



## PRESS RELEASE

### The +plus collection

Design by Alfredo Häberli

*As from the start of 2005 the "plus" collection will be extended, with the addition of a series of felt carpets. In designing these, the main emphasis was on the ideas of "joining and extending". Made of virgin wool, the felt rolls are produced in a width of 1.60 metres. The challenge was how to overcome the constraints of this format. New possibilities of linkage were developed for the purpose and incorporated with the carpets – like buckles, hinges and zips. These are both functional and at the same time constitute design elements. And yet the idea of "joining" was not the only one in mind. Modern laser technology has also contributed to the development of designs that are completely original.*

#### **The idea of the plus collection**

The idea behind the plus collection is that of getting fresh creative input for the Ruckstuhl range from external designers. The collection is also a vessel for experiment. For the first collection, a few years ago, we were lucky in being able to obtain the services of the two designers Hugo Zumbühl and Peter Birsfelder. Their carpets were notable for the materials used – paper, wool, recycled felt and rubber, as well as animal hides.

#### **The designer Alfredo Häberli**

For the plus collection 2005 we have engaged Alfredo Häberli – an experienced designer whose work is internationally acclaimed. He has demonstrated his mastery of his profession in working for Driade, Alias, Moroso, ClassiCon and since a while back for Iittala as well. Alfredo Häberli is a character who strikes out on new paths. He has a deal of feeling and an instinct for modern forms; he also shows considerable persistence when striving to get the better of any difficulties that come up.

## **plus Design by Alfredo Häberli**

We have been working with felt for more than ten years. Alfredo Häberli too has been exploring the possibilities of this fascinating and archaic material since his student days. His diploma submission was a study of felt, and won him the sponsorship award of the Zurich Hochschule für Gestaltung [College of Design] in 1991.

So the idea readily suggested itself of working with A. Häberli to design a new felt collection. The basis of the collection is the quality of the felt, which is produced from pure and virgin wool. We are continually working to improve it, and in past years we have succeeded in progressively enhancing both the density, the firmness and the evenness of colour. A further enhancement of laser technology has now made it possible to carry out design work of a minute delicacy, opening up new dimensions of processing.

In view of the relatively narrow width in which the material is produced (1.60 metres), it was a challenge for us to overcome the constraints of this format, so that larger carpets could be created as well. So the relevant theme here was that of adding, joining and extending. Various different materials were used to develop new possibilities of linkage: buckles, hinges, clasps and zips are incorporated in the carpets, both fulfilling a practical function and serving as elements of design.

At the same time, the idea of joining was not the only one in mind. Modern laser technology makes it possible to cut patterns into the felt. Felt is one of the oldest forms of textile in the world; and this encounter between an ancient technique and the most up-to-date cutting technology has given birth to floor coverings that are true works of art. Pie-shaped underlays made of paper stood godfather to the designs.

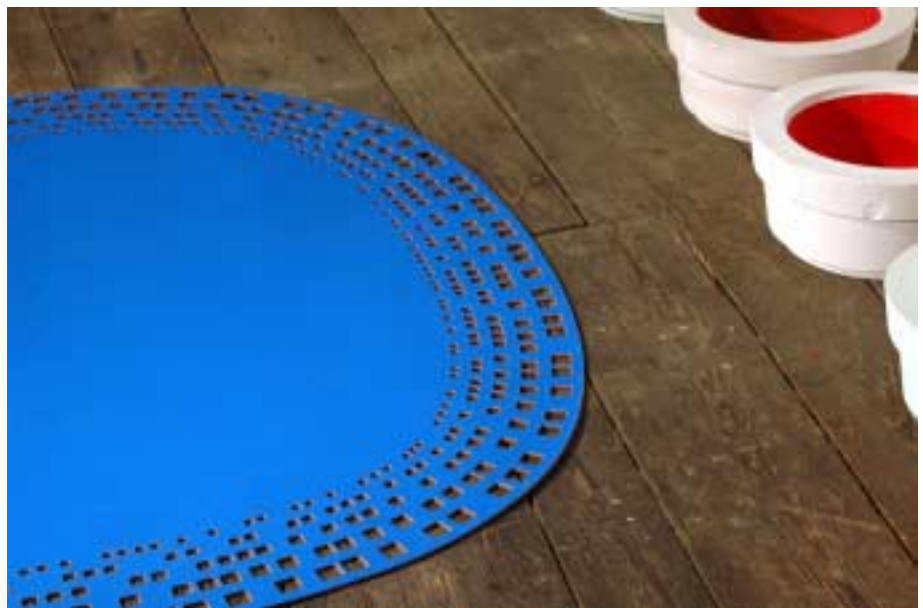
The result of this research and design work: five types of felt carpet, which are obtainable in different sizes and colours. The carpets were designed in collaboration between Ruckstuhl and Alfredo Häberli. The collection is being marketed exclusively by Ruckstuhl. 1.1.05 is scheduled as the date when the carpets will be put on the market.

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SALIM felt carpet in red, 160 x 325 cm



SALIM felt carpet in blue, 160 x 160 cm