

■ beyond interior design

inner

2024

ZIMMER + ROHDE

Proportio

HODSOLL MCKENZIE

Gardens of England

ARDECORA

Trinacria

TRAVERS

Wayfarer

ETAMINE

Ailleurs

ZR

ZIMMER+ROHDE

Edito inner

In 2024, we believe that the real luxury is time. Time makes each new collection an opportunity to delve into the history of design and stimulate our creativity. It’s a present that is nourished by a long-term manufacturing approach involving the search for quality and perfection at all times. We capitalize on the know-how of our suppliers by establishing a loyal relationship and encouraging them to outdo themselves by creating new products with us adapted to today’s needs. As a result, we can offer the best to interior designers, allowing them to imagine interiors where you feel good, for a long time.

The 2nd edition of our magazine Inner is an invitation to continue this introspection by looking at what is behind a decor and a fabric.

The *Proportio* collection from Zimmer + Rohde celebrates the timeless aesthetics of classic ideals - the square, the rhombus, the proportions of a simple checkered grid - in a Palladian-style Villa restored by Carlo Scarpa in 1968, where the combination of magnificent Renaissance classics and straightforward modern influences result in a perfect balance.

Through our *Made of* section, we want to express what is behind the creation of a fabric. Today, we pay tribute to the know-how of a company that has been creating our finest velvets for over 70 years.

Gardens of England is the new Hodsoll McKenzie collection. Inspired by the work of 18th century garden designer and architect William Kent, it plays with classic motifs and themes, while featuring bold embroideries. A more naturalistic and romantic aesthetic in line with the interior design of today.

Trinacria is the ancient symbol of Sicily. A place like Villa Palagonia was essential to sublimate this new Ardecora collection, overflowing with craftsmanship, intense materiality and sensory textures. A jaunt through a picturesque Sicilian still life to discover today’s Sicily through contemporary fabrics, exquisite and beautiful to the touch.

Wayfarer, this joyful and exuberant collection from Travers is inspired by the fantastical lives of the artists and performers who traveled the world in the 19th and 20th centuries and who shaped American history. Cultural, contemporary, fanciful or ethnic motifs create an eclectic and bohemian collection adaptable for city or country living.

Another decor and another style, for the *Ailleurs* collection from Etamine. Always ready to play with the wind and the sun, escape and settle in a small village in Puglia and be enchanted by multicolored patterns or tone-on-tone embroidery. A journey through time and through civilizations, which reminds us that true luxury is being able to live in the present moment, surrounded by natural and timeless artistic works.

Take the time to look at every detail of these places, each pattern of our fabrics and you will understand the creative passion that drives us.

Torsten Poschardt, CEO.



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PROPORTIO

Zimmer + Rohde

Since ancient times, beauty has been synonymous with symmetry. A thing of beauty is typically associated with something that is well proportioned. In the Greek and Latin world, this definition goes beyond just proportions to include the sublime effect of color and light. Theory suggests that there is form behind every single thing our world. Things exist because they have an order.





ANDRO PLUS A new interpretation of the ZR classic *Andro* combines comfort with performance. The two-tone mélange yarn creates an intense color effect.

CAECIL RE The gently flowing, semitransparent fabric will bathe your interior in a soft light.

QUADRA A riff on the classic Greco-Roman coffered ceilings, the linear nature of the design brings classic modernity to any interior.

Pythagoras was the first to combine mathematics and aesthetics, exploring the idea of the harmony of intervals in music and its effect on people. This idea of aesthetic proportion shaped the culture of antiquity and found expression in temples whose facades and arrangement of columns followed Pythagoras's laws of arithmetic and geometry. This notion of proportion also dominated the Renaissance period. In 1509, Luca Pacioli described the golden ratio as the principle of the harmonious rectangle in his book *De divina proportione*. This principle of balanced proportion is reflected in the preference for geometric figures based on diagrams and grids. However, beauty is not an absolute, and aesthetic ideals evolve over time. Yet, symmetry remains a thing of joy, and proportion and harmony a source of pleasure.

