

LANDCARPET

a tangible piece of nature for your home



FLORIANTM
PUCHER

LANDTM
CARPET



PRODUCT INTRODUCTION

LANDCARPET™

LANDCARPET is a modern area rug, inspired by nature and farmed landscapes. It shows the world from straight above as we usually see it only out of the window of a plane.

A fascinating landscape image, a satellite-like aerial view to touch, LANDCARPET is a tangible piece of nature to touch.

As each country deals with landscape and farming in a different way LANDCARPET comes in different editions all of them limited to 88pcs/edition and each of them representing a different continent, country or city.

The stylized fields are of different height and let LANDCARPET appear like a miniaturized landscape.

Material: 100% New Zealand wool
Limited Edition Sizes: 1200x1800mm / 1800x2400mm
Unique Pieces: 1800x3200mm

Designer: Florian Pucher
Year: 2007-2014

LANDCARPET unique pieces have also sold well in international design auctions and the latest piece Hong Kong - Kowloon West Side was commissioned and acquired by art museum M+ for their permanent Design Collection in Hong Kong.



· Inspiration through travel · Aerial Image as working base · Optimised, stylized pattern and color selection



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Edition 1: Europe

- Material: 100% New Zealand Wool
- Size: 1200 x 1800mm, 1800 x 2400mm
- Limited Edition of 88 pcs





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Edition 2: Africa

- Material: 100% New Zealand Wool
- Size: 1200 x 1800mm, 1800 x 2400mm
- Limited Edition of 88 pcs



