste

"The average gives the world its existence, the extraordinary its value."
Oscar Wilde (1854–1900)

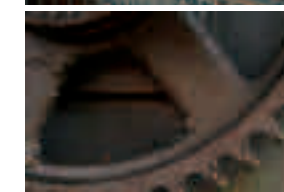
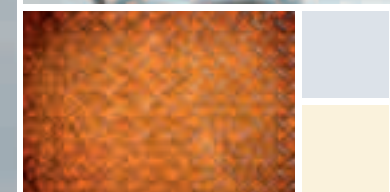
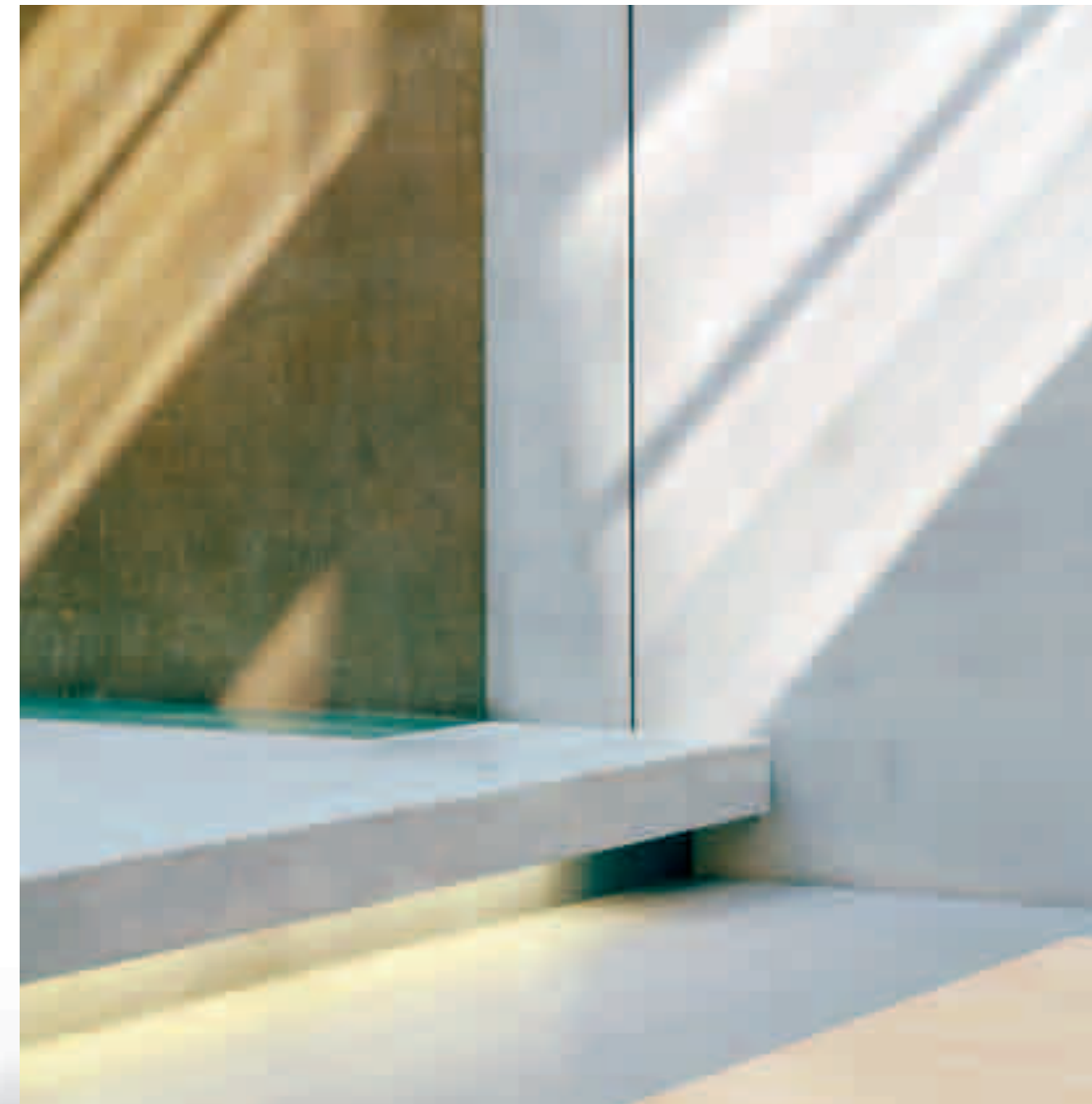
African Queen Collection 2014.

trend industrial chic

rasch STUDIO

Somewhere between true naturalism and restless urban life, contemporary design takes place. Design, art, and crafts create a cultural trio that is responsible for current interior design trends. Even with fashion's undisputed influence, primarily social developments shape our desires and values. The concept of "cosy delimitation" accurately captures the current lifestyle trend. Anything goes that is pleasurable and good for you – and that makes you feel good. Trends feature everything from the cool and the playful to the evergreens and the new. Living means valuing and enjoying life.

