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ANOTHER RUG ^{AP1}

BY ALL THE WAY TO PARIS
2014

& tradition[®]



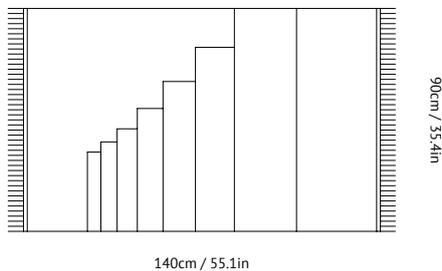
ANOTHER RUG ^{AP1}

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2014

Although ATWTP has designed patterns for fabrics before, this is the first time the graphic design studio has worked with woven textiles. Another Rug is manufactured using the ancient Kilim technique, a type of tapestry-woven rug from the Middle and Far East. Yet Another Rug has an edgy, contemporary feel, with its bold colour palette and its graphic design.

“In the scrapbook of the sketching process we have a lot of pictures of different rooms; especially rooms with stairs,” says Petra Olsson Gendt, one of the two founding partners of ATWTP. “In a way Another Rug is an abstract trompe l’oeil, the illusion of a room within a room.”

The end design is of an endless stair portrayed from a perspective that gives it a depth and makes it a playful addition to any space. “It’s really important to us that while Another Rug has an abstract graphic motif, it also uses a very traditional craft technique and high quality materials,” says &tradition founder Martin Kornbek Hansen. “This clash of old and new is what characterises &tradition’s work.”



Product type	Rug.
Production Process	Handwoven kilim rug made from carefully selected natural materials.
Environment	Indoor.
Dimensions (cm / in)	90cm/35.4in x 140cm/55.1in.
Weight (kg)	1.7kg.
Materials	80% pure New Zealand wool, 20% cotton.
Colours	Yellow Amber. Red Volcano. Green Jade. Blue Thunder.
Cleaning Instructions	Dry clean only.
Package Dimensions (cm / in)	H: 12cm/4.7in x D: 12cm/4.7in, L: 100cm/39.4in.



ANOTHER RUG AP2

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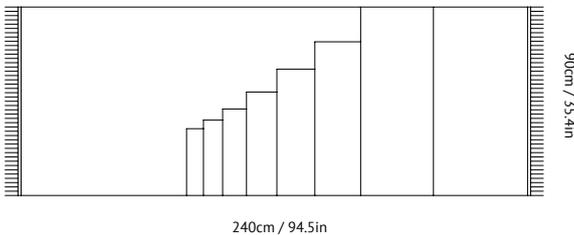
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Product type	Rug.
Production Process	Handwoven kilim rug made from carefully selected natural materials.
Environment	Indoor.
Dimensions (cm / in)	90cm/35.4in x 240cm/94.5in.
Weight (kg)	2.6kg.
Materials	80% pure New Zealand wool, 20% cotton.
Colours	Yellow Amber. Red Volcano. Green Jade. Blue Thunder.
Cleaning Instructions	Dry clean only.
Package Dimensions (cm / in)	H: 15cm/5.9in x D: 15cm/5.9in, L: 100cm/39.4in.



ANOTHER RUG ^{AP3}

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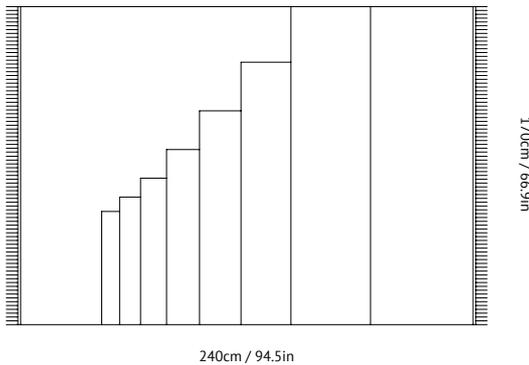
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Product type	Rug.
Production Process	Handwoven kilim rug made from carefully selected natural materials.
Environment	Indoor.
Dimensions (cm / in)	170cm/66.9in x 240cm/94.5in.
Weight (kg)	4.00kg.
Materials	80% pure New Zealand wool, 20% cotton.
Colours	Yellow Amber. Red Volcano. Green Jade. Blue Thunder.
Cleaning Instructions	Dry clean only.
Package Dimensions (cm / in)	H: 20cm/7.8in x D: 20cm/7.8in, L: 180cm/70.8in.



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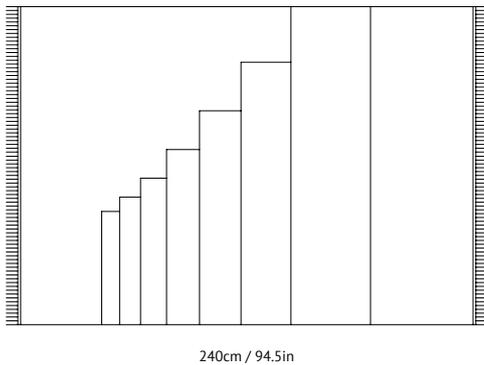
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