

## STORY TELLING

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For the photography in this journal we visited old and new places, met inspiring people with different backgrounds and fell in love with amazed objects. Together they form an intriguing mix in which each element is telling its own unique story, and together telling a new.

We sought long and hard to find the locations for the visual journey you are about to embark on, and found them in beautiful Italy. The three locations we selected are equally stunning, yet totally different. The historic palace, modern hide-away in the countryside and the vintage city villa we visited, each express the unique identities of their owners and are characterized by an authentic style.

They are the perfect settings for photographing the renewed Honeycell collection and two of the main story lines in our collection: Botanic and Heritage.

The Botanic collection is an expression of the timeless beauty of nature. The floral patterns look like a collection of souvenirs brought home from a walk through a field of flowers or deep forest. The exclusive fabrics of the Heritage Collection were inspired by the classical patterns from the rich Italian textile industry. We renewed them to bring them to the now, while the Honeycell fabrics represent a modern, functional style. The fabrics beautifully fall into place on the locations we visited, adding a new story line to the existing ones. By mixing history and future, modern and classical, memories and visions on tomorrow we experience the richness of uniqueness, the value of tradition and the inspiration of authenticity. Leave through and be inspired.

Christiaan Roetgering



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## NATURE

In the Italian province of Udine, we photographed several of our collections in an amazing modern house, built in the middle of nature and designed and owned by award winning industrial designer and architect Robby Cantarutti.

Cantarutti is famous for his designs inspired by nature, like the forest chair (see outside terrace on the following page), to which also his house in Udine is testimony. The shapes and lines of his designs can all be traced back to nature, reminding us of trees, plants and flowers.

The countryside house is located in a flat, overwhelmingly green scenery, which is an extension of the Alps. The modern architectural structure of the house with its minimalistic lines is in perfect harmony with its pure natural surroundings.

The use of natural materials and large glass facades makes the house naturally connect to its environment.

The facades offer a continuous connection between the inside and the outside and make it feel open and spacious. It even seems like there is no barrier between the inside and the outside of the house. The glass reflects the images of the many trees protecting the house, multiplying nature, while the trees themselves cast their shadows on the house, creating amazing patterns.

Like the designs of Cantarutti, the fabrics in our Botanic collection are all inspired by nature. The use of soft, warm colors creates a comfortable feeling inside the house while maintaining the feeling of connection with the outside.

Also our Honeycell fabrics suit the scene perfectly. Their energy-saving structure and minimalistic design underlines the modern feeling of sustainability of this house, while the soothing rhythm of our XL Pleat fabrics adds to its spacious feeling.

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## PALAZZO

In the Northern part of Italy, in a region famous for its rich history in the fabrication of textiles, we visit the small village of Albiate. In a historical palace owned by generations of a rich silk weaver's family, we photographed part of our collection.

The palace was restored in the fifties by designer Luigi Garcia Dominioni. As a result, it offers an intriguing mix of stylish contrasts. The classical architecture with its capturing details, the old walls and classical wooden elements are combined with vintage-look carpets, modern lamps and a characteristic fifties floor.

Not only did we select the palace for its historical appeal with a modern twist; we fell in love with its elegant tall windows.

For the photography we wanted to use window coverings that suit both the rich classical atmosphere of and the design twist in the interior of the palace. Therefore, apart from a sophisticated Venetian blind

and different fabrics from our Botanic and Honeycell collections, we chose our Heritage collection for dressing the windows.

Our Heritage Collection is best described as the new classics. For creating the fabrics we sought inspiration in the exquisite colors, patterns and textures presented in the antique Italian textile books in our archives, which find their origin in the very same region as the palace we photographed them in. We interpreted them anew and made them of the now, while maintaining their classic charm and richness. We chose deep, classic colors, such as brown, dark red, gold and copper tones, and used metallic yarns in parts of the collection for a slightly dramatic effect. The jacquards have a luxurious, baroque feeling that instantly lifts the interior.

The window coverings made the windows of the palace seem even taller, while the warm colors we chose created a feeling of closeness. 17

























