



Press release

50 colours for the Crespo Custom carpet

People with a unique individual lifestyle have demanding requirements when it comes to interior design. The colour range of the Crespo Custom carpet has been carefully thought out, so as to lend expression to an unmistakable, elevated and independent aesthetic quality while at the same time taking into account the significant features of contemporary architecture and interior design. These are colours which oscillate between naturalness, extravagance and understatement. Three leitmotifs served as a guideline and inspiration for the planning of the colours:

The urban future

Cities are increasingly becoming zones where the modern spirit is concentrated. Community living with people coming from many different cultures, shortage of space and living in restricted areas, the need to develop local roots and find one's own haven of tranquillity - these will be the features of future city life. The colours assigned to this theme have undergone a transformation, appearing natural and elegantly urban at the same time. These are light, gentle, misty pastel tones, with neutrally bright and some quietly dark shades. The colours are an attempt to embrace the incredible heterogeneity of urban living. The human being remains at centre stage, with these neutral, sustaining colour tones providing a backdrop. As a material wool is particularly suitable for these fine and elegant nuances, which hover between naturalness and understatement. With its sophisticated structure on the smooth and shiny materials associated with the urban living and working environment, Crespo Custom promises to make an unmistakable impact.

Magic and the imagination

People need to get away from normality and the everyday, perhaps increasingly feeling it to be difficult, unwelcoming and stressful. The virtual world answers this human need, making it possible to step out of reality into a world of dreams. The traditional fantasy world of the fairytale still exercises its old attraction. We oscillate between a state of fascination and a sense of the uncanny. Visions - mental visions and, with the help of modern technology, virtual ones - are created, magically surreal atmospheres arise. The colours here are exciting and vital, sometimes having an unnatural and eccentric effect. With its haptic qualities, wool has been deliberately chosen as a material to provide a contrast with the cold world of virtual reality. This combination of the authenticity of the material with the artificiality of the colour makes Crespo Custom a magical object in your sitting room.

Green spaces and country living

Back to nature, to places where life is lived in simplicity, in harmony with the elements... Perhaps the journey only goes as far as the edge of town; perhaps it is a matter of familiar sense impressions we experience in everyday living. A discovery of natural light, with the use of familiar, classic materials in a domestic setting. A rediscovery of handcrafts, a reinterpretation of local folk tradition. Using recyclable materials - like wood, straw and clay. Energy-saving architecture and lifestyle in conjunction with new forms of technology. Here the colours radiate a natural sensuous appeal, reminding us of vegetation, of water, of washed and weathered surfaces. In their interplay with the light they have an effect that is both sumptuous and familiar. Used on cold stone or concrete floors, they give a reassuring impression of naturalness and tranquillity, while the use of wool as a material recalls the many millennia of human history.

SALONE INTERNAZIONALE DEL MOBILE

Quartiere Fiera Milano

Rho

22 to 27 April 2009

9.30 am to 9.00 pm

Hall 12, stand E02

Ruckstuhl Italia Showroom

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