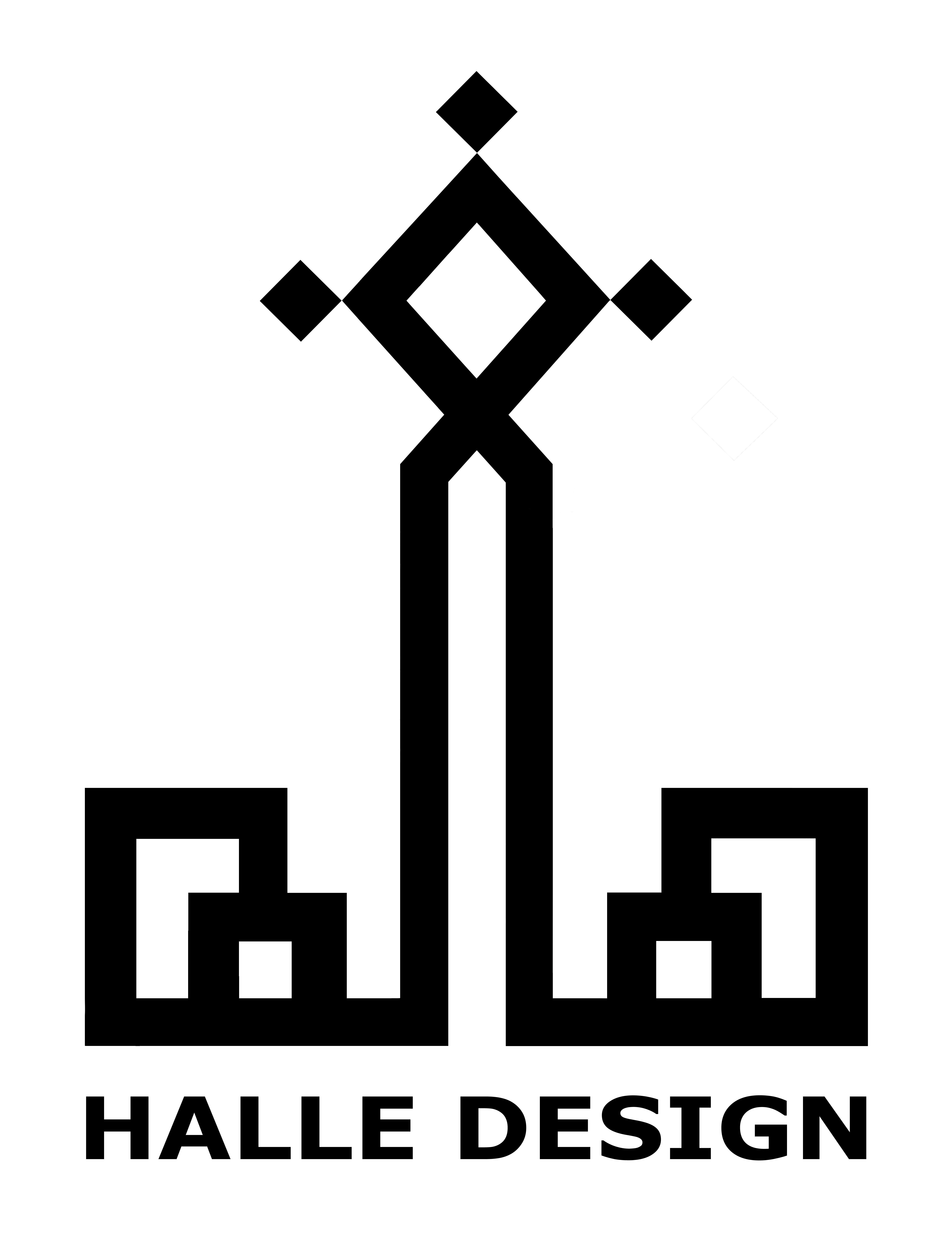
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PRESS RELEASE Milano 2025

# Press Kit: “Flow of Memory” by Hala Yousif

**Milan Design Week 2025**

## Introduction

Hala Yousif, a textile designer bridging her Iraqi heritage and Dutch life, unveiled her captivating tapestry Flow of Memory at Milan Design Week 2025. This woven masterpiece intertwines a personal narrative with an urgent environmental message about water, land, and climate change. Presented as part of the award winning sustainability-focused Roots Exhibition, the tapestry reflects Hala’s commitment to eco-friendly materials and her vision for art as a catalyst for change.

## About Flow of Memory

Flow of Memory transforms a sketch Hala created over 30 years ago, as she left war-torn Baghdad for Sweden, into a vibrant tapestry. Now based in the Netherlands, Hala wove this piece using natural wool and cotton from dead stock, emphasizing sustainability. The tapestry features:

* **Earthy Palette**: Warm browns, beiges, ochre gold, and deep browns evoke the landscapes of Mesopotamia and the Netherlands.
* **Abstract Patterns**: Spirals and curved lines symbolize flowing water, while geometric shapes represent structured earth.
* **Dynamic Details**: Dangling threads mimic cascading water, and the stylized word “eye” signifies vision and memory.
* **Environmental Message**: Inspired by the Tigris and Euphrates’ struggle with drought and the Netherlands’ water-rich landscapes, the piece reflects global water and land challenges.

Crafted in a specialized textile lab, Flow of Memory merges personal memory with a universal call to preserve our planet’s resources.

## About Hala Yousif

Hala Yousif is a textile designer and owner of Halle Design whose work blends her Iraqi roots with her experiences in Sweden and the Netherlands. Growing up near the Tigris and Euphrates, she witnessed their environmental decline, a theme that resonates in her art. Now in the Netherlands, Hala uses sustainable materials to create textiles that spark dialogue on climate change. Her work has been showcased internationally, with Flow of Memory marking a highlight at Milan Design Week 2025.

## Fact Sheet

* **Title**: Flow of Memory
* **Designer**: Hala Yousif
* **Event**: Milan Design Week 2025
* **Materials**: Natural wool, cotton, eco-cotton, viscose combined with lurex (recycled from dead stock)
* **Dimensions**: 160 cm x 180 cm (w x h)
* **Exhibition**: Presented by the Roots Exhibition, Masterly the Dutch in Milano
* **Themes**: Sustainability, water conservation, climate change, personal memory
* **Location**: Palazzo dei Giureconsulti, Milan
* **Dates**: April 8–13, 2025

## Visual Assets

The following high-resolution images are available for press use (please credit Hala Yousif and the Roots Exhibition):

1. **Image 1**: Perspective of Flow of Memory tapestry (JPEG, 300 DPI)
2. **Image 2**: Close-up of tapestry texture (JPEG, 300 DPI)
3. **Image 3**: Flow of memory as part of exhibition (JPEG, 300 DPI)
4. **Image 4**: Details of tapestry with fringe (JPEG, 300 DPI)

## Press Contact

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## Call to Action

Join the conversation on art, sustainability, and environmental change. For interviews, additional images, or exhibition details, contact Hala Yousif or visit the Roots Foundation website.