

mix

design
colour & texture
interiors
architecture
industrial
automotive



International trends S/S 2010

Cars: French Revolution

Stefano Giovannoni

Directional Hotels

Markets: Japan

Back to Nature

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FABRICS SOFAR/SONEAR

SoFar/SoNear was the first Italian company to pioneer the design and production of high-end fabrics and carpets with a sustainable and fair trade focus. The idea was to inject a little Italian style into the all too often rather style free arena of traditional handcraft.

At this year's Maison & Objet the company unveiled two new collections of organic and natural fabrics hand-printed with exclusive patterns, collaborating with pioneering company O Ecotextiles, known for its ecologically responsible textiles. The beauty of hand-woven fabrics combined with SoFar/SoNear's unique designs, forms a stylish range of environmentally sound textiles. There is also a range of hand knotted carpets produced exclusively for SoFar/SoNear. Production of these carpets was free of child labour and all artisans operated in a safe and healthy working place.

Pictured here is Liz, a hand-made felt with black sparkles designed for five star hotel Nikopolis, Thessaloniki, Greece (5), fabrics and the new Gurkha Natural hand knotted carpet developed with undyed wool (2), Pina silk lux from the new collections Jardin Japonais on pina (a pineapple and silk fabric) co-ordinated to the Lux Waves rug in wool and silk (3,7) Abaca 2, a new range of abaca textiles, shortlisted by Elle Deco UK at last year's Decorex for best eco-product (2) and Toile 3, a new toile fabric chosen by Paola Navone to dress the Risto-chic at Maison & Objet this January (4).

Finally, for this year's I Salone in Milan the company moved outside with a refurbishment of its showroom and an invitation to architects and interior designers to share upcoming projects with its creative team.

SoFar/SoNear effectively combines a social conscience with luxury and as such is indicative of a bold new trend in sustainable products, moving out of the niche and into the mainstream. ■■■

Contacts

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