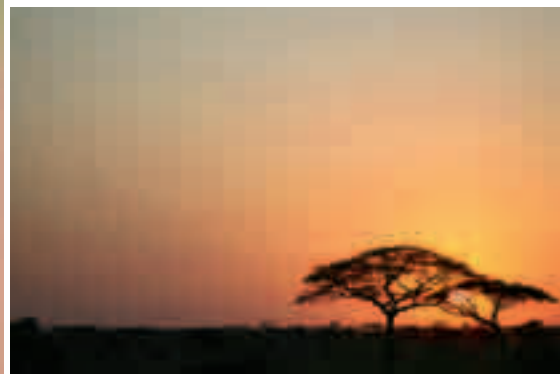
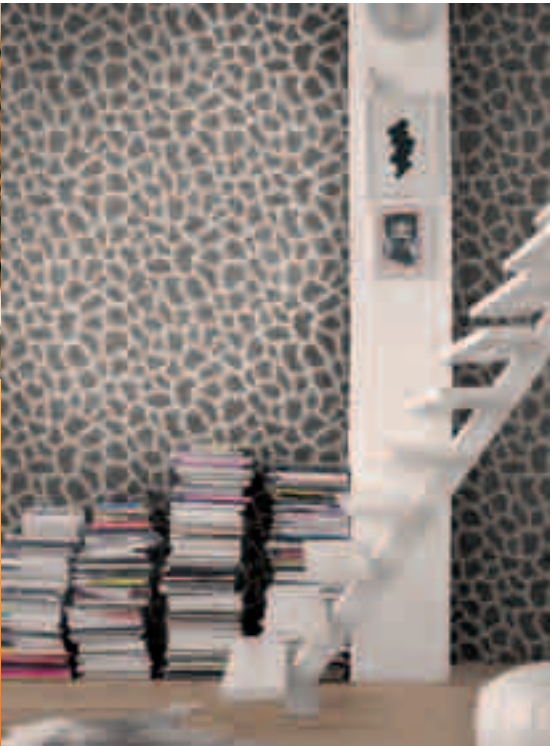
Rasch studio has carefully observed the world's trend metropolises. The results are four distinct styles with one thing in common: perfectly beautiful wallpaper. ♦



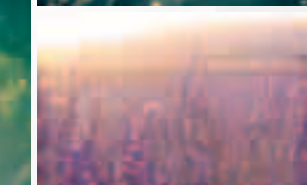
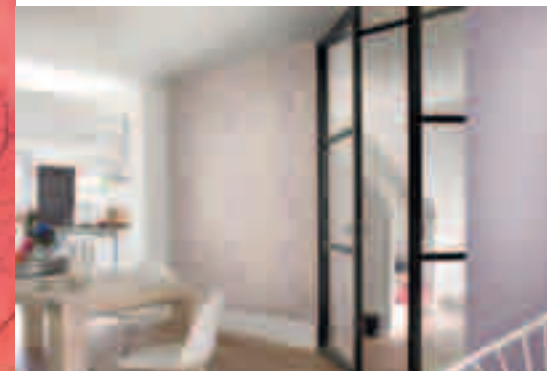
The **industrial chic** trend works with cool, unusual materials and brings out the surfaces original, tactile character. Life leaves behind its marks; beauty needs not be perfect. Metals, stone surfaces – such as slate and concrete slabs –, as well as sand and wood serve as muses for this trend. Urban life's tears and seams cause longing for sensuality and the need for protection. The charm of old industrial buildings cannot resist modern design: for example by mixing the raw, untreated looks of concrete and metal with a bold glossy effect. ♦

trend wilderness

We've always been especially attracted to faraway worlds and foreign cultures. The feelings of freedom and wilderness love to be expressed in archaic design. Inspired by the fashion world, animal furs and hides are interpreted in ways beyond the limits of visual replication. The furs of the Arctic fox, the lion, and the panther, to name a few, set the colour scheme, with African colours strongly influencing this trend's designs. Whether python or giraffe, here you feel nature's strength and exotic appeal. ♦



