



Press Release

13RUGS exhibits innovative unique woollen carpet at Salone del Mobile in Milan

Geretsried, 04. April 2017 | 13RUGS will present its innovative product to the international design public at Salone del Mobile 2017 in Milan. The unique 13RUGS design will be shown at ZEITRAUM - Pad 5 Stand B05 - from 4 to 9 April 2017.

With 13RUGS, Lara Wernert and Tina Wendler have developed a successful new carpet concept. By a hand-crafted and multi-phase felting process, they turn selvages from rohi's fabric production into unique carpets. Uniting premium wool, fascinating colour gradients and a cosy touch.

"From the raw material to the final product, 13RUGS carpets are produced exclusively in Germany. The regional production and upcycled 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 art pieces 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 handcrafted 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's and Tina Wendler's concept was awarded with the first prize of the materialPREIS 2016 in the category „ecology“.

The CUSTOMIZED 13RUGS concept is another innovation. "With CUSTOMIZED 13RUGS, we want to offer interior designers a fascinating cooperation option," says Tina Wendler of the design tool. In future, customized 13RUGS carpets can be produced with special colour and shape specifications on request. In just a few steps, you can be part of the design process.

Several CUSTOMIZED 13RUGS projects have already been realized in the last months, including some custom made carpets for Design Hotel WIESERGUT in Saalbach Hinterglemm. In collaboration with the owners, the color concept was adjusted to the garden suites, in order to match the interior furniture.

Furthermore 13RUGS produced a red carpet for the stage of TEDTalks Munich. The customised circular carpet will now be placed at all future TEDTalks, an innovation conference with speeches on a wide range of topics such as technology, entertainment, design or business.

Also 13RUGS will be presenting a new rug at Palazzo Michiel at the VENICE DESIGN 2017 during the Venice Art Biennale from 13th May until 26th November 2017.

13RUGS
rohi stoffe GmbH
Schönlinderstr. 1
82538 Geretsried
Germany

† +49 8171 935492
f +49 8171 935499
info@13rugs.com
www.13rugs.com

Sitz der Gesellschaft: Geretsried
HRB: 64583, München
Geschäftsführer:
Katrin Hielle-Dahm, Philipp Dahm

Sparkasse Bad Tölz-Wolfratshausen
BLZ: 70054306
Konto: 55227425
IBAN: DE06700543060055227425
BIC: BYLADEM1WOR



Press Release

The unique MILAN_03 piece is a new design, created specially for the trade fair stand from ZEITRAUM in Milan. The circles in various dark green, soft green and pink tones growing from the inside out are reminiscent of a tree's growth rings. The design was conceived to match the trade fair floor, the ZEITRAUM furniture on display and the colourful rohi fabrics used for the upholstery. The unique carpet MILAN_03 was created from the selvages of rohi's classic OPERA, which ZEITRAUM uses for its lounge suites. Their colouring and look highlight the furniture design and combine to form a finely harmonised whole.

ZEITRAUM is linked to 13RUGS through a strict commitment to natural materials, 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.

13RUGS @ Zeitraum trade fair stand
Salone del Mobile, Hall 05 Stand B05

4 - 9 April 2017, 9:30 a.m. to 6:30 p.m.

13RUGS

Tina Wendler, co-owner of weaving mill **rohi**, and fashion and textile designer Lara Wernert jointly launched carpet manufacturer 13RUGS in early summer 2015. With intricate craftsmanship and a custom, multi-phase felting process, the two combine selvages from **rohi's** fabric production to 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 raw material to the final product, the carpets are produced exclusively in Germany.

13RUGS
rohi stoffe GmbH
Schönlinderstr. 1
82538 Geretsried
Germany

t +49 8171 935492
f +49 8171 935499
info@13rugs.com
www.13rugs.com

Sitz der Gesellschaft: Geretsried
HRB: 64583, München
Geschäftsführer:
Katrin Hielle-Dahm, Philipp Dahm

Sparkasse Bad Tölz-Wolfratshausen
BLZ: 70054306
Konto: 55227425
IBAN: DE06700543060055227425
BIC: BYLADEM1WOR