

PRESS INFORMATION

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Nuremberg, January 2018

With the Collection 2018 SAHCO is launching fabrics, wallcoverings and rugs for the highest demand of a modern lifestyle.

COLLECTION TRUE – a timeless and clear-cut collection. Unpretentious, casual, natural

The word "modern" has always been the synonym for an expansion of perspective. A milestone of these aesthetics was the pavilion designed by Mies van der Rohe in Barcelona for the World's Fair in 1929. White travertine and green marble were the highly elegant substances which showed that simple doesn't have to be boring.

Van der Rohes's famous quotation "Less is more" was the inspiration for this collection, which transforms players which would otherwise play subordinate roles into protagonists. The basics consist of materials such as linen and wool, and form a carefully thought-out unity with highlights. Their colours confer a pleasant ease to any interior, and abstract motifs are designed with an eye for contemplation.

The central focus of this collection is on harmony produced by the good proportions, the contrasts between monochromatic surfaces and the abstract designs which stimulate.

The elegance for which SAHCO stands comes about by the interplay between the texture of its basic materials and the dynamic of its highlights. The approach of the collection TRUE is straightforward and restrained. Softly flowing, high-end decorating fabrics and charismatic upholstery materials show that purism has nothing to do with asceticism. TRUE seeks to open the room, thereby corresponding with our demanding, cosmopolitan, and flexible lifestyle.

ULF MORITZ – Jewels of textile arts and precious materials

Four extraordinary creations are reminiscent of the high school of the Parisian couturiers, which stood for craftsmanship and luxurious materials. Ulf Moritz has likewise decided to use linen, silk, and wool for his creations. Dreamy and feminine, these materials enchant all in their own way, and attract their observers into the colour and conceptual world of the Parisian catwalk.

WALLCOVERINGS HORIZONS – modern aesthetics with the view to the extraordinary

The name of the new SAHCO HORIZONS wallpaper collection is an expression which metaphorically opens up new realms and generates new points of view and special perspectives. Traditional handcraft merges with natural raw materials as lotus via the most modern technology and with new colouring. Each of these wallpapers captivates with a unique aura and refined material composition. With subtle textures and surfaces, HORIZONS interprets the modern aesthetic with an eye for the unique and lends a very special radiance to any room.

RUGS – the natural expression of style

Die SAHCO RUGS line stands for exclusive, hand-woven and hand-tufted fashioned carpets. Their craftsmanship, which is unmistakable, lends uniqueness. Noble natural materials such as wool, cotton and linen create carpets with a clear-cut design and an unmistakable touch. Every single piece captivates with something unique and is manufactured in elaborate handcraft.

Your contact at SAHCO:

Great Britain: MdeK Design · PR & Communications · Michele de Kock

Tel. +44 (0) 7870 553 698 · michele@mdek-design.co.uk

SAHCO Showroom · G24 Design Centre Chelsea Harbour · SW10 0XE London

International: Claudia Hofmann · Tel. +49 (0) 911 99 87 254 · claudia.hofmann@sahco.com

Kreuzburger Straße 17-19 · 90471 Nuremberg · Germany

SAHCO