

## ARTHUR ARBESSER FOR WITTMANN – ICONA FLOWERS

*Arthur Arbesser's unmistakable signature is informed by his Viennese roots. His work is closely related to art, bold geometric patterns and intense colours are his trademark. In his second fabric collection for Wittmann – again realised in collaboration with traditional Italian manufacturer Rubelli – he tells stories with hand-drawn graphics.*

Arthur Arbesser is known for creating strong patterns that are cast in the starring role and exude a timeless quality. An approach that is similar to Wittmann's. His exclusive fabrics for Wittmann turn furniture into the main protagonists of the living room stage. The elegant jacquards of the first collection are now joined by an expressive print fabric, FLOWERS, creating its own ambience. Casualness and modernity is the role accorded to the printed fabric, making it the correct choice for bringing Arbesser's hand-drawn ideas to life. In this regard, Arthur Arbesser – whose creativity and productivity have long since ceased to focus exclusively on the realm of fashion – is a true craftsman.

At first sight, FLOWERS is cheerful, beautifully playful. But on closer inspection, an ironic hidden dimension unfolds among the floral motifs to reveal cheeky figures and objects. Each flower and each design element was painted onto colourful paper by hand, before being digitized and arranged to create the final pattern. FLOWERS comes as a conscious reference to Josef Frank. Having grown up not far from Villa Beer (one of Frank's most important works), Arthur Arbesser was exposed to the classical formal language of Vienna at an early age, absorbing the floral graphics that always went hand in hand with the typical checkerboard patterns of the Wiener Werkstätte design collective. FLOWERS is inspired by this era and pays it all due respect. Told through the medium of graphic art, the stories are expressed boldly yet unobtrusively in the room, including on delicate stand-alone pieces.

*"I wanted to use the printed fabric in the FLOWERS collection to consciously break out of the clean patterns found in the jacquard collection, to show a completely different approach that juxtaposes the two manufacturing processes."*

*Arthur Arbesser*

### Variants & dimensions ICONA FLOWERS Fabric Collection:

- Background colors: FLOWERS Bianco or FLOWERS Nero
- 100% PES Trevira CS
- Width: 146cm
- Weight: 500g/linear meter
- Martindale: 20,000
- Pilling: 4-5
- Lightfastness: 4-5



Combining distinctive design with masterful craftsmanship - the core of the Wittmann vision. Skillfully blending traditional craftsmanship with contemporary design departures, the Austrian family business has always set trends and continues to create milestones in furniture history to this day. Rather than prescribing a particular style, Wittmann instead allows global inspiration and an optimistic, open-minded attitude to guide the process, creating those distinctive products of eclectic style that reflect individuality and originality. True to the central brand promise of *Making the Difference*.

The Austrian family business, now in its fifth generation, produces the highest quality designer upholstered furniture using traditional handcrafting methods. For more than 125 years, Wittmann has stood for quality, individuality and unparalleled craftsmanship. In collaboration with internationally renowned designers, Wittmann creates precisely crafted furniture enriching private interiors and exceptional projects in hospitality, retail and corporate offices around the world with its originality.

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