The Zimmer + Rhode Collection 2024 celebrates the timeless aesthetics of classic ideals. The square, the rhombus, the proportions of a simple checkered grid.

For the photo staging of the *Proportio* collection, the historical rooms of a palazzo, which showcases the beauty of different historical eras. The elegant country residence, built in 1627 in the style of Andrea Palladio, was completely restored by Carlo Scarpa in 1968. Scarpa, one of the most ingenious planners and architects of the 20th century, added some exceptionally designed elements to the stylish restoration of the palace. The successful combination of magnificent Renaissance classics and straightforward modern influences perfectly reflects *Proportio's* mission.

When asked what criteria should be used to judge beauty, the famous Oracle of Delphi replied: “The most just is the most beautiful.”





ZOE RE Both front and back of this translucent fabric boast different color nuances to create a delicate watercolor effect.

ELIAN This laid-back upholstery fabric boasts a natural look teamed with a rich color palette.





SAGA LUX The beauty of this timeless cotton velvet is recognizable at first glance. The rare density of the pile reflects the light in all its facets.

CORARO Inspired by the unique character of a hand-woven textile, the pure linen fabric owes its crafted appeal to the delicately colored mélange.





SAGA LUX Every colorway of this timeless beauty captivates with its remarkable depth of color and individuality.

NOVA WOOL The durable upholstery fabric on the headboard beguiles with its clear message and the lively character of the specially twisted wool yarn.

COZY Every fiber of this masterfully woven fabric exudes natural luxury, either as a window treatment, cushion or cozy throw.

"Within the realm of interior design, textiles create a harmonious connection with the architectural proportions they occupy; be it through pattern, color, texture or drapability. Our design process always considers the implication of spatial effects on textiles."

Stefan Gabel, Creative Director
Zimmer + Rohde





BRUSHED LINEN This casual decorative fabric is gently brushed on both sides, offering a pure linen with a distinctively soft feel.

CASHMERE HEAVEN The subtle shimmer of finest silk paired with the unique softness of cashmere fibers transports us to a paradise for the senses.





SPAZIO Inspired by Baroque trompe-l'œil frescoes, this decorative embroidery plays with classical proportions and creates impressive visual depth.

ANDRO PLUS The velvety matt surface brings softness and a textured warmth to homely interiors.

CYRRUS RE The highlight of this semi-transparent décor fabric is the transparency combined with the chunky woven texture.

MILETUS The simplicity of the rectangular grid design paired with the richly shimmering surface imbues this printed velour with a modern, luxurious dimension.

PERGAMON With its looser double-layered weave, the natural décor fabric allows the warp and weft to create a handcrafted look.

DYMOND The elegant jacquard weave, interprets the popular rhombus motif in contemporary colors with a sumptuously soft touch.





Made of



Time, passion, love of beauty and sensuality...
 To believe that the quality of a product depends solely on the techniques used to manufacture it misses the intrinsic subtleties hidden in a roll of fabric. We wanted to share with you the emotion we feel each time we meet those who birth, nurture, and develop our fabrics. Here, we are in Turin, Italy, at the Dinole factory. Founded in 1913, this family business has been manufacturing Zimmer + Rohde velvets for over 70 years.

Left to right:
HISTORICAL FACTORY This light has been on for over 110 years.
WARPING The soft pile of our *Cashmere Heaven* relies on the quality of the cashmere-silk blend yarn.
FINISHING The elegant luster and softness of *Saga Lux*, our new cotton velvet with a rare density pile.





Top to bottom, left to right:

WEAVING Nothing can ever replace human skill.

COMMITMENT Since our first orders in 1953, we have never stopped striving for refinement and perfection.

DYEING The art of tailor-made colors.

Early in the morning, when, attracted by the light and the clicking of the machines, we enter the workshop, we might think that nothing has changed in this historic building which extends over more than 33,000 sqm. And yet, today it is a modern factory, where generations of employees have succeeded one another to perpetuate the tradition of the Dinole house, while constantly innovating and respecting the strictest environmental standards.

