



News on IMM 2019

Unique 13RUGS carpets from selvedges of rohi's trade fair innovation

Three circular 13RUGS carpets are the focus of the new rohi presentation in the Design Post at IMM 2019. The three unique carpets tell the story of 13RUGS particularly vividly – the story of production surplus turned into works of art. All three carpets are made of the MICA, the new textile premiered at IMM 2019. The combination with the MICA upholstery fabric in the same shade as the carpet impressively shows the overall impact that can be achieved with unique carpets made of matching selvedges. Fabrics and carpets with a perfectly coordinated colour concept – a special harmony from using the same material.

Harmonious play of lines


At IMM 2019, 13RUGS chose to present three monocolour carpets. The textile works of art reveal the fine play of colours of lines and selvedge joints in this simple monochromacity. The selvedges of the MICA ivy, corn and fels textiles create a homogeneous, finely nuanced colouring. The black and white worsted yarn used in MICA creates particularly delicate accent lines. Every carpet tells its own story with its colour, design and material, and the carpets really show how they were laid, selvedge by selvedge, in a hand-crafted process.

Individuality as a design principle

Creating unique carpets made of selvedges in matching fabric is a fascinating design approach that is highly interesting for many of our customers. This is a beautiful example of the 13RUGS customised approach: by customer request, rohi creates unique carpets in any colour, shape and design. For this, the works of art are first designed as a digital sketch, coordinated with customers and then laid by hand in accordance with the customer briefing, using the selvedges chosen together. The individual selvages are then combined using a multi-phase dry felting process. The result is one-off carpets that you can build a identify with, and that are sustainable and unique.

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