

DESIGN ART ARCHITECTURE INTERIORS DECORATING ENTERTAINING TRAVEL

AUSTRALIA

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## ON A ROLL

*Sydney landscape designer Adam Jones has turned his design skills to wallpaper, and the result is a great unfurling of artistic talent.*

Adam Jones's Quercus & Co. Caravan collection includes 'Kilim' in colour Caspian, **far left**; 'Tapestry' in Prussian Blue, **centre**; and 'Bargello' in Caspian, **left**.





Botanical references, **bottom left**, are among the tools used by Sydney wallpaper designer Adam Jones, **below right**, both as a landscape designer and in his new career. Hand-painted watercolour motifs for 'Kilim', **below left**, fill a box in his Redfern studio. The digital printing process provides potential for endless new colourways; samples, **left**, include colour variations on 'Tapestry' (above) and 'Paisley'.



ADAM JONES HAS come full circle. He left art school some 26 years ago in pursuit of more lucrative projects, and since then he's worked as a colour consultant, a teacher and a landscape designer. His latest venture, Quercus & Co., sees him once again utilising the lessons learnt at art school, this time in the creation of beautiful, painterly wallpapers. "The technology has changed so dramatically now with digital printing that I can print my own wallpaper," he says. "I've thrown myself into that completely."

He isn't exaggerating. His first collection, Coastland, was so well received following its launch last year that Jones is now focusing on Quercus & Co. full-time, letting go of the landscape design company in which he nurtured his passion for nature for 12 years, Spirit Level Designs. This period proved the inspiration for his nascent wallpaper business: 'quercus' is the Latin name for the oak tree genus, and Coastland was based on Jones's charcoal sketches and watercolour paintings of the Australian bush. "I really love native plants and the local landscape," he says of the 10 designs in black and mottled pastels.

Textiles form the starting point for Caravan, his latest collection of papers. "I've pushed myself into doing something more challenging and complex," says Jones of the sophisticated colour combinations at play in the five new patterns. Digitally printed designs are easily recoloured as they're printed, so the creative possibilities are endless.

He aims to release two collections each year. Custom-designed prints are also on the Quercus & Co. agenda; Jones is working with a number of designers to create one-offs, including Sydney interior design firm Luchetti Krelle, with whom he designed the Chinoiserie-style scenic wallpaper which adorns Fat Noodle at Brisbane's Treasury hotel and casino complex. "The idea down the track is to do artist's wallpapers," says Jones, naming Louise Tuckwell among his wish list of possible collaborators. "Quercus & Co. is not just about my own designs but lots of different artworks for walls."

Also in the pipeline is Little Quercus, a service that will see Jones transform children's artworks into wallpaper. "When you change the scale of something like a child's drawing, it becomes completely different," he says. "I'm not short on ideas; the challenge is to keep them limited. I love what I'm doing... and that's the main thing. I want to keep on producing more and more." ALEXANDRA GORDON  
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