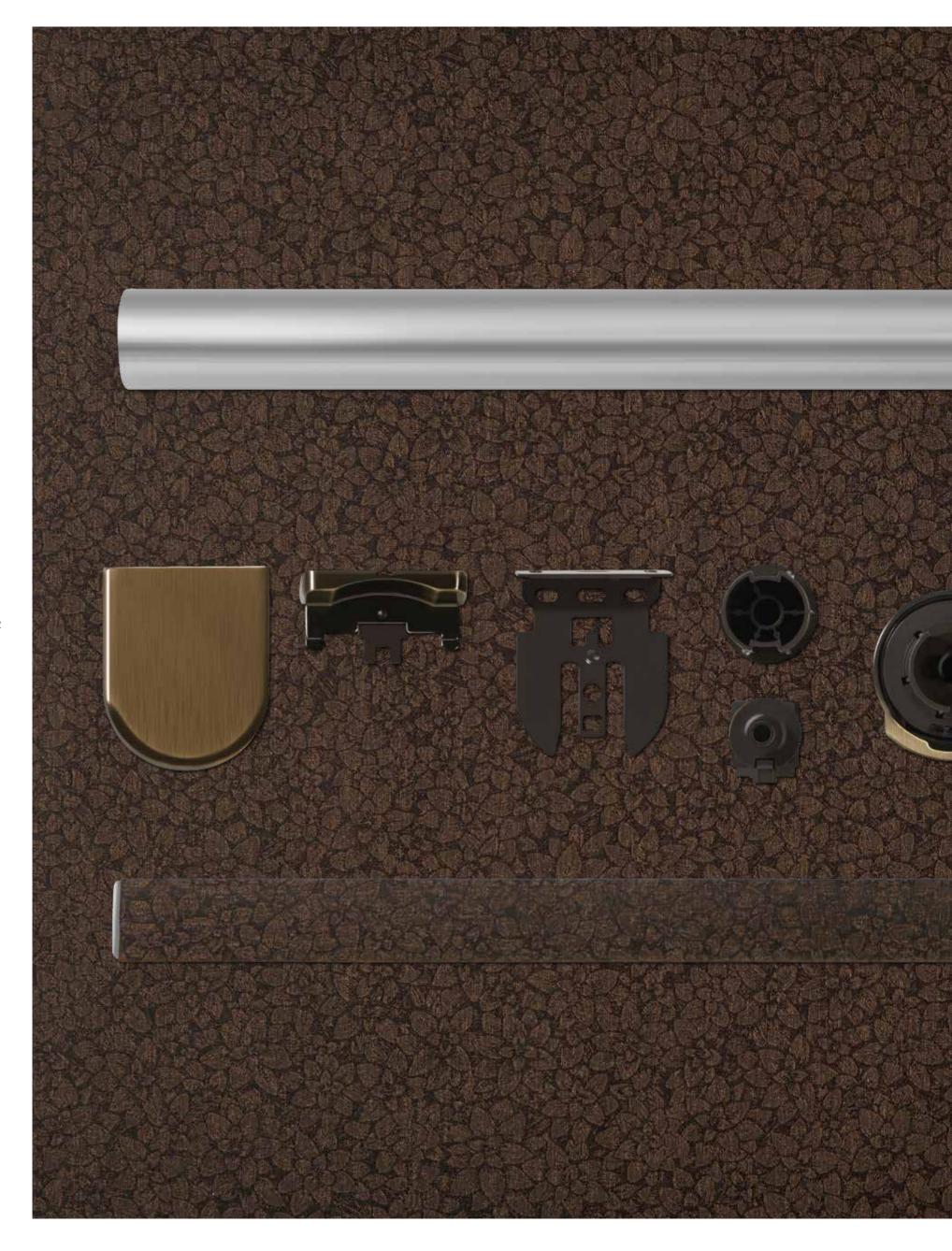


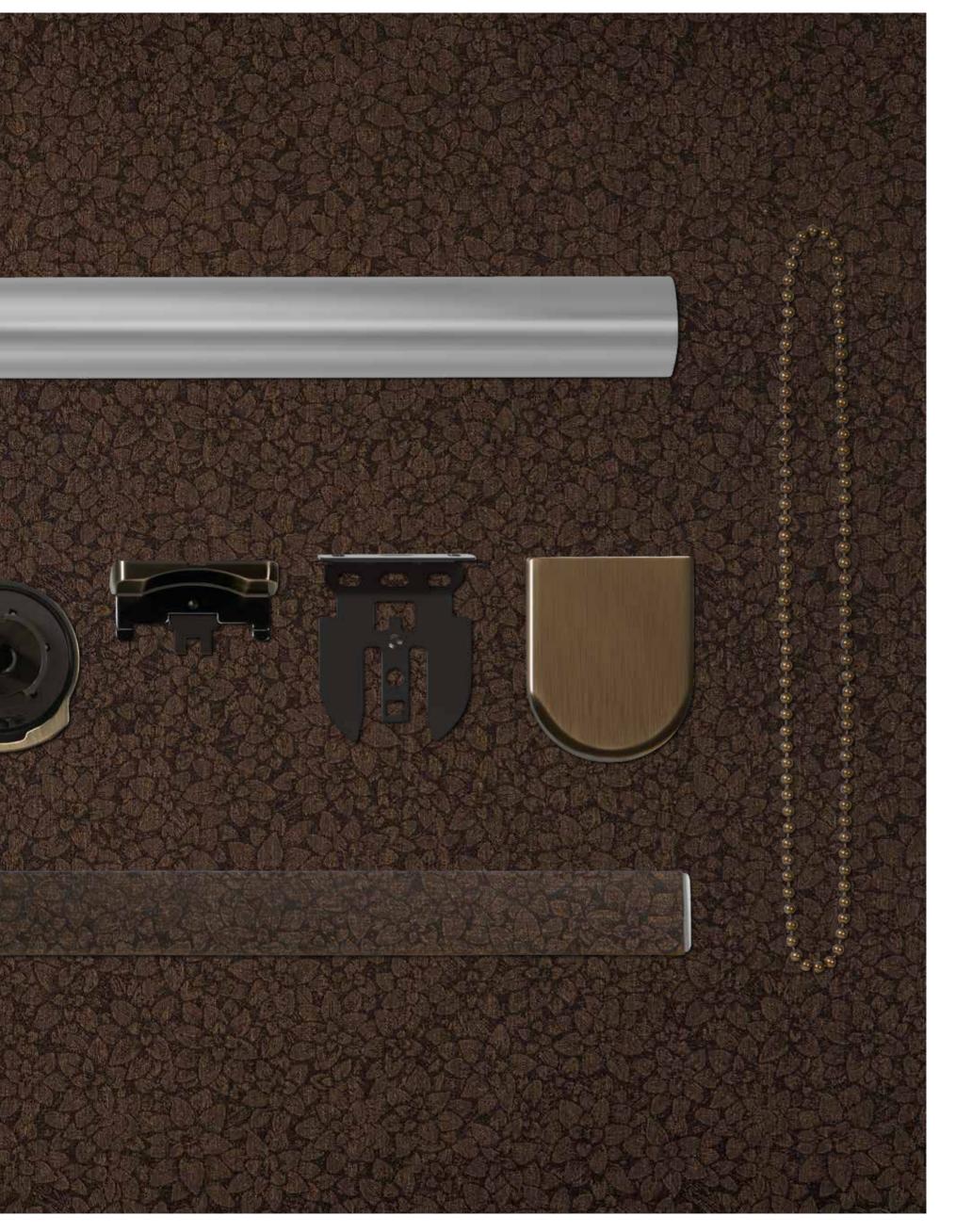
## HARDWARE AS AN INSPIRATION

Hardware plays an instrumental part in defining the ambiance and look of a roller blind. We developed a unique presentation in which the 15 hardware colors of our new roller blind concept Absolute Roller Blind 2.0 play the leading role. For creating the roller blind, we took the color of the hardware as the starting point and then selected the fabric to match.















## VINTAGE

In the middle of the old village of Pavilla, in a region known for the production of sausage and cheese, we visited an old city villa owned by a couple that loves to travel.

At our arrival the owners personally welcomed us. We talked about our joint passion for travelling, interior design and the inspiration and richness it brings you. The couple has a second home in Marrakech, which is clearly reflected in different settings in the villa. The North-African influences add an eccentric vibe to the place.

The villa itself is an intriguing mix of styles, designs and cultures, a home like a museum, illustrating the

