IDEAZ

KITCHEN & INTERIOR

DESIGN OUR OWN PLACE

NATURAL

MODERN

WE CARE ABOUT OUR HEALTH

01

TECHNOLOGY

IDEAZ KITCHEN & INTERIOR

ABOUT SEOUL

With 53 Years Of History,
Seoul Wallpaper Is The Wallpaper For Tomorrow.

Eco-friendly wallpaper technology
of seoul wallpaper since 1968



Since establishment in 1968, we have consistently put every effort of ours to improve quality of wallpaper materials development and diverse designs and grew and achieved to become the leader of the wallpaper industry. Based on accumulated technology, we are actively performing to create the new future of wallpaper culture and to leap toward wider areas.



02

PHTHALATE FREE

IDEAZ KITCHEN & INTERIOR

We Produce Wallpaper Using Premium Eco-Friendly Additives.

For the first in the world, Seoul Wallpaper succeeded producing the premium eco-friendly wallpaper without any Phthalate additive which is known as the endocrine-disrupting chemical.

The Durability Of Wallpaper Agains External Environment Has Been Enhanced.

The new premium eco-friendly wallpaper which applied eco-friendly additives not only fundamentally resolved the harmfulness of endocrine-disrupting chemical but also drastically improved the issue of discoloration or stains from the existing wallpapers.

PHTHALATE FREE

Passes stability of international accredited institutions

FDA	FDA Food and Drug Administration
NSF	NSF National Sanitation Foundation
REACH COMPLIANCE	EU-REACH Registration, Evaluation, Authorisation & Restriction of Chemicals
++++ ENVIGO	ENVIGO Medical Chemical Testing



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NATURAL

COLOR SWATCH

10280



10280-1 10280-2 10280-3 10280-4

10279



10279-1 10279-2 10279-3 10279-4

10278



10278-1 10278-2 10278-3 10278-4 10278-5

10277



10277-1 10277-2 10277-3 10277-4

10276



10276-1 10276-2 10276-3 10276-4

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10275



10275-1 10275-2 10275-3 10275-4

10263



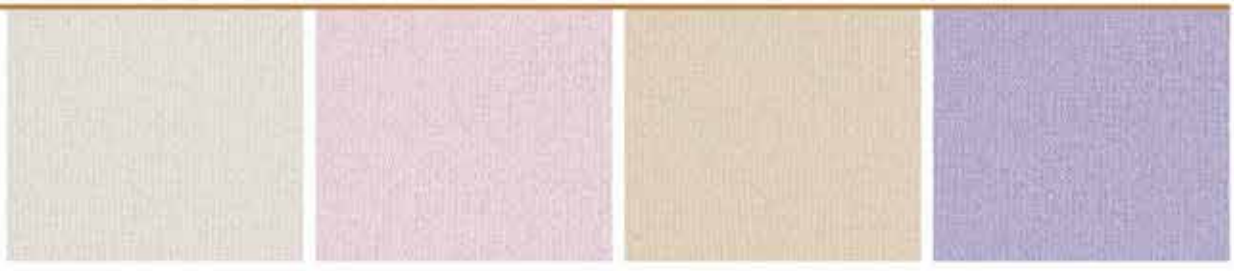
10263-1 10263-2 10263-3 10263-4

10262



10262-1 10262-2 10262-3 10262-4 10262-5

10261



10261-1 10261-2 10261-3 10261-4

10260



10260-1

IDEAZ
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MODERN CLASSIC

10274

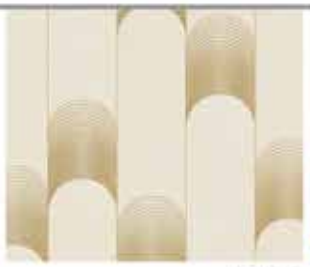

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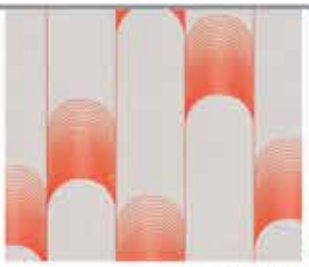

