

AVENUE



INSTABILELAB®
WALLCOVERING - TEXTILE - CARPETS



Moderna

www.Moderna.design
267 Fifth Avenue #800
New York, NY 10016
917-583-3330
contact@moderna.design

AVENUE



AVENUE

Esiste una sola e unica strada giusta da seguire? La vita ci pone continuamente di fronte a scelte che vanno in direzioni simili, diverse o addirittura opposte. Una strada presa porta con sé le considerazioni e le emozioni di quel momento e a distanza di tempo non sarà mai né totalmente giusta né totalmente sbagliata. Strade, sentieri, vie sono da guardare come possibilità per modificare la propria rotta, scegliendo in qualunque momento di intraprendere un percorso alternativo o di adottare un nuovo stile. Come cambiamo noi così possono cambiare anche le nostre strade. 'Avenue' rappresenta i nostri nuovi percorsi, visioni che si snodano in idee e stili creativi tutti da esplorare.

Is there one and only one right path to follow? Life constantly confronts us with choices that go in similar, different or even opposite directions. A road taken carries with it the considerations and emotions of that moment and at a distance will never be either totally right or totally wrong. Roads, paths, routes are to be looked at as possibilities to change one's course, choosing at any time to take an alternative path or adopt a new style. As we change so can our roads. 'Avenue' represents our new paths, visions that unfold in creative ideas and styles all to be explored.

index

GRAPHICS INDEX	07
ABOUT US	09
COLLECTIONS	
CHAPTER 1	13
CHAPTER 2	43
CHAPTER 3	73
CHAPTER 4	101
CHAPTER 5	129
CHAPTER 6	157
VARIANTS	
NUANCES	185
ARTISTIC	201
AU DACE	219
MONOCHROME	229



AIRA	22	186	ISIDE	166	211
AKAME	28	202	JACQUES	30	211
AKIRA	106	186	JAN	138	212
ALDESIRA	112	202	JOSI	74	212
ALIDA	115	187	KAEDE	152	192
ALIOSHA	58	220	KAZUO	68	223
AMOS	168	187	KIKI	123	223
ANGY	82	203	KOSTA	180	192
ARIEL	24	220	LEILA	137	193
ASTRID	154	230	LUCIEN	57	224
monochrome			MADAR A	78	193
AUGUSTIN	160	203	MEI	124	224
AUSILIA	118	204	MIDORI	52	194
AXEL	110	188	MILLAR	132	213
BARNABA	70	230	NICLA	158	225
monochrome			NINA	44	194
BASILIA	172	188	NOELIA	130	213
BELMONT	60	204	NOEMI	35	214
BENNY	54	205	NOSHIMA	84	225
BETTA BICE	32	221	OLIVIER	179	214
BRENDA	76	205	ONORIA	176	195
BRUNILDE	16	206	PALMIRA	109	215
CASSANDRA	140	189	PASKALO	146	215
CECILE	104	206	PATROCLO	18	195
CERISA	92	221	PETRONILLA	88	196
CHANTAL	65	207		126	232
CHRISTOS	102	189		87	226
	98	231	RAFAEL	87	226
			monochrome		
	38	222	RENO	48	196
CLELIA	174	207	RUBY	120	226
CLIZIA	81	190	SAMIR	46	216
CONSUELO	14	222	SANTE	116	197
DEAN	40	231	SIGGY	144	197
DIOMIRA	90	190	TARA	27	216
monochrome			TORVI	165	198
DORIANE	51	208	TURE		198
DOROTHEA	36	191	VERENA		232
DYL AN	148	208		21	227
ETIENNE	95	209	WANDO	182	217
EVITA	162	209	monochrome		
FLAVIANA	62	191	WENDY	171	217
FRANCINE	134	210	XAVIER	143	227
GISLENA	66	210	YORI	151	
IANA			ZEFFIRO	96	



ABOUT US

Un'azienda veneziana dall'inesauribile creatività, Instabilelab propone la propria personale ed inedita interpretazione della carta da parati rimiscolando idee e stili diversi, creando abbinamenti estetico-concettuali inediti, per dare reale valore e personalità agli spazi abitativi.

Innumerevoli sono i pattern e le atmosfere che l'azienda presenta anche grazie allo studio di texture e di nuove modalità di impiego e applicazione. Instabilelab, infatti, supera i limiti dell'utilizzo del parato, che progetta in un'ottica di continuum grafico realizzabile attraverso una serie di prodotti e tessuti dedicati a chi vuole realizzare un'atmosfera più che un ambiente.

Non solo creatività ma anche tecnologia: l'azienda ha il know how necessario per riprodurre le sue grafiche su diversi tipi di supporto e per coprire ogni aspetto del living indoor (pareti, soffitti, pavimenti, zone umide, elementi d'arredo, tessuti) e outdoor, grazie all'impiego di rivestimenti murali resistenti agli agenti atmosferici.

A Venetian company of inexhaustible creativity, Instabilelab presents its own personal and original interpretation of wallpaper, mixing different ideas and styles, creating new aesthetic-conceptual combinations to give real value and personality to living spaces.

The company presents countless patterns and atmospheres, also thanks to the study of textures and new methods of use and application. Instabilelab goes beyond the limits of the use of wallpaper, which it designs with a graphic continuum that can be achieved through a series of products and fabrics dedicated to those who want to create an atmosphere rather than an environment.

Not only creativity but also technology: the company has the necessary know-how to reproduce its graphics on different types of support and to cover every aspect of indoor living (walls, ceilings, floors, wet areas, furnishing elements, fabrics) and outdoor, thanks to the use of weather-resistant wallcovering.

Nuances. Artistic. Audace. Monochrome.

‘Avenue’ è un viaggio attraverso tre approcci creativi, che rappresentano anche le tre anime di Instabilelab. Un crescendo di sperimentazione che inizia con le forme calde e naturali di Nuances, attraversa l’approccio pittorico di Artistic e culmina con il coraggio stravagante delle grafiche di Audace. A questi stili si aggiunge Monochrome, l’elegante proposta grafica che gioca tra toni e profondità.

‘Avenue’ is a journey through three creative approaches that represent the three souls of Instabilelab. A climax of experimentation that starts with the natural and warm shapes of Nuances, continues with the pictorial approach of Artistic and culminates with the extravagant bravery of Audace graphics. Added to these styles is Monochrome, the elegant graphic proposal that plays with tone and depth.



