



**BoReudler
Studio**

Bo Reudler Studio

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Bo Reudler for Dutch Wall Textile Co.
Bloom Inks

Dutch Wall Textile Co. commissioned Bo Reudler to design a feature collection of six wall textile designs. These designs form the centrepiece of the company's debut collection of wall textiles. The collection entitled Bloom Inks will be launched at two locations in Milan during the Fuorisalone.

An antique laundry mangle served as the unlikely starting point for this wall textile collection. Bo had always been intrigued by this impressive antique metal object which his grandmother used to press her linens. He experimented with pressing arrangements of fresh flowers between large sheets of cloth. Stunning ethereal imprints resulted when the flowers were pressed through the rollers, their 'ink' bursting onto the textile. Both loose flowers and patterns/compositions were tested. Led by nature, every pressing was completely different.

The flower prints were then scanned in full size in high resolution and translated into patterns while leaving the original shapes and distinctive colours largely unchanged, retaining the spirit of the original pressings – you can almost smell the flowers! This resulted in ethereal kaleidoscopic collages.

New technologies and a fresh look revive the tradition of textile wall coverings. The patterns are digitally printed onto 100% linen, a material that perfectly befits these natural patterns. The textile now has an innovative backing allowing for quick and easy application just like wallpaper. Its unusually wide format (130 cm), for a wall covering, enables fewer repeats. Additionally, the textile also has good acoustic properties.

Bloom Inks brings back the richness of textiles on walls. Whether used to create a feature wall or clad an entire space, the textiles lend a striking freshness to an interior. Capturing the essence of summer in bloom, the designs engage with our longing for tactility and nature.

The collection will be presented at two locations during the Fuori Salone 2016.
Dutch Wall Textile Co., Via Tortona 31: the series will be launched here alongside the main collection.
www.dwc-amsterdam.com

Masterly-the Dutch in Milano, Palazzo Francesco Turati: the wall textiles form part of a curated group show in this historic palatial setting.
www.masterly.nu
Presentations will show complementary designs.