



Salone del Mobile Milan
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Amini at Milan Design Week 2024 Tribute to Colour

Every emotion has a nuance, every story a hue: Amini chooses color as its distinctive feature for the 2024 proposals. The shades of the Verner Panton collections are pure energy, while in the new rugs of the Texture&Colors collection, the palette harmonizes with the soft and deep tones of nature. If the creations by Fede Cheti and Rodolfo Dordoni prefer neutral and delicate hues, Elisa Ossino's Abstract Garden installation comes alive with poetic pastel tones.

April 2024 - Amini renews its commitment to the Milan Design Week, both by confirming its presence at the fair and with installation projects at the flagship showroom on Via Borgogna 7 and at the renewed 10 Corso Como location.

At the Fair, in Hall 24 stand L11, Amini shows the new Design Icons by Fede Cheti in the front section of the stand, paying homage to Rodolfo Dordoni with the presentation of his *RD Twist* rug, new chromatic variations of *RD Grid Berber*, and the *Texture&Colors* project by Amini design studio.

Maze, Fede Cheti

The square geometries of a labyrinth traverse the entire area of the *Maze* carpets, hand-knotted in pure Tibetan wool and inspired by an abstract textile design from the archive of the brilliant Italian entrepreneur and designer. There are two color variants: the pattern in black on ivory background and in beige on ivory background. In both, accents are provided by thin rust-red lines, traced through the labyrinth like pen strokes.

RD Twist, Rodolfo Dordoni

Curves and movement: *Twist* is the result of a parallel path to the rigorous geometric research that Rodolfo Dordoni has deepened with Amini over time. The sinuous patterns of the carpets are enriched by the interplay of chromatic planes, which infuse depth into the design. The foreground fillings stand out thanks to the brightness of the silk and the higher pile, which gives them a delicate softness compared to the background.

Also presented is a rich collection of new *Texture&Colors*, developed by Amini's design office, which involved defining new colors in line with a refined search for trends and color forecasting. The collection includes three new plain models of carpets, available in various tones: Earth-inspired Timeless Neutrals /vibrant shades. These are high-performance carpet proposals using specifically researched developed yarns, suitable for both contract and residential use.



In the reserved area of the stand, deliberately created in full plum color, the design collections by Verner Panton are revealed. Thanks to the dialogue with Carin Panton, daughter of the designer, and a long research process, Amini enriches its Design Icons catalog with three collections based on Panton's textile projects and characterized by a finely calibrated relationship between colors and geometries: *Romantica*, *Domino*, and *Mono*.

Color becomes a design material. The carpets, with their clear and bright hues, represent a concentrate of positivity and fundamentally challenge traditional compositional canons based on neutral colors. Suitable for adorning walls or floors, Panton carpets can invigorate any type of space and engage in dialogue with artworks and designs from any era.

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With the Verner Panton carpet collections, Amini participates in the collective organized by Capsule Plaza at the Verner Panton Lounge set up in the renovated spaces of 10 Corso Como. The carpets are used in their multiple composition possibilities, both on the floor and wall-to-wall, contributing to recreating an immersive environment where color theory and the Master's aesthetics surround the visitor.

At the showroom on Via Borgogna 7, a completely different concept comes to life: Elisa Ossino's *Abstract Garden* installation project, entirely dedicated to exploring the infinite possibilities of carpet customization through ancient artisan techniques that shape real artworks, unique pieces illustrating the incredible potential of Amini's craftsmanship.

The space transforms into the imaginary environment of a walk in nature, where one seems to recognize a water mirror, sit on a lawn, observe a strange sunflower, and reach out to pick a bunch of pink grapes. Freehand drawing inspired this immersion in the infinite kaleidoscope of possibilities offered by Amini's carpets. Elisa Ossino personally chose the wool and artisanal processing that allowed translating every idea into a unique piece. The weaving process has given life to carpets that become baskets or seats from time to time, producing surprising material and tactile effects thanks to the combination of felted and intertwined wools, or generating shifting shades suggesting water movement, down to filaments and fringes of pure silk rustling in the wind like grass strands.