



# THE MOOR RUGS

BY ALL THE WAY TO PARIS  
2016

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The Moor Rugs are the second series of rugs designed by All The Way To Paris produced by &tradition. This time, ATWTP's departure point came from the various shapes of gemstones. "We wanted to focus solely on the shapes, colours and textures – without any patterns," notes Tanja Vibe and Petra Olsson Gendt, Founders and Partners at ATWTP. "For us, a rug brings all the elements of a room together in harmony, creating a feeling of closeness."

The result is a compelling sense of cohesion. Especially when you arrange all the rugs together as a cluster of gemstones. The rugs have a subtle shimmer to the surface to echo the qualities of a gemstone.

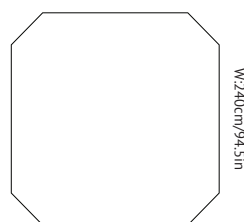
The name Moor refers to the sweeping hills of heather and grass in the countryside of ATWTP's native Scandinavia. Reflecting the surroundings, the sun and sky of the landscape are the various colours of the Moor rugs: gold, beige, grey, dark grey, red heather and midnight blue. ATWTP experimented with different yarns and arrived at a combination of 85% wool and 15% viscose, which led to a beautiful depth of colour. "The &tradition team helped us test various versions, adding and subtracting options," adds Vibe. "That experimental process is the reason why we are so pleased with the creative outcome."

"We really enjoy the collaborative process of working with ATWTP," notes &tradition Brand Manager Martin Kornbek Hansen. "They have a streamlined approach to design where they distil an idea down to its essence, with a very graphic expression. We also like the hand-woven aspect of these rugs. An ancient handloom technique seen in rugs from the Middle and Far East. At &tradition, this element of the old in a new contemporary context is at the core of our brand DNA."

<b>Product type</b>	Rug
<b>Production Process</b>	The rug is handloom-woven which is a production technique that produces a dense, soft and highly exclusive velvet-like expression. The exclusivity is further enhanced by the discrete sheen in the material which is achieved by spinning a small amount of viscose into the woolen fibers.
<b>Environment</b>	Indoor.
<b>Dimensions ( cm / in )</b>	AP5: W:170cm/66.9in x L:240cm/94.5in AP6: W:240cm/94.5in x L:240cm/94.5in AP7: W: 200cm/78.7in x L: 300cm/118.1in AP8: W:300cm/118.1in x L:300cm/118.1in
<b>Weight ( kg )</b>	AP5: 25 kg / AP6: 30 kg / AP7: 30 kg / AP8: 35kg
<b>Materials</b>	85% pure New Zealand wool, 15% viscose.
<b>Colours</b>	AP5: Moss grey, Beige dew AP6: Heather red, Beige dew, AP7: Beige dew, Moss grey AP8: Moss grey, Blue midnight
<b>Cleaning Instructions</b>	Dry clean only
<b>Package Dimensions (cm / in)</b>	AP5: H: 12cm/4.7in x D: 12cm/4.7in, L:240cm/94.5in AP6: H: 12cm/4.7in x D: 12cm/4.7in, L:240cm/94.5in. AP7: H: 15cm/5.9in x D: 15cm/5.9in, L: 300cm/118.1in AP8: H: 20cm/7.8in x D: 20cm/7.8in, L: 300cm/118.1in.



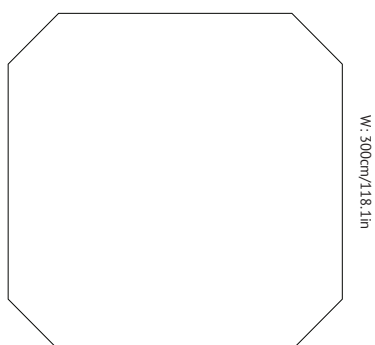
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L:240cm/94.5in



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L: 300cm/118.1in



AP5

AP6



AP7

AP8