



New Capsule Collection: Jessica Poundstone and Otto Studio Revitalize Spaces with Color

PORTLAND-BASED ARTIST AND DESIGNER TEAMS UP WITH OTTO STUDIO ON EXCLUSIVE WALLPAPER AND TILE COLLECTION

Vancouver, Canada, March 26, 2024 - When everyone else is heading off to sleep, Jessica Poundstone's creativity is just waking up. "The hours between 11pm and 2am are magical for me. I think it might come from so many years of fitting my art practice into my schedule: that was the time I had available. But even though I have my pick of time slots now, these are still the hours I love the best." Otto Studio was overjoyed to stay up late to collaborate with Jessica on the newest groundbreaking capsule collection in their catalogue.

Harnessing inspiration from her work with geometric patterns and bold colours, Jessica conceived of the collection in two distinct groups. "The first grouping is wall murals, which are based on my Color Cloud and Hyperspectral Sensing collections. I love the idea of folks being able to experience that work in a large-scale, immersive way," she says. The second is five repeating pattern designs, each of which have three colourways. "These are truly just me having so much fun playing with colours and shapes that I love! It's a pretty eclectic mix with a leaning toward geometric figures." The unifying thread? "At least one colorway in each design includes the color pink. I cannot escape my love for pink!"

Fresh off a recent foray into the film industry (her work was included in set decor for the latest Mean Girls movie), for Jessica, connecting with Otto Studio was a match made at midnight: "I love that Otto Studio was founded by two wonderful women who saw something missing from the market: wallpaper that packs a big design punch!" While there is a time and place for subtle and understated designs, Jessica and the Otto Studio team prefer designs for people who get energized by colour and statement-making designs. "The quality of the product is truly impressive," she says. "The wallpaper feels



almost like fabric." But with a thriving art and design business, why did Jessica want to work her way into wallpaper? "I was a renter for so many years and would have loved to have had access to designs like Otto Studio's. Everyone should be able to make their space feel right to them, and temporary wallpaper makes that possible for folks in any space."

And now that she has dipped a toe into the home decor space, she's gathering inspiration from wherever she can find it. "I've seen folks wallpaper unsightly kitchen cabinet doors! Their refrigerator! Their dishwasher! Basically a joy-giving design moment can happen anywhere, and temporary wallpaper can totally make that happen." Her advice on adding wallpaper to a space: "Just go for it. Have a look at the extremely helpful Otto Studio installation instructions, enlist the help of a friend, and give it a go. You got this!"

About Jessica Poundstone

Jessica Poundstone is an artist and designer based in Portland, Oregon, USA. The core of her practice is her belief that art can change the way we see, think, and feel. Informed and inspired by colour sensation, minimalism, and "light and space" art movements, her work explores the way colour affects us emotionally, combining hue, structure, and softness to create a space for contemplation, comfort, and connection. Jessica loved art from an early age and began making her work full-time after a 20-year career as a writer and editor. "I believe that beauty is inherently hopeful. It celebrates the best of what humans can be and do, and connects us to the realm of the deeply true."

Website: jessicapoundstone.com
Instagram: @jessicapoundstone
Pinterest: @poundstone
LinkedIn: @jessicapoundstone

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.

MEDIA CONTACT

hello@thisisottostudio.com
thisisottostudio.com/media for more information and images

thisisottostudio.com