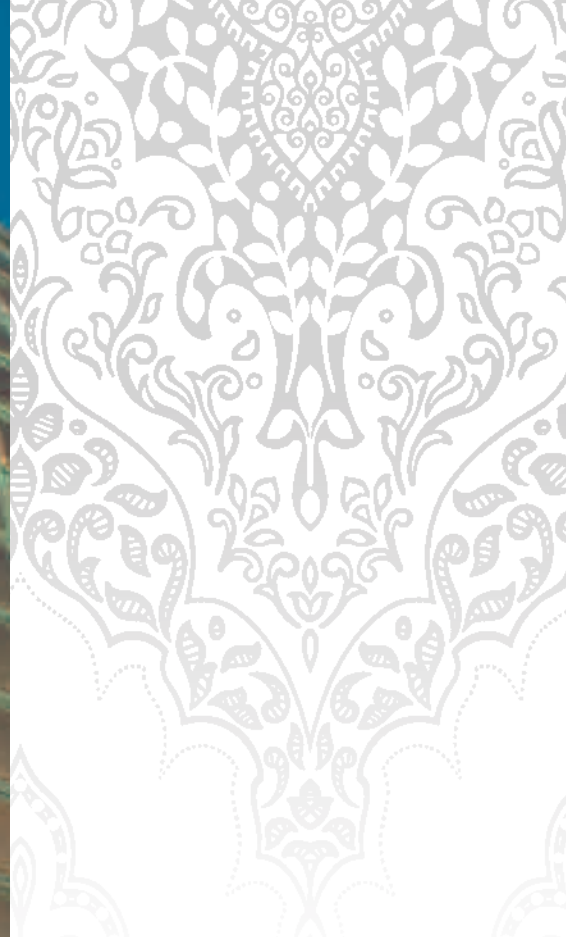
trend hypernature



Nature grounds us over and over again in the chaos of everyday life – and in the neon-lit world of art. And the **hypernature** style proves it does not always mean rustic surfaces or a hand-knitted revival. Linear filigree drawings of flowers, delicate, airy butterflies, and muted colours give nature a soft look. This side of nature represents human longing for bold yet non-intrusive colours. Gentle and soft, they give everyday life a framework and respond to virtual worlds with sensuality and authenticity. ♦

trend deluxe

Nothing is better at pushing itself out of reality's shadow than a touch of luxury. And now luxury is allowed sparkle and shine again like a beautiful gemstone. A diamond's sparkle and a pearl's shine show a rediscovered value with nothing reprehensible or unnecessary. On the contrary, they combine beauty with the joy of opulent design in a remarkably light way. Here silk's lightness graces aristocratic patterns and ornaments. •



rasch taste



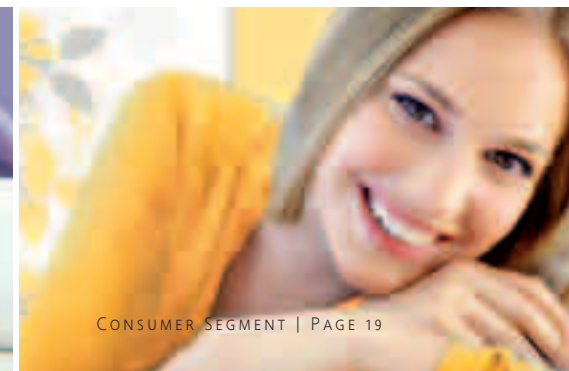
rasch 1861 | style | taste

Favourite place: *everywhere*.
And nowhere without **rasch**.

The rasch taste philosophy

Inspired by life: loving, living, running around, laughing, arguing, playing. Breaks from daily life need a safe place, a home. A place where life can happen. Wallpaper creates a new sense of living – one that furniture never can. And because beauty and joy mean something different to everyone, there is **rasch taste** for every lifestyle and preference – and for all phases of life, living spaces and situations. Suddenly, life has a home, and daily living is filled with colours and patterns. ♦

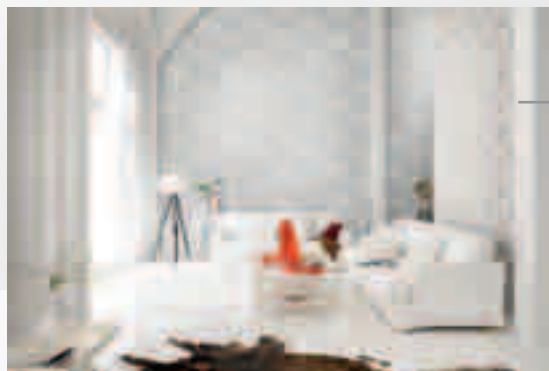
Every space – large or small, light or dark – wants to be loved, just like the person who inhabits it. Today, walls play an important role because happiness and sadness sometimes only lie a few millimetres apart. Without much effort, wallpaper gives life a new feeling and lets people easily change their own little world. Non-woven wallpapers are processed rapidly and simply, so every time life changes they can quickly be removed. To make the choice easier, **rasch taste** guides you through various styles, colours and patterns. On www.rasch.de and at a dealer and select home improvement stores, you'll find the **rasch taste** selection. ♦



Many worlds. One feeling.

Being at home is a great feeling. In a world that changes with increasing speed, things that were important yesterday are now long forgotten. And we don't know today what tomorrow will bring. Thank goodness there are things you can rely on. Like the high quality of our products. And that **rasch** understands you and your wishes – no matter what they look like. ♦

Modern



The aesthetics of everyday life are reflected in clear, tidy style. Technical and industrial materials appear in sophisticated, minimalist, and often geometric design. The colours conduct an intensive dialogue with the patterns, thereby producing an expressive whole. This style reinvents design every day.

Villa Coppentrath

Living with a favourite hero is an important part of a child's happiness. Villa Coppentrath is an exceptional children's collection that beautifully follows the adventures of Princess Lillifee, Capt'n Sharky, the Friendly Seven, horse lovers and Rebella into children's rooms. Here, heroic stories from the books come alive on the walls.

Classic

From time to time in this confusing, fast-paced world, we have nostalgia for the good old days and long for something familiar. This feeling is precisely what timeless beauty is made from. No design classic follows short-lived fashion trends. Stripes, florals, and decorative ornaments are easily interpreted in elegant and sophisticated ways. Perfect for a long-lasting wall personality.



Culture

Fascination with foreign cultures leaves its mark on many parts of life. Design elements from faraway worlds awaken longing for unattainable, exotic locations and open horizons. Likewise, a touch of mysticism or magic changes a home. The link between traditional craftsmanship and modern materials finds its most sensuous perfection in exceptional wall design.