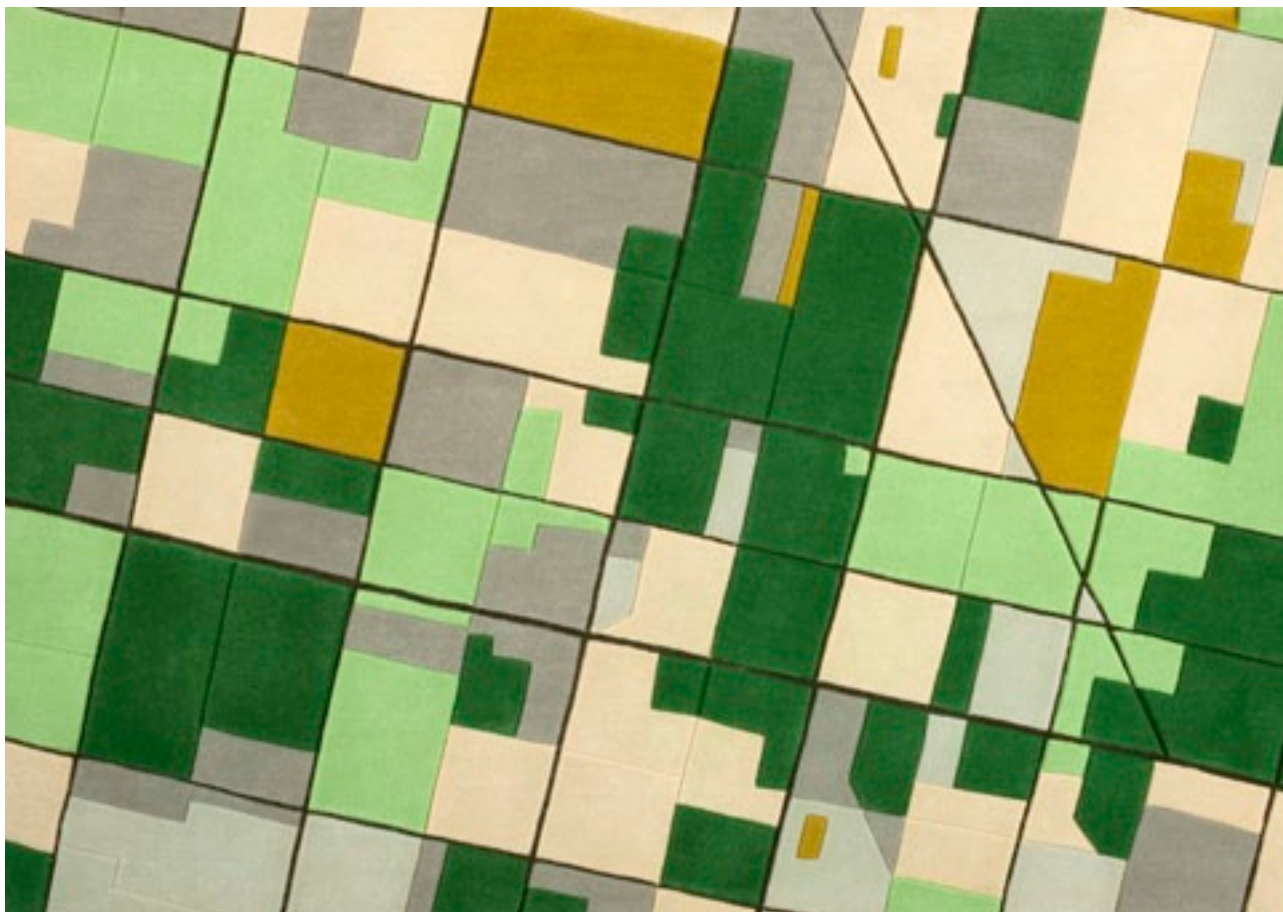


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Edition 3: USA

- Material: 100% New Zealand Wool
- Size: 1200 x 1800mm, 1800 x 2400mm
- Limited Edition of 88 pcs



