

## DREAM! – NEW COLLECTION FROM CRÉATION BAUMANN INVITES YOU TO DREAM

Création Baumann is launching **DREAM!**, a new collection for the private home that inspires us to dream and immerse ourselves in other worlds. With surprising motifs, overlays and gentle poetry, the result is a visually expressive collection that oscillates between reality and vision while radiating lightness and optimism. The warm colour palette ranges from soft natural nuances to dark tones that add depth. As an expression of Création Baumann's comprehensive textile expertise, the collection combines contemporary design with the highest product quality and sophisticated manufacturing processes.



With **DREAM!**, Création Baumann is launching a collection for the private home that uses artistic prints, overlays and transparency to create moments of tranquillity and fantasy, inviting you to dream. Analogous to the interplay between dream and reality, the collection combines transparent and dense, calm and elaborately designed fabrics that can be perfectly combined with each other. In addition to delicate voiles, extravagant prints and expansive effects offer exciting possibilities for interior design. The finely tuned colour palette with warm neutrals and expressive dark nuances such as fir green, midnight blue and ochre yellow supports the illusion.

## The highlights of the collection: abstraction and shiny effects

DREAM! plays with blurriness and abstraction, which are realised in different ways in the textiles. The new collection offers a total of nine fabrics in different colour variations. In addition to the high-quality plain fabrics, two calm and four strongly designed textiles open up a wide range of design options.



A highlight of the collection are the sophisticated printed fabrics that reference floral patterns. The opaque fabric DREAM complements the natural design with abstract colour overlays and airbrush elements. In combination with the three-dimensional relief effect of the jacquard, this creates a complex multi-layered effect that opens up scope for interpretation. The transparent fabrics POESIA and DAYDREAM are characterised by a special sheen, created by the use of a special triangular yarn that enhances the reflection of light.

Geometric and organic shapes, such as grids and points of light, are another starting point for the collection. The abstract design language of ORELIA is reminiscent of ink blots on blotting paper, while the fine pleated structure creates a contrast between matt and shiny elements when in motion. A special 3D effect is created by ELUX, a panel on a voile base with short strips of silver foil arranged regularly to create an expansive structure.

With DREAM!, Création Baumann emphasises its high aesthetic standards and reminds us of the creative power of dreaming.

**Please note the embargo until 5 January 2024.**

## **PRESS CONTACT DACH**

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## **ABOUT CRÉATION BAUMANN**

The forward-looking Swiss family business Création Baumann designs, produces and sells innovative textile solutions for interior design. These are used as creative and functional long-lasting elements of interior design and meet the requirements of functionality and design as well as the protection of people and the environment. The brand's portfolio includes acoustic solutions, furnishing textiles such as curtain and upholstery fabrics, functional textiles and systems for interior shading.

A global leader in acoustic solutions for interior design, the brand has been driven by a pioneering spirit for more than 130 years, which continues to provide textile innovations. Challenges in architecture and interior design, a deep passion for design and interior decoration as well as a high level of technological competence are central to the development of innovative textile solutions by Création Baumann. The textile collections are characterized by timeless, clear design on the one hand and strong character and decorative designs on the other. In order to do justice to the protection of people and the environment, sustainability is a central component of the Création Baumann brand. With a significant share of production processes in Langenthal, the promotion of recycling processes at all stages and the uncompromising quality standard for the longevity of the high-quality textiles, Création Baumann reduces the environmental impact of the production of its textiles to a minimum.

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

# SELECTION OF IMAGE MATERIALS

# CRÉATION BAUMANN

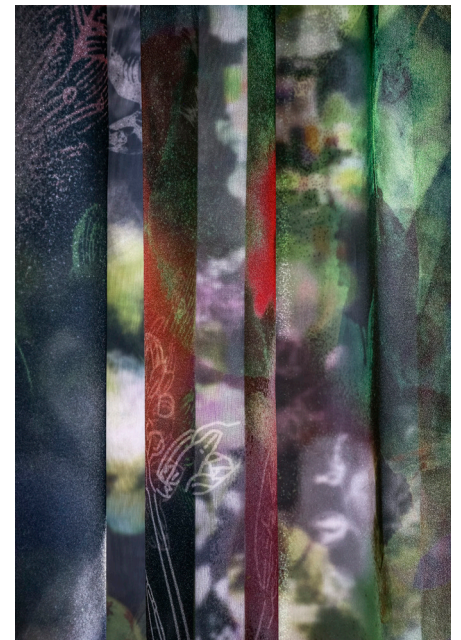
To receive high-resolution images, please contact Brand. Kiosk via: [creation-baumann@brand-kiosk.com](mailto:creation-baumann@brand-kiosk.com)



DREAM\_Poesia\_02.jpg



DREAM\_Daydream\_01.jpg



DREAM\_Daydream\_03.jpg



DREAM\_Orelia\_01.jpg



DREAM\_Daydream\_Dream\_01.jpg



DREAM\_Dream\_01.jpg

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DREAM\_Dream\_Daydream\_01.jpg



DREAM\_Daydream\_Dream\_03.jpg



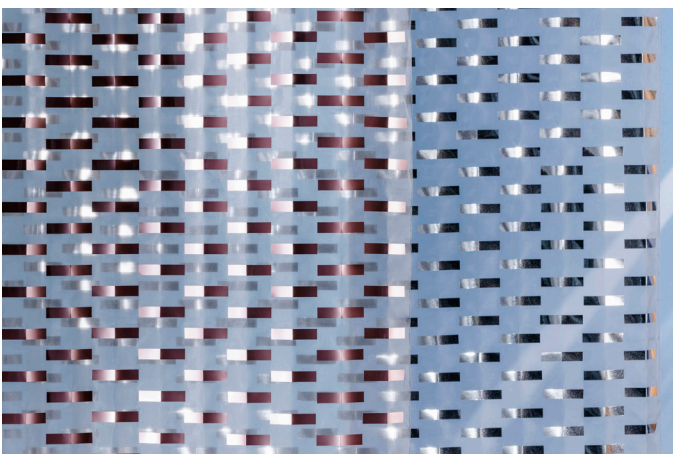
DREAM\_Dream\_02.jpg



DREAM\_Elux\_01.jpg



DREAM\_Illusion\_01.jpg



DREAM\_Elux\_05.jpg



DREAM\_Poesia\_Daydream\_03.jpg