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MAGNIFICENT SOUTH

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The art of wallcovering



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MAGNIFICENT SOUTH

MYSORE & CHETTINAD

A wall covering collection fit for a king.

A sumptuous slice of South India, particularly Karnataka's resplendent Mysore Palace and the Chettiar Mansions of Tamil Nadu, live on in Magnificent South. Their heady confection of opulence, brilliant colour and architectural and artistic influences from lands far and wide find expression in a series of hand rendered patterns. Each one is a modern and innovative interpretation of some of the myriad elements that adorn these iconic gems: intricately carved columns, chequerboard marble floors, traditional motifs, lattice and scroll work, finely inlaid rosewood and the famed Athangudi tiles. Discover richly detailed patterns in luxurious texture and an aristocratic palette that brings home a taste of some of South India's great treasures.



PART 01

MYSORE

Heritage of Splendour

City of palaces, Mysore sparkles with a cosmopolitan assortment of architectural and decorative styles: Greco-Roman, Indo-Saracenic, traditional agraharas or bungalows, temples and forts. All of these dazzle with mesmeric details, classical craftsmanship, epic references and rich materials. The following Mysore inspired patterns, opulent compositions of motifs and colour, bring home a touch of noble glamour.



A Thousand Flowers | Nilgiri Blue | W151Z707N75

Bewitching and graceful, inspired by the many floral borders that adorn the Mysore Palace, a profusion of stylized blossoms light up a room



W151Z706N75



W151Z707N75



W151Z708N75



W151Z709N75



Queen's Trail | Royal Blue | W151Z711N75

The fine floral artistry of Mysore Palace in mother of pearl and other rich materials evokes nature's fresh, organic beauty and inspires this delicately painted lacy vine of florals that erupt on your walls.



W151Z710N75



W151Z711N75



W151Z712N75



W151Z713N75



Crown Court | Jacaranda Blue | W151Z714N75

A layered and dramatic design of chevrons ornamented with motifs taken from the beautiful inlay work of Mysore Palace injects a room with a striking geometric elegance.



W151Z714N75



W151Z715N75



W151Z716N75



W151Z717N75



Absolute Elegance | Emerald | W151Z721N75

A layered and dramatic design of chevrons ornamented with motifs taken from the beautiful inlay work of Mysore Palace injects a room with a striking geometric elegance.



W151Z718N75



W151Z719N75



W151Z720N75



W151Z721N75



The Last Maharaja | Rosewood | W151Z724N75

Rosewood inlay work flourished in the reign of the last Maharaja of Mysore, Jayachamaraja Wodeyar Bahadur. A modern and sumptuous pattern evokes the varied wood inlay art that adorns Mysore Palace and brings home a sense of grandeur.



W151Z722N75



W151Z723N75



W151Z724N75



W151Z725N75

The background image shows a two-story Chettinad mansion courtyard. The ground floor is supported by several tall, blue-painted columns with ornate white capitals. A balcony on the upper floor features a white wrought-iron railing and is supported by more blue columns. The walls are a light ochre color, and the floor is made of reddish-brown tiles. The overall atmosphere is one of historical grandeur and architectural detail.

PART 02 CHETTINAD

Feast of Opulence

The Chettinad mansions of Tamil Nadu are monuments to the wanderlust and passion of the Chettinad community who fashioned fantastical homes from the architectural styles that inspired them and the treasures they collected from places far and wide. These flamboyant homes - a melange of Indo-Western decorative and architectural styles - fine and fabulous woodwork, detailed stucco exteriors and the famous Athangudi tiles - find expression in surprising and lively patterns in earth colors of ochre, sap green and burnt sienna, injecting interiors with Chettinad charisma.



Noble Earth | Topaz | W151Z726N75

Named after the town they are made in, Athungudi tiles are famous for their earthy hues and gorgeous patterns. This striking design brings home the flavor of Chettinad mansions that dazzle with their beauty.



W151Z726N75



W151Z727N75



W151Z728N75



W151Z729N75



Splendid Summer | Eucalyptus Blue | W151Z730N75

A lush and layered composition suggested by the profuse floral imagery found inside the Karaikudi mansions of Chettinad. This is ornamented by Athungudi inspired motifs resulting in a stunning pattern full of organic luxury.



