



(So)near  
SoFar/SoNear

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Milan based **SoFar/SoNear** was the first Italian company to pioneer the design and production of high-end fabrics and carpets with a sustainable and fair trade focus. The idea was to inject a little Italian style into the all too often rather style free arena of traditional handcraft.

*'SoFar/SoNear effectively combines a social conscience with luxury and as such is indicative of a bold new trend in sustainable products, moving out of the niche and into the mainstream'.* **Mix, Issue 16, June 2009.**

The growth and evolution of SoFar/SoNear are today demonstrated by the array of proposals and the collaborations with the industry and the interior professionals, like the one with **architect Chiara Cantono of Well-Tech Studio.**

SoFar/SoNear has collaborated with Well-Tech at the decoration of the **WT Hotel.**

The WT Hotel project aim is providing a technological experience for the senses, which would be able to move visitors, while introducing them to a welcoming and entertaining area, made of a wide array of interactive and environmentally friendly materials.

WT Hotel will be presented at the Hotel Emotion section of the **Host International Exhibition** of the Hospitality Industry **from 23 to 27 October** at Fieramilano.

## THE INITIATIVES DEDICATED TO ARCHITECTS AND INTERIOR DESIGNERS

### SoFar/SoNear Studio

The WT Hotel project is an example of the bespoke design service offered by SoFar/SoNear Studio.

Besides the catalogue, SoFar/SoNear develops tailor-made designs for architects, fashion ateliers and interior designers. Our style combines creativity, innovation and high quality. Each project is based on an exclusivity agreement.

Since 2005, SoFar/SoNear designs and produces the fashion fabrics for Soledad Twombly, couturier and daughter in law of American painter Cy Twombly. Besides fashion design, the most recent projects include bespoke textiles, wallpapers and carpets for leading Italian furniture companies, like Saba and Estel/Simon Gavina and prominent architects.

### The Showroom

SoFar/SoNear showroom is ideally located in the Brera district, Milan, in a charming 18th century courtyard.

Stepping into the doors, the first thing clearly visible is the unique style of the Italian Company. Elegant patterned fabrics mix with striped wallcoverings and co-ordinated rugs.

The idea is to draw architects, designers, buyers and the like into a space to talk, think and relax. This is somewhere where presentations can be held along with the core aim of admiring SoFar/SoNear's newest fabric and carpet collections as well.

## THE COLLECTIONS AND THE NOVELTIES

### Carpets and rugs

#### **Felts**

SoFar/SoNear offers high quality rugs played on different geometric and chromatic contrasts.

Our truly original felts feature tailor-made patterns and hand-finish. Concise and simple our designs fit in modern homes and public places.

One of the company's most successful range of felts is the **Stone collection** of easy lounges, inspired by pebbles, hand-made in soft wool felt fabric.

The whole felt range is from sustainable sources.

#### **Hand-knotted carpets**

The beauty of an ancient art form lives in the carpets produced exclusively for sofa/sooner.

Our projects are a compilation of designs inspired by nature, architecture or art works from present and past.

Precious and stylish the whole range is available to any size and colour specification.

Production of these carpets is **free of child labour** and all artisans operate in a **safe and healthy working place**.

New to the range are **Gurkha Natural**, hand knotted carpet developed with undyed wool and a luxurious range of silk and wool rugs called **Lux**, proposed in cool colours like dark purple and acid green.

#### **Shaggy**

Part of the carpet collection, **Shaggy** results from hand-weaving wool into a ruggedly soft landscape. Custom dimensions and colours are exhaustive.

### Fabrics

#### **The Chic Collection**

Driven by a constant search for new and exciting materials, SoFar/SoNear offers a wide range of fabrics for interiors.

The **Chic** collection includes luxurious fabrics, like hand-loomed silk with optical patterns, silk velvets hand-printed with glitters and satin with silver shades.

#### **The Natural Collection**

At this year's Maison & Objet Editeurs, SoFar/SoNear has unveiled two new collections of organic and natural fabrics, called **The Natural Collection**.

