

Collezione 2008: furnishing fabrics

From Elvis-style rock to Vasarely posters

For 2008, Cuvè with its fabric collections leads us in making a stimulating trip into the “contemporary past”, close to us. From the Fifties’ raw and captivating rock'n roll of Elvis Presley, the white man with the black voice, to the excesses of the Seventies’: posters by Victor Vasarely and the celebration of “Pop Art”, the Arco lamp by Castiglioni and the Cube Radio by Brionvega. Psychedelic excess but also refined and immortal studies in design; graphics carried to an extreme that contrasted with the disarming simplicity of the Sacco chair devised by Franco Teodoro, Cesare Paolini and Piero Gatti.

A stimulating and celebrative journey that begins with the Natural collection, inspired by the “farm”, a sense of the natural (of course), and the rustic, essential style, lacking any sophistry, of the Post-War years.

Large-number yarns with an interlacing of weaves created on dobby looms and revised on jacquard looms. In this collection Cuvè has sought to place the accent on the form and substance of the use of natural yarn, from quality material to the fine art of weaving, as essential and indissoluble components of a “Made in Italy” product summoned to the market’s high-end. The viscose chenilles are used as raised patterns that emphasise the smooth and little-marked weaves with shiny signs and allusions. The play of translucence, the contrasts between shine and matt that crosses into the pursuing of chiaroscuro, exalting and making unique each shade of the range of colours that, precisely at the dyeing, react with clean and essential bright/opaque plays. An imposing chromatic variety that allows the choosing from among 20 existing variants, but also the creating of one’s own Pantone version through personalised dyeing.

A decade’s jump in time and we come to the 1970s, its visual excesses, and loud and clear geometries. Collezione 2008 fishes for references and citations from that whole period, so intense and culturally revolutionary. The collection is composed of yarn-dyeds with spherical designs, graphical motifs, geometries made to stand out more by the yarns than by the weaves, and finally, large modern floral decorations.

A series of yarn-dyed fabrics complete the collection, declined in twenty or so colour versions, characterised by various finish handles: from the more soft and silky that brings to mind an “appetizing” peach, to a cruder, more rigorous feel.

Collezione 2008 by Cuvè is made up of creations that speak different languages, the first of these being romantic and sophisticated Italian, but are able to translate and adapt their lexicon to the stylistic language of any part of the world thanks to that universal idiom that is the chromatic outcome and the play of colouristic matches. A language that speaks and communicates with the tones of the textile product’s value and quality. In synthesis, a language that is conjugated exclusively with “Made in Italy” verbs.

What Cuvè is offering are natural collections and high-technology solutions. Floral, geometric and abstract fabrics that are made up with noble fibres like cotton and linen, with know-how interlacing of the threads that exalt the material value of the weaves to the utmost, ready for the end creative flashes given by the finishes and personalised ennobling processes that are the real signature of any collection.

A selection of textile proposals that this Tuscany house creates and nurtures in order to meet a precise market requirement for Italian upholstered furniture: to supply an immense range of themes, designs and colourings, suitable for covering ample surfaces and huge, showy cushions.



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PHOTO GUIDE



Cuvè 01
Lidia - Irene - Silvy - Bea - Irma
Composition: 100% cotton or 60% cotton and 40% linen or bamboo
Weight: from 580g (Bea) to 770g/linear metre (Irene)



Cuvè 03
Irene
Composition: 56% cotton and 44% viscose
Weight: 770g/linear metre



Cuvè 02
Ilia - Anna - Elena
Composition: 100% cotton or 60% cotton and 40% linen or bamboo
Weight: from 520g (Ilia) to 660g/linear metre (Elena)



Cuvè 04
Fragola - Unito Fragola
Composition: 14% polyester 25% cotton 25% acrylic 25% viscose 11% linen
Weight: 700g/linear metre





Cuvè 05

Washington - Portorico - Georgia - New York

Composition: 68% acrylic 32% polyester

Weight: from 600g to 700g/linear metre



Cuvè 06

Rhode Island and Florida

Composition: 68% acrylic 32% polyester

Weight: c. 600g/linear metre

