

MEDITERRANEO from OBJECT CARPET: an interview with Matteo Thun and Antonio Rodriguez



Photo: Nacho Alegre, Carlo Furgeri Gilbert

*In no time at all since its launch, **MEDITERRANEO**, the latest carpet innovation from OBJECT CARPET, is already creating a stir. The indoor and outdoor floor covering, made entirely of recycled material from the circular economy, has a distinct Mediterranean signature and gives its surroundings a natural atmosphere. In an interview, the designers Matteo Thun and Antonio Rodriguez talk about the most important aspects in their design of the new collection.*

What was your goal and inspiration when you approached the design of MEDITERRANEO?

Matteo Thun: For our architecture and interior projects, we always need a timeless floor covering that we can transfer from the inside to the outside to bring nature into the home. We consciously waited for the right preconditions for us to develop a waste-free and entirely recyclable carpet collection that can also be used outdoors.

Antonio Rodriguez: We wanted to reinterpret the ancient tradition of Mediterranean weaving while taking a more environmentally friendly direction. This tradition, which started with the ancient Egyptians and can still be found everywhere along the Mediterranean coasts today, consists of natural fibers that we replaced with fibers that come mostly from industrial waste and plastic trash from the Mediterranean ocean.

Many people initially associate good design with sophisticated aesthetics. What is your stance on this?

Mattheo Thun: With the principle of Zero Design, we aspire to create a timeless style for durable products. We care about the ecology and economy, not the ego! **MEDITERRANEO** unburdens nature by enabling countless lifecycles.

Antonio Rodriguez: We were inspired by the desire to find haptics, materiality and differentiated color shades that had never previously been implemented in recycled carpets. Made of plastic waste and completely recyclable, **MEDITERRANEO** stands simultaneously for lightness and effortlessness. It conveys a Mediterranean heritage look – hence the name.

What is your favorite product in the collection and why?

Antonio Rodriguez: It always depends on the place in which the carpets will be used. Near the ocean, in the countryside, in a city? In a room, at the pool or on a patio? The round shape makes the 'natural borders' seem particularly open, light and very elemental. We worked on the proportions and natural color scheme for a long time to get the optimal result.

Which of your current projects is the most fitting for MEDITERRANEO?

Antonio Rodriguez: The collection is suitable for many of our ongoing projects, whether hotel interiors, offices or private buildings. For the Italian yacht manufacturer Azimut, we are currently designing three boat models – here a carpet must fulfill all criteria: it must be highly resilient and be easy to clean. It must look as natural as possible and be sustainable, quick-drying and UV-resistant. And, a top priority – it must also feel good under bare feet.

What does sustainability mean to you?

Matteo Thun: Unfortunately, the term is very timeworn by now. We prefer to talk about durability, timelessness and the endless lifecycle of our products.

How does **MEDITERRANEO** combine form and function? How does this fit in with the needs of our time?

Antonio Rodriguez: **MEDITERRANEO** is timeless not just in its design. The carpet is made of recycled material, is very durable and can be recycled again and again. The collection can also be used very flexibly. It includes four styles in three different natural color shades, various shapes and sizes, and options for special requests. All shapes and colors can be freely combined with each other.



MENORCA TALCO

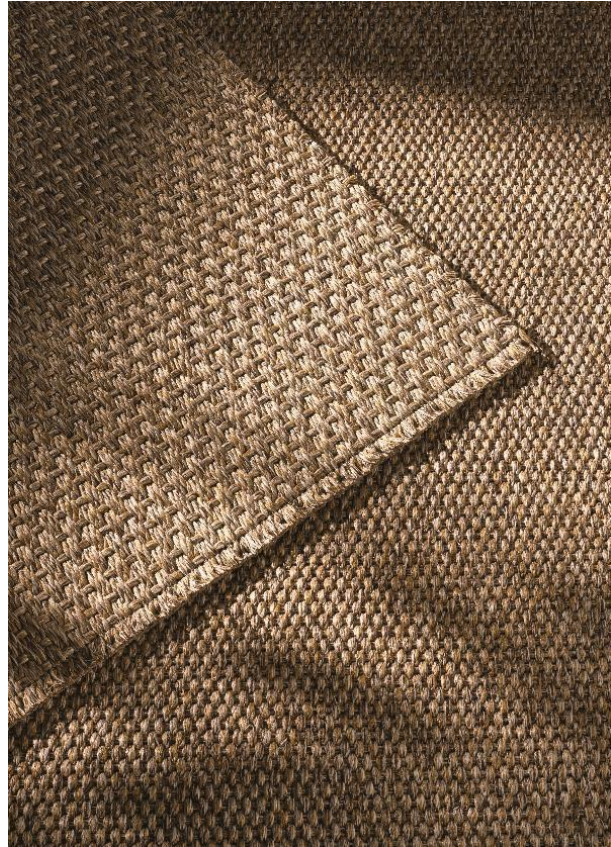
Fotos: OBJECT CARPET



RODI SABBIA



RODI TALCO
Fotos: OBJECT CARPET



CAPRI & RODI SABBIA (Natural Border)

