

CREATE

flow

FLOW MOTION

Live life better by being 'in the moment' with rohi and ANKER's latest AIX show collection

Flow – the sensation of being completely immersed in an activity or absorbed in a process.

A good, brisk, outdoor walk has long been recognised as an antidote to help overcome a mental block. It's a great way to achieve 'flow' – a state of mind obtained when one is completely absorbed 'in the moment' and therefore free from distraction, resulting in improved problem solving, higher levels of creativity and a more positive outlook.

Aviation professionals in search of similar enlightenment at this year's Aircraft Interiors Expo in Hamburg, 6-8 June, would be well advised to take a quick stroll to Booth 7D60, where they will find the latest show collection from rohi and ANKER, two leading manufacturers in premium aircraft textiles, who have once again come together to create a stunning, original range of seat fabrics and carpets, inspired by the idea of 'being in the moment'.

Named 'Create FLOW', this is the seventh such collection, following previous collaborations that have drawn on themes as diverse as music, the colour pink, and even cocktail culture.

"These studies showcase both our passion for textile design and our capabilities," explains Bernd Zumbé, ANKER's sales director aviation. "They demonstrate how we work, and how we interpret customer briefs – after all, our job is to translate a customer's brief into textiles and that is precisely our strength – creating individual designs for individual customers."

The new range for 2023 features four key components: SPORTS, COMMUNITY, MINDFULNESS, and CREATIVITY, which all serve as examples of the various situations in which the 'flow-state' can be obtained. A very personal and positive experience, the team enjoyed its own 'flow' moment while brainstorming and passionately discussing potential ideas for its latest collaboration, according to rohi's managing director, Philipp Dahm.

rohi

ANKER



“When you are ‘in the flow’, you are completely absorbed in what you are doing: focused, captivated and devoted to the moment,” he says. “Suddenly, ‘doing’ becomes easy, something new emerges and develops almost by itself – we forget about time, space and even ourselves. This is when we are truly ‘in the flow’. This blissful state is what our latest design study is all about.”

Such a state of mind is particularly evident in sport, where participants are wholly engaged in a world of focus and physical exertion, resulting in an increased sense of energy and even euphoria. To capture this sensation, the SPORTS section of the range features elegant shades of green that strongly contrast with athletic orange accents; large, graphical features flexibly combined with smaller, more intricate patterns; and dynamic structures, which result in surprising optical effects.

COMMUNITY fabrics and carpets focus on the state of flow that can result from a sense of being connected with others, for example when in deep conversation or through active play, where we completely forget about time. “This part of the range is about familiarity, harmony and belonging,” continues Dahm. “Subtle, warm, mottled colour blends sit alongside harmonious melange tones while the pattern both connects and then disperses.”

MINDFULNESS is about self-awareness, inner calm and being at peace with oneself. “It’s about letting go, slowing down, a sense of well-being and feeling satisfied and balanced,” continues Zumbe. “Sensitive, pastel colours interact in subtle ways across soft, playful geometries and dispersed, filigree patterns, in a collection featuring restrained, calm structures and an unusual silky, gloss material.”

The more high-energy CREATIVITY conveys the pure joy of artistic expression and impulsive action. “It’s intuitive, playful, passionate and inspiring,” notes Dahm. Powerful, vibrant, bright, courageous and luminous tones combine to create multicolour structures that can only be perceived when close, while a range of fine to coarse design details and bold, large-format designs add a sense of flair and spontaneity.

“When viewed as a whole, we see how textiles succeed in conveying the most diverse states of flow and atmospheres through colours, designs, structures and materials,” adds ANKER’s Zumbe.

“We invite customers to experience their own airline brand in this way, and this is how we perceive our role – whatever the task, we have the textile tool kit to translate their ideas into certified aviation solutions.”

CREATE

flow

Such innovation is a distinct hallmark of both rohi and ANKER, who have won numerous design awards and share a similar family-run history stretching back over decades. “We offer attractive textiles, 100% made in Germany,” concludes Dahm. “Our products are always designed to last, offering greater value and helping the environment.”

Clients for both companies include some of the world's leading airlines, such as Emirates, Lufthansa and Cathay Pacific; iconic contemporary domestic furniture brands such as COR, Knoll International, Rolf Benz, Thonet and Vitra; and prestigious carpet clients such as Norman Foster, Porsche and the German Bundestag.

Check out Create FLOW and discover how to unlock your brand’s creative potential by visiting rohi and ANKER in Hall 7 at this year’s Aircraft Interiors Expo, on Booth D60.

rohi stoffe GmbH

Marketing
Schoenlinderstrasse 1
82538 Geretsried, Germany

presse@rohi.com
rohi.com

ANKER Gebr. Schoeller GmbH + Co. KG

Christine Rehermann
Zollhausstraße 112
52353 Düren, Germany

c.rehermann@anker-dueren.de
anker.eu