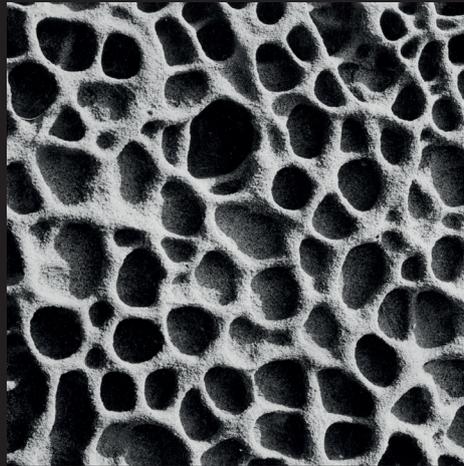


**TIBOR**

ORIGINAL SINCE 1946



## Tibor and The Art of Fotexur

Hungarian émigré Tibor Reich (1916–1996) was one of the most prominent figures in the British post-war textile industry. A gifted artist and dynamic entrepreneur, he moved to the UK in 1937 to study at Leeds University. Tibor Ltd, the company he established in 1946 he established at Clifford Mill near Stratford-upon-Avon in Warwickshire, was a leading brand throughout the 1950s and 60s.

Texture was the defining feature of Tibor's textiles. As well as his celebrated Deep Texture weaves, he produced arresting screen-printed curtain fabrics, known as Texture Prints.

Most of the designs selected by Forbo are from Tibor's ground-breaking Fotexur collection, launched in 1957, winner of the Council of Industrial Design's inaugural Design Centre Award. The 'Fo' refers to photography, while 'Texur' evokes texture, both key aspects of these designs.

Close-up photographs of organic materials, such as straw and bark, provided the starting point for Tibor's intriguing Fotexur patterns. A keen photographer, he drew inspiration from the natural world. His eye was attracted to relief patterns and tonal contrasts in unusual places, such as fissures in a dried up river bed. Tibor also photographed his own weaves and used these images in his designs.

The Fotexur process began by screen-printing the photograph on paper, before isolating a section of the image and cutting it into squares or strips. Patterns were created by rotating and re-arranging these repeated motifs in different formations to create energetic and rhythmic compositions. Tibor's bold choice of colour variations provided the final ingredient to these stimulating and eye-catching designs.

Printed on Forbo Flotex in vibrant colours, Tibor's innovative Fotexur designs have a timeless feel, despite dating back 70 years.



