

## ArtVerona 2024: OBJECT CARPET rolls out the rainbow carpet for diversity and sustainability

Inspired Red Carpet art concept “The Rainbow Brick Road” becomes a reality with the help of OBJECT CARPET



Photo: OBJECT CARPET

*At ArtVerona 2024, OBJECT CARPET once again provided tangible proof of its commitment to sustainability and forward-thinking design. One of the highlights on show at this art fair, which ran from October 11 to 13, was the “The Rainbow Brick Road”—an impressive piece by internationally renowned Swiss artist Ugo Rondinone, which was created and implemented with the help of OBJECT CARPET and Aquafil.*

The 400-square-meter carpet designed by Rondinone ushered visitors into the world of ArtVerona with a blend of two symbolically charged archetypes: The rainbow as a sign of openness and equality, and the brick, which traditionally represents separation and division. Rondinone’s artistic vision merges these contrasting concepts together to send out a new message all about connection: The “Rainbow Brick Road”—a bold statement of support for LGBTQIA+ rights in Italy.

“For years, the Red Carpet project has been one of the centerpieces of ArtVerona, shining the spotlight on the relationship between art and social responsibility. Thanks to Ugo Rondinone’s powerful vision, Aquafil’s hard work, and the technical expertise offered by OBJECT CARPET, this year, we have created a piece that not only has tremendous aesthetic impact, but also

encapsulates essential values like sustainability and diversity,” said Stefano Raimondi, Artistic Director of ArtVerona.

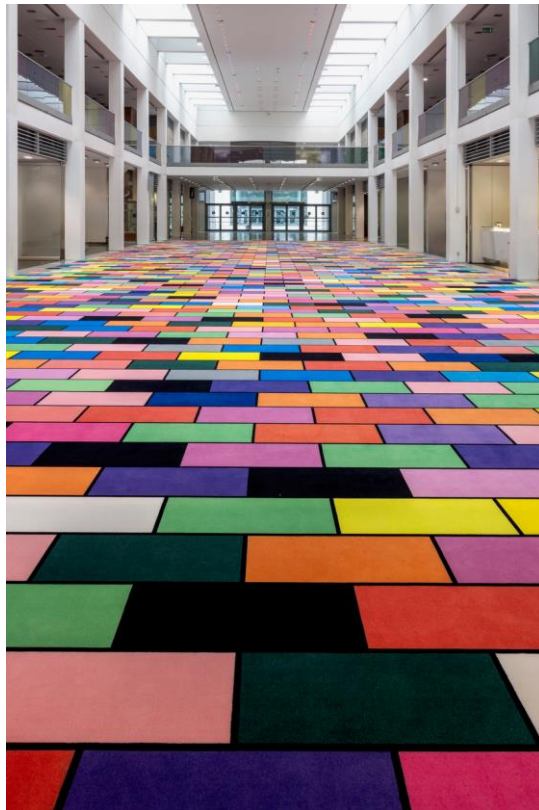
“It was pleasure to support this incredible work of art on a technical and materials level,” added Daniel Butz, Managing Director of **OBJECT CARPET**. “Transforming complex and challenging design solutions into reality is one of our main areas of expertise. We are proud to have been involved in this major project and made it happen in a sustainable way with the help of our longstanding partner Aquafil.”

This collaboration between **OBJECT CARPET** and Aquafil, a leading manufacturer of synthetic fibers, is a prime example of how these two companies are working together to champion innovative, environmentally friendly materials. The use of recycled ECONYL® yarn not only makes for top-quality design, but also makes an active contribution toward protecting the environment.

