



13RUGS 2020 COLLECTION

## 13/13 REFLECTING COLOURS.

13RUGS presents new collection of unique carpets

13RUGS by rohi presents 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 will be 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. 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 collection 13/13 REFLECTING COLOURS is about focus in a world of intense, kaleidoscopic colours and colour-overload. Another theme is mental and emotional reflection on the colourways: intensely and intentionally, the collection investigates the 2 x 13 selected colours, immerses in them and brings the stories associated with them to life in minds and in the product. REFLECTING COLOURS means exploring the power of each colour in the collection, starting with the 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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## 1/13 STONE GREY

13RUGS will debut the new collection at IMM with the unique '1/13 STONE GREY'. The first carpet in the collection is inspired by the stony shades of mountain rocks. The cool, clear stone grey is the primary colour, with a delicate light yellow and a refreshing shade of aqua as accent colours. The highlights are horizontal lines, reminiscent of light rays shining through crevices and water flowing from the mountains. The design is classic and straightforward, laid in a uniform horizontal alignment. The accent colours are bold, and therefore subtly proportioned. The first carpet in the collection tells a story that harks back to the home of 13RUGS in the foothills of the Bavarian Alps, the surrounding mountains, the tranquillity and feeling of home they exude.

### More to come

The second carpet in the collection, '2/13 ICE BLUE', will be presented in February by a selected partner. The relaunched 13RUGS website and social media channels will also showcase the inspiration, product and production process throughout the 2020 collection. Each month, another unique 13RUGS carpet will be shown, until the entire collection has been released at the end of 2020.

If you are interested in receiving regular, monthly media kit on the current carpet from the collection, simply contact us!

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