

newsworthy trends

It's A Wild, Wild World, Even At Home

(NAPSA)—Every year, millions of people in the United States enjoy some form of wildlife recreation. Whether they are hunting, fishing, or simply communing with nature, they are all rewarded by one of our nation's greatest assets—its rich variety of wildlife.

As wildlife recreation continues to increase in popularity, so has the amount of money people will spend to enjoy their hobby. In fact, the 2001 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation reports that more than 82 million U.S. residents spent over \$108 billion pursuing outdoor recreational activities.

And now, wildlife enthusiasts are even beginning to bring their favorite nature themes into the home. A variety of products, from fabrics and bedding, to bath ensembles and home accessories, to wallcoverings, are popping up all over.

Suzanne Ashley, Director of Product Development for Seabrook Wallcoverings, says wildlife and hunting-themed designs are a big hit among nature enthusiasts, hunters, duck stamp collectors, and others in the sporting world.

“Wallcoverings are an easy way to transform a room to suit the nature lover,” said Ashley. “Whether they are looking for a simple scenic border, or their passion is fishing, duck hunting, or Native American themes, wallcoverings can provide just the right look.”

A great example of nature-themed wallcoverings is The Hautman Brothers' The Great Outdoors from Seabrook Designs. The collection was created by The Hautman Brothers, a trio of brothers who are the foremost



THE GREAT OUTDOORS—A new collection of wallcoverings with nature themes is a big hit.

artists in the wildlife and conservation art field.

The collection incorporates hunting and fishing, Native American, and exotic wildlife themes.

One of the highlights is a large scale border featuring a collage of duck stamps that pays homage to what the brothers are best known for—designing exquisite duck stamps for government-sponsored conservation stamp design contests.

Texture also plays an important role in designing around natural themes. “In nature we see a great many textures, such as soft moss against the rough bark of a tree,” said Ashley. “The key is to layer different textures together. When designing The Hautman Brothers' The Great Outdoors collection, we incorporated a lot of different textural sidewalls with grass, pine trees, distressed leather, and fauna serving as inspirations.”

It all helps to bring the outdoors into the home. So now, wildlife enthusiasts can be outdoors—even when they're not.