



**Bo Lundberg**

**Gems**

M2R is a label for high quality hand knotted design rugs.

Marcel Müller has been working with handmade rugs for more than 15 years and has held leading positions for some of the best international brands. In doing so he had the opportunity to compare styles, designs and philosophies.

In 2022 he started the label M2R because he wanted to break new ground and realize his own ideas.

The M2R collections now available are the result of his passion for traditional craftsmanship, uncompromisingly high-quality materials, extraordinary, space-defining colour worlds and the creation of modern, sustainable designs.

The VIVA CON AGUA collection was created in cooperation with the Hamburg-based non-profit organization. The designs of this collection come from six artists who support Viva con Agua with their work. The result is a broad ranged and individual collection with different themes, styles and techniques. Parts of the profit go to Viva con Agua drinking water projects in Nepal and India where the rugs of this collection are manufactured.

Supporting such projects is one of his contributions to sustainability in the production of high-quality hand knotted rugs. He thus wants to improve the lives of the people working for M2R. That is why M2R is also a certified partner of the Swiss fair trade label STEP. The high standards monitored by STEP are instrumental in valuing the work of the weavers.

**Artist description:**

"If ever there was a contemporary artist whose work could mistakenly be positioned in the glamorous vaults of the past, Bo Lundberg is that artist. With a palette for exquisite simplicity, elegant colour, striking graphic elements and a hint of abstraction, his oeuvre oozes retro cool.

Ever since Saul Bass stunned cinema-goers with his graphically simplistic film title sequence of Otto Preminger's 'The Man with the Golden Arm' in 1955, graphic artists (Andy Warhol included) have been pushing the boundaries of visual communication in its most simple form – to great effect.

Bo Lundberg's art, very much in this ilk, is no different – a clever interpretation of the glamorous world in which he (or James Bond for that matter) lives. Drawing inspiration from objects he comes across in everyday life, the result is a harmonious testimony to how he has honed his skill without losing sight of his belief that for an image to work, it should reflect something to which the viewer is able to relate.

With a roster of international clients to his name such as Wallpaper magazine, Vogue, Elle, Escada, Coca Cola, MTV, Neiman-Marcus, Rolling Stone and Scandinavian Airlines, perhaps his own film title sequence should read something like 'Catch Me if you Can'."

-Voor Magazine