

NEW WORLD COLLECTION

alarwool

custom woven carpets

WWW.ALARWOOL.COM

alarwool
custom woven carpets



Baroque Garden

"The trees that have
it in their pent-up buds,
To darken nature and be summer
woods"

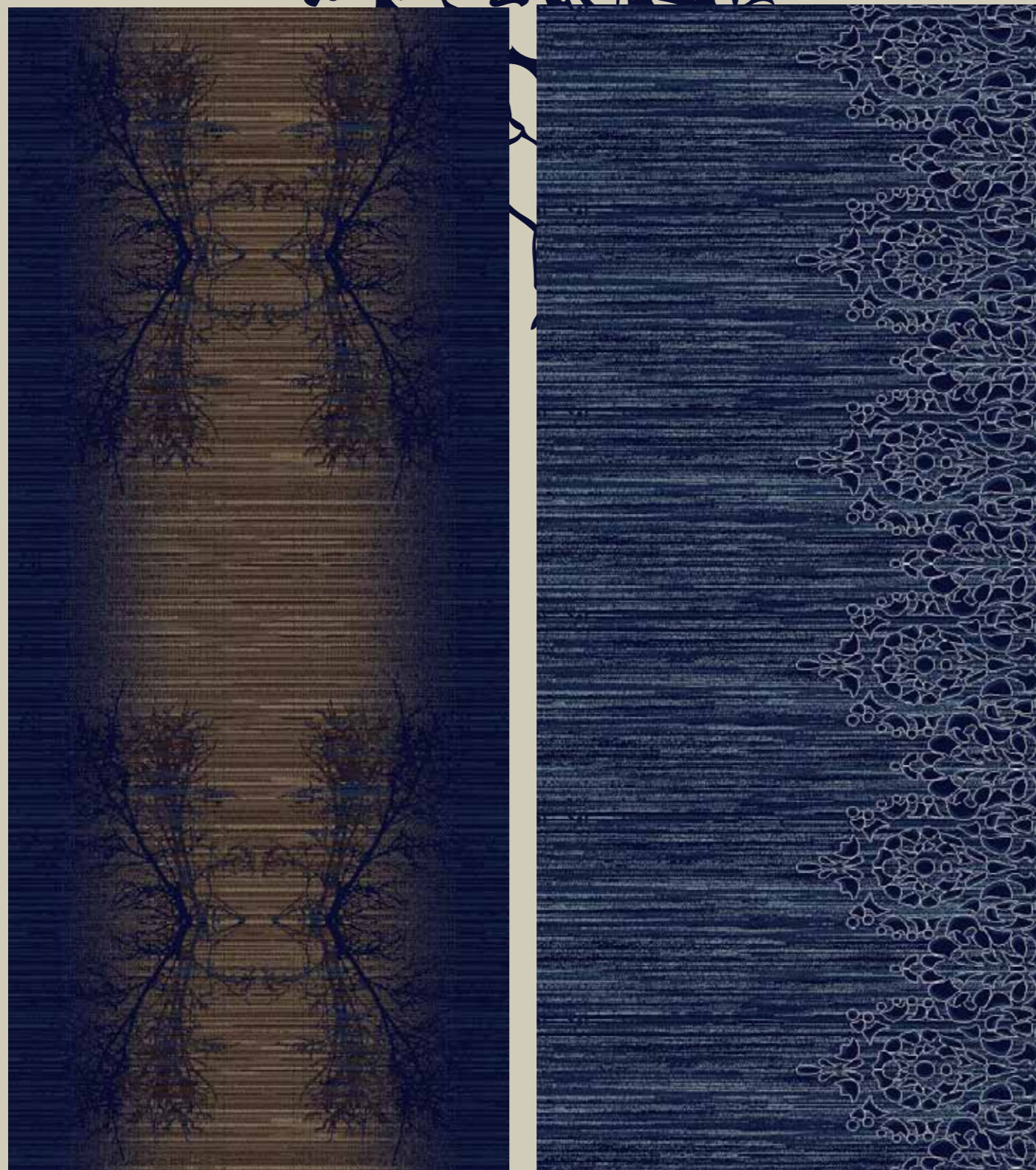
-Robert Frost-

Take us on a journey through enchanted woods
where light streams through darkened boughs and
nature laces around us in luscious
tendrils and leafy turns.



Alarwool IA 783

Alarwool IA 787



Alarwool IA 788



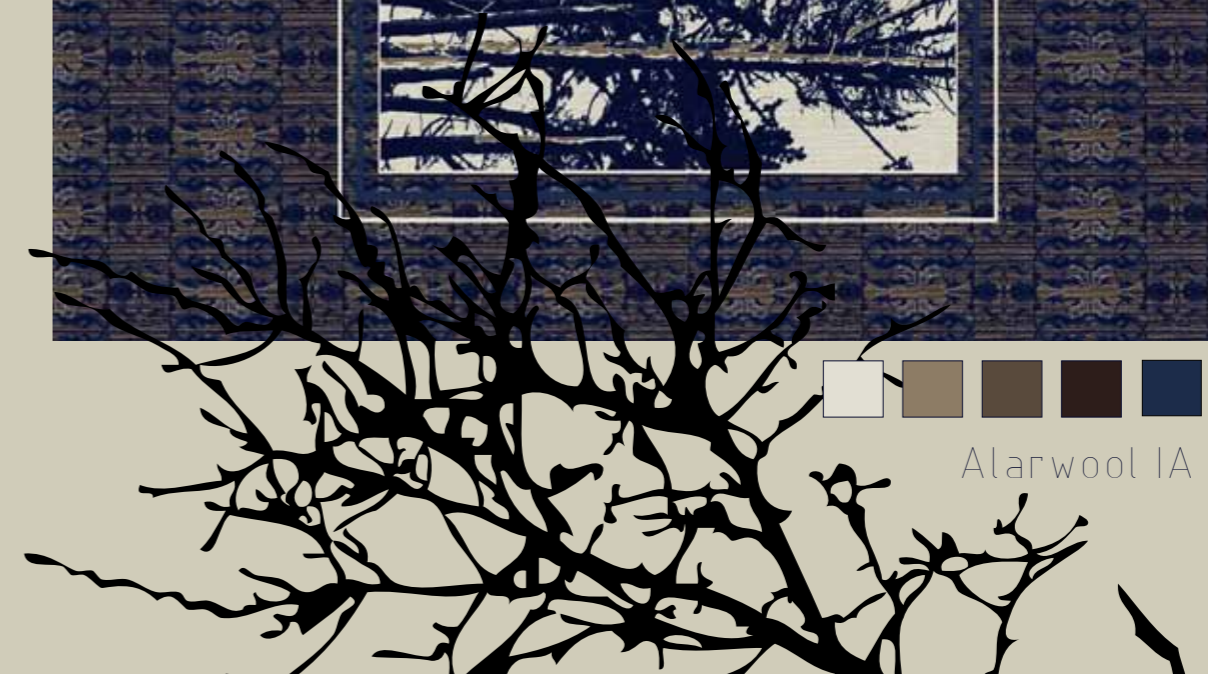
Alarwool IA 786

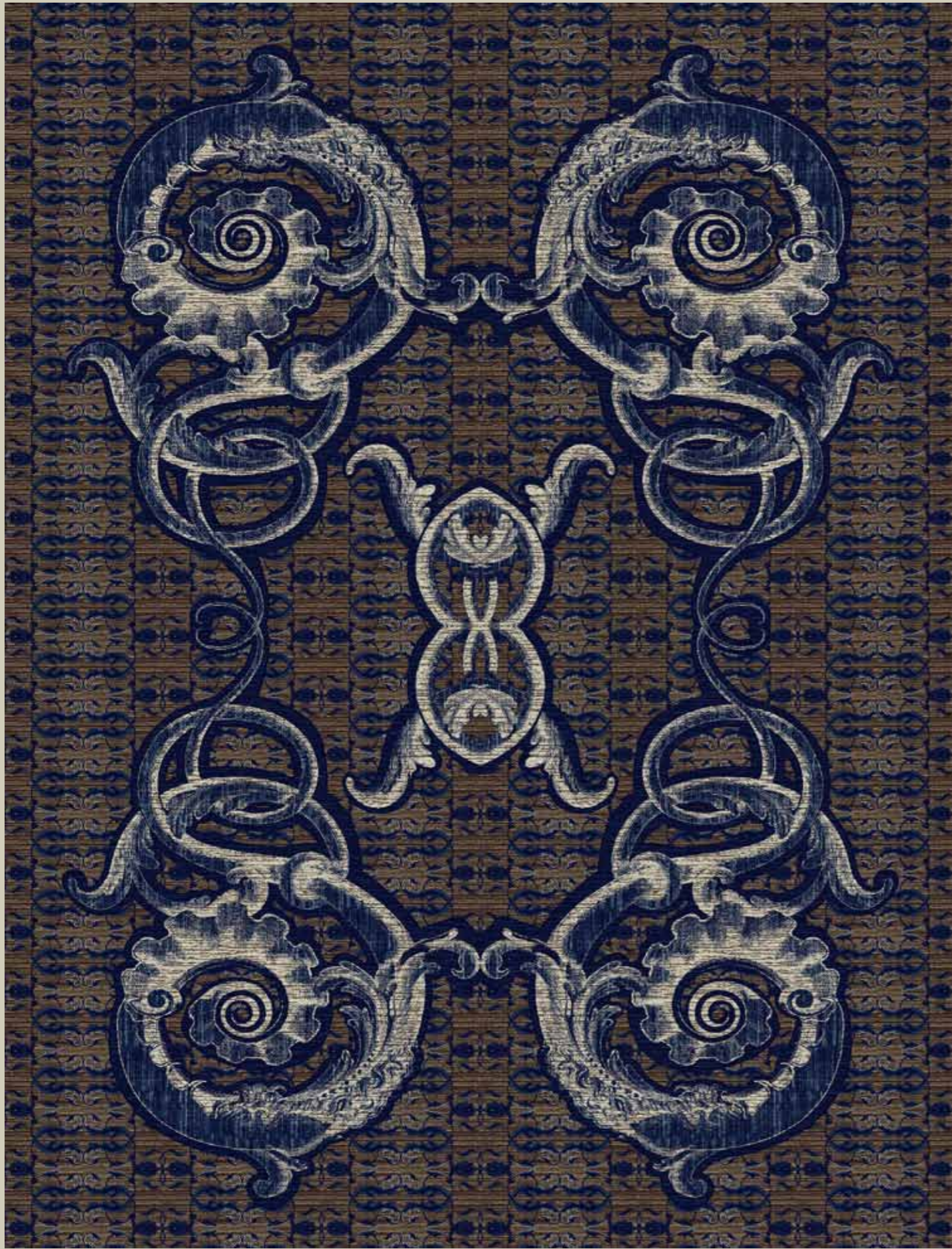


Alarwool IA 785



Alarwool IA 783





Alarwool IA 792.4



Alarwool IA 791



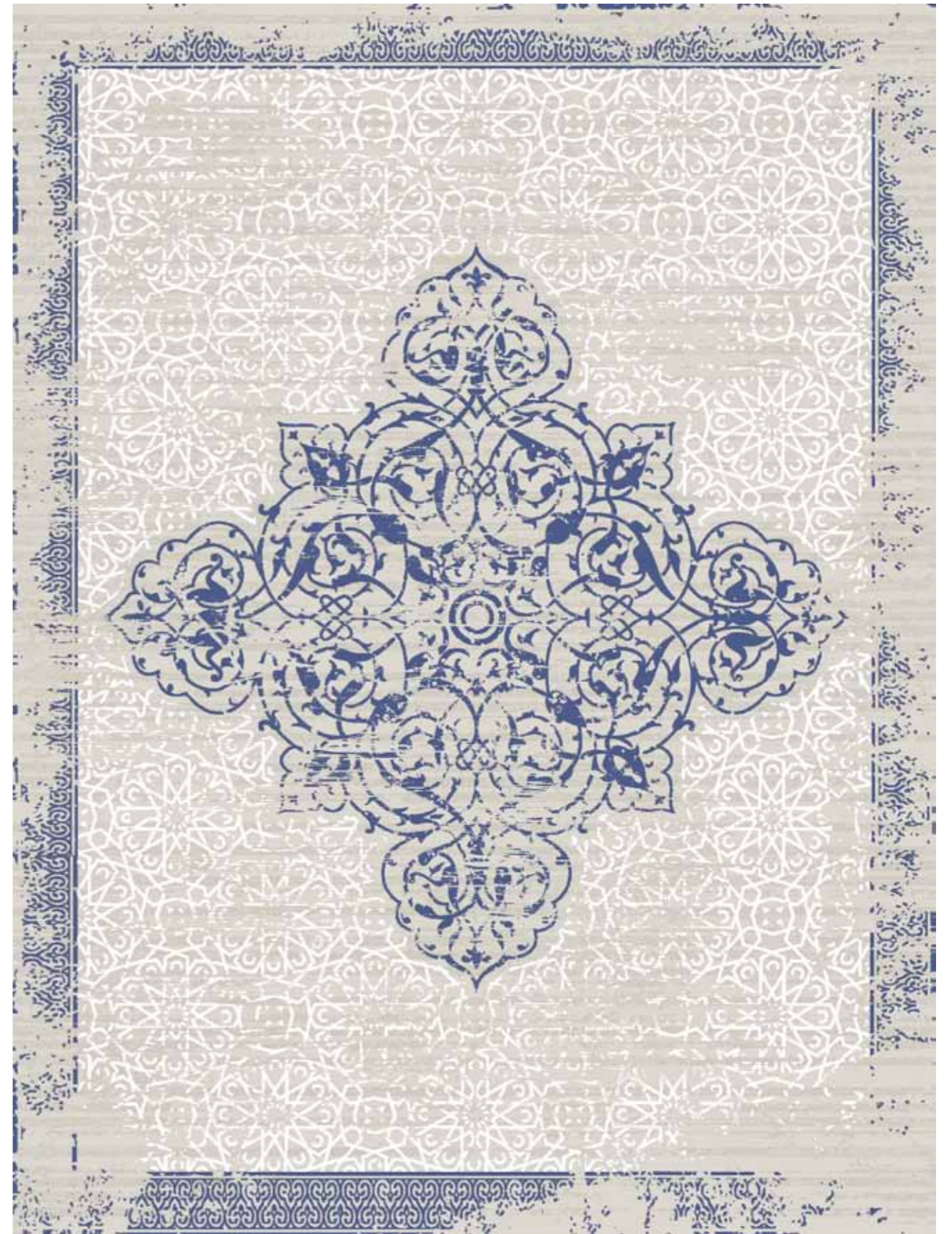
تنظّم

“what does it mean to be modern? To be modern is not a fashion, it is a state. It is necessary to understand history, and he who understands history knows how to find continuity between that which was, that which is, and that which will be.”

-Le Corbusier-

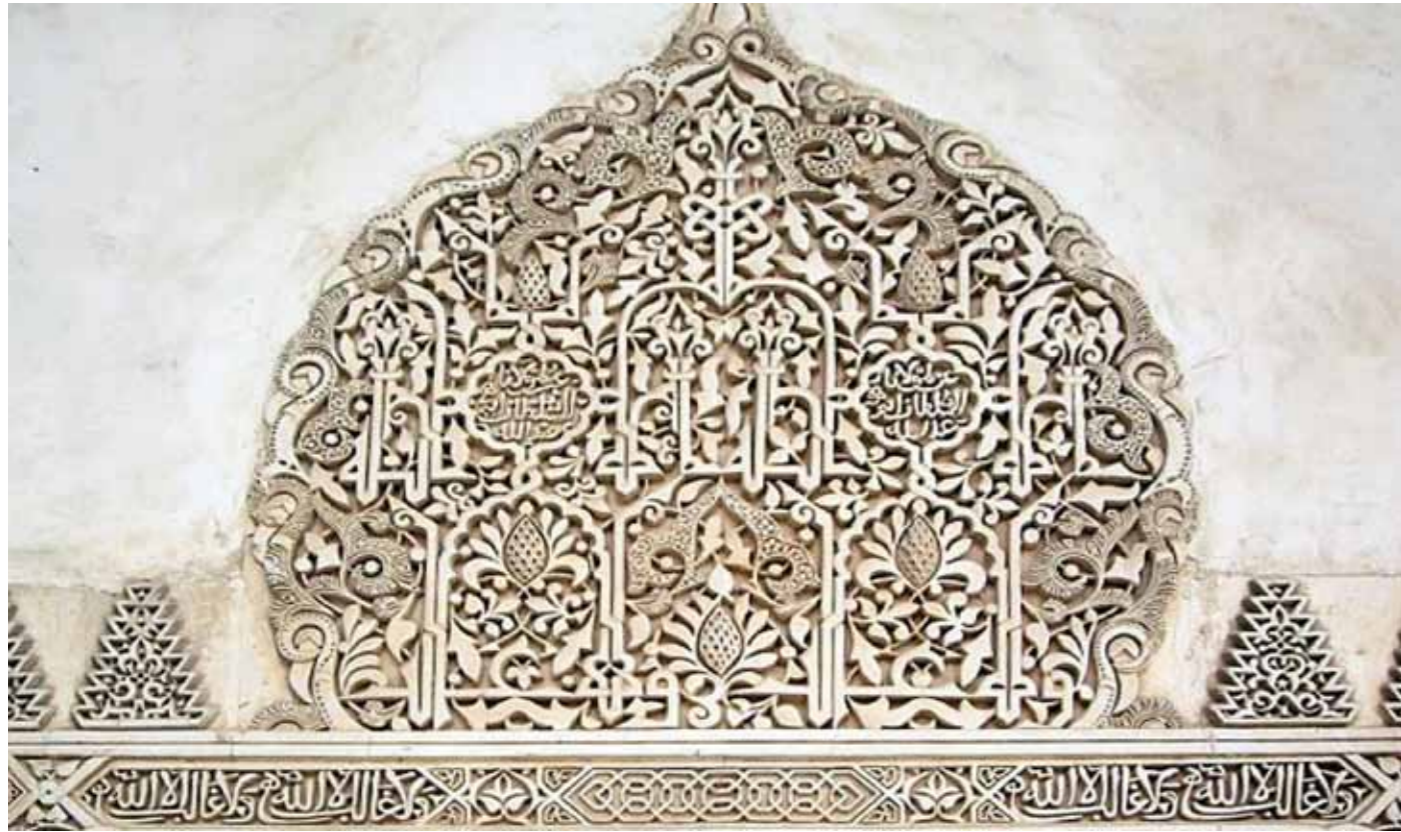
Simple shapes tessellate across our monumental spaces, geometry joins our interconnecting spaces in technical and decorative ways.

