

création **baumann**

LIVING LINE | INSPIRED

'INSPIRED' – the new collection in the 'LIVING LINE' by Création Baumann



“Nature does not have to try hard, to be of significance. It is.” What applies to Robert Walser, the Swiss writer holds true for generations of artists and designers. With its never ending diversity in creation, nature has always been the great source of inspiration. “Inspired”, the new collection from the ‘Living Line’ is guided by nature; especially in the selection of natural colours. Other spheres of influence for the Création Baumann design team were the distinctive brush strokes of several young designers as well as innovative materials and textile technologies. They culminate in hand painted floral designs on silk taffeta, filigree embroidery on ultra fine leno weaves and jacquards with three dimensional effects. The result is a collection that is more comprehensive and divers than ever and now also features a broad range of upholstery fabrics alongside the curtain fabrics.

Amongst the highlights is “Serafina” – the nucleus of a whole series of hand drawn floral and organic patterns. This decidedly artistic panel features hand sketched flowers in an abstract look – a highly personal signature piece by a young designer. With “Serafina” Création Baumann graphically illustrates that, in an ever more digitalised world, individuality in design has attained greater importance and found a new role to play. The sketch was transferred to the fine semi sheer cotton muslin as a screen print; as was the fine, wave-like texture of “Fina”, a semi sheer curtaining which combines with “Serafina” to perfection. “Cosmea” and “Lupina” are further proof that today’s designers have not lost any of their painting and drawing skills, the hand drawn colourful flowers and grasses are reminiscent of classic floral prints, with arrangements and colouring that deliberately deviate. The silk taffeta lends the design that certain “je ne sais quoi” and ensures that the fabric assumes a contemporary and

création **baumann**

fresh look. This also applies to “Ava”, a print on silk taffeta with a hand painted check design. The personal note emanates from the broad, irregular brush strokes.

As in every ‘Living Line’ collection, the textile virtuosos from Langenthal in Switzerland captivate with textile mastery and special techniques. The results are stunning and amazing; as exemplified by “Maurice”, a curtain fabric in a jacquard weave which features a high wool content and a three dimensional look. The 3D effect results from an interwoven shrink yarn which shrinks with exposure to heat to create a wash board effect pattern. How old established techniques are interpreted afresh is demonstrated with “Chloe” a high grade, elaborately produced embroidery fabric. “Rosalie” is just as eye catching. The soft wool cloth with punched out motifs is suitable for curtaining and throws. “Amethyst Fleur” is a masterpiece in embroidery technique. The ultra fine and highly sheer curtain fabric displays embroidered floral climbers on Trevira CS leno weave. New to this collection is the broad range of CS- fabrics. Due to their hard wearing, easy care and flame retardant properties, the textiles excel in applications in the contract sector, particularly in the hotel industry. “Sergio”, a tri-coloured upholstery fabric with a small check, “Vida”, a soft uni velour in 19 different colours and “Vidalargo” with its narrow velour stripes; all harmonize beautifully for great combinations. This applies to the entire collection. Exciting mixes emerge from the combination of the most diverse weaves, designs and colours.

The Création Baumann design team is convinced that “Nature is a never ending source of inspiration”. This is reflected in the subtle and natural colours of the “Inspired” collection: with tinted grey and beige tones, nuances in blue, mauve, warm shades of rust and a vibrant green.

The new collection is available from specialist outlets from the autumn of 2010.