



27 September 2012

Campaign for Wool Launches in New York

The Campaign for Wool will head to New York for the launch of its American interiors programme and host WOOL UNCOVERED – a wool installation in Bryant Park – right in the centre of Manhattan.

Designed as an interactive wool feature for the general public – some 20,000 people use the space on a nice weather day – it is perfectly positioned to bring a truly rural wool moment to urban New York.

The Sheep Meadow

A flock of thirty sheep will be brought in from upstate New York to graze on the spacious lawns of the Park which is surrounded by some of the tallest buildings in the city and sits directly behind the magnificent New York Public Library.

Surrounding it there will be trees wrapped in wool and the many French park seats will wear a wool upholstery slip for the day in bright plain shades and Harris Tweed.

The Wool Salon

A feature outdoor Living Room designed by Gensler – the world's largest architects, will showcase the beauty of woven and tufted carpets with a stunning woven rug at its centre. Sweeping up the 6th Avenue steps, wool runners in bright blue will lead visitors to the Wool Salon with wool upholstered furnishings and also a super-size wool bed by Vi-Spring which will be given away through a prize draw at the end of the event. A wool mattress will also be hand made in the Park during the day by a Master Craftsman.

The Wool Fountain

Wool will spill out of the Bryant Park Fountain – where the water will have been stopped for wool to take centre stage. An art installation commissioned specifically for the event will form a fantastic centre-piece.

Wool Sorting Table

This takes the public through the early stages - showing different types of wool and its transition from raw fibre through to yarn, carpet and cloth.

The Wool Book

An 80 page resource and design guide for interiors – this publication will be on sale in Barnes & Noble in Manhattan during Wool Week. It will be distributed to the American Society of Interior Design and the International Interior Design Association membership. Covering core facts about the fibre as well as many interesting features on wool and wool manufacturers, a special edition will also be available as an app for Apple and android platforms.

Events throughout the day

The Wool Walk - A scheduled relay-style walk through the various stages of the industry starting with the sheep – leading to the wool sorting table – on to bed making and then tufted and woven carpet manufacturing and then on to upholstery.

Wool Talks - There will be two organised talks for colleges on fashion and interiors to bring students to the event.

'Come Knit with Me' –A full day drop in knitting event with Knitty City.

Win a Wool Bed – Prize Draw for visitors to the Park to post their name and emails and have a chance to win a luxury Vi-Spring Bed.

<http://www.campaignforwool.com/index.php/events/>