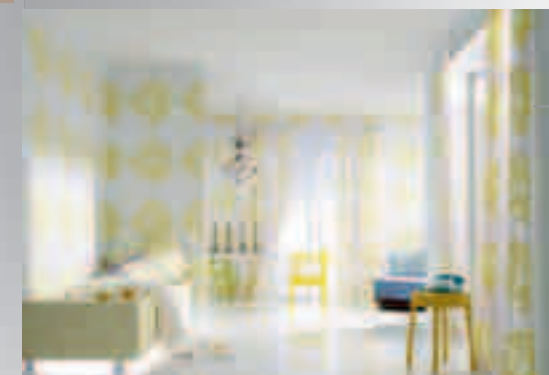
Kids

Children's wishes change. So it's great when the smaller and the no-longer-so-small residents' desires find appropriate wall space. With the right wallpaper, kids' rooms transform into imaginative worlds with pirates, princesses, and creative spaces. The children's collections from **rasch** are great for anyone between 0-13, and quickly adapt when a little one goes from horse crazy to a Rebella follower or when a pirate transforms into a dinosaur lover.



b. b. home passion

What tantalizes the senses outlasts the moment, the saying goes. And Barbara Becker has shared a lot of special moments. Seeing, feeling and enjoying are the cosmopolitan woman's lifestyle and design philosophies. She has long been involved with interior design and loves giving rooms a personality. The b. b. home passion collection showcases the finest wallpaper designs using colours and patterns that portray life's beauty.



Basic

Colours and patterns don't always have to dominate home design. There are many demure designs that fit neutral, timeless décor, underlining it discreetly. The basic range offers wallpaper in everything from beautiful solids and florals to classic stripes, all of which support furniture's statement without joining in.

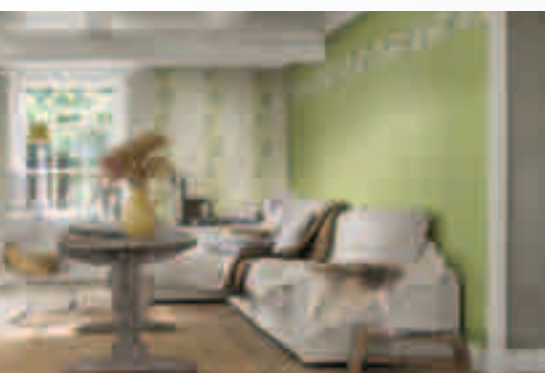


Sometimes less is more. With sophisticated graphical imprints, delicate textile structures, rustic brushstrokes or classic herringbone, white non-woven wallpaper is quickly pulled into the spotlight – either conspicuously or inconspicuously and according to individual taste. Thanks to high-quality materials, it is easy to show colour because every design compliments both varying styles and quality decorating tools. Wiping, swabbing, glazing or wrapping: anything is possible in creative wall design.

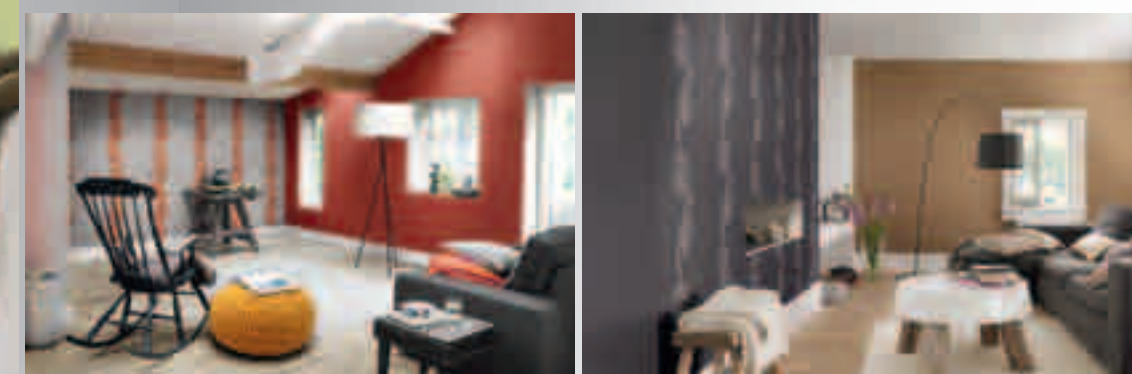
Structure

Nature

Often the longing for something real leads humans back to nature. The sensuality of living materials, combined with a beautiful natural interplay of colours and poetic floral patterns, give this style authentic character. Depending on how you interpret natural wall design, it maintains peace and security in a modern setting or adds lightness to country style, with its soft colours and cheerful patterns