10274-2


10274-3

10273


10273-1


10273-2


10273-3


10273-4

10272

10272-1

10272-2


10272-3


10272-4

10271

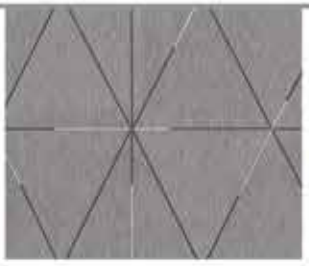
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10271-2

10270


10270-1


10270-2


10270-3


10270-4

10269

10269-1


10269-2


10269-3


10269-4

10269-5

IDEAZ
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10268

10268-1


10268-2

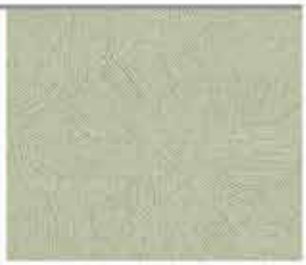
10268-3

10267

10267-1

10267-2

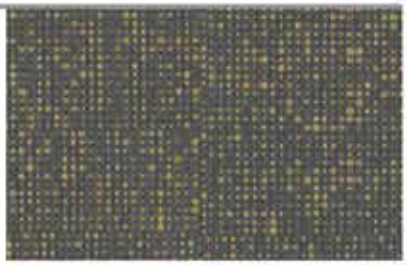

10267-3


10267-4

10266


10266-1


10266-2


10266-3

10265


10 10265-1


10265-2


10265-3

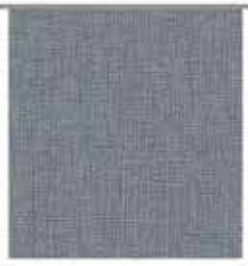

10265-4

10264

10 10264-1

10264-2


10264-3


10264-4


10264-5

IDEAZ
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MODERN BOUNDARY



- Well-balanced structure
- Delicate texture

MAGNIFICENT STONE



- Neutral colors
- Deep textures



IDEAZ
KITCHEN & INTERIOR

LAYERS OF NATURE



Rough and natural materials •
Natural objects •

PRELOVED EMOTION



Vintage motifs •
Charming atmosphere •



10276-3 *NATURAL*

We focus on rough and natural materials that have been subjected to a specific treatment

IDEAZ
KITCHEN & INTERIOR



10276-2

The gigantic scale of nature overcomes the limited space and provides an unobstructed view.

IDEAZ
KITCHEN & INTERIOR




10276-1


10276-2


10276-3


10276-4

IDEAZ
KITCHEN & INTERIOR

MAGNIFICENT STONE

10278-3 NATURAL

We focus on rough and natural materials that have been subjected to a specific treatment.




10278-1


10278-2


10278-3


10278-4


10278-5

Natural

Magnificent Stone

Neutral colors are fused with deep textures
to deliver a profound and luxurious sense.

10278-4



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MAGNIFICENT STONE

10278-2



MAGNIFICENT STONE 10278-5

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MARBLE COLLECTION

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10280-4, 10279-4

The gigantic scale of nature overcomes the limited space and provides an unobstructed view.

10279-1



10279-2



10279-3



10279-4





10280-1



10280-2



10280-3



10280-4

MARBLE COLLECTION

When using **10280-2, 10279-2** wallpaper
(in both directions) together



10280-2, 10279-2

When using only **10280-2** (the left diagonal) wallpaper



10280-2

When using only **10279-2** (the right diagonal) wallpaper



10279-2

The gigantic scale of nature overcomes the limited space and provides an unobstructed view.

10279-1

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MAGNIFICENT STONE
10280-4
IDEAZ
KITCHEN & INTERIOR

The Gigantic Scale Of Nature

10279-4

IDEAZ

KITCHEN & INTERIOR



10279-3

Marble

IDEAZ
KITCHEN & INTERIOR

Magnificent Stone

The gigantic scale of nature provides



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KITCHEN & INTERIOR

NATURAL



10275-3, 10275-1

We focus on rough and natural materials that have been subjected to a specific treatment.

10275-1 10275-2 10275-3 10275-4



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10275-2 NATURAL

We focus on rough and natural materials that have been subjected to a specific treatment

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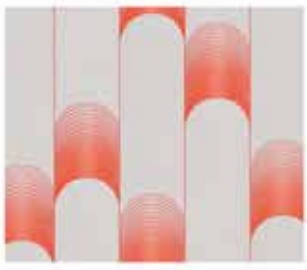
MODERN BOUNDARY

10273-4

By focusing on the well-balanced structure and delicate texture, the space is made stable.

