

PLAY ADV

MURAIA®
AMBIENTE CREATIVO

> Interior

Coverings / Home textile & home linen / Lighting



> More about PLAY ADV

The name Muraia recalls the longest wall in the world: the "Chinese Wall", together with the dialect assonance from Piedmont, land of origin of the brand. Completely made in Italy production, with the aim to customize every room with original collections of wallpapers, tissues and artistic productions in limited edition. Our creations are the result of instinct, good taste, and knowledge of the world of decorative art and design.

A fundamental part of the Muraia project is the production and component of complementary furnishings such as lamps, curtains and cushions. This is why PLAY ADV is launching important partnerships with manufacturers of furnishing and fashion fabrics with the aim of expanding and customizing its product catalog. We are committed to the continuous search for new creative and technological solutions to create innovation in the interior decoration sector. In fact, through our latest generation printing machines and the coupling of different materials (e.g. paper and fabric), we can achieve an enormous artistic and commercial potential.

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The collections are created by artists and designers who, with their inspiration and personality, give a unique and lasting mark of colours, atmospheres and sensations to each room. You can personalize our collection, adapting to your tastes and to your habitat, or you could rely on our consultants in order to create an original composition which completely satisfy your needs.

Muraia conforms to your needs, never the opposite.

PLAY ADV mainly operates in the design and textile fields.

> Contacts

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Spoken Languages English, French

