

PRESS RELEASE

August 2011

Looking for talent, innovation and inspiration? Meet Kate Maestri, Kathleen Hills, Kay+Stemmer and loophouse, and explore some of Britain's best design for architectural projects and interior spaces. Discover their work on our stand: contemporary stained glass, ceramic lighting, furniture and custom handmade rugs. This year, loophouse is part of the Design Nation, stand A26 at 100% Design, Earls Court 2, London, 22 – 25 September 2011.

At this year's show loophouse will be exhibiting the following three rugs:

Diavision Jostling for the best view, yet perpetually destined to be both leader and led.

Triscatter Huddled assemblies, crowded in systematic clutter.

Spot on, alchemy A play on loophouse's "Soft Spot" and "Sylvestris, alchemy", this design exquisitely depicts the company's custom rug capabilities.

New collection from loophouse

Ditto Duo and **Ditto Flux** form two halves of the **latest** rug collection **Ditto**. The collection was born as a result of loophouse's continuing work with high street retailers Topshop, and the requisite to offer both technical and design solutions to perform and draw attention in these busy surroundings.

Ditto is a twin collection with two identities, consisting of **Ditto Duo** and **Ditto Flux**. Inspired by geometrics, with a nod to psychedelia, the collections find a truth and liberation in perpetual reiteration.

Ditto Duo presents a defined design statement with two alternating colours. The assertive twin to Ditto Flux, Ditto Duo is resolved and audacious, inexhaustible in its energy and conviction.

Ditto Flux provides a fluid and harmonious counterbalance to its twin Ditto Duo. Lost in reverie, Ditto Flux celebrates the shades between two extremes, and takes pleasure in the journey to either conclusion.

Ditto Duo and Ditto Flux demonstrate how the skeleton of a design can be transformed with the different techniques that loophouse offer.

"We wanted to offer rug designs that used repeating geometric imagery with our new colour manipulation technique. These rugs not only look amazing but also have enhanced practical qualities and work perfectly in retail and busy traffic areas" quotes Lorraine Statham, Director of loophouse

The DITTO collection cleverly combines two similar yet different collections in one story by developing innovative, **new** and fresh techniques for the hand made method of rug making.

Lorraine Statham, founded handmade bespoke rug company loophouse in 1992. Winner of Women into Business, she has worked a prestigious list of clients that includes Liberty, Sony, BBC, Gleneagles and has designed collections working with The Guggenheim Museum, New York and Venice, British Museum and British Library. Rugs soon to be seen in Moroso Showroom, London.

For more information on loophouse and their collections visit www.loophouse.com

The logo for loophouse, featuring the word "loophouse" in a bold, white, lowercase sans-serif font with a registered trademark symbol (®) to the upper right, set against a solid orange rectangular background.

Ditto collection rugs



Ditto Flux: Diavision,



Ditto Flux: Triscatter

loophouse[®]

For press enquiries including high res images and press loans, please contact loophouse Ltd on 020 7207 7619 or info@loophouse.com