

Amini presents the new Architectural line for contract and custom solutions for catalogue carpets

Architectural is a technical collection of floor coverings with a natural concept, conceived both as a wall-to-wall solution and a carpet, ideal for residential and public settings.

The concept of custom also regards catalogue carpets: the company, in fact, is able to fulfil the need of interior design projects, adapting the sizes of the carpets, from the measurement to the placing of new colours.

Milan, 19 October 2023 - With the dedicated staging at the brand showroom on Via Borgogna in Milan, Amini invites to discover the projects developed for the contract world and the new Architectural line, conceived by Amini Studio with the artistic direction of Elisa Ossino Studio.

A technical collection, studied from the needs of large surfaces and created in the Amini workshops of excellence with the highest quality wools that distinguish the entire catalogue, has arisen from the growing and constant request of Amini clients to be partners even in the design phase.

Amini Architectural is the ideal solution for latest generation hospitality, retail and yachting projects in which design, sustainability and attention to detail are required in every environment.

It is a project with the ambitious objective to bring carpeting to another level: Architectural is a completely artisanal product, with a flat weave manually executed on the loom, created in high quality wool, naturally flame proof and guaranteed by certification in compliance with international regulations. Thanks to the 3mm thickness, it covers the under-flooring with high technical performance and integrates perfectly into the surrounding environment.

The line features three catalogue variants: *Diagonal*, with tone-on-tone geometric backgrounds that intersect creating diagonal lines; *Chevron*, a nod to the ever-current herringbone pattern; *Plain*, in which cotton is expertly woven into the pile creating a homogeneous pattern.

The entire collection is available in different colour variations of neutral tones - white, beige, dove grey, grey - able to adapt to any context, conferring elegance and sophistication to every interior design project and to the contract sector.



The staging at the Milan showroom also features a demonstration area showing customisations to catalogue carpets.

The line offered by Amini today is ample and varied: traditional or modern carpets, with complex designs or mono colour, with heavier weights or, to the contrary, light and delicate weights, for interiors or outdoor. The client can personalise any carpet by contacting the Amini Lab creative team, the studio dedicated to the relationship between weave, material and colour: in addition to made to measure dimensions, it can give life to specific designs, develop particular colours by using new effects based on the materials utilised.

An infinite customisation made possible by the ability to think in terms of industrial production while maintaining a strong craftsman identity.