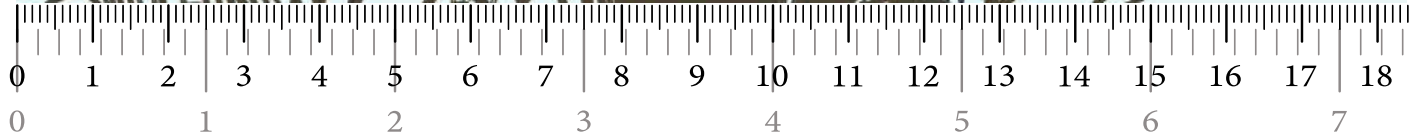


'Peacock Feathers'

Wallpaper from Florence Broadhurst





About the Artist

Florence Broadhurst was one of Australia's most enigmatic and influential designers, known for her fearless approach to pattern, scale, and surface. Born in 1899 in rural Queensland, she lived many lives, as a singer, fashion entrepreneur, and eventually, a design visionary who redefined wallpaper in mid-20th-century Australia.

In the 1960s and '70s, from her Sydney studio, Broadhurst produced over 500 hand-drawn wallpaper designs, ranging from oversized florals to geometric prints and chinoiserie motifs. Her work was unapologetically bold and merging theatrical composition with global influences and meticulous detail. With a personal style as flamboyant as her patterns, she challenged the conventions of her time and left a legacy that continues to inspire.

Today, Florence Broadhurst's archive remains one of the most important surface design collections in Australia a reflection of a woman whose creative ambition, mystery, and talent continue to captivate the worlds of fashion, interiors, and art.

About the Australian Museum of Design

The Australian Museum of Design (AMoD) is a cultural initiative founded to preserve, honour and revitalise Australia's design legacy, and to share it with the world. At its heart is a growing archive of more than 10,500 hand-drawn surface designs created by Australian artists across the 20th century, many of which have never been seen publicly until now.

AMoD exists to make this rich history accessible for study and for everyday use. From wallpaper and textiles to digital licensing and design exhibitions, we bring historical designs into modern homes, commercial interiors and creative projects. Each work is carefully digitised and restored, ensuring the artist's original intent and craft are respected while enabling new forms of expression and appreciation.

Our purpose goes beyond preservation. We are building a bridge between generations, where the imagination, skill and stories of Australian artists are no longer confined to archives, but reintroduced as part of a living, design-led conversation. Through collaborations, education and commercial partnerships, AMoD supports both the cultural and economic value of Australian design, championing creators past and present.

Whether it's through curated wallpaper collections, designer features, or licensing support for brands and makers, AMoD is helping to define a new chapter in the story of Australian visual identity that honours the past while creating opportunities for the future.

GENERAL ENQUIRIES, ORDER & PRODUCTS

+61 02 9979 3100

Mon-Fri: 8am - 5pm

wallpaper@australianmuseumdesign.com.au

www.australianmuseumdesign.com.au





Complete Motif



Insitu



'Peacock Feathers'

Wallpaper from Florence Broadhurst

Peacock Feathers is one of Florence Broadhurst's most recognisable designs — a confident repeat built entirely from fine feather lines and the distinctive eye-shaped tip of the plume. Rather than depicting the full bird, Broadhurst focuses on the form and rhythm of the feathers themselves, creating a surface that feels directional, graphic, and lightly textured.

Drawn in the early 1970s, the design reflects her ability to distil a complex natural element into something clean and repeatable. It doesn't rely on ornate detail or heavy embellishment. Instead, it's the shape, spacing and flow of the lines that give the design its energy. It works across a range of interior styles, from classic to contemporary, and holds its own without overpowering a space.

Now available through the Australian Museum of Design in non-woven paper or matte vinyl, Peacock Feathers suits feature walls, hallways, studios, or commercial spaces that need clarity and confidence. It's bold without being busy, decorative without being soft — a classic Broadhurst approach that remains relevant decades later.