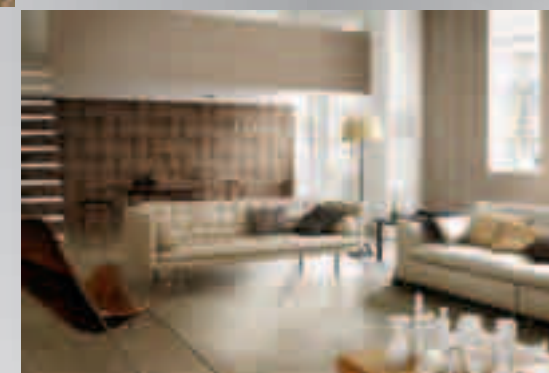


Nature |



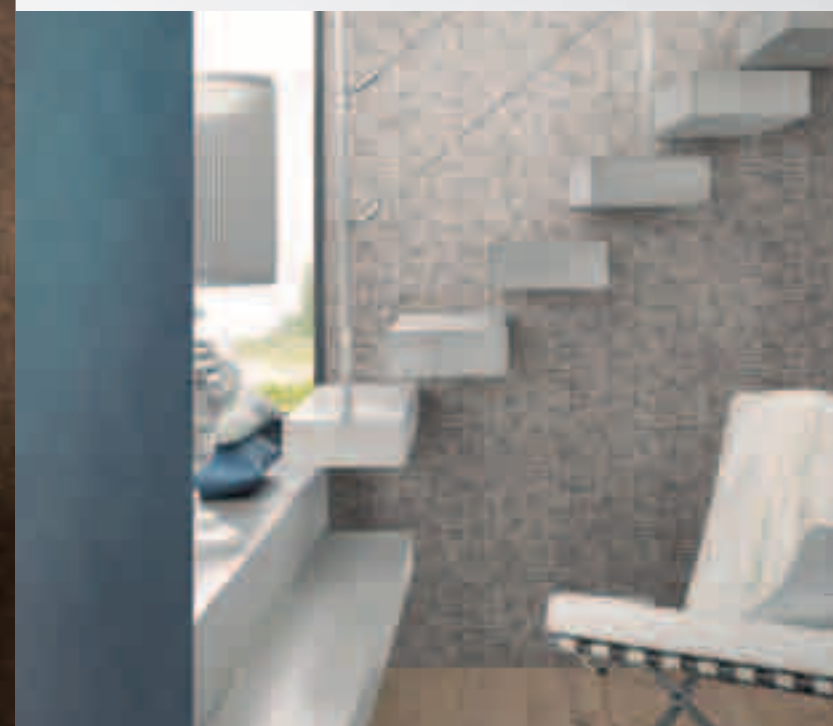
Seduction

Inspired by nature, this collection says yes to a harmonious life. And it seduces with its soft colours and patterns that flow in an optimistic way. A large panel of flowers, moving tendrils on the wall, and fine wavy lines: life is moving, never standing still. It's a stable, calm place to develop and grow. ♦



African Queen

This archaic collection interprets animal skins and hides in an entirely new way. Mixes of safari and glamour, from archaic and exotic to elegant and luxurious. Metallic effects and matte looks. Here elegance tames adventure in the wilderness – in a highly authentic manner. Fashion accents are picked up on and translated into the language of interior design. ♦



Culture |



Classic |

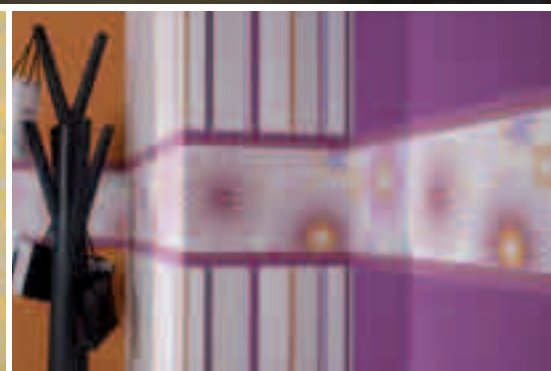
Personal Affairs

One collection, four lifestyles: the natural family lover, the domestic nature lover, the extravagant gourmet, and the fairy-tale dreamer. A connection to nature strikes various emotional chords. Here nature's beauty leaves a cosy impression. Flower and leaf structures follow the gentle look of their natural inspirations in forests and meadows, and display a personal lifestyle seeking expression. A soft, gentle interplay of strong and powdery colours punctuates the room with loud and quiet sounds in just the right place. Occasionally a graphical pattern happily joins in. •

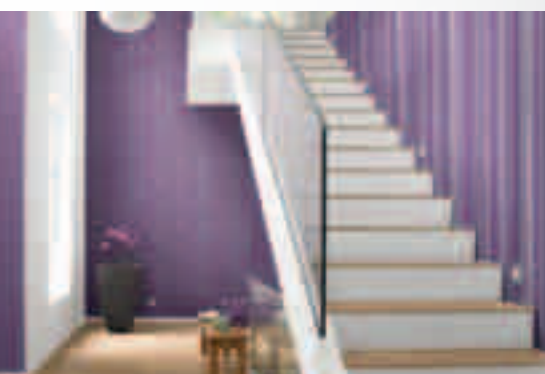
Modern |

Spice Up

Spice for the wall – and for life. The freedom to develop according to individual desires is probably life's greatest luxury. And it begins with your own four walls. A spicy mix of bold colours and graphical elements brings the Spice Up Collection to the surface. The cheeky interplay between both matte colours and shiny elements, and modern ornaments and strong solids, ensures expressive vitality. ♦