CHAPTER 1







VERENA 01

Nuances

variants p. 198







TORVI 01
Ar tistic

variants p. 216









NOEMI 01

Ar tistic

variants p. 214





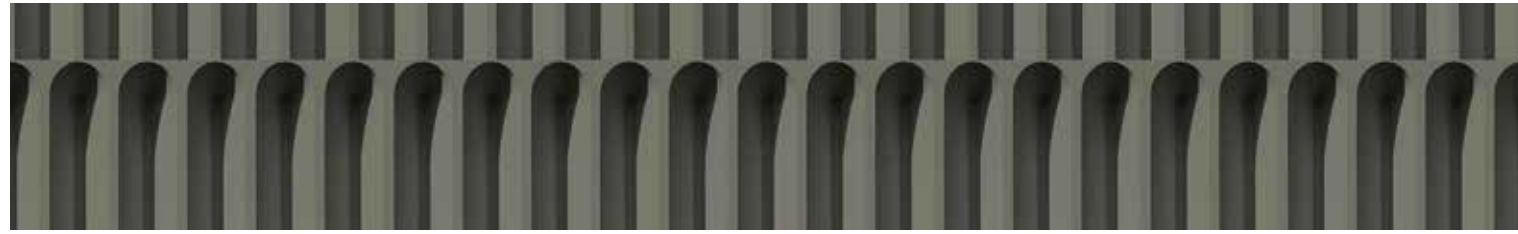




01



02



03



04



05



06





CHAPTER 2

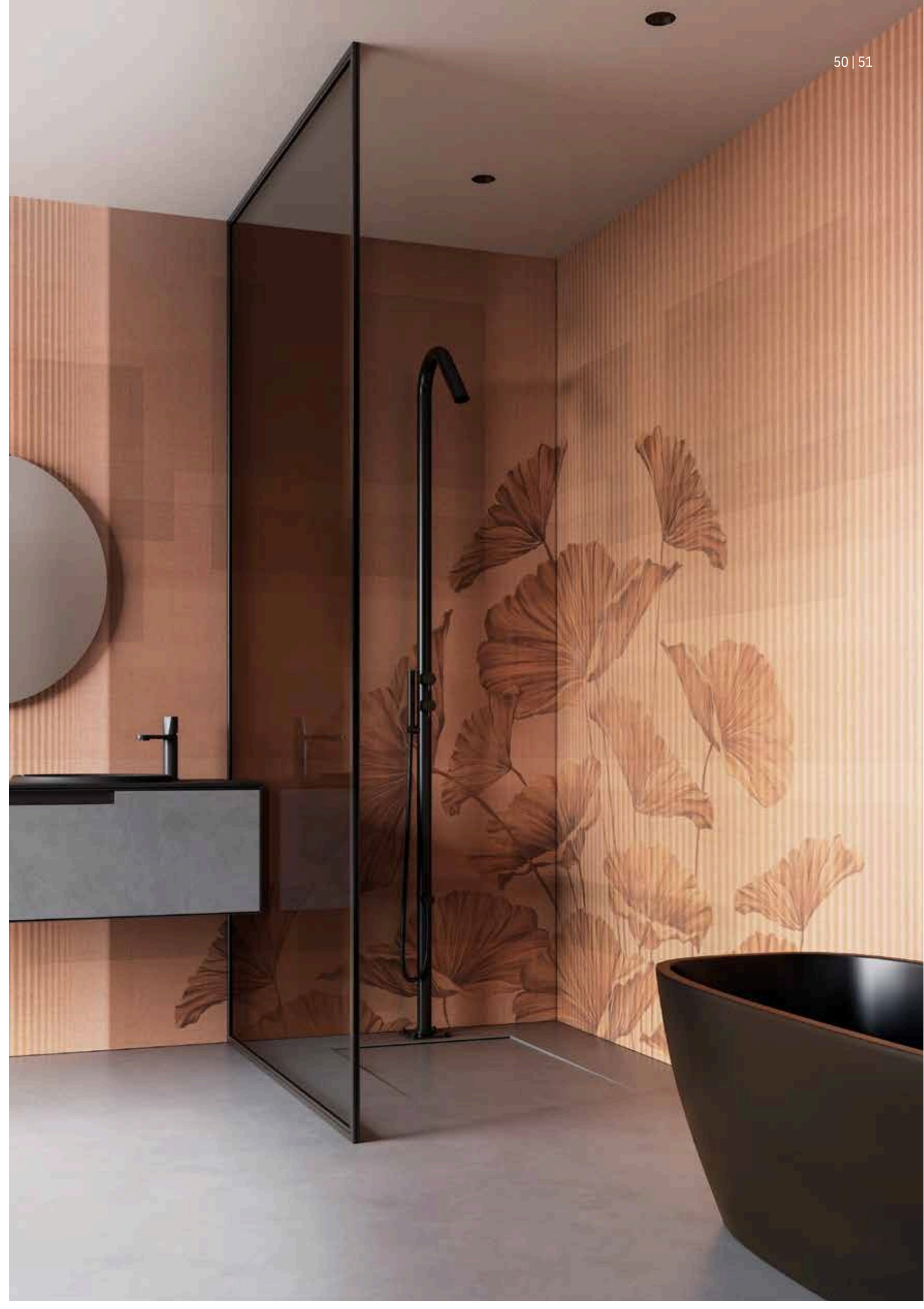






DOROTHEA 01
Ar tistic

variants p. 208







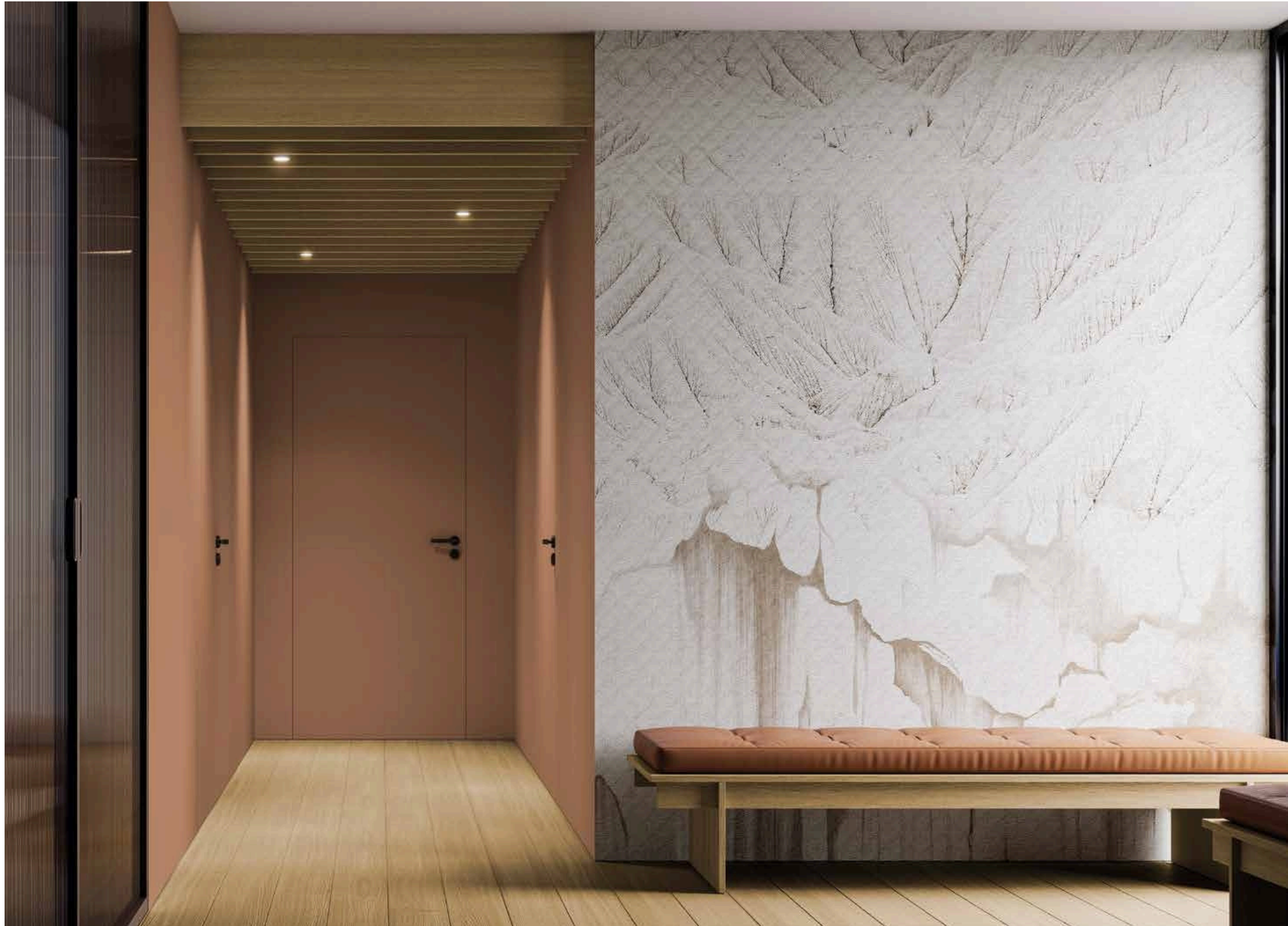
LUCIEN 01
Audace

variants p. 224









CERISA 01
Ar tistic

variants p. 207







BARNABA
Monochrome

variants p. 230



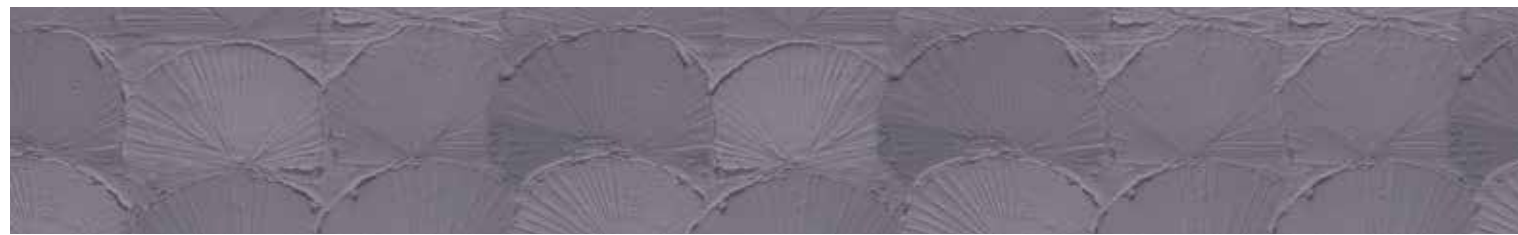
01



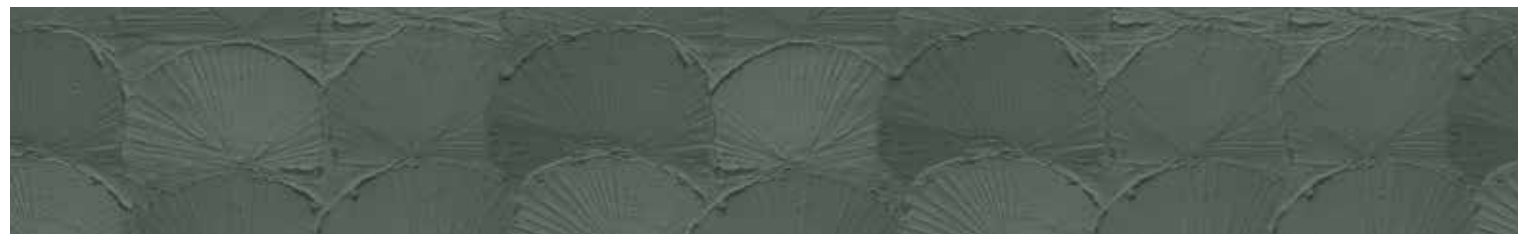
02



03



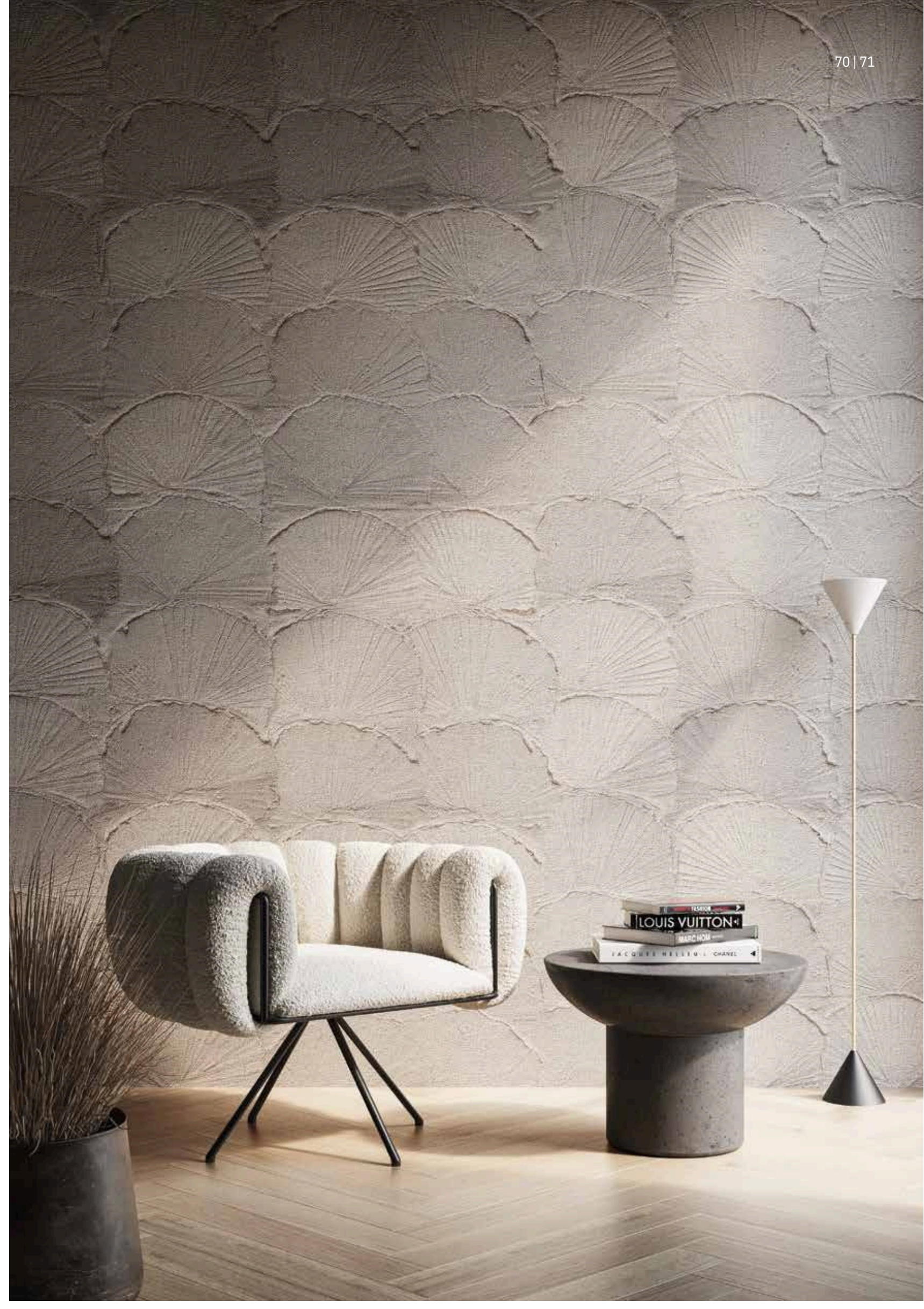
04



05



06





CHAPTER 3







CONSUELO 01

Nuances

variants p. 190







RENO 01
Audace

variants p. 226









EVITA 01
Ar tistic

variants p. 209







01



02



03



04



05



06





CHAPTER 4







PALMIRA 01

Ar tistic

variants p. 215







ALIDA 01
Nuances

variants p. 187



