

BATTILOSSI

Est 1959

Preview Cover Connect New York 2024

BATTILOSSI CONFIRMS ITS PARTICIPATION IN COVER CONNECT NEW YORK 2024, THE ANNUAL BOUTIQUE SHOW FOR LEADING HIGH-END CARPET BRANDS.

From 14 to 16 September 2024 the Battilossi moodboards will be on stage at the Metropolitan Pavilion, in central Manhattan: an entire aesthetic scenario, the result of an eclectic and refined combination of styles, weaving techniques, materials and colours, expertly mixed.

Thinking outside the box is the natural path of a creative mind. Since its foundation in 1959, Battilossi has grown to become one of the point of reference for the world of carpets at an international level.

Originally established as a family of merchants and collectors, it transformed with the passage of the second generation into a company producing contemporary carpets, which interpret textile art as a territory of infinite experimentation. In Battilossi carpets, tradition is constantly reinvented, enhanced from collection to collection by new expressive languages which, in line with the company's DNA, testify to its continuous path of research.

With an innovative spirit, Battilossi today responds to the design and decorative needs of contemporary living by making use of the experience and refined taste gained over the years and broadening its range of intervention, placing itself alongside designers and customers no longer as a supplier, but as a real interior design company. In this context, the "Battilossi Moodboards" were born as an expression of the brand's new approach to interior decoration.

Through a transversal rereading of the brand's current collections, which include over 250 designs and colours, Battilossi introduces 14 moodboards composed of a number of references varying from a minimum of 10 up to a maximum of 49, ranging from the sober Naturals & Ivory, to the warm Autumn, the refined Dark Blue Grey & Orange, the delicate Taupe Silver&Coral, up to the impactful Ivory Black.

At the center of the visual there are one or more main rugs (anchor rugs), followed by supporting rugs and complementary rugs. This apparently complex architecture is harmoniously articulated, revealing the overall interior project without leaving out any detail. Thanks to this method, design coherence becomes the protagonist and the risk of aesthetic conflicts between the carpets selected in a project is reduced.

Using the moodboard, planners and interior designers obtain an immediate and complete vision of every detail of the project to be carried out, being able to understand where to intervene in the event of changes or corrections.

From a practical point of view, this concept makes it possible to create "swatch books" to be delivered directly to shops and design studios, placing smaller samples of the supporting and complementary carpets next to the anchor carpet.

A concept capable of also embracing carpets from other brands or precious and antique carpets owned by the customer, in a single coordinated project capable of releasing coherence and elegance.

Battilossi Italia
Via Giolitti 45 g
10123 Torino – Italy
Te. +39 011 18951830
Email: info@battilossi.com

Battilossi America
222 Merchandise Mart Plaza
Suite 1474 Chicago Illinois 60654 USA
Tel.+1 312 321 0090
Email: nathan@battilossi.com

Press Office: R+W, 02 33104675, barbara.barbato@r-w.it

Battilossi, Piazza Maria Teresa (via Giolitti 45g), 10123 Torino, T. +39 011 18951830 E. info@battilossi.com