

April 2023

Press release:

Carpet manufacturer Ruckstuhl, designer Stephan Hürlemann and online media company DAAily platforms showcase the exhibition «Fellow – Metamorphosis of a Rug» at Milan Design Week 2023 and rethink the life cycle of a rug.



The traditional Swiss carpet manufacturer Ruckstuhl, designer Stephan Hürlemann and online media company DAAily platforms present the Fellow Project and the Fellow rugs at Milan Design Week 2023 as part of the exhibition «Fellow – Metamorphosis of a Rug» conceived by Hürlemann. Showcased in the popular Gallery Assab One space, the project is the result of a joint experiment with the aim of improving the eco-balance of products and finding an answer to the question of how the furniture industry can become more sustainable. The design, production, distribution, use and trade of a rug were rethought and each Fellow rug was linked to a Non-Fungible Token (NFT), which bundles and digitally maps all actions around the product.

The Fellow Project presents the Fellow rugs designed by Stephan Hürlemann as well as new ideas for processes, services and rituals that can potentially be applied to other goods. The goal of the project is to establish a more sustainable system by shortening supply routes, extending the useful life of products and simplifying processes for a more conscious use of products.

## Decentralized production and short delivery routes

«Ruckstuhl has been producing carpets from natural fibres since 1881. Sustainability is deeply rooted in our DNA. Nevertheless, we also have to question our established ways, recognise the need for action and improve. The Fellow Project serves as a roadmap for us. It shows us where we can start,» says Adrian Berchtold, Managing Director of the carpet manufacturer Ruckstuhl, explaining the drive behind the innovative project.

A central theme of the Fellow Project is the shortening of delivery routes. In order to achieve this, Ruckstuhl plans to cooperate with other carpet manufacturers and thus build up a network of production sites for the Fellow carpets. The focus is put on decentralized production at partner manufacturers who produce the carpets «on demand» and according to Ruckstuhl's specifications exactly where they are needed.

The vision is to create a world with less freight traffic, in which brands with the same values and production methods network and have their products manufactured locally from regional materials.

## Extending the lifespan and increasing the value of products

For people to become more attached to the product and take better care of it, designer Stephan Hürlemann has designed each carpet to be one of a kind and a unique part of the Fellow collection. In addition, the individual life story of each carpet is made visible with an online diary, the so-called Fellowship Diary, and thus becomes a potential added value. The increased appreciation for products is also reflected in the newly designed store (soon on fellowrugs.com). Used carpets are offered there alongside with new products.

## Simplifying processes

In order to simplify and make the decentralized production, cleaning and repair of the carpets or the tracking of the materials transparent, each Fellow receives a Non-Fungible Token (NFT) that represents it in the digital world and bundles all actions around the carpet. The digital Fellow in the owner's DAAILY Wallet is a merchandise, a warranty certificate, a certificate of uniqueness, a certificate of ownership and a key to information and services all in one.

## The design concept of the Fellow rugs

Designer Stephan Hürlemann has developed a design principle that can be used to create countless unique rugs. The concept is based on a collection of 14 colours and five rectangles that act as the smallest design elements. Each of the rectangles consists of one or two colour areas. Different combinations of colours and rectangles result in a variety of patterns. Neighbouring areas of the same colour optically merge with each other. Using these elements as a basis, Stephan Hürlemann created five atmospheric worlds reminiscent of e.g. city maps or pixel graphics. In these worlds of form and colour, Hürlemann looked for interesting segments and colour combinations.

The first result are 75 carpet designs in five different formats with different characters - from colourful to monochrome, from dark to cheerful, from calm to lively. Each Fellow rug is recognizable as part of its world and related to other Fellows through its building blocks.

## In search of new ways

«Change comes from human action. To overcome the status quo, we shift from an attitude of expectation to one of action. We network, rethink, try out ideas, learn, talk and keep an open mind,» says designer Stephan Hürlemann.

The Fellow Project shows new ways to make the life cycle of a rug more sustainable. The pilot project and Stephan Hürlemann's rug collection is presented during Milan Design Week as part of the exhibition «Fellow - Metamorphosis of a Rug» from April 17 to 23, 2023 at Gallery Assab One.

# Notes to editors

Exhibition «Fellow – Metamorphosis of a Rug»  
at Milan Design Week 2023

GALLERY ASSAB ONE  
Via Privata Assab 1, Milan (MM2 Cimiano).  
Press Preview: Monday, April 17, 13-17H

Available for interviews:

Adrian Berchtold, Managing Director Ruckstuhl  
Stephan Hürlemann, Designer

## About Ruckstuhl

The Ruckstuhl manufactory was founded in 1881 in Langenthal, Switzerland. Since its beginnings, the company has processed renewable raw materials into long-lasting carpets with craftsmanship and dedication. The inventiveness and sensitivity with which Ruckstuhl combines traditional craftsmanship with state-of-the-art technologies has earned Ruckstuhl a worldwide reputation on the architecture and design scene. The natural fibers used by Ruckstuhl are precious raw materials taken from living nature. To this day, Ruckstuhl is therefore striving for ecological consistency and is intensively engaged with this topic - from the generation of ideas to the end of the cycle.

[ruckstuhl.com](http://ruckstuhl.com)

## About Stephan Hürlemann

The Swiss architect and designer combines creativity with strategy to support companies and people in their transformation. In his Zurich studio, he researches future topics, develops architectural environments, furniture, products and installations and also rethinks rituals, services and processes together with his team of 15 people.

[huerlemann.com](http://huerlemann.com)

## About DAAily platforms

DAAily platforms combines the world's three leading platforms for architecture and design: Designboom, Architonic and ArchDaily. Annually, over 270 million members of the architecture and design community use and enrich the most influential online magazine, the best curated product database and the most visited architecture platform.

[daaily.com](http://daaily.com)

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