



‘CREATE SPIRIT! to be toast of the show at Aircraft Interiors Expo’

Distillation – the extraction of the essential meaning or most important aspects of something.

What would you like to drink? A familiar question, with a multitude of possible answers, depending on your taste. But how would you translate your favourite tipples into an individually crafted aircraft cabin scheme? A little more difficult to answer, but the resulting concepts will leave you thirsty for more!

At this year’s Aircraft Interiors Expo in Hamburg, the two leading manufacturers in premium aircraft textiles, rohi and ANKER, will launch the CREATE SPIRIT design study – inspired by a range of their favourite drinks, and the result of an in-house project to test their ability to interpret any idea into a concept of stunning fabrics and carpets. Philipp Dahm, rohi’s managing director and Alexander von Fuchs-Nordhoff, ANKER’s sales director, are both equally curious how this creative study will be received at the Expo.

“We were sitting in a cocktail bar, talking animatedly about design, about interiors, and about textiles,” explains von Fuchs-Nordhoff. “All of a sudden we thought ‘could we design some of our favourite drinks into fabrics and carpets’? Which colours, which patterns and which structures would be right to represent the world of whisky, for example? And for other drinks? Can we translate those atmospheres into textiles?”

The answer is a clear **yes** given the five custom-designed cabin concepts that have been ‘distilled’ during the project: WHISKY, GIN TONIC, BLOODY MARY, TEQUILA SUNRISE and PINA COLADA. “We wanted to create unique and characteristic concepts for each atmosphere. WHISKY for example – we think of a cosy lounge in muted light, we smell wood and tobacco, we feel genuine leather and metal – we see predominantly warm colours on classical patterns, interpreted in a modern way. Blues in combination with earthy tones bring in an exciting contrast of cold and warm. That way, we bridge classicism and modernity and give this world a timeless elegance,” says rohi head of design and managing director Katrin Hiele-Dahm.

rohi

ANKER
PROFESSIONAL CARPET





CREATE SPIRIT will take pride of place on rohi and ANKER's combined stand (Booth D60 Hall 7) at this year's Aircraft Interiors Expo in Hamburg (4-6 April, 2016). "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."

"Our goal is to inspire the industry. We wanted to test and demonstrate again our ability to work with a daring brief but still deliver a coordinated and considered response," adds von Fuchs-Nordhoff. "The project set out to challenge rohi and ANKER to think creatively and to deliver a smooth package of solutions relevant to our airline customers. Whatever the brief - we can translate it into textiles that make the difference."

Such innovation comes naturally to both companies, which are proud of their family-owned history and 'made in Germany' quality. Both manufacturers have won numerous design awards for their work, while their clients include some of the world's leading airlines, such as Emirates, Lufthansa and Cathay Pacific.

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