



# Blank Slate No More, Walls Go to Work

**EVEN BEFORE LAST FALL'S** Chinese drywall controversy made specifiers think twice about the material, architects and designers have been moving away from painted plasterboard walls—that ubiquitous trope of modern interiors—toward more decorative options like upholstery, wallpaper, leather, and tile. An attendant emphasis on budget consciousness, meanwhile, has spurred interest in surface treatments that multitask. Today's wall covering products need to work overtime, providing an aesthetic accent while enhancing acoustics, doubling as a writing surface, or improving indoor air quality like Smith & Fong's integration of a new bio-based adhesive in their bamboo (wall panels, shown right). —Jen Renzi



**SOY BINDER** A new adhesive increases the eco-cred of Plyboo's bamboo.

## SNAP BACK



**ROBIN REIGI**  
President  
Robin Reigi Inc.  
New York City

“Tackable paneling made of compressed polypropylene-bead foam is a versatile wall treatment that addresses the increasing interest in design elements that are acoustically sensitive. In addition to deadening sound, the material has many other attributes: It's lightweight, waterproof, paintable, and very affordable.”

“A simple custom mural of digitally-printed wallcoverings creates an impactful accent wall. I've used this treatment in numerous commercial staff lunchrooms. We recently designed a Warhol-esque abstraction of an allée of trees for the staff lounge of an Atlanta law firm—a less expensive alternative to our initial concept of backpainted glass panels.”



**NESTOR SANTA-CRUZ, IIDA, LEED AP**  
Design Director  
Gensler  
Washington, D.C.



**BENJAMIN NORIEGA ORTIZ**  
Principal  
Benjamin Noriega Ortiz, LLC  
New York City

“Hanging a curtain of washable, fire-retardant polyester voile from a ceiling-mounted hospital track tracing the edge of a wall is an inexpensive treatment that obviates the need for wallcovering or artwork—and hides unattractive conditions like pipes and mechanicals or weird jogs in the wall.”

KEY \$ = VALUE, \$\$ = MID-RANGE, \$\$\$ = HIGH-END



## WRITING'S ON THE WALL



**MANUFACTURER:** IdeaPaint

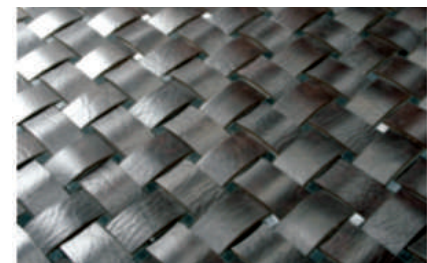
**PERFORMANCE:** Water-based, low-VOC, and produces zero off-gassing once dry

**PRICE RANGE:** \$

**APPLICATIONS:** Tabrasa dry-erase wall paint transforms vertical surfaces into seamless, wipeable whiteboards. Usable anywhere standard paint can be applied, the coating requires only a single application and is formulated to prevent ghosting—ensuring that walls, once erased, remain a tabula rasa.

**MDCWALL.COM**

(SNAP #89)



## WHAT'S OLD IS NEW



**MANUFACTURER:** Ecodomo

**PERFORMANCE:** Made with 70% pre-consumer material; low-VOC; contributes to LEED points

**PRICE RANGE:** \$\$-\$\$\$

**APPLICATIONS:** M+E is a collection of mesh-mounted coverings that combines recycled leather and stone inserts carved from remnants. Ten stocked designs; sizes range from 2" x 6" tiles to 55" x 44" sheets.

**ECODOMO.COM**

(SNAP #90)



## SCULPTURE FOR WALLS

**MANUFACTURER:** Weitzner Limited

**PERFORMANCE:** Class A-certified

**PRICE RANGE:** \$\$\$

**APPLICATIONS:** Textile designer Lori Weitzner's line of Enduit wallcoverings are embellished with flexible plasterwork patterns that offer the look of sculpted reliefs. Made from a mix of pulp and marble paste applied to paper, the product—suited to residential and commercial applications—can be painted to match the surrounding decor.

**LORIWEITZNER.COM**

(SNAP #91)

## SNAPSHOTS

### DRYWALL MANUFACTURERS TO WATCH

NATIONAL GYPSUM CO. (SNAP #92)

GEORGIA-PACIFIC CORP. (SNAP #93)

SUPRESS PRODUCTS (SNAP #94)

SOURCE: TOP THREE DOWNLOADS AT SWEETS.COM FROM 9/09–10/09

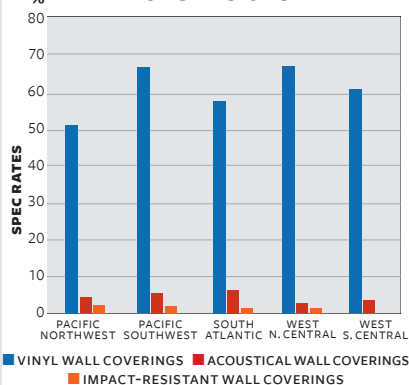
### NEW MATH

64 MILLION

Approximate gallons of unused paint left over each year.

SOURCE: EPA

### WALL COVERINGS TOP 5 REGIONS



### WALL COVERINGS TOP 5 REGIONS FOR PAST 3 QUARTERS AGGREGATED

