

Memuraa®

Bespoke Wallcoverings





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**MEMORABLE
WALLS WITH A
GLORIOUS
STORY...**



Memuraa

/mem'oorə/ | Memorable walls with a glorious story

Memuraa is on an exciting journey of spreading a fine layer of art intertwined with glorious stories onto the blank canvas-like walls. Working with international trends, eco-friendly materials, and a whole new perspective of creativity in the wall decor segment, we are here to make it a delightful and memorable sight for anyone who sets their eyes on them.

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“Backed with extensive research and deep understanding, Memuraa is the first company to offer exterior wall covering manufactured in India, and perfect for the Indian weather conditions.”

—

THE STORY

It all began with a desire to bring the most vivid imaginations and designs to life in the wall decor segment with complete freedom of customization. The desire seemed fairly straightforward but turned out to be an adventurous voyage filled with new discoveries.

Exploring many upcoming techniques, studying the needs of the market, understanding the existing concerns of the industry, and evolving the set manufacturing process along the way, finally led us to launch Memuraa in 2019. Already pioneering the market to provide creative innovative wall finishes to customers, we are the first company to offer exterior wall coverings manufactured in India.

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Milestones

The inception of Memuraa goes back to the times when we were just exploring and digging deep into the world of wall furnishings, different milestones in our journey led us to make Memuraa a reality. Extensive research around the world helped us collaborate with the finest and present the same to our clients.

“

The pursuit to offer the best at Memuraa comes with decade-long extensive research and development where we explored the best vendors and collaborators in the field.

2012



Handcrafted concrete Cast stone Manufacturing

2016



Suzuka Malaysia collaboration to bring Natural stone textures

2017



ARD Racanello collaboration to bring Italian Lime wall finishes with zero VOC

2018



Appointment of Dealers in South of India

2019



Memuraa R&D and Trial site application

2022



Memuraa for exterior and washrooms for first time in India

A detailed mural of a tropical jungle scene. In the center, a large palm tree stands prominently. To its left, a tiger is depicted in a crouching position, looking towards the left. Several colorful birds, including a toucan and a pink-headed bird, are scattered throughout the scene, some perched on branches and others on the ground. The background is filled with various types of palm trees and lush greenery. In the foreground, two modern, light-colored armchairs with wooden legs are positioned on either side of a round, light-colored wooden coffee table with a black metal frame. On the coffee table, there are three dark, textured vases of different sizes. The overall atmosphere is one of a lush, exotic environment.

DREAMS
ON WALLS

*Repeated design patterns for your walls are so passé!
Memuraa brings a whole new world of wall art to your
doorstep, get all your dreamy fantasies to come true on
your walls.*

**WANT TO BRING A
WHOLE JUNGLE TO
YOUR LIVING ROOM?**

Or **AN EXQUISITE AND
DETAILED DESIGN FOR
YOUR KITCHEN?**

Or **A DALI-ESQUE ART TO
YOUR BATHROOM?**

Sure thing, whatever you can think of!

**WANT SOMETHING
UNIQUE BUT CAN'T
THINK OF WHAT?**

*Leave it to Memuraa where different artists come and
create for you.*





THE ART

THE ART

Memuraa isn't just another wallpaper brand, for us, art is at the very core and we make sure to explore different art forms and become a platform for various artists to showcase their creativity. We are always keen on experimenting with different art techniques to create the final artwork for wallpapers. From the soothing yet abstract watercolor murals to structured artworks with motifs and from a hardcore gouache painting technique to a detailed and precise stippling art technique, we experiment and offer a wide variety of art to be dreamt as wallpapers.

ART TECHNIQUES



Watercolor

The watercolor wallpapers, where the soft brush strokes of water-soluble color bring in a sense of tranquility to any room, are the perfect pick for anyone looking for a dreamy aesthetic.



Patterns/Repeats

Infuse your rooms with a character that is so you. Pick dainty floral patterns to add romance or go for a quirky repeat pattern for a playful and conversation starter that makes everyone look twice.



Stippling Art

The stippling artwork is a drawing technique in which areas of light and shadow are created using nothing but dots, a perfect pick for those who love all things minute and detailed. Pick from a stippling illusion art or a portrait or a repeat pattern or an abstract art and let the tiny dots make a huge statement.



Wall Murals

Splash some creativity onto your walls with the mural wallpapers with a mural-like artwork designed and customized specifically for your wall! Walk into a room that makes a statement for you with your choice of mural artworks that represent your personality.