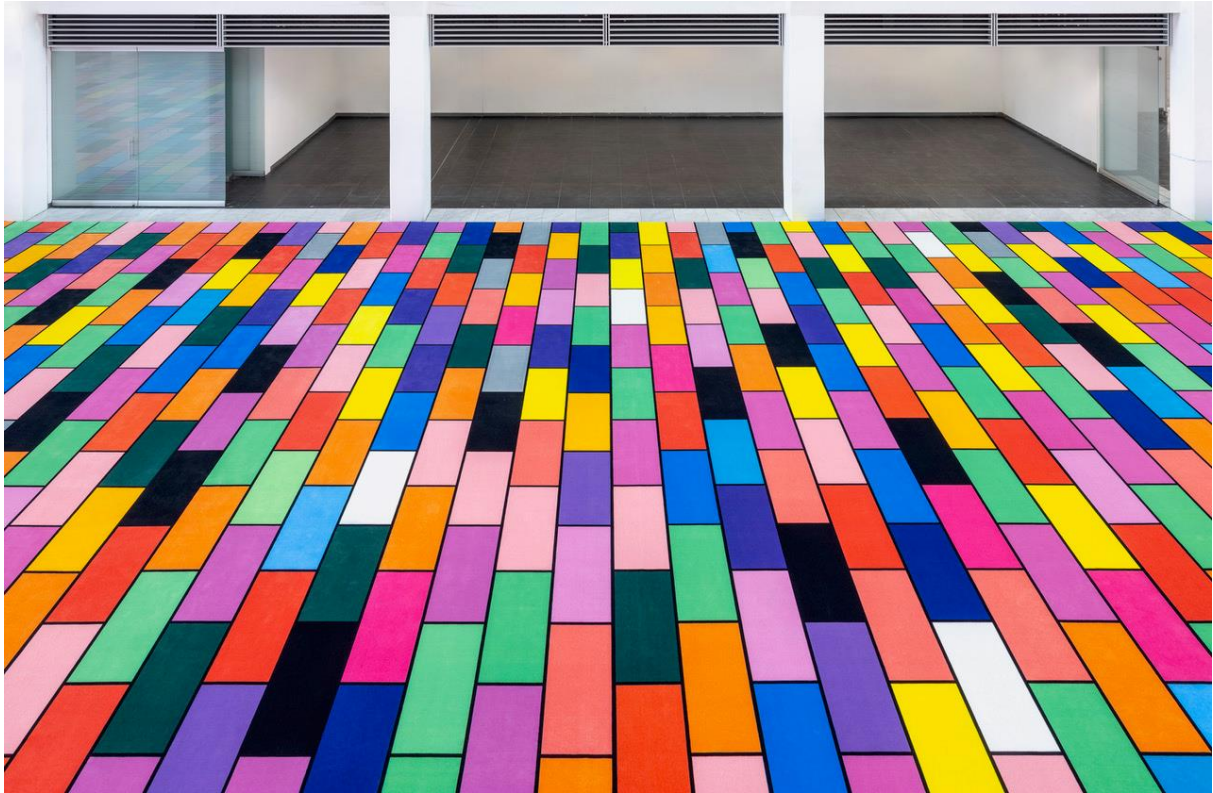
Once ArtVerona is over, the carpet will be divided into smaller sections and sold off as part of a fundraising scheme. The proceeds will go to two charitable organizations—an LGBTQIA+ organization chosen by the artist and Albiachiarà, which aims to combat violence against women.