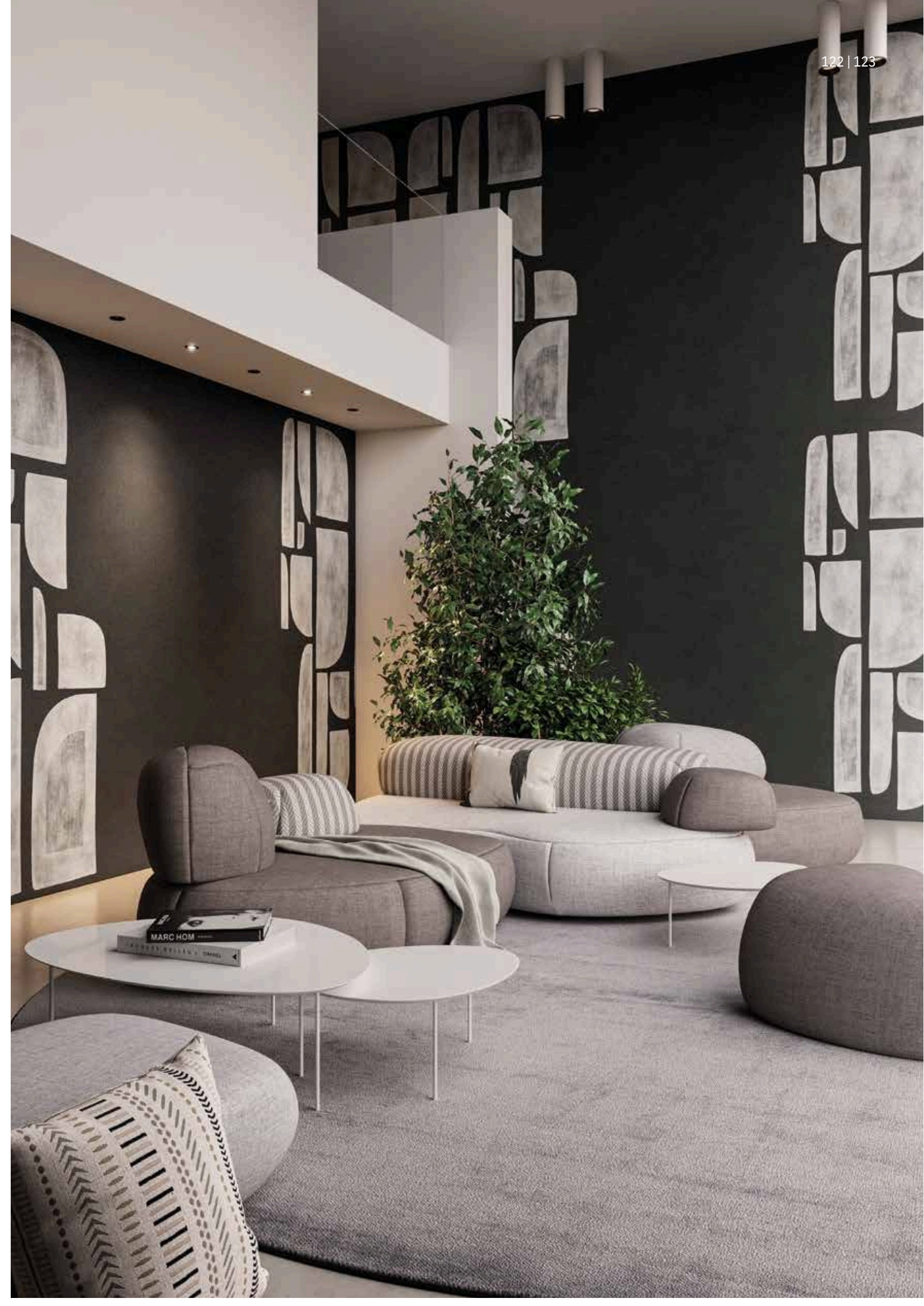






KIKI 01
Audace

variants p. 223







01



02



03



04



05

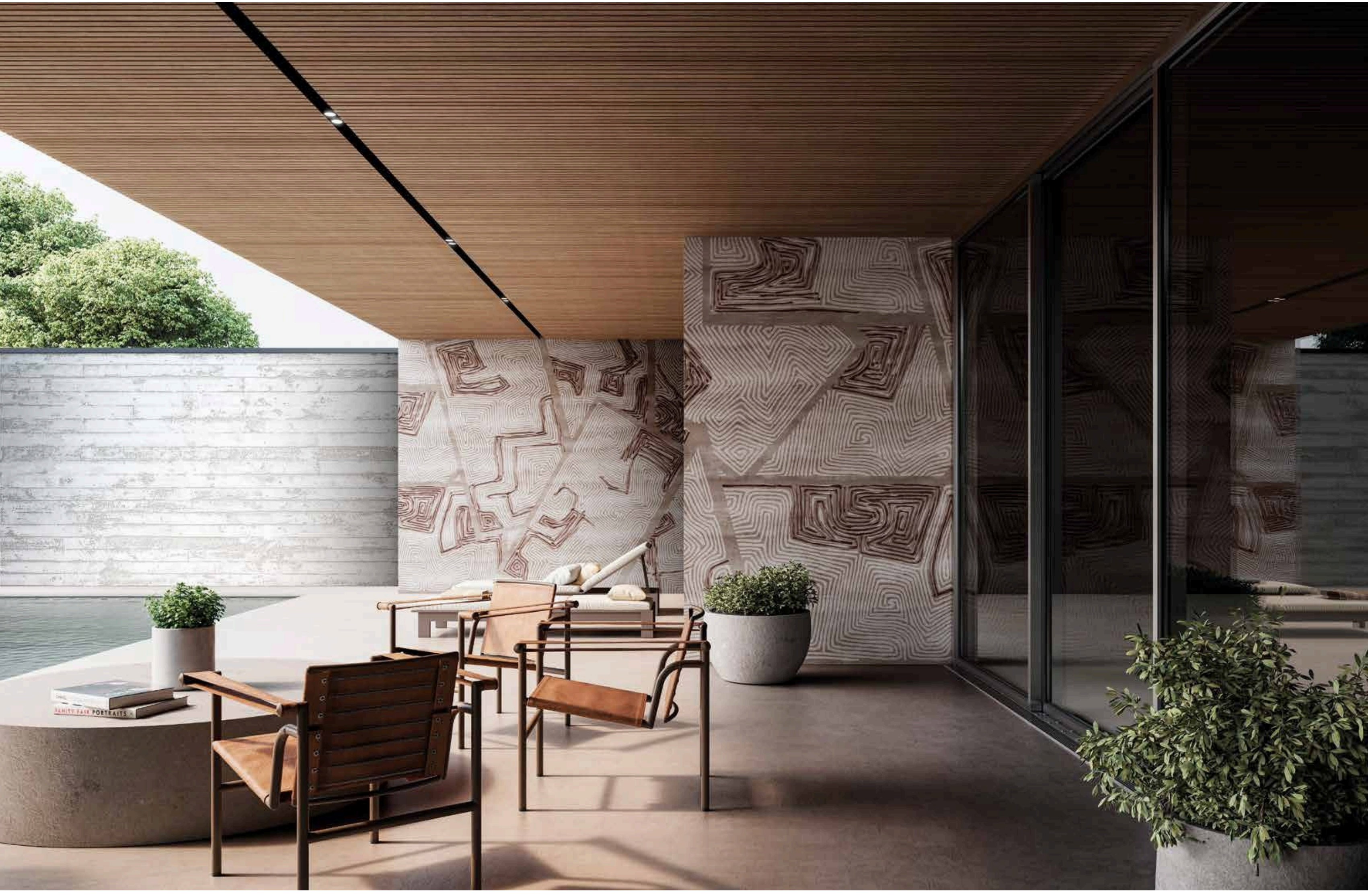


06





CHAPTER 5







LEILA 01
Nuances

variants p. 193

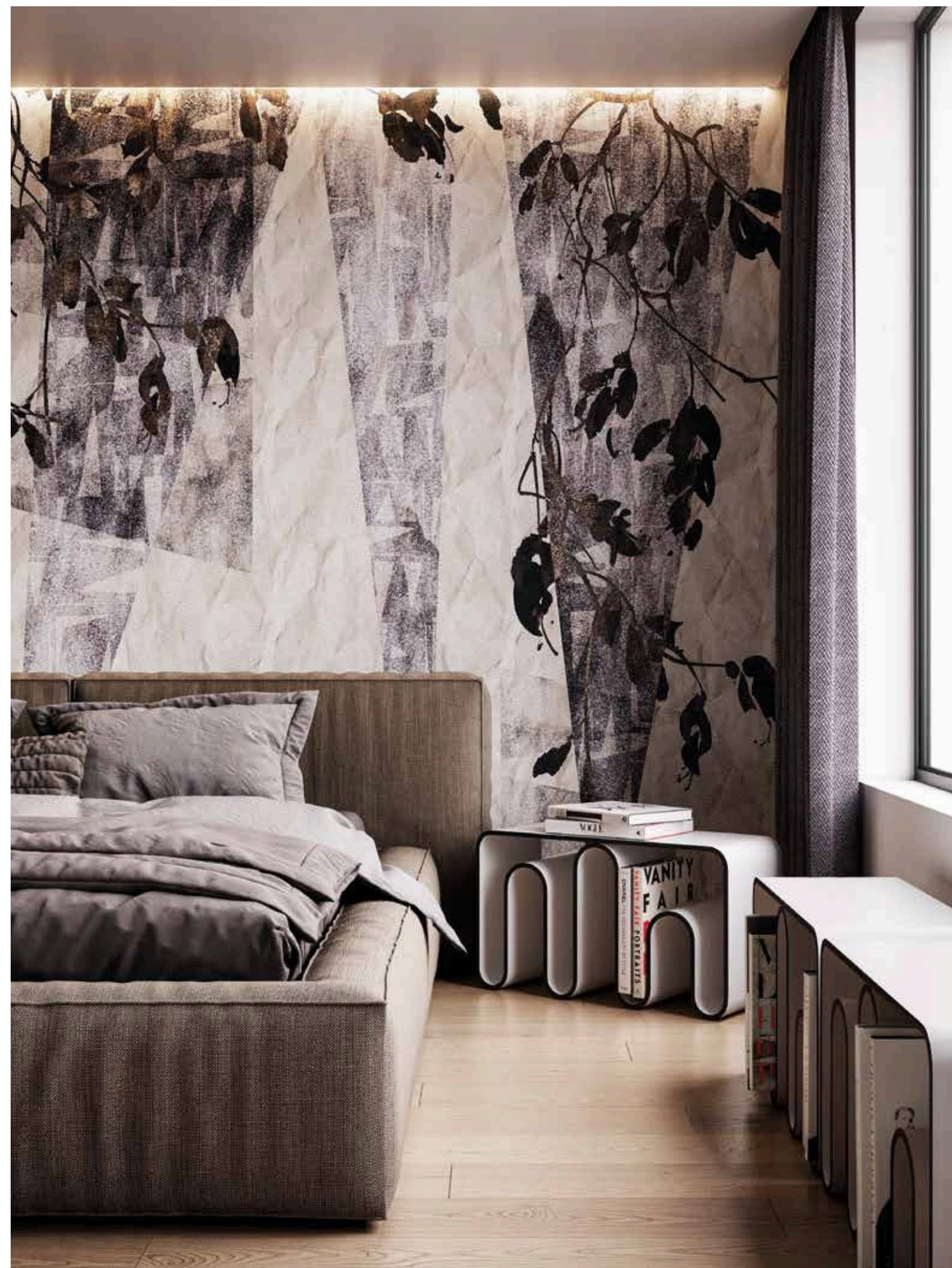






XAVIER 01
Artistic

variants p. 217







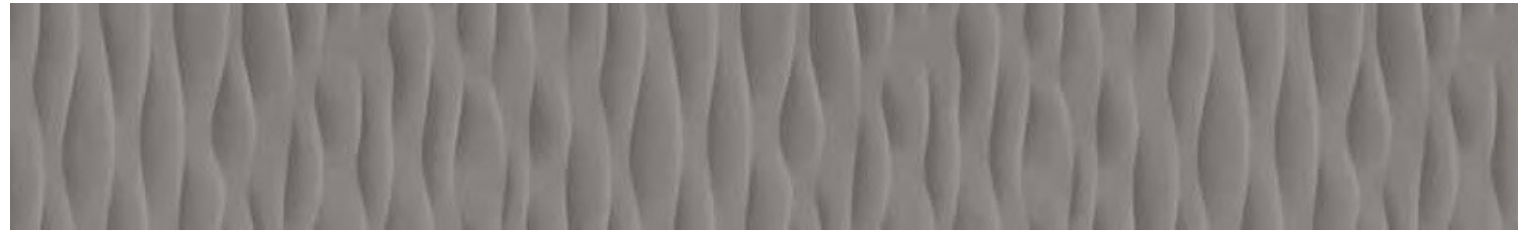


YORI 01
Artistic

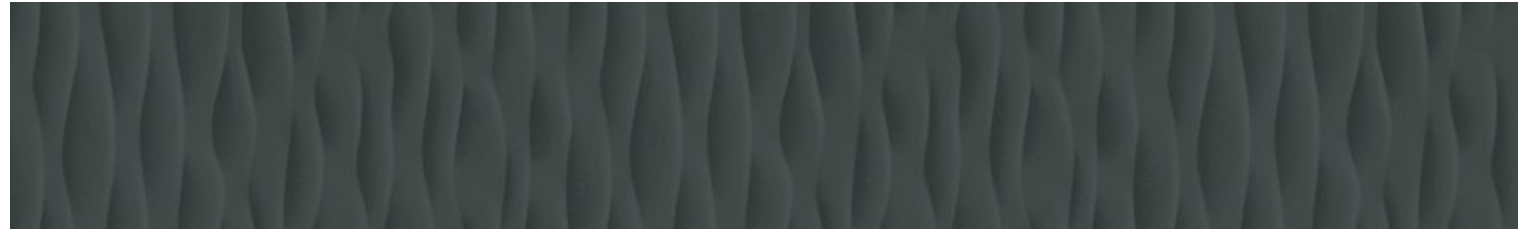
variants p. 217



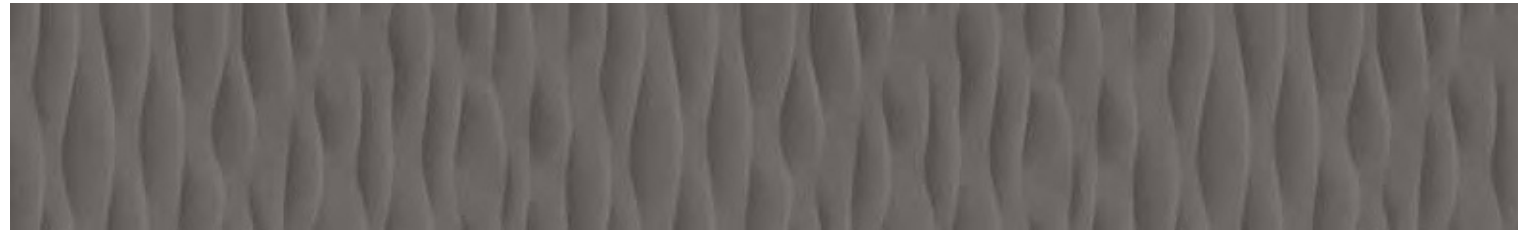




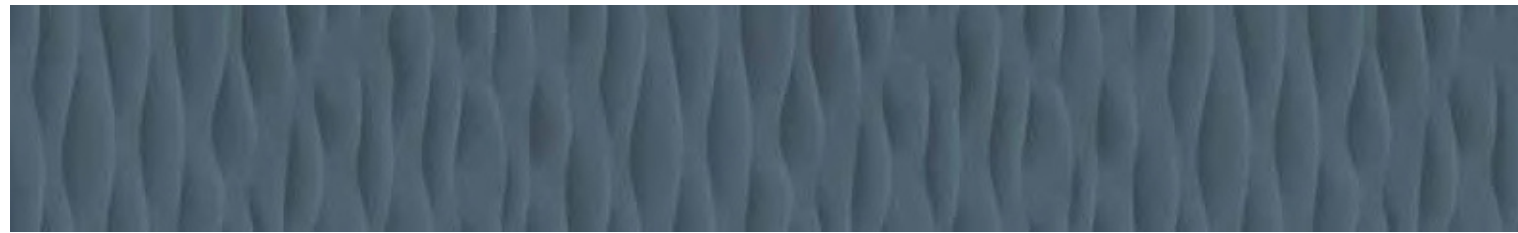
01



02



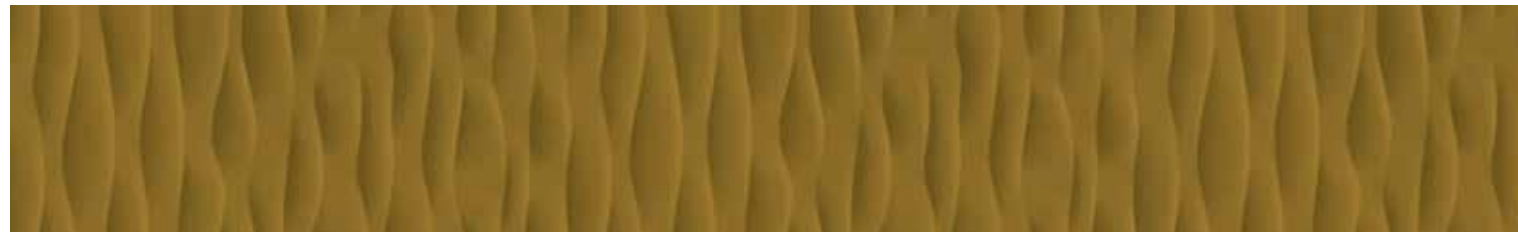
03



04

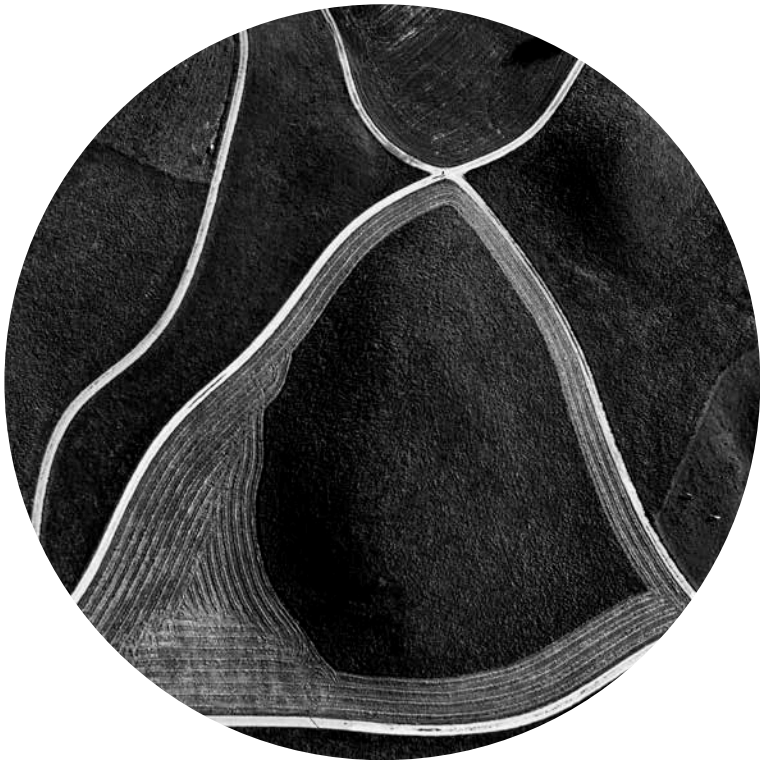


05



06





CHAPTER 6







TURE 01
Nuances

variants p. 198

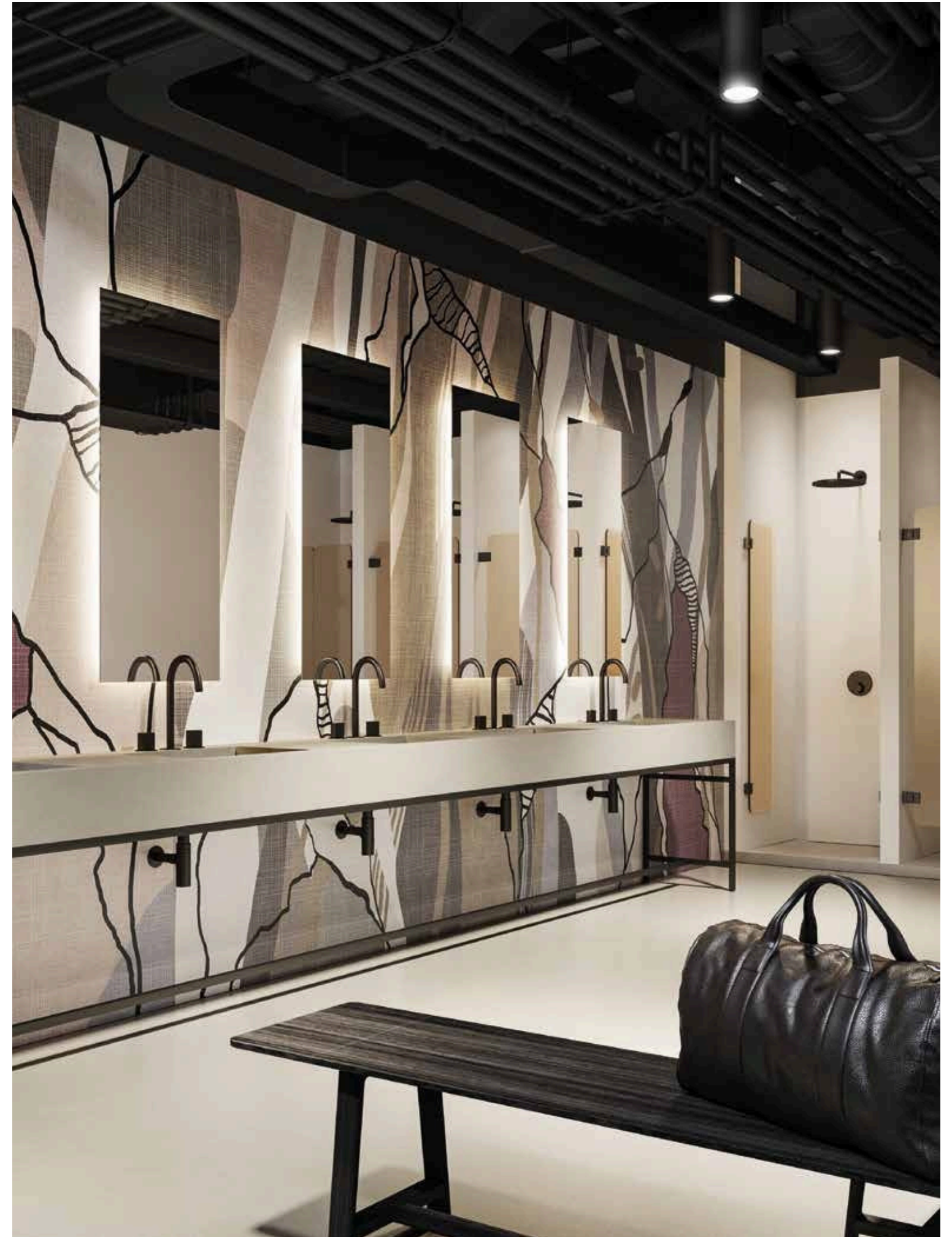






WENDY 01
Audace

variants p. 227









OLIVIER 01
Ar tistic

variants p. 214







01



02



03



04



05



06





NUANCES
VARIANTS

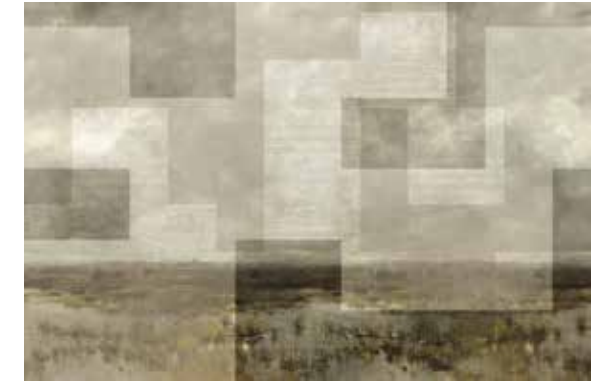
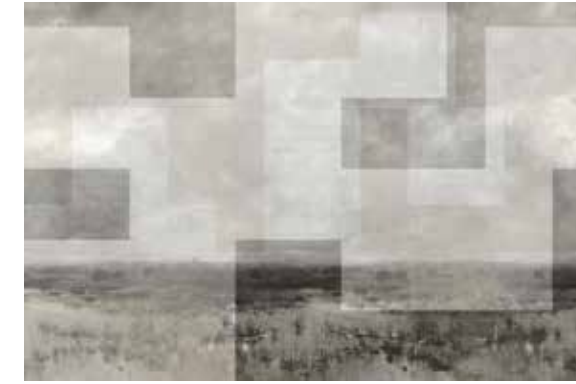


