



x

*datum*

**DATURE COLLECTION**



## DATURE COLLECTION

DATURE, disegnata da Karim Rashid per TAPLAB wall covering, è una collezione che combina la fluidità e la rappresentazione dei DATI DIGITALI, la grande connessione del mondo, con la NATURA.

La natura è organica e fluida e per mezzo dell'era digitale in cui viviamo è possibile rappresentarla con i dati che sempre più ci avvolgono in un mondo fantastico. Usando l'ispirazione dei dati digitali, delle informazioni, della tecnologia e della natura, le grafiche si combinano con i colori che elevano e aumentano i nostri livelli di piacere.

*"I nostri strumenti digitali hanno permesso di creare decorazioni e pattern che non erano mai stati possibili prima e credo che questi modelli comunichino il tempo in cui viviamo", afferma Karim.*

La collezione comprende 5 pattern e 5 immagini uniche, ciascun decoro è presentato in tre combinazioni di colori. Le rappresentazioni spaziano da movimenti morbidi e sottili ad affreschi caleidoscopici.

DATURE, designed by Karim for Taplab Wallcovering, is a collection that embraces the fluidity and representation of DATA, which is the great connectivity of the world, with NATURE.

Nature is organic and fluid, and thanks to our digital age, it's possible to represent it through the data that surrounds us in an imaginary world. Using the inspiration of data, information, technology, and nature, the design is also embracing colors that elevate and increase our levels of pleasure.

*"Our digital tools have made it possible to create decoration and patterns that were never before possible and I believe that these patterns communicate to the time in which we live", says Karim.*

The collection includes 5 repeatable patterns and 5 non-repeatable mural versions, in three colorways each. The patterns range from soft subtle movements to kaleidoscopic frescos.





Visionario e prolifico, Karim Rashid è una delle voci più singolari nel design di oggi. Con più di 4000 progetti in produzione, oltre 300 premi al suo nome e clienti che lavorano in oltre 40 paesi, la capacità di Karim di trascendere la tipologia continua a renderlo una forza tra i designer della sua generazione.

Rigettando la moda a favore del design nel modus del nostro tempo, i progetti di Karim includono oggetti di lusso per Christofle, Alessi, Veuve Clicquot e Riva 1920; prodotti democratici per Umbra, Paul Mitchell e 3M; mobili senza tempo per Bonaldo, Tonelli, BoConcept e Vondom; illuminazione ricercata per Artemide e Fontana Arte; prodotti high-tech per Asus e SirinLabs; progetti di superficie per Marburg e Abet Laminati; marchi iconici per Hugo Boss e Citibank; e packaging pluripremiato per Method, Paris Baguette, Kenzo ed Eos.

L'influenza di Karim si estende oltre al prodotto agli interni, inclusi ristoranti come Switch negli Emirati Arabi Uniti; progetti per l'industria alberghiera come per il Park Inn by Radisson Amsterdam City West, il Temptation Resort Cancun e per i budget hotel Prizeotel a Brema, Amburgo, Munster ed Erfurt; ambienti pubblici come la stazione della metropolitana Università a Napoli; progetto residenziale come il Paraiso Bayviews a Miami; e progetti per i negozi come per il Fun Factory a Berlino e Monaco. Inoltre, ha collaborato a innumerevoli mostre concettuali per clienti come Dupont Corian, Deutsche Bank, PepsiCo e Audi.

Numerosi premi e riconoscimenti attestano il contributo di Karim al mondo del design. Ha ricevuto il premio American Prize for Design Lifetime Achievement, nonché vincitore perenne del premio Red Dot, del premio Chicago Athenaeum Good Design, dei Pentawards e del premio IDSA Industrial Design Excellence. Ha conseguito dottorati onorari presso la Carlton University, il Pratt Institute, l'OCAD di Toronto, il British Institute of Interior Design e il Corcoran College of Art & Design.

Le opere d'arte contemporanea create da Karim spaziano dalle stampe digitali all'arte urbana/installazioni e sculture. Le sue opere sono presenti in 20 collezioni permanenti in varie istituzioni d'arte in tutto il mondo, tra cui il Brooklyn Museum of Art, il MoMA e il Centre Pompidou. Ha esposto in tutto il mondo ed è un frequente collaboratore della Biennale di Venezia, oltre a esporre importanti retrospettive dei suoi progetti a San Paolo, Seoul, Milano e Ottawa.

Figura di cultura, Karim è spesso docente ospite in università e conferenze a livello globale, aspirando a cambiare il mondo rendendo il design un argomento pubblico. È anche regolarmente presente su piattaforme cartacee e digitali da società di media come CNN, Vogue, Elle, GQ, The New York Times e innumerevoli altre. Questo consente a Karim di soddisfare la sua ambizione di diffondere l'importanza del design nella vita di tutti i giorni.

L'ultima monografia di Karim, XX (Design Media Publishing, 2015), presenta 400 pagine di progetti selezionati negli ultimi 20 anni. Altre monografie includono From The Beginning, una storia della vita e dell'ispirazione di Karim (Forma, 2014); Sketch, che comprende 300 disegni fatti a mano (Frame Publishing, 2011); KarimSpace, che include 36 progetti di interni di Karim (Rizzoli, 2009); Design Your Self, la guida di Karim alla vita (Harper Collins, 2006); Digipop, un'esplorazione digitale di grafica al computer (Taschen, 2005); Compact Design Portfolio (Cronaca Libri 2004); i titoli classici Evolution (Universe, 2004) e I Want to Change the World (Rizzoli, 2001).

Karim ha fondato il suo studio di design a New York City nel 1992. Ha poi aperto uno studio a Shenzhen, in Cina nel 2014. Nel tempo libero, l'eccentrico Karim spazia dall'arte alla moda, alla musica, con l'intento di contaminare in modo creativo ogni aspetto del nostro orizzonte fisico e virtuale.

Visionary and prolific, Karim Rashid is one of the most unique voices in design today. With more than 4000 designs in production, over 300 awards to his name, and client work in over 40 countries, Karim's ability to transcend typology continues to make him a force among designers of his generation.

Eschewing style in favor of designing in the modus of our time, Karim's designs include luxury goods for Christofle, Alessi, Veuve Clicquot, and Riva 1920; democratic products for Umbra, Paul Mitchell, and 3M; timeless furniture for Bonaldo, Tonelli, BoConcept, and Vondom; exquisite lighting for Artemide and Fontana Arte; high-tech products for Asus and SirinLabs; surface design for Marburg and Abet Laminati; iconic branding for Hugo Boss and Citibank; and award-winning packaging for Method, Paris Baguette, Kenzo, and Eos.

Karim's influence expands beyond product to interiors, including restaurants like Switch in UAE; hospitality design for Park Inn by Radisson Amsterdam City West, Temptation Resort Cancun, and budget hotels for Prizeotel in Bremen, Hamburg, Munster, and Erfurt; public environments like Università Metro Station in Naples; residential design like Paraiso Bayviews in Miami; and retail design for Fun Factory in Berlin and Munich. Additionally, he has collaborated on innumerable concept exhibitions for clients such as Dupont Corian, Deutsche Bank, PepsiCo, and Audi.

Numerous awards and accolades attest to Karim's contribution to the world of design. He is a recipient of the American Prize for Design Lifetime Achievement award, as well as a perennial winner of the Red Dot award, Chicago Athenaeum Good Design award, Pentawards, and IDSA Industrial Design Excellence award. He holds Honorary Doctorates from Carlton University, Pratt Institute, OCAD in

Toronto, British Institute of Interior Design, and Corcoran College of Art & Design. Contemporary artwork created by Karim ranges from digital prints to public art/ installation and sculpture. His works are featured in 20 permanent collections in various art institutions worldwide, including Brooklyn Museum of Art, MoMA, and The Center Pompidou. He has exhibited across the globe and is a frequent contributor to the Venice Biennale, as well as exhibiting major retrospectives of his design work in Sao Paulo, Seoul, Milan, and Ottawa.

