

November 2024

## THE POWER OF TOUCH: CRÉATION BAUMANN PRESENTS THE NEW 'TOUCH OF NATURE' COLLECTION

*Please note the embargo until 06 January 2025.*



**With 'TOUCH OF NATURE', Création Baumann is launching a collection for the private home that makes a deep connection to nature tangible through its high-quality feel and handcrafted textures. Whether soft or non-slip, voluminous or light - each texture tells its own story and encourages you to touch it. As an expression of Création Baumann's comprehensive textile expertise, the collection combines natural textures with the highest product quality and sophisticated manufacturing processes.**

The textures of the textiles are inspired by nature - by the rough surface of tree bark, the curved lines of waves or the solidity of stones - and give the collection an organic, lively appearance. Irregular structures and fine imperfections are reminiscent of classic craft techniques and convey authenticity and tradition.

'TOUCH OF NATURE' specifically offers a harmonious variety of semi-transparent and voluminous fabrics, complemented by playful designs and fine embroidery. In combination, these different qualities ensure vibrancy and a wide range of possible uses. The carefully selected colour palette is kept in warm tones such as ochre and cognac, complemented by deliberately placed colour accents that stand out with a fresh luminosity.

## **The highlights of the collection: from an expressive crochet look to organic transparency**

The new collection offers a total of twelve fabrics in different colour variations. In addition to the high-quality plain fabrics with their exciting different transparencies and textures, several expressive textiles open up a wide range of design options.

One highlight of the collection is the extravagant EDRA fabric, which, with its natural yarn look, brings the authentic charm of handcrafted production techniques to life. It picks up on the aesthetics of traditional crochet fabrics, but reinterprets them with clear lines and graphic elements, striking a balance between nostalgic appeal and contemporary aesthetics.

The elegant DEA linen fabric impresses with its ornate embroidery that comes together to form a stylised leaf motif. The irregular yarn and embroidery structure gives it a particularly elegant look. The natural look of the fabric radiates handcrafted authenticity, while the combination of fine embroidery and multi-coloured twisted yarn creates an attractive contrast between shapes and surfaces.

The semi-transparent curtain fabric DRIFT is created using a burn-out technique. The delicate, structured lines gently refract the light and allow it to shine softly through the fabric. The lively, organic structure creates a harmonious, cosy atmosphere.

With 'TOUCH OF NATURE', Création Baumann once again emphasises its innovative design expertise, which is based on the tradition of textile manufacturing techniques and translates these into modern interior solutions. With its organic structures, natural, soft materials and artistic details, the new collection creates a harmonious connection to nature and combines aesthetics and functionality in a unique way.

## **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](https://creationbaumann.com)

## **PRESS CONTACT DACH**

Brand. Kiosk  
Susanne Günther Neves / Lisa Ruhwinkel  
[creation-baumann@brand-kiosk.com](mailto:creation-baumann@brand-kiosk.com)  
+49 (0)69 2691 5397

# 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)



TouchOfNature\_DEA\_01.jpg



TouchOfNature\_DEA\_02.jpg



TouchOfNature\_DEA\_04.jpg



TouchOfNature\_DRIFT\_02.jpg



TouchOfNature\_DRIFT\_04.jpg



TouchOfNature\_EDRA\_01.jpg

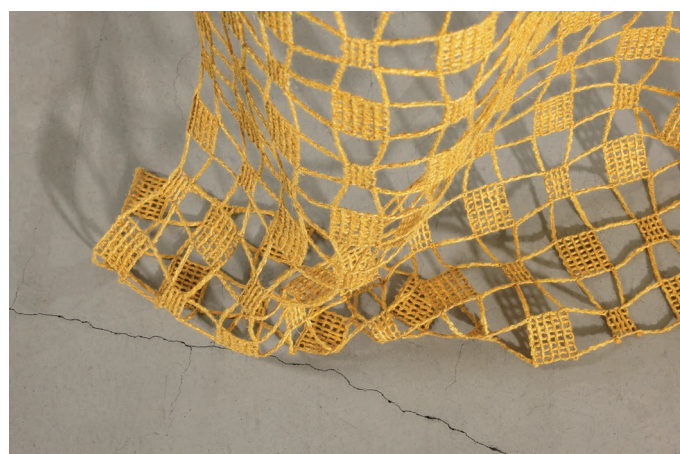
# SELECTION OF IMAGE MATERIALS

CRÉATION  
BAUMANN

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



TouchOfNature\_EDRA\_02.jpg



TouchOfNature\_EDRA\_05.jpg



TouchOfNature\_FABULA\_01.jpg



TouchOfNature\_FABULA\_04.jpg