For the first collection, SoFar/SoNear has collaborated with pioneering company **O Ecotextiles**, known for their **ecologically responsible textiles**. The beauty of hand-waved fabrics combined with SoFar/SoNear's unique designs, offer a stylish range of environmentally sound textiles.

**Abaca and pineapple**, hand-printed with gold and silver, form the second collection by SoFar/SoNear.

The range was shortlist by Elle Deco UK at last year's Decorex for best eco product.

The colour palette that SoFar/SoNear has chosen for the 2009 collections co-ordinates to the new paint finishes by Farrow & Ball.

#### **PREVIEW! The Hospitality Collection**

**Hospitality** is the newly born range of **Trevira CS** textiles. Especially suited for the high-end contract, the collection combines style and functionality. The idea was to inject Italian design into the all too often rather style free offering of flame retardant fabrics.

The collection includes a range of grounds having a strong personality. The sophisticated design applied by the company makes the rest.

The creative inspiration is drawn by three main trends:

**\_New-baroque:** this style mixes up decorative influences, like 'ravage' and 'arabesque' with a cool and vibrant sign and colour palette

**\_New-classic:** the simple themes of 'stripes' and 'landscapes' mix together. These classic patterns have a contemporary look thanks to the subtlety of colour gradations and the textural quality of the fabric.

**\_Contemporary-deco:** geometric patterns like the 'square' and the 'circle' bring an element of dimensionality to the fabrics.

### Wallpapers

SoFar/SoNear offers a unique range of non-woven wallpapers, that co-ordinate to the fabrics. Bold designs hand-printed with gold and glitters to create beautiful settings, thanks to the large width of the paper (140 cm).

**ECOFACTS:****The Natural Collection\_SoFar/SoNear by OEcotextiles**

**Luscious Linen.** Linen is grown in northern Italy without the use of herbicides, pesticides or synthetic fertilisers. Called "bio linen" in Italy, it will qualify for "organic" certification. The linen fibres we use in the yarn are "tow" or extremely long fibre strands.

**Eco-Conscious Cotton.** Organic cotton is certified by Control Union ([www.controlunion.de](http://www.controlunion.de)) and grown in Peru by farmers who have received the Control Union organic certification ([www.controlunion.com](http://www.controlunion.com)). The Peruvian organic cotton fields are appropriate for the region, a region with very high annual rainfall. This is an important consideration because even organic cotton is a very thirsty crop. Many places in the world where it has been grown have been inappropriate choices, producing a desert that is too alkaline – such as the environmental disaster around the Aral Sea. But you can feel great about encouraging the cultivation of our organic cotton.

**Certified Safe.** The fibres are spun into yarn and dyed in northern Italy by a spinner who has earned the "Master of Linen" designation. These craftspeople use only low-impact fibre reactive dyes that have no chemical toxicity. They take care to treat their wastewater so that it does not contaminate the local environment.

Oeko Tex certifies these yarns to Standard 100. Oeko Tex is a third party certifier; it measures the chemicals in fabrics, which are known to impact human health. Their standard 100 is the most stringent, which means these yarns are safe enough for infants to put in their mouths.

**Old-World Methods.** The yarns are woven into the fabric at a mill in southern Italy that has been in the same location for over 100 years. This mill uses absolutely no sizers or de-sizers, in fact it uses no chemicals at all throughout their production process, avoiding chemical baths that degrade the yarn's quality and inherent strength.

**ECOFACTS:****The Natural Collection\_Abaca**

Abaca is 100% natural coming from a banana tree that grows in the Philippines. Same applies to pineapple.

The process that allows weaving the fibres is an ancient and long one that requires patience and manual work. Attached a summary of the main phases.

All artisans that collaborate with SoFar/SoNear work in healthy and safe environment; no child work is applied.

**ECOFACTS:****The Natural Collection\_Rugs**

Gurkha natural is a new collection of hand-knotted rugs featuring only undyed wool. The whole work is done manually applying ancient techniques. Our partner is a member of 'Care&Fair for Children's Welfare'. No harmful chemical and a healthy and safe working place are a guarantee of the respect of human rights.