01

02

AIRA
p. 22-23

ALIDA
p. 114-115

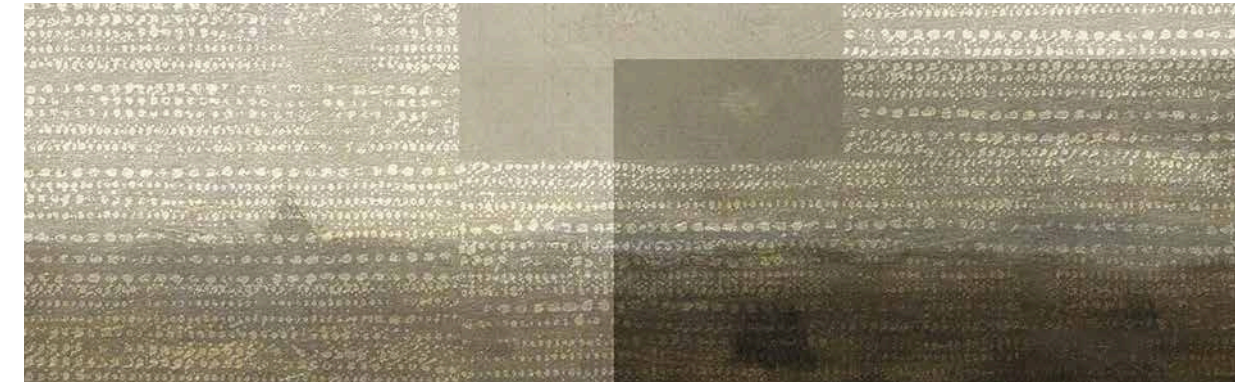


01

02



scale 1:10 AIRA 02



scale 1:10 ALIDA 02



01

02

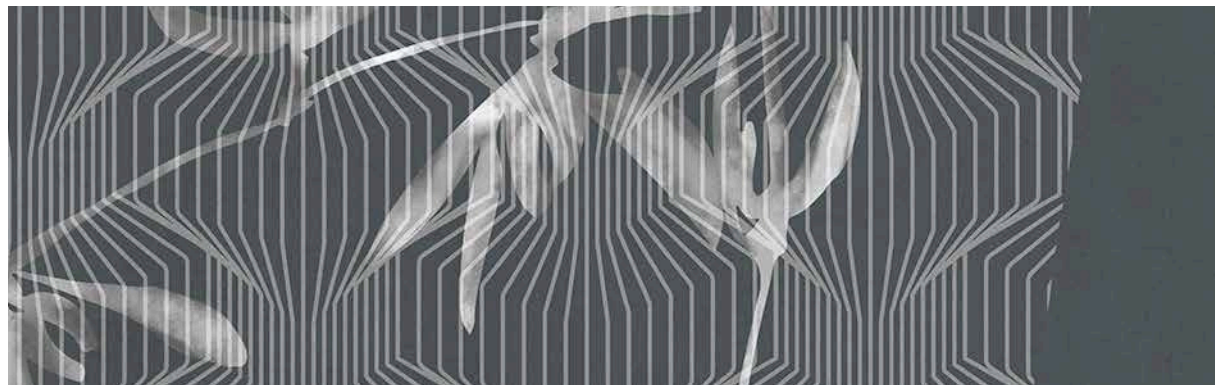
AKIRA
p. 106-107

AMOS
p. 168-169



01

02



scale 1:10 AKIRA 02



scale 1:10 AMOS 02



01



02

AXEL
p. 110-111

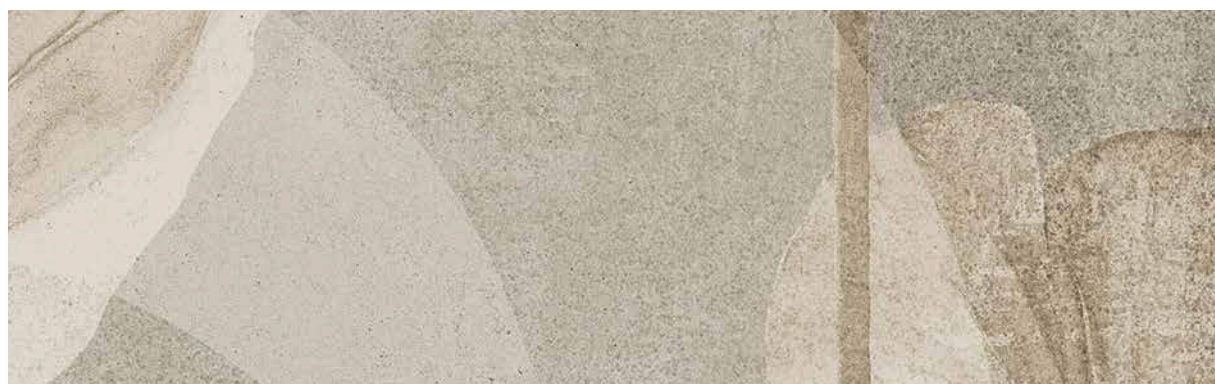
BRUNILDE
p. 140-141



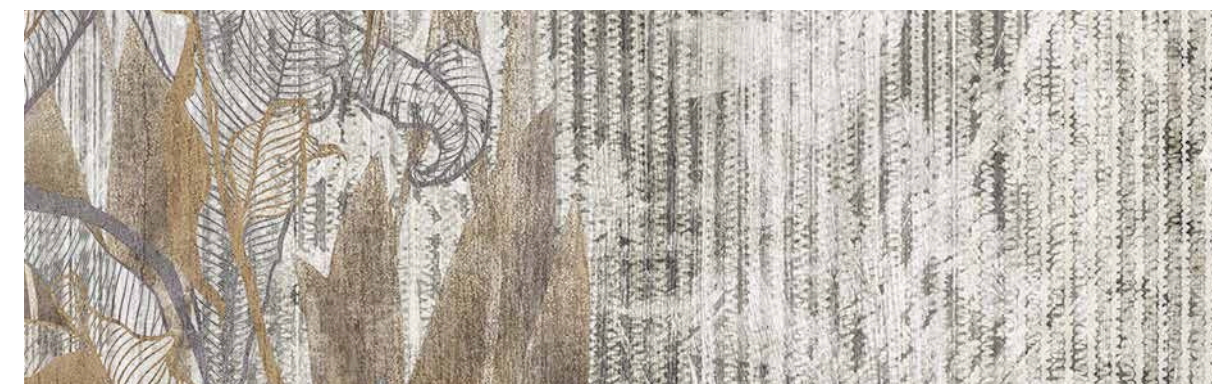
01



02



scale 1:10 AXEL 02



scale 1:10 BRUNILDE 02



01



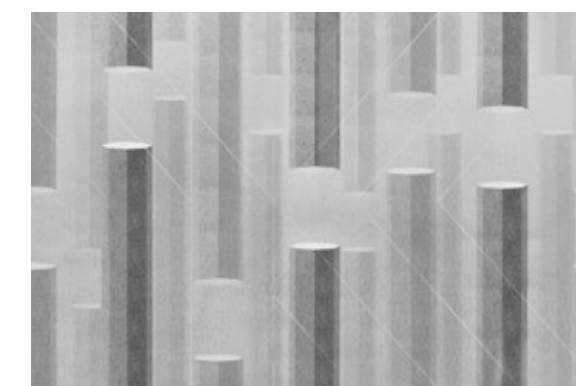
02

BASILIA
p. 172-173

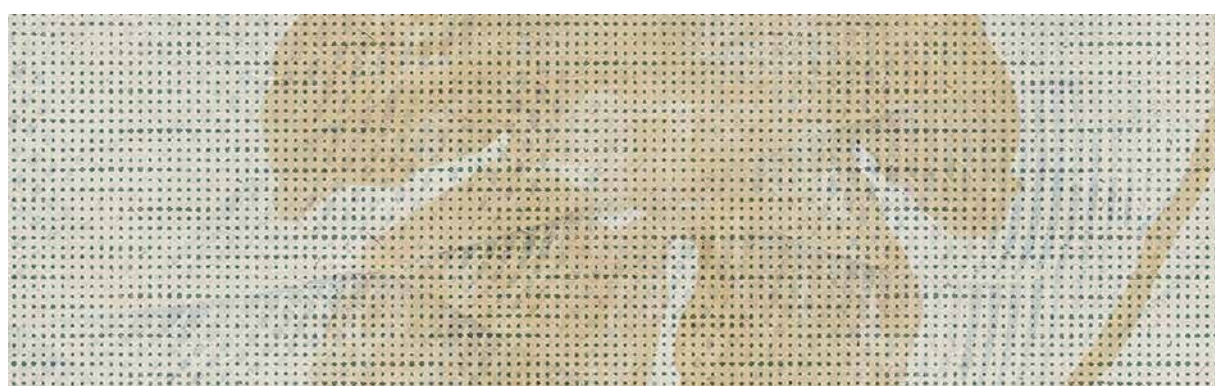
CHANTAL
p. 102-103



01



02



scale 1:10 BASILIA 02



scale 1:10 CHANTAL 02



01



02

CONSUELO
p. 80-81

DYLAN
p. 36-37



01



02



scale 1:10 CONSUELO 02



scale 1:10 DYLAN 02



01



02

DORIANE
p. 90-91

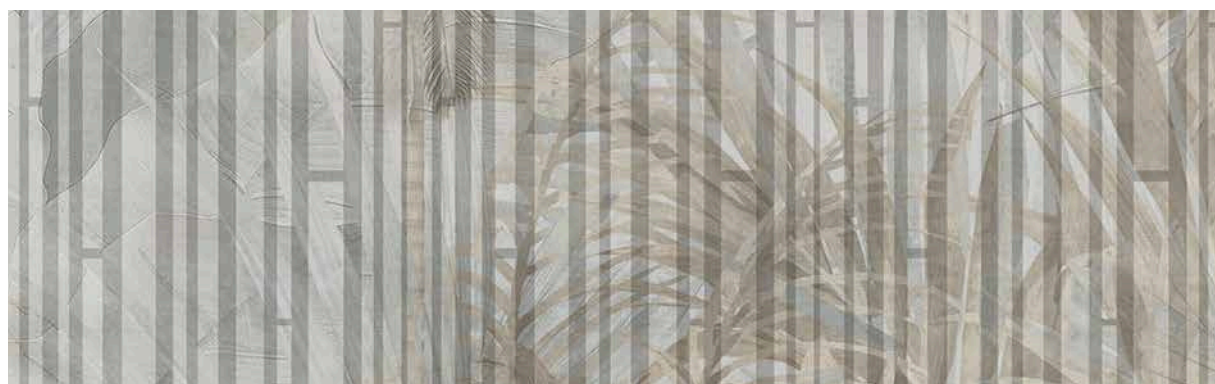
FRANCINE
p. 62-63



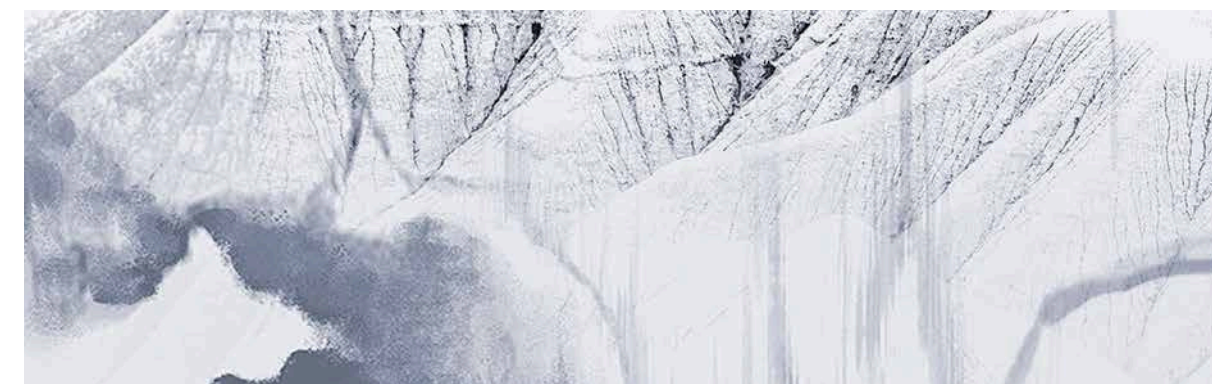
01



02



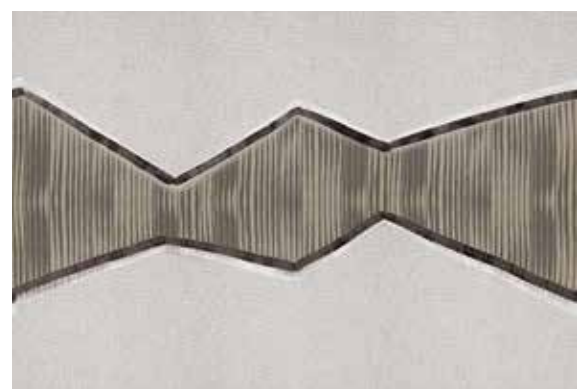
scale 1:10 DORIANE 02



scale 1:10 FRANCINE 02



01



02

KAEDE
p. 152-153

LEILA
p. 136-137



01



02



scale 1:10 KAEDE 02



scale 1:10 LEILA 02



01



02

KOSTA
p. 180-181

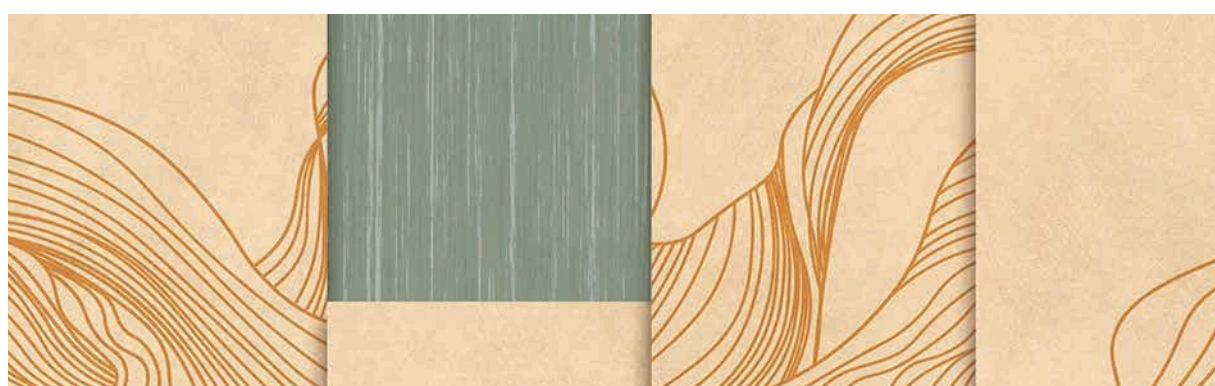
MADARA
p. 78/79



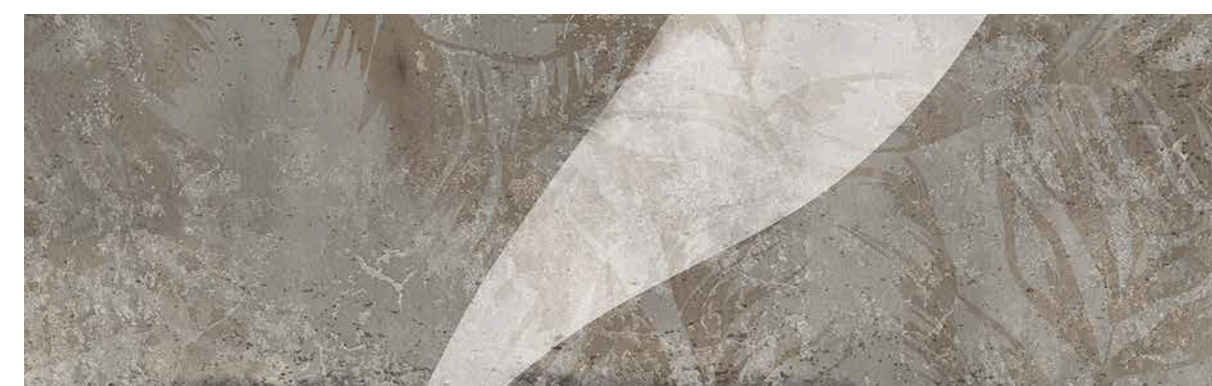
01



02



scale 1:10 KOSTA 02



scale 1:10 MADARA 02

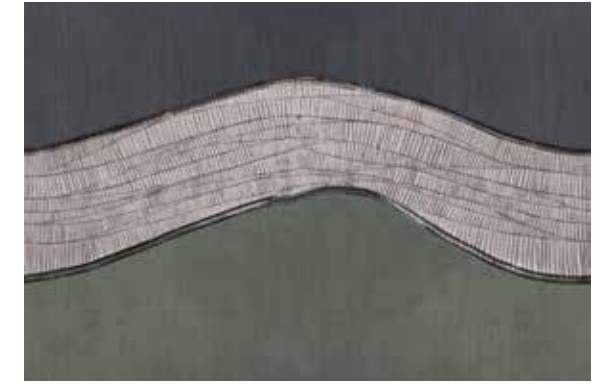
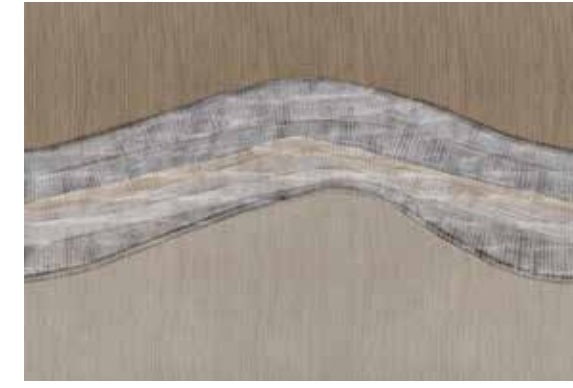


01

02

MIDORI
p. 52-53

ONORIA
p. 176-177



01

02



scale 1:10 MIDORI 02



scale 1:10 ONORIA 02



01

02

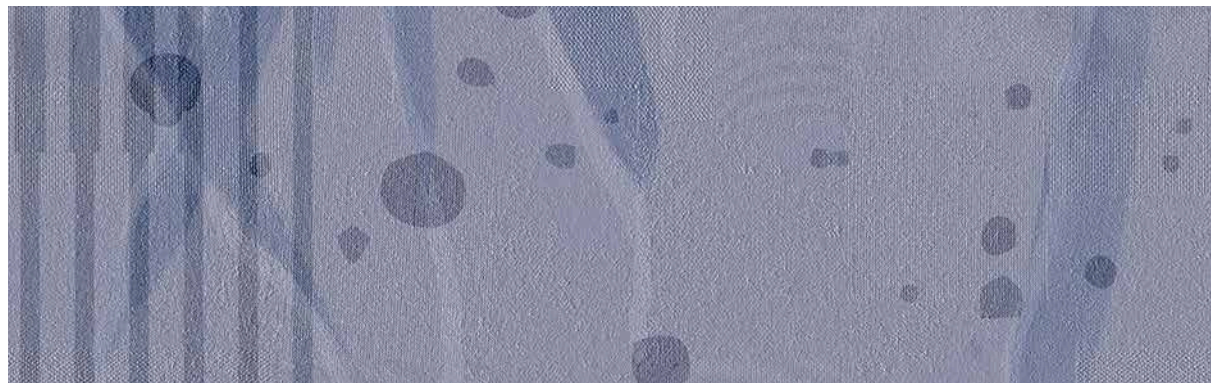
NINA
p. 44-45

PATROCLO
p. 18-19

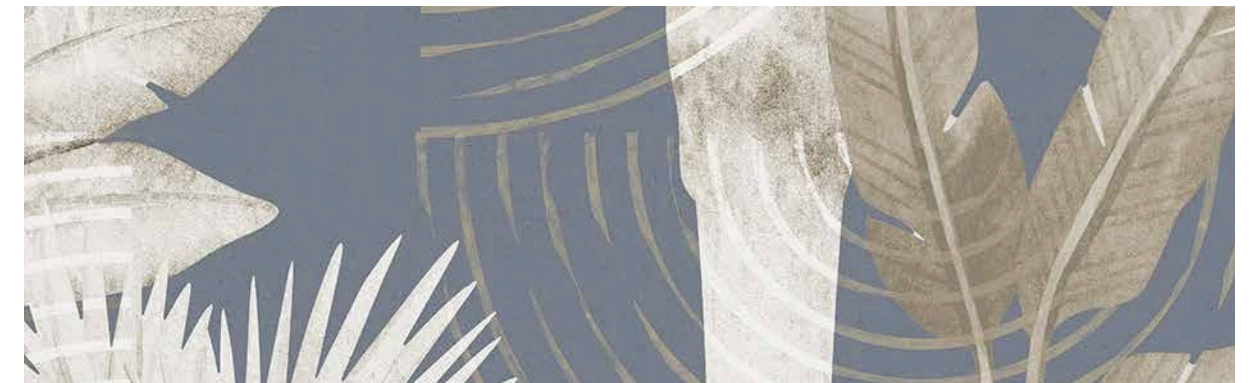


01

02



scale 1:10 NINA 02

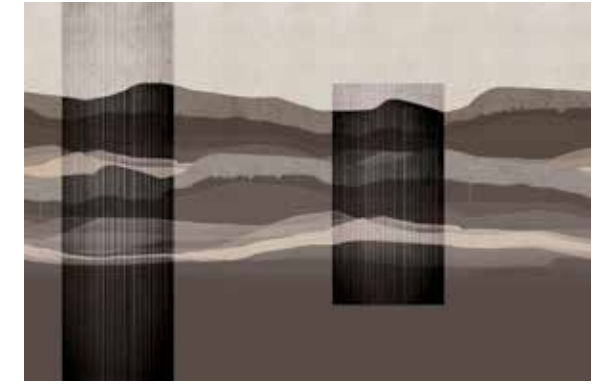
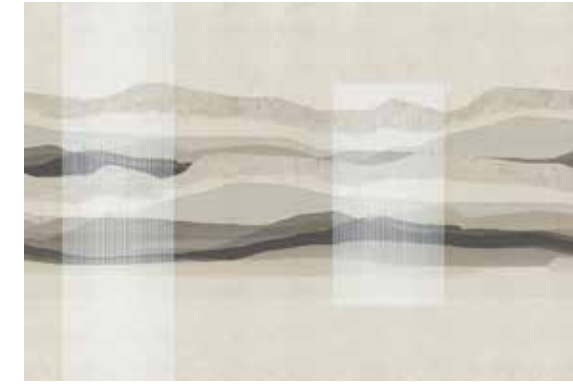


