

# Hand Made RUGs

loophouse®

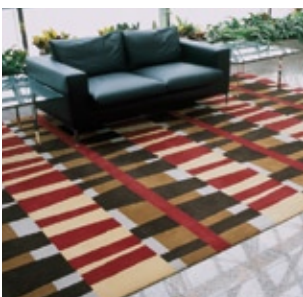
loophouse is a contemporary design studio based in London, specialising in custom handmade 100% wool rugs and carpets.

First impressions are important, whether you are designing a corporate reception area, hotel suite or private living space. Good design can have an immediate and positive impact. We understand this and work closely with interior designers, architects and clients to produce bespoke rugs, luxury carpets and striking wall art. Our service – the result of 20 years experience – encompasses every stage of production, from conception to installation. Our superior materials and production facilities, combined with our design expertise, deliver custom rug solutions to answer your brief.



Our clients at loophouse come from all sectors of business: from hotels and corporate headquarters, through retail and restaurants, to educational institutions and museums.

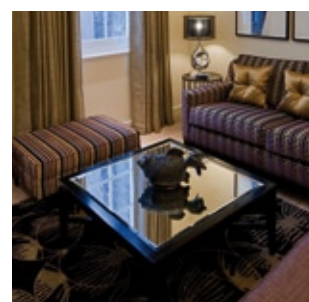
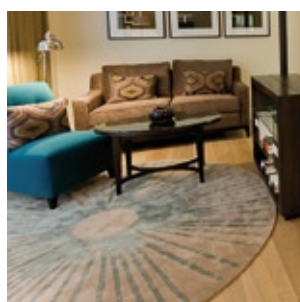
loophouse offer a bespoke design service, although many clients use our in-house *Signature* collections as a starting point for their individual creation.



A comprehensive range of rug and carpet designs can be found in the *loophouse design library*, our unique archive that stores over 2,000 design permutations.



At Loophouse we have experience at all levels of production, from individual pieces for private residences and corporate venues to volume orders for international hotel groups.



Top: Reflections; Centre: Singular Forms, No. 1; Bottom (Left to Right): Reflections, FairyClock, Kura



Where budget friendly options and volumes allow we can propose printed and machine made materials together with our 'ready to roll' rugs to tender alternative capabilities for your project brief.



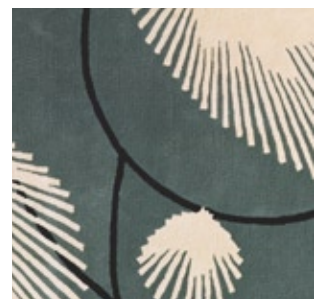
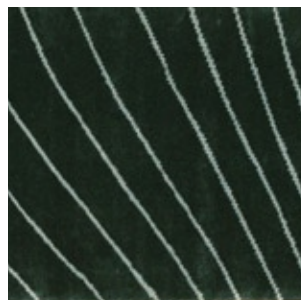
Top: Soft Spot, Left: Kura, Right: DewDrop

All loophouse rugs and carpets are made to order, either as a bespoke creation or from our portfolio of *Signature* designs.

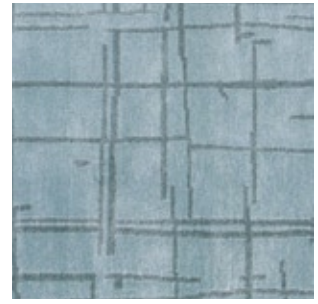
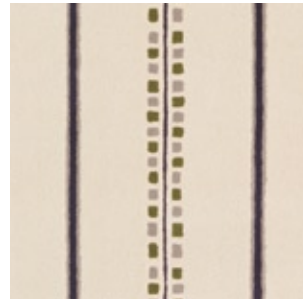
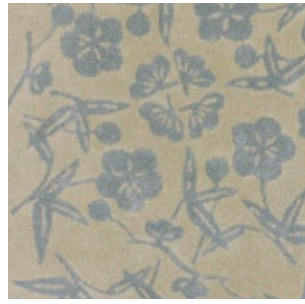
Our *Signature* designs draw on a wide range of inspirations: from the streets of Manhattan to rambling through the Derbyshire woodlands with a friend; from the illustrated wanderings of a traveller to the pinstripe of a gentleman's suit. Inspiration is in abundance all around us.

Floral inspiration is taken from the enchanted gardens of the world, to the exquisite lustre of vintage quilts and the hidden romance of bygone years. In contrast geometric repetition is created by alternating two colours or transcending colour fluxing presentations. Further colour stories are inspired by the elementals and used as backdrops to many a *Signature* design.

All of the *Signature* designs offer originality and diversity and can be taken 'as seen' or used as starting points for your project's rug and carpet design.



Top: Dash Away; Left: Orange Pip; Right (Clockwise): Reflections, Wallace, Suijen, Barking Mad



The *Singular Forms* and *Abstract Matters* collections are the result of a unique collaboration with the Solomon R. Guggenheim Museum in New York, the Peggy Guggenheim Collection in Venice, loophouse and New York based Designtex.



Top (Left to Right): Beetleflower, Kiele, Winston, Sketch; Centre: Havisham; Bottom: Resonance

Brochure design by Tom Nelson and photography by James Gardner, Malcolm Russell and courtesy of WISH London

[www.loophouse.com](http://www.loophouse.com)