

Press information

IMM COLOGNE 2024

Colors Shapes Materials Art

At IMM Cologne 2024, Walter Knoll will be presenting its new products for the first time with its Designweek partners as part of an overarching concept.

The novelties 2024:

Wiedemann Mettler x Walter Knoll

Textile art objects

Limited edition

In a first of its kind creative partnership, we have joined forces with the renowned Swiss artists WIEDEMANN METTLER to unveil a series of exclusive, hand-crafted artwork cushions in limited numbers. Each individual cushion is unique and filled with a special energy.

Legends of Carpets - Five new carpet designs tell of the colours and landscapes of a fascinating continent: Welcome to Africa

Sheru evo – evo stands for evolution and evolution stands for continuous development.

We would greatly appreciate a courtesy copy. Thank you.

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The novelties 2024



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We see our cushions as artistic textiles, enriching interiors through tactile creative expression in a way that purely visual works cannot.

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WIEDEMANN METTLER

Art is their way of life

Pascale Wiedemann and Daniel Mettler, Swiss companions in both art and life hailing from Grisons, Switzerland, have been cultivating a rich, multidimensional creative partnership within their shared live-work studio since 2001. Their oeuvre is complex and multifaceted, as sensual as it is subtle, often autobiographical, spanning an array of materials and media.

'I cannot imagine a life without creating art. It's vital to my existence, to my mental hygiene, to my emotional and rational strength.' Pascale Wiedemann

Spatial thinking was always second nature to them, stemming from their applied arts backgrounds. Architect-educated Daniel Mettler now teaches architecture, while Pascale Wiedemann studied industrial and stage design. Their imaginative style has amassed great interest in galleries in Switzerland, Germany, and Luxembourg, including solo showcases and group exhibitions. Examples of their contributions to art in architecture can be seen in Zurich, Basel, or Chur.

The start of our cooperation

What Pascale Wiedemann and Daniel Mettler achieve as an artist couple immediately fascinated Walter Knoll CEO Markus Benz. Likewise, their professional approach was something he had not yet encountered in the industry. The art-loving spouses Susanne and Markus Benz discovered the two artists' body of work and creative passion in their second adopted home in the Swiss canton of Grisons and they wanted to learn more.

What they found was a bountiful portfolio encompassing architecture, photography, and artisan crafts. When visiting Walter Knoll, the two artists found kindred spirits in the artisans and craftspeople. It was exciting to partner with a company that has the same appreciation for craftsmanship and fine materials as they do.

It had to be a jointly created cushion. The cushion has a special freedom in design – it is predestined to be an art object.

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Energizing a space through art

'Art transports its own spirit into a room. It's not solely about color or the object; the message conveyed by an artwork carries the artist's spirit and, with it an additional energy into a room.'

Pascale Wiedemann

'When you're in the process of updating your interior, and art becomes a part of it one day, it adds an extra emotional dimension to the space. People sense the energy brought in by the artist, it reverberates throughout the room.'

Pascale Wiedemann

Good Spirits

'Our aim was to design motifs that complement the carpets, the furniture and respect the ideals of Walter Knoll. Much like tiny inhabitants: Good Spirits.'

Pascale Wiedemann

Such is now the life of these amiable beings in our collection. The *Good Spirits* are among us. They connect our home, our furniture, our art.

The creation

The selection of motifs was a collaborative effort. The material – the velvet Harald – was already part of the Walter Knoll collection; Pascale Wiedemann has artistically distorted it in a way that fits into the Walter Knoll world.

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The art of Bleaching – the opposite of painting

Pascale Wiedemann paints with textiles and bleach. If painting is seen as adding color, bleaching is the exact opposite: painting with bleach means removing color. She has specialized in working with high-pile fabrics such as velvet for years, a process supported by sunlight exposure. The artist has made this technique her own. An amazingly beautiful way for her to express emotions.

Each individual cushion makes my heart beat faster every time.'

