



KOHRO “Wild Splendours” at Milano Design Week 2019

Once again Milan shines under the spotlight as an international Design destination for creativity and innovation, attracting talents and generating a buzz. KOHRO is both at Salone del Mobile and Fuorisalone - and you don't want to miss the splendid news.

At **Salone del Mobile**, we showcase the complete collection of “**WILD SPLENDOURS**” fabrics, capsule furniture pieces and the latest roaring Grand Design, made with a new technique. The enveloping atmosphere of the stand is actually marked by this new wallcovering fabric called “**GLEAMING WILDSCAPE**” - the latest addition to *The Grand Design Wallcovering Collection*- featuring a mysterious urban jungle where primeval elements meet a metropolitan skyline.

At **Fuorisalone** KOHRO is again in an exceptional location: the majestic Salvioni Milano Durini building is the perfect backdrop for KOHRO fascinating interior textile arrangement on the first floor. “**WILD SPLENDOURS**” fabrics are there the key of interior “soft” decoration elements and KOHRO textile combinations lend comfortable elegance and refinement to the bedroom, the table setting, the living room, and the reading corner made in cooperation with Chiara Provasi.

The “Wild Splendours” Fabric Collection

Ornate abstractions above all. Inspired by unique and unexpected traits created by nature, illuminated by dew reflections, enchanted by a ray of sunshine. This new collection is clearly inspired by archaic and organic motifs, but revisited, refined and chiseled. They express great formal impact, exuding purity and a stylistic synthesis of splendor that interpret contemporary *chic*. “**Wild Splendours**” are fabrics with geometrical or informal designs, with substance or metallic flares, where influences of different cultures have blended and reharmonized, generating a new and intense artistic language.

This collection features items in different and complementary weights. In addition to fabrics for upholstery and heavy curtains, there are ultra-light ones for curtains, and others for bedding and decorative accessories. Selected wools and silks, pure linen and cotton - are cleverly matched with metallic yarns, creating refined contrasts and vibrant effects. The collection also comprises velvets made with KOHRO's unique sensitivity in the use of the best technology for digital printing, stemming from mixed pictorial techniques and lending a contemporary and precious look. Designs printed on light *velours* are particularly soft to the touch. The new “Wild Splendours” collection brings color accents that are innovative in the KOHRO palette. Fresh shades from sage to forest green, original nuances from rust to coral, all the energy of yellows - solar, soft, mellow yellow - and the regenerating vibrations of serenity-inspiring blues. Discover them in Otium, Torcello, Charade, Hypnos, Kells, Trace.





THE GRAND DESIGN - Fabric Wallcovering Collection. Grandiose effects for fabric wall coverings.

THE GRAND DESIGN Fabric Wallcovering Collection is revolutionizing the world of wallcoverings with wide-width fabrics that are easy to install and recreate fascinating **panoptic vistas of extraordinary length and variety**. The decorative themes stem from the combined intuitions and skills of KOHRO's style team, comprised of young artists trained at Brera Academy. All the patterns in this collection create atmospheres capable of transporting in a world of rare sumptuousness through the grandiose effect of a landscape.

Contemporary verve and Art Deco. **Gleaming Wildscape** sums up the charm of mural decorations found in ocean liner halls, theater lobbies, and exclusive residences from the Twenties, Thirties and Forties. Golden glows and contemporary forms outline a modern Eden, where man and nature coexist - sculptural figures and tattooed animals, architecture and vegetation - each sign contributing to a precious composition with a strong decorative and enveloping effect. **Gleaming Wildscape** measures 40 meters in total and is available in 6 color variations.

KOHRO

KOHRO is an Italian manufacturer and editor of high-quality textiles for furnishing for interior decoration. An expression of Made-in-Italy excellence, taste, savoir vivre developed over seventy years of expertise, KOHRO's products are made with the best raw materials through a tightly controlled textile supply chain. KOHRO collections - which in addition to fabrics include bespoke beddings products, home furnishings, fabric wall coverings, carpets and rugs - leverage a rich Italian cultural heritage and combine art, design, craftsmanship and service. A technical and creative team, with strong textile know-how, is ready to assist architects and interior decorators in designing various spaces with textiles.

**SALONE DEL MOBILE Padiglione 4, Stand F18
SALVIONI MILANO DURINI - via Durini 3 Milano**

Press contact

Paola Suardi
ALTEREGO Comunicazione e Progetti editoriali
paola.suardi@alteregocomunicazione.it
+39 347 0538 4440

press@kohro.it
www.kohro.it