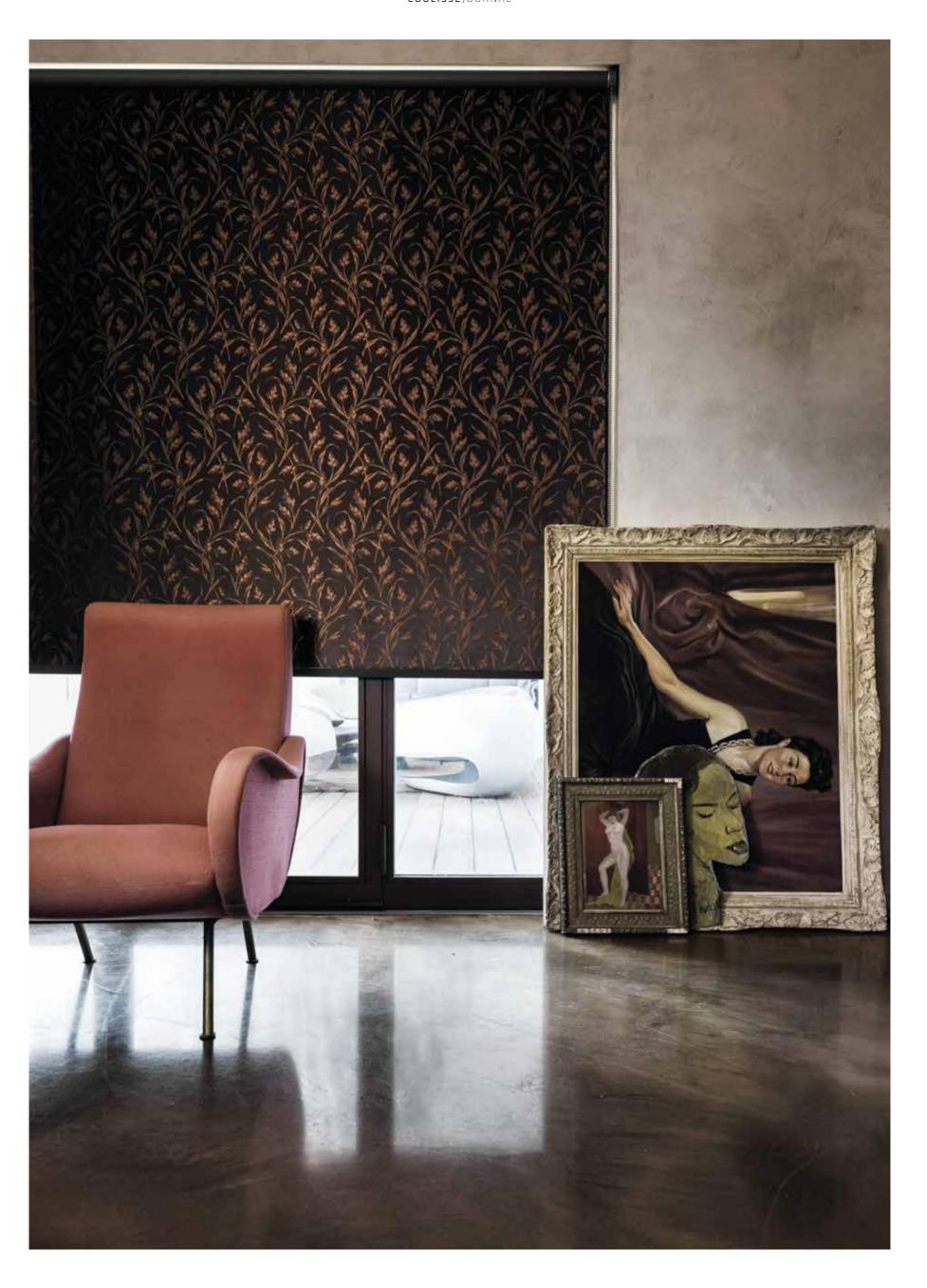
story of the lives of its owners. It is filled with the souvenirs en memento's they brought home from their many travels across the world. This explosion of inspiration, cultures and adventures told through retro objects, modern design pieces, vintage accessories and artifacts blends into a unique identity and style: those of travelling collectors inspired by everything they see and experience on their journey through life.

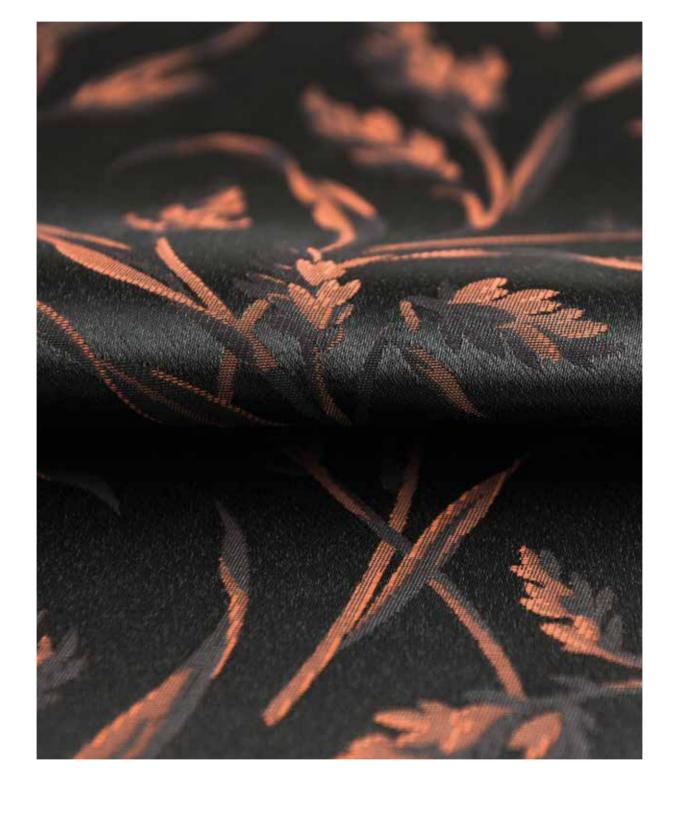
At this location we photographed part of our Botanic collection. The colors of the elegant jacquards were carefully picked to match the objects in the interior. The fabrics create a decorative elegance in the interior and create a chic and intimate feeling.

















Depending on the hardware color, the roller blind gets an entirely different look and feel. The old brass metal variety on page 30 has a chic and classic look, whereas this composition, based and inspired on stainless steel has a frosty designer look. The combination of the cool material, Ultimate headrail and bottom rail and delicate Botanic fabric creates an intriguing whole.







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## colophon