scale 1:10 PATROCLO 02



PETRONILLA
p. 88-89

SIGGY
p. 116-117

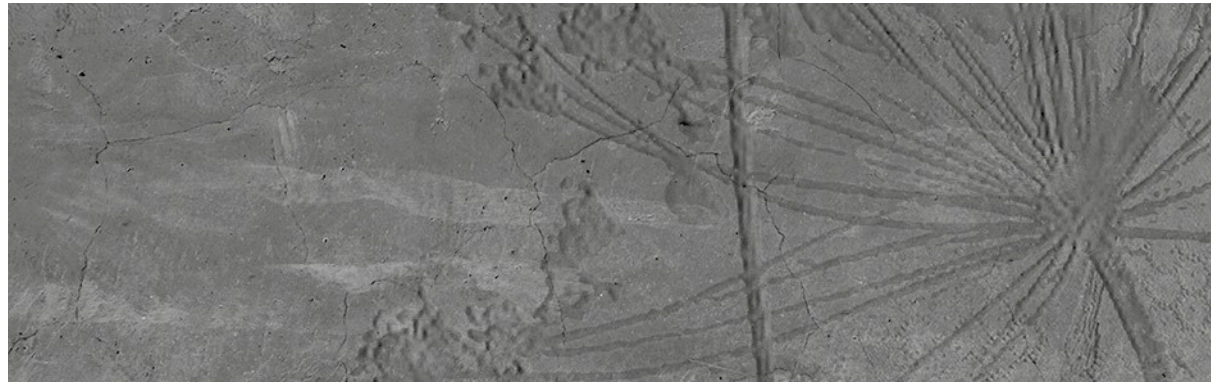


01

02

01

02



scale 1:10 PETRONILLA 02

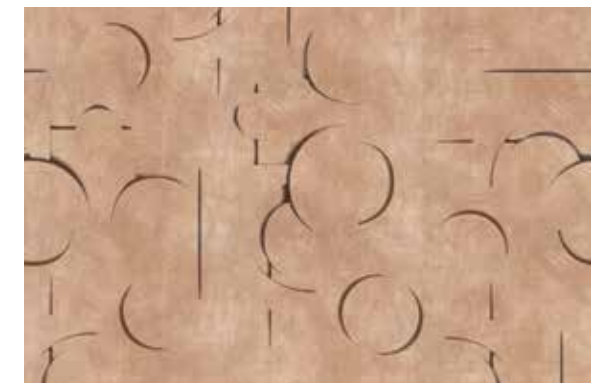
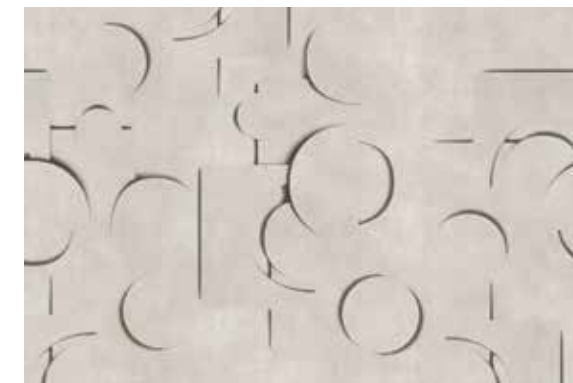


