

## Create ON/OFF

### Flick the switch for innovation at Aircraft Interiors Expo 2019!

The digital age is about being switched on and signed in – but sometimes we just want to turn off and tune out, to recharge our batteries and catch up face to face with friends and family. This modern-day dichotomy between 'ON' and 'OFF' is the inspiration for the latest design study from leading German aviation textiles specialists, rohi and ANKER, to be revealed at Aircraft Interiors Expo in Hamburg, 02 – 04 April, 2019.



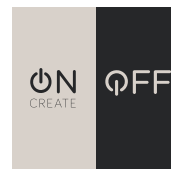
Following last year's 'Create MUSIC' project, the two companies have once again collaborated on an innovative in-house design study to hone their skills in interpreting any idea into a conceptual collection of intriguing and engaging fabrics and carpets.

“Each year we present a textile interior design study to the industry,” explains Philipp Dahm, rohi's managing director. “These studies demonstrate how we work, and how we interpret customer briefs. Our job is to translate these into textiles. That is our strength – creating individual designs for individual customers. The exciting question is always: What will be our topic for this year? On what do we want to focus? What should we put in the foreground, and what in the background? What is there? What is not there? In other words – what's ON and what's OFF?”

“Anything can be ON or OFF”, adds Bernd Zumbe, ANKER's sales director aviation. “A light, a car, your mobile phone or email account. Our attention, patience, energy, sometimes even our love! We are ON or OFF. The same applies to textile design. Colour, touch, structures, patterns and designs can be used or not used. They can be emphasised or reduced. Let's 'flick the switch' of soft furnishing and see what happens when we turn things ON or OFF!”

To help power its creative output in meeting the design brief, the two leading manufacturers in premium aircraft textiles explored their 'tool box', making use of four essential elements: colour, dimension, pattern and haptic finishing.

“By switching colour ON or OFF, the impression of the same patterns is totally different,” continues Dahm. “Technical, metallic finishes or cosy, homely structures can be used to control how a textile feels to the touch. Furthermore, we can play with dimensionality and patterns.



This is the textile construction kit we use in our daily work to create very different feelings from our fabrics. The same tools enable us to create the most diverse atmospheres in the cabin. This is how we define ourselves: Whatever the challenge is, we approach every customer individually and translate their briefs into textile solutions.”

Create ON/OFF will be the highlight of rohi and ANKER's combined stand (booth D60, hall B7) at this year's Aircraft Interiors Expo in Hamburg (02 – 04 April, 2019). “This project once again underlines our belief in creating unique solutions for our customers,” says Zumbe. “It is a great way to showcase our design talents and present the toolbox at our disposal when we first begin to interpret a brief from a customer.”

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, with clients including some of the world's leading airlines, such as Emirates, Lufthansa and Cathay Pacific, 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, 02 – 04 April, 2019.

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