Pencil Art

From detailed and dramatic to abstract or relaxed, the pencil art wallpaper can offer whatever mood you are aiming for with an added charm of charcoal for the walls. With a look similar to a pencil sketch, these wallpapers give an artistic uplift to your walls.



THE ARTIST



For Memuraa, artists and art are equally important. We believe in supporting and uplifting the community of artists by giving them a platform to showcase their talent.

THE ARTIST

Memuraa takes pride in being a platform for all kinds of artists, from established and renowned artists to the ones who are still looking for opportunities to make it big. A deep desire to offer outstanding wall arts to our consumers keeps us always on the lookout for artists who specialize in unique art forms and techniques.



With an understanding of how digitalization has made various old art forms obsolete, Memuraa is also working towards supporting the artists who were once packed with work before the technology disrupted their livelihood and are clueless on how to earn now. One such example is the traditional calendar art artists, we are working with them to keep their art alive and offer it with a touch of modern aesthetic to the consumers in the form of wallpapers.

Here are three of our featured artists of Memuraa:



Alessandro Scanziani

Alessandro Scanziani is an Italian artist from birth, raised in an environment of painters, writers and musicians. He studied at the IED European Design Institute in Milan, then founded his own design studio.

His art evolves exploring the home décor sector where he expresses himself by combining art and emotions. He exhibited his works of art in some galleries in Bergamo, Milan, The Biennale in Venice and art in Genoa.

In 2012 he won the first International award for greeting cards UNICEF Celebration Christmas.



Tashi

Tashi studio is one of the top upcoming design studios based in Spain, creating exquisite and unique print patterns for the fashion and lifestyle industry across the globe.

Tashi believes in the balance of things: he creates complex but soft, extravagant and yet elegant works. His overflowing imagination and his constantly renewed creativity are his driving forces. "The art of the imagination is based on our ability to observe what surrounds us and imagine its past, present and future," he says.

With his unique yet versatile taste, he strives to conceptualize and create luxurious, glamorous and best of the designs in terms of quality and aesthetics yet taking the practicality and limitations of the industry standards into consideration.





Murthy

Being a boy from a farmer's family he often had the chance to catch sight of minute things which congregate to form something extraordinary. He worked under a well known artist Mr.Riyas Komu. He creates artworks with a stippling technique, using black ink, millions of tiny dots and thousands of hours.



DESIGN LAB



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Creativity can be chaotic, that's where the Memuraa Design Lab comes into the picture, adding a method to the madness and presenting masterpieces that look good on your walls.

THE DESIGN LAB

The Memuraa design lab is where ideas and dreams come into reality. So what all goes behind bringing art to your walls? Our team of art directors analyzes the design forecasts and studies the ongoing trends to finalize the themes and then start working with different artists to create the masterpieces. From developing full wall-size designs to customized solutions for your needs, Memuraa makes sure creativity isn't bound within the walls.



Once the artists have worked their magic and their artwork is ready, it is then digitized, printed, quality-tested for color, print, application, and voila! It is ready to go onto the walls.



**MANUFACTURING
EXCELLENCE**



MANUFACTURING PROCESS

With a desire to offer excellence to the clients, Memuraa makes sure that every step in the manufacturing process is in-house, which allows them to keep a check on the quality of the final product. At Memuraa, every project has the possibility of customization, from ideation to application, that is where having everything in-house really makes a difference.



We collaborated with European partners to develop an eco-friendly, high UV resistance printing ink that isn't available with any other brand in India. What makes us offer our best are our state-of-the-art technology equipments like the high-performance scanners and cameras, printers, coaters, and wallpaper cutting machines which are all designed for the customization needs of the clients.



MAKE IN & FOR INDIA

A deep desire to offer international trends to the Indian clientele with shorter lead times, lead us to fine-tune our core ideology, process, and technology development. Understanding Indian climate and atmospheric conditions and the need to offer value to the clientele, Memuraa creates products that are stylish and durable at the same time.

So, what makes it the perfect wall covering for extreme weather?

With rigorous research and development over 3 years, we have designed a printing process keeping the durability of building material at the core. It is a unique system of fiberglass membrane that has exterior durability along with stain and fire resistance blended with high-quality artistic graphics, murals, inks, and adhesives.



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Memuraa is all about glocalization, bringing global wall covering trends to India while being in tune with the local needs like the weather conditions and surroundings.



