

Collaboration is at the Forefront of the Four-Year Anniversary of Gregorius|Pineo *Handcrafted by Atelier* Wallcoverings

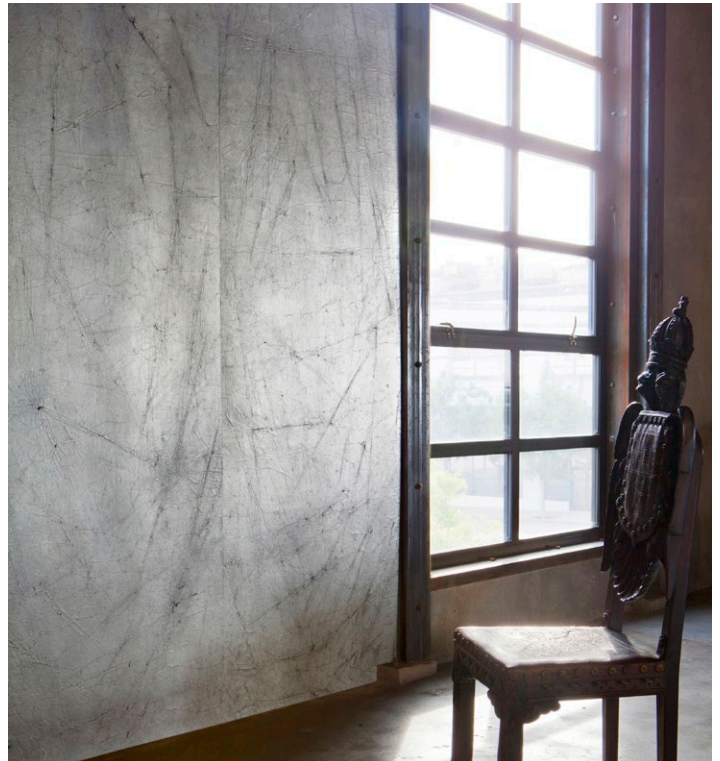
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“*Handcrafted by Atelier* is born of a collaboration where we feel free to have unlimited sources of inspiration. This is because we know we can create the unexpected through this maker’s exquisite talent of artistic expression in textures”.

-George Massar, G|P Owner and Creative Director, speaking about Nadine Weatherstone of Atelier Wallcoverings

It’s been four years since GregoriusPineo’s *Handcrafted by Atelier* took the design world by surprise with its wallcoverings of distinctive textures. It was then, **George Massar**, the co-owner and creative director of GregoriusPineo, was introduced to a handmade gesso-based product, which he felt had the potential to be transformed to a super-star status wallcovering. Figuring into his confidence was the background and expertise of the maker, **Nadine Weatherstone**, who was wanting to transition from the world of hand-applied surfaces for residential and commercial properties to developing wallcoverings.

George drew from his keen sense of architectural line, organic textures, and nuanced, sophisticated colors, he’d been channeling into the design of GregoriusPineo’s furniture and lighting over the last decade, to guide his approach to *Handcrafted by Atelier*. He found a kindred spirit in Nadine, who had similar passions and could play forward ancient treatments of plasterwork in modern formats. Together with G|P’s new product wallcovering development team of **Doug Kinzley**, co-owner and President, **Wayne Padden**, manager, **Susan Baker Ducey**, marketing director, and **Arielle Mariduena**, lead graphic designer, three qualities were introduced in 2014 after two years of development and testing.



Above: Alchemy wallcovering collection, first launched in 2014 with 6 color ways

Left: George Massar and Nadine Weatherstone in the design studio.

Four years later, the line has ten qualities and is on the short list of the world's top designers for a one-of-a-kind bespoke wall surface treatment. Each *Handcrafted by Atelier* quality is constructed in panels of plasterwork. Customized color glazes are worked by hand with the plaster, and then nudged with special tools designed by the maker to showcase a mastery in textures. These include qualities such as Rake: a vertical relief inspired by Zen gardens, Glint: hand-laid metallic leaf in irregular harmonies, Strata: drawing on nature's force in textures of unrehearsed fractures, and Tribal: the line's first foray into pattern with a nod to the power of primitive artistry and assertion of community.

We invite you into the studio to tour the making of *Handcrafted by Atelier* and appreciate its beauty and uniqueness to lend a three-dimensional character and organic quality to any interior space. There's no doubt when you touch this wallcovering that it's a labor of artisanal love.



Hand laid application of gold leafing for the Glint collection.



Hand screening pattern designed for Tribal panels



Building layers and textures for Ananta wallcoverings





Glint: Concrete Aura



Tribal: Bleached Bone



Cadence: Pavement



Rake: Nyssa