A cultural shaper, Karim is a frequent guest lecturer at universities and conferences globally, aspiring to change the world by making design a public subject. He is also regularly featured in print and digital platforms by media companies like CNN, Vogue, Elle, GQ, The New York Times, and countless more. This reach allows Karim to fulfill his ambition of disseminating the importance of design in everyday life.

Karim's last monograph, XX (Design Media Publishing, 2015), features 400 pages of work selected from the last 20 years. Other monographs include From The Beginning, an oral history of Karim's life and inspiration (Forma, 2014); Sketch, featuring 300 hand drawings (Frame Publishing, 2011); KarimSpace, featuring 36 of Karim's interior designs (Rizzoli, 2009); Design Your Self, Karim's guide to living (Harper Collins, 2006); Digipop, a digital exploration of computer graphics (Taschen, 2005); Compact Design Portfolio (Chronicle Books 2004); and classic titles Evolution (Universe, 2004) and I Want to Change the World (Rizzoli, 2001).

Karim established his private design studio in New York City in 1992. He expanded his global reach with a studio in Shenzhen, China in 2014. In his spare time Karim's pluralistic practice flirts with art, fashion, and music and is determined to creatively touch every aspect of our physical and virtual landscape.

# WALL COVERINGS

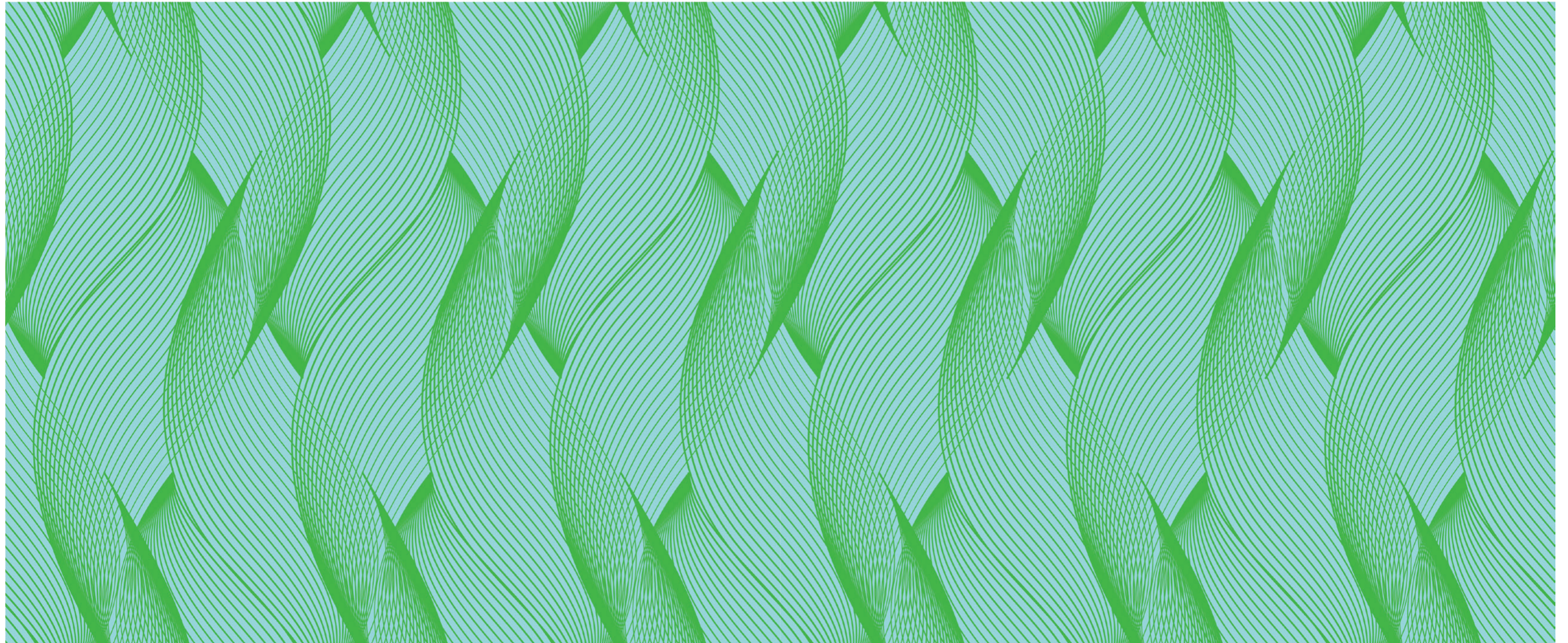
# REPEATABLE WALL COVERINGS

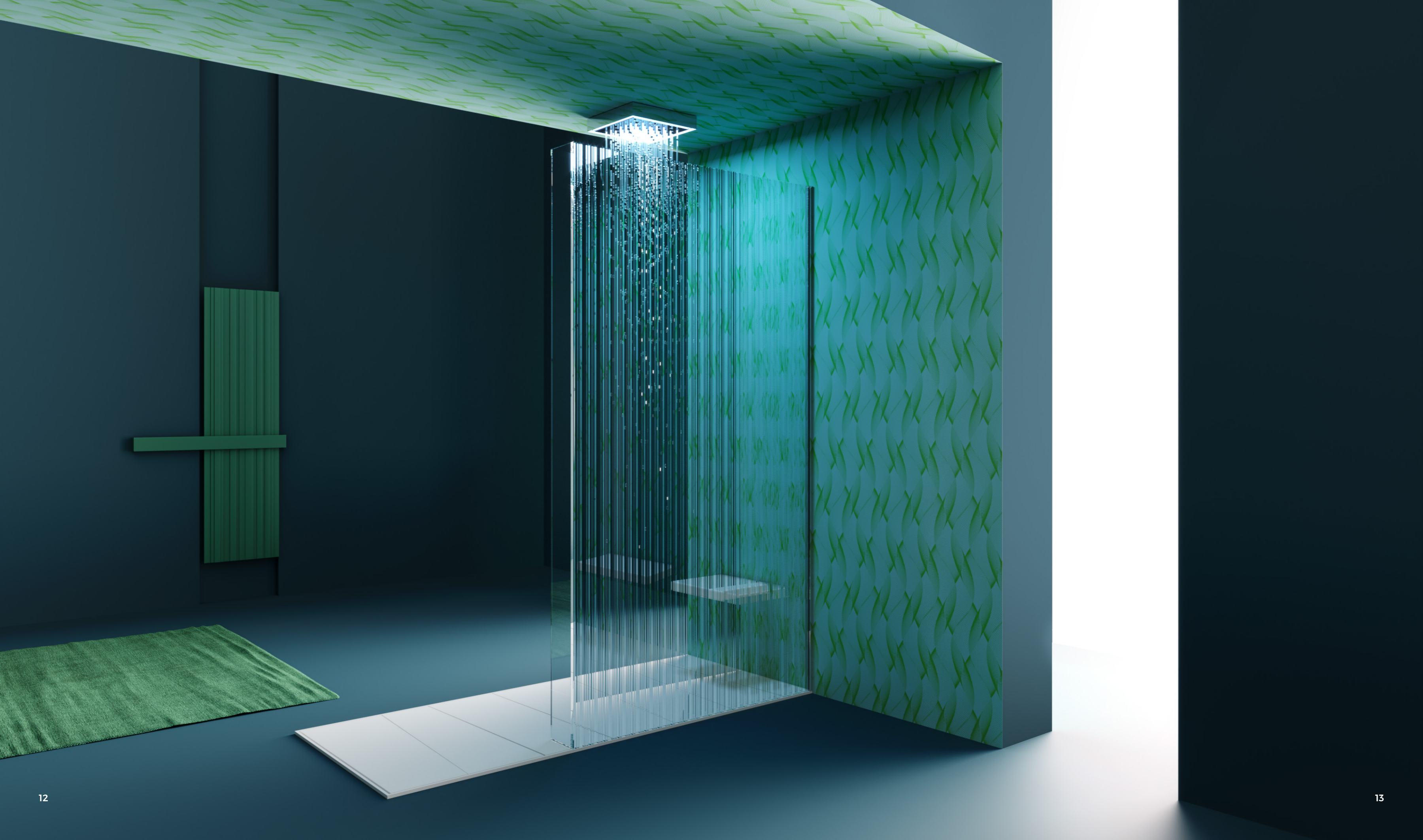
# CONCEPT 1

423\_003\_DATURE MELT

DATURE MELT

*Karim*  
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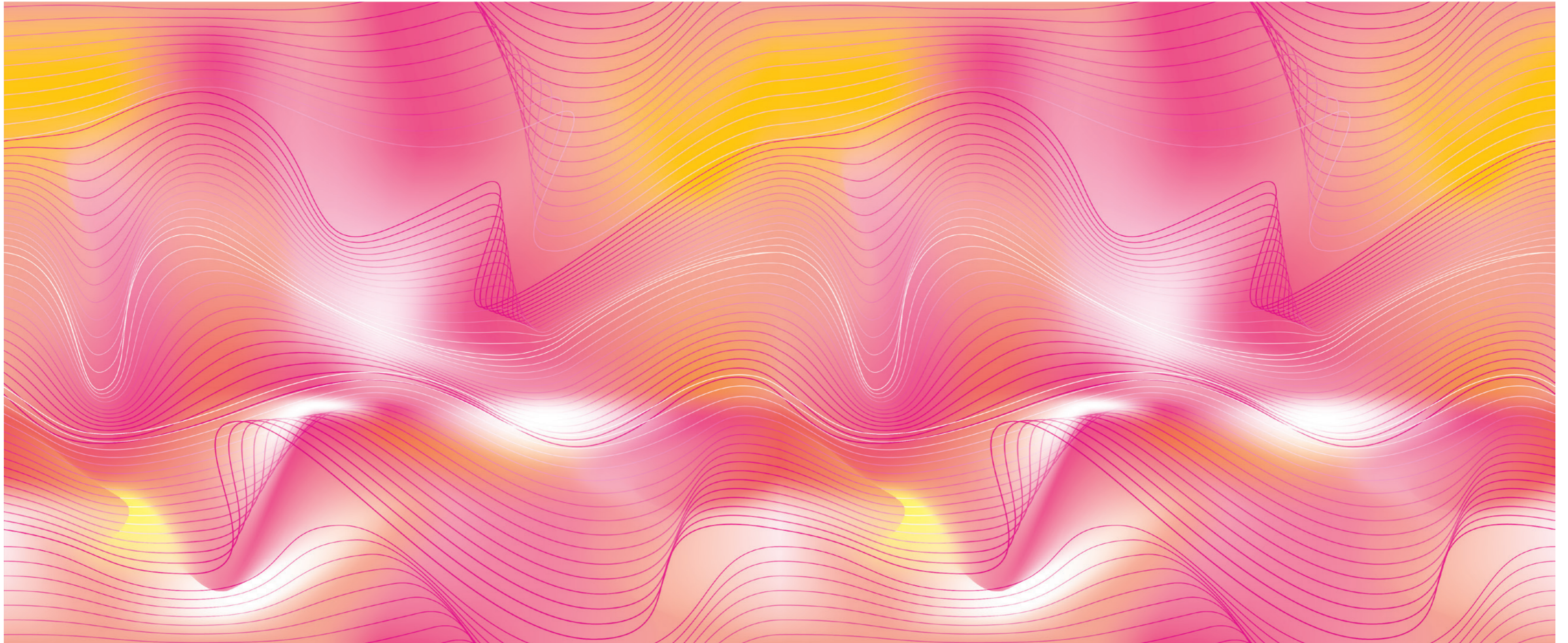


# CONCEPT 2

424\_002\_DATURE FLUIRE

# DATURE FLUIRE

*Karim*  
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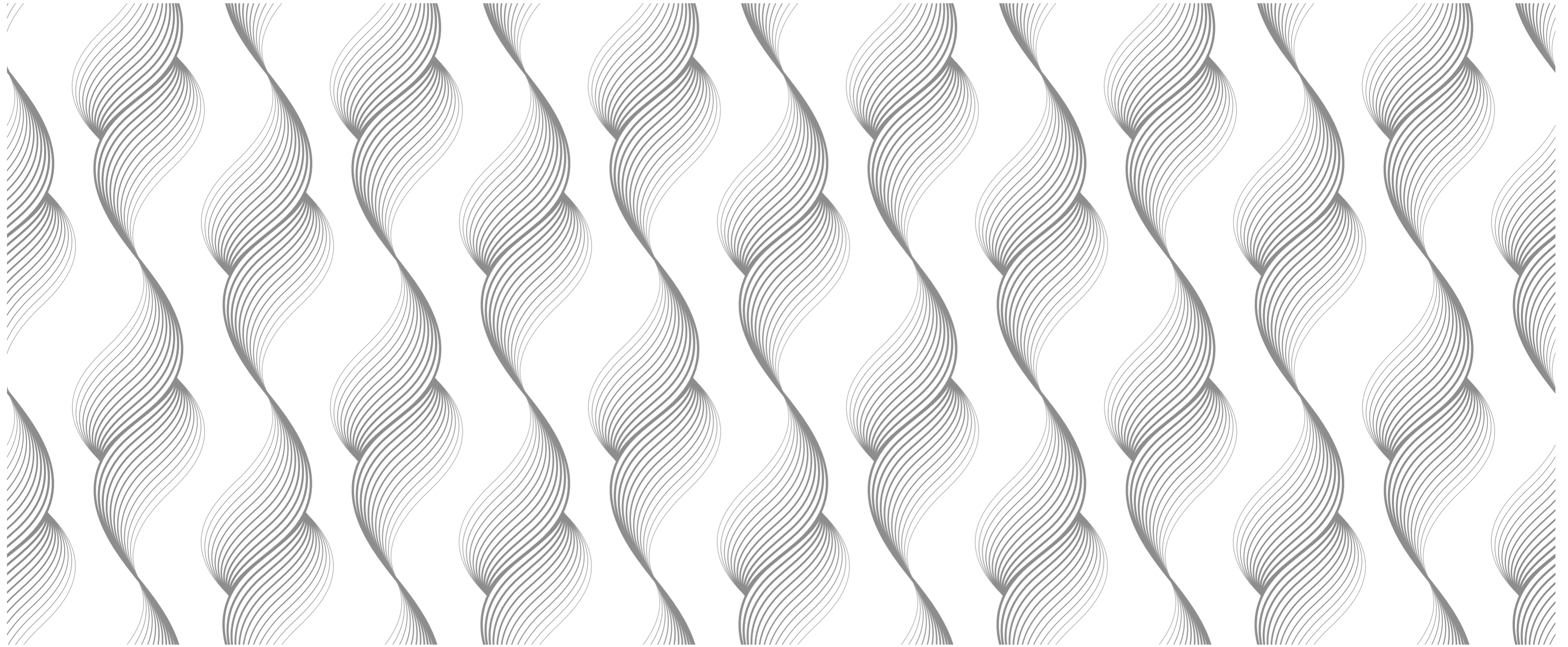


