



Memory – tradition meets Zeitgeist

Memory is a three-dimensional rug made of pure new wool, reflecting tradition, technology, the spirit of the times and an experimental approach to materials.

Computer

Whether it is for working or communicating, for playing or taking photographs - in aeroplanes, hotels, schools or factories - everywhere and at all times we are faced by computers. The heart of any computer, as of any other electronic device, is the printed circuit board, or PCB for short. Thousands of kilometres of PCB are produced every year and surround us invisibly, incorporated in every kind of electronic device imaginable.

Digital craftsmanship

Machines that are controlled and monitored by computers enable us to make practically anything quickly and accurately. If you combine the traditional knowledge of materials and other knacks of craftsmanship that have been handed down with the most modern mechanical equipment, you can come up with interesting solutions which would be unthinkable using traditional methods alone.

The rug Memory

If you look at a PCB with half-closed eyes, you can make out districts, cities, transport routes and landscapes. The transistors, chips, plugs and so on fall into repetitive patterns, with which designers can have a field day. The computer helps to present these complex patterns speedily and accurately. The patterning is based on the forms to be found in the PCB. When different patterns are superimposed, they bring an additional dimension and an even closer approximation to a PCB. What results is a precisely defined play of two-dimensional and three-dimensional forms and rhythms. The circle is closed by the structure of the individual technological-looking elements, which now practically suggest an oriental rug - and a carpet is the result. A millennia-old tradition has been freshly reinterpreted with the help of computers, cutting machines and craftsmanship.

Lukas Scherrer lives and works in San Francisco. Since 2010 he has been the proprietor of the SHIBULERU design studio, which specialises in industrial design and consulting. Mr Scherrer is one of the nominators of Design Prize Switzerland.

Ruckstuhl AG

Teppichfabrik/fabrique de tapis/carpet factory/fabbrica di tappeti

Bleienbachstrasse 9, CH 4901 Langenthal

Tel. 0041(0)62 919 86 00, Fax 0041 (0)62 922 48 70

info@ruckstuhl.com, www.ruckstuhl.com

september 2013