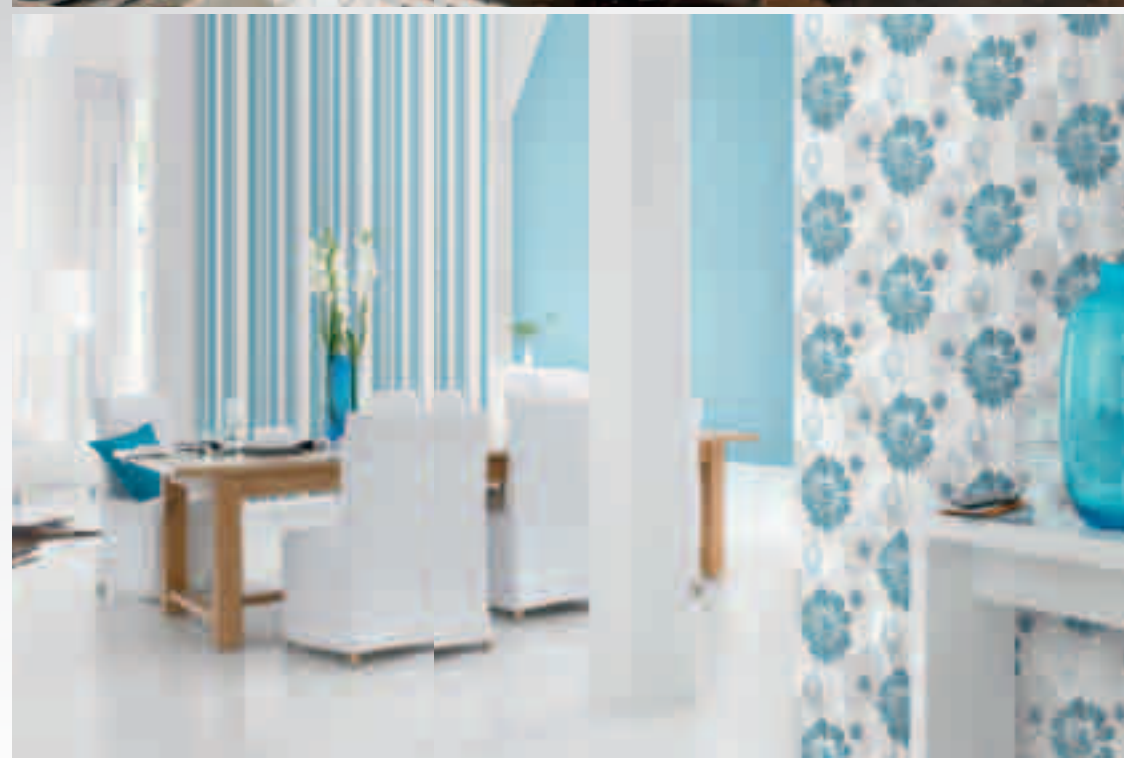


Modern



Queens

Global style combines the liveliness of dazzling big cities with the desire to create an oasis of calm in the midst of the hustle and bustle. The “place to be” should always be at home. This collection offers cosmopolitan lifestyles many design possibilities. Restrained yet expressive, harmonious colours and modern touches reveal a variety of lifestyle themes. Queens has beautiful, unique patterns that give each room an individual character. ♦



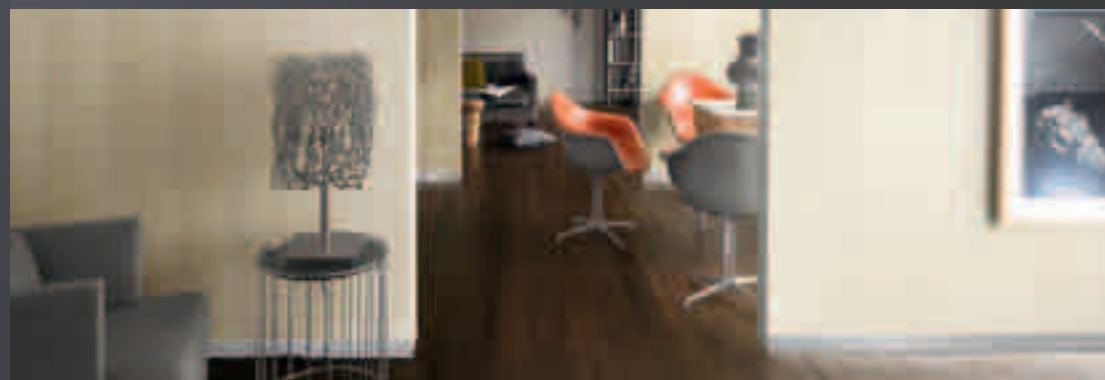
rasch style

Surfaces with depth.
And high *standards*.