# CONCEPT 3

425\_005\_DATURE TIDE

# DATURE TIDE

*Karim*  
©KARIM RASHID INC. 2021



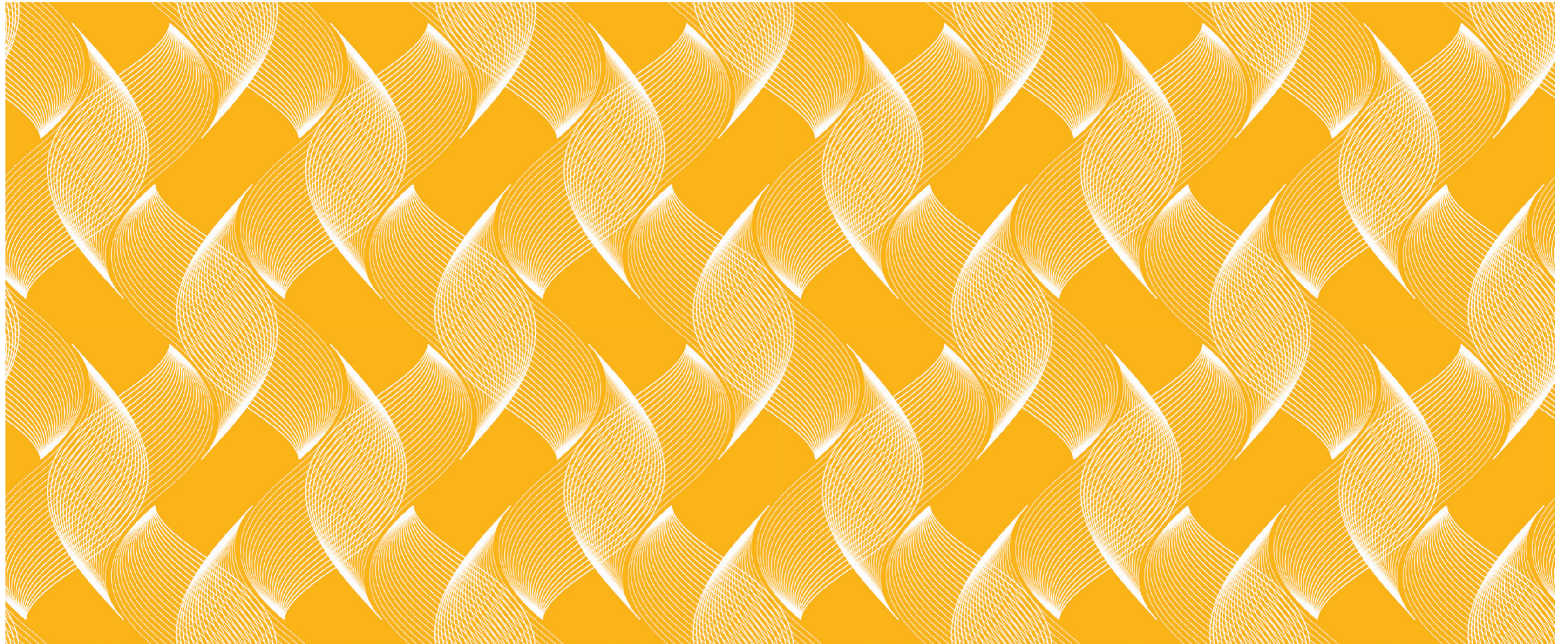


# CONCEPT 4

426\_002\_DATURE RUN

DATURE RUN

*Karim*  
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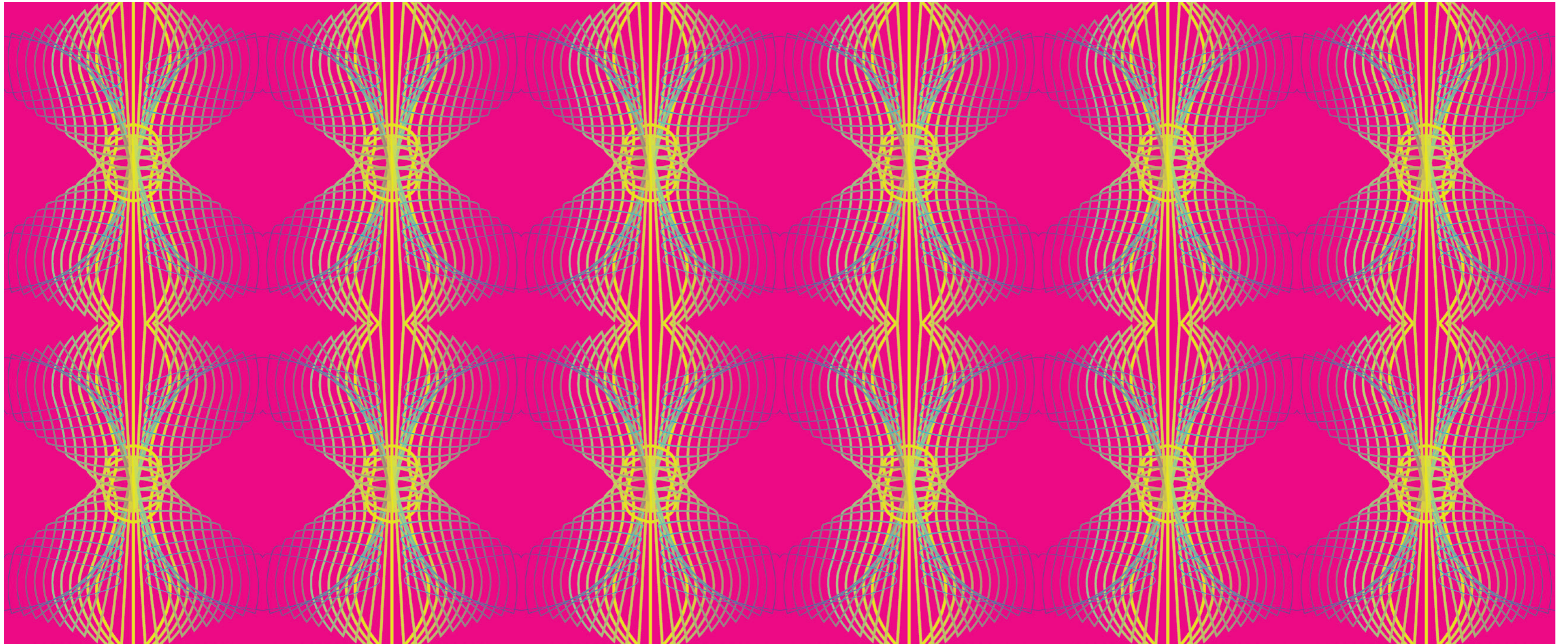


