



Paper Pragmatism

Pointers on adding wallpaper to your space

Jenna Gross, founder of Atlanta's Colordrunk Designs, grew up in the design business and spent hours pairing textiles at her family's antiques and upholstery shops in Columbus, Georgia. She still loves mixing patterns and vibrant hues in homes and commercial spaces, and has been doing it for clients across the U.S. since 2013. This includes adding a pop of energy to spaces through wallpaper. Here, the color-loving interior designer gives us a dose of her wallpaper wisdom.

Tell us about Colordrunk Designs.

I initially planned to apply my keen eye to the fashion world, trading in gracious, small-town living for the bright lights of New York and a career with fashion icon Marc Jacobs. It was a wonderful time, infused with colorful patterns and people, and it taught me to create fearlessly. When I returned to the South, I still possessed all of the smoothness of my well-aged, traditional sensibilities but with hints of edginess

blended into the mix. Realizing the intoxicating power that colorful surroundings had on people's moods and attitudes, I turned my attention from fashion to interior design.

What are the latest wallpaper trends?

People are loving color and texture and craving wallpaper with depth like murals. I am so happy people

are here for all the color and pattern (finally!).

Is there a particular room where wallpaper works best?

Wallpaper can work in any room, even in bathrooms; you just have to select the right product. There are so many vinyl options that will hold up to water and kids' hands, and are even washable/wipeable. That said, I really love going big and loud in small spaces like powder bathrooms or hallways.

What should you do to ensure wallpaper lasts as long as possible?

I would always recommend you have a professional installer hang your wallpaper—no DIY—and always have a primer applied to the wall first. This helps ensure you can enjoy it for a very long time.

Can wallpaper be removed easily?

Some clients are so afraid of having to remove wallpaper down the road. If you have it installed correctly, you have nothing to worry about, especially if they prime the walls beforehand.

Can you paint or put wallpaper over another layer of wallpaper?

I would not recommend this. The new wallpaper is an investment; do it right! Otherwise, you are susceptible to peeling, colors showing through or bubbles in the application.

What are some creative ways to use wallpaper?

There are so many options these days. I love to pair two different patterns or textures that complement

PRODUCT SPOTLIGHT



Float away in style on this Ring Lilo Pool Float designed by Oliver James Lilos in collaboration with Design Within Reach. Suitable for salt and chlorine water, it's covered in tear-proof and UV- and fade-resistant fabric and available in navy and white or beige and white. Available for \$995 at dwr.com.

each other (i.e. a grasscloth on a ceiling but a bold print on the wall).

What should one consider when selecting wallpaper for a space?

Think of the room's function. Do you have a lot of activity in this room, such as kids running around or dogs rubbing against the walls? Do you cook or make messes near where you would have wallpaper installed? If so, you need a vinyl or something that you can clean with a cloth, no precious grasscloths or natural fibers. What is the size of your space? If it's large, consider a texture so it helps the room feel more cozy. Also consider the scale of the wallpaper. A small-scale print will get lost in a large room. Think big in big rooms, but it's also OK to go big in small rooms. You just can't go small in big rooms. ■

COLOR DRUNK
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DESIGN & REALTY NEWS

► Atlanta-based interior designer **Susan Ferrier** has partnered with **Baker** to launch her debut furniture line. The 72-piece collection mirrors her bold and globally inspired interior style. Ferrier drew inspiration from her travels and nature to create living, dining and bedroom pieces in sculptural forms using materials such as cast bronze, leathered stone and rich upholstery. The collection will be available in showrooms



in the late summer or early fall.
susanferrierinteriors.com

■ **SCADstory Atlanta** is now open. The 4D experience offers an immersive 360-degree jour-

ney that brings the university's 45-year history to life. This attraction follows the successful SCADstory in Savannah, which opened in 2019 and has attracted more than 250,000 people. More than 30 SCAD students, alumni and faculty worked to create the Midtown experience that features more than 20 of SCAD's degree programs, including themed entertainment design, graphic design, animation, production design, visual

effects, performing arts, interior design and more. SCADstory Atlanta is free and open to the public. scad.edu

■ Mark your calendars for **ADAC's** annual fall sample sale Aug. 20-22. The open-to-the-public event offers discounted pricing on designer brands, high-end indoor and outdoor home furnishings, rugs, lighting and accessories. adacatlanta.com