

Milan Design Week 2025: Matteo Thun and Antonio Rodriguez bring a touch of Mediterranean dolce vita to the floor with new **MEDITERRANEO** products



Photo: OBJECT CARPET – MEDITERRANEO MALTA

*A splash of sunshine, a hint of sea breeze, and a sense of easy living, Mediterranean style – with **MEDITERRANEO**, **OBJECT CARPET** and celebrated designers Matteo Thun and Antonio Rodriguez have teamed up to lay a little bit of Italian dolce vita at our feet. This successful carpet collection is the epitome of elegance, timeless beauty, and sustainable design – with an incredibly soft feel adding to its charms. It links indoor and outdoor spaces, blending them into a harmonious haven infused with a sense of freedom. And now the collection has been expanded to include three new designs: Malta, Elba, und Corfù. These new products, which are being unveiled for the first time at Milan Design Week 2025, open up fresh creative possibilities and bring extra Mediterranean elan to residential and commercial spaces.*

MEDITERRANEO is going even more Mediterranean – with three new designs dedicated to la dolce vita

The new carpet designs in the **MEDITERRANEO** collection are a declaration of love to the colors, textures, and patterns of life on Europe's southern shores. They transform maritime inspiration into modern, tangible, and sustainable forms – made of 100% recycled polyester that is ideal for both indoor and outdoor use.

Malta lets all the fun and freedom of Mediterranean life take to the floor – with a contemporary interpretation of a tartan pattern in earthy tones, reminiscent of Maltese sand basking in the blazing sun. Subtly interwoven textures in the yarn rekindle the region’s artisanal textile tradition and create an elegant yet down-to-earth esthetic. **Elba** has an enchanting elegance about it that never loses its charm: The iconic striped pattern – an homage to Picasso’s signature fashion style – adds to the design with classic, refined lines. Elba’s warm tones evoke the tiled roofs and sun-drenched scenery of the Tuscan coast, conjuring up a subtle sense of Mediterranean sophistication. **Corfu** catches the eye with its bold, broad stripes, reflecting the untamed soul of the Greek islands. This design conveys a sense of strength and authenticity – the kind of feeling you get when you walk barefoot over sun-kissed rocks.

Riviera – the pop of color that stirs up dreams of summer

Named after the legendary stretch of the Mediterranean coast, Riviera captures the vibrant energy that summertime brings. The colorful, contrasting seam along the edge makes a vivid impact, offset by the calm and comfortable tranquility of the soft earthy tones – this carpet brings a carefree Mediterranean vibe to any space.

Designed to inspire, made to last: Sustainability and functionality are perfectly matched in MEDITERRANEO

MEDITERRANEO is based on a sustainable design concept that balances aesthetic appeal with comfort and practicality – attractive qualities that make it a favorite with interior designers and decorators who know that true beauty lies as much beneath the surface as on it. The specially developed yarn composed of 100% recycled polyester makes these carpets not only exceptionally durable, but also completely recyclable. The innovative structure of the material produces an incredibly soft feel suggestive of natural silk.

Thanks to their ability to withstand moisture, UV rays and mechanical loads, MEDITERRANEO carpets are ideal for both well-trodden interior floors and outdoor spaces.

From plastic to perfection – a circular system designed for the future

The MEDITERRANEO collection is based on an eco-friendly recycling process. Plastic waste is collected, sorted, and transformed into polyester chips, which are used to make the filament fibers that **OBJECT CARPET** weaves into its MEDITERRANEO carpets. Once they have reached the end of their useful life, the carpets are recycled again and fed back into the material cycle.

With the new designs, **OBJECT CARPET** is broadening the MEDITERRANEO collection with fresh and inspiring patterns and colors that fill spaces with Mediterranean charm while setting the highest standards in terms of sustainability – a clear statement in support of good design, the environment, and quality of life.