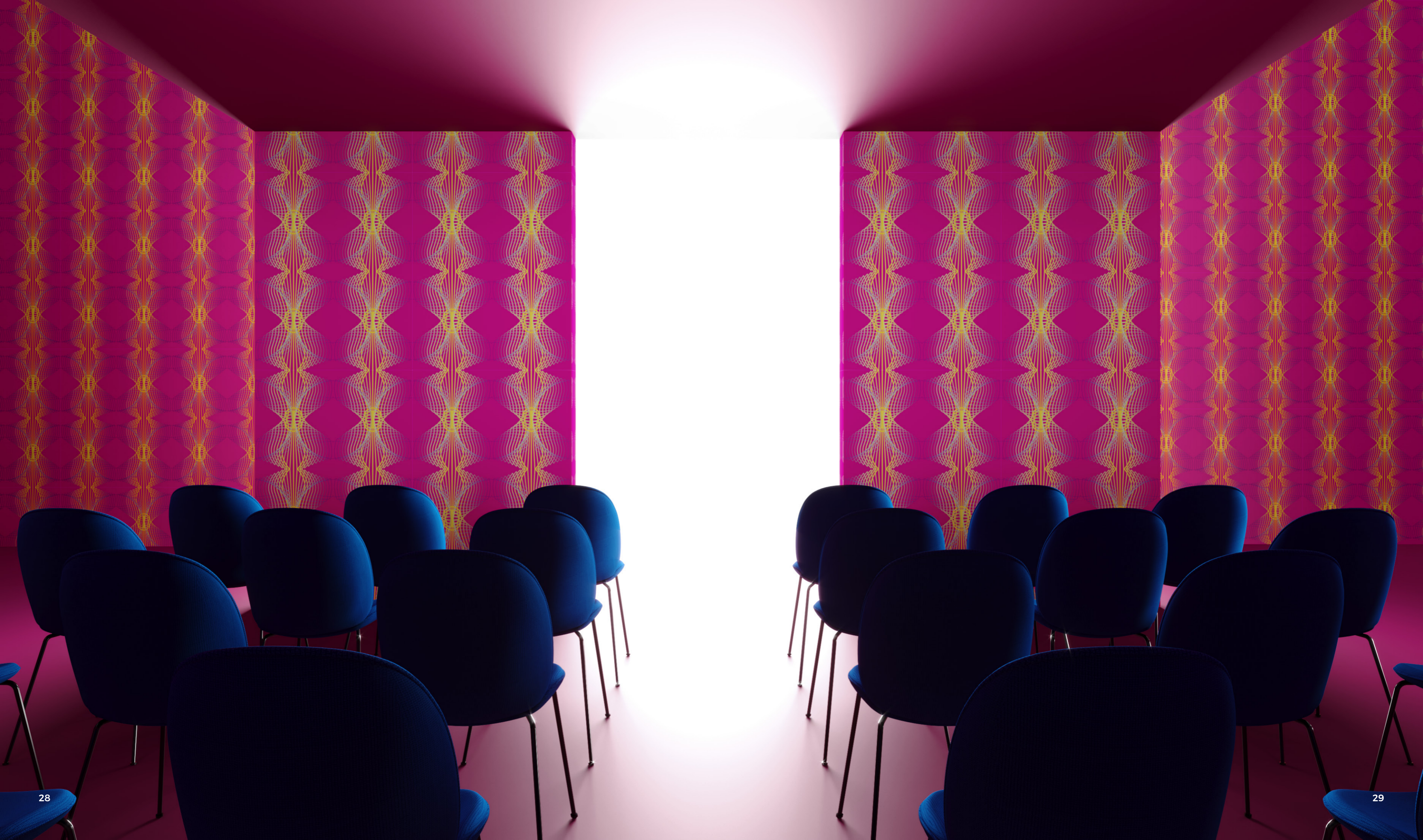
# CONCEPT 5

427\_002\_DATURE REFLUX

# DATURE REFLUX

*Karim*  
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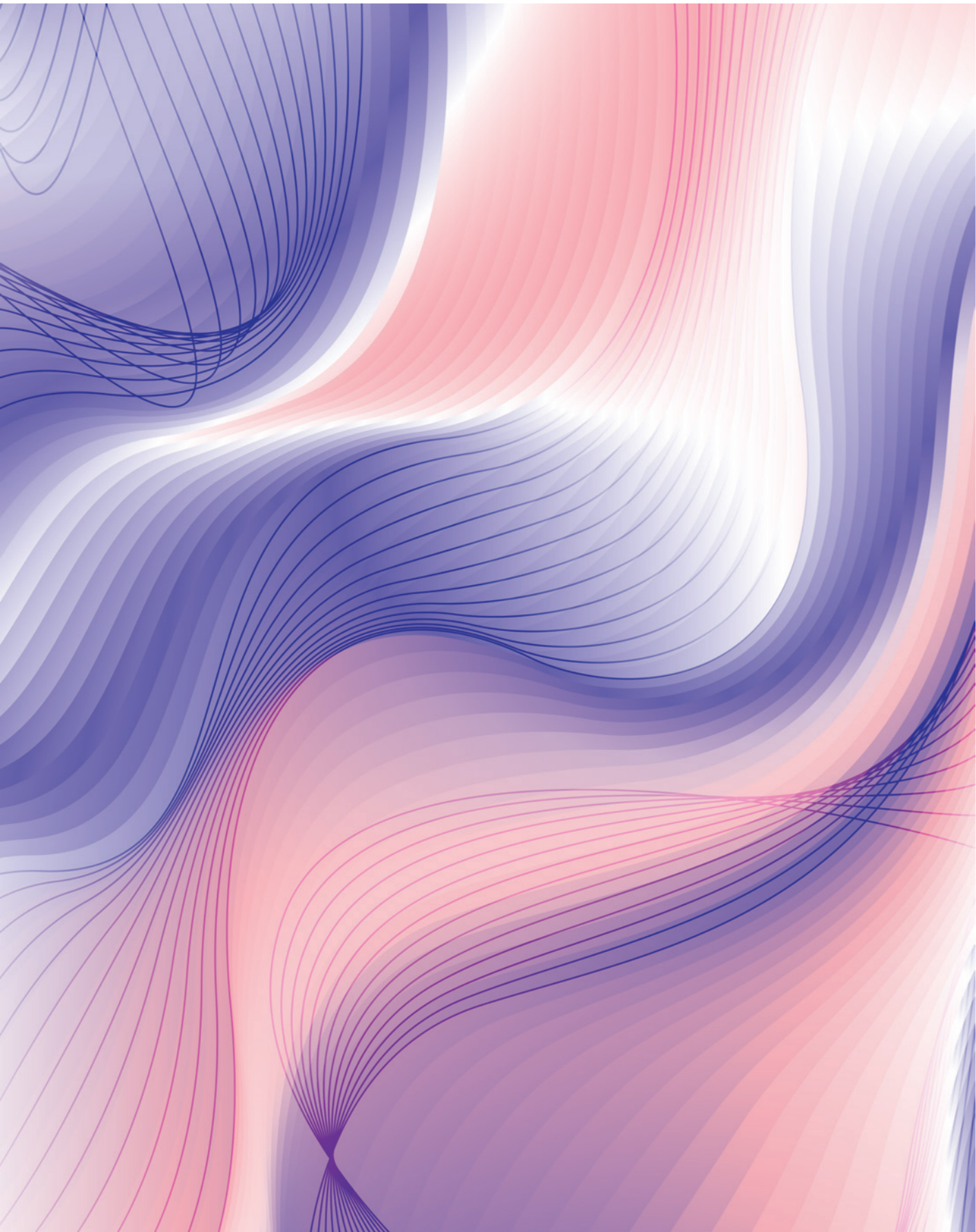




