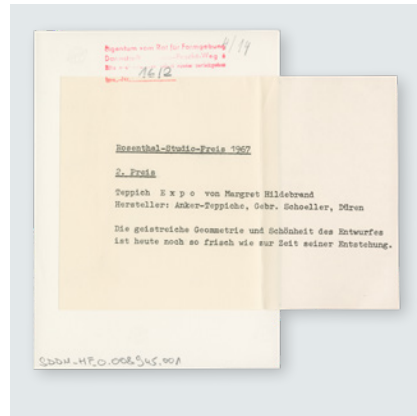




REFERENCE REPORT

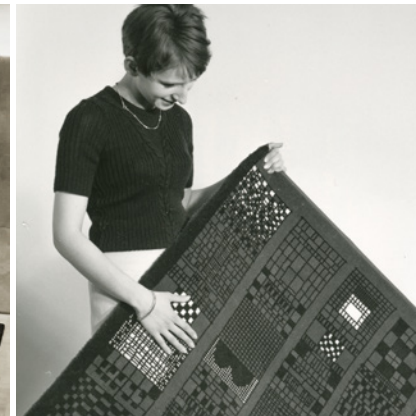
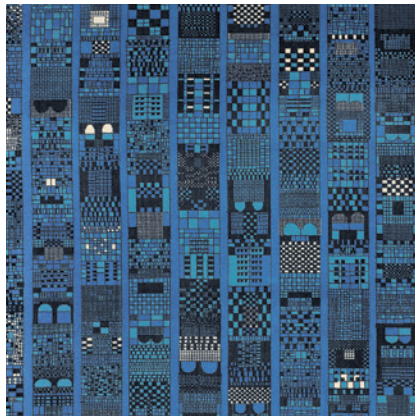
Mid-Century Design RUG from the Post-War Era

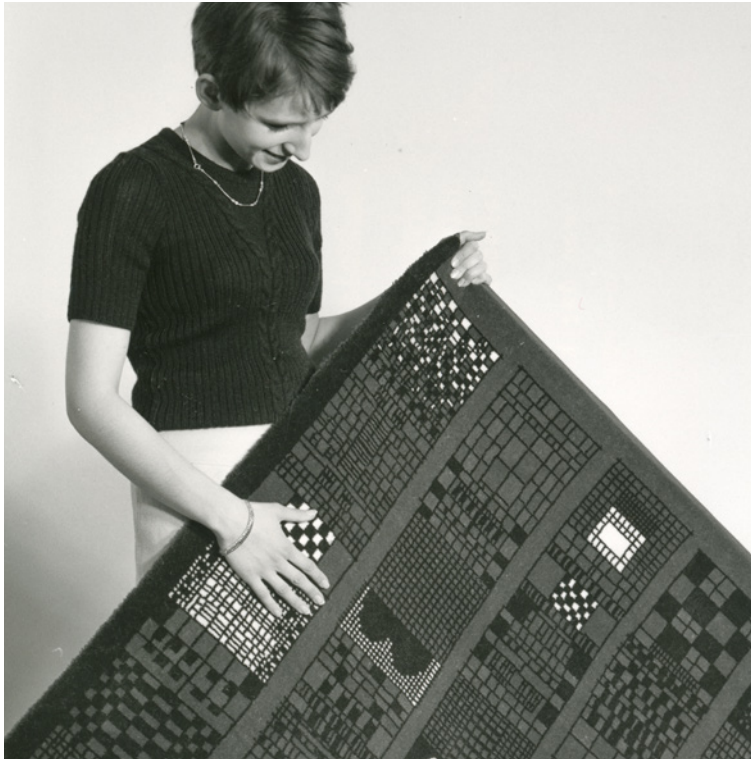
ANKER Carpet for the World EXPO in Brussels 1958



Prof. Margret Hildebrand
German industrial designer

As one of the most important
German textile designers of
the reconstruction period,
she designed the EXPO carpet.





A true one-of-a-kind masterpiece of 1950s design – this is the EXPO carpet designed by Prof. Margret Hildebrand and manufactured by ANKER for the Brussels EXPO 1958.

With the motto “Evaluation of the World – for a More Humane World,” the first World Exposition after World War II placed humanity at its center. Accordingly, the German pavilion presented various everyday living spaces under the aspect of “Living and Working in Germany” – with a surprisingly modern perspective and already 70 years ahead of today’s New Work concept: life and work merge, the furnishings of both areas become similar. They become open and gain more lightness and cheerfulness, making spaces not just beautiful but also comfortable. Humans are the focal point.

