



Design begins with ideas

Swiss-born Michele Rondelli, creative consultant and interior architect, lives between Spain and Zurich and works all over the world. "The first twenty-four hours of my working life were spent on an airplane bound for Hong Kong. I like working in planes; high altitude makes the mind fly. Design begins with ideas, not products."

He divides his time between hotel and private residence projects in Spain and the broader demands of his role as creative director of the century-old Müller-Zell textile mill in Germany. "As head of a creative team my job is to harness individuals' talents and allow the product to shine, not the personalities. It is essential to work with harmony and generous creative creativity."

Rondelli has given a fresh look to the company and set new parameters; "I designed the showroom with black floors and ceiling so that the individual fabrics stand out in striking relief and are made to speak for themselves, rather like actors on a bare stage."

Müller Zell works closely with international textile creators, renowned furniture manufacturers to design textiles for home and contract. "In collaboration with these partners, we create and supply textiles to residential and contract markets including hotels, cruise ships and corporate offices," he explains. Müller Zell covers a worldwide market, stretching from Europe to the USA, Asia and Australia. "We like to deliver creative concepts. Currently we are a new contributor to the Guggenheim Museum Textile Collection," adds Rondelli. He is also designing draperies, upholsteries and wall fabrics for the luxurious Bulgari Hotel Resort, Bali.

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