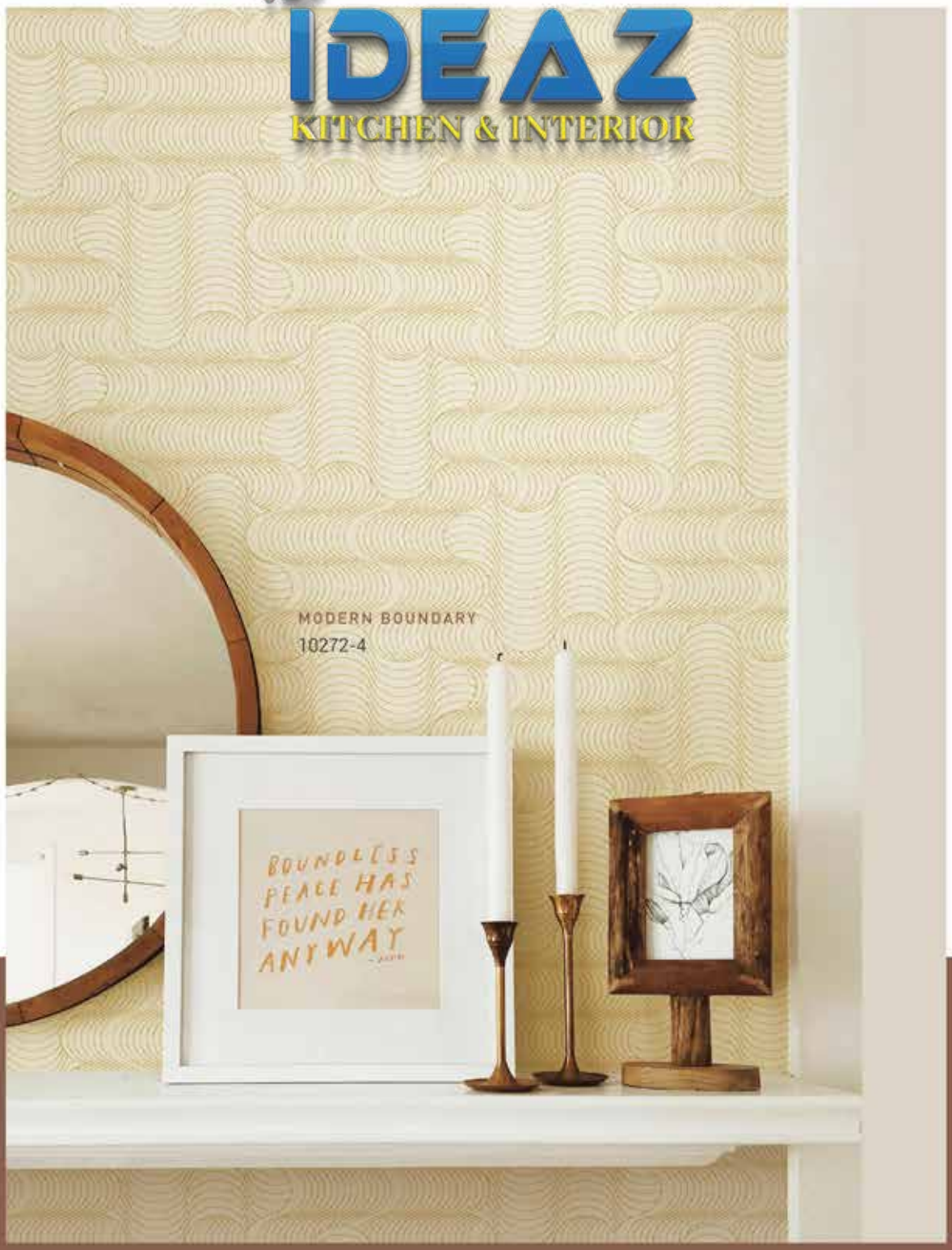

10273-1


10273-2


10273-3

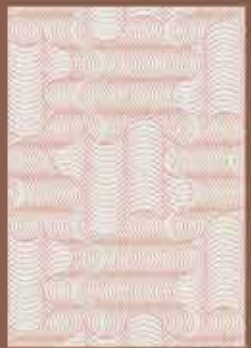

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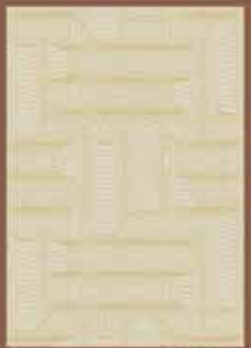
IDEAZ
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10272-1


