

Flexible Decor: Temporary Wall Art

Flexible and temporary wall displays become increasingly popular in space-limited homes — adding a unique DIY touch



Selencky Parsons

Overview



Little House on the Corner



LL Workshop



Nynne Ros Envinge

Though home buying is **decreasing** in many countries, renters still want to customise and personalise their spaces.

- **Wall focus:** walls are an important place of intervention, driving brands to offer creative solutions for provisional decor
- The **value of the DIY market worldwide** is set to reach **\$43.7b in 2018**; this opens up a broad range of opportunity for brands and retailers to entice customers with make-it-yours ideas
- **Dorms & shared living:** the younger generations represent an important section of the market, considering dorms and shared living where there are decoration restrictions
- **Pinterest moodboards:** an ad hoc approach to decoration sees Pinterest-style moodboards go offline, adding quirky individualisation to walls via souvenirs, magazine tears and quotes
- **Flexibility is key:** peg, cork and plywood boards double up as storage and shelving for clothes, plants and books

Cork Board



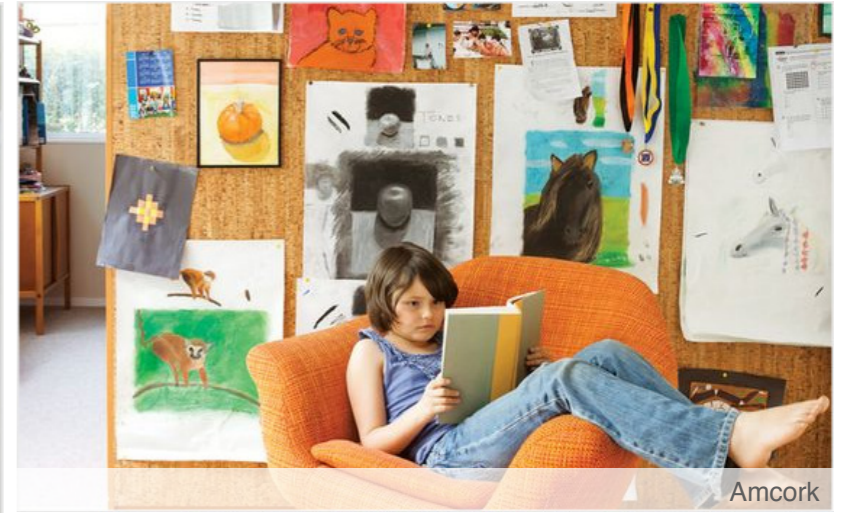
Basic Label



Planete Deco



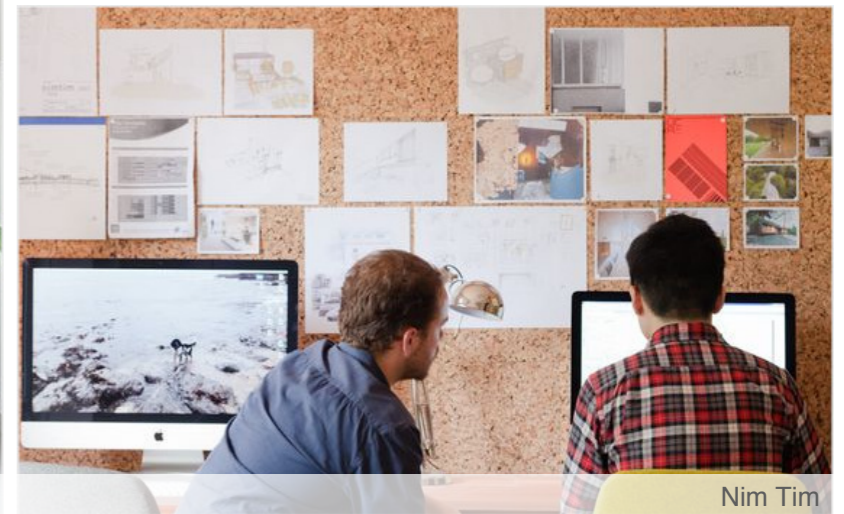
Stek Magazine



Amcork



Target



Nim Tim

Cork is an increasingly popular material; it's environmentally friendly as well as sound-dampening, antimicrobial and insulating. It offers a flexible way of adding decoration to walls, as sheets of cork are easily applied to clad portions of walls as panels or a backdrop to pin and hang decor on – ideal for office spaces. Small clipboard and circular designs offer more domestic applications.