Alarwool CR 028



Alarwool CR 028





Alarwool CR 033

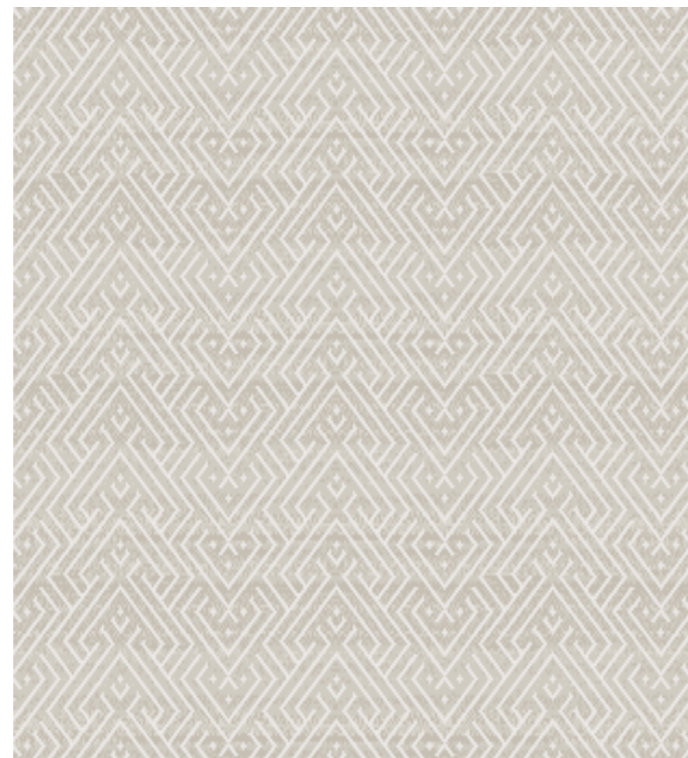
Alarwool CR 072



Alarwool CR 051

Alarwool CR 235

Alarwool CR 234

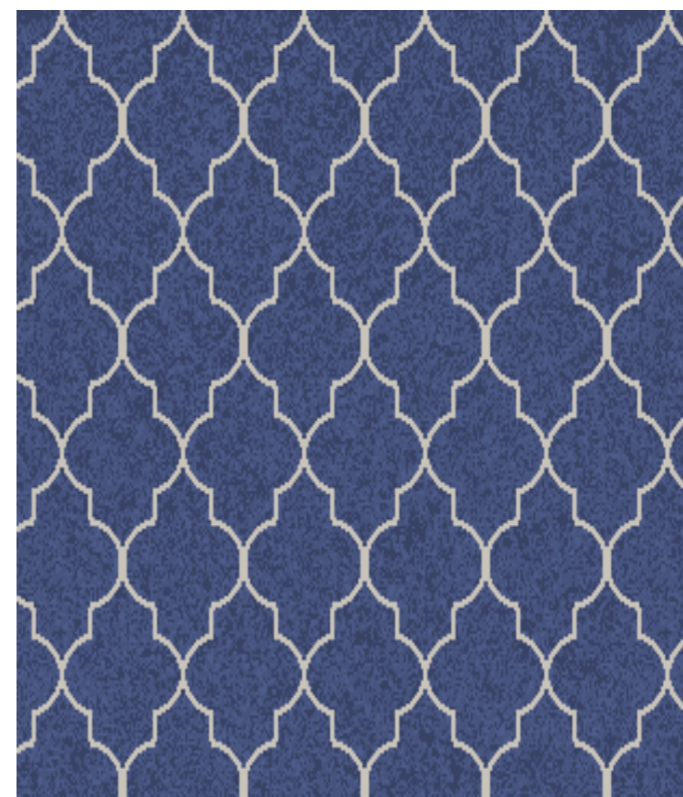




Alarwool CR 269



Alarwool CR 236

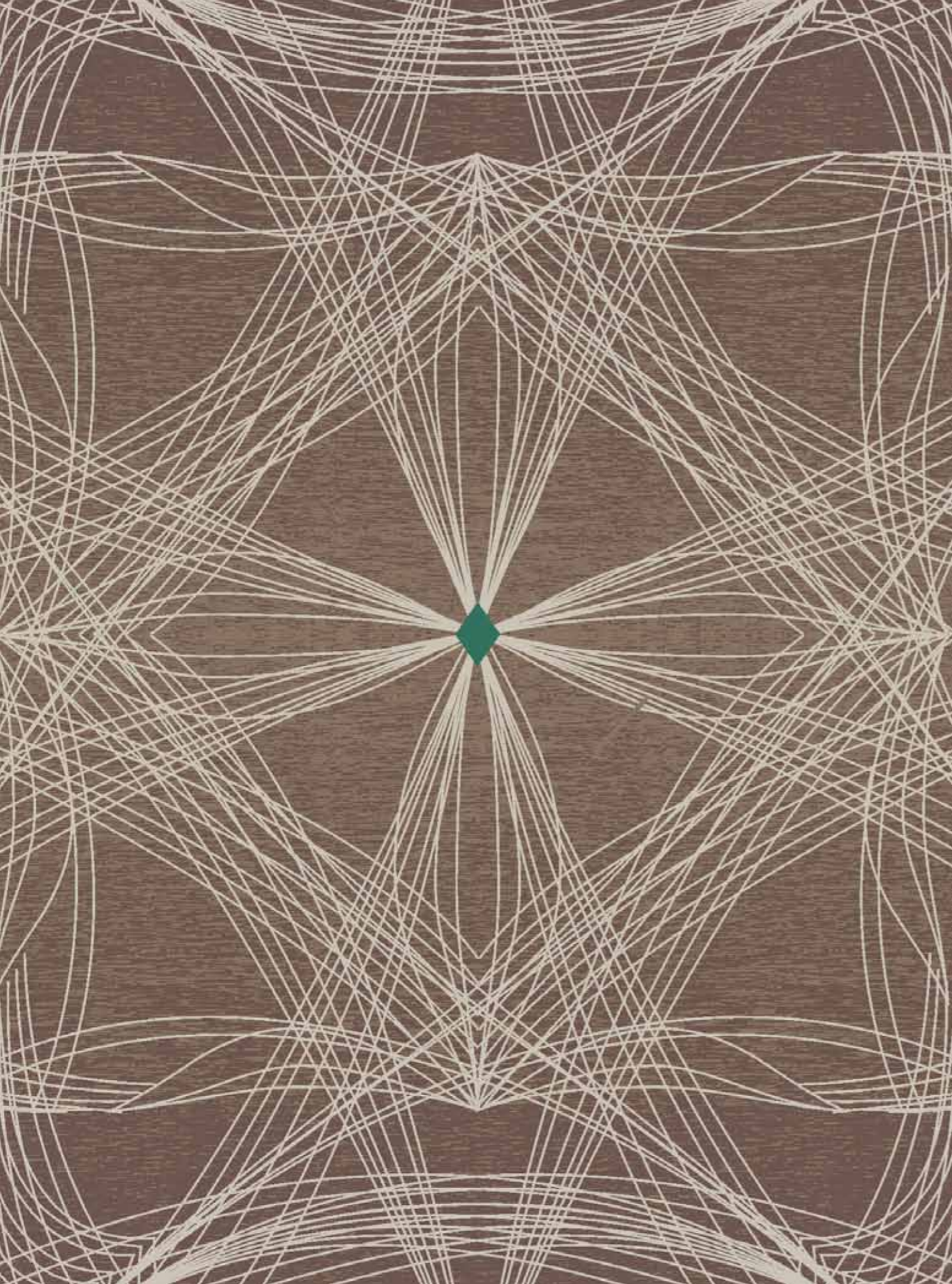


Alarwool OL 003 CR1



Alarwool OL 003 CR1





Alarwool CR 046



Ethnic

"Ex Africa semper aliquid novi."

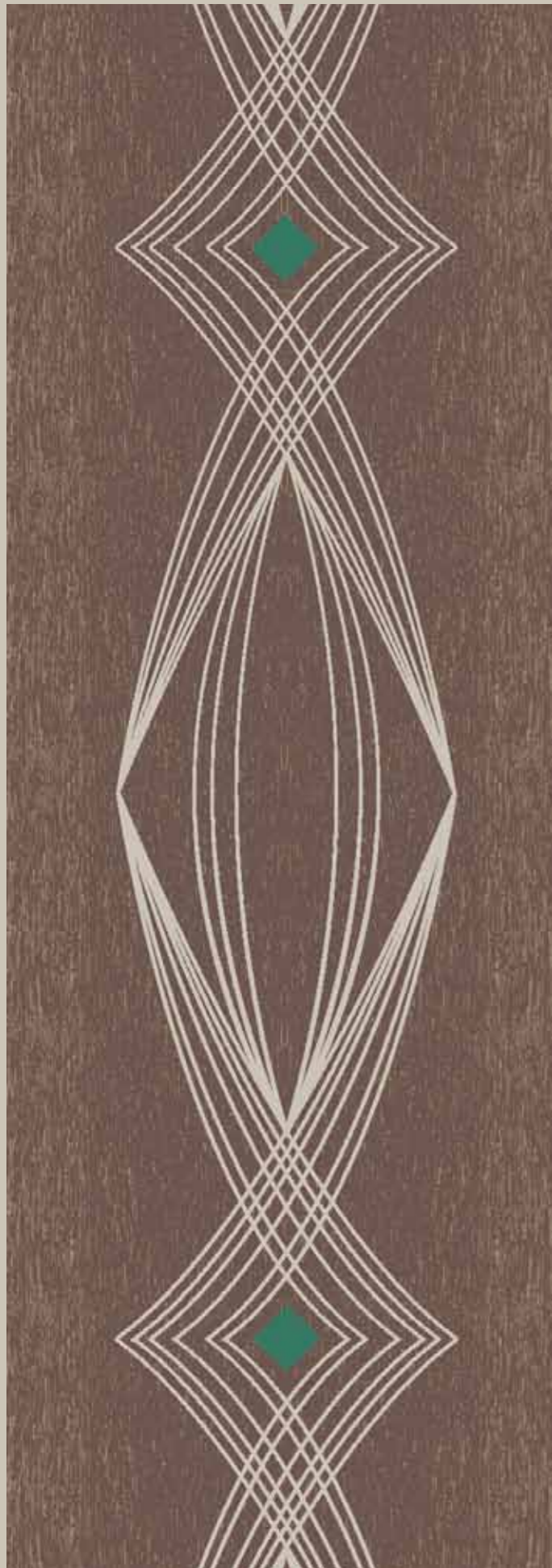
-Pliny-

Designers draw from the wealth of visual hand-writing that streams out of the vast continent of Africa.

As a translation of this ancient quote reads, there is always something new out of Africa.

Alarwool CR 163

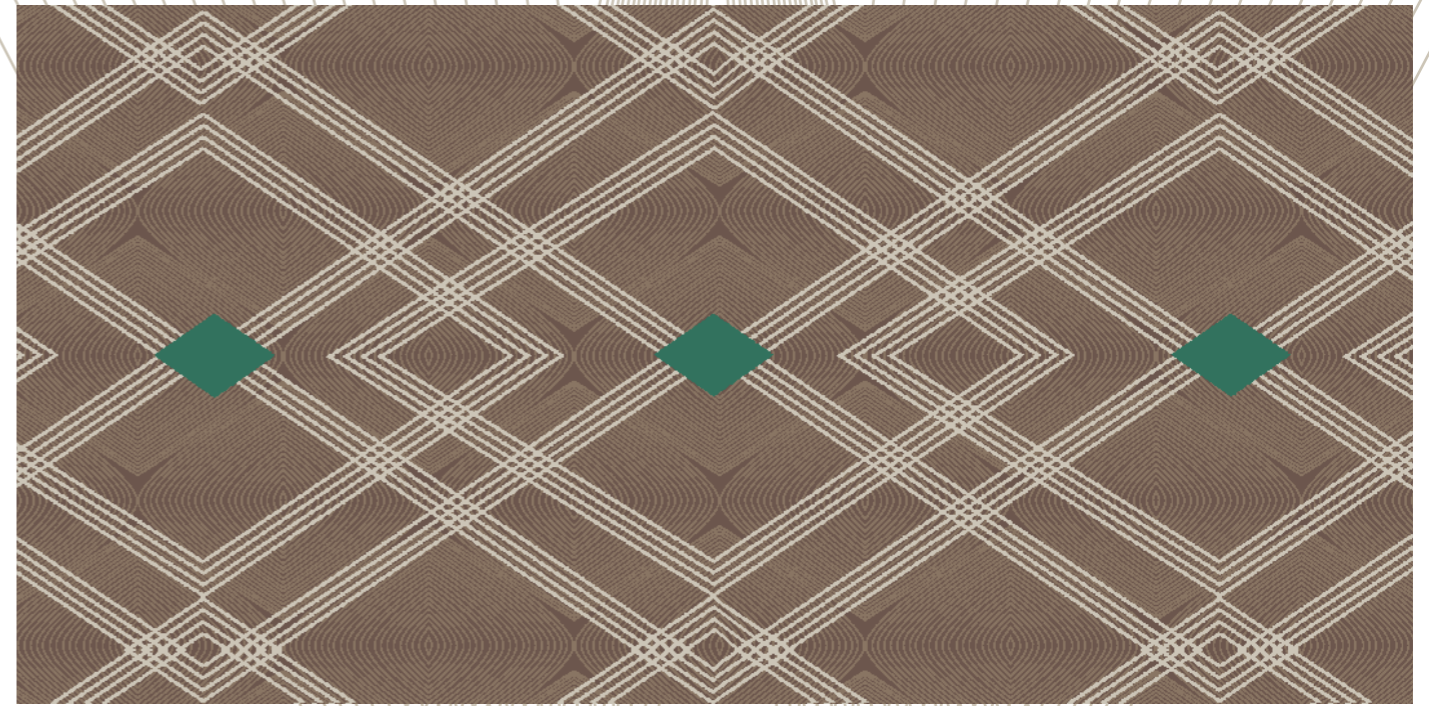




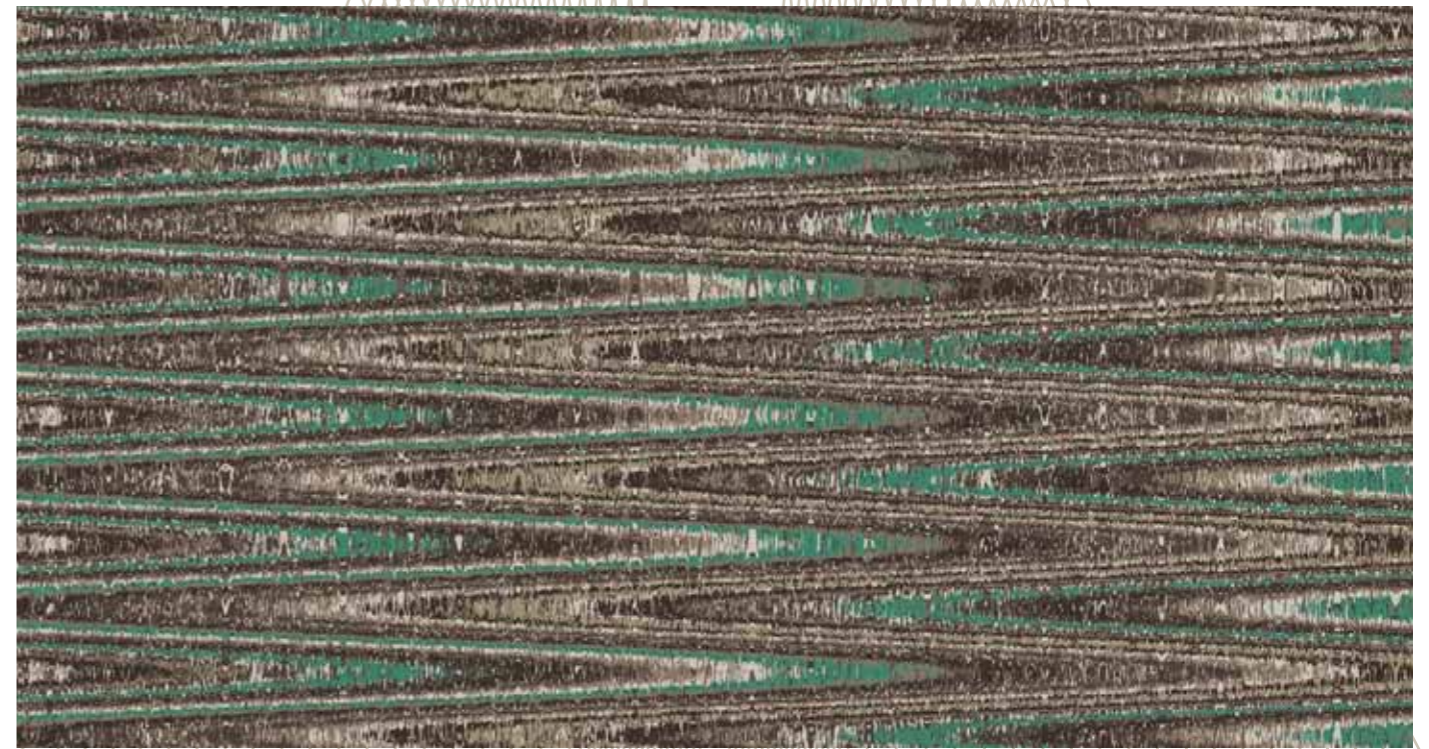
Alarwool CR 164 



Alarwool CR 246 



Alarwool CR 168 



Alarwool CR 063 

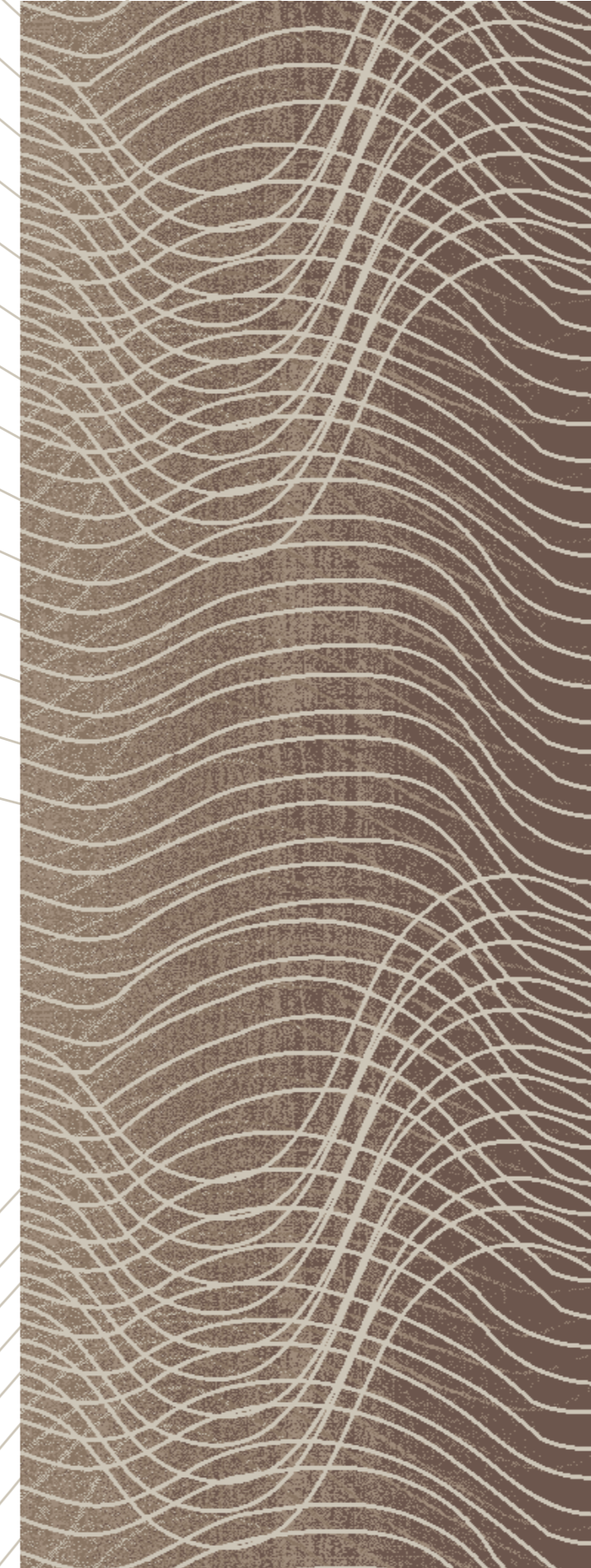
Alarwool CR 246.2

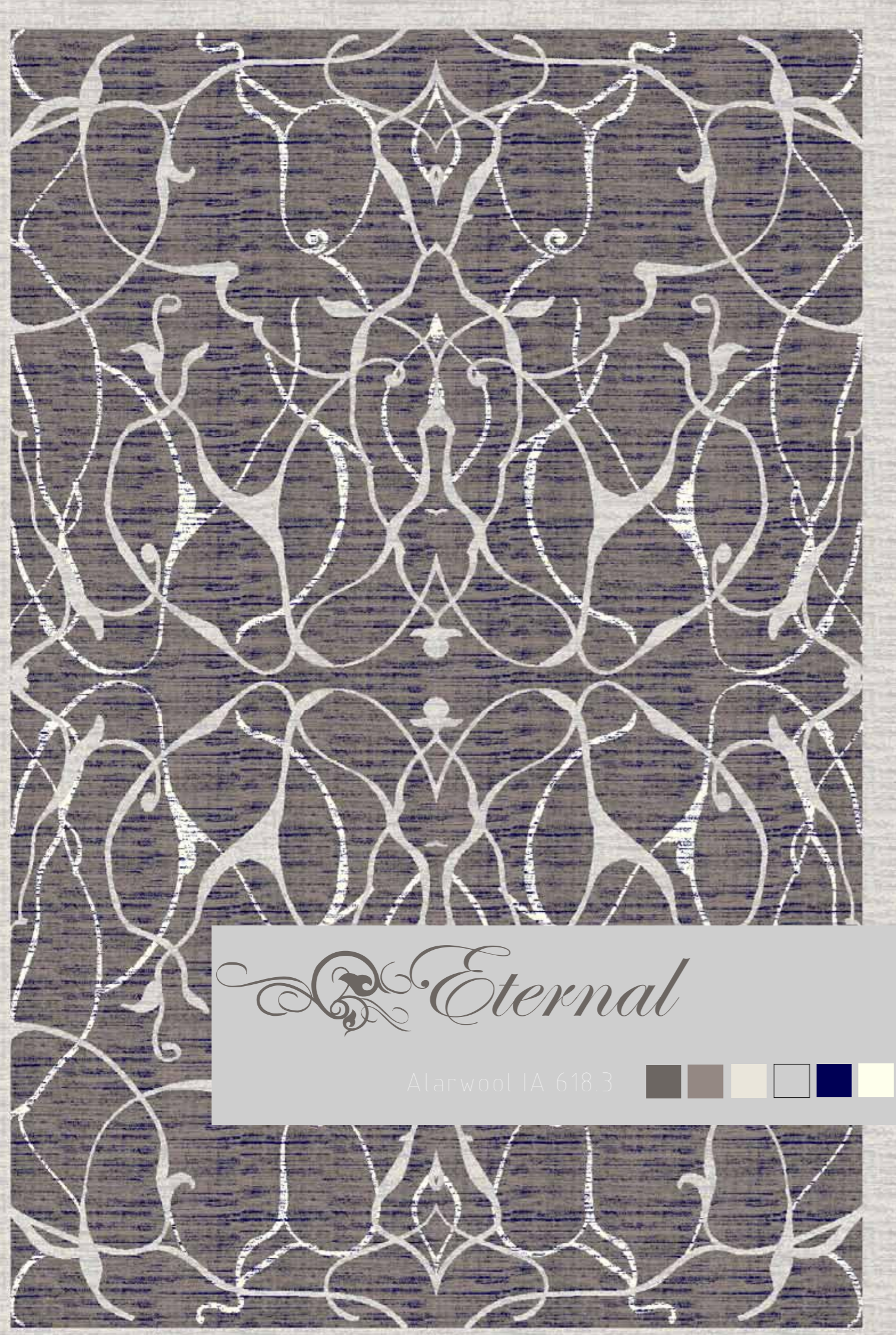
Alarwool RJ280.12 CR

Alarwool RJ280.16 CR



Alarwool CR 164.2





Eternal

Alarwool IA 618 3



Alarwool IA 592

25





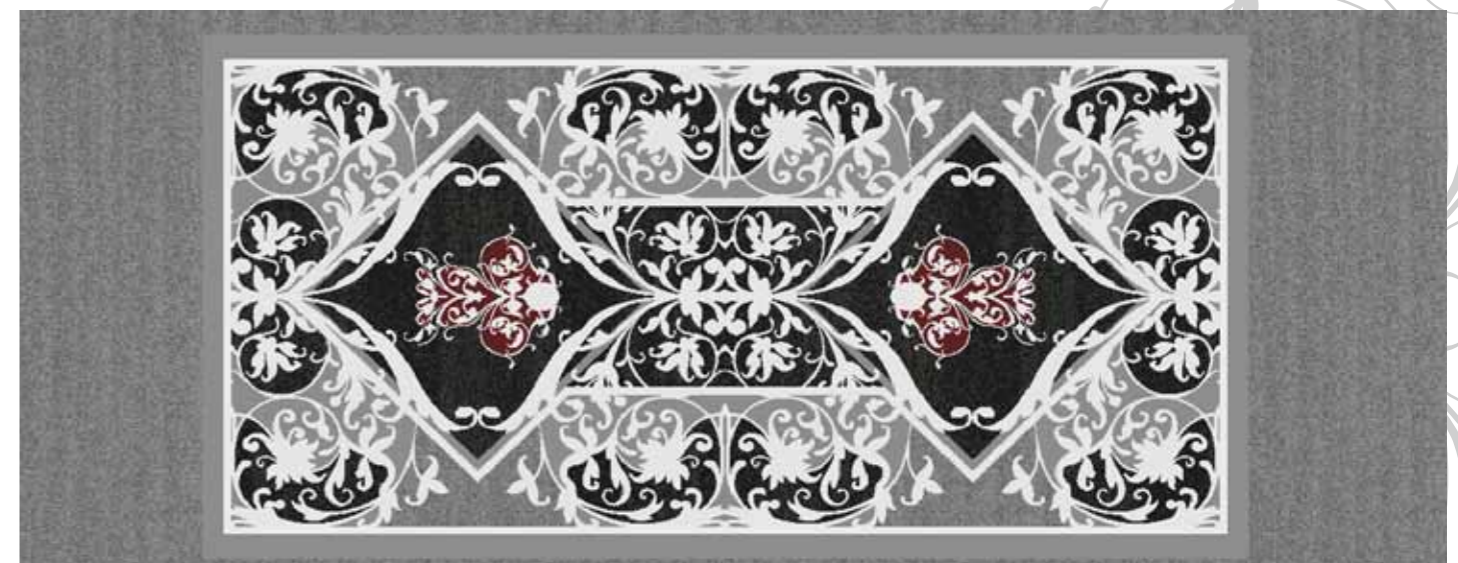
... "Only beauty
purely loving
Knows no discord,
But still moves delight,
Like clear springs renewed by flowing,
Ever perfect, ever in them
Selves eternal."