10272-2


10272-3


10272-4

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KITCHEN & INTERIOR

MODERN BOUNDARY
10273-2



IDEAZ
KITCHEN & INTERIOR



MODERN BOUNDARY
10271-2

10271-1

10271-2

IDEAZ
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10272-3, 10273-3

By focusing on the well-balanced structure and delicate texture, the space is made stable.

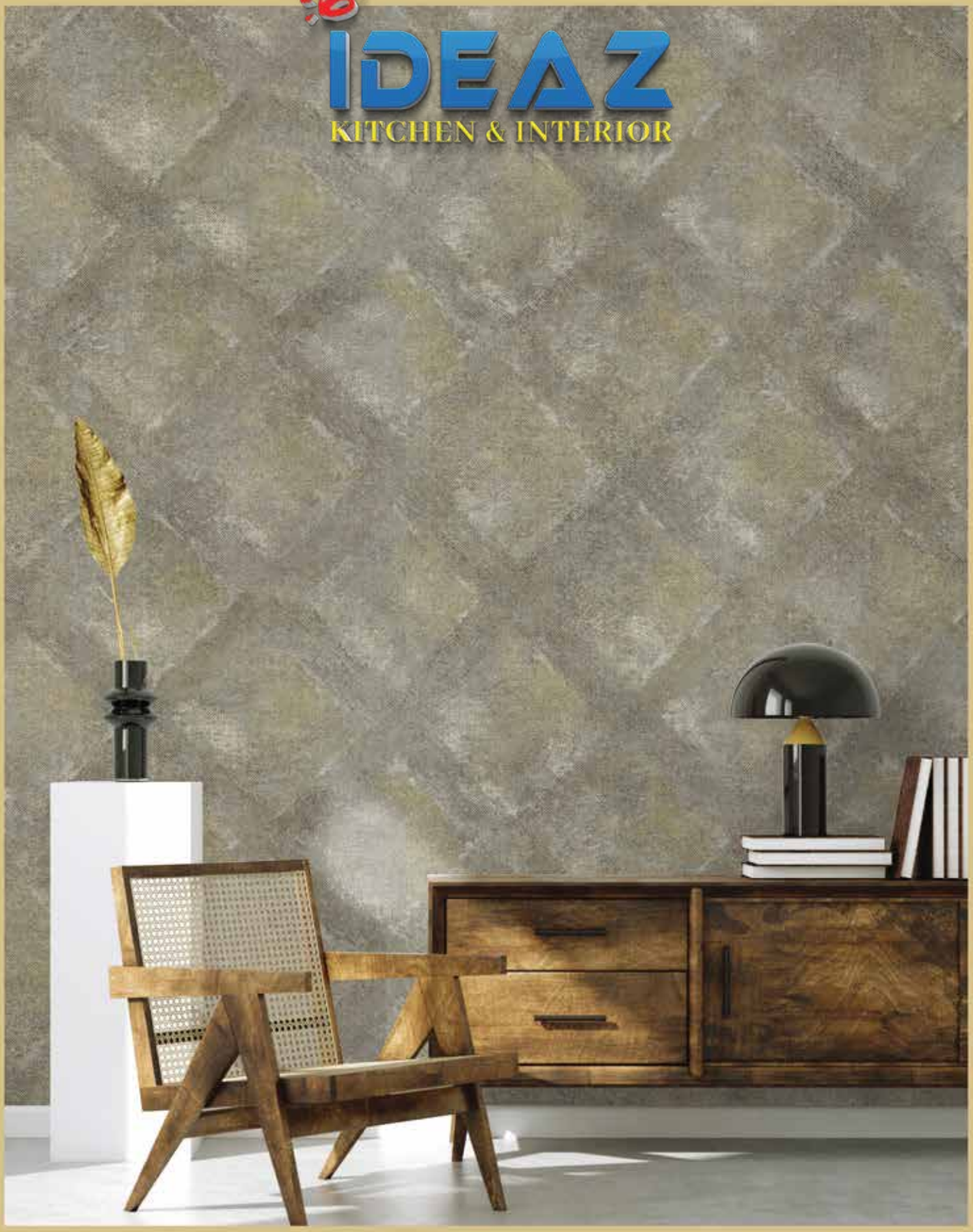
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10277-3

We focus on rough and natural materials such as lime, gypsum and natural stone that have been subjected to a specific treatment.