Washing Lines



Show Home



Design Shimmer Blogspot



Interior Break



CB2



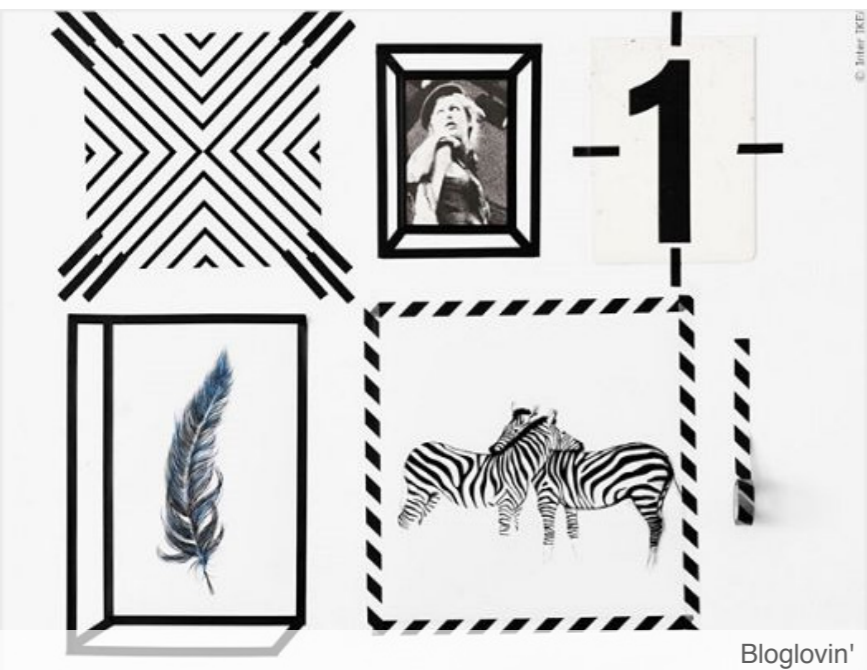
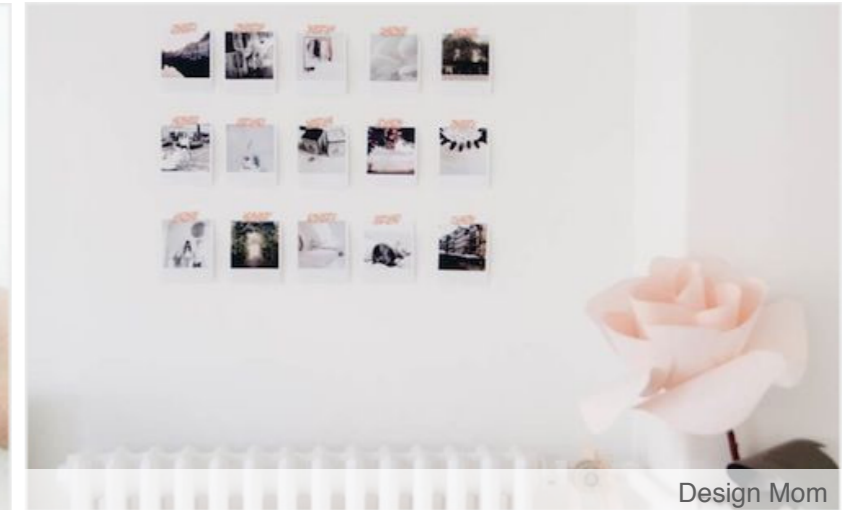
Helen Carnac



All Things Brighton Beautiful

Lengths of wire, twine and string propose an alternative and DIY-focused way to display photos, kids' artwork and souvenirs. Designs vary from tight steel cables, to hanging thread and nails accessorised with simple clip and ties. Materials range from rustic twine and unvarnished woods, through to high-shine golden chains. Brands offer kits and all-in-one solutions that allow customers to experiment with decor in the rest of the room.