-Thomas Campion- (1567-1620)
British poet

Here designers explore the inspiration of nature;
eternally beautiful and brought indoors, where we
surround ourselves with balanced expressions of
regenerative nature.



Alarwool IA 533.6

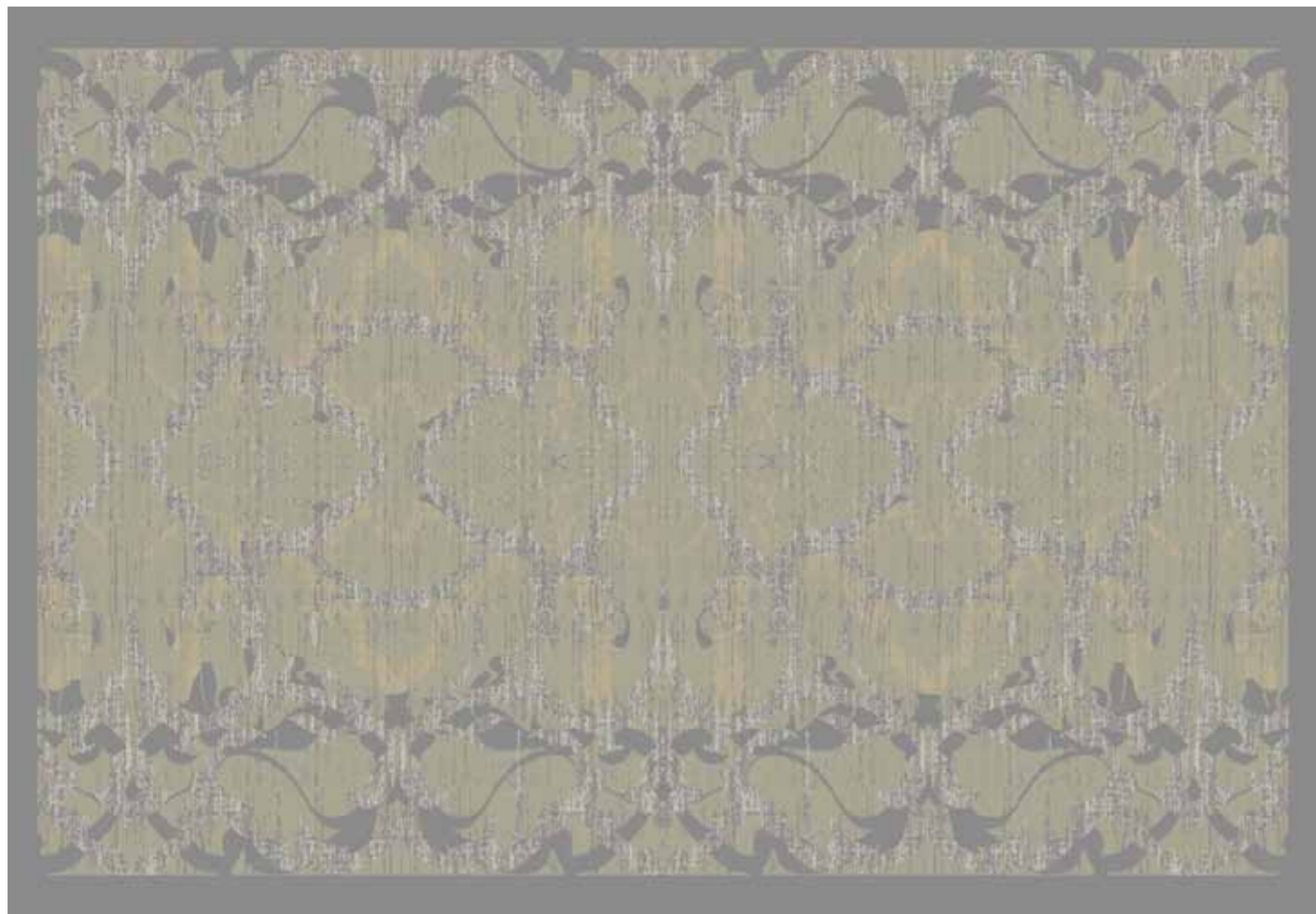


Alarwool IA 543



Alarwool IA 661
27





Alarwool IA 592.3

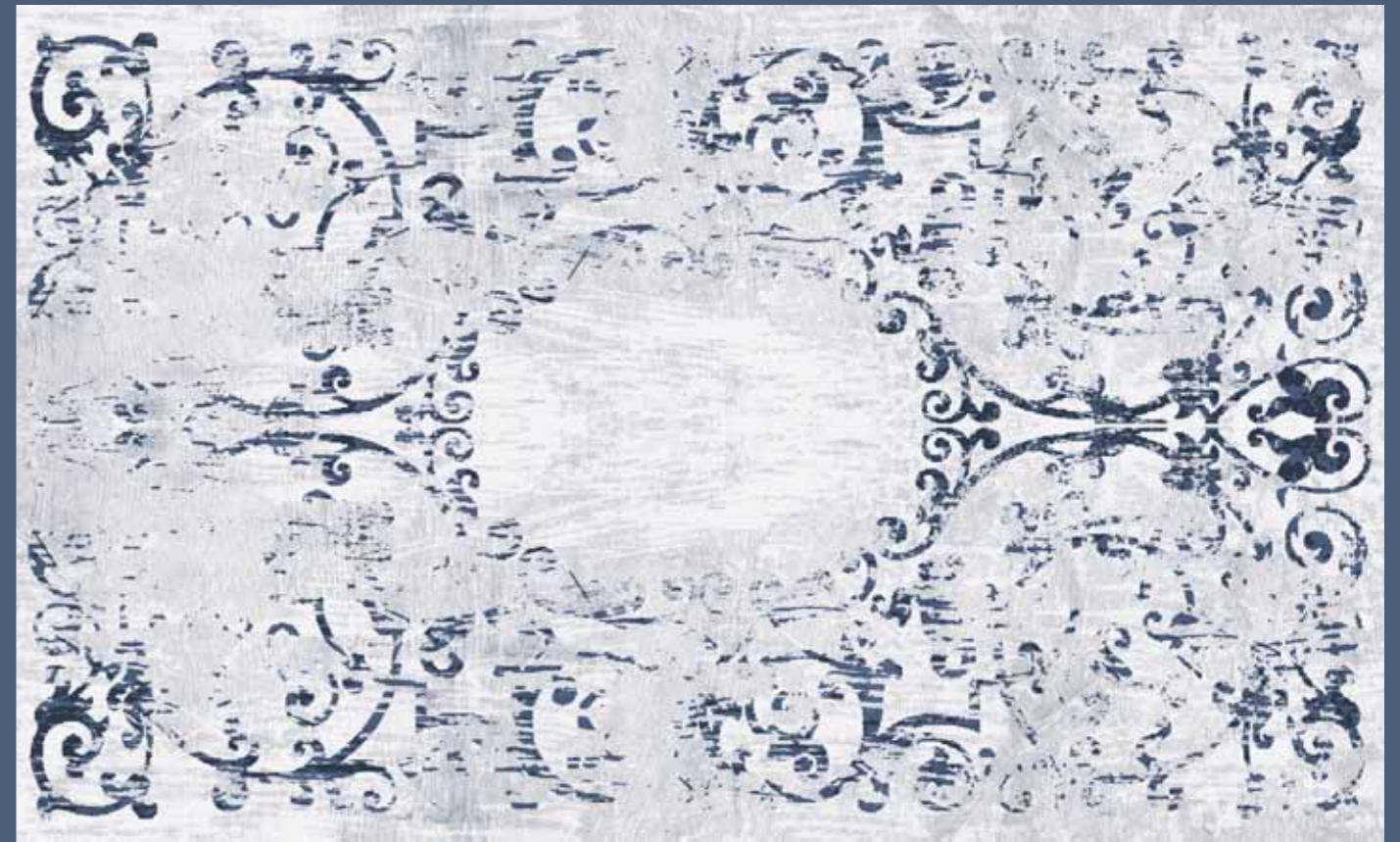


Alarwool IA 618.3



THE NEW WORLD

O wonder!
How many goodly creatures are
there here!
How beauteous mankind is!
O brave new world
That has such people in't!
William Shakespeare
(1564–1616), British dramatist