Substrates

Choose from two premium wall covering substrates to suit your project needs — non-woven paper or a durable vinyl with a smooth matte finish. All options are flame retardant, digitally printed to order, and suitable for both residential and commercial interiors.

Features & Installation

Shared Features across all substrates

Width: 134cm (double standard wallpaper width)

Pattern Repeat: Varies by design

Fire Rating: AS/NZS 3837, Group 1 (flame retardant)

Application: Suitable for residential and commercial interiors

Printing: On demand 10-14 days

Installation: Special instructions recommended

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Australian
Museum of
Design

Non-woven Wallpaper

The Advantages of Non-Woven Wallpaper

At AMoD, we use premium non-woven wallpaper for all our designs, combining durability, ease of use, and environmental responsibility.

Eco-Conscious & Certified

Our non-woven wallpapers are made from a blend of natural and synthetic fibres sourced from FSC Certified Forests. They are printed using water-based inks and contain no vinyl, making them 100% earth-friendly and a safe, sustainable option for any space.

Fire Rated for Safety

All AMoD wallpapers are rated Class A / Group 1, which is the highest standard for fire safety in both commercial and residential applications. This makes them a trusted choice for homes, offices, retail spaces, and other interiors where compliance is key.

Breathable to Reduce Mould & Mildew

Thanks to the breathable nature of non-woven materials, moisture doesn't get trapped behind the wallpaper. This helps reduce the risk of mould and mildew, making AMoD wallpapers particularly suitable for bathrooms, kitchens, laundries, or any humid environment.

Paste-the-Wall Simplicity

Installation is straightforward and mess-free. With non-woven wallpaper, there's no need to soak the paper. Simply apply paste directly to the wall.

Because the fibres are non-porous, they won't absorb moisture from the adhesive, meaning, no expansion or shrinkage. Panels hang true and flat, speeding up the installation process.

Precision-Cut Butt Joints

AMoD wallpaper rolls are manufactured with butted seams, meaning there is no overlap. Panels are trimmed perfectly to allow for a clean edge-to-edge alignment, ensuring a seamless visual result and easier installation for professionals and DIY users alike.

Cleanable Finish

The surface is lightly washable, allowing dirt, dust and most everyday marks to be wiped off using a damp cloth and mild soapy water. It's perfect for spaces where design needs to meet practicality.

Durable & Tear-Resistant

Non-woven wallpaper is exceptionally strong and stable, both during and after installation.

It won't tear when pasted, moved, or smoothed into place and resists damage when removing or repositioning panels. This strength is particularly helpful when aligning detailed or large-scale designs.

Easy to Remove Without Damage

When you're ready for a change, AMoD wallpapers can be peeled off cleanly in full sheets — no steaming, no scraping, and no damage to your walls. This makes non-woven wallpaper ideal for renters, renovators, and designers who value both beauty and flexibility.

Roll Dimensions

Each wallpaper roll is 61.5 cm wide x 10 metres long, covering 6 square metres per roll. This sizing is equivalent to a standard US double roll, making it compatible with most industry calculators and installation guides.

CERTIFICATIONS

This wallpaper has obtained the following Fire and Flammability classifications.

North America

"Class A" for ASTM Designation E84-15a. Comparable to UL 723, ANSI/NFPA No. 255 & UBC No. 8-1.

Building Codes Cited:

National Fire Protection Association, ANSI/NFPA No. 101, "Life Safety Code". International Building Code, Chapter 8, Interior Finishes, Section 803.

Australia & New Zealand

"Group 1" for AS/NZS Standards: AS/NZS 3837:1998 The Building Code of Australia (BCA)

BATCHING & DELIVERY

Note: Samples of this wallpaper are provided for review of the material, pattern scale and print technique — they are not intended to be used for colour matching purposes. There can be slight shifts in colour between runs, so your wallpaper may vary slightly from sample colouring.

Please ensure that you order the correct amount as we do not guarantee that rolls printed in different batches will be an exact match.

All AMoD orders are printed and shipped without additional charge to a single destination in Australia.