



## FOR IMMEDIATE RELEASE

### Tempaper Unveils Six New Patterns from Genevieve Gorder

*The Genevieve Gorder for Tempaper Spring Collection will be showcased at the High Point Market*

**HIGH POINT | NORTH CAROLINA—April 2018—**[Tempaper](#), the leading manufacturer of removable, environmentally safe and friendly wallpaper, reveals six new wallpaper patterns designed by Genevieve Gorder. The patterns, which play upon the sophisticated nature of her previous collection for the brand, include her popular Brass Belly design in two additional colorways: Pearl and Pewter, and four artistic, never-before-seen designs: Ghosted Cactus, Sexy Serpentine, Maya's Papayas and New York Toile.

"Words cannot explain how much I enjoy the process of creating pattern," says Genevieve Gorder. "With a strong understanding of mass, a strong eye for next and a strong partner like Tempaper...this line has been such a joy to create."

The Genevieve Gorder for Tempaper spring collection is as versatile as it is chic. With patterns that can be applied to a variety of settings, the collection challenges both designers and end-users to embolden their imagination.

Defining the aesthetic character of the collection as a whole, the best-selling, scalloped repeat, **Brass Belly** will be unveiled in two metallic colorways: Pearl and Pewter. The pattern's design celebrates the fusing of the contemporary with the classic, integrating a traditional pattern with modern detail. This concept is repeated throughout the collection's additional styles, including **Ghosted Cactus**. The pattern is painterly in style, with delicately drawn cacti printed in a vertical orientation for a wallcovering offering that is both playful and bright. The **Sexy Serpentine** pattern contrasts with its muted color range, yet connects with the gracious lines Genevieve has imbued throughout each print. Tightly curled loops of brass and hits of metallic pearl are woven together into a wave-like pattern that truly makes an unprecedented splash in elevated interiors. A bold cityscape filled with detail, **New York Toile** is a fashionable hybrid of classic French styling juxtaposed with a modern, urban NY landscape and chinoiserie like details. Finally, the result of diligently conceived details, **Maya's Papayas** is illustrated using burnt orange hues and finite painterly strokes for a pattern that is as fresh as it is timeless.

"We are thrilled to collaborate once again with Genevieve," says Jennifer Matthews, co-founder of Tempaper. "Her soulful style, evident in both collections, has a magnetism that continues to inspire our buyers. We look forward to seeing how each pattern is creatively used."

The Genevieve Gorder for Tempaper spring collection will be available to view April 14-18, at High Point Market in North Carolina, IHFC building - Interhall IH502. Interested buyers can visit Tempaper.com, as well as Tempaper stockists for purchase inquiries.

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**About Tempaper:**

Founded in 2008 by sisters Jennifer Matthews and Julia Biancella Au, Tempaper is the leading manufacturer of removable, environmentally safe and friendly wallpaper. The first of its kind, Tempaper's self-adhesive wall coverings are a fit for all spaces and tastes, pairing state-of-the-art production methods and materials. Born in the USA but known across the globe, Tempaper has secured a reputation for crafting sophisticated and trendsetting collections that are enhanced by their innovative, user-friendly products.

**About Genevieve Gorder:**

Genevieve Gorder's unmistakable style and enthusiasm have made her a multi-award winning talent and one of America's favorite and most well known interior designers. An emmy nominee and alumna of The School of Visual Arts, Gorder has worked in studios throughout Europe and New York City as well as a multitude of television networks. Currently, you can find her series on Netflix and HGTV. Genevieve's Renovation, Dear Genevieve, Design Star, A Hero's Welcome Home, and HGTV's White House Christmas Specials. Off air, Genevieve designs for a diverse group of clients and companies ranging from her collection with Land of Nod, The Whitehouse Historical Association, Valspar Paint, Capel rugs and new collections soon to release in bedding, textiles and stationary. Her latest projects include cruise ships with Royal Caribbean, hotels, restaurants, private clients, and her new lifestyle web series for ulive.com and thedesignnetwork.com. Gorder's work has been featured in many major publications and she's a regular contributor on The Rachael Ray Show. In addition, her digital magazine Real Genevieve is now available at genevievegorder.com and the App Store. Gorder resides in Manhattan with her daughter, where she runs her studio and production company.

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