# SINGLE WALL COVERINGS

# CONCEPT 1

428\_002\_DATURE FLOW



# DATURE FLOW

*Karim*  
©KARIM RASHID INC. 2021



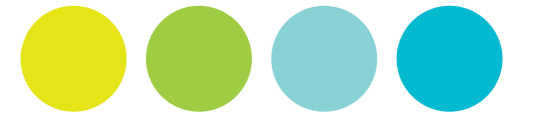


# CONCEPT 2

429\_003\_DATURE FLUX

**DATURE FLUX**

*Karim*  
©KARIM RASHID INC. 2021





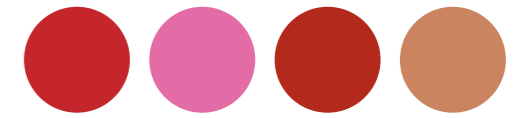
# CONCEPT 3

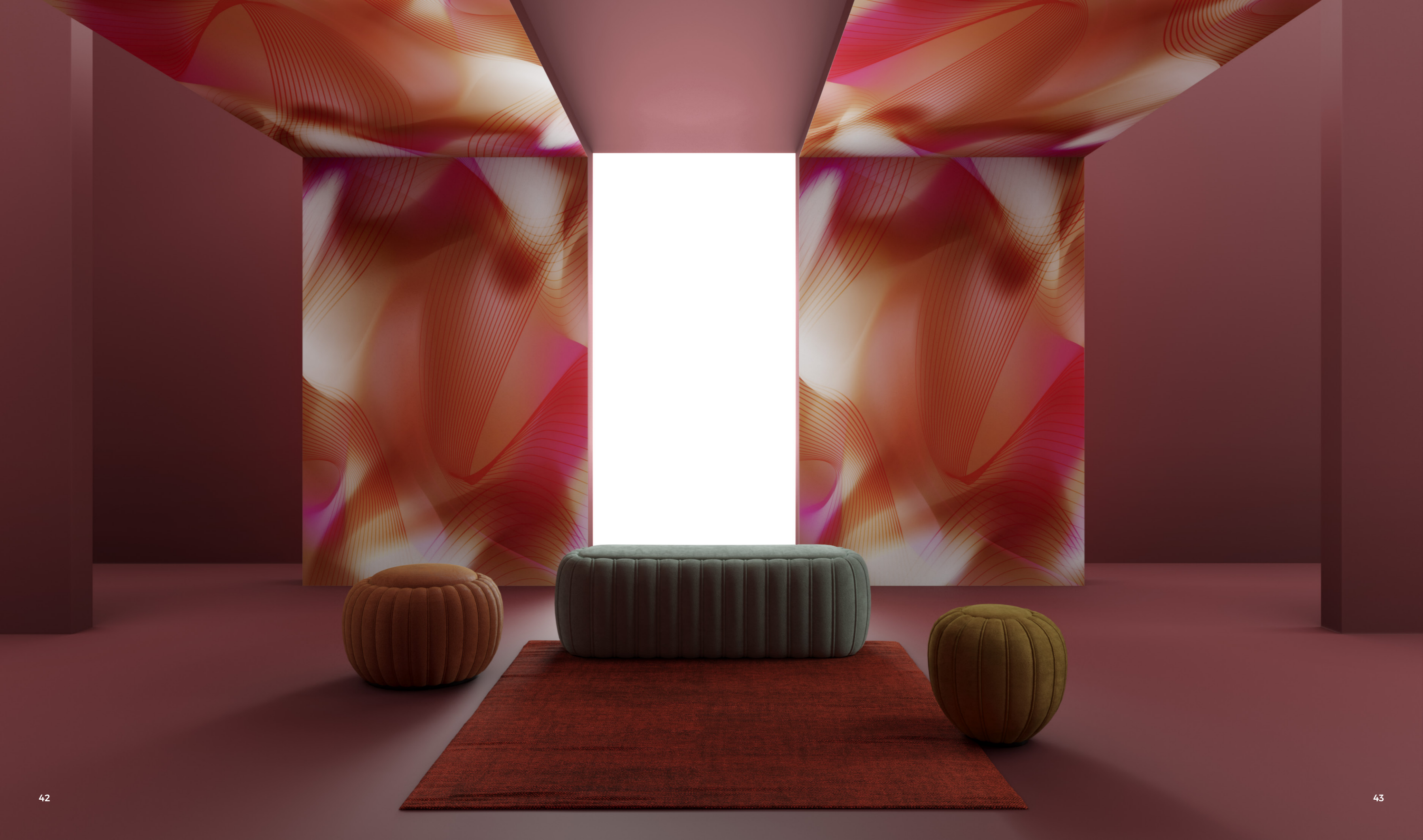
430\_005\_DATURE MOTION



# DATURE MOTION

*dature*  
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# CONCEPT 4

431\_001\_DATURE FUSE

# DATURE FUSE

*Karim*  
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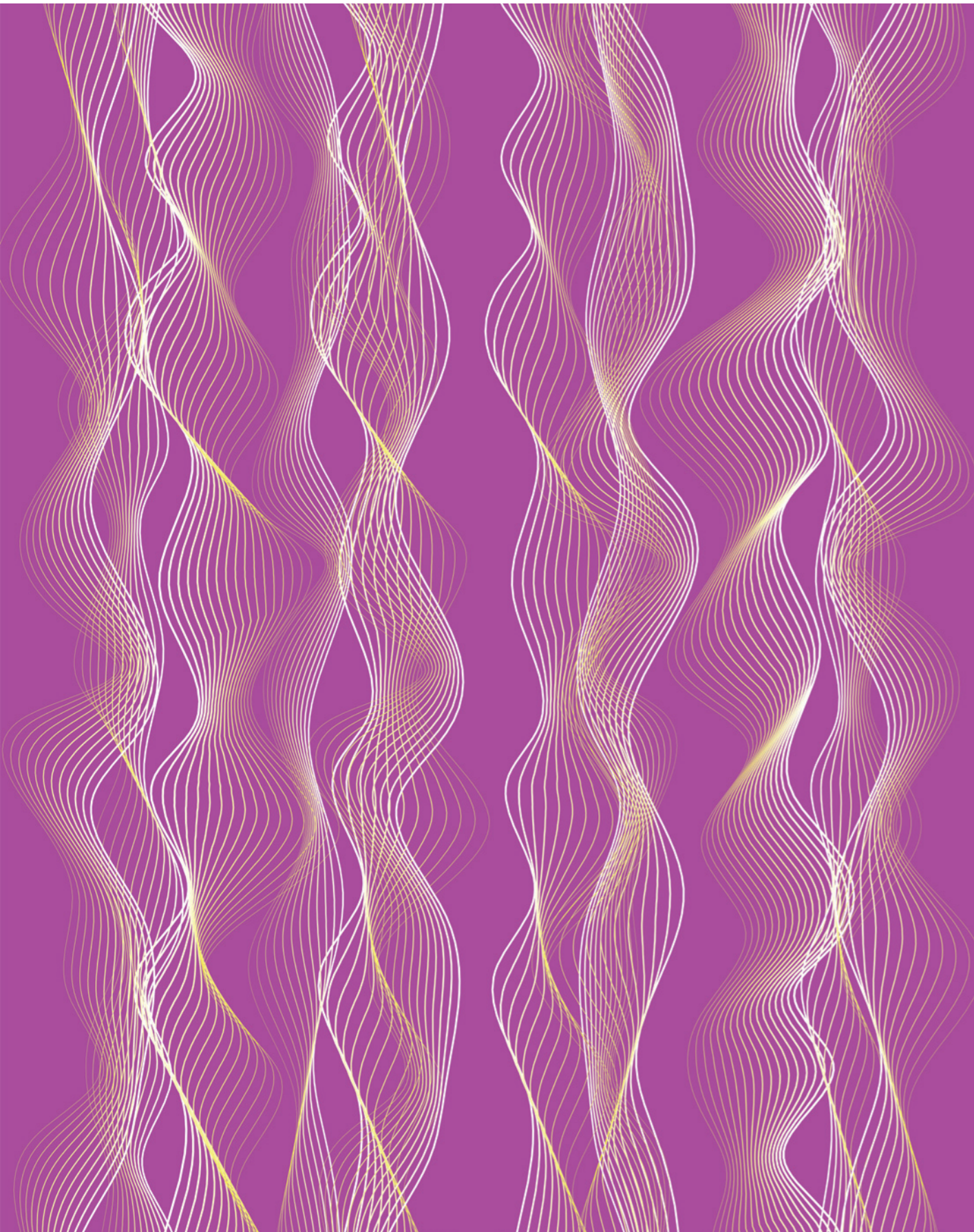
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432\_005\_DATURE STREAM

# DATURE STREAM

*Karim*

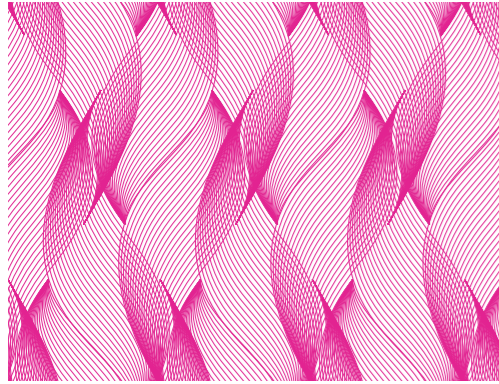
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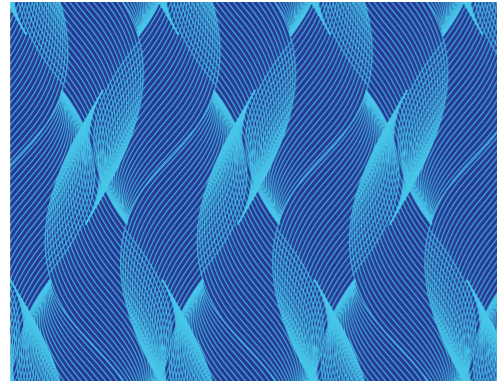


