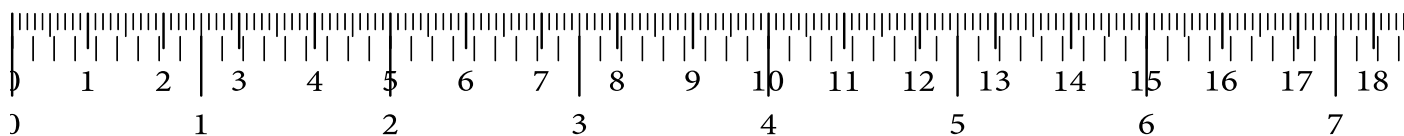


‘Rural Toile’

Wallpaper by
Australian Museum of Design





Artist Unknown

About the Artist

Many early textile and surface designs held in the Australian Museum of Design collection were created by anonymous artists working commercially during the 20th century. These designers often moved between studios, mills, and manufacturers, contributing to wallpapers, dress fabrics, and homewares under contract or commission, without formal credit.

While their names may not have been recorded, their creative impact is undeniable - shaping the look and feel of Australian interiors through pattern, palette, and craftsmanship. Their work reflects a deep understanding of composition, colour, and market trends, often bridging British and Australian influences with unique local flair. These artists helped lay the groundwork for a national design identity and a thriving commercial industry.

By preserving and showcasing their work, the Australian Museum of Design honours the unseen hands behind our design heritage and ensures their contributions continue to inspire future generations.

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

+61 400 492 100

Mon-Fri: 8am - 5pm

wallpaper@australianmuseumdesign.com.au

australianmuseumdesign.com.au





Full Motif



Insitu



Pattern

'Rural Toile'

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Rural Toile is a delicate yet richly composed wallpaper from the Australian Museum of Design Archive, capturing scenes of pastoral life in an illustrative style reminiscent of 18th-century French toile. Set against a soft neutral background, the hand-drawn design features vignettes of villagers harvesting, gathering, and resting beneath large, expressive trees. The artwork flows rhythmically across the surface, each cluster of figures telling its own quiet story within a continuous landscape of rustic charm.

This design reflects the European revival of traditional toile de Jouy themes in mid-century Australia, where nostalgic prints evoking simpler times found new relevance in both fashion and interior design. Though the original artist is unidentified, the skillful use of repetition, spacing, and linework points to a confident illustrator with a refined eye for detail and balance.

Now reissued by the Australian Museum of Design, Rural Toile is available in non-woven paper or matte vinyl. Ideal for country homes, boutique stays, reading rooms, or nostalgic feature spaces, it invites a sense of calm and continuity. Subtle yet detailed, this timeless design honours the enduring appeal of storytelling through surface illustration.

Substrates

Choose from three premium wall covering substrates to suit your project needs: non-woven paper, durable vinyl with a smooth matte finish, or a peel and stick adhesive.

All options are flame retardant, digitally printed to order, and suitable for both residential and commercial interiors.

Features & Installation

Finish: Non-woven or Adhesive

Width: 68.6cm x 10m

Pattern Repeat: Butted Join

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

Application: Suitable for residential and commercial interiors

Printing: On demand 3-4 weeks

Installation: Specialist installers recommended

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Australian
Museum of
Design

SUBSTRATE & PRINT OPTIONS

The Australian Museum of Design offers a curated collection of wallpapers created from the AMoD Design Archive and exclusive artist partnerships. All designs are printed to order using professional-grade materials, certified substrates, and established production methods. This specification sheet outlines the shared features across the range, the available substrate and printing options, fire safety certifications, and key ordering and installation considerations to assist with your interior project.

PRODUCTS

Non-Woven Wallpaper

- Breathable and PVC-free, ideal for most residential and commercial settings.
- Paste-the-wall application.
- Tear-resistant, washable and stable.
- Printed digitally using high-resolution pigment inks.

Matte Vinyl Wallpaper

- Smooth finish, scuff-resistant, and suitable for high-traffic areas such as hallways, cafes or hotels.
- Durable and wipeable.
- Printed digitally with rich colour depth and surface precision.

Special Edition: Rotary Screen

- Features a bespoke matte coloured base and a special ink (slate matt) applied via rotary screen printing.
- Offers exquisite texture, reflective qualities, and a traditional artisan finish.

Peel & Stick Adhesive Wallpaper

- Self-adhesive backing for simple, paste-free application.
- Designed for rental properties
- Digitally printed with high-resolution inks for lasting colour and detail.

CERTIFICATIONS

All AMoD wallpapers have achieved the following fire and flammability classifications:

North America:

Class A – ASTM E84-15a / UL 723 / ANSI/NFPA No. 255 / UBC No. 8-1

Recognised in the National Fire Protection Association (NFPA 101) and International Building Code, Chapter 8

Australia & New Zealand:

Group 1 – AS/NZS 3837:1998

Compliant with the Building Code of Australia (BCA)

COMMON FEATURES

All AMoD wallpapers, regardless of substrate or print method, share the following characteristics:

Printed to order: Produced specifically for your project to ensure consistent batching and minimal waste.

Custom lengths: Rolls can be supplied to suit your wall height, reducing waste and simplifying installation.

Join types vary by design: Most wallpapers use butted joins for edge-to-edge alignment. Some large-scale artworks print across 2-roll or 3-roll sequences to maintain pattern accuracy.

Sustainable production: Water-based inks with no heavy metals or harmful substances. Non-woven substrates are PVC-free and derived from FSC-certified fibres.

Design flexibility: Artwork scale, colourways, or background colour can be customised on request.

ORDERING, BATCHING & DELIVERY

Samples: Supplied for design and material reference. Not colour-accurate due to variations in print runs.

Batching: All wallpaper is printed in matching batches. Please order sufficient quantity at once to avoid mismatch between different runs.

Lead Times: Standard production time is 3–4 weeks. Customised orders may take longer.

Packaging: Rolled and packed securely for transport.

Installation: We recommend professional installation for best results. Installation guides are available on request.

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