

Create MUSIC

New textile collection hopes to sound the right note at Aircraft Interiors Expo 2018

Music can define our mood, uplift our spirits and stimulate our senses. Rock, jazz, blues, gospel, soul, electronic, folk... so many strands to choose from. The latest design study from leading German aviation textiles specialists, rohi and ANKER, to be revealed at Aircraft Interiors Expo in Hamburg, 10-12 April, 2018, has taken those strands and weaved them into an exciting and vibrant new range of fabrics and carpets.

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

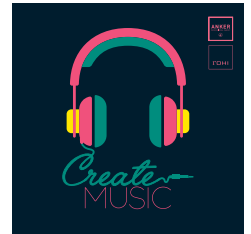
"Music is a constant source of creativity," explains Philipp Dahm, rohi's managing director. "Music is emotion, music is a way of interpreting life in all its facets. But how do you transform all its different moods into a meaningful textile scheme, with all the appropriate colours and designs? Across both fabric and carpet?"

"The instruments for our music are creativity, colours, structures and patterns," adds Alexander von Fuchs-Nordhoff, ANKER's sales director. "Inspired by the sound and feeling that particular songs created within ourselves, we have developed a new collection and would now like to invite you to come on stage and join us in the front row."

To help shape its solutions, the two leading manufacturers in premium aircraft textiles listened and then translated a number of classic genres into individual components: 'Rock', 'Classic', 'Jazz' and 'Pop'. Together, they form 'Create MUSIC'.

"We hope to continue to inspire the industry with our latest example of how to translate a unique brief into textile design," continues Dahm. "Together, rohi and ANKER are the perfect partner for an airline to create an outstanding product. We focus on our client's needs. We listen and work together with the client to find the perfect solution for each individual customer. And our partners can rely on us long after delivery to support their needs."





Create MUSIC will take pride of place on rohi and ANKER's combined stand (Booth D60, hall B7) at this year's Aircraft Interiors Expo in Hamburg (10-12 April, 2018). "This project once again underlines our belief in creating unique solutions for our customers," says von Fuchs-Nordhoff. "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."

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 for their work, while their clients include some of the world's leading airlines, such as Emirates, Lufthansa and Singapore Airlines, 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 at booth D60 at this year's Aircraft Interiors Expo, in Hamburg, Germany, 10-12 April, 2018.



ANKER Gebr. Schoeller GmbH + Co. KG
Thomas Riesmeier
Marketing Director
thomas.riesmeier@kywi.de
anker.eu

rohi stoffe GmbH
Judith Steiner
Marketing Manager
judith.steiner@rohi.com
rohi.com