The beauty and sensuality of Zimmer + Rohde cashmere velvet is the fruit of the passion that motivates each of the artisans to create the softest fabric, with the most beautiful luster.

Only the lightest fibers, from cashmere goats raised on the Mongolian plateau, make it possible to obtain this unique quality. And then, there is the ancestral

We need to make time for the things that matter and that's not much for a fabric intended to decorate interiors for many years.

know-how, the sharp eye which assesses the depth of a color, the expert hand which feels the fabric, regulates the tension of the thread, for ever greater softness. After repetitive brushing with more than 215,000 needles, the complete finishing of a piece of cashmere requires no less than 48 hours of work.



Top to bottom, left to right:

STORING Roll-up technique preventing creases.

QUALITY CONTROL Checking each meter by eye.

DESIGN Artisanal and sophisticated.



Gardens of England

Hodsoll McKenzie

This playful yet sophisticated collection deftly walks the balance between sustainability, beauty, luxury and innovation. New technologies balance age-old craft techniques, whilst romantic florals flirt with hand-blocked prints and vibrant embroideries. Classical English country gardens in the 18th century were characterized by a shift away from the formal, symmetrical designs of earlier periods, instead embracing a more naturalistic and romantic aesthetic inspired by the surrounding countryside.





previous page **VITA STRIPE**
A multipatterned stripe with a handwoven look, inspired by the work of Bloomsbury contemporary Vita Sackville-West.

KENT STRIE This pure linen fabric emulates the natural movement of color found throughout nature in its striae warp, reminiscent of plants, flowers, water or stone.



Taking inspiration from the variety of forms and contrasting materials found in classical country gardens, the collection references the work of 18th century garden designer and architect, William Kent. As a prominent figure of the era, he played a significant role in shaping the landscape design of the time.

Inspired by art as well as architecture, Kent incorporated classical motifs and themes in his work, which added a sense of timelessness and sophistication to his gardens. This same theory applies to the charming and playful Hodson McKenzie spring collection. Soft, delicate florals sit harmoniously alongside rustic block prints, whilst bold embroideries engage with handcrafted textures to create a sense of depth. Lustrous wools combine with formal paisleys and new technologies balance with age-old craft techniques to create a collection immersed in history but with its sights set decidedly on the future of interior design.



ROUSHAM CHECK Referencing British heritage menswear, this subtle checked fabric is woven from the highest quality European linen and silk.

HIDCOTE INDIENNE Inspired by the diverse Arts & Crafts style planting schemes at Hidcote Manor, this detailed floral design is printed on a blend of linen and cotton.



SISSINGHURST A distressed paisley design fades in and out of focus, printed onto heavyweight linen using an innovative waterless printing technique.

NOBLE CASHMERE Defined by its sumptuous drape and handle, this double-faced wool cashmere gives a gentle nod to the classical tailoring fabrics found on Savile Row.

DOVECOTE Delicate feather motifs dance and float on the surface of this relaxed, lightweight, wide-width linen.





BOXWOOD The richly decorative surface of this hand-blocked print is overlaid with hand-embroidery, referencing the contrasting textures found in formal gardens.

HATTON Sumptuous Italian wool is woven in a repetitive jacquard design to create this dual-purpose fabric inspired by the windows of Hatton Gardens.

"Surrounding ourselves with natural materials connects us deeply to the earth. Fibres that are grown, shorn, and harvested root our design sensibilities in the promises of considered luxury."

Rosie Evans, Design Director
Hodsoll McKenzie



Trinacria

Ardecora

Sicily's ancient moniker is now also the enchanting title of a collection that is dedicated to the Mediterranean island's bygone history. In particular the south-east, surrounding the cities of Noto, Ragusa and Modica, with its baroque culture, architecture, and design, as well as its mystical ocean light, along the salt roads of the Marsala region, shape the identity of the new Ardecora designs.