Taped Up



Pinterest-style moodboard combinations of illustrations, photographs and inspirational quotes represent a new form of wall decor, showcasing personal tastes and allowing a quick update. The tape application enjoys as much curation as the content selection, representing a key element of the composition and therefore offering an interesting opportunity for branding.

Flowers & Plants



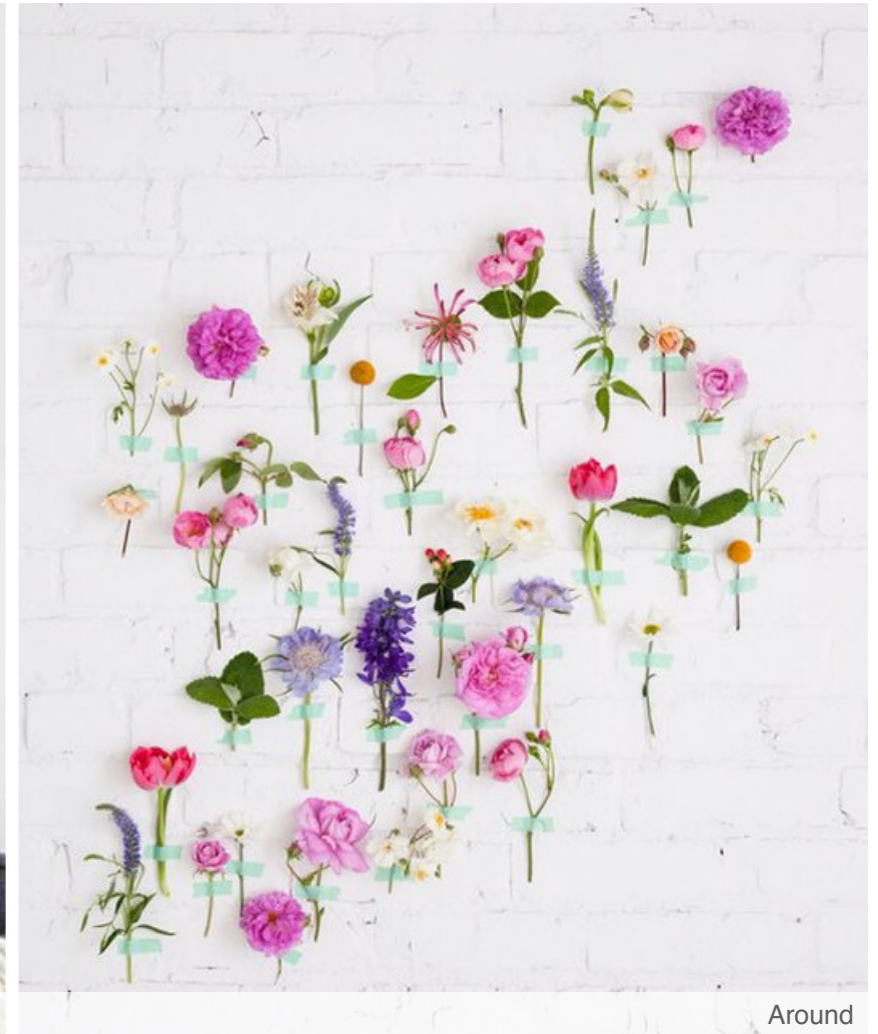
Oprah



Lua Nord Blog



Apartment Therapy



Around



My Home Decors

The popularity of flowers and plants in interiors see stylists and bloggers experiment with sprigs and flowers on walls – from **Holiday** decor to year-round ideas. Branches are hung and tied, while dried blooms are applied directly to walls with washi tape in regular pattern placements mimicking a wallpaper repeat. Simple hanging devices made of wood and string add to the natural and homespun aesthetic.