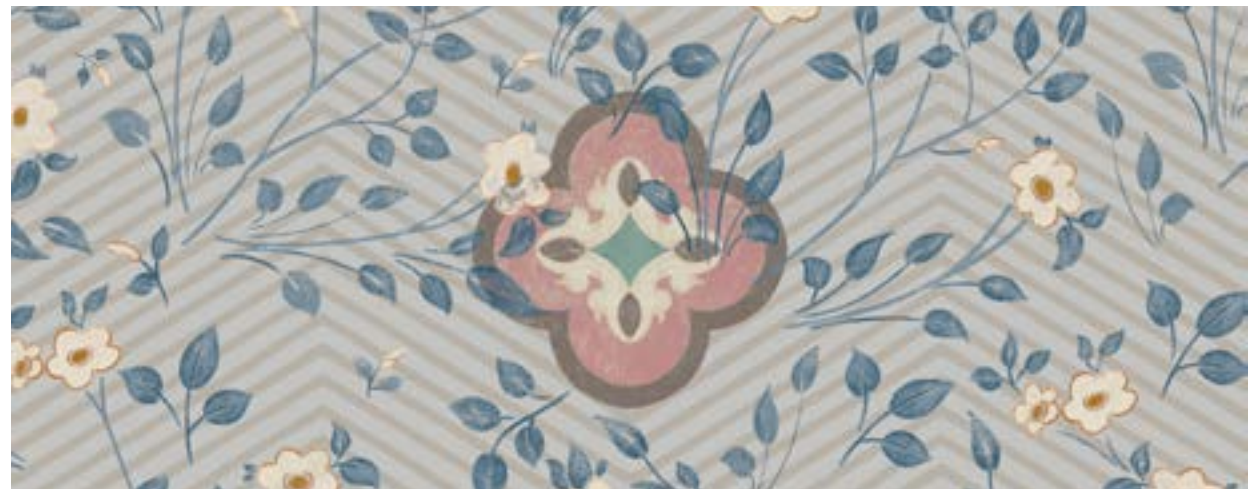
W151Z730N75



W151Z731N75



W151Z732N75



W151Z733N75



Flower Duet | China Blue & Jacaranda Blue | W151Z735N75

A soft and stylized floral composition modernizes the gorgeous luxury of a Chettinad home breathing colour and life into a space.



W151Z734N75



W151Z735N75



W151Z736N75



W151Z737N75



Distant Lands | Jacaranda Blue | W151Z738N75

Chettiar merchants travelled far and wide and brought back treasures and new artistic and architectural ideas - this eclectic spirit is celebrated in a rich composition of floral and geometric harmony.



W151Z738N75



W151Z739N75



W151Z740N75



Petal Art | Emerald | W151Z743N75

The unique flavor of Athungudi tiles is evoked in this wonderful burst of floral beauty and geometric elegance - enlivening a wall and reinventing a space.



W151Z741N75



W151Z742N75



W151Z743N75



W151Z744N75



Jasmine | China Blue | W151Z745N75

Dainty motifs ornament earthy Athungudi tiles and this lovely pattern captures the simple grace of the jasmine - the queen of the garden.



