



## KOHRO Inspiring interiors

*A contemporary elegance where respect for beauty combines with aesthetics and ethics. This is the style of KOHRO, manufacturer and editor of high-end fabrics for interior decoration and furnishing of the historic Martinelli Ginetto Group. Expression of the Made in Italy excellence, KOHRO fabrics are capable of inspiring architects, decorators and designers, as part of the most important furnishing projects in the world for the residential, hospitality and nautical industries.*

*KOHRO supports the best furnishing textile creations of customers thanks to its fine fabrics, from manufacturing know-how and creative suggestions, such as the **new fabric collection "The Forest Network"**. From the gaze of our stylists, setting their eyes on the invisible that enlivens the forest, the 2023 capsule is a cross-section of shapes, nuances and application purposes, where decorative accessories, drapes, curtains, bedding and upholstered items find new natural inspirations. An earthy color palette characterizes the fabrics with important structures and contemporary abstract motifs to redesign the animal and plant worlds. Plays of reflections and three-dimensionality, where hidden energies emerge to bring a real hymn to life and nature to light. \**

*Cosiness with nature is conceptually linked to the path in which KOHRO commits to the environment. With the creation of the **KOHRO World App** digital application, a sustainable and innovative online platform which facilitates the design of all home elements within a detailed moodboard, different settings and over 200 items. A new intuitive and customizable tool that simplifies product packaging in a sustainable way, offering the possibility of designing with excellent virtual references and thus reducing the need to travel, producing and sending fabric samples, while improving their packaging, to reach the customer in a faster, smarter and more sustainable way. Designed for furniture showrooms, designers and architects, it is perfect for those who work every day on rendered files, allowing the direct sending of 3D images, a summary of the selected fabrics and the order layout in linear meters for each item in real time.*



## The Grand Design Wallcovering Collection

*This is the expression of Italian excellence in synthesizing originality, style and technological innovation. The result of mastery of multiple artistic techniques - grisaille, tempera, stamps, pantograph, stencil and trompe oeil - and of advanced digital research, **Grand Design** is a unique solution for textile wallcoverings. The subjects of the collection offer an extension of more than forty meters and a height of three each, with digitally printed decorative themes on natural bases in linen, cotton, silk or precious blends, which give the subject characteristics of light, materiality, inimitable for quality and elegance.*

*The items in the collection, such as the **Sea Breeze** \*\* - on display until the end of the year at Salvioni Design Solutions, via Durini, 3 in Milan - are created in collaboration with the best students and artists of the important Italian Fine Arts Academies, applying the European artistic and textile industry to the contemporary technology of digital printing.*

*"KOHRO restores wonder in everyday life, and with The Grand Design collection we create a real scenography: panoptic fabrics applied in a continuum that broaden the perspective with different points of view and create signature interiors for unique atmospheres." says Alberto Paccanelli, CEO and BOD at Martinelli Ginetto Group.*

### Press office

Paola Suardi  
ALTEREGO Comunicazione e Progetti editoriali  
paola.suardi@alteregocomunicazione.it  
+39 347 0538 440

marketing@kohro.it  
www.kohro.it

## Attachments

### \* ***“The Forest Network” fabric collection***

*Inspired by tree elements - foliage, roots, bark covered in moss and lichen – these fabrics take advantage of precious and clever textile contributions such as linen in DENDRON, or chenille in UMBRA. Structures are lighter in TETHYS with its linen transparencies, more robust and resistant in the wool construction of SEQUOIA, but they always offer an innovative visual impact, thanks to bright colors such as burnt sienna. Patterns that trace lattices throbbing with vitality and capture reflections and hues, light, and 3D geometries are set in cottons for PANTANAL, DEW, PHYLLOS e PINE LIGHT. Silk, on the other hand, illuminates FJORD - recalling rocks, currents and glaciers - or ignites ATHABASKA's precious lampas jacquard, reminiscent of ancient ritual forest bonfires.*

### \*\* ***The Grand Design Wallcovering Collection: Sea Breeze, California dreaming***

*KOHRO'S GRAND DESIGN collection is now one landscape richer. Inspired by the visual storytelling style of Art Deco and the mood of travel posters from the 40s and 50s, SEA BREEZE transports us to the California coastline: a dreamy landscape sprinkled between ocean and sky, sailboats and regattas, waters and sea breezes, punctuated by the broad flight of herons. SEA BREEZE is available on a satin base, measures 25 linear meters and comes in 5 color variants: Pearl, Sargassos, Dawn, Blue and Watercolour.*