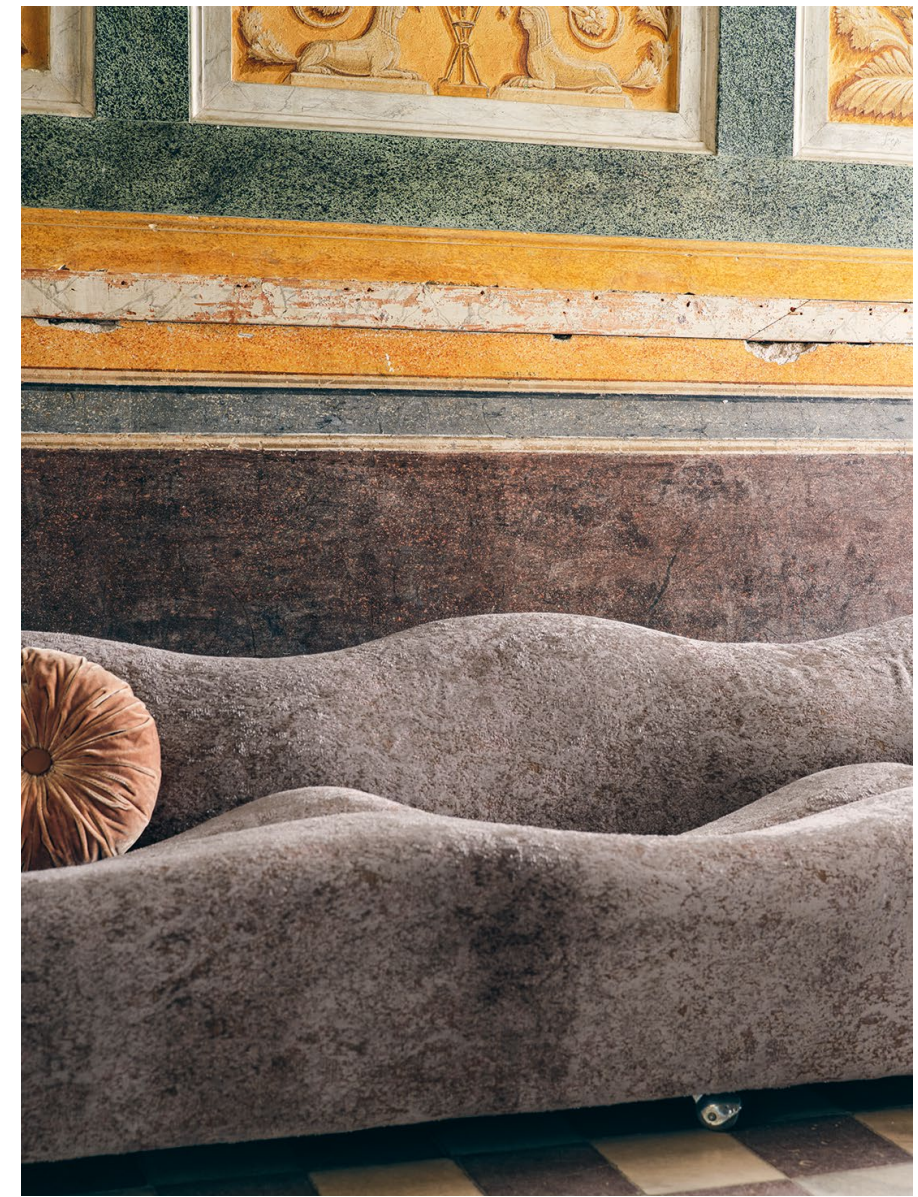




previous page MODICA The Sicilian baroque city of Modica served as the inspiration for this atmospheric fabric - woven on a cupro warp and finished with a silk weft.

ERICE Exquisitely fine alpaca yarn is blended with high-quality wool from New Zealand to create this lustrous fabric with thermo-regulating properties.

VILLA PALAGONIA Inspired by baroque architecture as well as the flora and fauna of Sicily, this finely detailed silk print takes us on a journey into a picturesque fairytale.