scale 1:10 SIGGY 02



RUBY
p. 48-49

TARA
p. 144-145



01

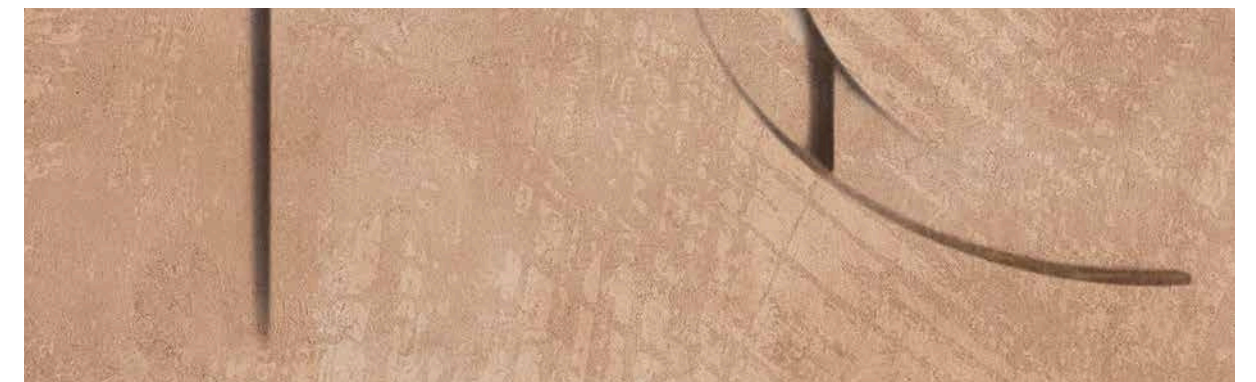
02

01

02



scale 1:10 RUBY 02



scale 1:10 TARA 02



01



02

TURE
p. 164-165



scale 1:10 TURE 02

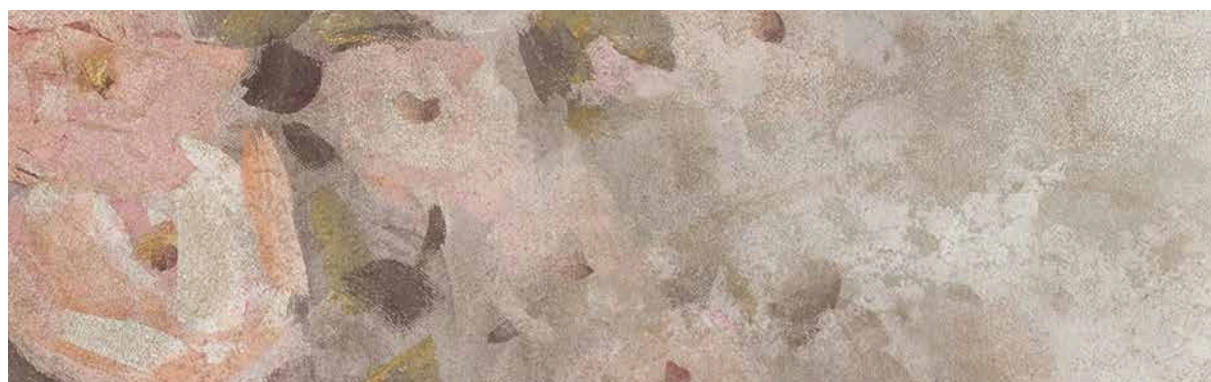


01



02

VERENA
p. 20-21



scale 1:10 VERENA 02



ARTISTIC VARIANTS



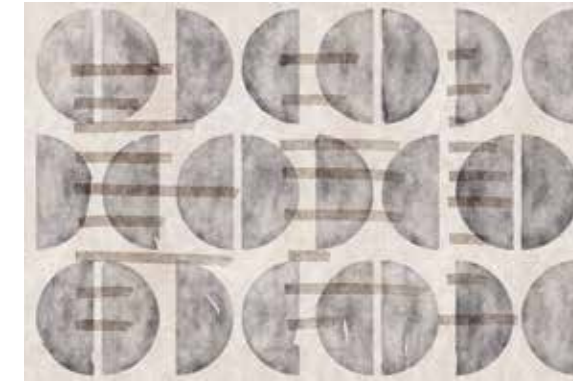
01



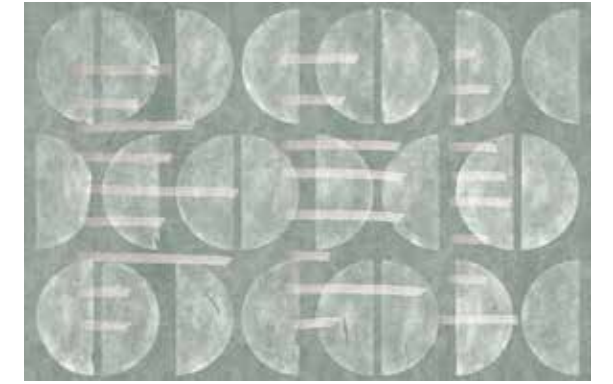
02

AKAME
p. 28-29

ANGY
p. 82-83



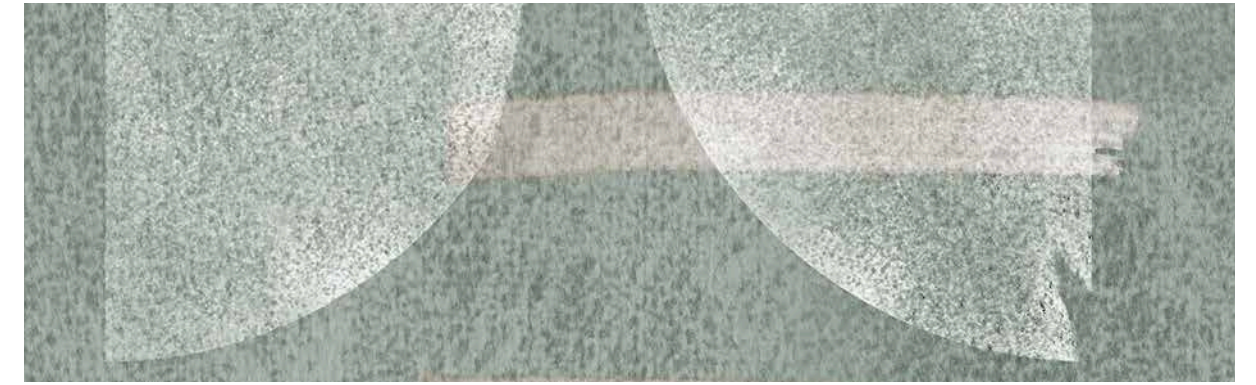
01



02



scale 1:10 AKAME 02



scale 1:10 ANGY 02



01



02

ALDESIRA
p. 112-113

AUGUSTIN
p. 160-161



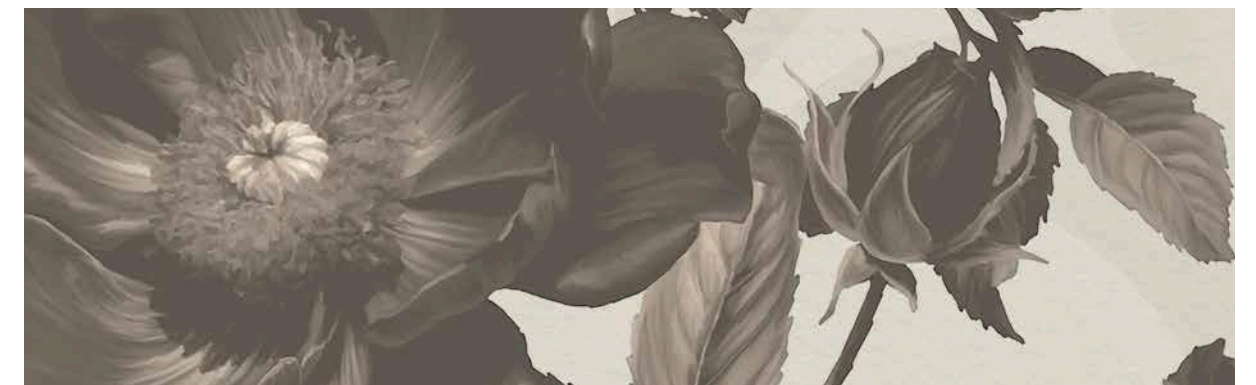
01



02



scale 1:10 ALDESIRA 02



scale 1:10 AUGUSTIN 02



01



02

AUSILIA
p. 118-119



01

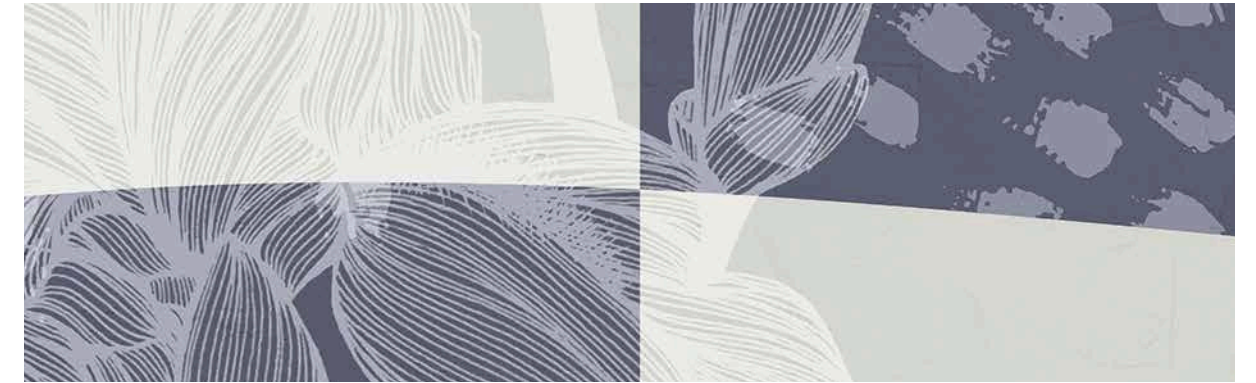


02

BENNY
p. 54-55



scale 1:10 AUSILIA 02



scale 1:10 BENNY 02



01

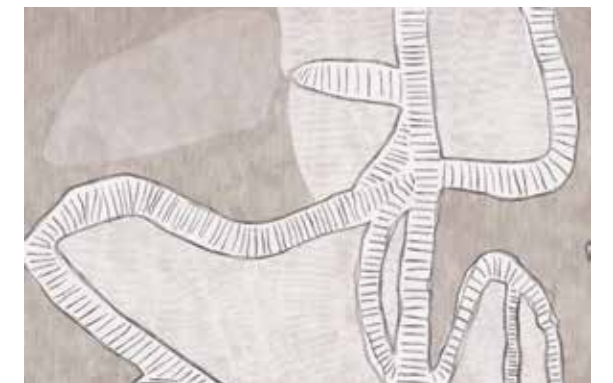


02

BELMONT
p. 60-61

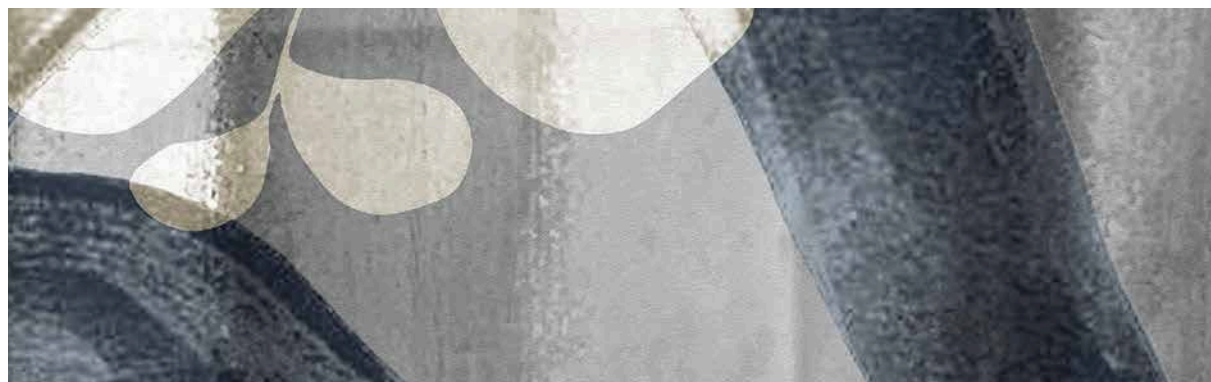


01



02

BICE
p. 76-77



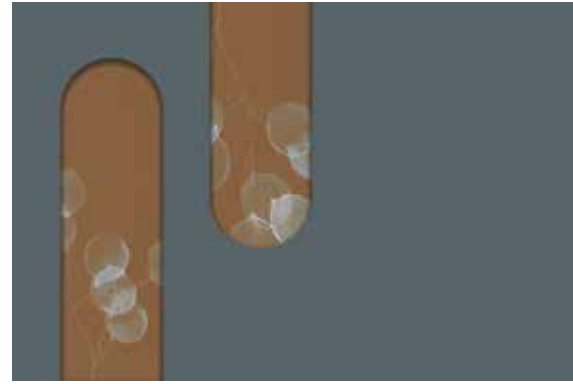
scale 1:10 BELMONT 02



scale 1:10 BICE 02



01



02

BRENDA
p. 16-17

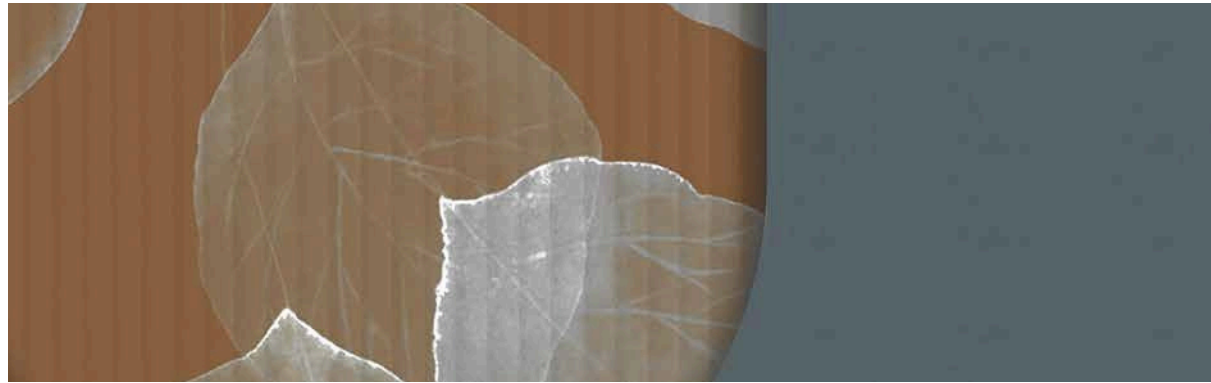
CERISA
p. 64-65



01



02



scale 1:10 BRENDA 02



scale 1:10 CERISA 02



01



02

CASSANDRA
p. 104-105

CLIZIA
p. 174-175



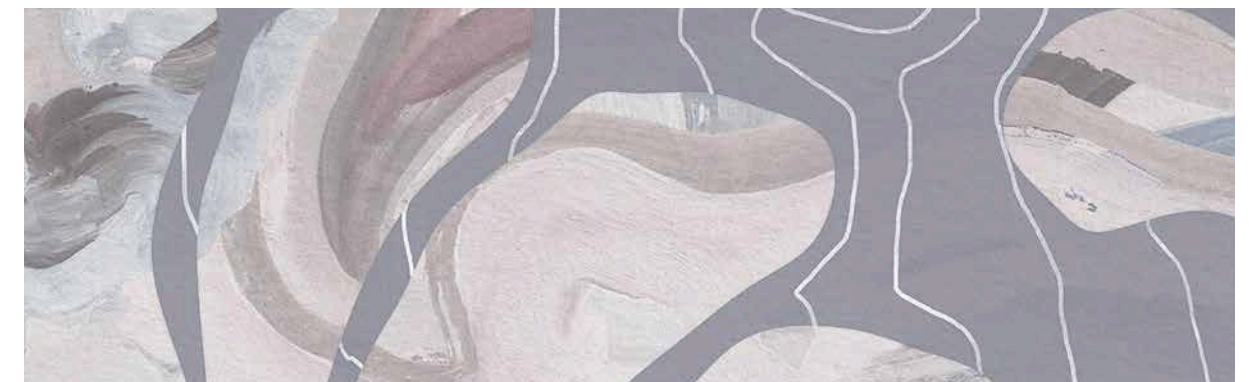
01



02



scale 1:10 CASSANDRA 02



scale 1:10 CLIZIA 02



01



02

DOROTHEA
p. 50-51

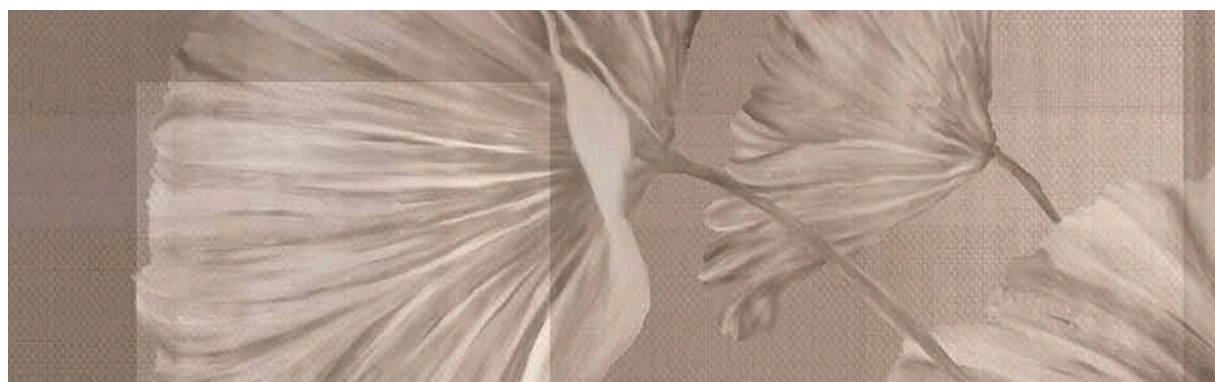
EVITA
p. 94-95



01



02



scale 1:10 DOROTHEA 02



scale 1:10 EVITA 02



01



02

ETIENNE
p. 148-149

FLAVIANA
p. 162-163



01



02



scale 1:10 ETIENNE 02



scale 1:10 FLAVIANA 02



GISLENA
p. 134-135

ISIDE
p. 166-167



01

02

01

02



scale 1:10 GISLENA 02



scale 1:10 ISIDE 02



IANA
p. 66-67

JACQUES
p. 30-31



01

02

01

02



scale 1:10 IANA 02



scale 1:10 JACQUES 02



01



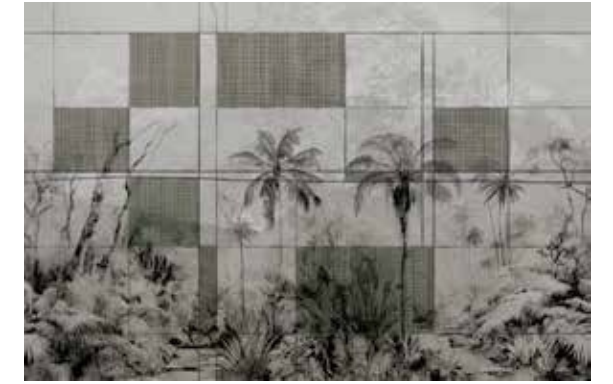
02

JAN
p. 138-139

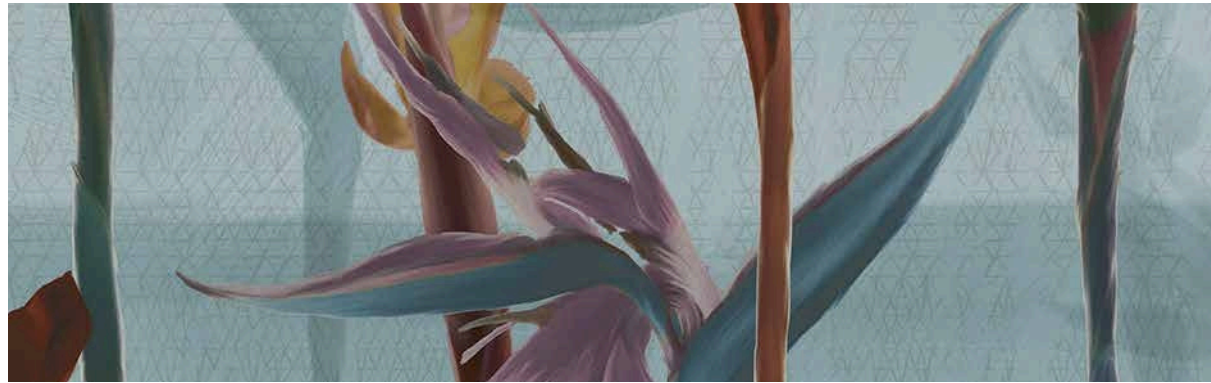
MILLAR
p. 132-133



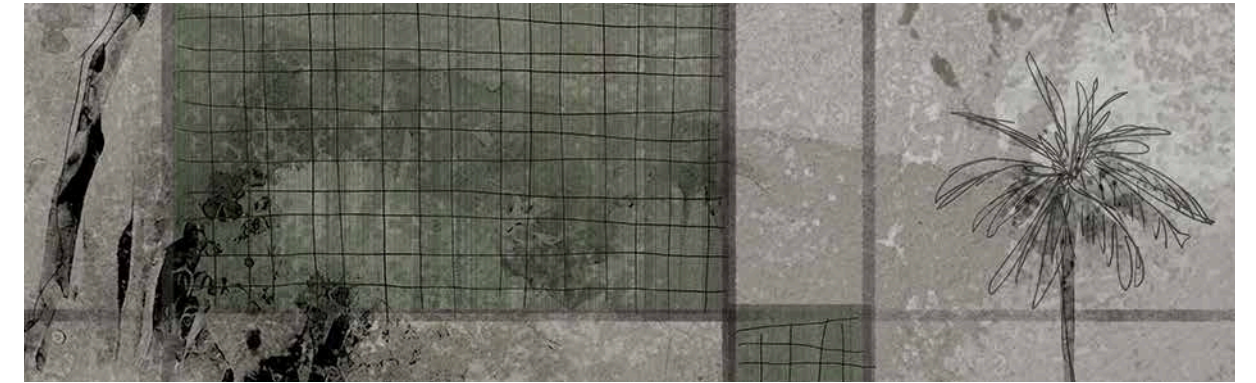
01



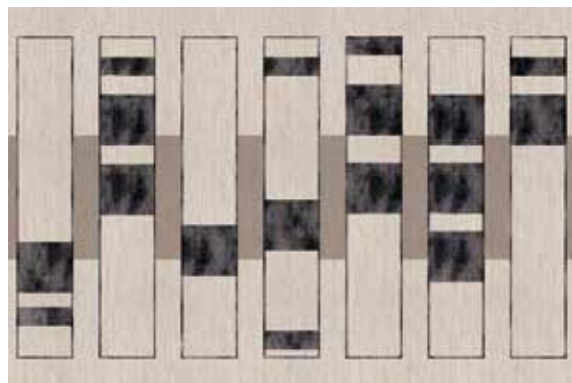
02



scale 1:10 JAN 02



scale 1:10 MILLAR 02



01



02

JOSI
p. 74-75

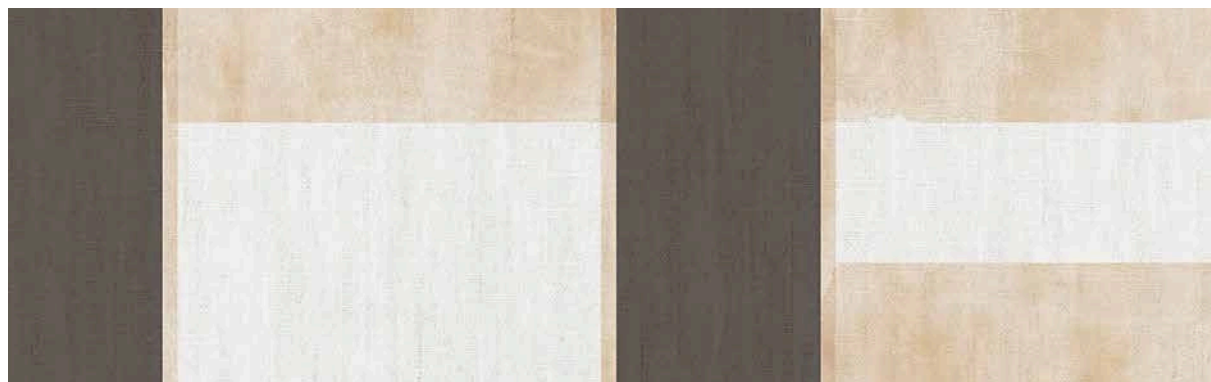