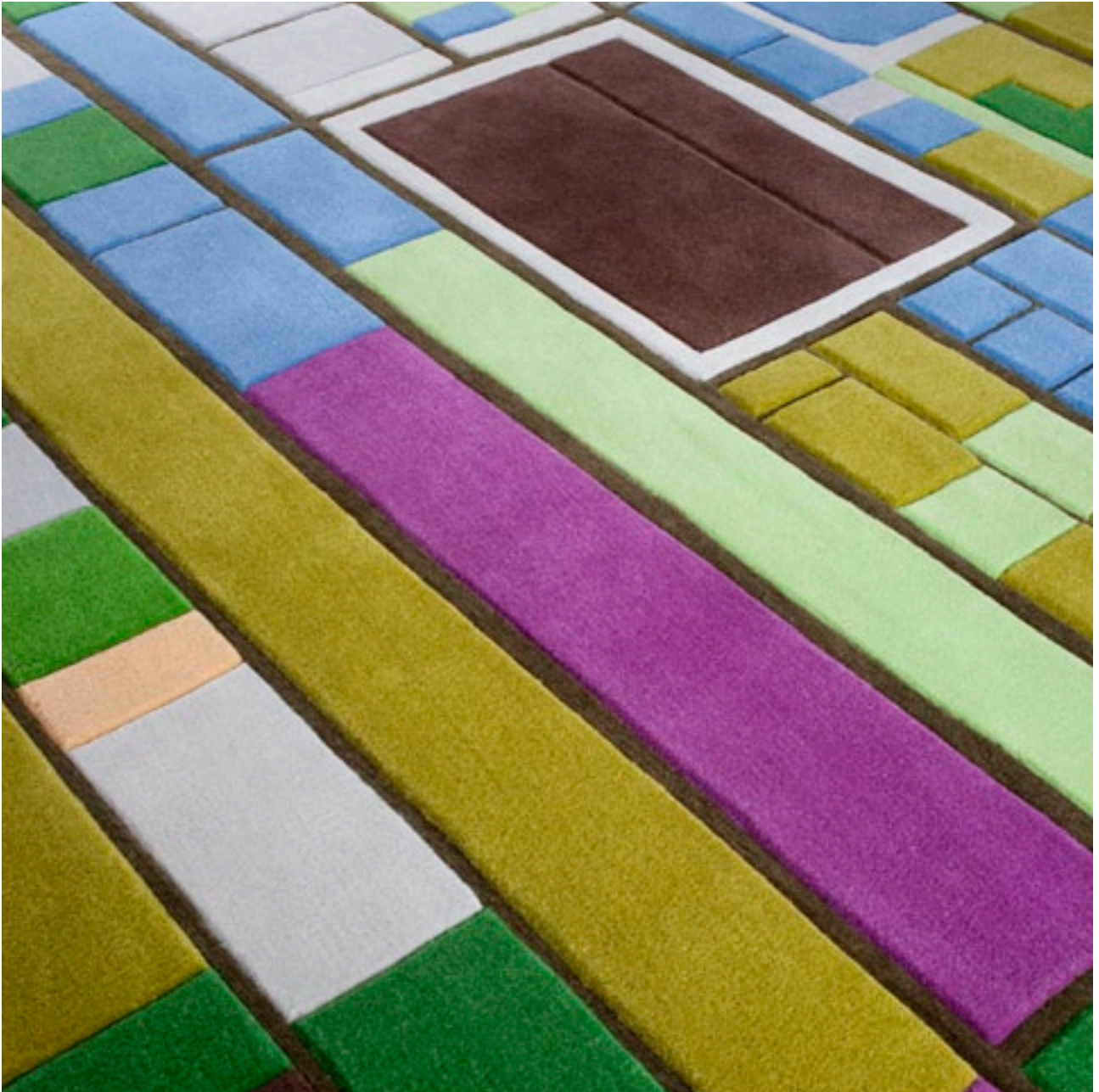


LANDCARPET

- Material: 100% New Zealand Wool
- Size: 1800 x 2400mm
- Limited Edition of 88 pcs

