



Press release

The Stripes carpet collection

Two constant features characterise the Swiss carpet producer Ruckstuhl. First, the company has made a name for itself all over the world with the supreme quality and ambitious designs of its natural fibre carpets. And secondly, Ruckstuhl takes its cultural mission very seriously - through the way it engages with topical themes or uses them as a basis for setting new trends.

A special kind of constant is to be seen in the Stripes collection. There are some motifs which people have always applied, ever since the time of the ancient Greeks – one of these is the stripe. In his *Fundamentals of Geometry* (around 300 BC), Euclid wrote that parallels are straight lines that have no points of intersection and do not meet – not even at infinity, so they do not ever meet at all. That makes sense.

As is always the case with Ruckstuhl, production has been preceded by intensive research. First of all the design team carried out empirical observations and looked at the world around them: where can we find things that do not meet, or that run in parallel without relating to one another? Where do things exist without forming a connection? A whole range of typologies emerges, distinguished by contrasts in the optical appearance and the colour, the materials and structures, the qualities and the processing. Secondly, the team found it illuminating to consider the etymological development of the German word *Streifen* (stripe). For instance, there is the fact that *Streifen* belongs to the word group *Strahl*, where *Strahl* means beam or jet, along with further surprising connections to words such as *Streifzug* (raid), *Streiflicht* (ray of light), *Strand* (beach) and *Strähne* (strand), not to mention the verbs *streifen* (skim), *abstreifen* (slip off), *streichen* (paint) and *streicheln* (stroke). Original and suggestive – what more could a creative team ask for?

The owner of the firm Peter Ruckstuhl comments: "The challenge was that of discovering the most striking out of a plethora of possibilities, and of uniting things that on the face of it do not appear to go together. It was also important to make use of new materials: for instance, we combined wood and black polyurethane with a wool fleece. This is a combination that has never been seen in carpets before. When you replace the felt with wood, the result is something of a sensation – a wooden carpet that can be rolled up. And by the way, this wooden carpet (*Legno Legno*) won the Red Dot Design Award for 2006."

The 'Stripes' collection illustrates the way in which contrasts can act on one another in a carpet, giving rise to powerfully expressive aesthetic effects. The necessary condition for this is that you face up to the opposition, and allow yourself to be drawn into new modes of composition. In the world of today, that sounds like a sensible suggestion in social terms as well.

The Stripes collection first came on the market in 2007, and has been significantly extended as from 1.1.08, with new colour shades in 'Feltro Cut', 'Legno Legno' and 'Feltro Legno'.

Get-up Feltro

Two wool qualities with a completely different surface alternate here: the compact, smooth felt 'Feltro Basic', and the two-colour, lively velours carpet 'Get-up', the whole being surrounded with a discreet cotton band.

Capra-Zand

Two exceptional carpets, combined to produce a new optical effect: the woollen plus linen carpet 'Zand' with its discreet shine, and the paper plus hair yarn carpet 'Capra' with its special material qualities, surrounded with a fine leather band.

Porta Cut-loop

The familiar brush carpet in a new guise: the pattern of stripes is created from the alternation of cut and loop. Porta Cut-loop can be used either as a dirt collector or alternatively as an area carpet.

Legno Legno

Pure wood, and something of a sensation: a completely wooden carpet - which can still be rolled up! This opens up new possibilities of floor design, breaking the barriers of the traditional area carpet. Legno Legno comes in beech, oak and walnut woods. Different methods of treatment result in an extended colour range: the wood can be oiled, steamed, smoked or glazed white.

Feltro Legno

Oak wood is here combined with felt made from pure virgin wool: a new form of the traditional area carpet. The three different colour shades result from the treatment of the oak wood, which can be just oiled, smoked or glazed white.

Flatwool-Jaipur and Rollercolor-Jaipur

Hard and soft: with a zip between them - both combining and separating the two opposite qualities of sisal and wool.

Feltro Cut

The fine pattern of stripes and compact surface arise from the surprising combination of two 'Feltro Color' qualities. A law of optics states that closely adjacent two-colour stripes result in visual interference effects. This has been convincingly illustrated in the 'Feltro Cut': as you approach the carpet, it develops an optical life of its own.

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