NOELIA
p. 130-131



01



02



scale 1:10 JOSI 02



scale 1:10 NOELIA 02



01



02

NOEMI
p. 34-35

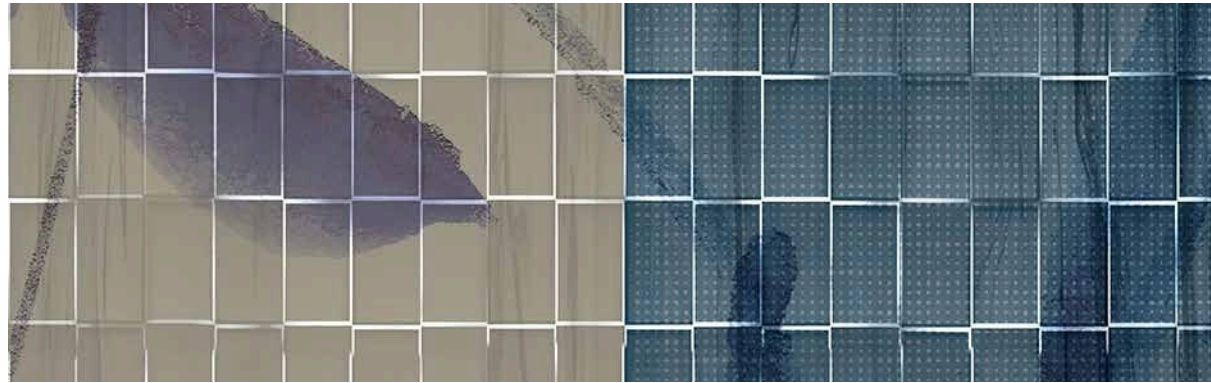
PALMIRA
p. 108-109



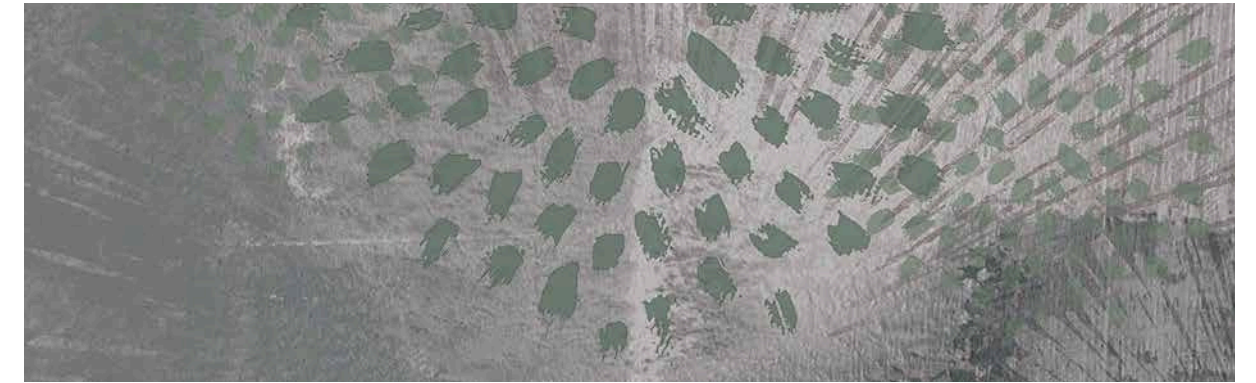
01



02



scale 1:10 NOEMI 02



scale 1:10 PALMIRA 02



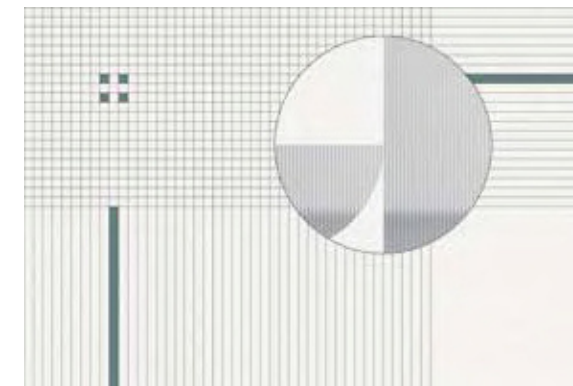
01



02

OLIVIER
p. 178-179

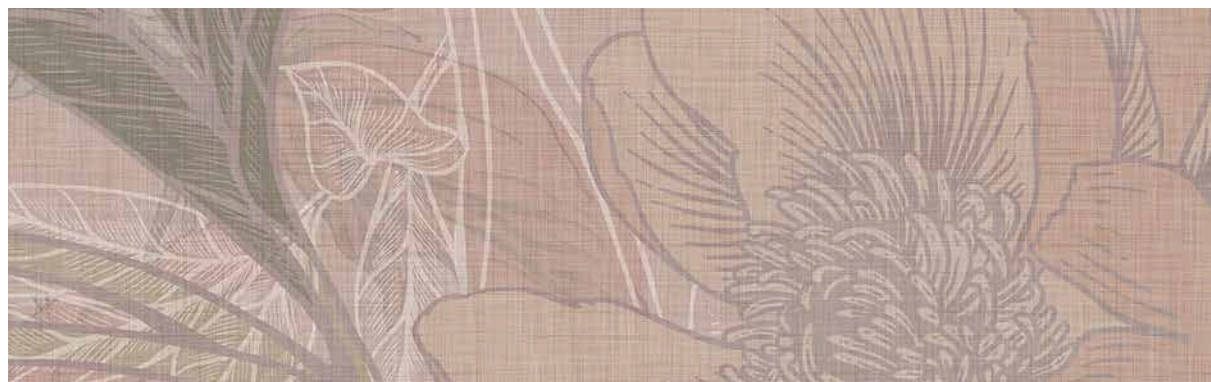
PASKALO
p. 146-147



01



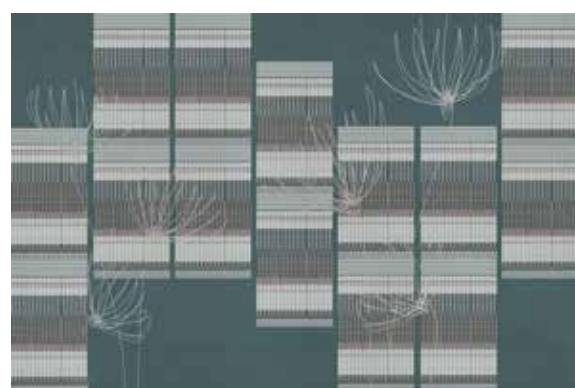
02



scale 1:10 OLIVIER 02



scale 1:10 PASKALO 02



01



02

SANTE
p. 46-47

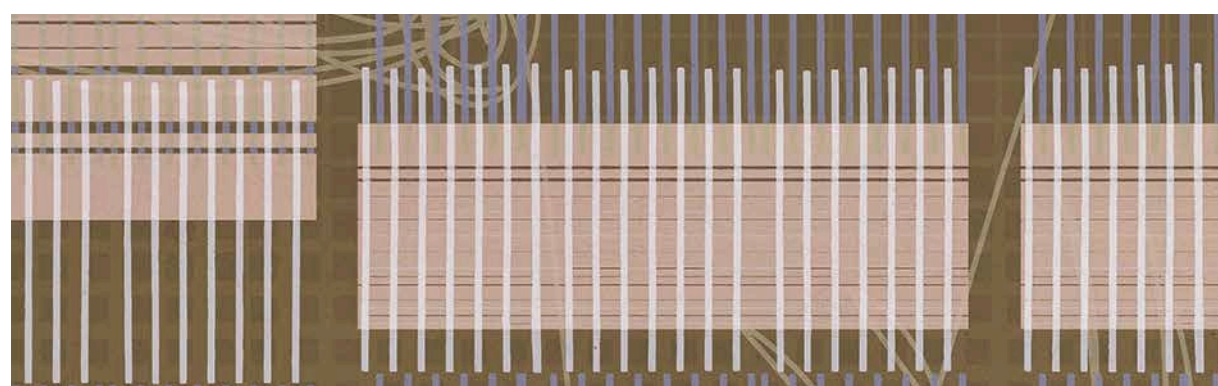
XAVIER
p. 142-143



01



02



scale 1:10 SANTE 02



scale 1:10 XAVIER 02



01



02

TORVI
p. 26-27

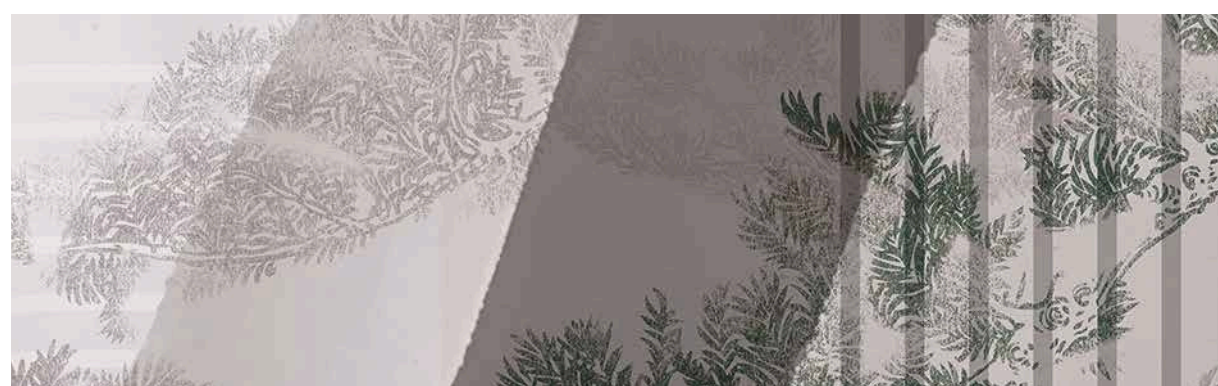
YORI
p. 150-151



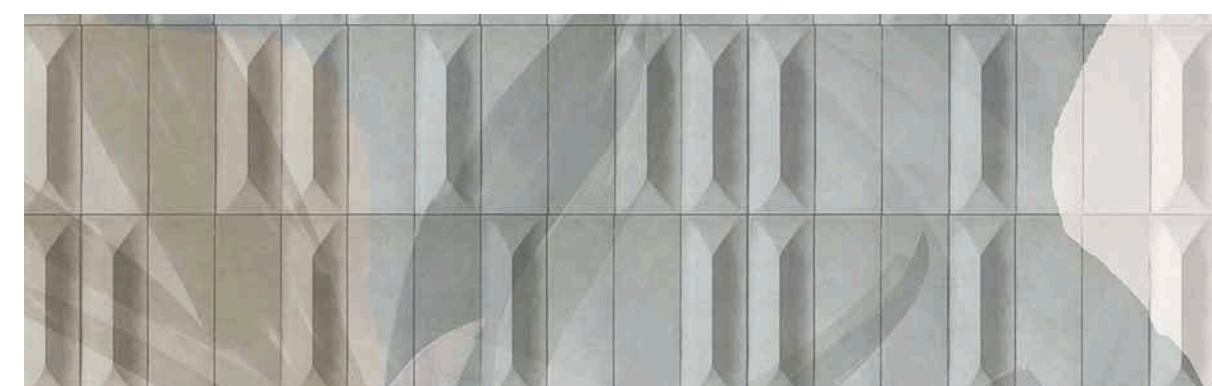
01



02



scale 1:10 TORVI 02



scale 1:10 YORI 02



AUDACE
VARIANTS

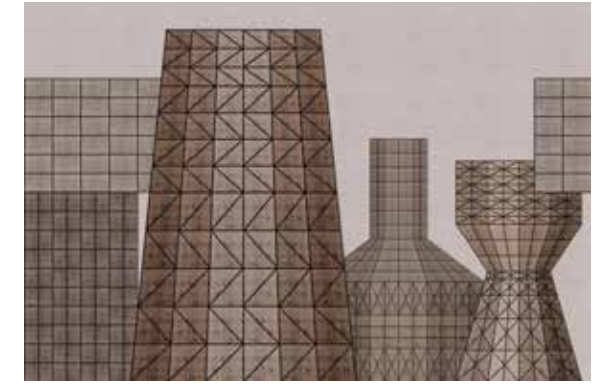
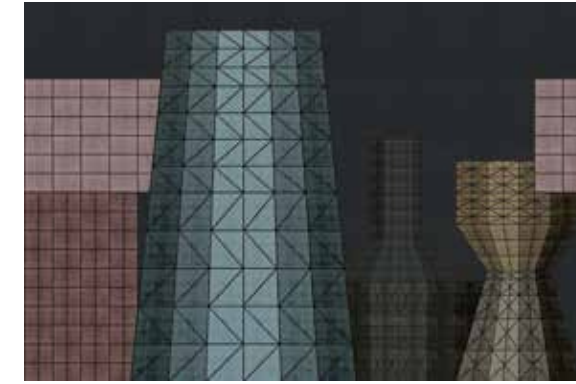


01

02

ALIOSHA
p. 58-59

BETTA
p. 32-33

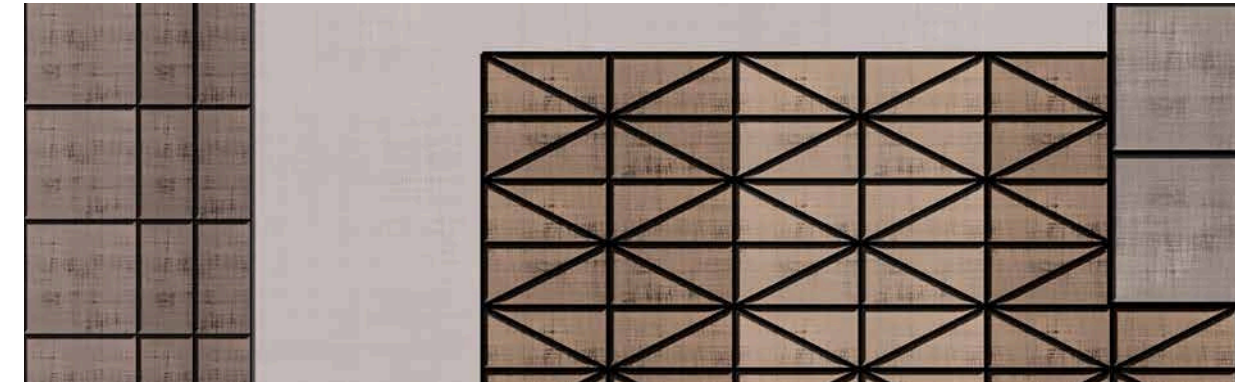


01

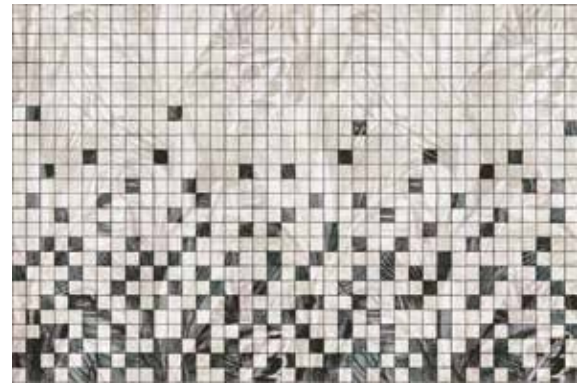
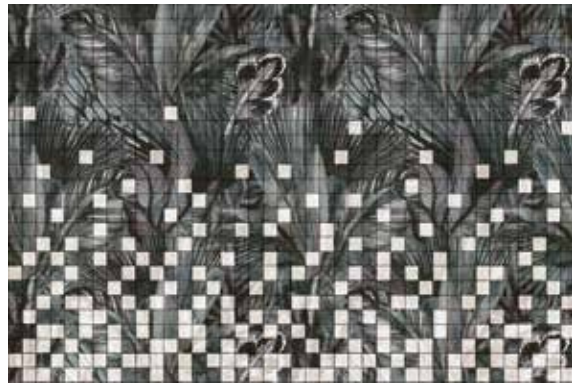
02



scale 1:10 ALIOSHA 02



scale 1:10 BETTA 02

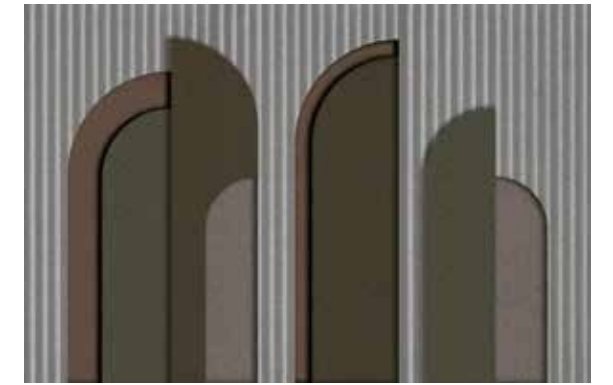
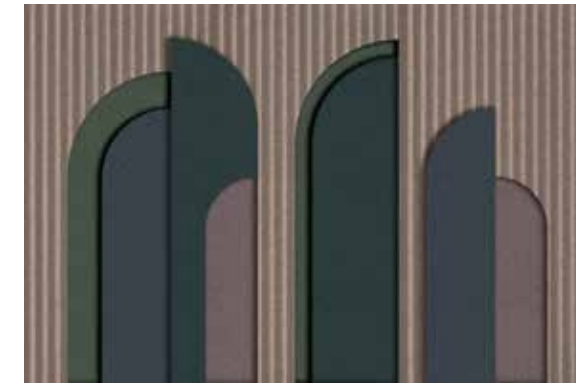


01

02

ARIEL
p. 24-25

CECILE
p. 92-93



01

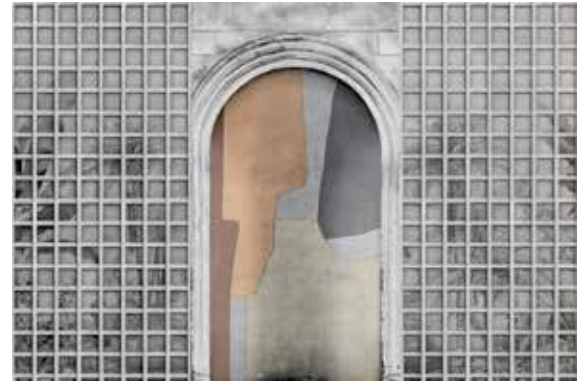
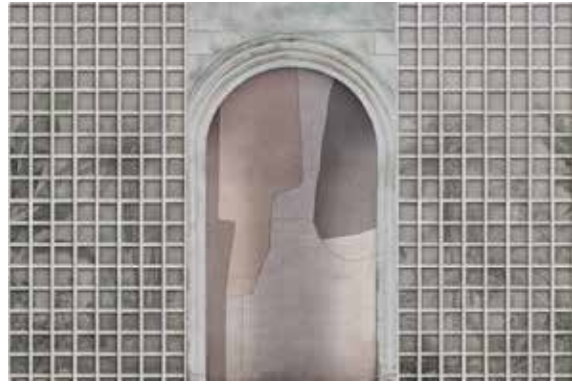
02



scale 1:10 ARIEL 02



scale 1:10 CECILE 02



01

02

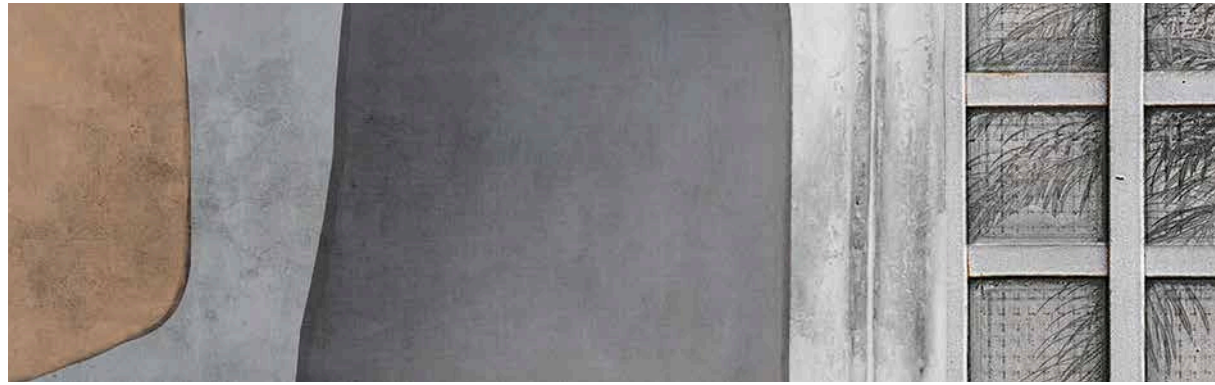
CLELIA
p. 38-39

KAZUO
p. 68-69



01

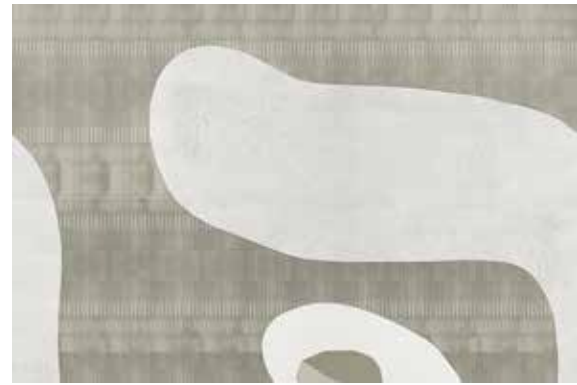
02



scale 1:10 CLELIA 02



scale 1:10 KAZUO 02

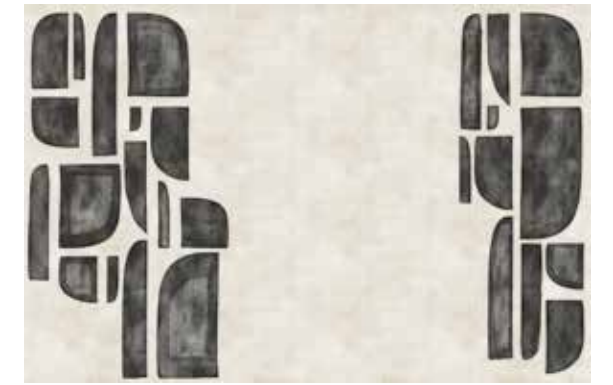


01

02

DEAN
p. 14-15

KIKI
p. 122-123

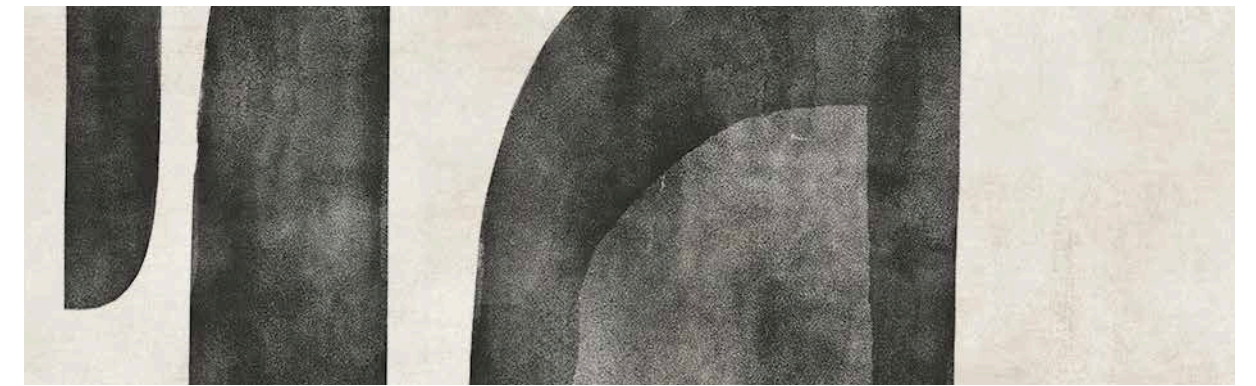


01

02



scale 1:10 DEAN 02



scale 1:10 KIKI 02



01

02

LUCIEN
p. 56-57

NICLA
p. 158-159



01

02



scale 1:10 LUCIEN 02



scale 1:10 NICLA 02



01

02

MEI
p. 124-125

NOSHIMA
p. 84-85



01

02



scale 1:10 MEI 02



scale 1:10 NOSHIMA 02



01

02

RENO
p. 86-87

WENDY
p. 170-171

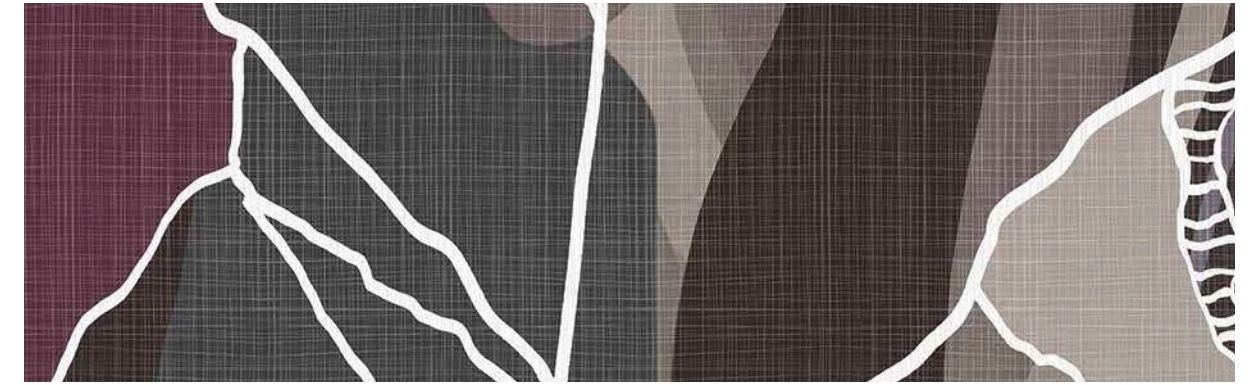


01

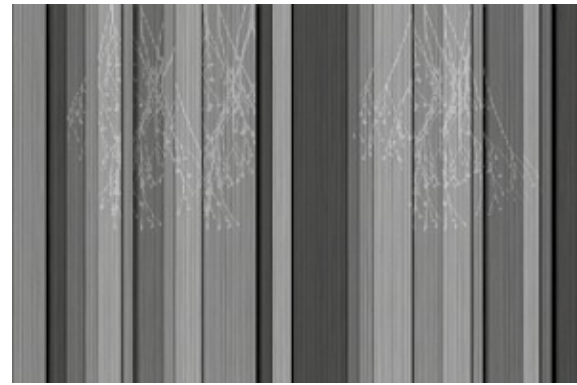
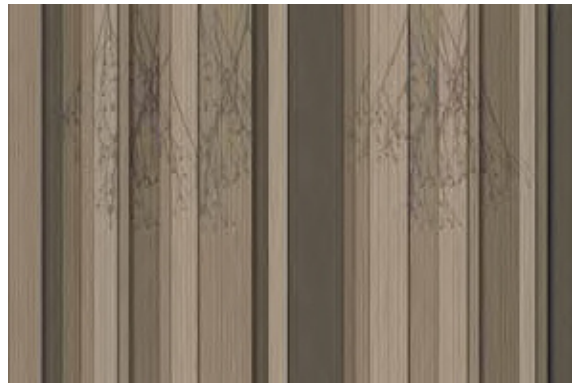
02