# REPEATABLE WALL COVERINGS

## CONCEPT 1\_DATURE MELT



423\_002\_DATURE MELT

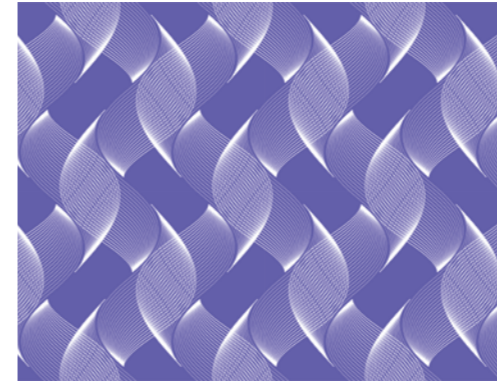


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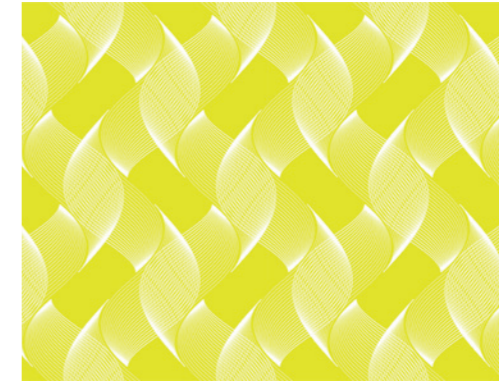


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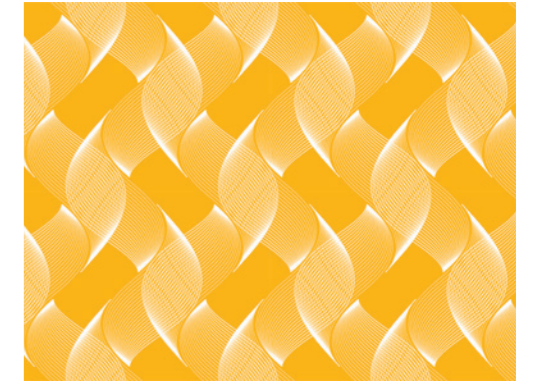
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426\_004\_DATURE RUN

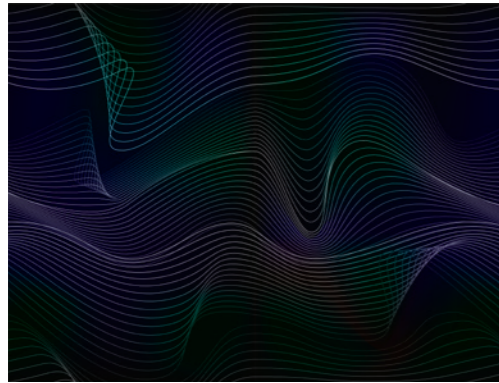


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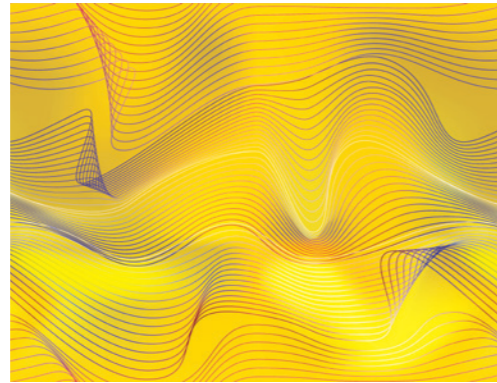


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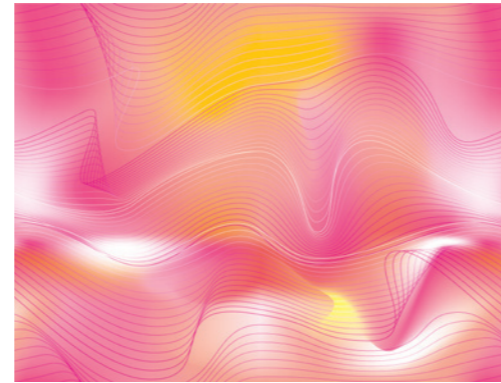
## CONCEPT 2\_DATURE FLUIRE



424\_005\_DATURE FLUIRE

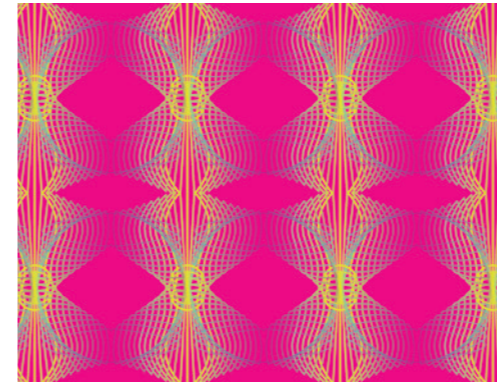


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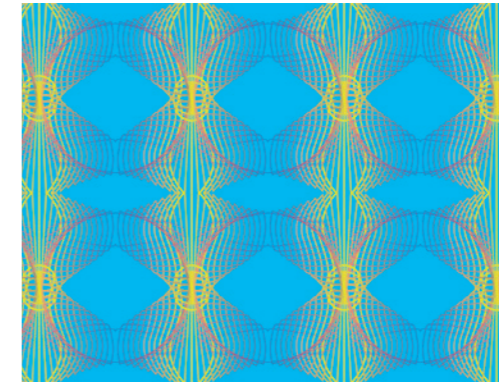


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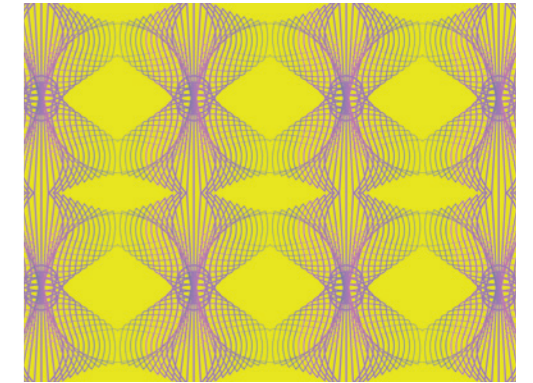
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427\_002\_DATURE REFLUX

