



A MIDGARD-ROHI-ZEITRAUM COOPERATION

SYNTHESIS OF AESTHETICS

MIDGARD, ROHI and ZEITRAUM will present their cooperation for the first time during Orgatec 2018 in Cologne. The three manufacturers share the same values – and want to showcase this to visitors in the Designpost.

CRAFTS – the manual nature of the work is clearly visible in all three companies' products. Every lampshade, every upholstery fabric and carpet, and every chair are hand-shaped and crafted. That is what makes the products special. Every step adds emotion, character and vibrancy.

DESIGN – MIDGARD, ROHI and ZEITRAUM products epitomise timeless design. MIDGARD revives old lamps from the industrial age. They shaped the office world to an unrivalled extent until the 80s. ZEITRAUM manufactures solid wood furniture with minimalist sensuality. Thanks to their timelessness, they accompany their owners for a lifetime. For over 85 years, ROHI has been weaving long-lasting, timeless, classic upholstery fabrics from premium new wool. With the 13RUGS carpet label, ROHI offers a creative, hand-crafted and innovative new product. At the same time, the three manufacturer's products also ensure your comfort naturally, by adapting to every interior.

SUSTAINABILITY – sustainability has been a key topic for the three companies for decades. The companies use green electricity, photovoltaic systems, recycled paper and BlueTec vehicles. They also ensure that their suppliers and producers act sustainably. This includes short transport routes, sustainable materials and certified eco standards. All products are designed to be durable and repairable. These products are not short-term companions, they last a lifetime. That is why the manufacturers use only high-grade materials. Wood for the Zeitraum furniture is FSC-certified and is hand-chosen. The material for 13RUGS carpets is actually production surplus – selvedges from the ROHI woollen mill. Using this recycling concept, the result is individual carpets day after day from wool, a natural, renewable material.

During the trade fair, there will be short tours on the cooperation in the mornings and evenings. You can book ahead on the www.wertemanufacturen.de website. The tours are limited to 15 participants.

A draw will be held for the furniture on display.

1x 13RUGS carpet by ROHI,

1x MIDGARD standard lamp,

1x Zenso Lounge Chair by ZEITRAUM – covered with a new ROHI fabric from the 2019 collection.