Alarwool CR 076

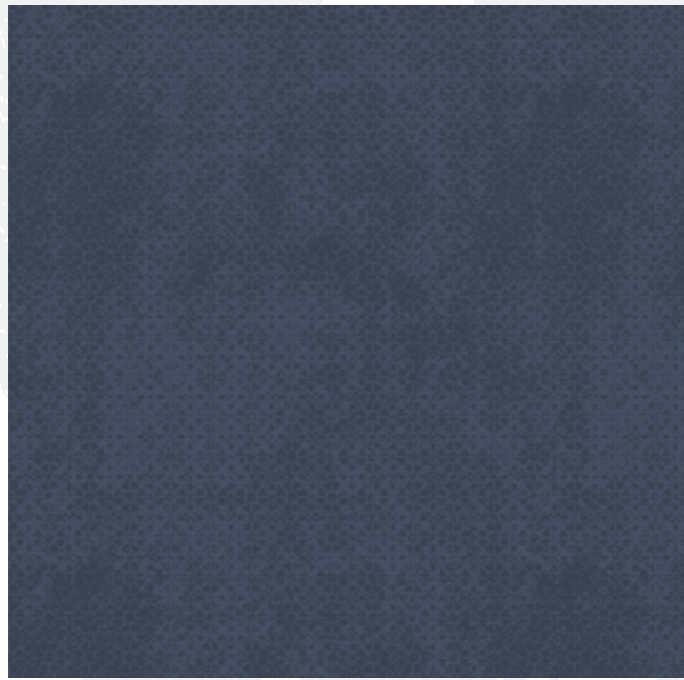


Alarwool CR 076

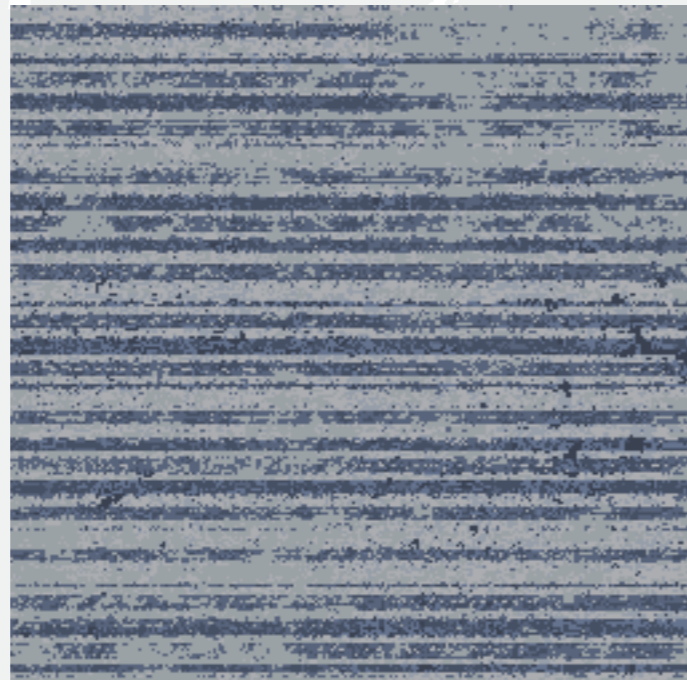


Alarwool CR 076

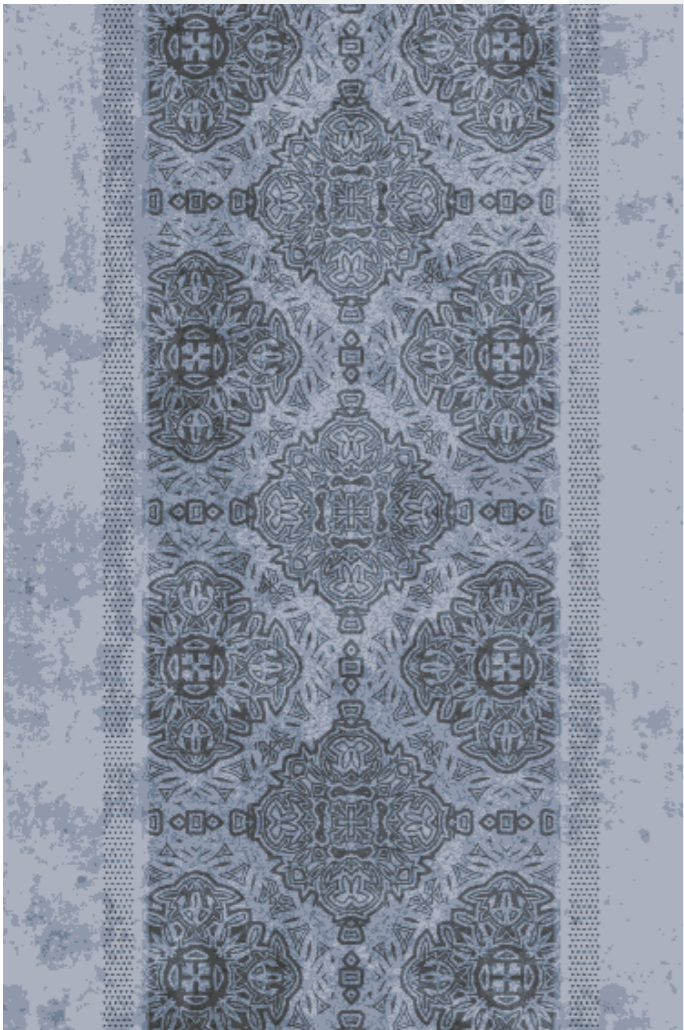




Alarwool CR 121



Alarwool CR 096



Alarwool CR 199

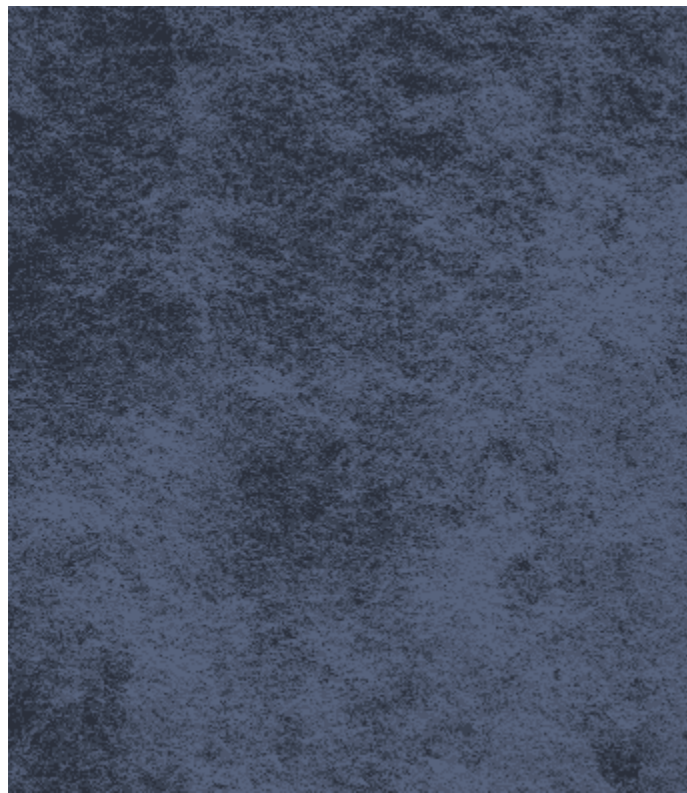


Alarwool CR188

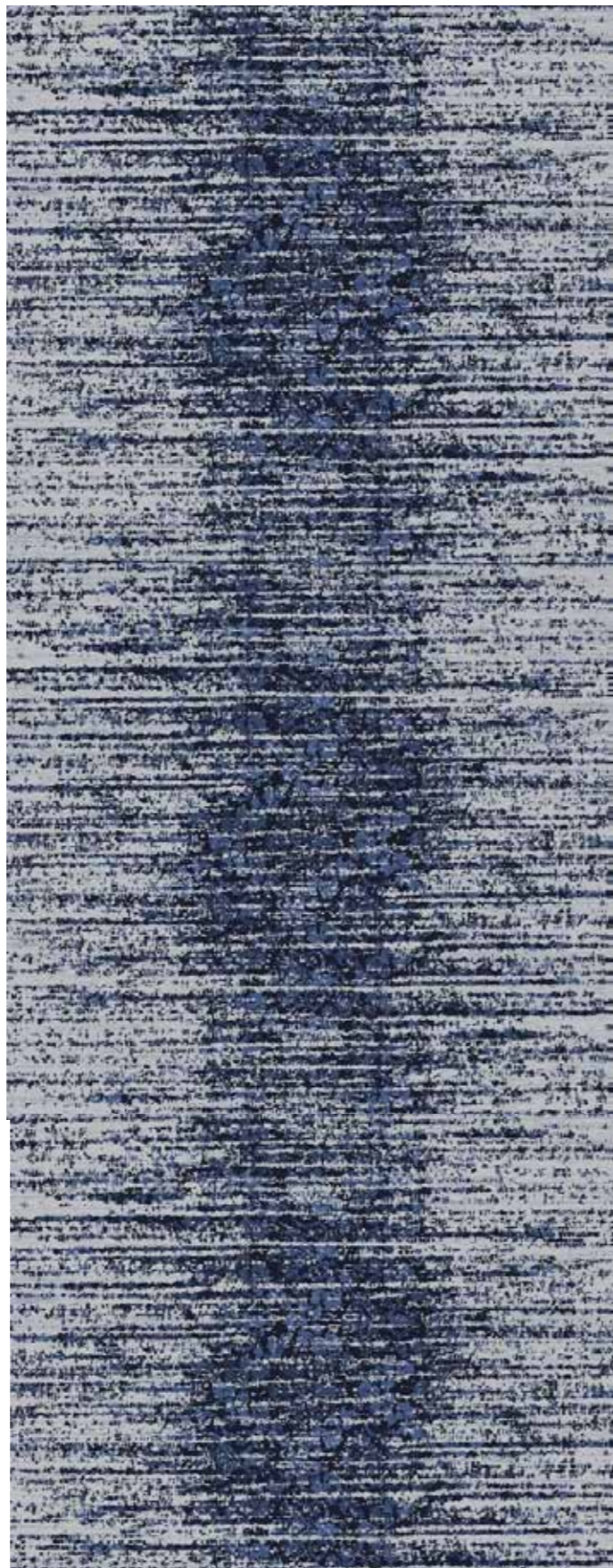


Alarwool CR 073





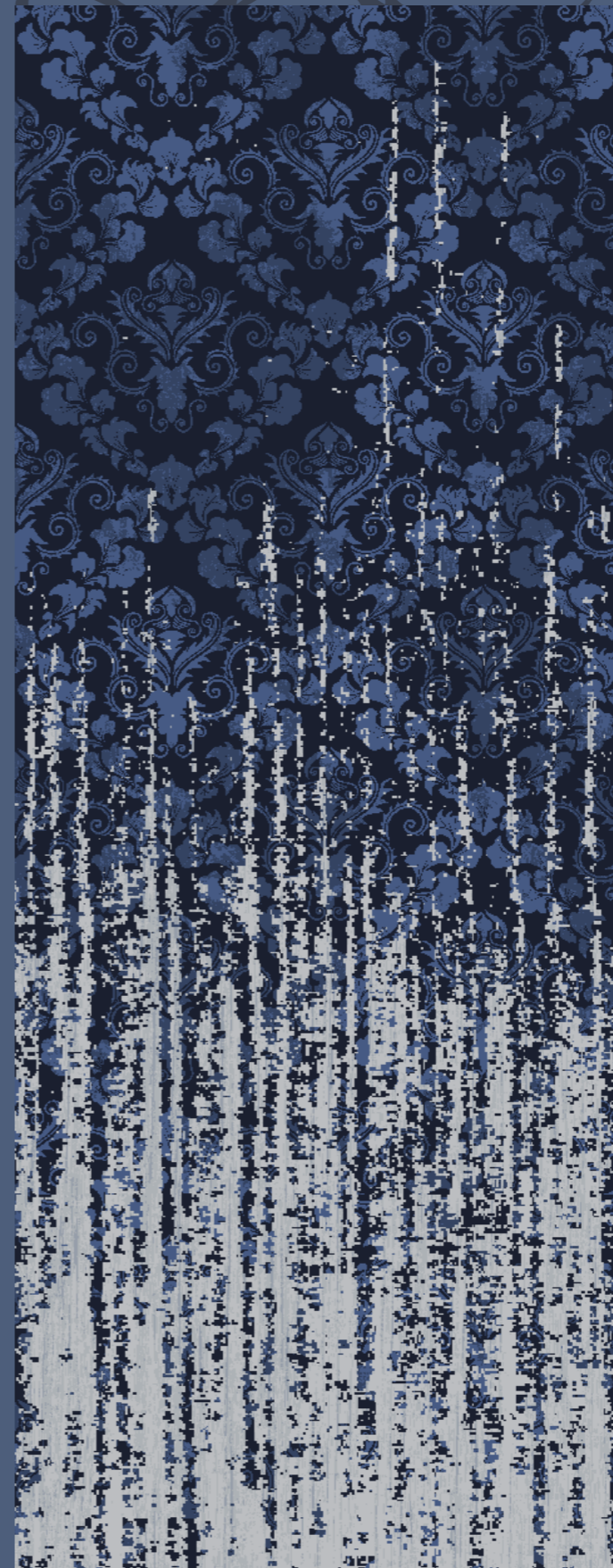
Alarwool CR197



Alarwool CR 272



Alarwool CR 006



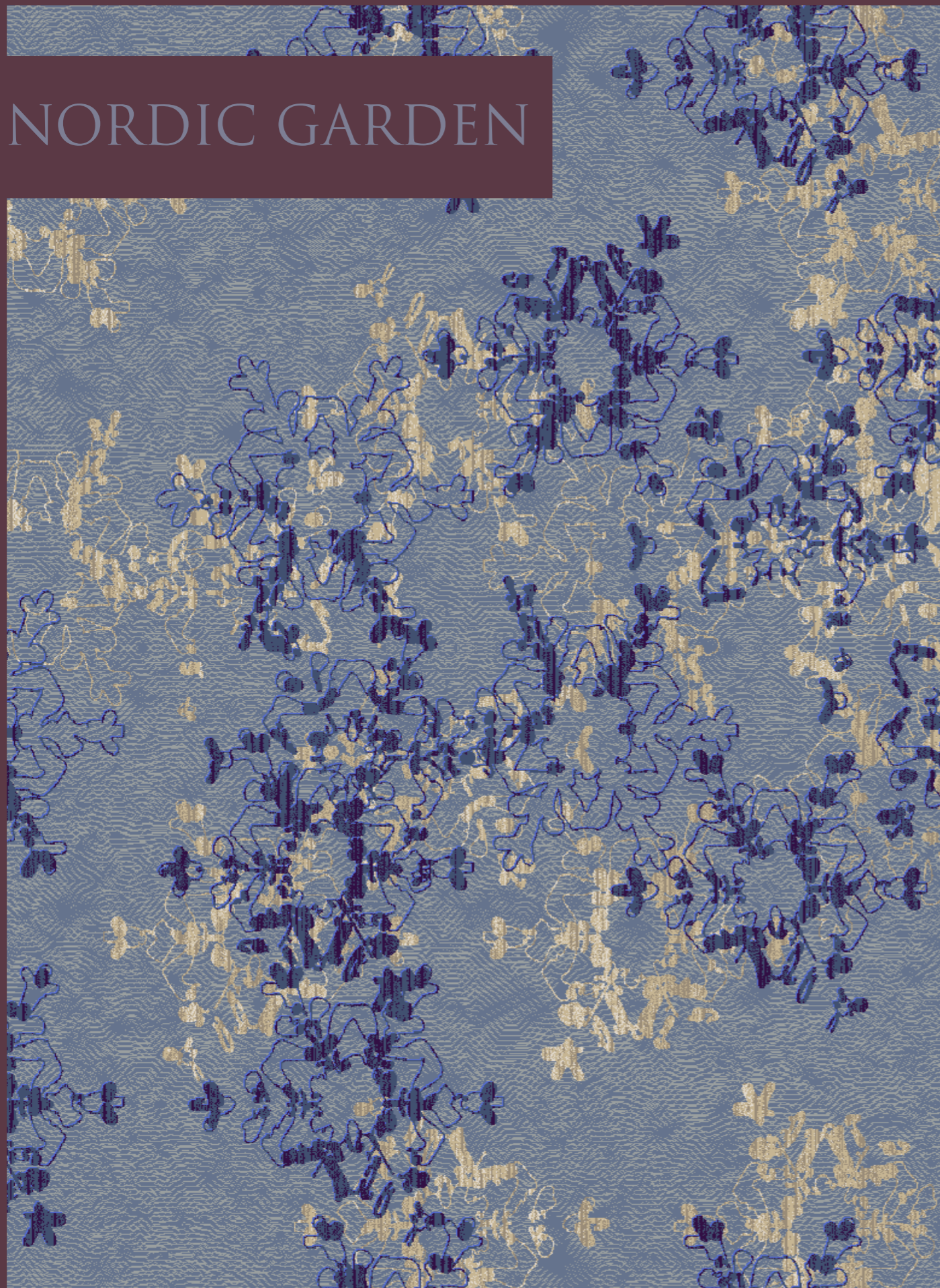
Alarwool CR 272



Alarwool CR 189



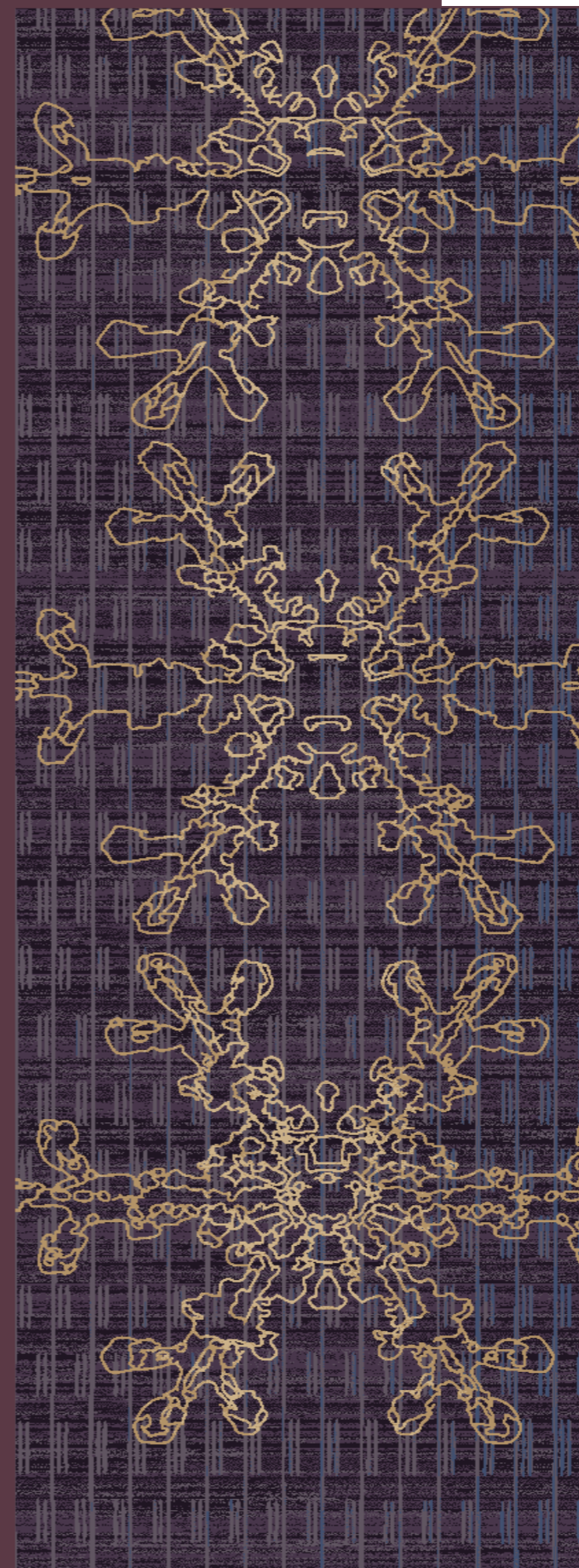
NORDIC GARDEN



Alarwool RJ339

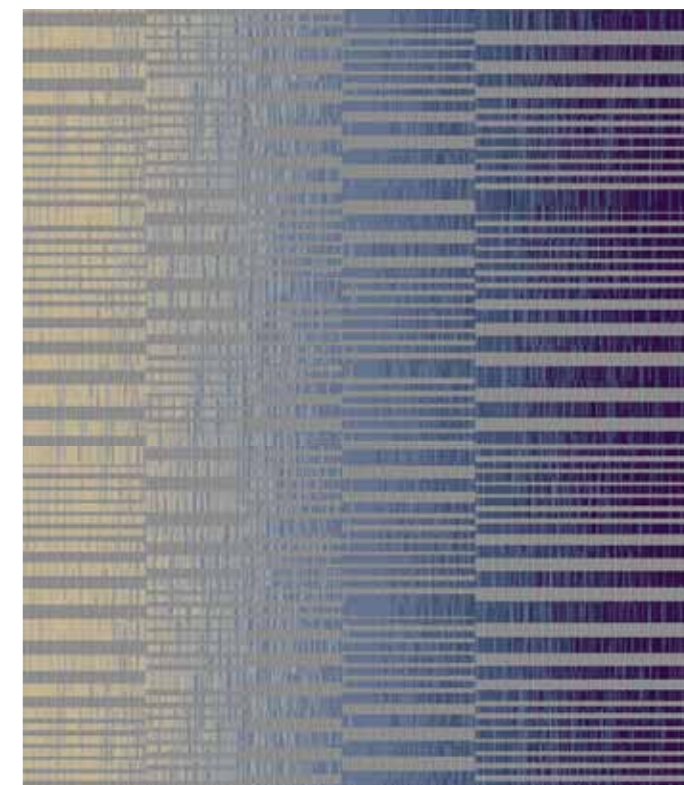


Alarwool RJ364.1

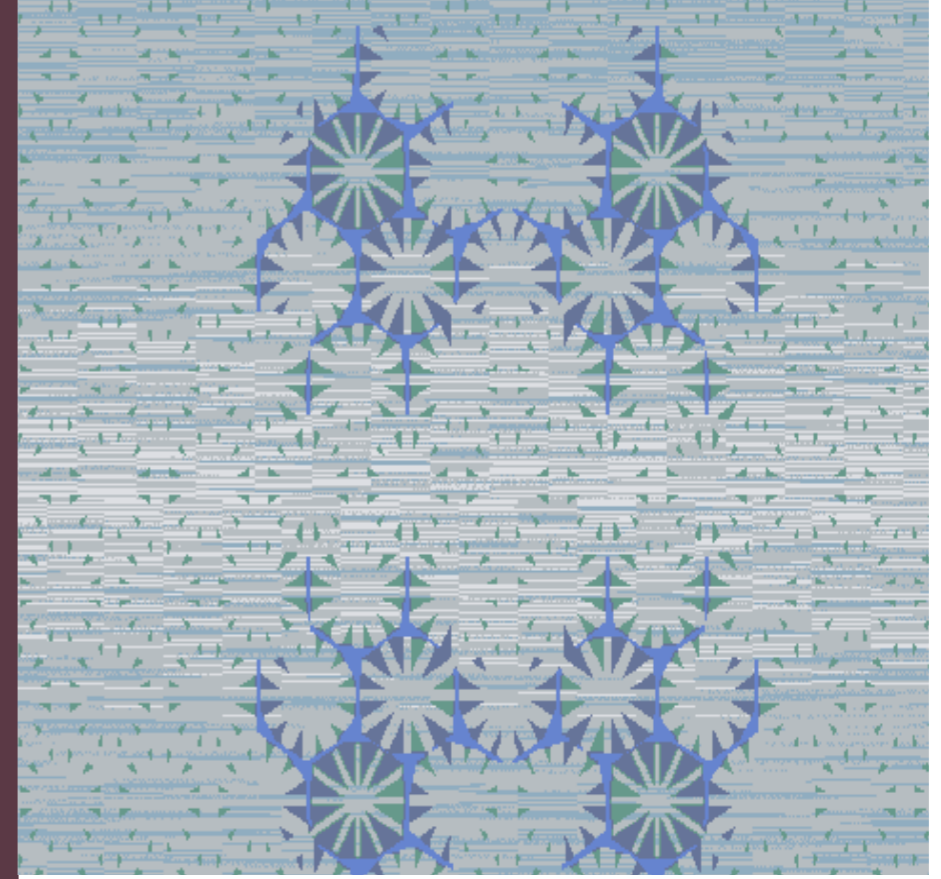
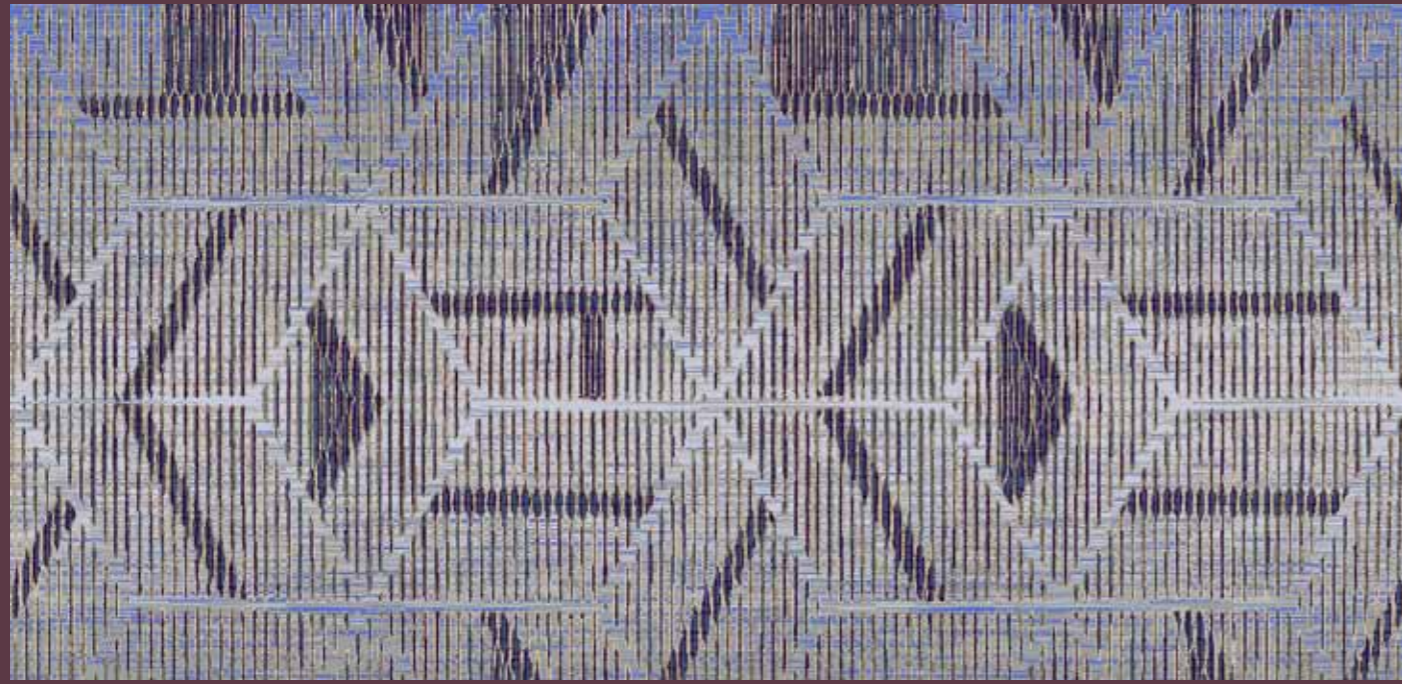


Every ice crystal is unique and grows symmetrically in a 6-sided hexagon around a tiny nucleus. Whether the growing shape from that nucleus becomes concentric or dendritic [branching] depends on various factors including temperature and water content. In general terms warmer temperatures produce rapidly developing crystals that are lacy, whereas lower temperatures will slow the growth of the patterned extension and produce denser concentric layers. If growing in isolation the formations of each crystal will tend to be more perfectly symmetrical. All the power of beauty is in the form, as the crystals are colour-less, teamed with the inclusion of streams of light through various densities of microscopic ice shafts, ridges and anomalies.

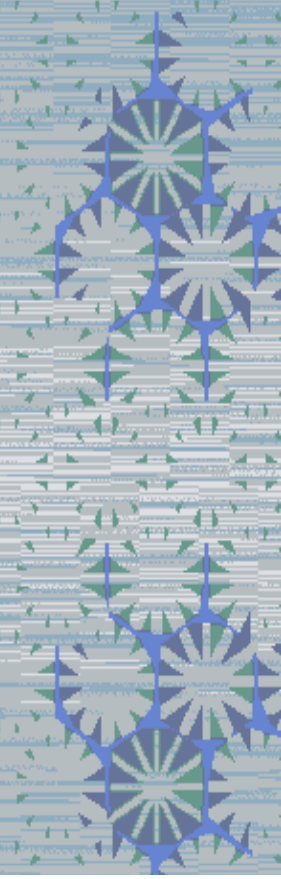
Alarwool RJ219.3.302



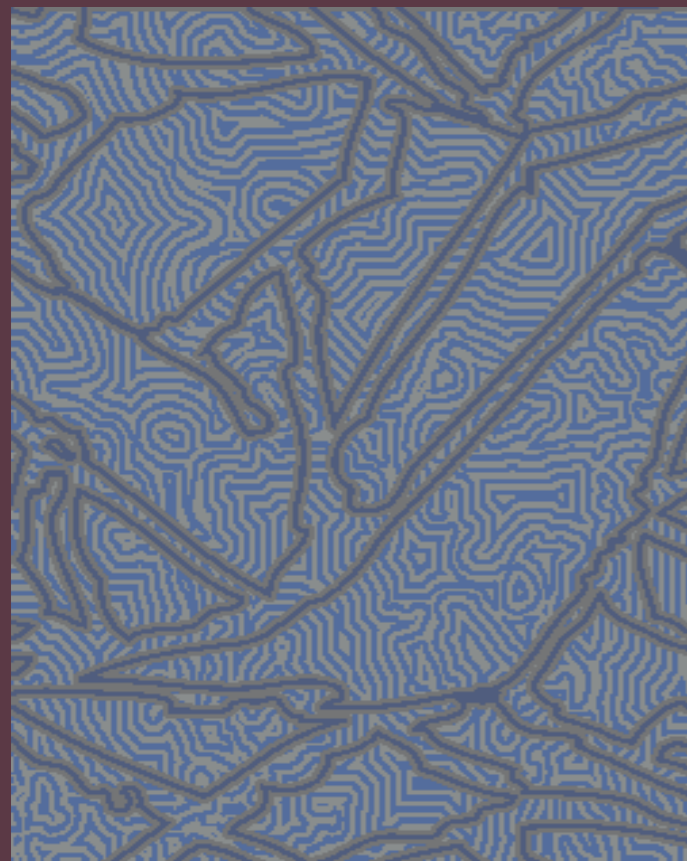
Alarwool RJ 368



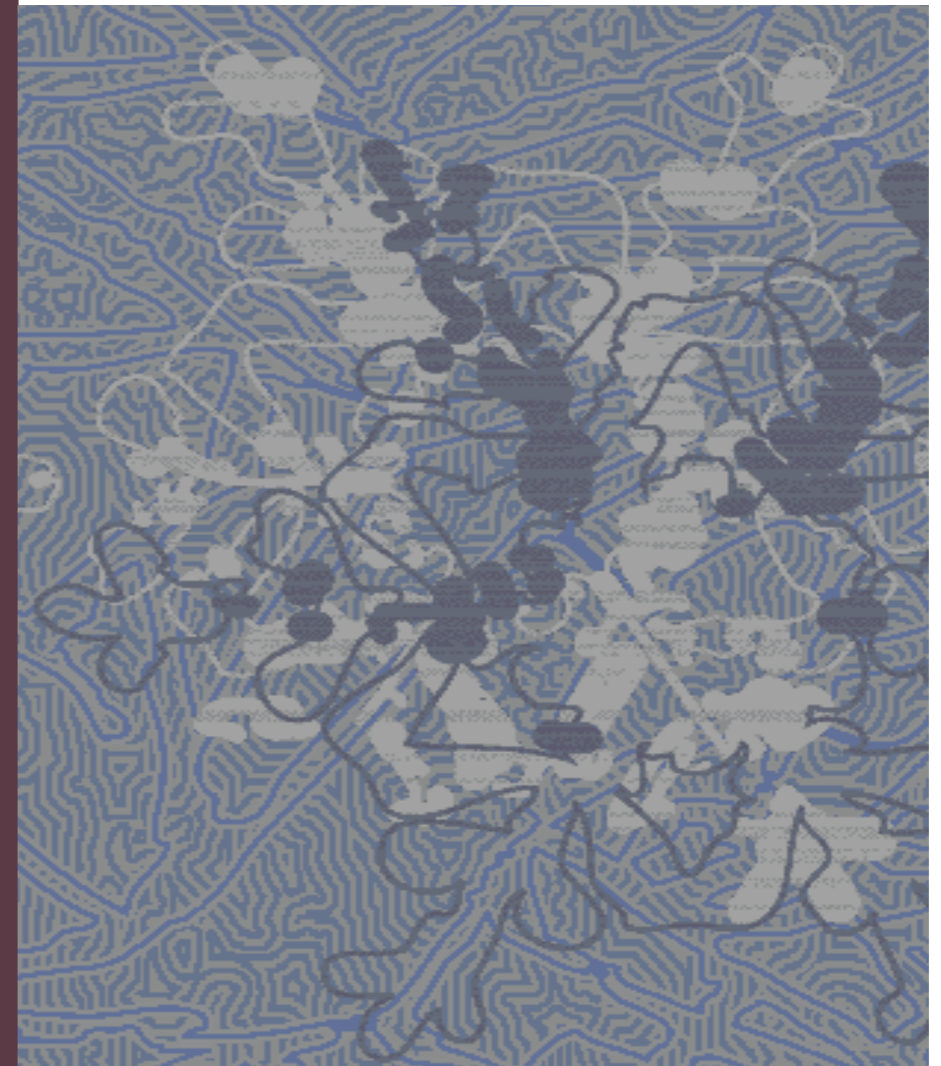
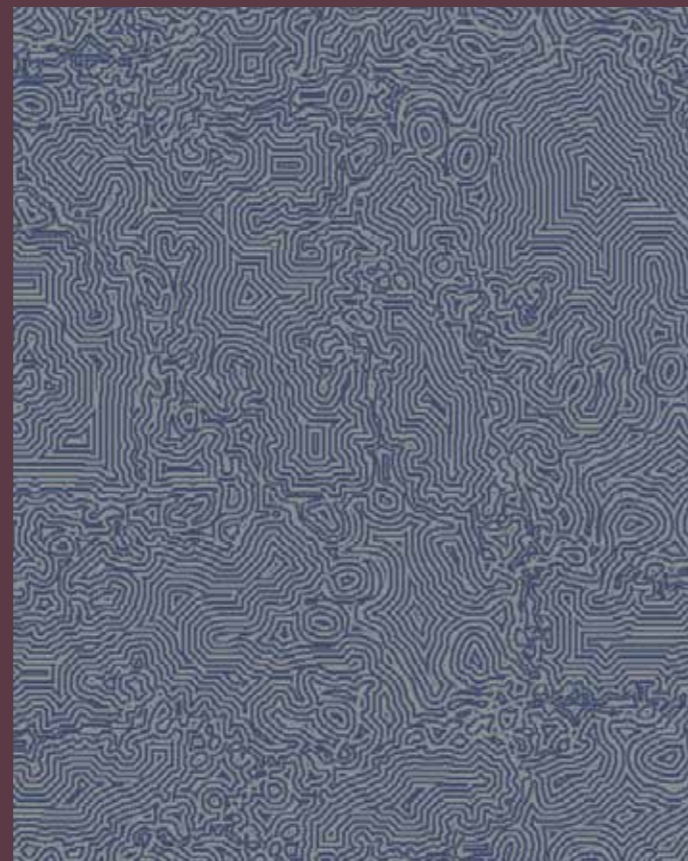
Alarwool RJ 367



Alarwool RJ 341



Alarwool RJ 183.22



Alarwool RJ 340





Alarwool CR 195 

“Peony falling-
dropping overlapping-
two of three petals-”
-Yosa Buson 1716-1783.

A Japanese Poet and painter, Buson captured the simplicity and beauty of nature in the few simple lines of this Haiku poem. Our designers here have taken this style of treatment onto the patterning on the floor.