Clip It



Nicity LiveJournal



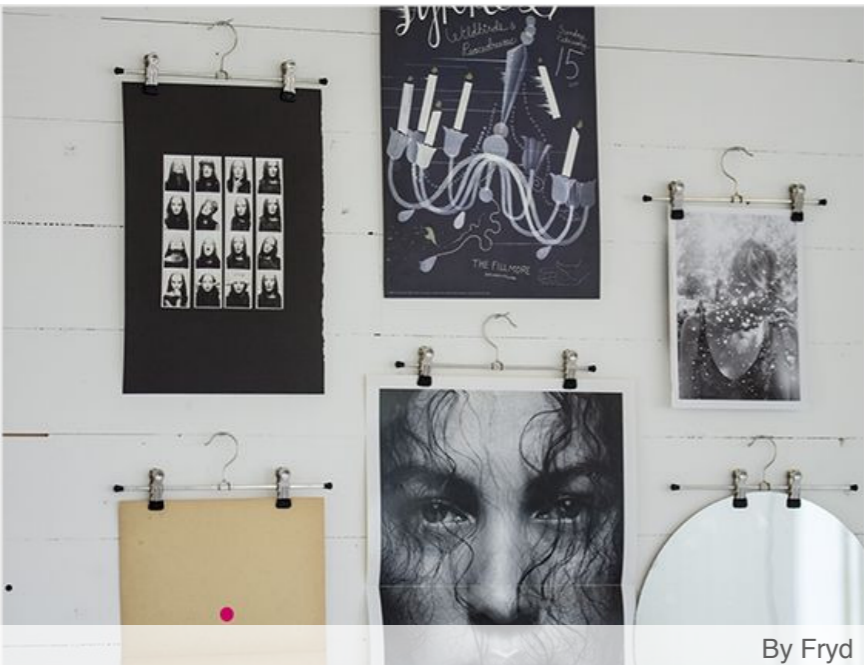
Remodelaholic



Stylecaster



Lovestruck Interiors



By Fryd



Urban Outfitters

Similar to taped-up designs, bulldog clips, coat hangers and clipboards create a lo-fi way of bringing drawings, images and quotes to the walls. Eclectically hung placements echo similar trends in clustering frames in gallery-style displays. There is strength in numbers, as the impact is achieved via composing and coordinating the imagery. Wooden clips, frames and rulers add a classroom and upcycled vintage feel to interiors.

Playful Pegs



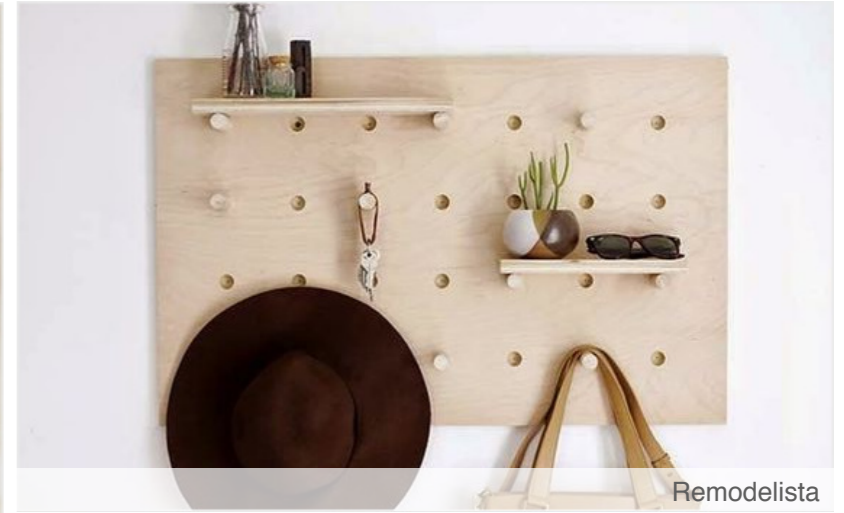
Lavida Encraft



Loyal Supply Co



Stijl Habitat



Remodelista



Frenchy Fancy



Home Edit

Pegboards **remain** important, allowing for flexible and temporary wall decorations. Pegs double as hanging devices, pin boards, or support shelves, which can be moved at will. Personalisation is key; stylists and bloggers combine photos and keepsakes with unique wardrobe items. **Curation** is at the core of the look, responding to small-space storage needs while showcasing personal tastes, interests and collections.

