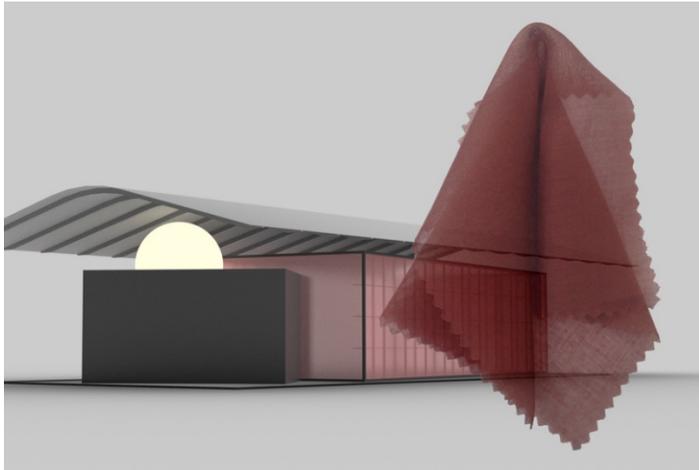


IMM COLOGNE 2017

“Sinfonia” by Création Baumann lights up at IMM Cologne 2017

“The House - Interiors on Stage” design event



DasHaus_SinfoniaCS

Illustration: Todd Bracher

Since 2012, IMM Cologne has been presenting “The House” design event, a project giving young influential designers the opportunity to try out their visions for contemporary living in real life.

For IMM 2017, famous New York product designer Todd Bracher was nominated to show his interpretation, where he is breaking free from the traditional concept of individual rooms to focus on merging zones for provisions, relaxation, and hygiene.

Todd Bracher’s imaginative concept does away with most of the traditional exterior walls by cladding the majority of the house, i.e., the provisions area, with a semi-sheer skin made from textile fabric. The creative American chose Création Baumann as his competent partner and their “Sinfonia” fabric.

“Sinfonia”, a classic curtain fabric, has been part of Création Baumann’s collection since 1978 and offers ideal characteristics for Todd Bracher’s experimental home. The designer uses this semi-sheer fabric to replace the missing windows, asking visitors to challenge whether our homes are a place for withdrawing from the outside world.

An unusual idea, easily implemented with Création Baumann. From draft to distribution: The Swiss textile expert combines all individual production steps under one roof, with their own design and development

department, along with a weaving and a dye mill. This was an important aspect for Todd Bracher, who was looking for a specific burgundy hue. In no time at all the fabric was produced in the chosen colour in Langenthal, Switzerland, exclusively for The House 2017.

Semi-sheer "Sinfonia" looks like pure cotton but is woven from Trevira CS and has all the benefits of synthetic fibre. It is light-fast, colour-fast, easy-care, flame-retardant and has a comfortably soft feel to it. Apart from "Sinfonia", "Eluis" plaids from Création Baumann's collection complement the interior design for The House 2017.

Création Baumann is synonymous with the highest quality standards and has more than 130 years of experience in developing and manufacturing premium fabrics. A reliable and flexible partner for all textile interior design solutions.

"The House" in Pure Editions-Hall 2.2

Création Baumann at Hall 3.2, F 035