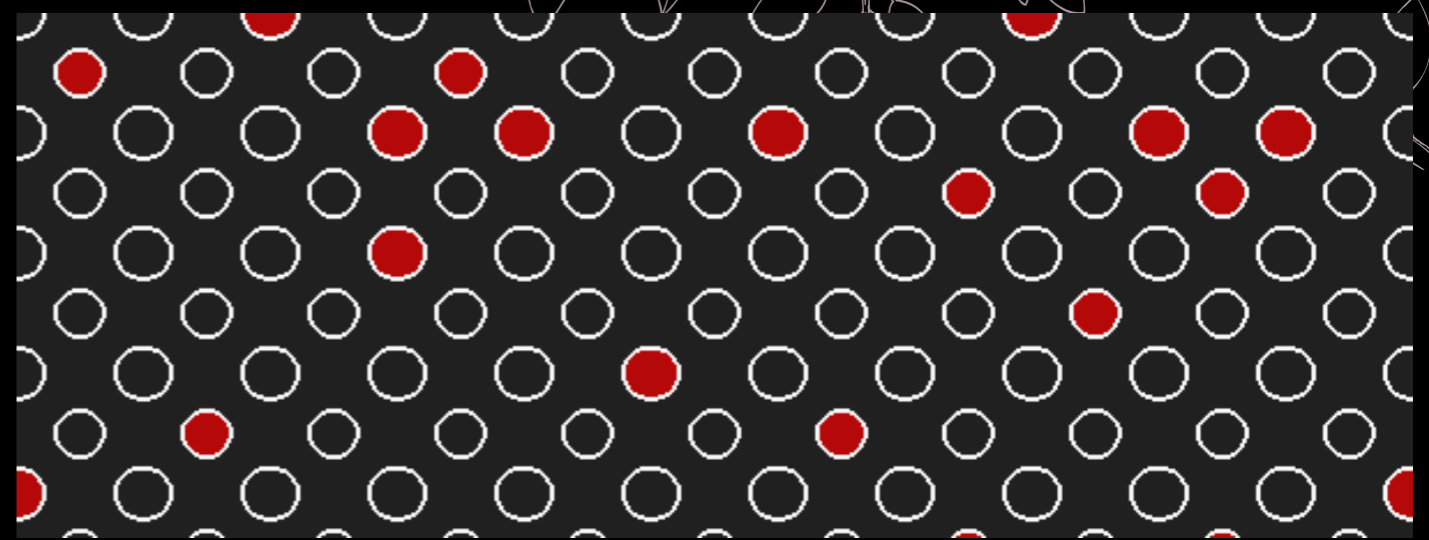
Passion Red...



Alarwool CR 190



4



Alarwool CR 190



Alarwool CR 191





Alarwool CR 194



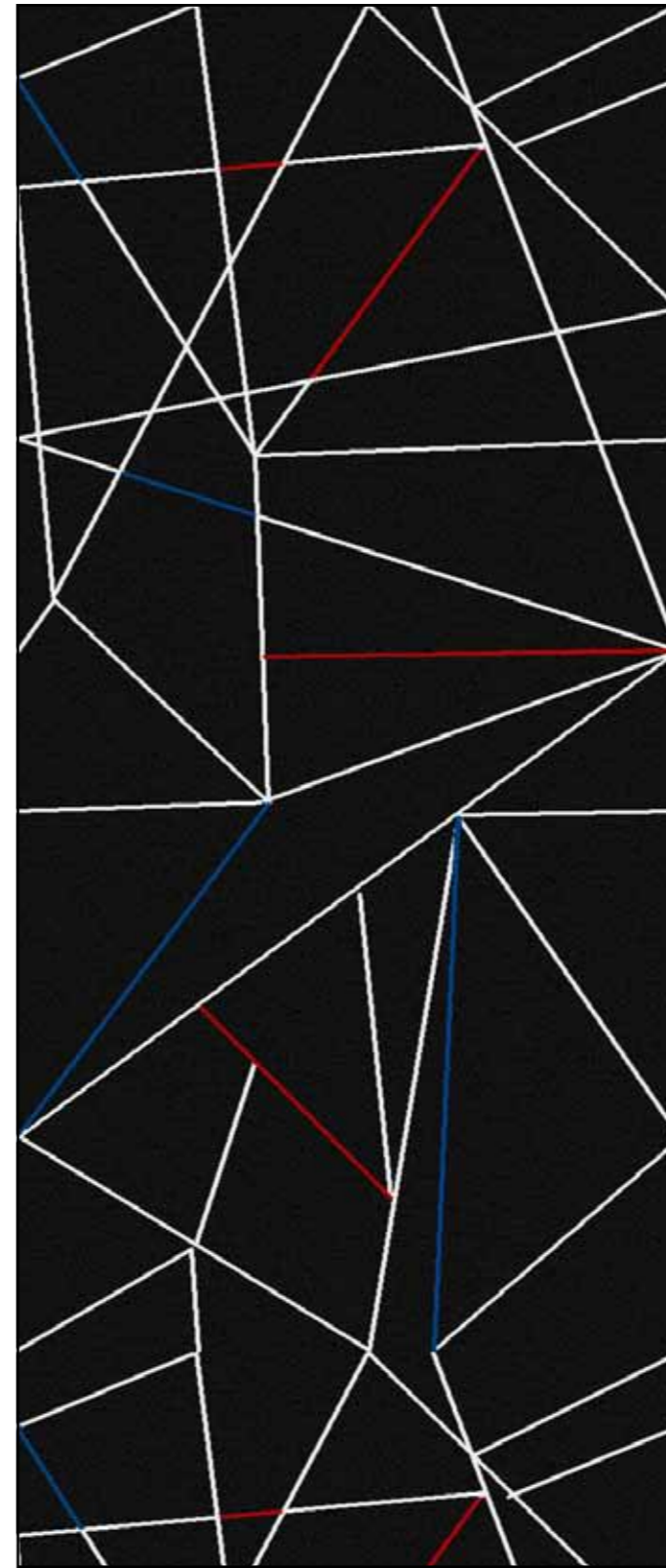
SIMPLY

This city's busyness invigorates and energises us. Here Designers play with elements of light and movement and render them in simplistic terms creating an expression of activity and movement.



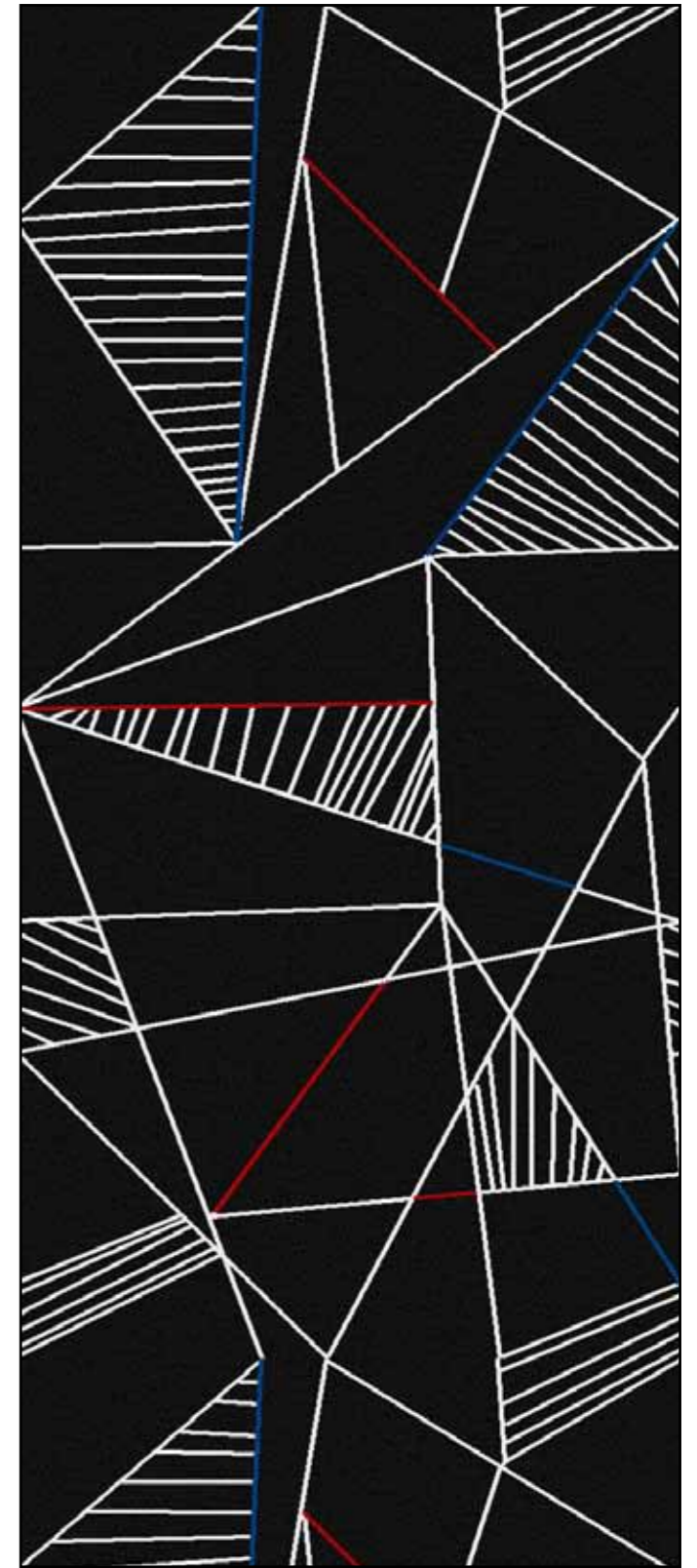
 Alarwool CR 113.2

Alarwool CR 112





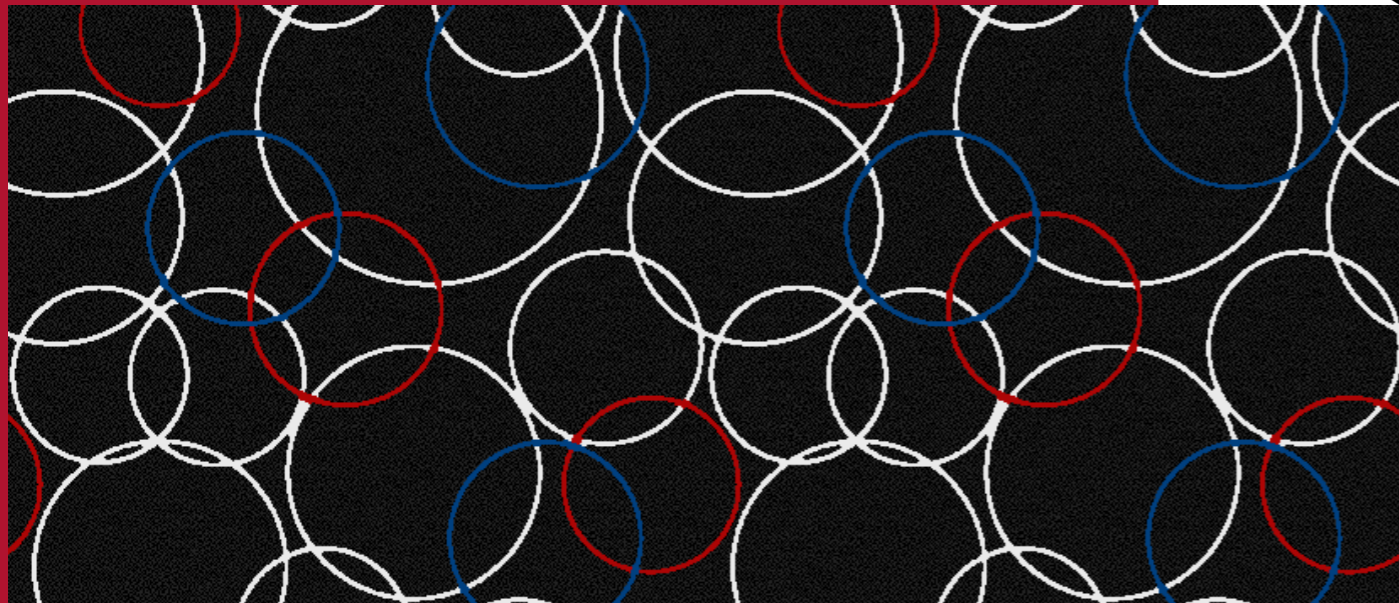
Alarwool CR 112.2



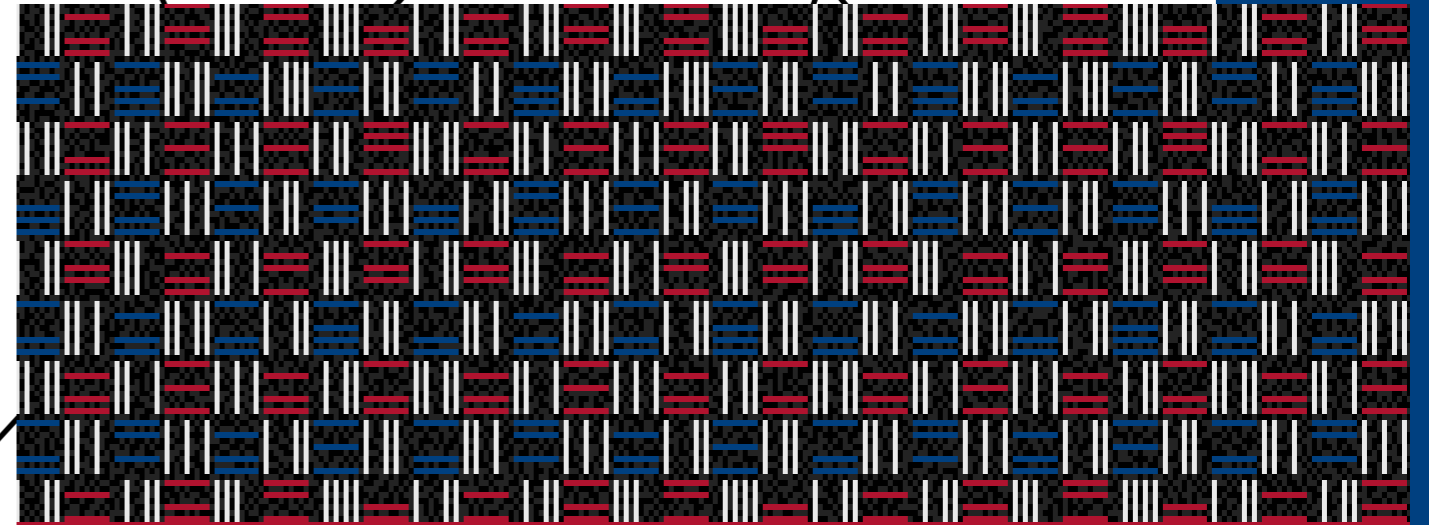




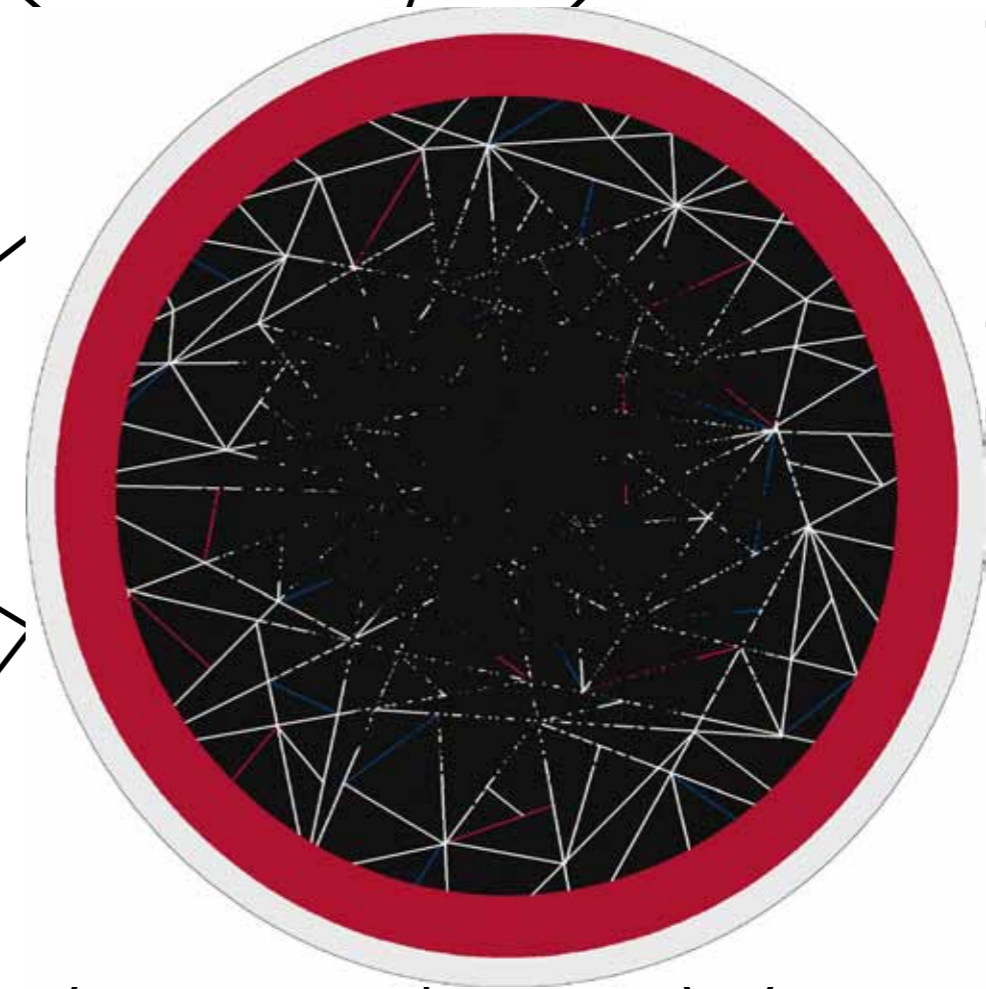
Alarwool CR 118.2



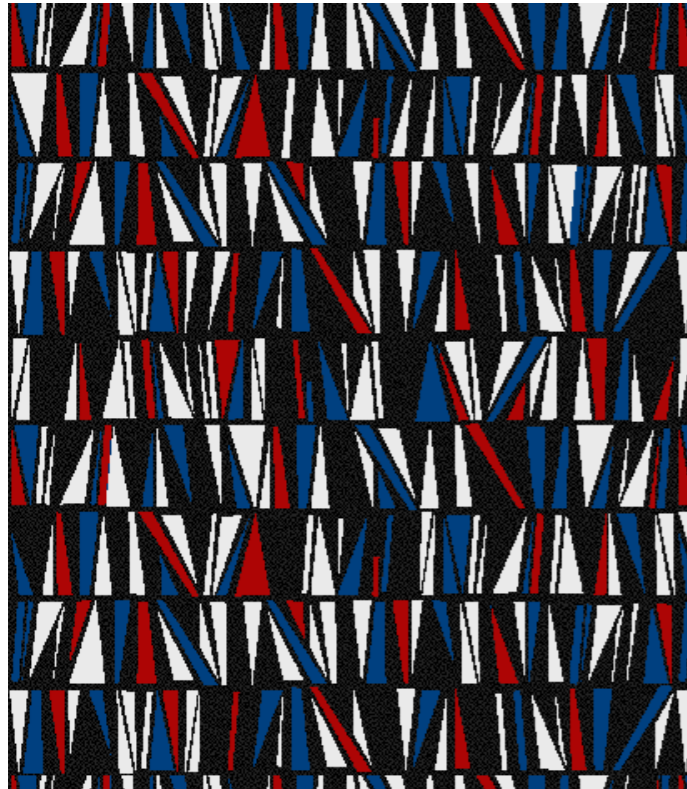
Alarwool CR 276.2



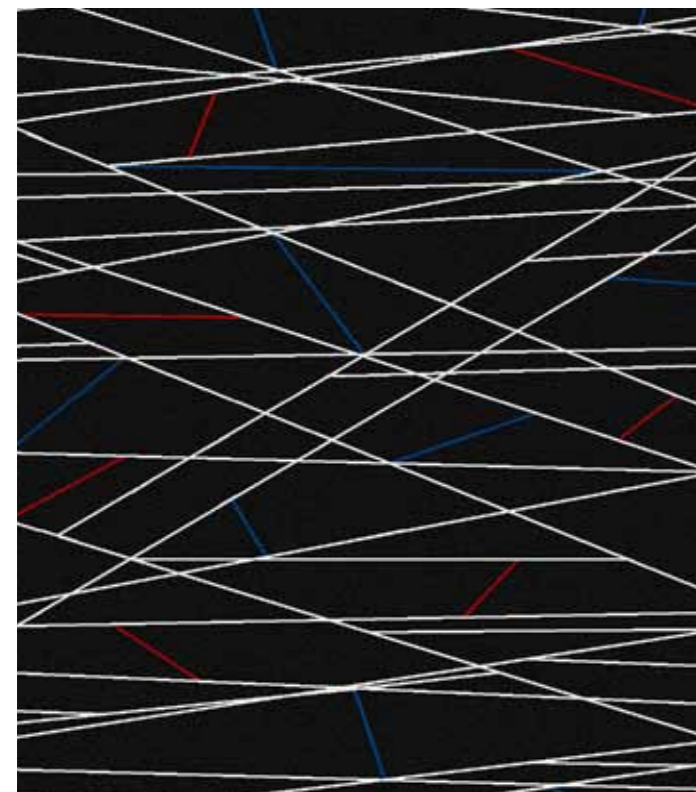
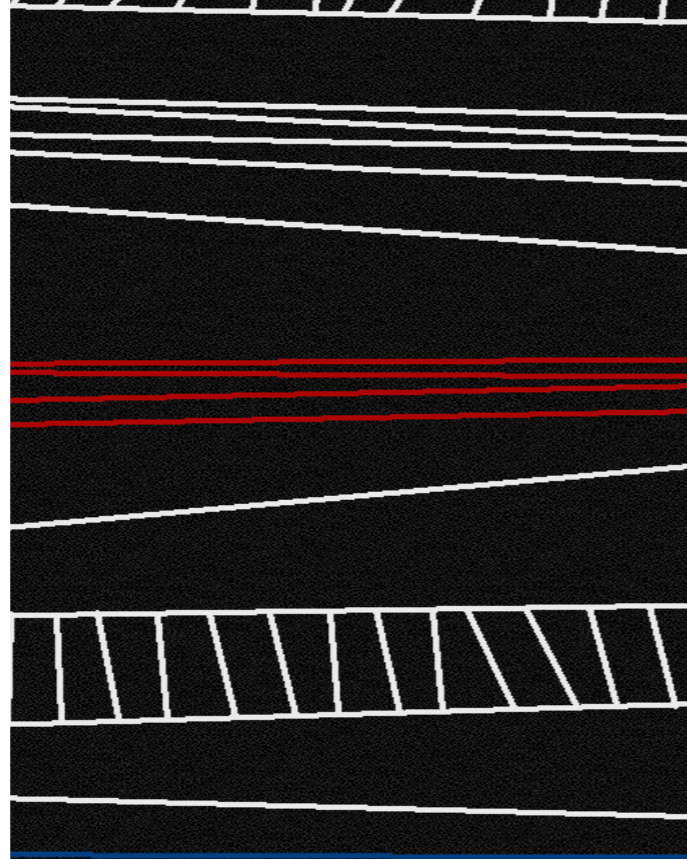
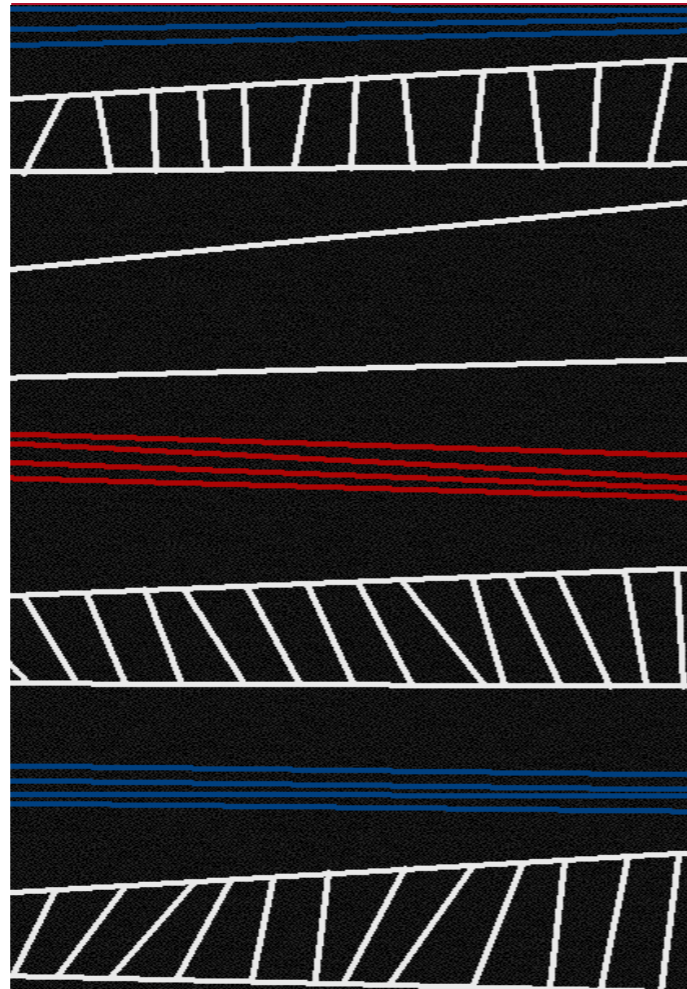
Alarwool CR 114