Industrial Grids



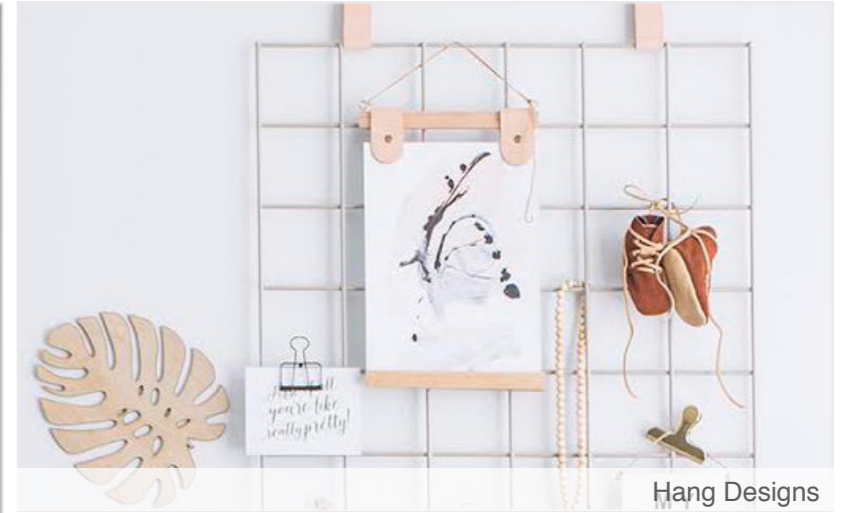
Facilisimo



SD Stuffs Tumblr



Garden Pics & Tips



Hang Designs



Explorista



Maisons du Monde

Inspired by industrial trends in interior design, metal grids have transitioned out of the **home office** and into living rooms, bedrooms and kitchens. Creating an easy way to display photos alongside plant pots, hanging hooks and even lighting, metal grids in spaced constructions represent a more flexible and stylish alternative to the traditional pin board. More luxurious designs feature leather straps and bronze or copper colourways.

Dots & Dashes



Home Edit



Clarabelle



Urban Outfitters



Walls Need Love



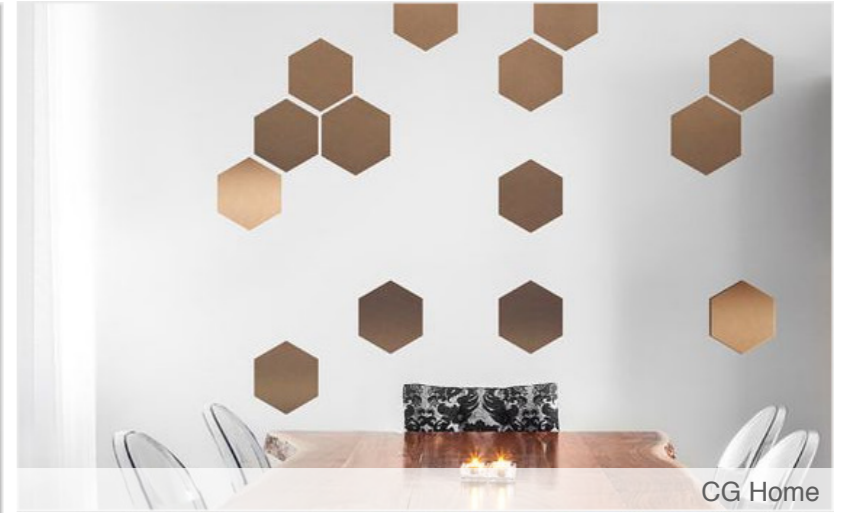
The Lovely Wall



MilieO

A playful approach to temporary wall decoration sees polka dots, dashes and small mark patterns applied to walls in a whimsical manner. Whether regularly placed or randomly scattered, the overall effect is a wallpaper design full of movement – helping to mask otherwise bare walls. Designer [Camille Walala](#) uses marker pens to create Postmodernist-inspired patterns on her flat walls.