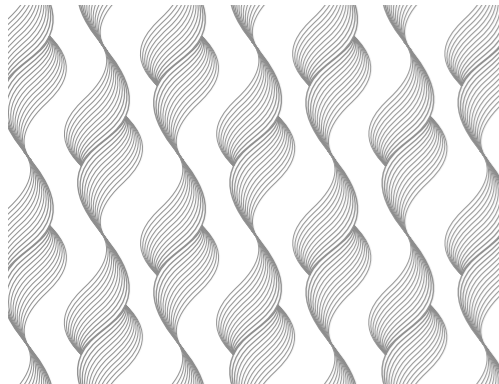


427\_001\_DATURE REFLUX



427\_003\_DATURE REFLUX

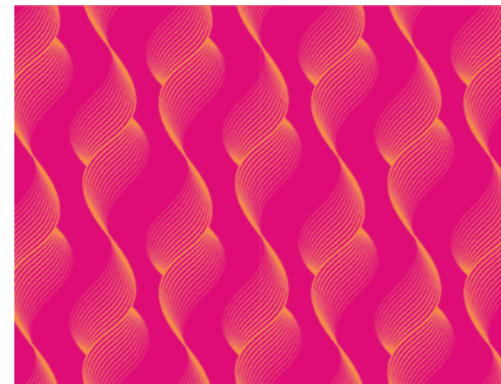
## CONCEPT 3\_DATURE TIDE



425\_005\_DATURE TIDE



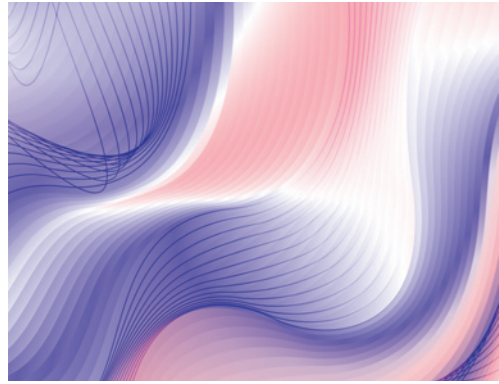
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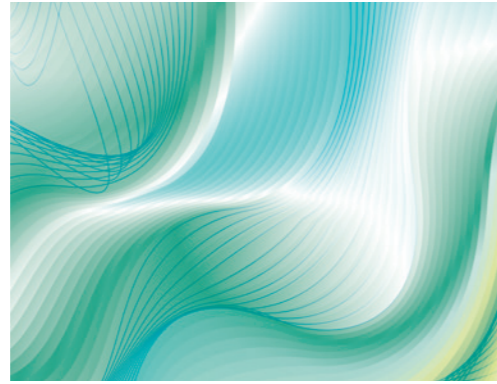
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# SINGLE WALL COVERINGS

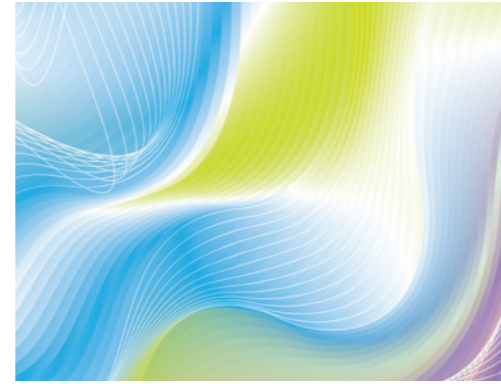
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428\_002\_DATURE FLOW



428\_003\_DATURE FLOW



428\_001\_DATURE FLOW

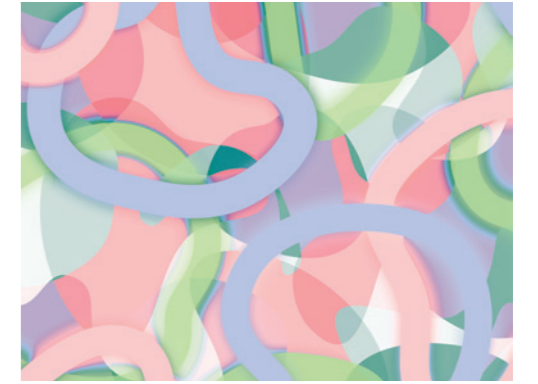
## CONCEPT 4\_DATURE FUSE



431\_001\_DATURE FUSE



431\_003\_DATURE FUSE

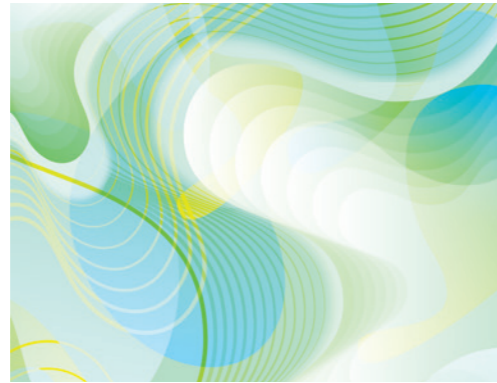


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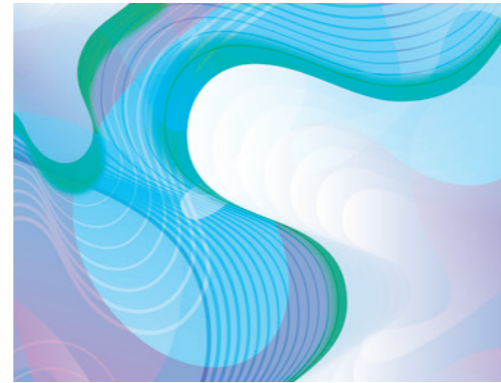
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429\_002\_DATURE FLUX

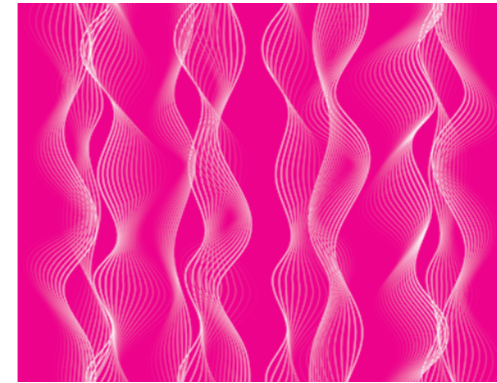


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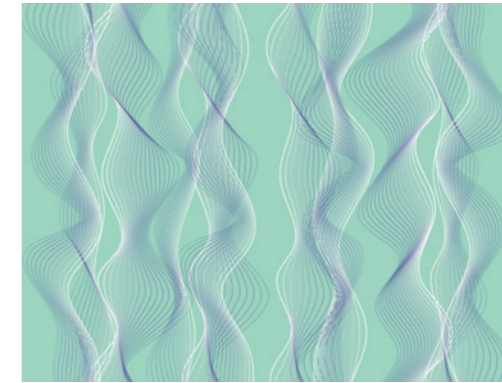


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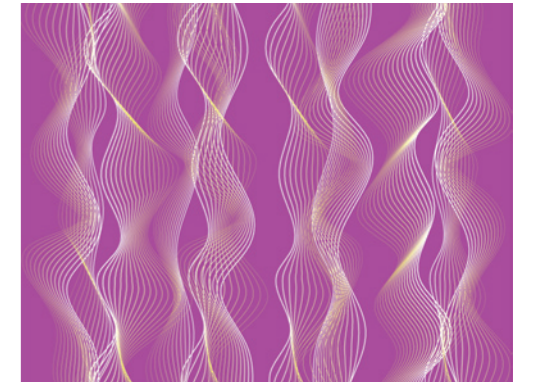
## CONCEPT 5\_DATURE STREAM



432\_002\_DATURE STREAM

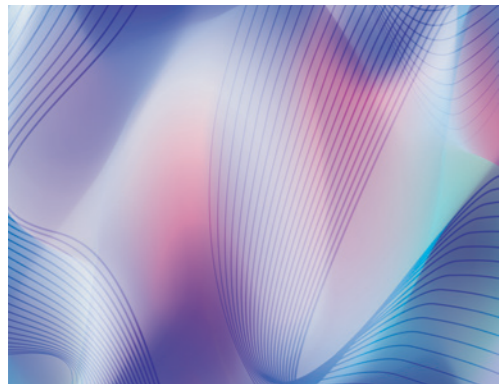


432\_003\_DATURE STREAM



432\_005\_DATURE STREAM

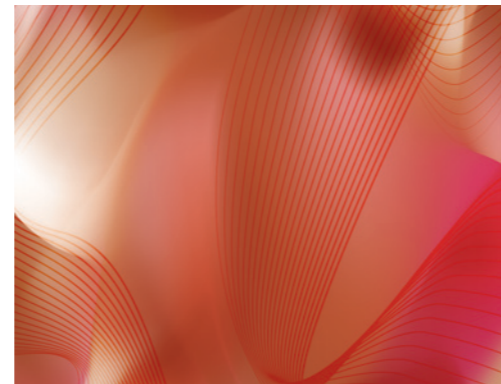
## CONCEPT 3\_DATURE MOTION



430\_002\_DATURE MOTION



430\_003\_DATURE MOTION



430\_005\_DATURE MOTION

**THANK YOU**

*fantini*  
**DATURE COLLECTION**



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