Edition 4: Netherlands





Unique Pieces

- Material: 100% New Zealand Wool
- Size: 1800 x 3200mm
- Unique Piece

Italy 1/1 Private Collection





Unique Pieces

- Material: 100% New Zealand Wool
- Size: 1800 x 3200mm
- Unique Piece

Hong Kong 1/1 Private Collection





Unique Pieces

- Material: 100% New Zealand Wool
- Size: 2400 x 3400mm
- Unique Piece

Hong Kong - Kowloon West Side 1/1

Permanent Design Collection M+





Unique Pieces

- Material: 100% New Zealand Wool
- Size: 1800 x 3200mm
- Unique Piece

Bahamas 1/1

Auction Date: 05/2014, Auction House: Dorotheum, Vienna



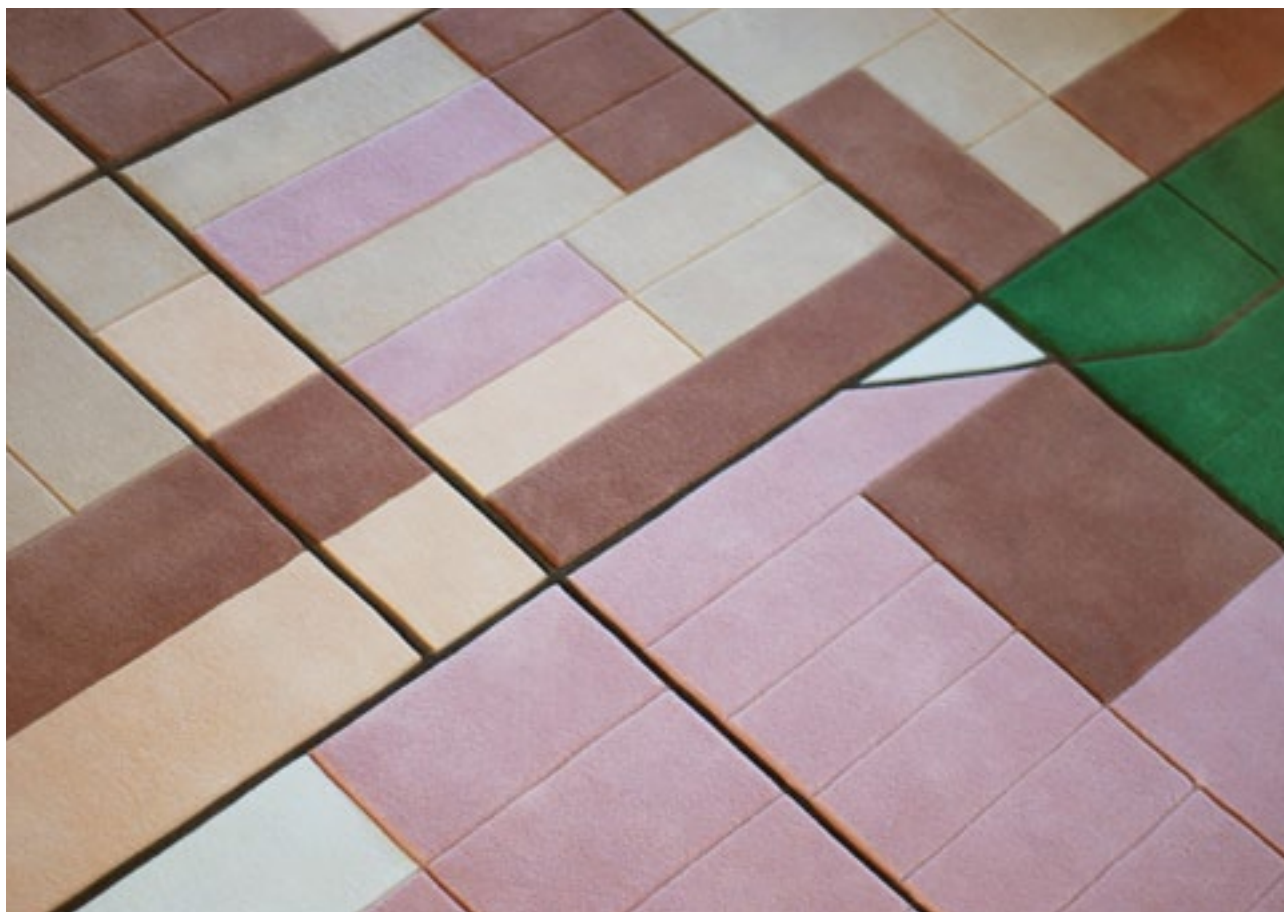


Unique Pieces

- Material: 100% New Zealand Wool
- Size: 1800 x 3200mm
- Unique Piece

Phoenix 1/1

Available







LANDCARPET in the Media

LANDCARPET has been published in more than 40 print magazines as well as in more than 1200 blogs or online media.

- Dwell USA •
- Artnet •
- L'actualite •
- NBC Online •
- Elle Decoration Thailand •
- Archidesignclub •
- Cubes •
- NBC Online •
- Frame China •
- Deeluxedesign •
- NBC Philadelphia •
- Casa China •
- Thewallbreakers •
- Czas Na Wnetrze •
- Designmilk •
- Urbane China •
- Mediahunter •
- Cover •
- Telegraph Online •
- Compasses •
- Worldluxuryguide •
- Notcot •
- Styleit •
- Architectural Digest Italy •
- Trendhouse •
- Anothermag •
- Artchina •
- Octogon •
- Designaddict •
- Big5China •
- Interiorzine •
- Architectural Digest Russia •
- Designnote •
- Blogrunner •
- Despoken •
- Docol •
- Designgawker •
- Founderchina •
- Freshlyblended •
- Apartmenttherapy •
- Le Monde •
- Augenpralinen •
- Kastormag •
- Designer •
- Blognaver •
- Coolhunting •
- CBC Television •
- Trendhunter •
- Madameherve •
- Elle Decoration China •
- Materialicious •
- Tapettiinfo •
- Monogocoro •
- Grumblethorpe •
- NBC Online •
- Holland Herald •

ARTIST PORTRAIT

Florian Pucher/Sophia Liu Bo

Florian is an Austrian artist/architect who moved to China in 2004 and Sophia is a Beijing born graphic designer. Based in Beijing, they have worked in architecture, graphic design, product design and interior design and formed a strong interdisciplinary team working in many different scales on various projects.

Product- and furniture design are their main focus and their design efforts lead to LANDCARPET winning 'Elle Decoration International Design Award 2009' for best floor covering in China.

Their cross-cultural backgrounds help them develop interesting and innovative concepts. While Sophia contributes with the eye of a graphic designer and visual identity professional to details and quality control Florian's strength lies in conceptualization and many products and art pieces show his international background in design and architecture.



**ELLE DECORATION INTERNATIONAL
DESIGN AWARDS·CHINA**

2009 EDIDA国际设计大奖
中国区预选揭晓