Geo Placements



Wall stickers are taking on an abstract aesthetic with geometric shapes that are designed to be customised to interior walls. Designs range from floating hexagons, chevrons and triangles to more complex shapes that slot together to zone lounge or office areas – adding modern and bespoke pattern to otherwise essential spaces. Using a metallic film adds a glamorous touch to the room.

Action Points



Helten Keltho Smig Blog

- Keep in mind that **renting is not just something younger generations do** – it's estimated the numbers for 50+ year old renters will steadily continue to rise in both the **UK** and the **US**. Making it easy and effortless to decorate will be key to address this older, demanding customer
- **Think beyond the product purchase moment:** as consumers' inspiration and taste changes all the more frequently, anticipating them with update ideas, recurring services and advice will create a lasting relationship with your brand
- **Engage with stylists and bloggers** to develop collections and bring them to life for customers in the physical space, beyond the digital platforms
- If consumers now live with **social sharing** in mind, **offer them a dedicated platform** to embrace their self-expression and styling choices

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Wall Art Ideas



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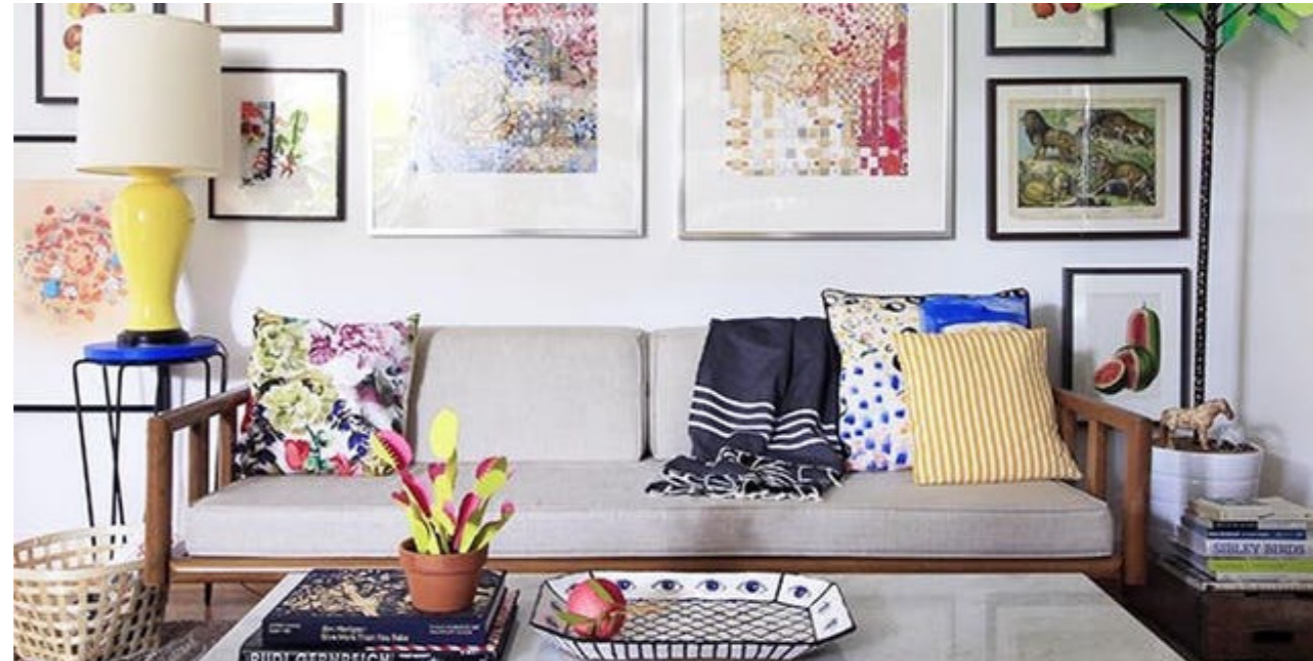
Greenhouse Living



On Display - Curated Storage



Wall Jewellery



Decorating in the Age of Rent