



FORME Rug Collection & ICONA Fabric Collection, Designer: ARTHUR ARBESSER (2022)

At the 2022 Milan Furniture Fair, Wittmann will be presenting an exclusive textile collection created in collaboration with Vienna-born, Milan-based fashion designer Arthur Arbesser. The high-quality wool rugs in the FORME collection are hand-tufted in India by cc-tapis using traditional techniques. The ICONA fabric collection comes from the workshops of the renowned family-owned company Rubelli.

This foray into the world of interior design was a challenge that the fashion designer Arthur Arbesser was only too happy to take up. After all, in both cases it is a question of deftly marrying fabrics, threads and colours. In his work, Arbesser has always striven to achieve a certain lightness. And it is precisely this grace and freshness that shines through in his fabric collection for Wittmann. In fashion, like home interiors, personal style is defined by individual tastes and an eclectic mix of favourite pieces. Arthur Arbesser's designs for Wittmann have a strong identity all of their own, with clear references to his Viennese heritage. They are perfect for adding a new, distinctive accent to any interior.

Traditional rugmaking is a handicraft that is a very close relative of weaving and saddlemaking. So it comes as a logical step for Wittmann – as a former saddlery – to launch its own rug and fabric collection. Viennese culture constantly crops up in Arbesser's prints, colours and proportions. The FORME rug collection and the ICONA fabric collection he created for Wittmann are shaped by snapshots of the city and its history: tiled entryways, historic book covers, details from Egon Schiele's work or a newly opened box of chocolates provided the inspiration for his designs, which Arbesser sees as fresh takes on familiar patterns. The four large rugs in the FORME collection and the six fabric variants available in different colours in the ICONA collection adorn a room like works of art. Their designs clearly reference the characteristic contours of Viennese Modernism and Austrian Art Nouveau. Covered base colours provide the substrate for precise, almost rigorous ornamentation whose character is defined by a contrasting interplay between matt and gloss.

What unites Wittmann and cc-tapis reveals itself immediately: a feel for taking traditions forward into a new era, the uncompromising commitment to exceptional quality and an unmistakable identity that is rooted in a consistent profession of belief in authentic handcraftsmanship.

FORME Rug Collection:

- SCALA 200 x 300cm in "Bianco Latte & Nero" and "Blu & Oro"
- CHESS 200 x 260cm in "Azzurro & Grigio Verde" as well as "Bianco & Nero" and "Bordeaux & Azzurro"



- SELLA 90 x 260cm or 140 x 350cm in "Bianco, Nero & Oro"
- BLOCK 230 x 300cm in "Multicolor"

ICONA Fabric Collection:

- CARTA in "Blu & Rosa" and "Blu" as well as "Grigio & Nero" and "Rosa & Giallo"
- TILES in "Bordeaux & Rosa" and "Nero & Tabacco"
- DOTS in "Nero & Bordeaux" and "Crema & Nero"
- STRIPES in "Crema" and "Celeste"
- BOX in "Crema" and "Rosso"

The Austrian family business Wittmann, now in its fifth generation, manufactures the highest-quality designer upholstered furniture using traditional handcraftsmanship. For more than 120 years, Wittmann has been known for precision, individuality and unparalleled expert craftsmanship. In collaboration with internationally renowned designers, perfectly manufactured furniture is created, which in its originality enriches private luxury interiors and extraordinary projects in hospitality, retail and corporate offices all over the world and thus is *making the difference*.

Our vision statement:

We aspire to a world that cultivates originality as the driving force for evolvment, since conformity means standstill.

Our mission statement:

We inspire and encourage our customers from all over the world to live and express their originality. We do this by combining distinctive design with masterful craftsmanship to create meaningful and expressive furniture and lifestyle statements that last.

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