W151Z745N75



W151Z746N75



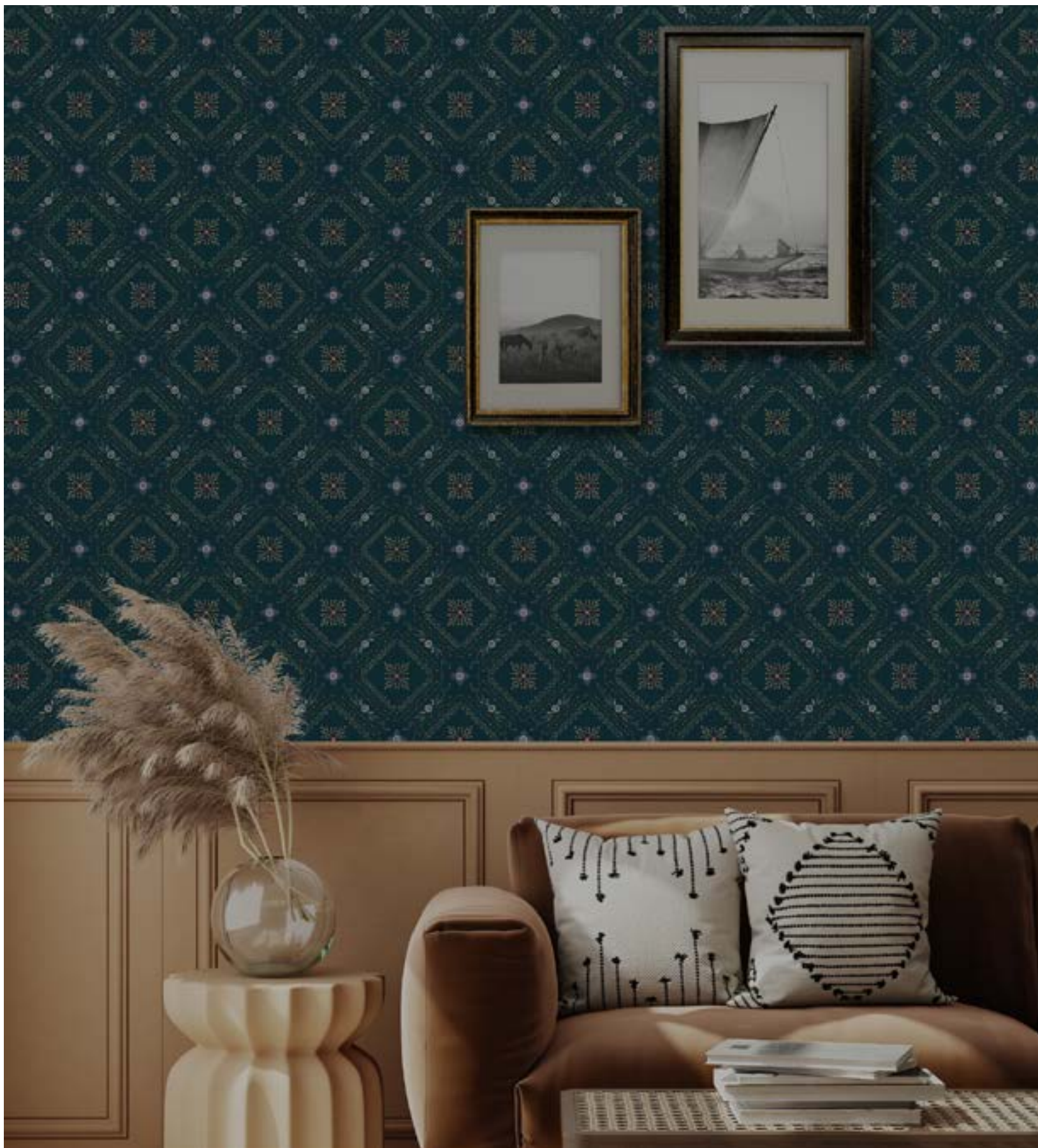
W151Z747N75



W151Z748N75



W151Z749N75



Grand Garden | Green Velvet | W151Z750N75

Floral imagery and the geometry of Athungudi tile grids suggest this regal composition with its powerful colour contrasts and delicate drawings. Its modern personality with a touch of old world elegance brings home a unique glamour.



W151Z750N75



W151Z751N75



W151Z752N75



Forever | Yellow Oxide | W151Z753N75

The beauty of Chettinad homes never fade. Here ornamental shrubs of blushed red pomegranate and sap green leaves dance against an intensely hued backdrop - the classic Chettinad combination of earth colours and a mix of patterns. The painted botanical has a distressed feel and an enchanting air.



W151Z753N75



W151Z754N75



W151Z755N75

END TO END SERVICES

PATTERN SELECTION

Our dedicated institutional sales team can help pick the right pattern for each project. We have colour consultants who can help you navigate the world of pattern books and combination colours. In case you cannot find the right product, we can also help match your sample from the extensive library available with our manufacturing partners. The Nilaya digital catalog is an easy reference to shortlist patterns and co-ordinates.

PROJECT PLANNING & MATERIAL DELIVERY

For large projects a dedicated relationship officer will help you with material estimation, budgeting and material delivery. Most of our product range is stocked locally and our nationwide distribution network can ensure that the material is delivered on site no matter where it is located.

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