Sculptural facades, wrought iron balconies and impressive plazas, rich in ornamentation, charm, and dramatic beauty, were the perfect inspiration for a collection brimming with handcraftsmanship, intense materiality and sensory textures, encapsulating today's zeitgeist.

As if straight out of a picture book, *Villa Palagonia* takes us on a jaunt through a picturesque Sicilian still life. The poetic, expansive design, printed on a silk warp with cotton weft, showcases artfully stylized hand-painted flora, fauna, and architecture of genuine palazzi. The elegant silk velour of *Palazzo Gangi* beguiles in 14 contemporary colorways. Its special luster provides every room with a shining play of light and shadow, exuding the creative aura of Sicilian baroque. Digitally printed and finished with hand-painted brushstrokes, *Donnafugata* displays an arabesque motive on stylishly natural linen from Italy in a modern interpretation. Soft and warming, in a mélange of prized alpaca and high-quality New Zealand wool, the sophisticated natural fiber *Erice* is a genuine haptic experience, available in three organic colorways.

The passion and presence of Sicily – contemporary, exquisite, and beautiful to the touch – that is *Trinacria*, the new Ardecora collection.



"Creation often relies on unforeseen things. It is in the unexpected that sometimes the most innovative and inspiring ideas are born."

Katharina Schmitter, Design Director
Ardecora

DONNAFUGATA An expansive damask design with artisanal character. The arabesque motives are printed on the finest Italian linen fabric and embellished with hand-painted brushstrokes.

VULCANO A high-quality jacquard velour that fascinates with its elegant appearance and its extravagant play of colors.





MARSALA The fine linear fragments of this geometric jacquard design create a vibrant three-dimensionality on the lightly textured fabric surface.

ORTIGIA A contemporary interpretation of a classic damask design, the sophisticated feel of this softly flowing jacquard fabric highlights its luxurious appeal.



FONTANA PRETORIA The mosaics of the baroque cathedral of Monreale in Sicily served as the inspiration for this artistic embroidery on elegant cotton base.



Wayfarer

Travers

This joyful, exuberant collection is a celebration of eccentricity and was inspired by the fantastical lives of the traveling artists and performers that toured the world in the 19th and 20th centuries. Those illustrious travellers left a lasting legacy and contributed to literature, exploration and cultural development.





previous page FIESTA An explosive floral print on linen where traditional oriental patterns harmonise with centuries-old Jacobean motifs.

ONCILLA A rich cotton-pile velvet with a unique fil-coupe effect, depicting the decadent patterning of the eponymous wild cat.

EMPRESS GLAZED LINEN A refined French linen with a lustrous glazed finish, produced using traditional mechanical techniques, that highlights the subtle tones.



The journeys of the adventurers, whether through the wilderness, on rivers or in the air, shaped American history. Their stories serve as inspiration for aspiring artists and illustrate the power of art to transcend boundaries and connect people from different walks of life. Then as now, this cosmopolitan, open-minded way of life leads to the creative freedom that also gives the new Travers collection its unmistakable artistic touch.

Lavish ornamental embroideries meet textured upholsteries, whilst mermaids swim alongside a menagerie of tiger pelts that hang in panels and slink onto rich velvets. Cultural motifs create a visual feast of pattern play as contemporary, fanciful designs layer with ethnic and archival textiles in vibrant color palettes, creating an eclectic and bohemian collection adaptable for city or country living.



PARADE STRIPE Small-scale ribbons of color ripple across this dual purpose fabric, which is available in six clear color stories.

COLLONADE A striking trellis design where hand-embroidered French knots decorate the curves of Palladian-inspired crewel work.

CHARLOTTE Deftly translated from an original antique woodblock, this charming design is masterfully screen-printed onto linen.

ANNA Inspired by the decadent costumes worn by ballerina Anna Pavlova, this multifaceted embroidery on cotton perfectly balances matte and lustre.





"History weaves its way through everything we create; the threads of inspiration gathered from lives gone before. To look to the future of design, we must gently reflect the past."

