Press Release

Nya Nordiska presents Fabrics Innovations at IMM Cologne 2016 – Opening of the new Paris Showroom on the occasion of Paris Déco Off

Dannenberg, 21 January 2016 | Nya Nordiska, the innovative textiles editeur for modern interior design, presents its anxiously awaited 2016 collection as part of the international furniture trade fair IMM Cologne and at Paris Déco Off. In Cologne the 24 fabric innovations are staged as a walk-in textile maze: to this end Nya Nordiska has developed jointly with Sebastian Herkner a temporary installation at the The View Cologne venue right across the street from the Koelnmesse trade fair halls. At the trade fair Nya Nordiska exhibits in Hall 2.2, booth M-018 and acts as principal sponsor for the special show area “Das Haus”. For this textile living-scape Sebastian Herkner has really gone to extremes to demonstrate the space-forming function of textiles in architecture with some 1,000 square metres of Nya Nordiska fabrics. Following IMM Cologne Nya Nordiska’s new showroom will be opened on Rue de Seine in Paris on the occasion of the Paris Déco Off.

Nya Nordiska Collection 2016
Inspired by nature the collection sets strong accents in interior and furniture design with high-impact floral and botanical patterns thereby following on from the latest trend in interior architecture. “All things textile as the backbone of our work are presently heralding a comeback we are very happy about: Both in residential and contract applications textile materiality and sensuality are in demand again – not only for window drapery but also for furniture,” says Remo Röntgen, CEO of Marketing & Sales at Nya Nordiska, delighting at this development in interior furnishing. The overriding botanical theme is echoed by a vast multitude of technologies, materials and designs across all three collection lines. Natural forms and organic textures are transposed into lightweight and “footloose” fabrics with a timeless statement.

With its proven near-nature focus Pure Perfection centres on materials in bourette silk, linen and wool with classic slant as well as signature fabrics with all-over foliage motifs. The patterns featured in a wet-shrink print on the linen satin Osmondo and the filigree alkaline-resist print Flora look as if hand painted. This hand-crafted approach is also echoed by three fabric innovations traditionally manufactured in India: each metre of the hand-woven silk drapery fabrics Raja and Wabi as well as of the hand-embroidered cotton fabric Linea turns into a one-off piece. Natural non-colours and modern pastel shades determine the colour scheme of the filigree print designs and skin-flattering plain fabrics in this collection world that toys with enchanting mottled effects and elaborate weave structures.
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The floral theme **Luxury Life** is interpreted in a feminine, airy way with lush flowers. **Amalia** features a flowering summer meadow in very sheer patterns: thanks to the sophisticated combination of two different linen and lurex threads in the weft this drapery fabric radiates with a delicate lustre and – when hit by light – reveals an interplay between depth and metallic shine. The play on light is picked up on by more abstract translations such as the graphic Art Déco pattern of the upholstery fabric **Dylan** or the filigree wave pattern of the furnishing fabric **Onda**. These convince us with exciting iridescent effects and highlights. The multitude of materials ranges from exquisite yarns such as silk and linen to warm clipped wool. The colour scheme makes fabrics radiate with strong accents in red, yellow and blue tones.

**Creative Concept** finds a young and unpretentious variation of this floral inspiration with high-impact colours and tried-and-tested machine-washable fabrics in cotton, polyester and Trevira CS. The lively print design **Lexi** re-visits millefleurs with a modern slant as an abstract flower meadow, that line up colour dots like in a Pointillist painting. The bold graphic designs **Quada CS** and **Quintus CS** in turn, toy with those checks and stripes Nya Nordiska is originally known for, in exciting colour combinations. The patterned fabric creations are rounded off by versatile plain fabrics with a technical twist such as **Gloss CS**, given a high-gloss effect by a chintz finish, or **Lou**, which oscillates between transparency and opacity thanks to an all-over perforated pattern. And finally, **Ray CS**, a mesh suitable for contract applications and the sporty pleated fabric **Onno** embody Nya Nordiska’s pioneering work in German textile engineering.

**Nya Nordiska @ Das Haus**

With this year’s conception of the “Das Haus” installation by Sebastian Herkner the Cologne furniture fair picks up on the trend towards more fabric materiality and sensuality in design. The outer skin of the circular architecture is formed by a decorative façade from curtains specifically developed for Nya Nordiska’s 2016 collection. “Sebastian Herkner wanted to have a both sensual and transparent house: this open impression results from transparent and semi-transparent fabrics as well as mesh and perforated fabrics that open up new vistas time and again,” says Sybilla Hansl commenting on the cooperation.

Echoing the structure of architectural materials such as corrugated sheet metal, grid or perforated elements with pleats, fishnet and hole patterns, the five fabrics specifically conceived for “Das Haus” translate classic construction materials into soft-flowing materials. With his vision of living Sebastian Herkner shows the potential of textile curtains as mobile walls and partitions in a flexible architecture. The special installation area is therefore determined by more than 1,000 square metres of fabric from the versatile portfolio of this fabric editor as well as by a curved custom edition of the multi-functional track system Quattro from the Nya Artline collection.
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Sebastian Herkner has not only conceived the exhibition stand for participation in IMM Cologne 2015 and 2016 but is also regularly involved in the collection development for Nya Nordiska and is also responsible for the design of the new Paris Showroom.

New Nya Nordiska Showroom opens in Paris
On Saturday, 23 January 2016, Nya Nordiska’s new Paris showroom will be inaugurated on 38 Rue de Seine. Flowing and curved fabric webs arrange the exhibition room designed by Sebastian Herkner into individual segments. The interplay of light and shadow, compression and dissolution make the collection a three-dimensional experience. In several cubes attached to the walls further designs are displayed in interaction with accessories. Furthermore, graphic collection stands and elements in metal and ash serve as “backdrops” for the versatile staging of the growing portfolio.
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The Nya Nordiska team is looking forward to your visit:

**IMM Cologne 2016**
18 - 24 Jan 2016
Koelnmesse
Messeplatz 1 | 50679 Cologne

**Nya Nordiska**
Hall 2.2 | Stand M-018

**Das Haus**
by Sebastian Herkner
Hall 2.2 | Stand M-020

**The View Cologne**
18 – 21 January 2016 | 09.00 am to 8.00 pm
Kennedy-Ufer 11 | 50679 Cologne

**Press Breakfast** with Sebastian Herkner on Tuesday, **19 Jan** from **9.00 am to 10.00 am**

**Cocktail Reception** on Tuesday, **19 January** from **6.00 pm to 11.00 pm**

**Paris Déco Off**
21 - 25 Jan 2016 | 9.30 am to 7.30 pm
38 Rue de Seine | 75006 Paris

**Official opening of the new showroom with cocktail reception** on **Saturday**, **23 January** from **6.00 pm to 10.00 pm**
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Nya Nordiska has been successfully designing and distributing premium decorative and upholstery fabrics for residential and commercial interiors since 1964. Complementing the product portfolio are the decoration systems of the Nya Artline collection and the textile wall panels and diamond glass fabric creations of the Nya Walls collection. Nya Nordiska has already received numerous prizes for creating superb textile designs and implementing them in sophisticated spatial designs. With a total of more than 330 awards for outstanding and trendsetting design, the textiles manufacturer is considered one of the world’s leading suppliers of innovative interior design concepts. Most recently, Nya Nordiska reaffirmed its top position in international design by winning 7 awards in 2015.

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