



Press Release

## The salvage metamorphosis continues

At imm cologne, 13RUGS by ROHI presents seven carpets with a new laying method and organic shapes. They will be showcased at the COR, FREIFRAU and ZEITRAUM stands, and at ROHI in the DESIGNPOST.

Geretsried, 14 January 2018/The 13RUGS by ROHI label is starting a new chapter in the success story of its hand-made rugs at imm cologne from 15 to 21 January 2018. Seven new developments that impressively demonstrate the creative potential of the upcycling project will be exhibited at the COR, FREIFRAU and ZEITRAUM stands in Cologne's exhibition centre, and at ROHI in the DESIGNPOST.

The carpets from the selvages of the ROHI woollen mill reveal a striking new laying method. This time, the 13RUGS team arranged the selvages more freely. "We no longer lay one selvaige next to another, creating a linear progression, now we play with organic shapes. We do not automatically arrange the selvages in a circular shape for a round carpet," is how designer Lara Wernert describes the creative process. "The new 13RUGS carpets express our creativity and design diversity. There are infinite combinations of patterns, colours and shapes," says Tina Wendler, Head of Marketing at ROHI. "The result is new unique pieces, works of art for floors and walls, every time."

The COLOGNE\_09 and COLOGNE\_10 carpets for COR play with a round shape and plain colours: They were inspired by the growth rings of tree trunks.

COLOGNE\_11, COLOGNE\_12 and COLOGNE\_13 for FREIFRAU interpret the topic of colour blocking in a classic rectangular shape. Violet, cognac and bottle-green were selected as accent colours for the three carpets.

COLOGNE\_14 for ZEITRAUM is a round carpet whose selvages are arranged symmetrically at right angles. The juxtaposition of the bold red and blue shades mean they make a strong statement.

At the ROHI stand in the DESIGNPOST, the classic furniture fabric CREDO will be presented in 29 new colours and staged with more than 300 fabric patterns on the wall. The COLOGNE\_15 carpet from CREDO selvages interprets this wall installation. The triangular shape of the carpet was created in two new CREDO colours: a grey and a purple shade.

All 13RUGS carpets are produced exclusively in Germany and are entirely hand-made. "Our regional production and the concept of upcycling are part of our brand identity," explains Tina Wendler. From sewing to the fabric backing, to laying the selvages, right up to stitching and the felting process, it takes several days to produce each one. "For every carpet, we specify the needle depth and speed of the needle felting machine. In this way, the hand-laid carpets are a stark contrast to a high-tech process we refined ourselves," says Lara Wernert, who supervises all production steps as a designer.

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13RUGS has been pursuing the CUSTOMIZED concept for one year: The carpet shapes and designs are chosen in close coordination with the customers. Digital sketches and suitable selvage collages make the design process easier. The 13RUGS carpets in Hotel Wiesergut in Saalbach-Hinterglemm, in the showrooms of Steelcase in Germany, Canada and the USA, and, since mid-November 2017 also in the Motel One in Amsterdam, are examples of successful cooperations.

13RUGS @ ROHI in the DESIGNPOST  
Deutz-Mülheimer-Str. 22a, 50679 Cologne

13RUGS @ COR trade fair stand  
Koelnmesse, Hall 11.3. Stand S10/T11

13RUGS @ FREIFRAU trade fair stand  
Koelnmesse, Hall 11.1. Stand E31/D38

13RUGS @ ZEITRAUM trade fair stand  
Koelnmesse, Hall 3.2. Stand D24/D44

## 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, selvages from rohi's fabric production are combined to form unique premium carpets. They range in size and shape from 13 metre-long floor paintings to organic formats. In their individual look and cosy feel, the woollen carpets impress with finely graded colour progressions and refined structures. Added to this are the sensual, functional and ecological aspects of first-grade pure new wool. From the source material to the end product, 13RUGS carpets are produced exclusively in Germany.

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