



FELICE

handwoven
designs

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FELICE – the versatile wool carpet for interior design

Three times lucky in Cologne: Felice at the IMM Cologne and Design/18/12

Waizenkirchen, 23 November 2017. Good news for all those in search of highly customisable solutions! Lehner Wolle will be showcasing Felice, a new, innovative carpet system, at the IMM Cologne (15 – 21 January 2018). The system combines several requirements of modern interior design in one: maximum flexibility, sophisticated design, sustainability and the emotional qualities of a traditional handcrafted product. In Cologne, Felice can be seen several times over – in the 4.2 B019 exhibition hall, as well as at two locations in the offsite event, Design/18/12, which will be taking place in parallel to the 'PASSAGEN'.

Design freedom in wool

A dream for individualists and interior designers: Felice by Lehner Wolle is a versatile soft wool carpet that can be adapted to every need in terms of shape and colour. It is based on a well-thought-out system of carpet modules or rugs, which are sensitively coordinated with each other in size, design and colour. The special 'Connector' feature joins the pieces together invisibly and ensures they are slip-resistant. The results are individual carpet creations, from impressive centrepieces to creative runners, which snake and zigzag through hallways.



Design freedom with Felice (Photo: Felice by Lehner Wolle)



The special feature: all the Felice rugs have two equally attractive sides, but they can also be taken playfully out of the group, turned over, replaced or arranged in a different way. In addition to the wide variety of standard sizes, the Lehner Wolle manufacturing company also offers all the Felice designs as custom-made solutions. In this way, the brand is opening up completely new design freedoms, both for private living spaces and for architects, interior designers and contract outfitters.

Nature meets manufacture

Felice is also a natural product par excellence: the rugs are made of pure sheep's wool and manufactured by hand to Austrian quality standards. The unusual design comes from young textile designer, Anna Mooren, who skilfully bridges the gap between the traditional handloom and a very contemporary design approach with her design for Felice. And the innovative joining system, 'Connector', was developed in-house by the manufacturing company, who combine tradition and innovation in all their products.

Also at the show: the innovative Silentum acoustic felt

And the Lehner Wolle factory are also launching a further innovation of their own at the IMM Cologne: Silentum acoustic felt. The company uses the intrinsic characteristics of natural sheep's wool for a cleverly designed sound and thermal insulation system. This not only regulates noise levels perfectly, but also filters out harmful and irritant substances from indoor air and neutralises them in a natural way. Silentum offers a wide variety of colours and creative possibilities for interior design, from a single design feature to an overall design.

'Teppissage' for the retail trade

The agile family company shows that it is just as creative with its marketing as it is with its product development. The Felice team has designed 'Teppissage' specifically to support the retail trade. This special includes an individual kick-off event, as well as various services and tools for retailers. The manufacturers will be presenting their visitors with this and other concepts for marketing at the IMM Cologne.

Felice in the city

The Felice und Silentum brands will also be showcasing their products as part of the offsite event, Design/18/12. This will be taking place for the third time, in parallel to the Cologne 'PASSAGEN', in the Sülz, Klettenberg and Zollstock districts. The first place where Felice can be seen is a large installation in the Church of St. John XXIII. The extraordinary exterior concrete sculpture is a must for architecture and art lovers. The Cologne garden manufactory, Schmidt, will be collaborating on a design for a modern Garden of Eden with Swedish star florist, Per Benjamin, who will be creating an artistic display with Felice and Silentum. An experimental research project will round off the whole work melodiously. The second venue for Felice, as part of Design/18/12, will be the Living Design furnishing house.

More on Design/18/12: www.d1812.de



IMM Cologne	Hall 4.1/B019 Lehner Wolle exhibition stand
Design/18/12	Church of St. John XXIII Installation Berrenrather Str. 127, 50937 Köln
Design/18/12	Living Design Exhibition & cocktails (20.1.2018) Luxemburger Str. 245, 50939 Köln

Felice – handwoven design

Felice is a brand of the tradition-rich Lehner Wolle manufacturing company from Waizenkirchen in Austria. Its modular system, unique in its own way, for hand-woven sheep's wool carpets, allows completely new design options for private living spaces and contract furnishing. The family company combines sustainability, origin and innovation in its new brand. All Felice carpets are made of natural sheep's wool, which is spun and woven in their own factory. Both the design and the trademarked joining system, 'Connector', were developed by the company in house.

Felice on the internet: www.felice-living.at

Press contact

We are happy to provide you with further information and printable visual materials for your press coverage. We should be grateful to receive specimen copies.

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