

PRESS PORTFOLIO

ARTE®

wallcoverings for the ultimate in refinement

THE VISION

Due to its love of sophisticated interiors and the finest materials, Arte aims to be the world's most passionate trendsetter in high-quality, exclusive wallcoverings for demanding interior specialists and enthusiasts with taste. Craftsmanship, creativity and innovation form part of Arte's human and family DNA.

Arte strives to create exquisite, innovative and eclectic wallcoverings for sophisticated interiors worldwide. The family business is rooted in creativity, craftsmanship, ingenuity and inventiveness. From the origins within the design studio and many stages of production to the warehouse, through to the dedicated customer service and the office team, every moment of the Arte journey is important and stems from the same commitment to delivering the very best level of service, design, quality and innovation.

THE HISTORY

At the helm of Arte today are brothers Philippe and Steven Desart, the third generation of Desarts to be driving the brand, its creative vision, production and global distribution. The Desart family have a long history rooted within the rural and agricultural area of Haspengouw, until the brothers' grandfather started as a paint distributor and launched the family brand 'Desart Paints', which was distributed widely throughout Belgium. When Philippe and Steven's father Jean Pierre joined the family business in 1968, his keen eye recognised the limitless potential and creativity of wallpaper, a product with which one could experiment not only with the alchemy of colour, but also with pattern and texture. Jean Pierre pivoted the initial focus of the business from paint to that of distributing and making its own wallpaper collections, a decision that laid the groundwork for the creation of the Arte company in 1981.

Jean Pierre Desart began distributing wallpapers. Wanting the freedom to create his own products, he invested in a design studio, turning the focus towards this new direction. His passion for wallcoverings and interior design encouraged his sons Philippe and Steven to join the business. With the same passion and dedication as their father, they drive Arte's global strategy as well as leading the company's day-to-day operations. Today Arte is internationally recognised as one of the leading, specialist wallcovering brands – distributed in over 100 countries and featured in top luxury hotels, retail spaces and residential homes worldwide.

THE DESIGN STUDIO



All our products are designed in-house at Arte. Our state-of-the-art Design Studio, which has significantly expanded in recent years, serves as the beating heart of our company. With around 50 new designs each year, it is a constant hub of creative activity. Our designers are always on the lookout for new materials and techniques, traveling the globe to find inspiration. When they discover a unique material that has never been used in wallcoverings before, a new journey begins: What designs can they create with this material, and how can they get it on the wall? For many materials, Arte is a pioneer in incorporating them into wall coverings.

As a result, Arte is renowned for its exceptional materials and innovative techniques. Our extensive range features the most imaginative materials: metal foil, denim, wood veneer, textured fabrics, leather, silk, banana bark and much more. We employ a variety of techniques, including weaving, inlays, digital prints etc, to bring these materials to life.

Additionally, Arte offers a wide range of vinyl products and screen-printed, non-woven products that mimic authentic materials such as luxury fabrics, natural fibres, leather, and wall finishes like paint techniques and plaster. These imitations are so realistic that they are almost indistinguishable from the designs made by hand, with the added benefit of being extremely durable and long-lasting.

Arte's design process is closely related to haute couture in the fashion industry. Creating a new collection is a meticulous process that often takes over a year, which means we have to look several years into the future to stay on top of our game. It involves not only finding the perfect materials and production techniques but also curating a balanced colour palette and harmonizing different designs within a collection. Our design studio not only comprises a team of product designers but also interior architects, graphic designers and digital specialists. They design showrooms, retail shops and exhibition decors, ensure that every new wallcovering is showcased with stylish interior photos, develop digital tools and packaging, and much more besides.



ABOUT STEVEN DESART



Older brother Steven developed a keen interest in mechanics from a young age as he was a professional go-kart racer, competing across the globe. This passion was shared by his father, Jean Pierre, who could see the potential of his son's interest in engines and motors. Jean Pierre encouraged Steven to go into the factory to get involved in fine tuning and adapting the printing machines – inviting Steven to develop his skills and giving him the freedom to experiment and play with the boundaries of design. This ignited his lifelong passion to have a unique design studio and a state-of-the-art manufacturing plant. Steven officially joined the business in 1995, bringing his renegade approach to wallcoverings.

