March 13 2025

**TECHNICAL DATA SHEET**

**Frida**

Inspired by Athena—the goddess of wisdom, arts, and strength—this new wallcovering collection embodies the power and creativity of visionary women who shaped the art world. From the raw emotion of jazz to the bold expressions of surrealism, each design carries a sense of wholeness and strength, much like the iconic women who influenced it. Drawing from the spirit of Nina Simone, Georgia O'Keeffe, Maria Callas, Frida Kahlo, and Yayoi Kusama, the Athena Collection translates their unique artistry into striking patterns. Whether it's the soulful intensity of Simone's music, O'Keeffe's organic forms, Callas' dramatic presence, Kahlo's vivid storytelling, or Kusama's avant-garde vision—each design in this collection tells a story. This is a celebration of art, music, and the timeless power of female creativity, woven into designs that speak with boldness and beauty.

## Product Details

| | |
|---|---|
| Design: | Frida |
| SKU: | 14504 |
| Colour Description: | Light Taupe |
| Width: | 60cm |
| Length: | 10m |
| Sold By: | 10m Roll |
| Construction Type: | Printed Non-Woven (Non-PVC) |
| Backer: | Non Woven Polyester |
| Weight: | 200gsm |
| Fire rating: | Euroclass, B- s1, d0 |
| LRV Value: | 64 |

CLEANABILITY

Washable

CE COMPLIANT

LIGHTFASTNESS

Very good. (6 out of 8 to BSEN20105)

VOC RATED

A+

## Hanging Information

| | |
|---|---|
| Pattern Repeat: | 80cm |
| Pattern Offset: | 40cm |
| Pattern Overlap: | 0cm |
| Recommended Adhesive: | Tools- Hard spatula and joint cutter. Adhesive: Murabond Heavy. On dry lying use Murabond easy strip. On sealed surfaces use Murabond sealed surface adhesive. |

## AVAILABLE COLOURWAYS IN THIS DESIGN

To view the full range of colourways available in this design, please search 'Frida' using the search function tool on the Muraspec website.

Paste to wall

By Straight Hanging

Offset Match

Butt Joint