

OBJECT CARPET

Page 1 of 5

PRESS RELEASE

The exceptional FREESTILE has been reinvented:
OBJECT CARPET presents a new collection of fitted rugs
under the name RUGXSTYLE

FREESTILE goes RUGX: Renowned carpet expert OBJECT CARPET will present its latest developments (and additions) at the start of the new year at the imm cologne with RUGXSTYLE – custom-cut carpets featuring modified versions of designs from the FREESTILE Collection, winner of six awards. Once limited to large surfaces, it can now have its impact in other dimensions as well. RUGXSTYLE goes beyond its origins and develops a life of its own, and with it a new and completely unique intention. It is sometimes unconventionally powerful, sometimes discreetly reserved – for your own four walls or for an entire building.

FREESTILE is known for its continuous interplay of form and colour, which can stretch on infinitely, only stopping when it reaches a wall. The new RUGXSTYLE carpet collection breaks away from this concept and focuses on the essentials. This is because these fitted rugs can be used to create a remarkable attention-grabber in the room. The striking visual effect created by the exciting design of the individual colour themes makes RUGXSTYLE the absolute centre of attraction. This enables interior designers to provide very large spaces with an expressive and aesthetic design, without restricting their sense of openness. RUGXSTYLE enables zoning without boundaries, while still creating clearly defined areas, and this can be used as a design principle in complex buildings.

Based on the FREESTILE colour schemes, the new floor coverings have been produced in six different and highly characteristic designs, each with two colour shades and three shapes. And because product development always involves change, RUGXSTYLE includes not only changes in shape, but also adjustments to colours and patterns. Designers Kathrin and Mark Patel manage to impress with a newly developed pattern based on the AMSTERDAM theme. They have also introduced colour gradations

OBJECT CARPET

Page 2 of 5

and enlarged the colour areas in VENICE and MARRAKESH and playfully distort the familiar classic fringe elements of ANTWERP and AARHUS.

By skilfully challenging contrasts, RUGXSTYLE calls for a change of thinking and a visionary approach to carpet traditions. Classic connotations, enforced by the textile and sensual appearance of the product, are contradicted by the tough, industrial strength, hard-wearing printed surface. Whether sensual optics or robust haptics; whether rectangular or round in format: the respective design pairs create contrasts – as an individual centrepiece or as part of an innovative combination. RUGXSTYLE suits any style of room. This results in countless design options to inspire the viewer's imagination. RUGXSTYLE can be used to create strong accents, whether as a link between different rooms or as an artistic centrepiece that draws everyone's attention. Its effect is highly varied, due to the variety of styles on offer. Areas can be organised and structured with RUGXSTYLE, whether by combining rugs together or pairing them with other floor coverings and materials. This can result in zones that create connected spaces in shops, hotels or open-plan offices, and have a positive influence on the surrounding atmosphere.

The characteristics that formed the basis of FREESTILE's success have remained the same despite the new developments: in addition to its irresistible and fascinating visual effect, RUGXSTYLE also features excellent environmental properties. The raw material for the textile elements is recyclable PET, which can be recycled following the product's service life. Alongside its sustainable properties, the highly expressive RUGXSTYLE also has flawless acoustic values which increase comfort and well-being. High quality standards and the skilful use of design and materials are the trademarks of RUGXSTYLE.

OBJECT CARPET

Page 3 of 5

Image preview:



RUGXSTYLE Aberdeen



RUGXSTYLE Venice



RUGXSTYLE Antwerp



RUGXSTYLE Aarhus



Zoning with RUGXSTYLE Amsterdam

OBJECT CARPET

Page 4 of 5



Zoning with RUGXSTYLE Marrakesh



RUGXSTYLE Venice

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OBJECT CARPET

Page 5 of 5

About OBJECT CARPET – Where visions become reality

Since 1972, OBJECT CARPET has stood for quality, design and innovation in the commercial property sector. At OBJECT CARPET, beauty and practicality always go hand in hand. The carpets are durable and robust, with an exciting colour palette. A sense of aesthetics, colour and architecture, in combination with advanced production techniques, results in elegant and unusual designs in the form of rugs, carpet tiles and fitted carpets. With over 1,200 styles and colours as well as individually-customised products, the OBJECT CARPET collection offers a unique diversity for modern interior design, manufactured from carefully selected, high-quality raw materials. Customers all over the world appreciate these qualities, from Google and Microsoft, Adidas and Marc Cain, to Porsche, Kempinski and the Arge German Pavilion at Expo 2015.

Numerous design and corporate prizes, such as the widely respected Red Dot Award, have demonstrated OBJECT CARPET's outstanding design competence and corporate achievement. Most recently, OBJECT CARPET was again listed by Ernst & Young in their "Top 50 German luxury brands" and was selected by Langenscheidt as one of their "brands of the century".

With innovative production techniques and sustainable manufacturing methods, OBJECT CARPET is a pioneering enterprise that enables design visions to become reality. So it was no surprise that the company was selected to provide the "red carpet" for the German Sustainability Award ceremony in 2015. OBJECT CARPET's wall-to-wall carpets and custom-cut carpets – under the name RUGX – received the evidence-based recommendation from the TÜV (German Technical Inspection Association) for safe use by allergy sufferers. And, according to the DAAB – (the German Allergy and Asthma Association) these carpets reduce atmospheric dust particle levels. Experience OBJECT CARPET's world of colour and materials in any one of the company's showrooms in Germany, Austria, and Switzerland.

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OBJECT CARPET

Page 6 of 5

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