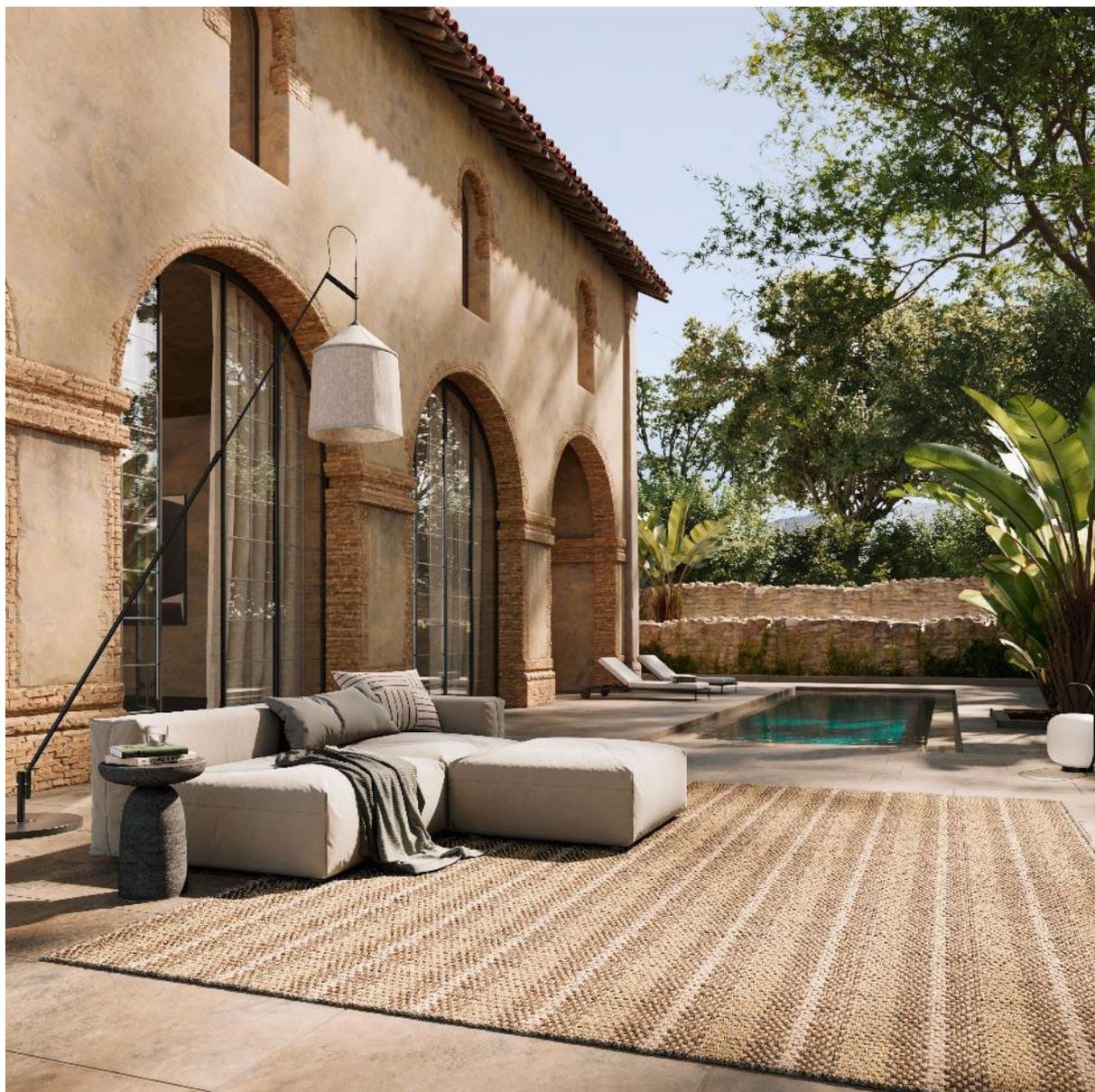
The new MEDITERRANEO designs made their debut at Milan Design Week 2025. They were on display at the city’s Galleria d’Arte Moderna from April 8 to 13 as part of the *Trilocale*

installation curated by Matteo Thun and Antonio Rodriguez, which aims to transform the Mediterranean way of life into an engaging and tangible spatial experience.



MEDITERRANEO MALTA

OBJECT CARPET



MEDITERRANEO CORFÙ

OBJECT CARPET



MEDITERRANEO CORFÙ

OBJECT CARPET



OBJECT CARPET MEDITERRANEO Elba

Gionata



OBJECT CARPET MEDITERRANEO Elba

Gionata



OBJECT CARPET MEDITERRANEO Riviera



Gionata



MEDITERRANEO RIVIERA

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 Environment 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 use of recycled materials in production, as well as giving carpets a second life cycle after use, has become standard practice for **OBJECT CARPET**: As part of the "Future Perfect" project, **OBJECT CARPET** is working with UNStudio to breathe new life into old carpets and create unique designs. With the first completely circular contract carpet NEOO, **OBJECT CARPET** is making a real change in the industry. After eight years of development work with NIAGA®, **OBJECT CARPET** presents the mono-material carpet NEOO, which takes the circular loop to a new level. With the DUO technology, the next generation of recyclable and stylish carpets has arrived: Consisting of just two easily separable layers, they offer maximum design flexibility with minimal material use.

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.

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