



Press Release

At imm cologne 2017, 13RUGS by rohi will launch the DEEP BLUE EDITION carpet collection and the CUSTOMIZED 13RUGS tailored unique carpet design concept.

Geretsried, 16 January 2017. After the successful première of 13RUGS at last year's international furniture trade fair in Cologne, founders Lara Wernert and Tina Wendler present their latest creations at DESIGNPOST Cologne. At imm cologne from 16 January until 22 January 2017, they present the new DEEP BLUE EDITION and their CUSTOMIZED 13RUGS concept.

"After the overwhelming response last year, we have prepared two fascinating 13RUGS topics for the IMM," is how Tina Wendler sums up the carpet label's innovations. In the DEEP BLUE EDITION collection, fashion and textile designer Lara Wernert designed a series of several 13RUGS carpets in subtle blue tones. The works DEEP BLUE 06, DEEP BLUE 07 and DEEP BLUE 08 (see enclosed descriptions and images) will be on display at DESIGNPOST at rohi. Tina Wendler describes the new look and feel of the one-offs as follows: "We worked with a different quality of wool yarn for this series – the result is intriguingly soft". "We drew our inspiration for the colours from nature. For instance, DEEP BLUE 06, based on the black sand beaches of Lanzarote, with its rich, dark shade of blue, permeated by lines of royal blue, creates an oasis of calm and relaxation. "Every carpet tells a little story and has its own personality, revealing new facets all the time," says Lara Wernert. "The individual nature of these unique carpets is precisely what is needed to contrast the purist and perfect design of our age with hand-made accents."

A few months ago, the young designer moved from her home town of Berlin to the idyllic mountain landscape of the Alpine uplands: "When laying out the selvages, the depth of the dark blue calmed me – like diving deep into the ocean or admiring the fascinating mountain panorama at blue hour in the early evening."

In 13RUGS, Lara Wernert and Tina Wendler have developed a successful new carpet concept. In a hand-crafted and multi-phase felting process, they turn selvages from rohi woollen mills' fabric production into unique carpets from premium wool fascinating colour progressions and a cosy feel. "From the source material to the end product, 13RUGS carpets are produced exclusively in Germany. The regional production and upcycling of the selvages from rohi's fabric production to new textile products highlights our approach to sustainability," explains Tina Wendler. Premium production surplus are turned into textile works of art for floors. The unique 13RUGS carpets are characterised by the functional, sensual and ecological qualities of wool, a naturally renewable raw material. Artistic design and the visibly hand-crafted character make the carpets particularly authentic and vivid. They do not strive for perfection; in fact, their fascination is derived from their unfinished character. Lara Wernert and Tina Wendler's concept was recognised with the first prize in the Ecology category of the 2016 Material Award.

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The CUSTOMIZED 13RUGS concept is another innovation at the DESIGNPOST stand. "With CUSTOMIZED 13RUGS, we want to offer interior designers in particular a fascinating cooperation option," says Tina Wendler of the design tool. In future, custom, unique 13RUGS carpets can be produced per special colour and shape specifications on request. In just a few steps, you can be part of the design process. After 13RUGS is briefed on the corresponding interior situation by the creative designer, the partners can choose from a range of shape and design options. Potential colour progressions or targeted accents are discussed with the customer. Lara Wernert then produces a colour sketch and gathers the appropriate selvages from the range of colours. This overview helps customers make their decision, and production of the CUSTOMIZED 13 RUGS carpet can then start. The final result is always a product of artistic freedom: The manufacturing process and subsequent felting makes every 13RUGS carpet an individual, unique item.

Several CUSTOMIZED 13RUGS projects have already been implemented in the past year, including two custom carpets for Design Hotel Wiesergut in Saalbach Hinterglemm. After consulting with the owners, the selvages were chosen in accordance with the colour concept of the garden suites and the carpets were produced with accents to match the furniture. 13RUGS produced a red carpet for the speaker stage for TEDTalks in Munich on request by the organisers. The customised circular carpet will be centre stage at all future TEDTalks, an innovation conference with speeches on a wide range of topics such as technology, entertainment, design or business.

A special concept has been produced based on the long-standing cooperation between furniture manufacturer COR and rohi woollen mills: The COR_JASPIS and COR_JADE models were created from the selvages of rohi fabrics COR uses for its lounge suites. Their colouring and look highlight the furniture design and combine to form a finely harmonised whole.

What links ZEITRAUM and 13RUGS is a strict commitment to natural materials, with both characterised by their resource-friendly processing of wood and wool. This results in a special combination of these materials: The harmonious interaction of the classically modern wooden furniture and the individual woollen carpets mutually enhance their design statements. The colours and structures of the unique COLOGNE_06 and COLOGNE_07 carpets were chosen to complement the look of wood, another natural material.

All four carpets will be presented on the COR and Zeitraum stands.

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13RUGS @ rohi and ZEITRAUM at DESIGNPOST

Deutz-Mülheimer-Str. 22a, 50679 Cologne

16-20 January 2017, 9 a.m. to 8 p.m., 21-22 January 2017, 10 a.m. to 6 p.m.

13RUGS @ COR trade fair stand

Koelnmesse, Hall 11.3. Stand S10/T11

16-21 January 2017, 9 a.m. to 6 p.m., 22 January 2017, 9 a.m. to 5 p.m.

13RUGS @ ZEITRAUM trade fair stand

Koelnmesse, Hall 3.2 Stand D24

16-21 January 2017, 9 a.m. to 6 p.m., 22 January 2017, 9 a.m. to 5 p.m.

13RUGS

Tina Wendler, co-owner of rohi woollen mills, and fashion and textile designer Lara Wernert launched carpet manufacturer 13RUGS in 2015. With intricate craftsmanship and a custom, multi-phase felting process, the two combine selvages from rohi's fabric production to form unique carpets. In their individual look and cosy feel, the woollen carpets impress with finely graded colour progressions, refined structures and an innovative, reversible carpet design. Made from the selvages of the woollen materials produced at rohi, 13RUGS carpets are characterised by the many tangible, functional and ecological qualities of premium pure new wool. From the source material to the end product, the carpets are produced exclusively in Germany.

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