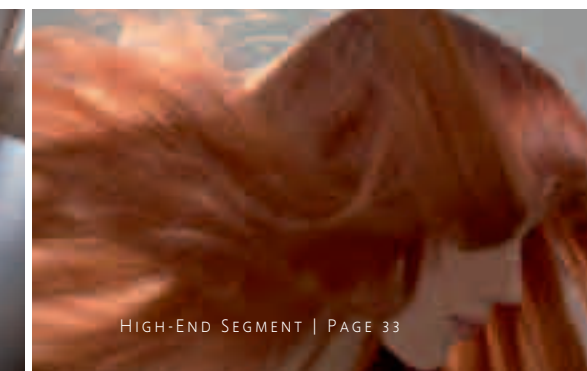
The rasch style philosophy

Life takes place between walls. So it's time to break down the boundaries in your home and add new dimensions, like beauty and joy. Contemporary, sophisticated designs satisfy the desire for individualism, vitality and abundance, and also express personal character and lifestyle. And all this gives wallpaper a brand-new meaning. ♦

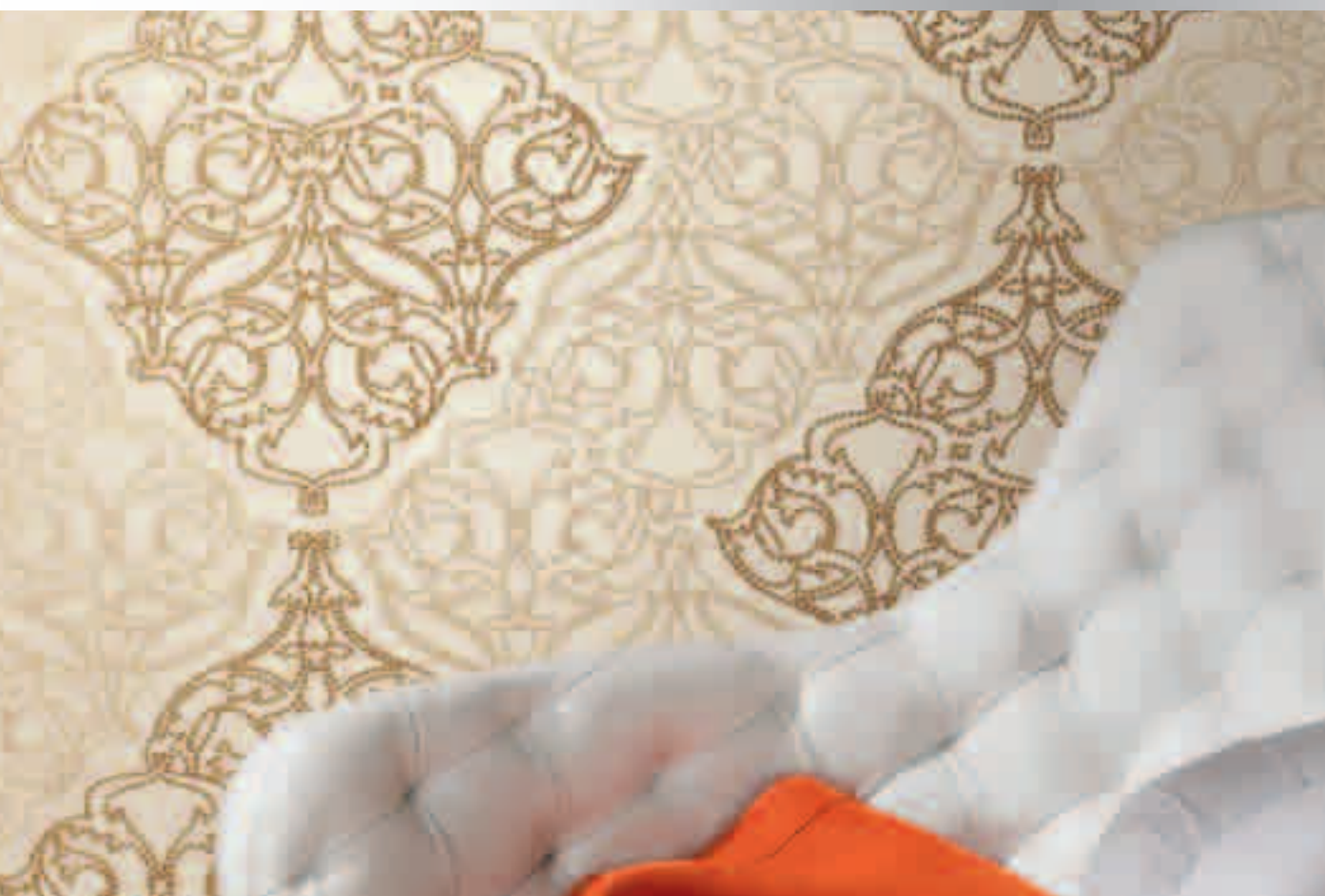
Beautiful living might not be the meaning of life, but it does give everything in life a home. In order for an inhabitant's wishes make each room unique, creative workers must focus on details while also fitting everything into a larger whole. No one and no thing can do this like wallpaper can. **rasch style** wall design translates the beauty of colour, texture and material into unusual designs that set new trends. For The 2012 Collection, **rasch studio** developed four new lifestyle trends (pages 11-17). ♦



