

# création **baumann**

## **Morphing colours, grids and trompe-l'oeil effects**

Création Baumann's "Systems" sector launches new roller blinds

Roller blinds can tell stories: When a roller blind is pulled down, a picture unfurls in front of the onlooker. The implementation can be abstract, graphically pared down or extremely realistic. The roller blinds are more than a picture at the window, they are also highly functional. On hot summer's day, their shade giving qualities are much appreciated. They reflect light and heat and thus control the environment we live in. On cooler days they offer privacy and provide tantalising interludes with light and shade. This is becoming all the more important as contemporary architecture relies heavily on glass frontages. Création Baumann, the textile enterprise from Langenthal (Switzerland) demonstrates with the "Systems" collection how multifarious roller blinds can be. The successful program of roller blinds, fabric panels and vertical blinds is now further enhanced with a new series of aesthetically pleasing roller blinds.

The supplement to the collection of made to measure roller blinds, with their choice of different mechanisms (chain, electro or spring), places great emphasis on unusual colour transitions, bold digital prints and attractive grid effects. Several items demonstrate how colours and patterns can create a warm and welcoming ambiance. "Flow R", which is available in five colourits, captivates with its extravagant fluid colour transition. The vivid transfer print covers the entire area. Whilst three quarters feature a muted, neutral colour such as grey, beige or brown, the lower third depicts a base colour which harmoniously morphs into a vibrant accent colour such as yellow, red, or blue-lilac. The semi sheer fabric is an eye catcher with an understated, contemporary look.

Three different stories, by three different products: Spring enters in the guise of "Ramo R". Pulling the blind down gradually unfurls vistas of fine twigs, delicate blooms and colourful birds. With its joyful colouring and timeless design it is eminently suitable for both residential and contract sector furnishing. Blooms feature again in the understated digital print "Gaya R", where the flower motif has been graphically altered. A graphic dot arrangement spreads like an all over design across the entire fabric. The floral pattern stands out from the underlying fabric akin to a relief design. The item is available in two colourful settings and a neutral colourit in hues of grey. "Dante R" is a roller blind for book lovers. The digital print makes use of the trompe-l'oeil effect. A row of books runs along the bottom edge of the opaque fabric. The colouring is kept in quiet shades with a few accent colours such as pink, yellow and green. The volumes stand as if they were on a bookshelf. By introducing a few books

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which lie across, the look is slightly less formal. All three fabrics are accompanied and complemented by the uni "Combo R".

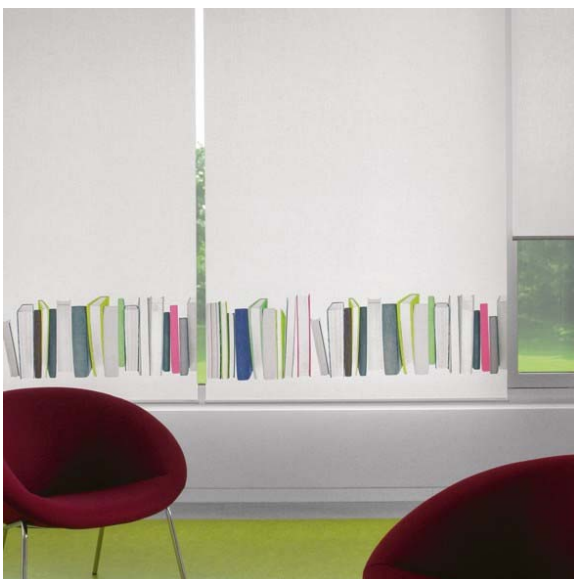
"Spider II FR" and "Opus II R" have been re-issued and are now available in many additional colour settings, whereas "Grano R" is an entirely new product. With its grainy look, it blends well with any modern decor. The fabric is available in four muted colour settings – that range from white to anthracite, in a roller blind width of up to 270 cm.

All items are flame retardant and therefore equally well suited to residential and contract sector furnishing. The collection will be available from retailers from autumn onwards.

## Picture legends:



Harmonious colour transitions at the window: "Systems" from Création Baumann presents new, captivating products in new colours. "Flow R", the semi transparent fabric, is available in five colour settings. The understated roller blind's fluid colour transition from a neutral base to a vivid accent colour like yellow is captivating and intriguing.



Attractive digital prints for book lovers: "Systems" from Création Baumann presents new products for a welcoming ambiance in interiors. "Dante R" delights with a row of books that runs along the bottom edge of the opaque fabric. It adorns the otherwise white fabric like a border and proclaims the proprietor's love of books.