"There has to be a certain chemistry in a design to make it a success – it's the perfect balance. We are always striving for the best, creating solutions that allow us to develop new ideas and directions in design. We produce surfaces and materials; it goes beyond just a decorative finish. For me the benchmark is always the last collection, and from that what we can do to make the next one different. There are no limits, and this is what first drew me into the business almost 30 years ago. It excites me that there is always a new angle to explore. Today we continue to be unconventional, freethinking, unconstrained – we can choose to experiment, and to challenge ourselves to create unique surface finishes."

- Steven Desart, Managing Director, Arte

ABOUT PHILIPPE DESART



Younger brother Philippe joined the Arte team in 1997, starting from the roots of the company as an intern working in the warehouse, learning about every aspect of the business from the ground up, before moving to join the sales team in 2000. It was here that he discovered the potential of adding a trade model to the existing business framework. As Arte had mostly focused on the retail market thus far, with his father's support Philippe began developing a network in the community of architects and designers and in the hospitality market, widening the focus of the business. This evolution ultimately led him to collaborate closely with the Arte USA subsidiary and discover the US market. Philippe's insightfulness and experience in the US led to the creation of Arte as a brand. After seeing effective branding that connected US brands with their audience, Philippe took the approach back to Belgium. This approach drives Arte forward with a 360-degree focus on the development of wallcoverings, positioning the company as the leading specialist of its craft.

"The wallpaper business is in our blood. We grew up watching our father's entrepreneurial spirit and love for the transformative power of wallpaper which led him to establish this business. He understood that it wasn't just about selling a wallpaper design, but that it's about sharing a lifestyle. Today we continue to strive to make a product that will make people happy, and I'm delighted to be part of that. Whether it is a complete hotel or retail space that thousands of people will experience, or a smaller residential project, it's so rewarding to know we have contributed to creating a timeless interior that will bring joy. Our focus has always been on wallcoverings, as it is very much in our heritage. Our father elevated wallcoverings from being a backdrop to fabrics to a focal point of interior design."

- Philippe Desart, Managing Director, Arte

ABOUT FREDERIK DECOOPMAN



For more than a decade now, Frederik Decoopman has been by Steven's side in Arte's Design Studio. He was discovered by Jean-Pierre Desart, who, over eighteen years ago, recognized the young Frederik as an innovative and passionate designer. From the beginning, Frederik was allowed to unleash his creativity, producing bold designs while learning the tricks of the craftsmanship from Jean-Pierre. After about six years, he took charge of the Design Studio. Today, Frederik works with a team of young designers and interior architects who share the same passion for the craft.

"For me, good design is, above all, something that exudes value, and that gives me goosebumps. It usually involves doing something that others wouldn't. In our designs, we try to go further, where others would stop. It's almost crazy work sometimes, but the final design often feels like a jewel to me. At Arte, I have consistently sought after that kind of design. It's fantastic that I've always been allowed to follow my instincts. As designers, we're given a lot of freedom in development. We can fully utilize our creativity, and we're not restricted at all in that regard. Philippe and Steven are also very involved with the product, which works really well. Arte is really a wonderful place to work – I don't actually know any other company that works this way. I also look forward to the future: there is a new generation of designers ready, and now is their time to shine."

