

OTTO



Imani and Otto Studio aim to make rented spaces feel like home

“DON’T JUST PUT IT ON ONE WALL, PUT IT ON ALL THE WALLS, AND THE CEILING TOO!” - IMANI KEAL, WALLPAPER ENTHUSIAST

Vancouver, Canada, November 14, 2023 - Just in time for cold weather and dark days stuck inside, Otto Studio and Imani Keal are excited to bring brightness to homes with a new collaboration.

Working closely with the Otto Studio team, Imani is thrilled to debut the latest capsule collection that is ideal for renters looking to spruce up their impermanent spaces. While wallpaper isn’t usually something that renters consider when decorating their homes, Imani emphasizes that “it’s okay to spend money and invest in your space, even in a rental...don’t deny yourself because you’re renting.” This is especially true for premium peel-and-stick wallpaper, which is renter-friendly and won’t damage walls.

The foundation of this unique collaboration began with Imani as an OG Otto Studio follower: “Ever since I first used the Anni in Daydream wallpaper in my studio apartment, I’ve been obsessed with everything Otto Studio has to offer. Their collaborations always look cool and feel like they are meant for a specific type of person.” It’s no secret that Imani is not a fan of generic, one-size-fits-all designs, preferring bold, inspiring, and bespoke looks for each individual. “I make content for a very specific type of person and I knew Otto Studio would be the perfect brand to partner with...because of the uniqueness of the patterns and artist collaborations.” Imani’s wallpaper designs came to life based on doodles made while out for martinis, translated into printable patterns by the creative team at Otto Studio. “I wanted this collection to be textured and structural, but also very fun,” she says.

What’s the best way to bring peel-and-stick wallpaper into a home? Imani has advice based on lots of creative real-world experience. “My real strength is that I have the audacity to try anything in my home and document the ups and downs for the world to see,” she laughs. She’s an advocate for going beyond



traditional applications of wallpaper: “I love an accent wall, believe me, but the greatest thing about wallpaper is the ability to go balls to the wall with a funky pattern. Don’t just put it on one wall, put it on all the walls and the ceiling too!” Imani is also a big fan of using wallpaper as a feature rather than a background. “You can also use two or three panels in the center of a wall and build a frame around it. This is a great way to do a large-scale art piece on a smaller budget,” she suggests.

But Imani’s most profound piece of advice is to make your space your own, even if you’re renting or you’re not sure how your decor fits together: “If you love it, buy it. It doesn’t matter if it doesn’t match with everything else, you should fill your home with things that really represent you.”

Start personalizing your space by visiting Otto Studio and checking out the new capsule collection from Imani Keal.

About Imani Keal

Imani Keal is a Washington D.C.-based interior decorator and self-described “forever renter” who specializes in making small spaces spectacular. When lockdown confined her to her 500 square foot apartment, Imani didn’t let it get her down, instead dedicating herself to outfitting apartments, even if it means sacrificing her damage deposit. Describing her personal style as Neutral Maximalism meets Eclectic Coziness, Imani helps to make abodes more beautiful with design projects, education, and immaculate merch through her company Imani at Home.

Website: imaniathome.com
Instagram: @imaniathome
TikTok: @imaniathome

Pinterest: @imaniathome
YouTube: @imaniathome

About Otto Studio

Founded by Jen Cook and Hannah Lee, Otto Studio has one goal: to bring bold, maximalist wallpaper designs to extraordinary people who want to transform their homes into spaces as unique as they are, regardless of whether they rent or own. Otto Studio wallpaper is thick, luscious, and textured like traditional wallpaper, but it’s peel-and-stick and comes off without leaving a mark, unlike Jen and Hannah, who are leaving their mark on the design industry as innovative women entrepreneurs.

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