Ugo Rondinone: The Rainbow Brick Road, 2024



Photos: Roberto Marossi

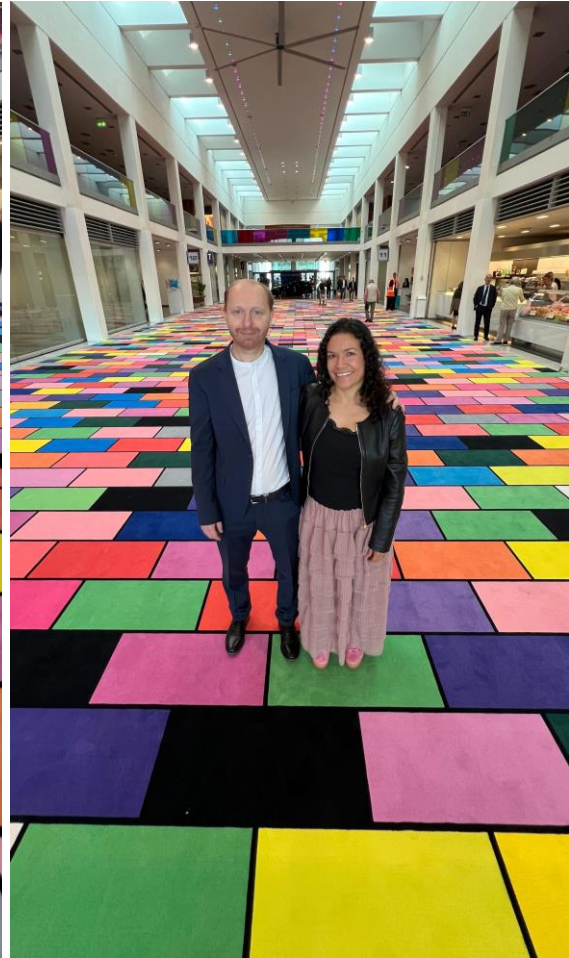


Ugo Rondinone: The Rainbow Brick Road, 2024

Photos: Roberto Marossi



Stefano Raimondi, Artistic Director of ArtVerona, and Yvonne Schumacher, Press Director of OBJECT CARPET. Photos: OBJECT CARPET



Maria Giovanna Sandrini, Chief Communication Officer at Aquafil (left), and Stefano Raimondi (right) with Yvonne Schumacher.  
Photo: OBJECT CARPET

## About OBJECT CARPET

Since 1972, **OBJECT CARPET** has stood for quality, design and innovation in the commercial property sector. A sense of aesthetics and color, in combination with advanced production techniques, results in elegant and unusual designs in the form of rugs, carpet tiles and custom-cut carpets (RUGX). With over 1,000 styles and colors as well as individually-customized products, the **OBJECT CARPET** collection offers a unique diversity for modern interior design, manufactured from high-quality raw materials. All **OBJECT CARPET** styles are also free from harmful emissions and are bitumen-free, latex-free, and PVC-free. They bear the German Federal Environmental Agency's Blue Angel ecolabel. **OBJECT CARPET** products are also recommended by the TÜV (German Technical Inspection Association) for allergy sufferers and are proven to reduce dust content and particulate matter. Partners and customers around the world, such as Porsche, Daimler, Google and Adidas appreciate this, as do initiatives like "Healthy Seas."

The utilization of recycled materials in production as well as a second life cycle for carpets after their use is now a matter of course for **OBJECT CARPET**: for example, together with UNStudio, **OBJECT CARPET** is committed in the "Future Perfect" project to breathe new life into old carpets and thus create unique designs. **OBJECT CARPET** is making a real change in the industry with the first completely circular commercial property carpet, NEOO. After eight years of development work with NIAGA®, **OBJECT CARPET** presents the mono-material Carpet NEOO, which takes the circular cycle to a new level.

Numerous design and business awards, such as the widely respected Good Design and red dot Awards, have demonstrated **OBJECT CARPET**'s outstanding design competence and corporate achievements. For example, **OBJECT CARPET** was chosen as one of the "top 50 German luxury brands" by Ernst & Young and voted one of the "brands of the century" by Langenscheidt.

With innovative production techniques and sustainable manufacturing methods, **OBJECT CARPET** is a pioneering enterprise that enables design visions to become reality. Experience **OBJECT CARPET**'s world of color and materials in any one of the company's showrooms in Germany, Austria, and Switzerland.

**Contact:**

Yvonne Schumacher  
Yvonne.Schumacher@object-carpet.com  
Tel.: +49 711 3402 191

**Contact for editorial offices:**

GeSK | Ziegelstr. 29 | 10117 Berlin  
Tel.: +49 (0) 30/217 50 460  
Fax: +49 (0) 30/217 50 461  
E-Mail: pr@gesk.berlin  
www.gesk.berlin