Alarwool CR 118.2



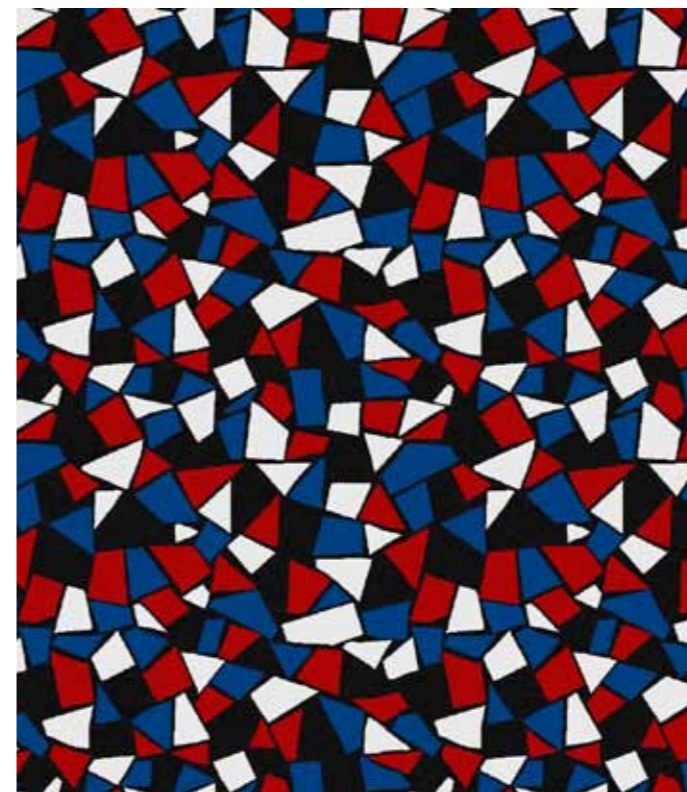
Alarwool CR027



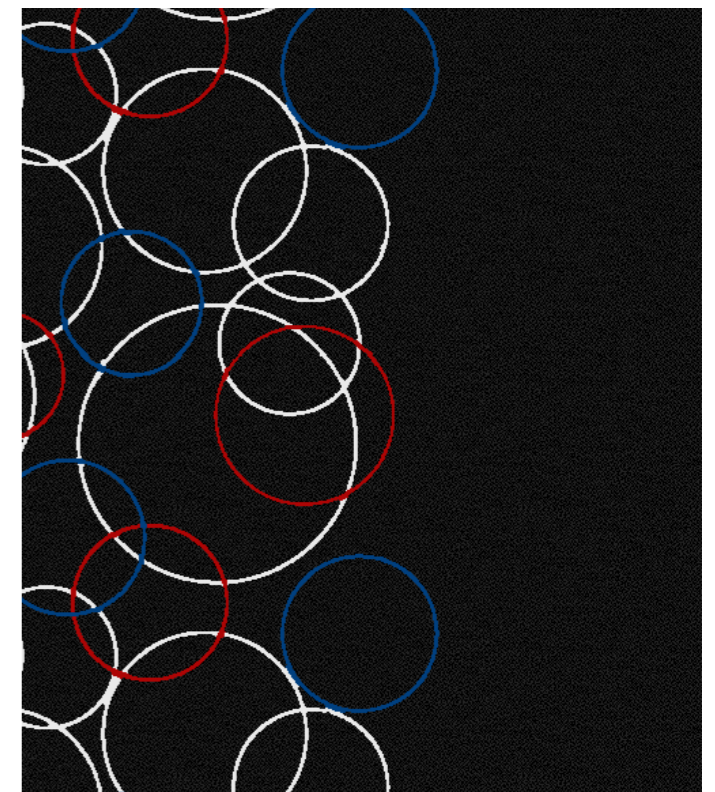
Alarwool CR275



Alarwool CR 119



Alarwool CR 142.2



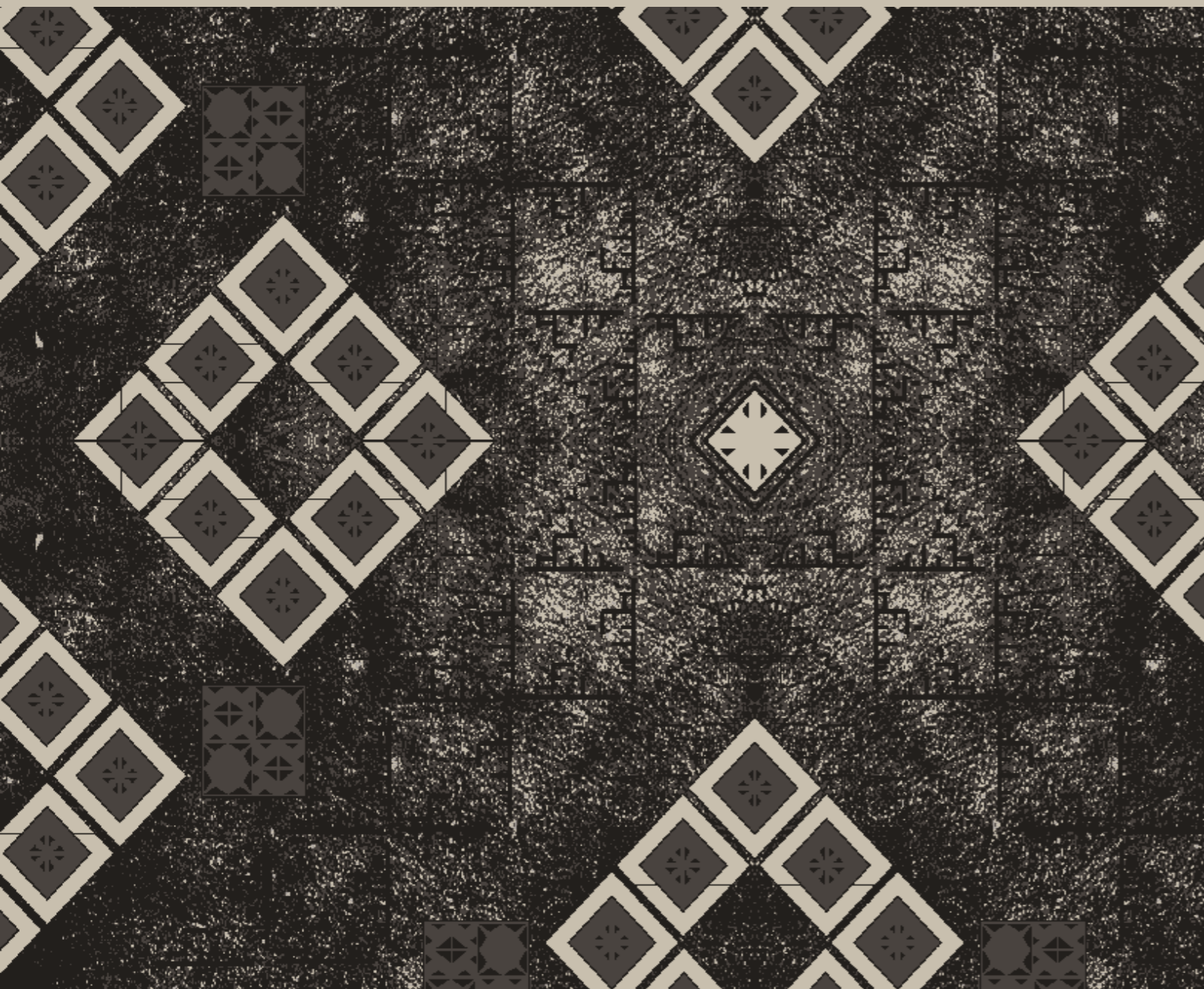
Alarwool CR 277.6




Mystic

Designers look at the ancient world, where mystics explored the value of particular numbers. The visual was an expression of symbolic meaning and was represented in the form of shapes; polygons, triangles, squares, hexagons. Shapes embodied meaning, and in so doing, a type of mystical value.

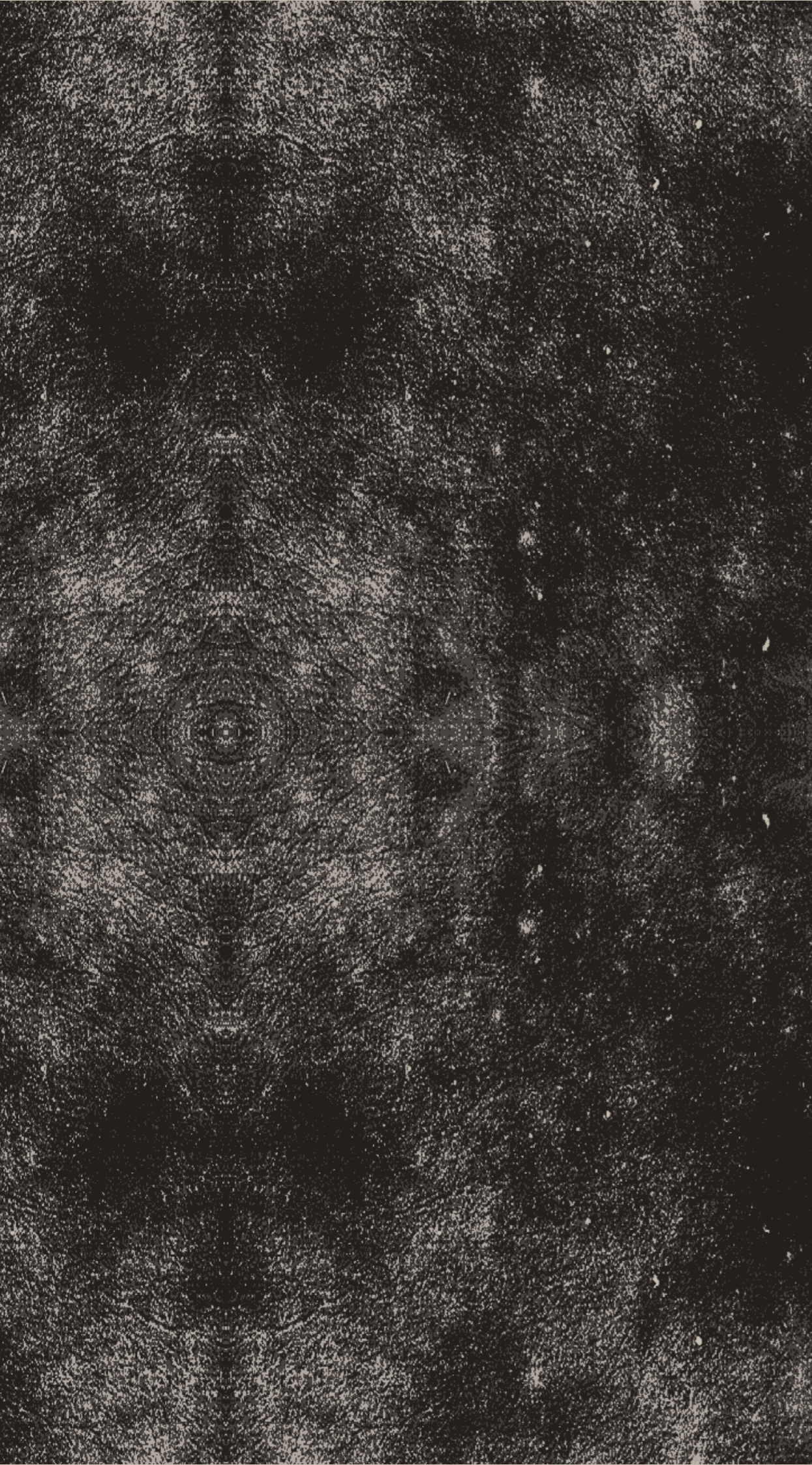
Colours reflect ancient earthen elements with natural pigments, unstained by chemical dyes. The beauty of natural wool, pared to it's purest form, in geometric simplicity.



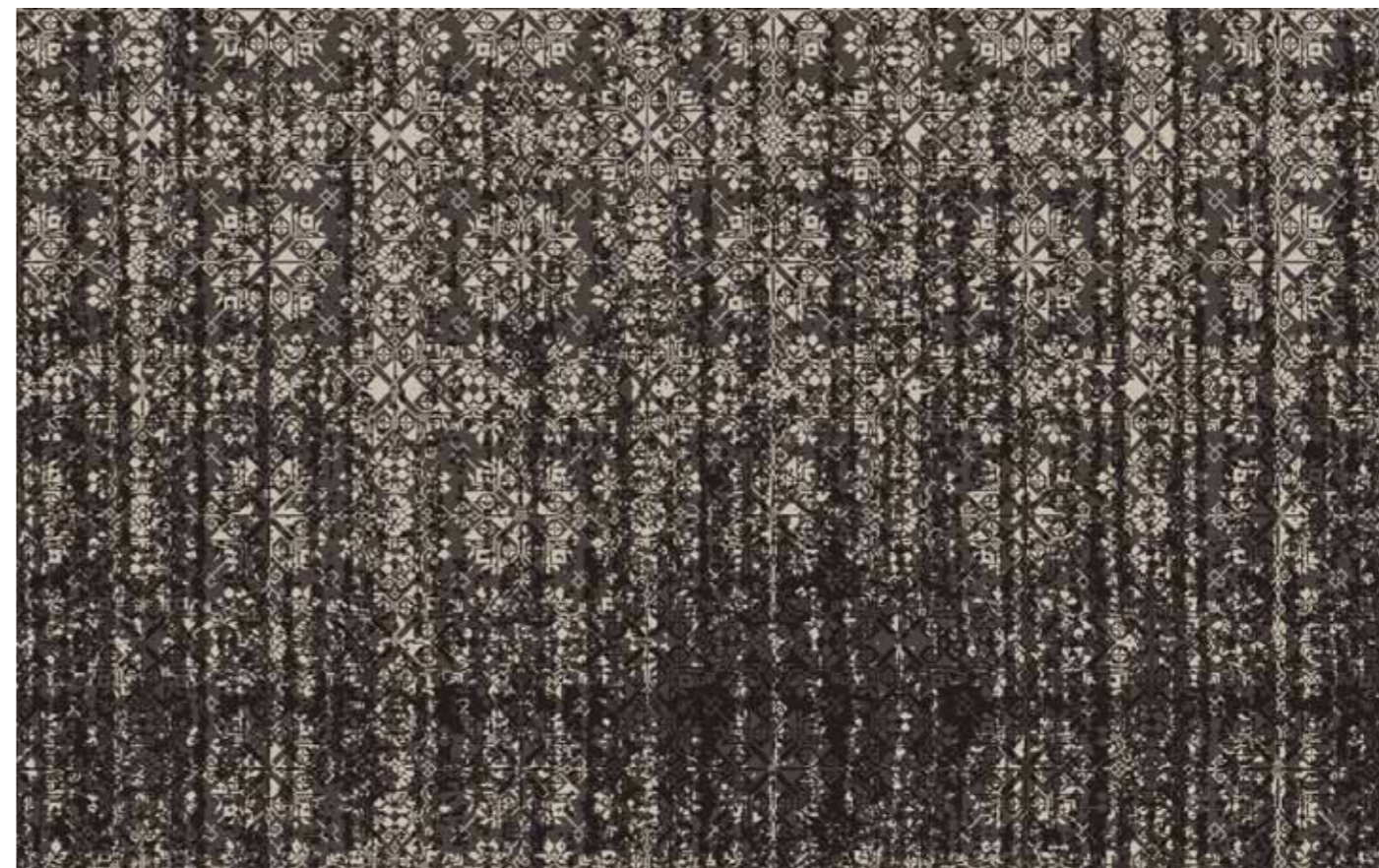
Alarwool IA 496 t3 



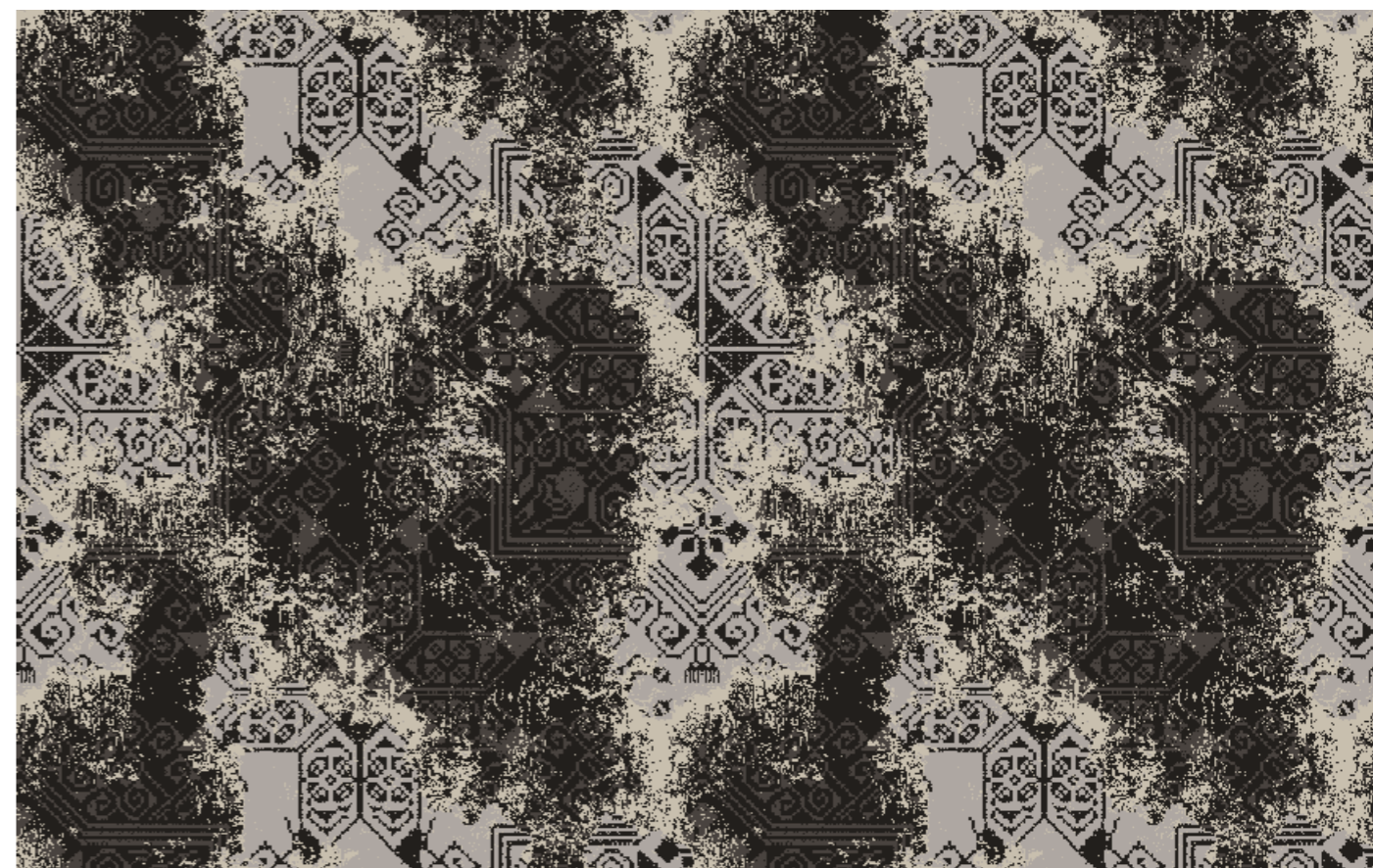
53 Alarwool IA 690 



Alarwool IA 950



Alarwool IA 929



Alarwool IA 929



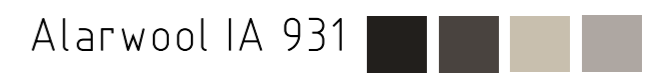
Alarwool IA 496 t1



Alarwool IA 496 t2



Alarwool IA 931



Royal

Tradition takes a few twists and turns and is reinvented. Curling arabesques drawn from palace interiors find their way amongst modern spaces with the help of some geometric devices.