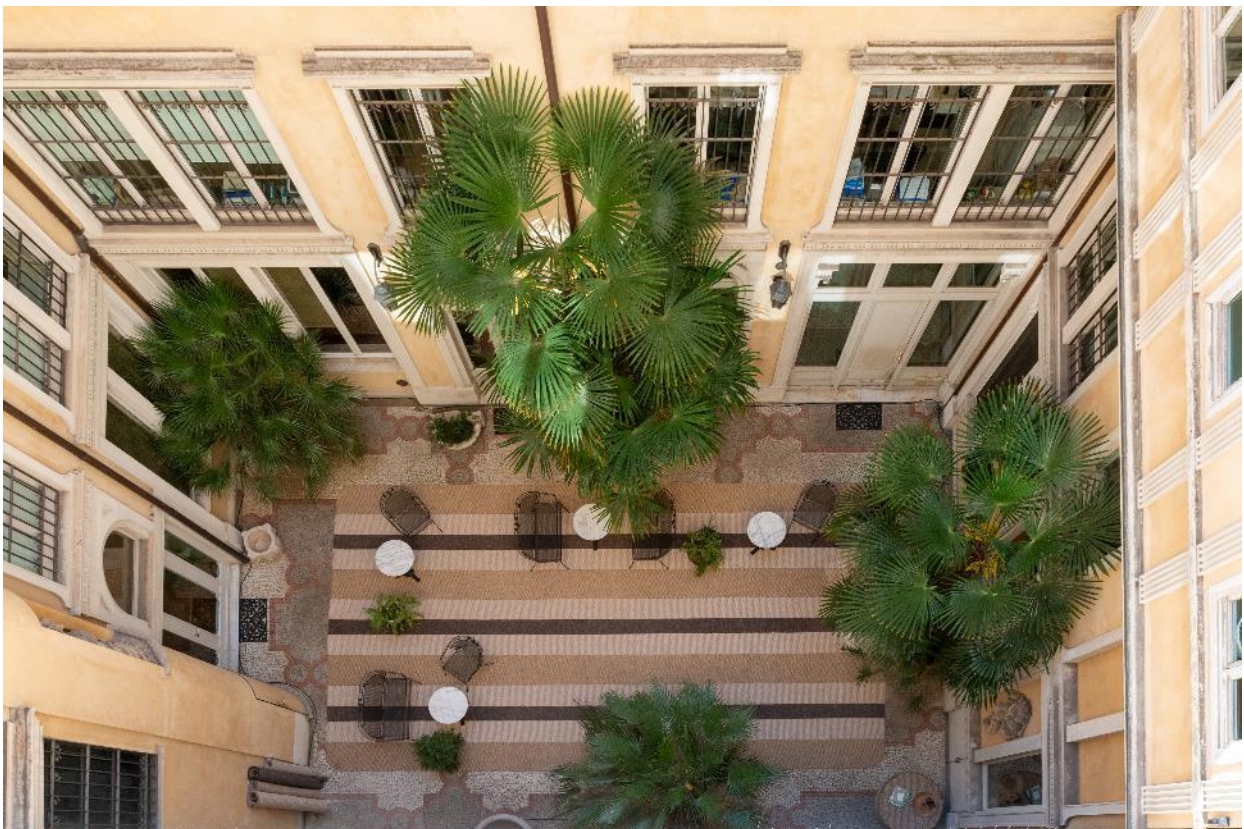


Foto: Stefano Pavesi



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The designers Matteo Thun and Antonio Rodriguez with Yvonne Schumacher (Press Director OBJECT CARPET). Photo: Stefano Pavesi

About OBJECT CARPET

Since 1972, **OBJECT CARPET** has stood for quality, design and innovation in the commercial property sector. A sense of aesthetics and color, in combination with advanced production techniques, results in elegant and unusual designs in the form of rugs, carpet tiles and customcut carpets (RUGX). With over 1,000 styles and colors as well as individually customized products, the **OBJECT CARPET** collection offers a unique diversity for modern interior design, manufactured from high-quality raw materials. All **OBJECT CARPET** styles are also free from harmful emissions and are bitumen-free, latex-free, and PVC-free. They bear the German Federal Environmental Agency's Blue Angel ecolabel. **OBJECT CARPET** products also received the evidence-based recommendation from the TÜV (German Technical Inspection Association) for safe use by allergy sufferers and reduce dust content and particulate matter. Partners and customers around the world, such as Porsche, Daimler, Google and Adidas appreciate this, as do initiatives like "Healthy Seas." The utilization of recycled materials in production as well as a second life cycle for carpets after their use is now a matter of course for **OBJECT CARPET**: for example, together with UNStudio, **OBJECT CARPET** is committed in the "Future Perfect" project to create new value from discarded products. **OBJECT CARPET** is making a real change in the industry with the first completely circular commercial property carpet, NEOO. After eight years of development work with NIAGA®, **OBJECT CARPET** presents the mono-material carpet NEOO, and takes circular to the next level. Numerous design and business awards, such as the renowned Good Design and Red Dot Awards, have demonstrated **OBJECT CARPET**'s outstanding design competence and corporate achievements. For example, **OBJECT CARPET** was chosen as one of the "top 50 German luxury brands" by Ernst & Young and voted one of the "brands of the century" by Langenscheidt. With innovative production techniques and sustainable manufacturing methods, **OBJECT CARPET** is a pioneering enterprise that enables design visions to become reality. Experience **OBJECT CARPET**'s world of color and materials in any one of the company's showrooms in Germany, Austria, and Switzerland.

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