COLLECTION

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The interiors are strongly influenced by one's style and decorative choices as it is indeed an expression of one's personality, like the shapes, colours and aesthetic elements help define the mood of an interior set-up.

Memuraa helps you choose your style through a wide variety of wallcovering selections.

Classic



Classic wall coverings give the room a touch of timeless elegance. An evergreen element that ranges from traditional to modern graphic design themes. The classic style is not afraid of the passing time.

Modern



Modern collection is a bunch of designs making varied styles suitable for present trends. It includes classic, floral, pattern etc., with a range of Modern colors to keep you abreast with the trends around the world.

Geometry



The Memuraa geometric wall coverings draw inspiration from the observation of the world surrounding us as well as from the rigor of mathematical canons and architectural geometries. It gives a sophisticated tone and a refined touch to every room.

Tropical



The Tropical wallcoverings fill the rooms with liveliness. The designs range from classic settings of nature and animals to original subjects specifically designed according to the need. The tropical style represents the desire to go beyond imagination, to transport the mind to pristine places filled with natural beauty and disconnect from the mundane metropolitan routine.

Pattern



Want to go for something classic with a touch of new? Out with the boring and in with the interesting, the Memuraa repetitive pattern wallpapers are inspired by traditional wall coverings that offer a modern reinterpretation.

Industrial



The industrial effect wall coverings propose themes that arise from natural elements such as stone, earth, and concrete. The combination of these elements enhances the tactile component to such an extent that the decoration is extremely realistic giving the rooms a rustic yet refined effect and a lived-in but very chic character!

Textile



Fabric style wall coverings replicate the pleasant feel of a silk dress, the softness of a wool blanket, or the warmth of tartan fabric. These decorations are born from the observation of original graphically treated fabrics which in some cases propose a reinterpretation of traditional textile components combined with graphic elements belonging to different worlds.

Floral



Floral wallcoverings are an unparalleled selection that can never go out of trend. It recalls the scents and colours of gardens and brings the beauty of nature into your rooms. The Floral style is a cross-section of nature in your house that will make you feel like it's spring season throughout the year.

Kids



The Memuraa wallcoverings for kids bring a magical fairytale atmosphere, mysterious characters, unusual landscapes into the bedrooms. Creating an intimate and magical space that then becomes a frame for children's games and imagination.

A stack of several sheets of white, textured paper, possibly paper napkins or placemats, is shown from a top-down perspective. The sheets are slightly offset, revealing the edges of the layers below. The texture of the paper is a fine, woven pattern. In the lower right quadrant, the word "MATERIALS" is printed in a bold, white, sans-serif font, enclosed within a thin white rectangular border.

MATERIALS

MEMURAA MEMBRANE



- Exterior and Wet area wallcovering.
- Composition - 100% coated glass fiber
- GSM - 450 g/m2 (DIN EN ISO 536)
- Thickness - .37 mm
- Tensile strength - 600 kg/5cm warp, 475 kg/5cm weft
- Fire Resistance - Euroclass B-s 1, d 0 (EN 13501-1)
- Stain resistance - class 4 [stain removed after using weak Cleaning agent] ISO 10545-14: 2015
- Resistance to Chemicals - ISO 10545-13 : 2016
- To low concentration of acids and alkalis - class ULA, [No Visible Effect]
- To High concentration of acids and alkalis - class UHB, [Definite change in appearance]
- To home use and pool chemicals - class UA, [No visible Effect]
- Scratch Resistance, Mohs hardness - 8 EN 101:1991
- Weather Resistance Test - R4 ISO : 16474-2-2013 [Method B, Cycle No.2]

CANVAS



- Interior Wallcovering
- Composition - Scratch Resistant Embossed Non Woven Backed Vinyl
- GSM - 400 g/m2
- Thickness - Based on Embossing
- The Material is classified as Non hazardous
- No Formaldehyde, No Heavy Metals (EN-12149)
- Phthalate Free
- Reach Compliant according to EU regulation 1907/2006 EC
- Fire Resistance: Euro Classification B-s2, d0
- Oekotex certificate Standard 100 - Product class II.

GOUACHE PAPER



- Composition - Non Woven cellulose wallcovering for Interior
- PVC free
- GSM - 150 g/m2 (DIN EN ISO 536)
- Thickness - 0.35mm
- Tensile strength, dry - 128N/15mm (DIN EN ISO 1924/2)
- Tensile strength, wet - 64 N/15mm (DIN EN ISO 1924/2)
- Width - 925mm



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