- Frederik Decoopman, Head of Design, Arte

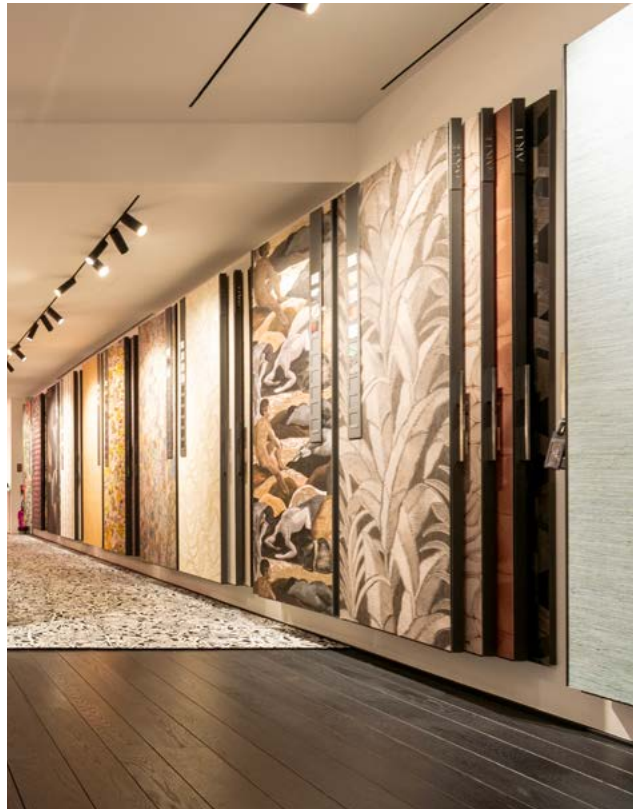
THE PROJECTS

Arte is a preferred partner of exclusive hotel chains, renowned architectural firms and interior designers. We are used to tackling large, complex projects, but put just as much love into small-scale projects. We are always ready to offer advice, ensure fast and efficient delivery and provide reliable customer service. We help you with your project in a solution-oriented way, before, during and after the implementation.



THE SHOWROOMS

In addition to an extensive network of resellers, we have corporate showrooms where you can explore the entire range of Arte wallcoverings. These showrooms are located in major cities such as Paris, London, LA and Singapore. New showrooms in Barcelona and New York are also set to open soon.



THE CO₂ NEUTRAL LABEL

As a CO₂-neutral company, Arte is committed to minimising its ecological footprint. This label is the ultimate proof that Arte has genuine climate-related ambitions and operates in a socially responsible way. This is carefully monitored by international certified partners.



As many measures as possible are taken to reduce the impact at the source. Some examples include:

- Use of water-based inks
- FSC-certified partners (for the purchase of paper and non-woven fabric)
- Solar panels (30% of annual consumption) and use of other green energy sources

In addition, Arte is committed to reducing its residual emissions more and more in the future and to formulating clear long-term objectives. These residual emissions are offset by the company's support of sustainable and 100% certified climate projects.

MORE INFO

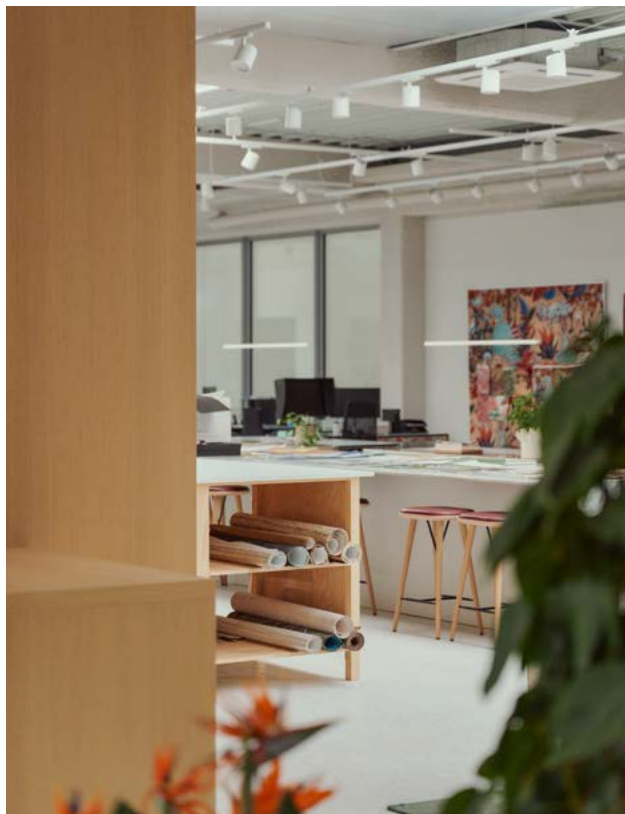
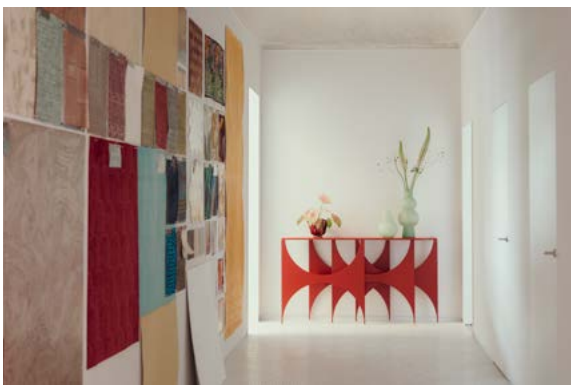
Press room

Visit our website and register as a press contact to gain immediate access to all our high-resolution images, press releases, and more.

account.arte-international.com/en/register

Questions?

Please contact us at press@arte-international.com.



FROM THE HEART TO THE WALL

Design Team Arte