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NATURAL

10277-4

We deliver the sense of natural objects and promotes reunion with nature.

10277-2

LAYERS OF NATURE

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KITCHEN & INTERIOR



IDEAZ
KITCHEN & INTERIOR



10277-1 NATURAL

We focus on rough and natural materials that have beer subjected to a specific treatment.

10277-1

10277-2



10277-3



10277-4

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KITCHEN & INTERIOR

ANTIQUE AND VINTAGE

10262-4



PRELOVED EMOTION

10262-5

IDEAZ

KITCHEN & INTERIOR



10261-3

Antique and vintage motifs allow a juxtaposition between the old and the new, creating a charming atmosphere

IDEAZ
KITCHEN & INTERIOR

10261-1

10261-2

10261-3

10261-4



10262-1

10262-2



10262-3



10262-4



10262-5

IDEAZ
KITCHEN & INTERIOR

10262-1

NATURAL

...on natural materials. Through this, it delivers the
...natural objects and promotes reunion with nature.



PRELOVED EMOTION

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KITCHEN & INTERIOR



IDEAZ
KITCHEN & INTERIOR

Modern Boundary

By focusing on the well-balanced structure, the space is made stable




10274-1


10274-2


10274-3

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KITCHEN & INTERIOR



VINTAGE



10265-2

Antique and vintage motifs allow a juxtaposition between the old and the new, creating a charming atmosphere


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KITCHEN & INTERIOR

IDEAZ
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Preloved Emotion

10265-1



10265-1



10265-2



10265-3



10265-4



10264-1



10264-2



10264-3



10264-4



10264-5

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10265-3 *RUSTY VINTAGE*

Antique and vintage motifs allow a juxtaposition between the old and the new, creating a charming atmosphere.


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Philosophy

IDEAZ
KITCHEN & INTERIOR

10267-1

10267-2

10267-3

10267-4




10270-4, 10269-4
There are movements to get comfo
This leads to smooth changes in geometric shapes.
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IDEAZ
KITCHEN & INTERIOR



MODERN BOUNDARY

10270-1

By focusing on the well-balanced structure and delicate texture, the space is made stable.

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MODERN BOUNDARY
10269-1



MODERN BOUNDARY

IDEAZ
KITCHEN & INTERIOR



10269-2, 10270-2

By focusing on the well-balanced structure and delicate texture, the space is made stable.

10270-1 

10270-2 

10270-3 

10270-4 


10269-1


10269-2


10269-3


10269-4


10269-5



PRELOVED EMOTION

10263-3

Antique and vintage motifs allow a juxtaposition between the old and the new, creating a charming atmosphere

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10263-4 PRELOVED EMOTION



10263-1



10263-2



10263-3



10263-4



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10263-1 NATURAL

We focus on natural materials. Through this, it delivers the sense of natural objects and promotes reunion with nature.

