

Press Release

August 2005

During next month's London Design Festival (15 – 30 September 2005) there will be something rather magical going on in SE1. A celebration in the form of an exhibition and open-studio will be held at loophouse for the UK launch of their new rug collection entitled 'Enchanted Garden'.

The collection draws its inspiration from fairytales - think fantasy childhood stories set in secret enchanted gardens. Designs borrow dreamy flora and fauna from old English gardens and fantasylands and effortlessly mixes them with modern graphic shapes. The result is a stunning collection that's delicate and ornate with a contemporary twist.

Sui ren (Japanese for water lily) is an abstract design of aquatic images that float above asymmetrical and overlapping circles and curves. Kura features the bold graphics of large exotic palm leaves intertwined with abutting circles. Nixie is inspired by the image of a water sprite dancing across a pond with carefree abandon whilst Cho (Japanese for butterfly) is a composed ornate pattern as delicate and soft and the name suggests. There are 8 magical designs in the collection. Made from 100% New Zealand wool the rugs are available in various sizes and a multitude of colourways.

loophouse was founded in 1992 by Lorraine Statham. With her experienced in-house team Statham has made loophouse a leading name in the contemporary rugs industry. With recognition in the UK, Europe and North America, loophouse regularly undertakes a range of prestigious projects and commissions.

The Enchanted Garden exhibition and open studio will be showing from 23rd – 30th September 2005. Opening hours, Monday- Friday 11.00 – 17.00 and Saturday 11.00 – 16.00.

There will be a private view on Friday 23rd September 18.00 – 21.00 (Invitation only - please contact PR-Girl for invites).

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

For further press information and images please contact Louise or David at PR-Girl. T. 01273 722469 info@pr-girl.com www.pr-girl.com