rasch 1861 | style | taste

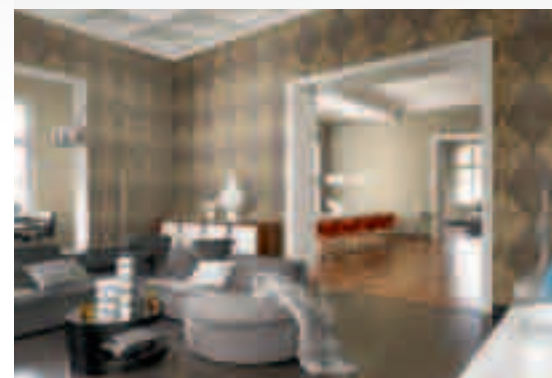


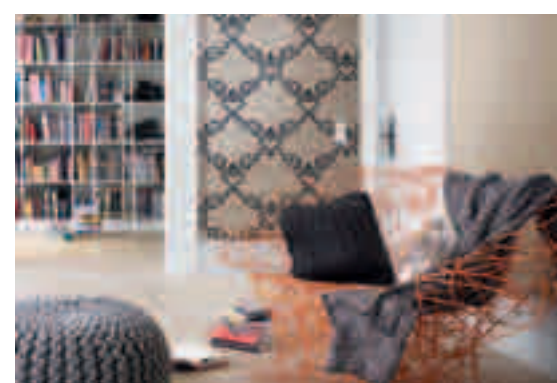
trend deluxe



Miracle

An extravagant collection that is simultaneously feminine and masculine. Graphic patterns surrounded by elegant touches of luxury in a distinctive, timeless look feel especially at home in large rooms. Vibrant designs with art deco grandeur exude an air of aristocracy and shimmer mysteriously in gold and silver. ♦





trend deluxe

Vanity Fair

Modern living spaces reflect the diversity of life's collages – and this collection seizes diversity to create a new dimension of wallpaper for tomorrow. “Vanity Fair” offers experimental, sometimes oversized ornamentation along with reduced fine stripes and elegant solids. The colours and patterns mix elements from the Far East with opulent florals and graphic simplicity. Midnight blue, green, mauve, putty, cream and berry hues appear on the colour palette, which is pleasantly combined with slightly-shimmering metallic accents. ♦

rasch 1861

rasch 1861 | style | taste

AVANT-GARDE LIVING

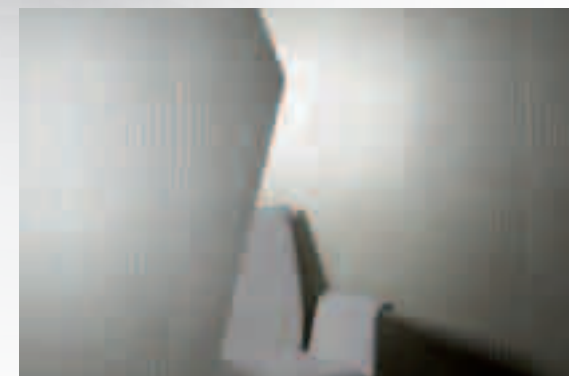
The rasch 1861 philosophy

Wallpaper is culture. An artistic promise from one, and for one time. Born from **rasch**'s rich tradition to meet needs of the present and future, since 1861. Inspired by new materials that form a sculptural language. A portrait that goes beyond colour, shape and structure – and touches us. ♦

Verity

What is truth? Beauty that goes beyond the surface and makes the nature of things visible. Expression of personality in a new dimension, subtle or dramatic, always new and emotional. An architectural statement that satisfies our desire for individuality in a meaningful way.

Verity – the first collection from **rasch 1861**. ♦



A counter-trend results from a digital world: the desire for real, tactile experiences. Sensual, soft, flowing materials adapt to the surface and transform walls into sculptures. Capitone in gray and white from the Verity Collection.

*Humans are often restless
travellers in the sea of time.
Beautiful walls enclose a
calming haven like a precious
shell. And exude a timeless
luxury that shimmers subtly
in 16 shades. Nautilus from
the Verity Collection.*

“The secret of life lies in the quest for beauty.”

Oscar Wilde



The rasch story of 1861

In November 2007, shareholders from **rasch** wallpaper commissioned the design team from **rasch textil** with the search for beauty. The resulting wallpaper needed a new positioning. The goal: Create something that had never existed before. The method: Be inspired by material and transform it into something new. Through vision and research into the nature of things, we were led deep into a new world of wallpaper. Wallpaper creations with surfaces that characterize a contemporary aesthetic and a depth that is timelessly beautiful. ♦

	CAPITONE
	NAUTILUS
	CABOCHON
	STEEL CRUSH
	PLUMETIES
	PLIS LONG
	ADONIS
	NETSUKE
	KOOI
	MAKASSAR

Above: Patterns from the Verity Collection.



Home should be a serene, quiet living space where you can sit back and relax, share convivial moments with guests, and make personal life-long dreams come true. Ultimately, the kind of comfort one seeks depends on the stage in life, season and individual lifestyle. Life's moods also determine wallpaper's design. ♦

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3185	
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1919	
5	Für Tapetenpapier
369	
894	Für Michael & Katharina
16	Für Kopfstein & Leinwand
16	Für Kopfstein & Leinwand
1	Für Kopfstein
848	
15	Für Sedertuch
5	Für Nachtsack
14	Für Tapeten
455	
10	
1110	
1155	

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info@rasch.de | www.rasch.de

Rasch Textil GmbH & Co. KG

Raschplatz 1 | 49565 Bramsche | Germany
Telefon +49 5461 813-0
info@raschtextil.de | www.raschtextil.de

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