



CREATE TIME!

Exciting new textile collection to launch at Aircraft Interiors Expo

Time is precious. Every second counts. From a weary business traveller rushing to make that all-important connecting flight, to a family embarking on their first ever holiday abroad, air travel often reminds us of the importance of time and spending it well.

This was the starting point for an exciting new design study undertaken by leading German aviation textiles specialist, rohi and ANKER, to be revealed at the forthcoming Aircraft Interiors Expo in Hamburg, 4 – 6 April, 2017. Once again, the two companies have teamed together on an innovative in-house project to test their ability to interpret any idea into a conceptual collection of stunning fabrics and carpets.

“Time, can be the past, the present or the future,” explains Philipp Dahm, rohi’s managing director. “It can be one year. One month. One week or one day. But how do you translate one day with all its different moods into a meaningful textile scheme, with all the appropriate colours and designs? Across both fabric and carpet?”

“We all experience in our everyday life that time is rushing by,” adds Alexander von Fuchs-Nordhoff, ANKER’s sales director. “It’s rare that we take the time to reflect, or to simply live the moment. How many of us consider how beautifully versatile a single day can be, in terms of our different moods and energy levels?”

To help devise its solutions, the two leading manufacturers in premium aircraft textiles analysed a typical 24 hours to devise four essential moods, each intricately interpreted through a unique textile design: ‘Hey, early bird’ (morning); ‘Oh, what a day’ (daytime); ‘Let’s party’ (after-work/early evening); and ‘Just me and the Moon’ (night time). Together, they form ‘Create TIME’.

“We hope to continue to inspire the industry with our latest example of how to translate a unique brief into textile design,” continues Dahm. “Together, rohi and ANKER are the perfect partner for an airline to create an outstanding product. We focus on our client’s needs. We listen and work together with the client to find the perfect solution for each individual customer. And our partners can rely on us long after delivery to support their needs.”





Create TIME will take pride of place on rohi and ANKER's combined stand (Booth D60 Hall B7) at this year's Aircraft Interiors Expo in Hamburg (4 – 6 April, 2017). "This project once again underlines our belief in creating unique solutions for our customers," says Dahm. "It is a great way to showcase our design talents and our ability to translate any source of inspiration, however disparate, into a meaningful textile concept."

"We wanted to demonstrate our ability to turn an unconventional brief into a coordinated and considered solution," adds von Fuchs-Nordhoff. "Once again we have challenged ourselves to think creatively and deliver suggestions relevant to our airline customers. Whatever the brief – we can translate it into textiles that make the difference."

Such innovation remains a hallmark of both companies, which share a similar family-owned history and 'made in Germany' quality. Both have won numerous design awards for their work, while their clients include some of the world's leading airlines, such as Emirates, Lufthansa and Singapore Airlines, as well as iconic contemporary domestic furniture brands such as COR, Knoll International, Rolf Benz, Thonet and Vitra.

To discover more, visit rohi and ANKER in Hall B7, Booth D60 at this year's Aircraft Interiors Expo, in Hamburg, Germany, 4 – 6 April, 2017 or contact:

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