

G.T.DESIGN**UltraNative**

Fuorisalone 2018

Agenzia Estra

Corso Garibaldi 34, Milano

April 17/21 - 10am/8pm

April 22 - 10am/7pm

Press preview April 16 - 10am/8pm

Cocktail April 17/19 - from 6pm

G.T.Design presents the new UltraNative collection

With its 40 years of history and expertise in creating designer rugs using high-quality fibers and techniques, G.T.Design boasts an extraordinary catalog of high-end rugs; the richness and variation of which showcases the product's quality and artistic creativity. For Milan Design Week 2018, G.T.Design presents UltraNative, a new collection designed by Deanna Comellini and born out of her strong desire to experience the evocative power of forms and patterns that are primal, archaic and original.

A unique feature of the collection is its format, the result of an intense research into new geometries, invoking undefined forms that are open to free interpretation. UltraNative is expressed within a unique border, fluid and irregular, halfway between an unstable circle and a beveled quadrilateral. Because of these undefined boundaries, pieces from the UltraNative collection polarize the space and attract the eye with the unique power of their eidetic forms – those shapes that remind us of other things and suggest images perceived elsewhere.

In the two versions, made with wool or with high-tech yarn, UltraNative prints an intense image on the fiber, which encompasses the gesture of a primitive graphic sign.

UltraNative can be customized up to 4 meters wide and the product is available in two sizes, small and large (190x200cm and 380x400cm).

The theme of the new type of form is echoed in the exhibition 'UltraNative, the origin of a contemporary sign', which will be presented by G.T.Design during the Fuorisalone at the Estra space in Corso Garibaldi 34 from 16 to 22 April. The event explores the extraordinary dedication to research on the contemporary rug that has brought the brand created by Deanna Comellini to capitalize on more than forty years of history and accomplishments. Textile surfaces that, on the one hand, deepen the research regarding pioneering themes that are now established – such as using utterly new yarns and processes, the reflectivity of natural fibers or the technique of hand painting – and, on the other hand, explore new boundaries, like digital printing, giving rise to an extended range of expressive languages.

The Manifesto of the Contemporary Rug

"The rug is the ground on which we were born. It resembles us. It is the first element around which one builds the intimate atmosphere of the home. It represents the fragrance, the habits and the poetics of a house. The rug is an archaic symbol that for G.T.Design becomes contemporary, quotidian, the sign that marks the boundaries of personal space."

Deanna Comellini

For millennia weaving has been a significant expression of technology, identity and innovation, for every culture and every population in history. The curiosity, free from external conditioning, with which Deanna Comellini, the brand's designer and art director, transported this element into the design discipline, gave rise to a new aspect of everyday humanism. This encounter between artisanship and design culture has always given direction to the G.T.Design collections.

G.T.Design researches and tests new ways and means to design with and process textile fibers. This exploration is centered on natural materials such as linen, coconut fiber, viscose, bamboo, pure wool, hemp and silk. These materials are the soul of the functional and semiological research for the company's creations. Breaking away from mere industrial production, artisan craft exalts the imperfections and intrinsic vitality of these objects. Each rug is made to measure, often with custom colors.

G.T.Design aims to broaden its horizons to include new social, ethical and emotional prospects for its design products.

Milan, April 2018