



13RUGS 2020 COLLECTION

13/13 REFLECTING COLOURS.

13RUGS presented new collection of unique carpet

13RUGS by rohi presented the 13/13 REFLECTING COLOURS collection at IMM 2020. The collection comprises 13 unique carpets, concentrating on 2 x 13 curated colours. The first of the 13 unique carpets was launched at the furniture fair. After that, another 13RUGS carpet from the collection will be introduced each month throughout 2020.

Window on a world of intense colours

The idea behind 13/13 REFLECTING COLOURS is to create a collection centred on colours and their impact. "Our world is very colourful. We're surrounded by countless colours every day. We encounter them casually, we sometimes ignore them and even get sick and tired of them," says Tina Wendler, Marketing & Sales at 13RUGS, "but occasionally, we perceive colours very intensely and consciously: the cool and calming grey of a mountain range, the lush green of a meadow in early summer, the radiant blue of the sea. Like these moments and images, we often associate special memories and stories with the colours."

The two founders of 13RUGS wanted to find focus in our world of intense, kaleidoscopic colours and colour-overload. Another theme is mental and emotional reflection on the colourways: "With the 13/13 REFLECTING COLOURS collections, we want to investigate, intensely and intentionally, the 2 x 13 selected colours, immerse ourselves in them and bring the stories we associate with them to life in minds and in the product," explains Lara Wernert, Designer at 13RUGS, adding: "For us, REFLECTING COLOURS means exploring the power of each colour in the collection, starting with our source of inspiration, and translating it into unique textile products."

Inspired by nature's paintbox

The collection's palette of colours comprises 2 x 13 selva colours, and they are the only ones used in the collection: 13 colours and 13 non-colours. All colours are inspired by nature. There are intense, loud natural colours, like a bold, brilliant ice blue, or a warm, glowing rusty red and subtler natural shades, like a cool, clear stone grey or a delicate, soft sandy beige. The collection thrives on the mix of monotone designs that focus exclusively on one of the collection colours, and mixed colour compositions combining various natural colours. By launching a new collection carpet each month, we will be gradually completing a harmonious world of colours through the year.

A series of unique carpets

The 13 carpets in the collection are conceived as autonomous, unique products, yet also part of a series. Each carpet tells its own story in colour and design; each unique product features different laying methods and design options. Looking at the collection as a whole gives a very comprehensive insight into the creative possibilities the hand-made, unique 13RUGS carpets offer. The carpets share a continuous colour concept that will gradually be completed, month by month, to form a harmonious whole. All designs also share uniform, classic dimensions, coming in a standard size of 1,5 m x 2,2 m, to highlight the colours and their effects.



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