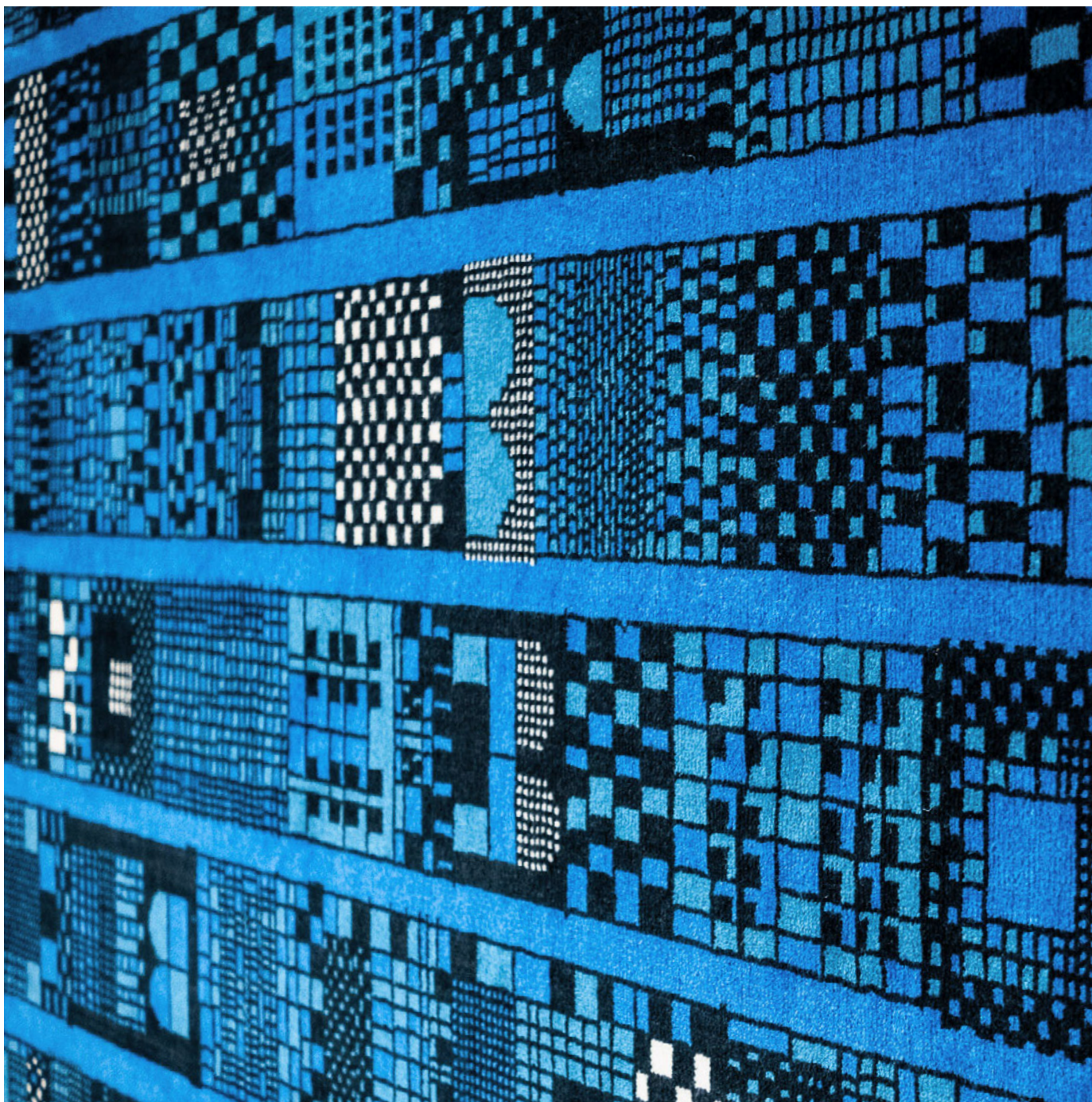


ANKER



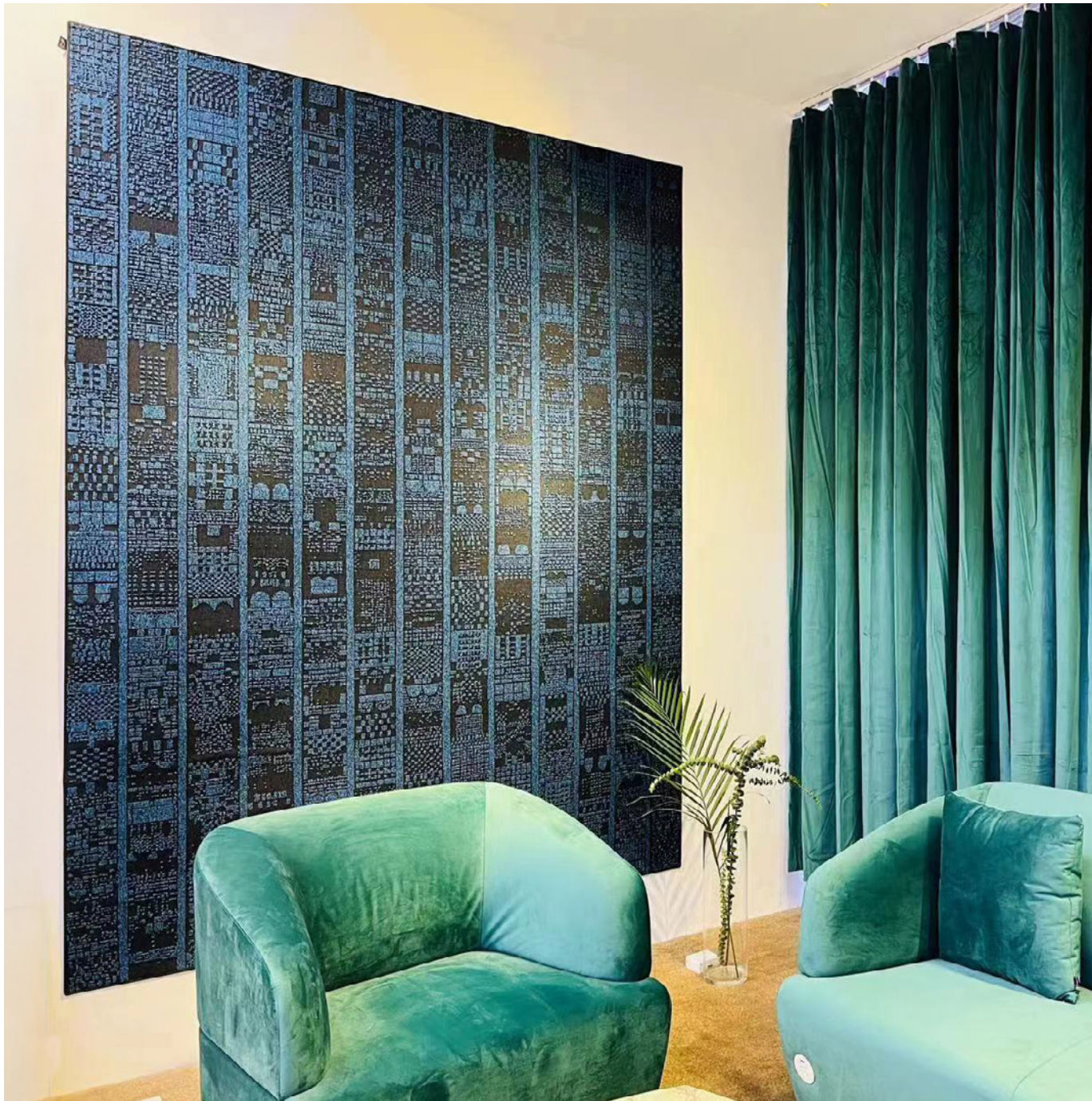
Post-War Design

Building on these ideas, the German pavilion was designed by renowned Werkbund artists in the style of the 1950s. Among them was Prof. Margret Hildebrand, one of the most important industrial and textile designers of Germany's post-war period. For the pavilion, she created a carpet composed of numerous graphic elements with a pattern that shows no repeats. Confident yet modest, this icon reflects the essence of an era. A German design classic.