Alarwool RJ 325.8



Alarwool OL 588.41



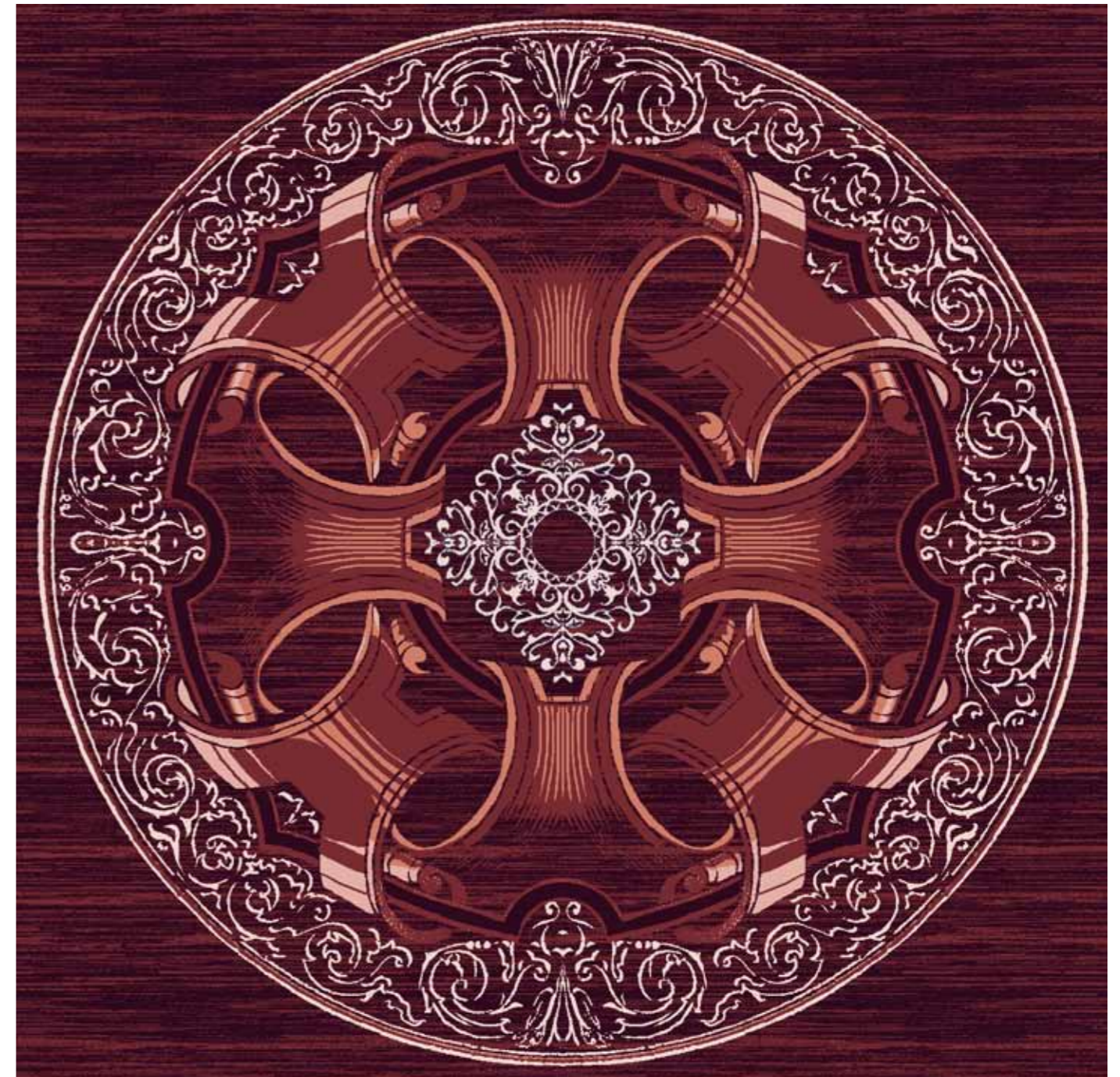
Alarwool RJ 506.2



Alarwool OL 590.2



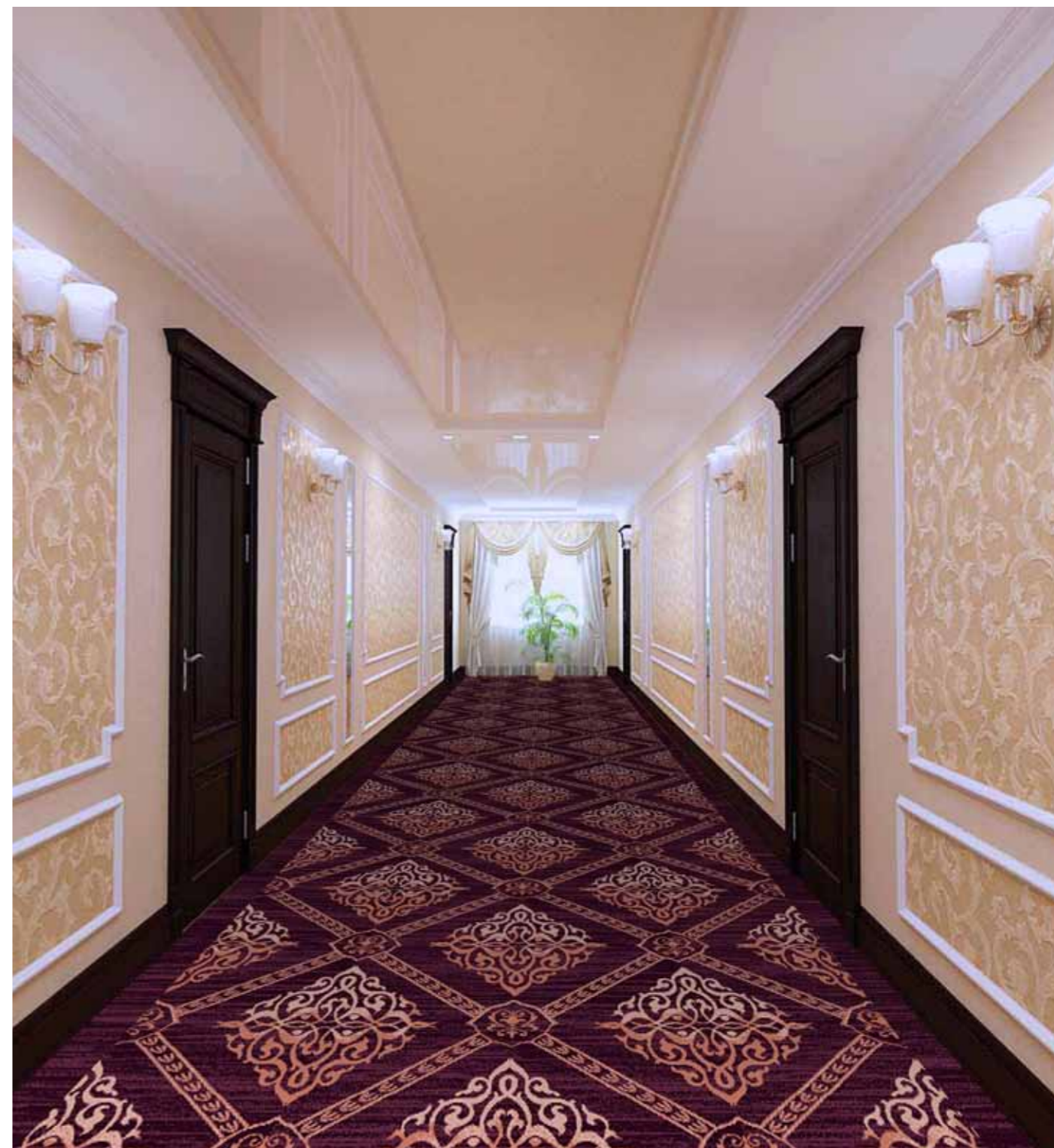
Alarwool RJ 543.1

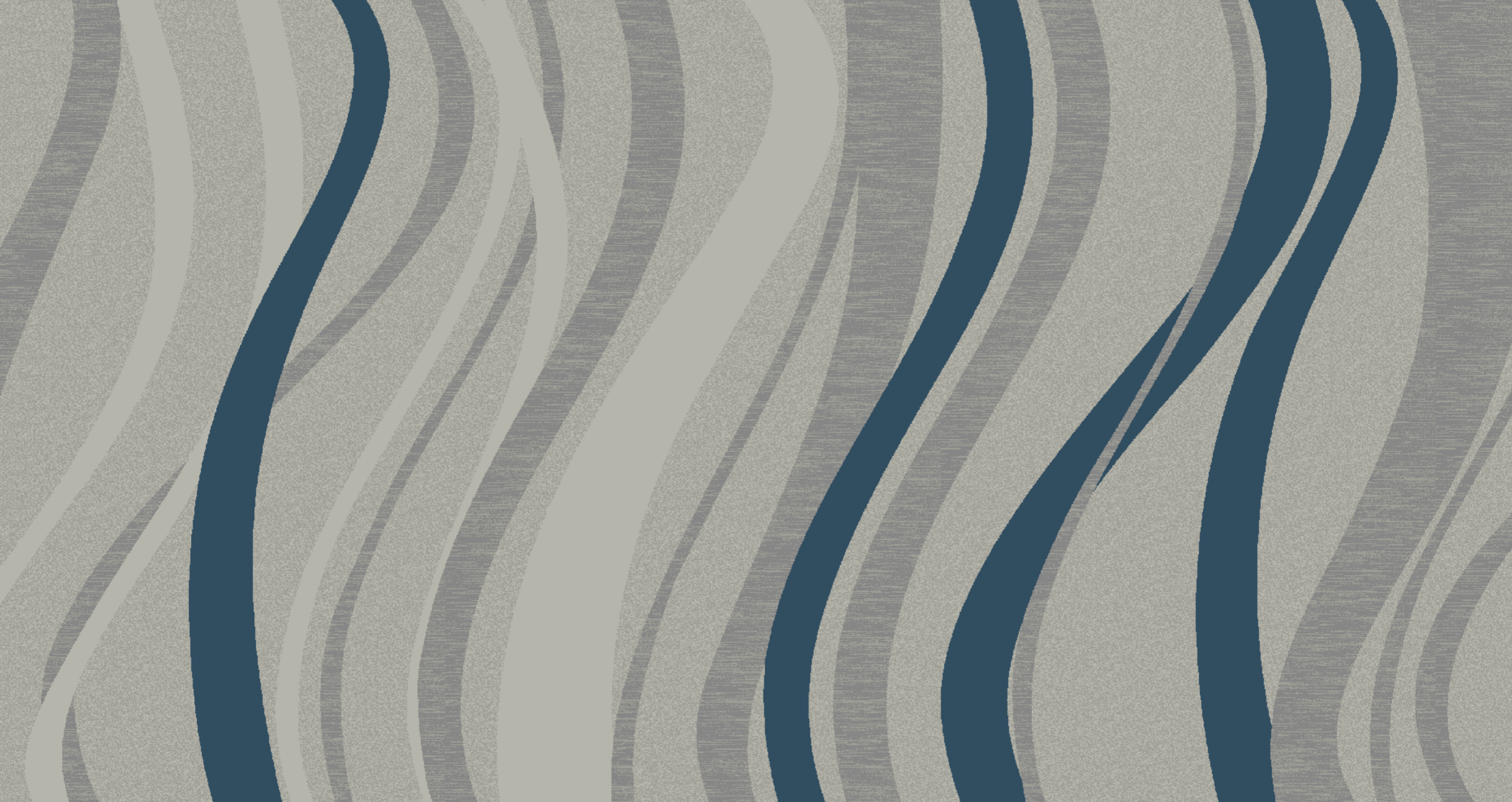


Alarwool CR 070



Alarwool OL 558





Alarwool CR 140 

Softwaves

Take me on a Nordic adventure, throughout high seas and frosty glacial lakes. Let me watch the tonal greys turn into deep and restive blues as I stare at the distant horizon.

Alarwool CR 124

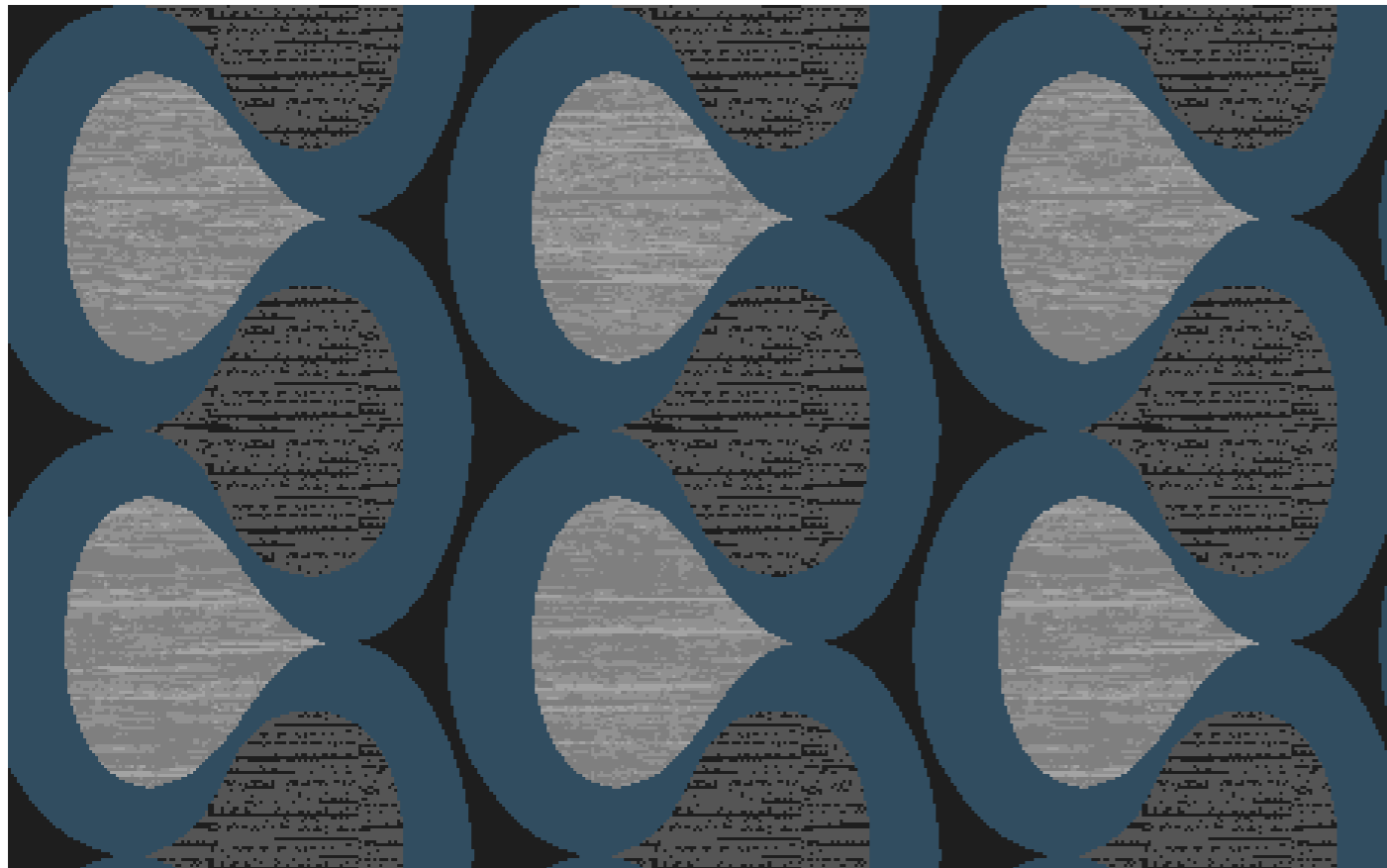


Alarwool CR 125.2

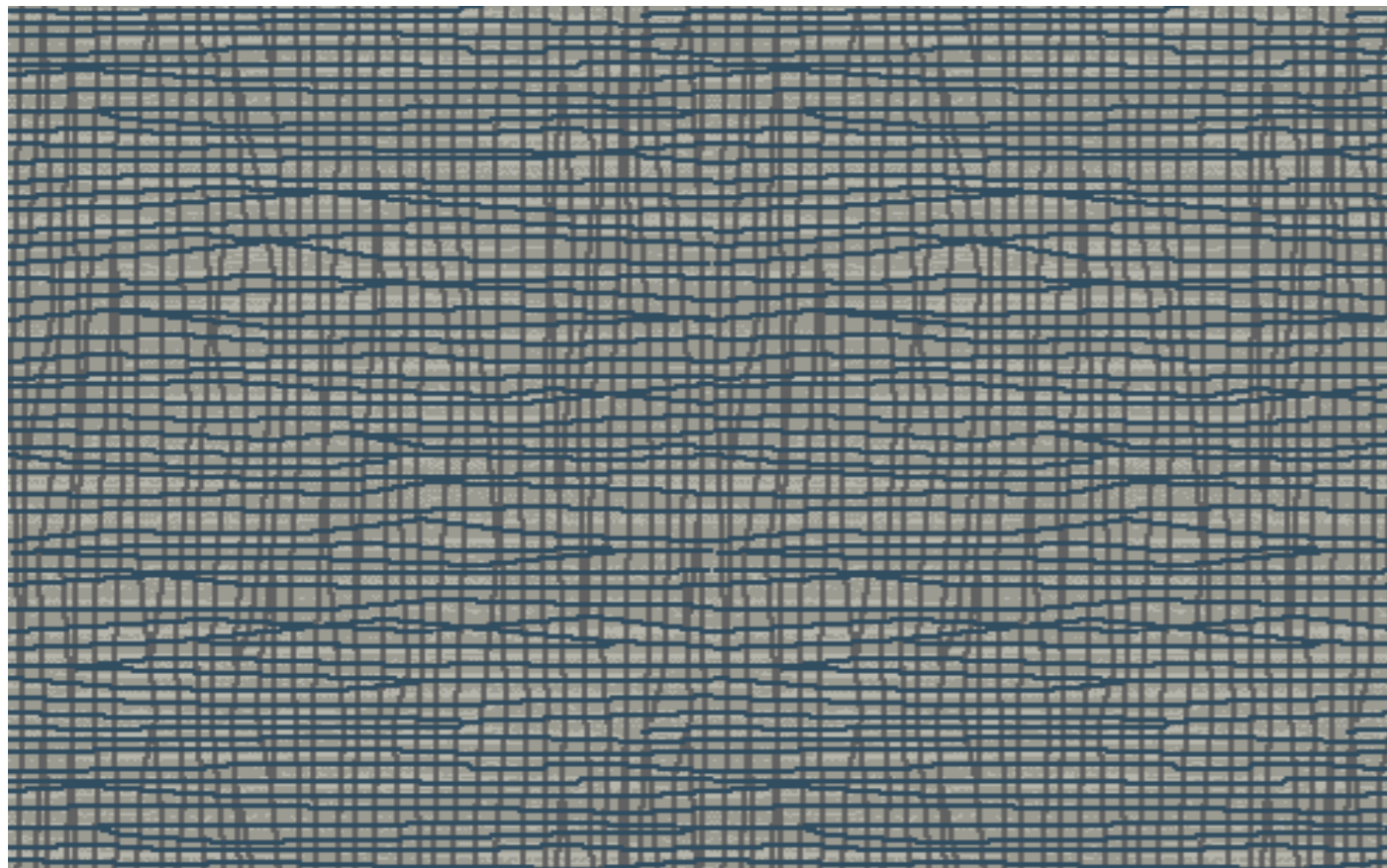



Alarwool CR 123.2





Alarwool CR 126 



Alarwool CR 127 





“White cloud of mist
above white
cherry-blossoms . . .

Dawn-shining mountains
~ Haiku by Basho ~

Drawing on simple silhouettes these
patterns recreate the
simple elegance found in
Japanese poetry and patterning.

