



PRESS RELEASE

loophouse launch the Alchemy Rug Collection.

April 2009.

The mystical spirits of nature are the inspiration behind the new Alchemy Collection by loophouse. The classical elements - air, earth, fire and water form the basis for each of these four fine wool rug designs.

Highly skilled techniques are combined with four carefully considered colour palettes to produce a carpet surface that is flooded with gradated tones – the outcome creating dramatic contemporary forms of striking colour effect, not often seen in bespoke rugs. The collection consists of four area rugs of 1.52 x 2.13 metres and runners. Of the four colour palettes two are an explosion of vibrant colour and two are taken from a calm earthy palette of subtle tones. The deceptively simple pattern of colour gradation goes beyond its decorative function, with its playful formations and thought-provoking depths – a result from the creative and highly skilled way the colour, yarn and technology is applied.

Throughout the process of designing the Alchemy Collection each rug developed its own unique identity and temperament.

Sylvestris - Created of air, these spirits are said to live high on a mountain top and are drawn to creative minds. Colour transcends from the gravelly granite to a steely grey into an airy, translucent aqua marine.

Gnomus - Being of earth, by tradition protectors of secret treasures these spirits live beneath the ground in soil, rocks and amongst tree roots. Colour moves from the dark peat through to light sand and ending in deep moss - a colour combination of understated elegance.

Vulcanus - Formed of fire, these mischievous spirits are considered the strongest and most powerful of all the elementals. Colour reaches the saturation of a deep crimson through to flaming flamingo – an intensely rich bohemian colour combination to enliven any environment.

Undine - Made of water, these spirits are beautiful, emotional and graceful with their purpose to direct the flow and course of the waters of the planet. Colour moves from the perils of the deep blue sea through to a turquoise ocean and back to a midnight blue seascape.

The Alchemy Collection works as a good illustration of the diverse technical abilities that allow loophouse to be specialists within their field. loophouse like to push the limitations of technology available in the industry today; pile is carefully considered to take texture to another level, colour techniques such as this umbra gradation tones that range from dark to light and combination of fine yarns with deep wool pile lift and elevate each design, keeping the style sharp and precise with a refreshingly modern appeal.

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

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