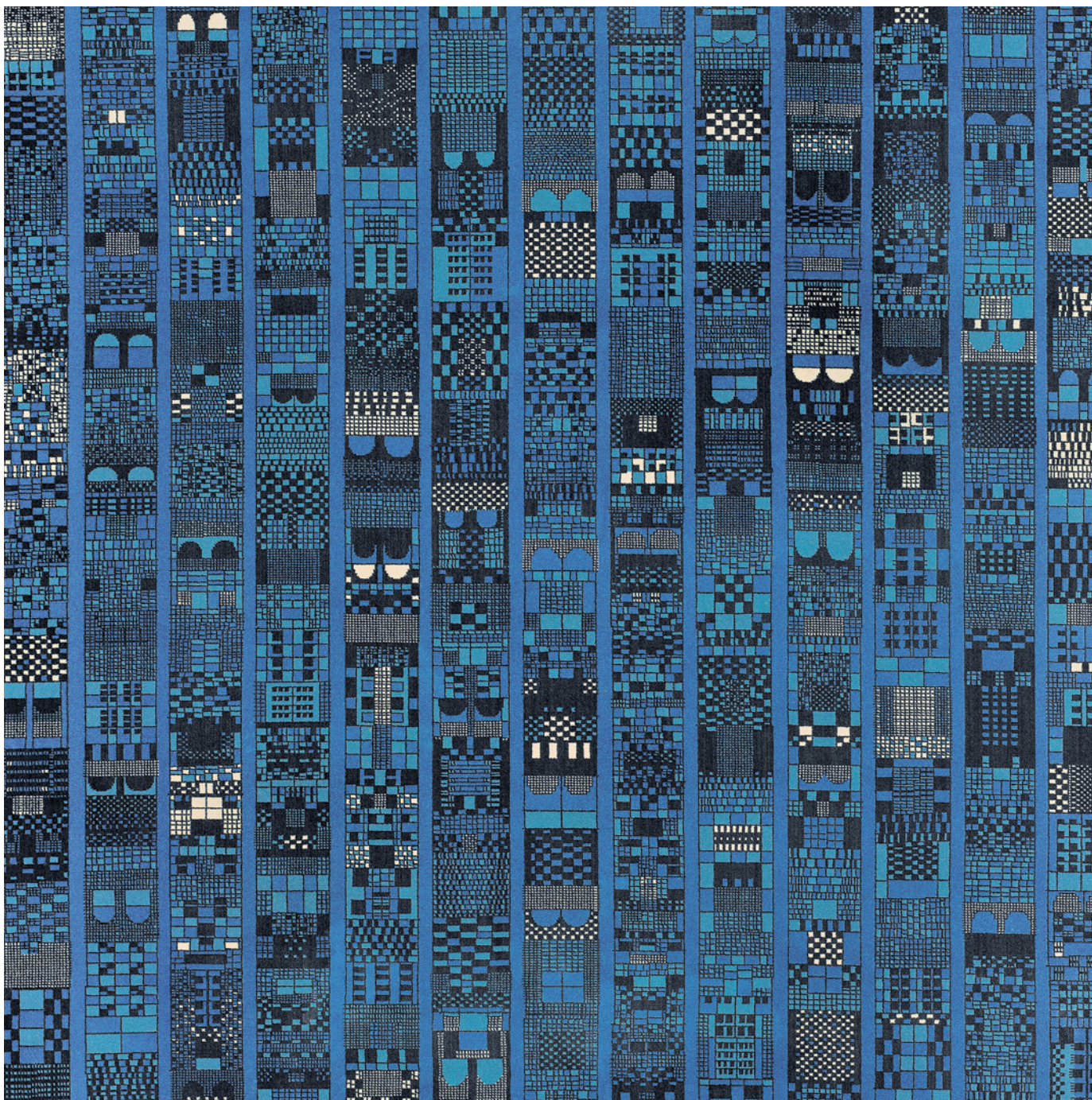


EXPO Rug Reissued as a Vintage Edition

Originally produced in dimensions of 8×3 meters for the EXPO, this 4-chord jacquard-woven designer rug made of pure wool was reproduced following the World Exhibition, as well as again in 1989, in a smaller version (2.5×3.5 meters), in two color variations, and in limited quantities. After the pavilion was scheduled for demolition with all its interior to be scrapped, the EXPO carpet with its unique design remains one of the few preserved and sustainably recognized exhibits – not least thanks to its timelessly modern character.



A reproduction of the EXPO-
RUG exhibited at the trade fair
„Design Shanghai 2023“.



More information at
anker-carpets.com