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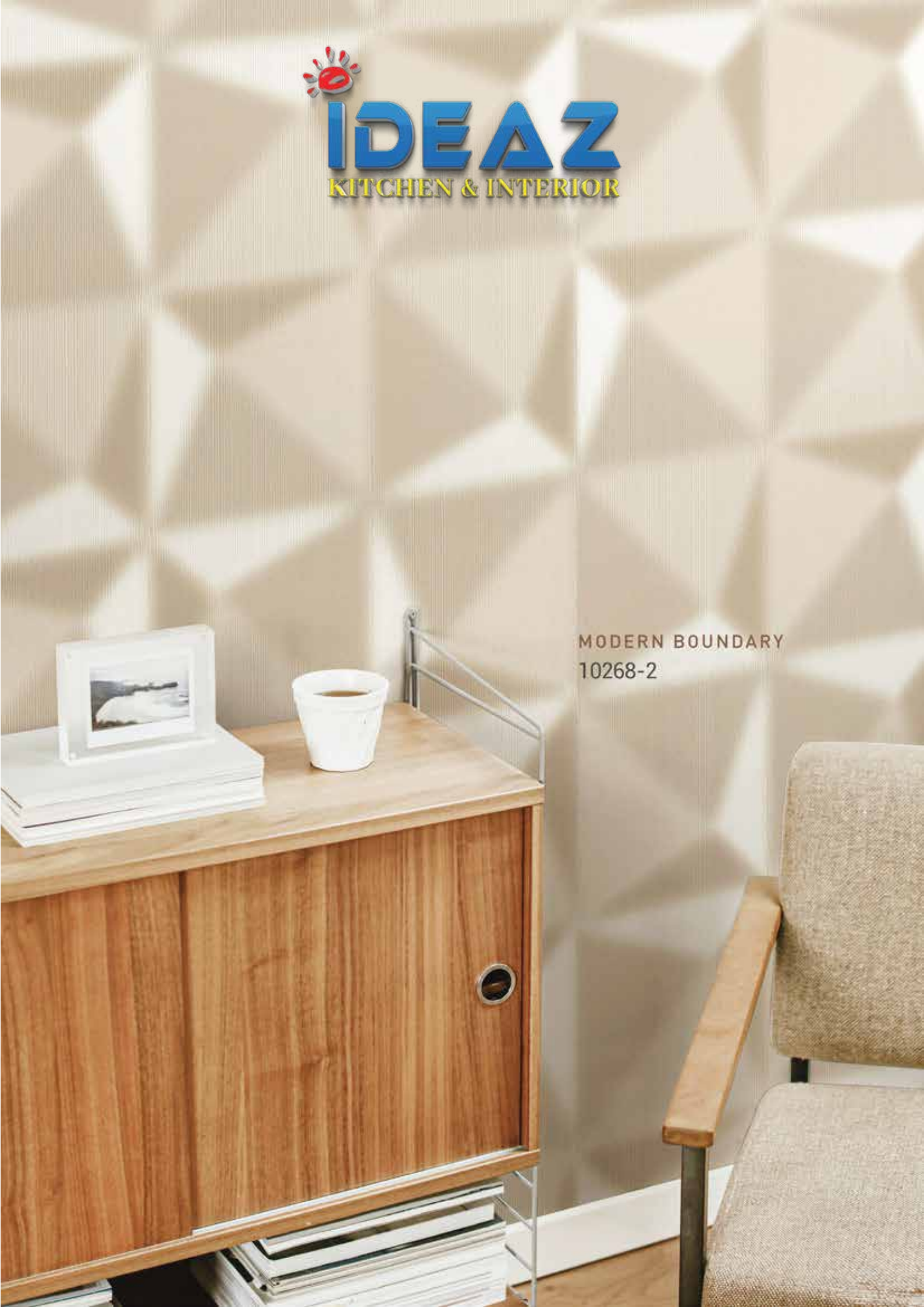
10268-1



10268-2

10268-3

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MODERN BOUNDARY
10268-2

IDEAZ
KITCHEN & INTERIOR



10268-1

By focusing on the well-balanced structure and delicate texture, the space is made stable.

IDEAZ
KITCHEN & INTERIOR

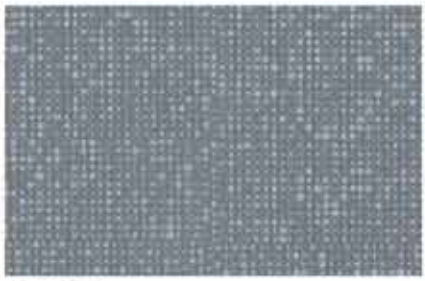


10266-1 *MODERN*

By focusing on the well-balanced structure and delicate texture, the space is made stable.



10266-1



10266-2



10266-3

PRELOVED EMOTION

10260-1

Antique and vintage motifs allow a juxtaposition between the old and the new, creating a charming atmosphere.



10260-1



10262-3 / p.41



10270-3 / p.69

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Lightfast | Peelable | Straight Match | Free Match | Half Drop Match | washable

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