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Londonart unveils new wallcovering collection with Warner Bros. Discovery Global Consumer Products

Londonart today unveiled a new collection of wall coverings created in collaboration with Warner Bros. Discovery Global Consumer Products (WBDGCP), bringing together storytelling with interior design, visual culture, and sustainable innovation.

When design engages with stories that have shaped entire generations, the wall becomes more than a boundary—it becomes a narrative medium. From the collaboration between Londonart and WBDGCP comes a collection that reimagines wallcoverings, transforming interiors into emotionally charged scenographies where architecture, collective memory, and pop culture converge with elegance and depth.

Moving beyond conventional themed decoration, the collection offers a refined reinterpretation of iconic IP from Warner Bros. Discovery through a sophisticated and layered visual language. Surfaces become architectural tools: complex textures, carefully calibrated color palettes, and articulated visual compositions create immersive environments capable of shaping atmosphere, identity, and the perception of space. Walls no longer simply define a room—they actively shape and amplify it.

A defining feature of the collection is the use of an innovative eco-friendly substrate that combines technical performance with sustainability and aesthetic research. Technology and environmental responsibility work in harmony to deliver advanced surfaces designed for contemporary interiors and forward-thinking architectural projects. With this collaboration, Londonart reaffirms its ability to operate at the crossroads of visual culture, material experimentation, and author-driven design—transforming surfaces into experiences and walls into narrative architecture.

"We are truly excited and honored to present this collection, the result of the meeting between the iconic universes from WBDGCP and the creative vision of Londonart." Says Nicola Bottegai, CEO and Art Director of Londonart. "Every surface tells a story, and every detail is designed to inspire emotion and enrich spaces. This collaboration goes beyond a simple project: it is a celebration of creativity and innovation."

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The collection unfolds across five thematic chapters, each conceived as a design narrative exploring characters, archetypes, and visual myths that continue to shape contemporary culture.

Tom and Jerry x Londonart

The legendary chase between the famous cat and mouse duo Tom and Jerry is reinterpreted as an exploration of rhythm and spatial dynamism. The characters' trajectories evolve into graphic patterns and linear compositions that introduce depth and movement, bringing irony and lightness without compromising compositional elegance. Their enduring rivalry becomes a metaphor for kinetic energy within domestic and creative spaces, giving surfaces a refined and carefully balanced visual tension.

Looney Tunes x Londonart

In this chapter, the iconic Looney Tunes characters are translated onto surfaces where movement, rhythm, and charm become the guiding compositional principles. The historic imagery of the beloved cartoon ensemble shapes a visual grammar defined by fluid lines, playful gestures, and dynamic contrasts capable of generating vibrant patterns and rhythmic sequences. The influence of iconic film Space Jam—featured in a selection of designs—introduces energetic accents inspired by sporting dynamism and the spirit of competition. The result is a contemporary visual language that transforms interiors into narrative landscapes, where color, form, and motion create an emotional architecture infused with humor and collective vitality.

Harry Potter x Londonart

The magical world of Harry Potter is reimagined through a rich material and chromatic sensibility that evokes mystery, memory, and intimacy. Surfaces reinterpret architectural elements, symbols, and iconic locations from the films through layered textures, graphic marks, and deep tonal palettes. Harry Potter characters emerge as symbolic figures of curiosity and discovery, while the dialogue between knowledge and experience translates into contemplative and beautiful environments. The result is a spatial narrative that balances the wonder of fantasy with contemporary elegance.

The Lord of the Rings x Londonart

The landscapes and cultures of Middle-earth are interpreted through organic textures and natural palettes inspired by stone, metal, and ancient materials. The epic imagination takes shape in surfaces that evoke journeys, resilience, and a profound connection with nature. Through layered compositions and tactile depth, interiors acquire a sense of continuity with time and with an imagined, mythic geography. The result is an aesthetic where narrative and materiality merge, transforming space into a story.

DC x Londonart

The urban and symbolic language of the DC Universe is expressed through rigorous geometries, dramatic contrasts of light and shadow, and spatial tensions reminiscent of monumental architecture and metropolitan skylines. Here, the idea of heroism becomes a design structure: scale, rhythm, and perceptual hierarchy organize surfaces that bring gravitas and dynamism to contemporary interiors. The outcome is a powerful yet controlled visual language where iconic energy and architectural composition achieve a balance between strength and refinement.

About WARNER BROS. DISCOVERY GLOBAL CONSUMER PRODUCTS

Warner Bros. Discovery Global Consumer Products (WBDGCP), part of Warner Bros. Discovery's Revenue & Strategy division, extends the company's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBDGCP partners with best-in-class licensees globally on award-winning toy, fashion, home décor and publishing programs inspired by the biggest franchises from Warner Bros.' film, television, animation, and games studios, HBO, Discovery, DC, Cartoon Network, HGTV, Eurosport, Adult Swim, and more. With innovative global licensing and merchandising programs, retail initiatives, and promotional partnerships, WBDGCP is one of the leading licensing and retail merchandising organizations in the world.

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