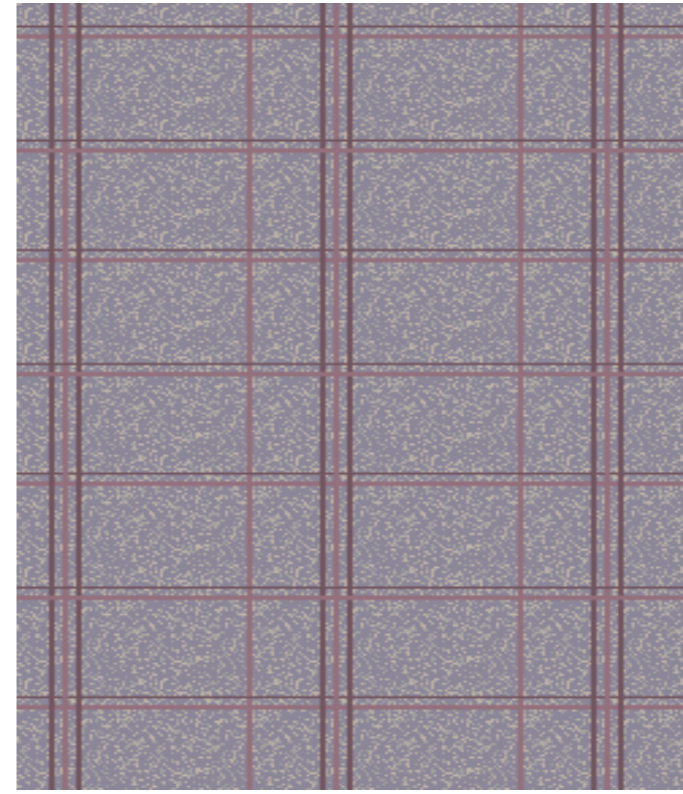
Elegance

Alarwool CR 127





Alarwool IA 795



Alarwool IA 795



Alarwool CR 172



Alarwool CR 173



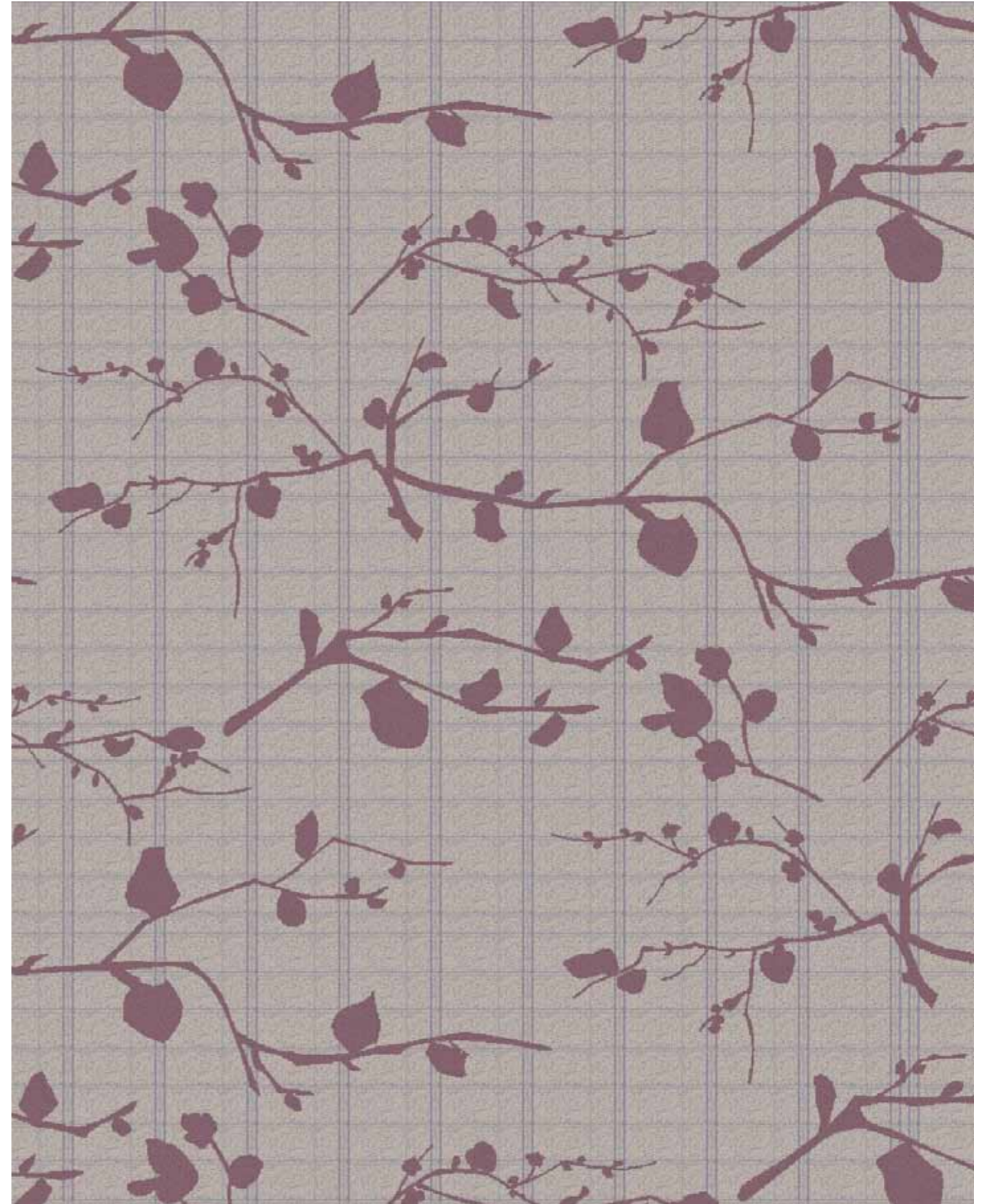
Alarwool CR 174



Alarwool CR 170



Alarwool IA 796



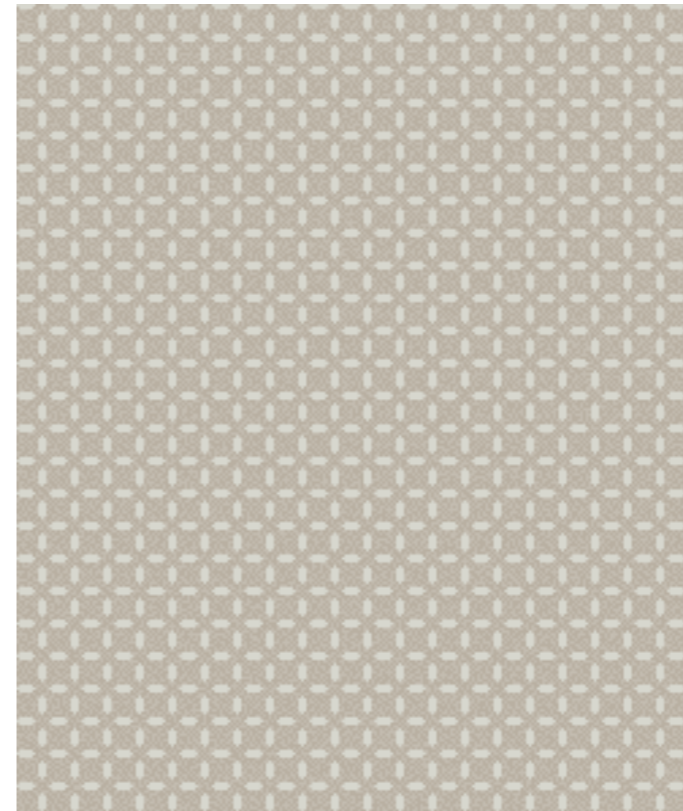
English Touch Cup of Tea



"How many kinds of sweet flowers grow
In an English country garden?
We'll tell you now of some that we know
Those we miss you'll surely pardon
Daffodils, heart's ease and phlox
Meadow sweet and lady smocks
Gentian, lupin and tall hollyhocks,
Roses, foxgloves, snowdrops,
forget-me-nots
In an English country garden."
-English Folk Song
Subtle, small scale and gentle patterns
reflect the delicate flowers in an English
Country Garden. These small scale
patterns lend themselves to guest
room spaces, and subtle interiors.

Alarwool CR 181

Alarwool ALOL 101 CR1



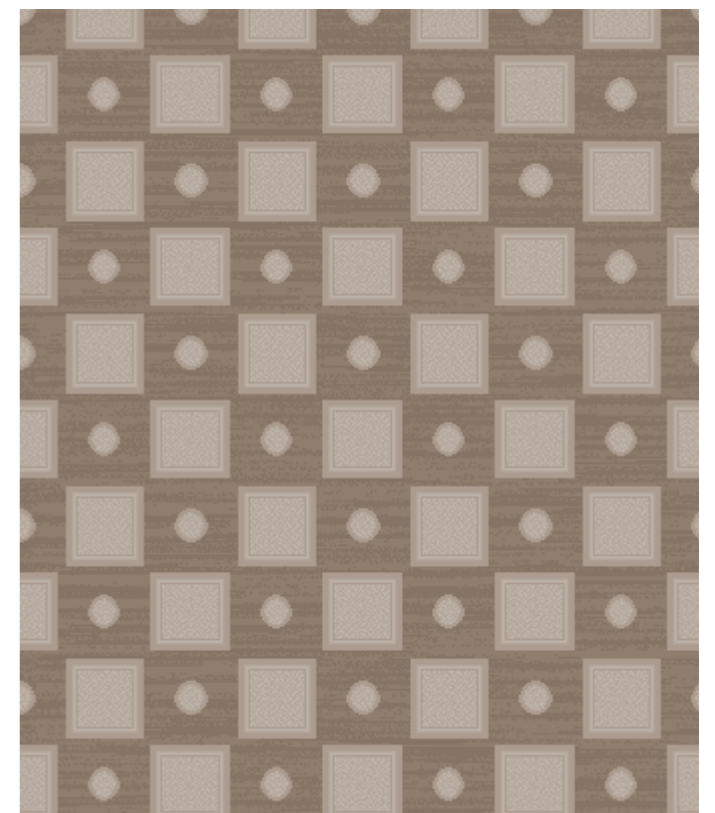
Alarwool CR 032



Alarwool CR 181



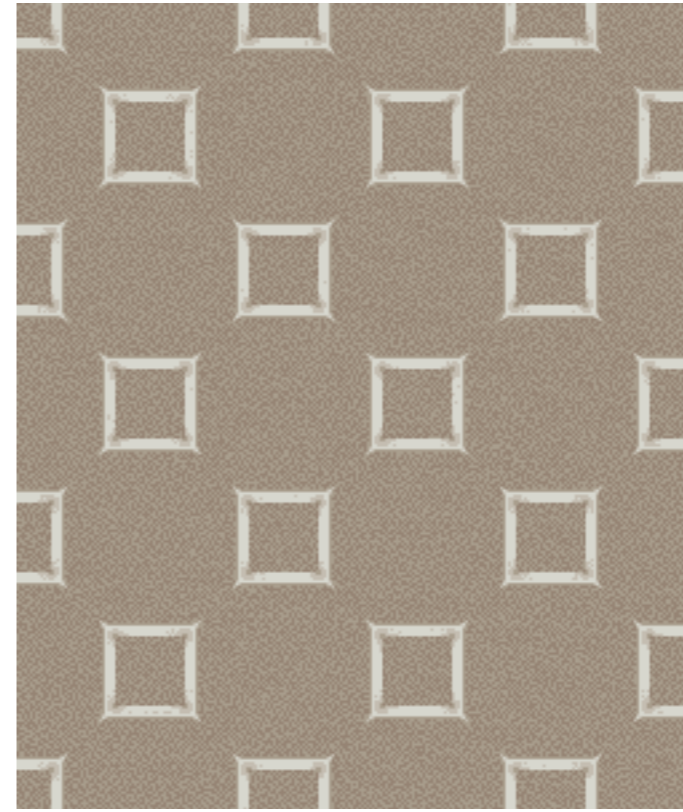
Alarwool CR 179



Alarwool CR 067.2



Alarwool ALOL 101 CR1



Alarwool CR 032



Alarwool CR 032



Alarwool CR 243



Alarwool CR 181



Alarwool CR 179



Lace

Coco Chanel once said
“...one of the prettiest imitations ever made
of the fantasy of nature;
... those incomparable designs which the
branches and leaves of trees embroider
across the sky...”.

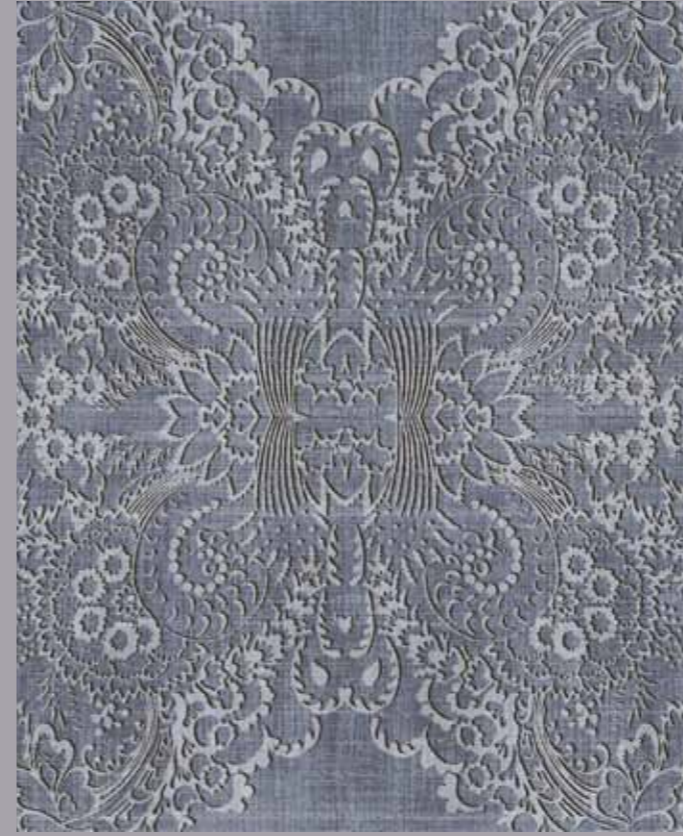
Lace traces it's way across the floor in a
branching of elegant shapes and shadows.



Alarwool RJ 334



Alarwool RJ 335



Alarwool RJ 338



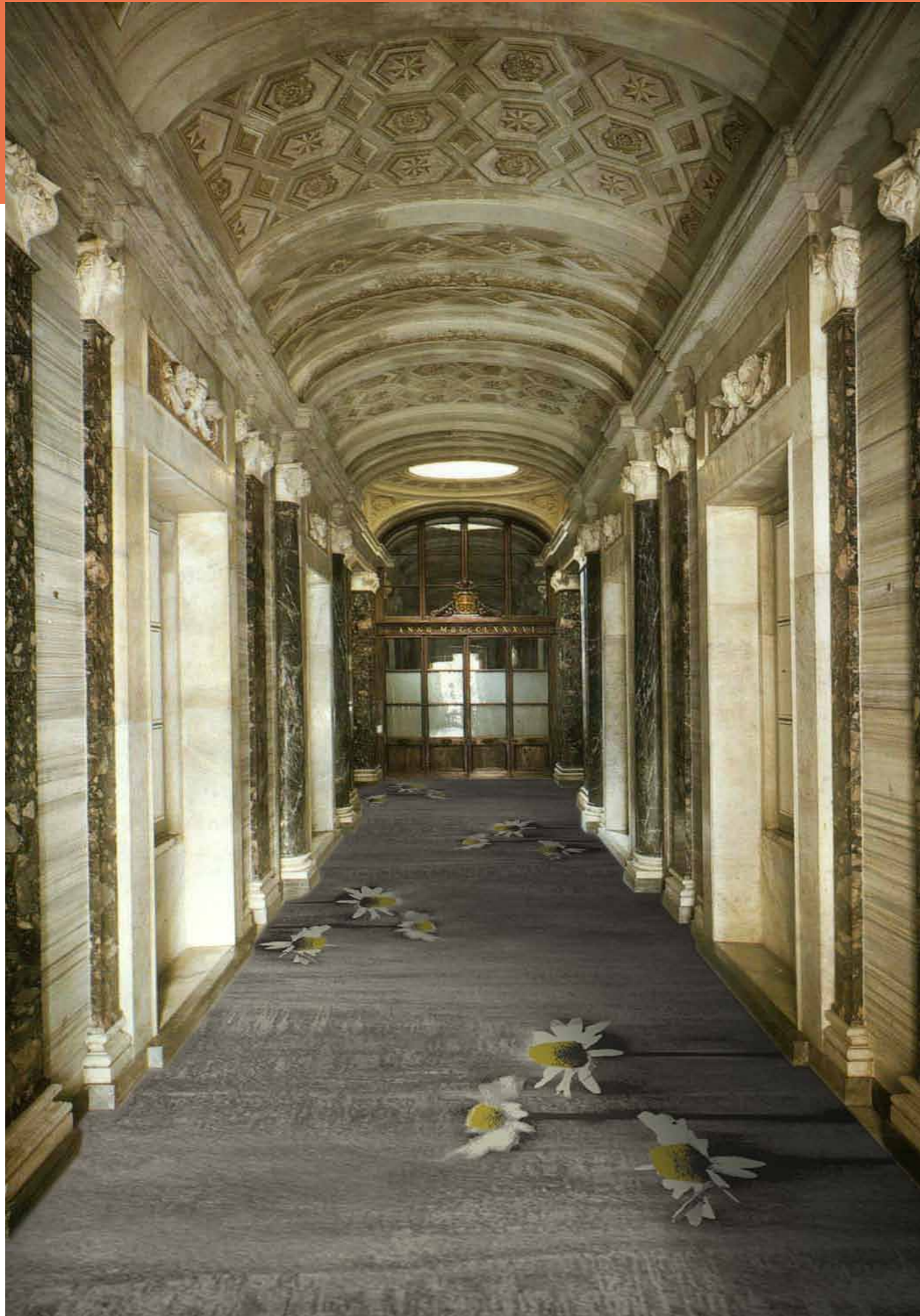
Alarwool RJ 336



Alarwool CR 305



PHOTOGRAPHY



Drawing from the Silk Screen works of Andy Warhol. Our designer takes you on a discovery of floral photography for the floor. Rug insets and floating motifs offer different treatments for these flowers to become modern icons in their own right, and to bring a 60s kitch sophistication to a contemporary interior.



Alarwool CR 224





Alarwool CR 229



Alarwool CR 186



Alarwool CR 230







TATTOO

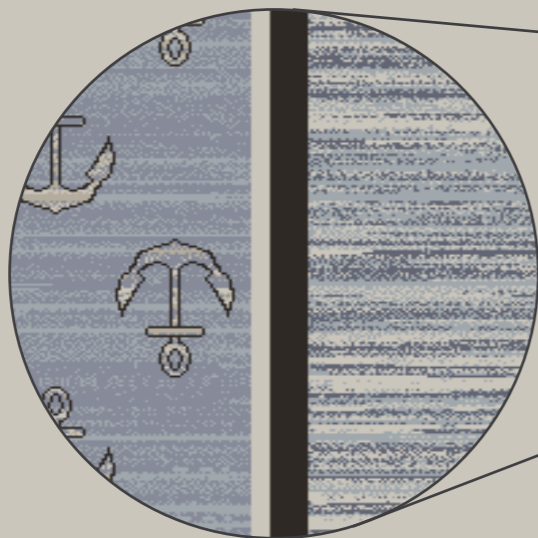


Inspired by traditional tattoo art, cartoons and heavily inked imagery serve to bring a quirky personality and humour to these spaces. Make these a centre piece, or talking point to bring novelty to an interior space.

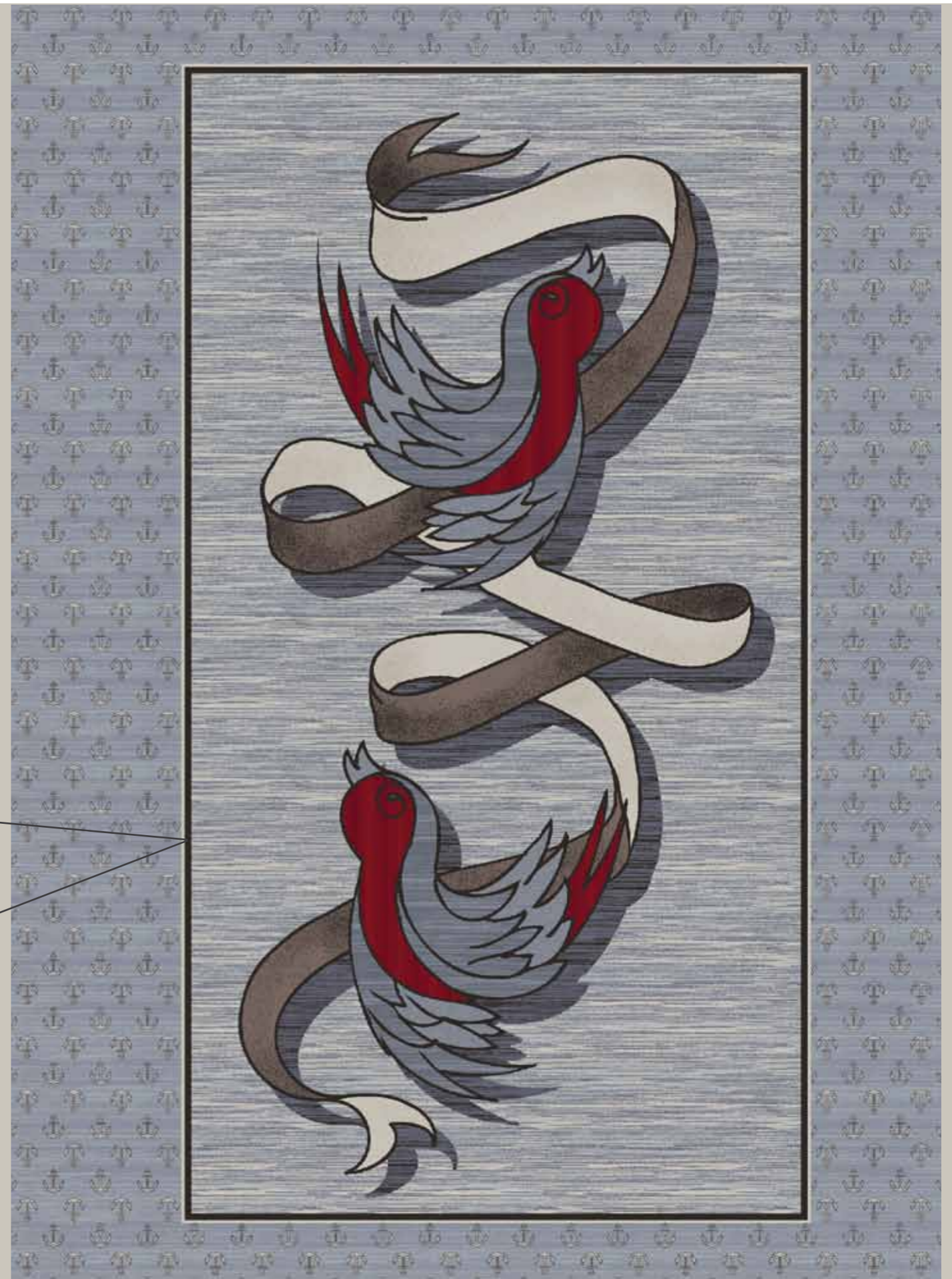


Alarwool IA 947





Alarwool IA 814





Alarwool IA 816



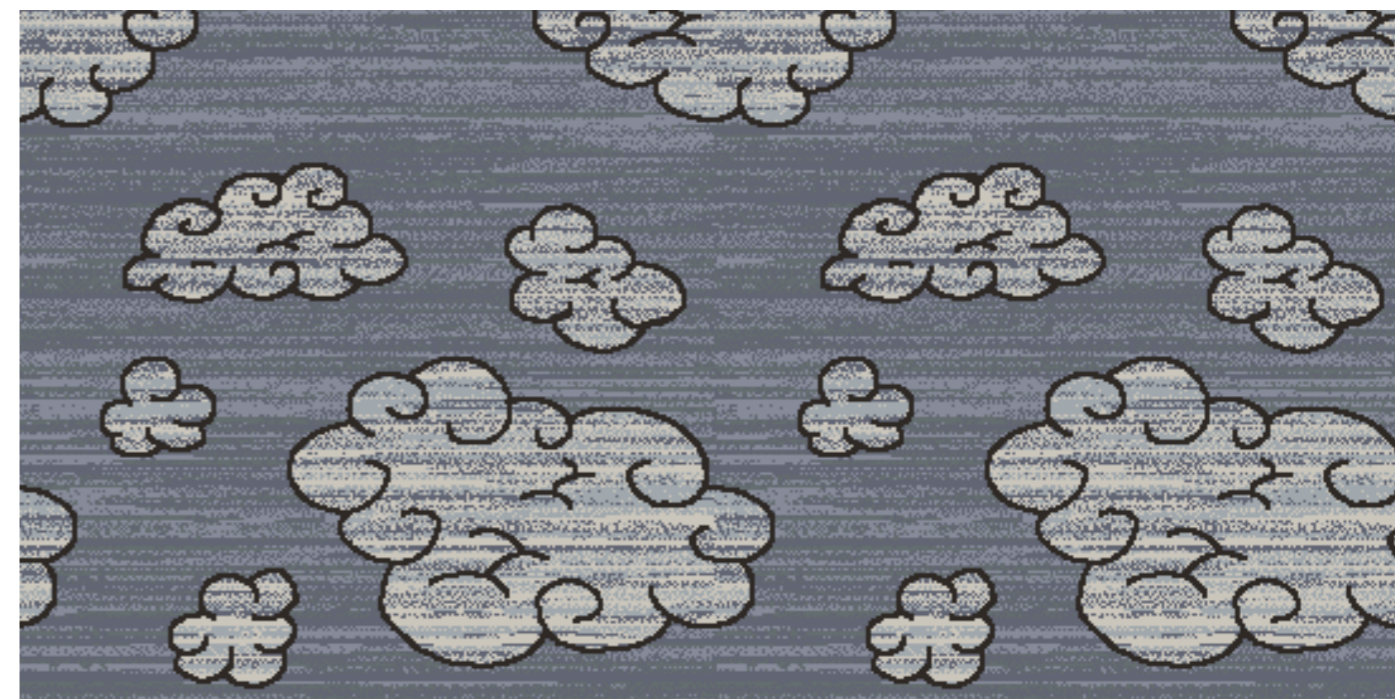
Alarwool IA 815



Alarwool IA 817



Alarwool IA 815



alarwool
custom woven carpets