Pascale Wiedemann

The Limited Edition

Each cushion is a one-of-a-kind creation, painstakingly hand-crafted over hours and days in the artist's private studio. The entire edition is limited to 300 pieces and available as sets of two cushions in five colorways with two motifs each, exclusively developed by WIEDEMANN METTLER for Walter Knoll.

The Motifs:

Arise – weightlessly free the spirit nurtures itself

Beyond Horizon – the vast expanse beyond the horizon

The colorscapes

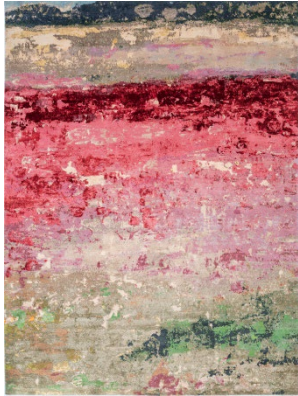
Mineral / Dark Jade / Orange / Pink / Purple

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Legends of Carpets.

Design: Helmut Scheufele.

Five new carpet designs tell of the colours and landscapes of a fascinating continent: Welcome to Africa

Inspired by the landscapes and colors of Africa, and hand-knotted in certified Nepalese workshops, the collection “Legends of Carpets” translates abstract painting into timeless, woven works of art. Wool from the Tibetan highlands, fine Chinese silk and nettle yarn all possess exceptional qualities which consequently characterize the products. In Nepal, our certified partner workshops have often been in the hands of the same family for generations. There, carpets are hand-crafted using traditional Tibetan knotting methods under sustainable and socially responsible conditions. Due to the heterogeneous nature of fibers and threads, to their diverse colors and hues, and to the personal interpretation of craftsmen, every rug ends up being a unique masterpiece. These objects are living proof that true values are wisely handed down from generation to generation.

With Imabli, Nishati, Mimea, Chokaa and Moldavit, five new rugs have been added to the successful product family of rugs and rug cushions. They tell stories of the flowers and blossoms, plants and natural resources of Africa.

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Imbali.

Flower



Nishati.

Energy



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Mimea.

Plant, vegetation



Chokaa.

Chalk



Moldavit



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Sheru Chair evo.

Design: EOOS.

Evo stands for evolution, and evolution stands for continuous development.

With Sheru evo, we continue writing our evolutionary story. This new model of the chair combines comfort and timelessness with minimal use of materials, completely eliminating the use of foam. The new, easily interchangeable cover ensures individuality and durability. With this chair, we create a harmonious balance between comfort and sustainability, contributing to a sense of well-being.

3 components for easy separation

Sheru evo consists of three components:

- The innovative shell
- The cover with comfort mesh fabric
- The minimalist frame

The effortless separability of Sheru evo allows for reintegration into the production cycle at the end of its useful life.

„The most important material is the one we don't use.“

Markus Benz, CEO Walter Knoll

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Without foam padding, using a 3D mesh fabric

In the new model we utilize a 3D mesh fabric as padding, integrated into the cover. This is used instead of foam padding.

This allows us to...

- ... avoid adhesive bonding with the shell
- ... save resources by using less material
- ... reduce CO2 emissions by eliminating transport routes for foaming

Sustainable plastic shell made from recycled materials

For Sheru evo, we rely on a new plastic shell made from post-industrial recycled material (PIR).

- This is material leftover from the production of other products and is recycled to create our shell.
- It meets the highest safety standards and our requirements for quality and stability.

Removable cover for durability and individuality

A chair to your liking – the interchangeable cover makes it possible.

Colors and materials of the upholstery can be swapped according to your preferences. Whether it's leather or fabric, the chair effortlessly adapts to personal needs. This way, it adds an individual touch to any interior.

The cover can be replaced quickly and easily in just a few simple steps, without professional assistance. Depending on your mood, you can create versatile furnishings that can be easily adapted to individual preferences and trends. Its flexible use makes Sheru evo a long-lasting companion for any interior. In heavily frequented areas, new covers can be easily fitted after many years of intensive use without having to completely replace the chairs.

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