

# CREATE SILENCE

## THE MAGIC OF SILENCE

**Escape from the digital domain and reconnect with yourself, through rohi and ANKER's latest AIX design study, Create SILENCE**

Noise and distraction are intrinsic to modern life in the digital age – from the continual chime of emails arriving in your inbox to the sudden vibration of an incoming voice call, through to a constant cascade of social media alerts or the organised chaos of an online teams meeting, we could all do with a little more peace and quiet in our lives.

This was the inspiration behind Create SILENCE, the latest collaboration from rohi and ANKER, two leading manufacturers in premium aircraft textiles, who have once again come together to create a beautiful and harmonious range of seat fabrics and carpets, this time inspired by the idea of 'the magic of silence'.

The new design study will take centre stage on their combined booth at this year's Aircraft Interiors Expo in Hamburg, 28-30 May. Create SILENCE is the eighth such project between the two companies, who have previously presented collections inspired by themes as diverse as music, cocktails and even the colour pink. These unique showcases clearly underline how both companies excel at taking even the most abstract or unusual briefs to deliver stunning and cohesive textile solutions of the highest quality.

"This year's project started by exploring how we can find an inner stillness and reconnect with ourselves in this digital 24/7 world," explains Katrin Hielle-Dahm, rohi's managing director and head of design. "How do we get back to ourselves? To our origins. Back to serenity and our own senses. That is what we were after – and we found places of longing in nature, which are graceful and touch the senses. Places that make us feel at peace. That's where we have travelled to with our latest design study."

The new range for 2024 features four different places of longing: Woods; Seaside; Flower Meadow; and Mountains. All four natural environments allow us to escape the thrum of technology so we can begin to restore, refocus, and refresh. Each scenario has its own signature mood board complete with seat fabric and carpet swatches of various colours and structures.



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“Imagine a woodland, where you are surrounded by trees – by bark, branches and leaves,” continues Bernd Zumbe, ANKER’s sales director aviation. “The forest floor moves beneath your feet and the air is fresh with a slightly resinous perfume. You instantly feel calm, grounded, and connected. Or recall when you last walked along a beach, next to the sea. Waves break continuously, almost monotonously, yet no two waves are the same. The air is salty and there is sand underfoot, while the sea stretches to the horizon. You feel free and boundless.”

The Woods theme sees monochrome, calm, green and earthy colours in dark, deep, rich tones punctuated by bright accents that suggest lichen or yellow foliage. The resulting textiles have been constructed to feel like moss or the bark of a pine tree. For the seaside element, a mix of structures suggest sand or woven seaweed, while the colour scheme is characterised by the colours of the sea and coast – blue-turquoise tones, but also sandy tones with touches of yellow. Dynamic patterns suggest the movement of water.

“The flower meadow is nature’s playground,” continues rohi’s managing director, Philipp Dahm. “It is full of stems and petals – life and movement are everywhere and a gentle humming fills the air. In the distance, mountains draw our gaze. They are immovable, sublime. If we are lucky, the low-lying sun will give us an Alpenglow. Mountains show how nature can be monumental, and to humbly realise that we are only a small part of it.”

Again, the fabrics and carpets reflect each theme’s core values: Bright, intense colours alongside natural shades of green are combined into an undulating pattern of dots to evoke a flower meadow full of blossoms; while rock-inspired anthracites, greys and blacks mingle with dark blues and the reddish browns of a setting sun. “The contrast between light and dark emphasises the sublime and monumental nature of the mountain landscapes,” explains Dahm. “Horizontal lines reinforce the impression of vastness and panoramic views.”

Together, both rohi and ANKER combine many decades of experience in aviation textiles, producing custom designs and collections for leading carriers such as Emirates, Lufthansa and Cathay Pacific; while rohi’s non-aviation clients include internationally renowned furniture brands such as Vitra, Thonet, Minotti and Knoll International; and ANKER’s prestigious carpet clients such as Norman Foster, Porsche and the German Bundestag.

“Feel good anywhere, be it on the ground or in the air, at home or at work – who wouldn’t want that,” asks ANKER’s Zumbe. “This is why, since 1854, our mission has always been to make not just textile floor coverings but also special carpets for the aviation industry. We produce our aviation carpets to be as sustainable and lightweight as possible, while meeting and exceeding international aviation standards. We work with airlines to create unique airplane cabins that ooze comfort, style, and that certain something.”

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A third-generation, family-owned company, rohi was founded in 1933 as a supplier of the highest quality woollen textiles. “Since the early years, rohi’s core business has been the high-end upholstery industry,” explains Dahm. “Using these synergies from the residential fabric segment, rohi knows how to translate a comforting atmosphere into an aircraft cabin.”

With a proven record in outstanding design, rohi understands the difference between timeless style and fashionable fad. In the early 1970s, the company was one of the first textile manufacturers in the world to be qualified and approved by Airbus and Boeing. “For more than 90 years, rohi has stood for reliability, flexibility and consistency, delivering wool textiles of the utmost quality,” concludes Dahm. “The company also provides complete textile design solutions for the whole aircraft cabin, including curtain and antimacassar fabrics and leather. Customers can choose from established collections or call upon our outstanding expertise to develop their own individual solutions.”

For more information, check out Create SILENCE and discover how to unlock your brand’s creative potential by visiting rohi and ANKER in Hall B7 at this year’s Aircraft Interiors Expo, on Booth D60.

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