Rosie Evans, Design Director
Travers

PANTHERA This unique piece reinterprets and celebrates tiger and leopard pelts through heavily textured, hand-guided embroidery on linen.

OAKLEY An upholstery cloth woven in a hopsack structure with a melange weft, inspired by the painted tones of antebellum architecture.





CARNIVAL STRIPE This dynamic print is inspired by the hand-painted motifs used to decorate the tents and trailers of travelling performers.

FOLKLORE A stunning conversational design, printed on linen satin, depicting Odyssean mermaids swimming gracefully amongst coral reefs.



Ailleurs

Etamine

Escape elsewhere, flee daily life to find your bearings, return to the sources of civilization, to the richness of cultures which have created art for all, inspired by nature, architecture that is both simple and monumental. Woven fabrics - washed, hand embroidered and printed with patterns - bear witness to a story and play with the sun to dress interiors in the colors of the time.





previous page ASNI Inspired by striped Berber carpets, the high quality linen used in this fabric and the focus on traditional craft is testament to the traditional hand loom heritage in the South of France.

AGUAYO Utilizing a yarn dyeing process that is handwoven on traditional wooden looms in Kerala, India, *Aguayo* is inspired by traditional handwoven stripes of Peru.

SOLOLA Hand-embroidery is applied onto a beautiful European flax certified linen ground using traditional methods passed down through generations of craftspeople.



It is in a small village in Puglia, at the crossroads of the eastern and western Mediterranean, that the Etamine 2024 collection takes us on a journey around the world and through civilizations. A region of Italy where the Romans, Moors and Byzantines left their mark on the milky-toned limestone walls.

At the bend of a narrow street, a linen veil flies away at the foot of a wall decorated with a frieze of Greek keys. It marks the end of the siesta in this village still crushed by the heat of the sun. In the freshness of a very simple 17th century Palazzo, the walls coated with natural lime are brought to life by the patterns and colors of the fabrics which cover the benches.

Here a traditional Ikat with a printed chain with large stitching, there a hand-embroidered linen in Kilim style in contrasting colors. And for comfort, cushions, lots of cushions, in linen/cotton blends with hand-woven Berber stripes. Stripes still, in bedrooms or bathrooms, but multicolored on mixed canvases of jute and cotton for a nicely faded effect, as if patinated by the sun.

At the window, linen lace rises elegantly. Over the balcony, a mixed fabric with traditional raffia weaving, which takes in the air and in the doorway, a Cornely embroidery which creates the intimacy of the patio. What a joy to live with open windows and doors, in a light filtered by these large veils of fabric which, at every moment, create natural and timeless artistic works.

NOGA With a soft and natural handle thanks to the expert finishing used on the high quality European linen in this fabric, which is inspired by basket weaving.

KANTHA Antique hand-embroidered Indian patchwork blankets were the starting point for this design, which is woven with BCI cotton.

NAGPUR A homage to Berber carpets, the luxurious weft yarn in this fabric is spun in the tradition of haute-couture tweed.





LINETTE A heavyweight pure linen, the beauty of this cloth comes from the textured yarns and the depth of color created through the piece-dyeing process.

CHAPAN Inspired by traditional 17th century Uzbek ikat weaving techniques, this fabric is masterfully woven from a blend of BCI cotton and silk.

ETAMINE An open-weave voile fabric made from 100% linen. The yarn supplier, based in France, are Masters of Linen and European-Flax certified.



"Discreet charm, soothing interiors. Harmonious travel memories and new curiosities are explored through the echoes of natural materials and the delicious scent of spicy colors, in a quest to rediscover simplicity."

Élodie Delétoille, Design Director
Etamine



BELOHA A striped fabric made of linen and cotton. The beauty of linen paired with the softness of cotton imbues Beloha with natural charm.

NEZCA Cornely embroidery is layered onto a pure linen yarn-dyed cloth, and finished with a stonewashing technique to create beautiful texture and structure.



Our collaborators

many thanks

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