scale 1:10 RENO 02



scale 1:10 WENDY 02

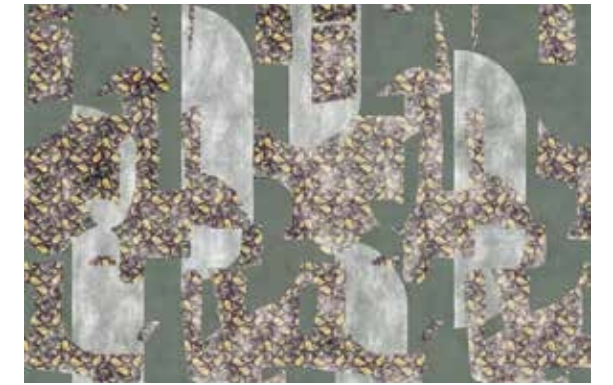


01

02

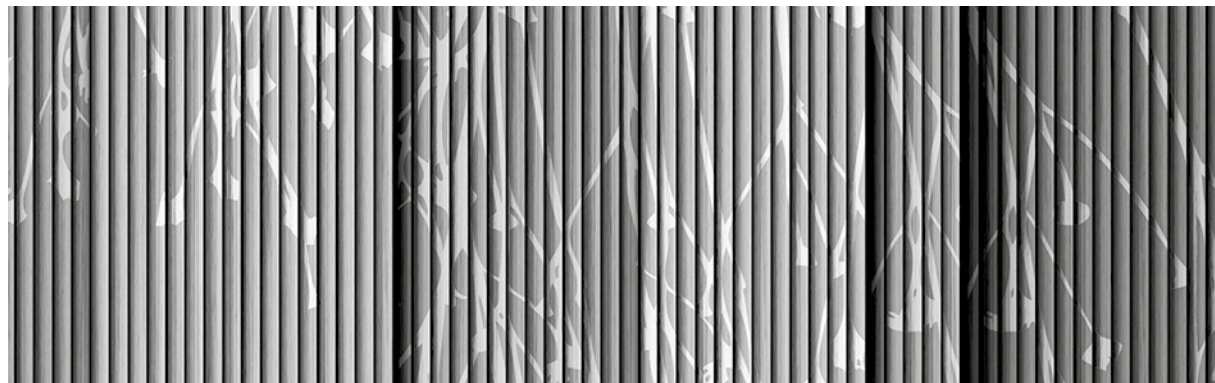
SAMIR
p. 120-121

ZEFFIRO
p. 96-97

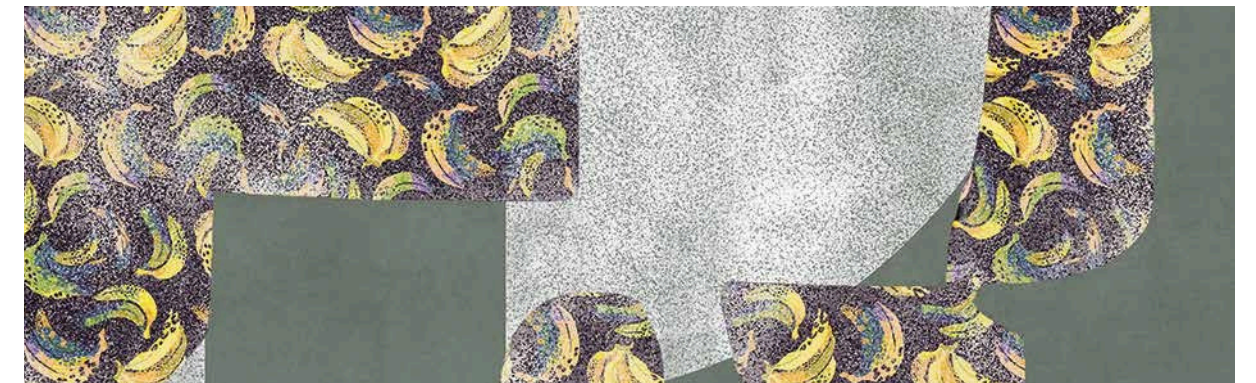


01

02



scale 1:10 SAMIR 02



scale 1:10 ZEFFIRO 02

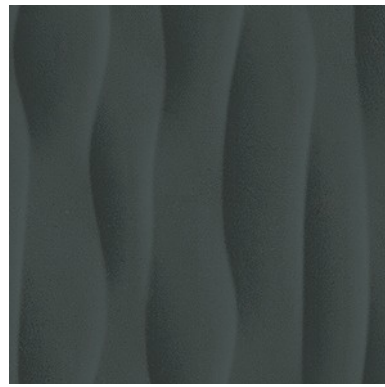


MONOCHROME

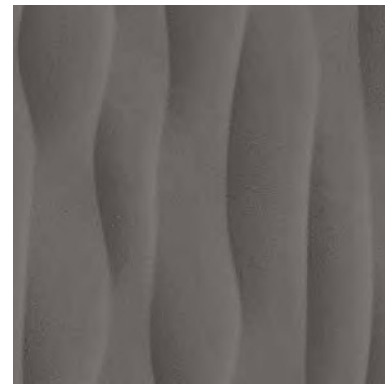
VARIANTS



01

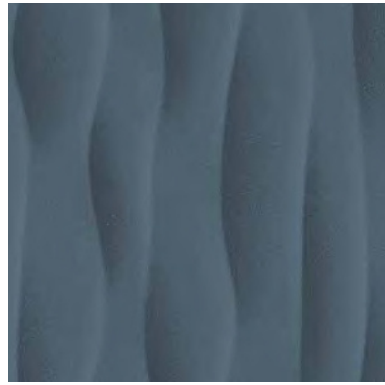


02



03

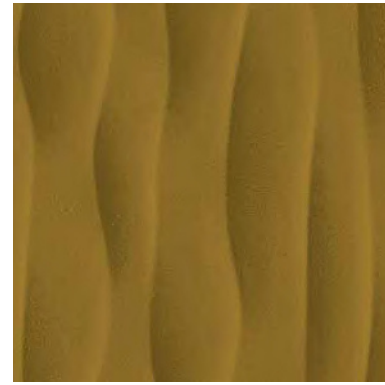
ASTRID
p. 154-155



04



05



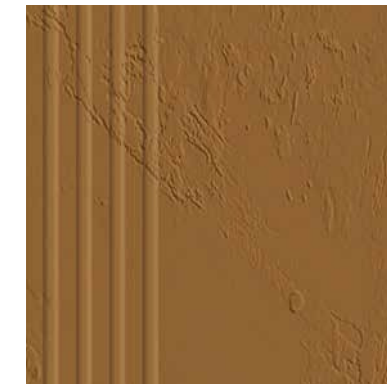
06

scale 1:10

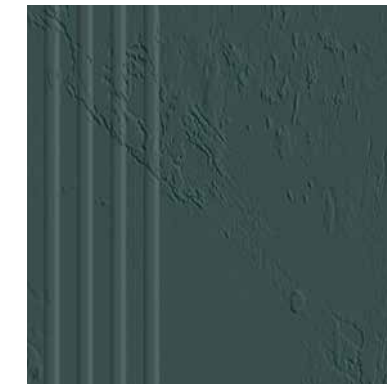
CHRISTOS
p. 98-99



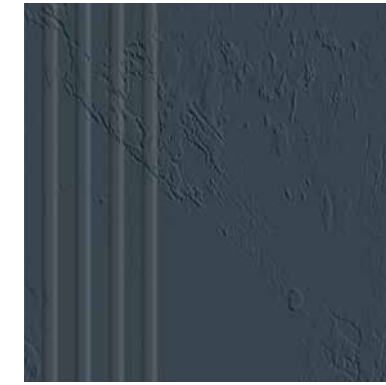
01



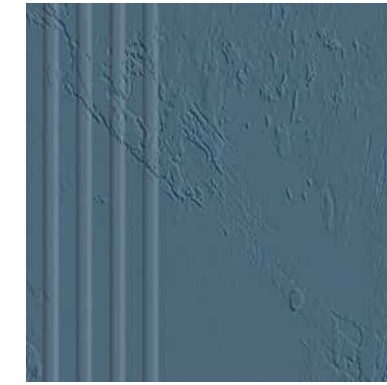
02



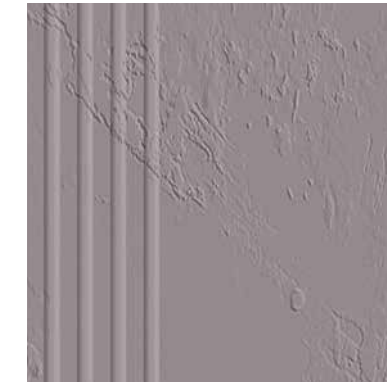
03



04



05



06

scale 1:10



01

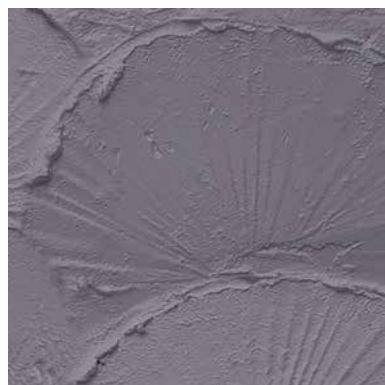


02

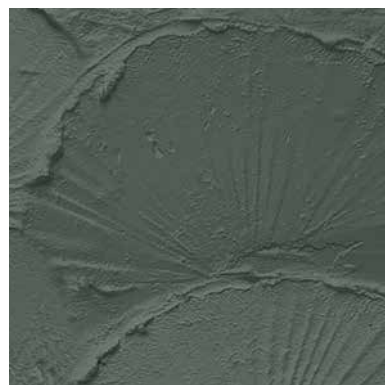


03

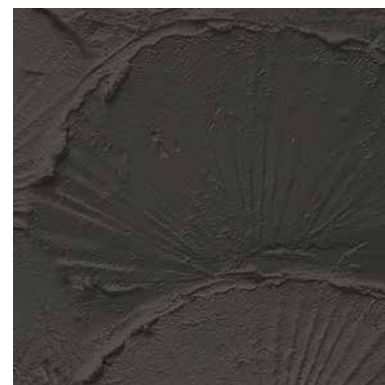
BARNABA
p. 70-71



04



05



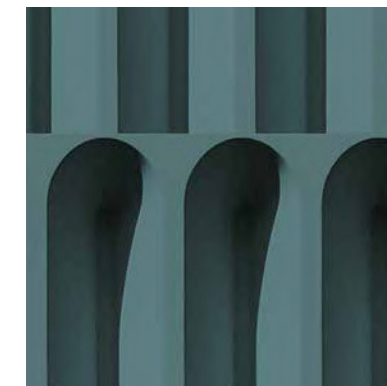
06

scale 1:10

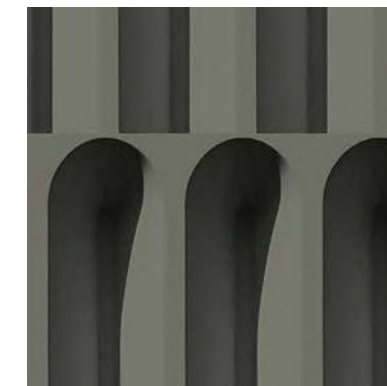
DIOMIRA
p. 40-41



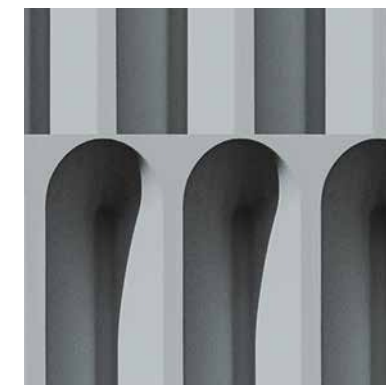
01



02



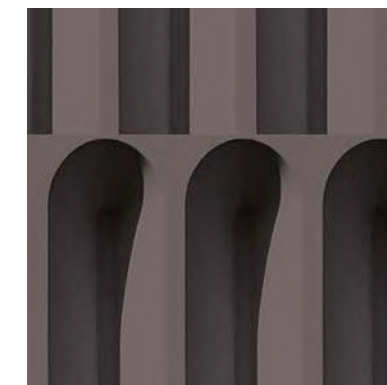
03



04

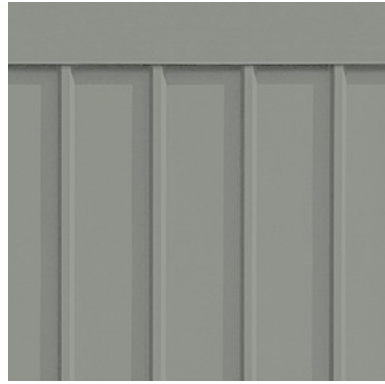


05

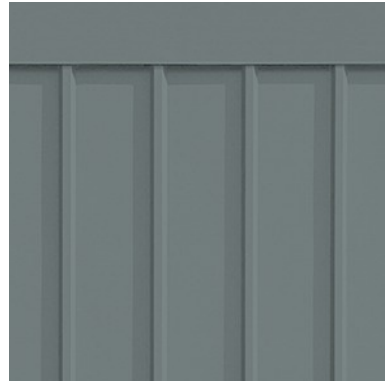


06

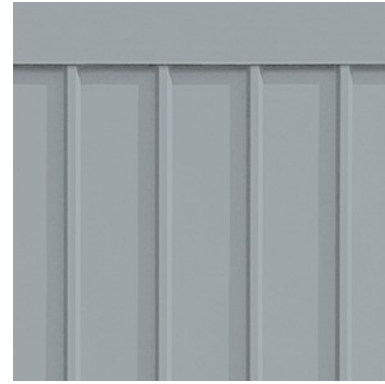
scale 1:10



01

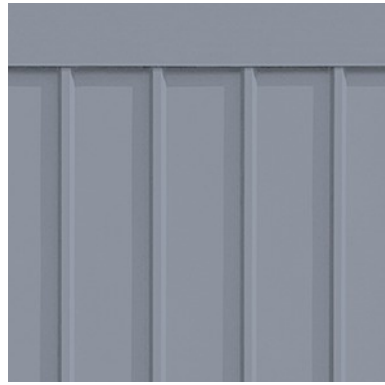


02



03

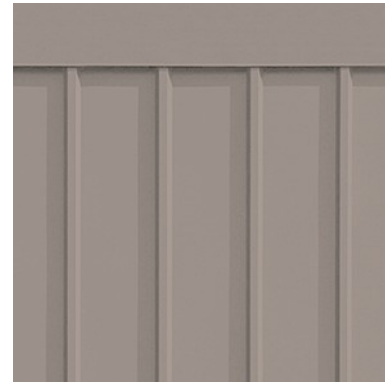
RAFAEL
p. 126-127



04



05



06

scale 1:10



01



02



03

WANDO
p. 182-183



04



05



06

scale 1:10



INSTABILELAB srl

Headquarters: Via Rivale, 59 - 30036 - Santa Maria di Sala - VENEZIA - Italy

The Club: Via Einstein, 8 - 30036 - Santa Maria di Sala - VENEZIA - Italy
Tel. +39 041 5760611 - info@instabilelab.it

www.instabilelab.com

instabilelab.com