

G.T.DESIGN**Forty years as a free design spirit**

Fuorisalone 2017

Salvioni Milano Durini

Via Durini 3, Milano

4/8 April 10.00/21.00

9 April 10.00/19.00

Press preview: 3 April 11.00/18.00

Cocktail every day from 17.00

The Gentle Carpet

This is the title given to the installation G.T.Design is taking to the Fuorisalone 2017. The layout is elegant and elegantly based on subtraction; the company intends rolling it out this format in stores around the world. A collection of timeless rugs takes center-stage in the prestigious multi-brand showroom of Salvioni Milano Durini, a venue that offers the very best of Made in Italy luxury. They have been positioned in showroom to open an understated, almost intellectual dialogue with the furnishings; alternately, they have been rolled-up like parchment and presented in precious cabinets to illustrate the fine details of the materials. On the one hand, there is research that digs deeper into the consolidated pioneering processes – how to use the yarns, original application procedures, reflections on natural fibers or hand-painted creations – and on the other, the exploration of new territories, such as digital printing, that produce innovative expressive languages. The common denominator in the collections of the brand created by Deanna Comellini and Michele Preti, currently celebrating 40 years of activity, is its extraordinary penchant for research. This led to the creation of the first patented contemporary rug in coconut fiber, Coconut Rug; an innovative application of viscose, a fiber chosen for its ability to capture and reflect light, Kama; or the translation of the relationship between architecture, space and memory into images; Luoghi – places. At the time of writing, new models are taking shape, exclusively hand-made, with new developments in terms of weaving techniques, yarns, color palettes, durability and motifs, to reach the ‘in vogue’ theme of digital printing.

As Deanna Comellini, the brand's art director, pointed out: “We always look to the past to review the signs and signals and capture the possibility of recognizable inspiration, and to the future to stretch further into unknown territories, to experiment something new”.

Volare

In short, the rug, Volare, is defined and shaped as a “repetition of an immediately-recognizable ancestral sign that is deeply-entrenched in our DNA”. It has been created through the review of the age-old tie and dye process.

Once again, it was Deanna Comellini's vision that exploited this precise technique. Produced in New Zealand wool, the first indigo blue version of the rug will be presented at the Fuorisalone. Indigo is considered to be the 'color of colors'; however, a number of different shades and sizes are available, providing the opportunity for custom-made creations.

Kama Perline (little pearls)

This is the natural evolution of the viscose weave, twisted to capture and reflect every shaft of light – with extraordinary sheen and brilliance. This yarn gave life to the best-selling rug produced by G.T.Design for the last 15 years. Perline has a handmade Bouclé structure that embellishes the surfaces, allowing it to shimmer like sand bathed in sunlight. Inimitable and unique, it is available in the colors White (Bianco), Gray (Grigio) and Sand (Sabbia).

O Sole Mio Corteccia (Bark)

The rug, O Sole Mio, has been created with a new generation of yarns, developed to resist wear and tear and fading by sunlight. It accentuates its vocation for outdoor use with a new motif – Dark Bark (Corteccia Scura) – inspired by tree trunks in shades of brown and sand. The yarn used in the production has high resistance to UV light; segments of width 70 cm are produced and allow any amount of customization.

In-Canto Acquerello

The new version of the In-Canto rug, Acquerello, comes alive with three possible nuances from the nine available colors. The silky properties of bamboo viscose is exalted in an elegant exercise of contemporary hand-weaving. The open loop structure increases the resistance to footfall and broadens the range of possible uses.

Stairs Lino

Produced in 100% linen yarn, the collection of carpets woven from bamboo and linen yarns, Stairs, has a new sophisticated addition, in which the natural sheen of the fibers are woven skilfully to create luxurious colorways. The range of 9 plain colors can be combined as required.

Textures

An evolution of the mat, the Textures collection, wool yarn woven on a mechanical loom, is expanded with the versatile and hard-wearing Millerighe and Tweed options. Millerighe in New Zealand wool has a simple, uniform design. Tweed is produced in New Zealand wool enriched with polyester yarn that introduces a more textural, deep and sophisticated dimension. Both are suitable for use in situations where high resistance to footfall is essential.

Next

The Next collection is the result of burning desire to experiment. The technique for digital printed carpet can be used to produce a one-off rug or large wall-to-wall arrangements embellished on request with the client's motifs or the best models from the G.T.Design catalogue. The textures and the patterns of Luoghi, Aqua Tinta, and more besides, are now available for hardwearing carpets to cover large surfaces in busy areas.