



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 piece of nature in your apartment.

As each country deals with landscape, farming and urbanization in different ways LANDCARPET comes in various series, each of them representing a different continent, country or city. Europe is held in warm green and brown colours, USA comes in a very fresh green colours, Africa in a series of earthen tones and Netherlands as a colourful array of flower fields. Italy in a variety of browns and greens and Hong Kong in contrasting greys and blue.

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

Material: 100% New Zealand wool
Designer: Florian Pucher
Year: since 2007



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



LANDCARPET came into being in 2007, but my fascination for landscapes comes from a much earlier period of my life. I have always loved to travel and tried to always get window seats on planes, busses, trains or ferries avoiding traveling by night in order to see as much of different countries and their landscapes as possible. I have been especially fascinated by landscapes passing by when flying in cloudless skies. It stuck me how different not only geographic and natural conditions and settings were but also what people did with them. Some countries are very easily recognizable through their methods of farming and that has always intrigued me. Furthermore as an architect and master planner I constantly get to see and look through site surveys, aerial images and city plans which has further sharpened my eye for distinguishable patterns and different layers.

In 2007 when I worked for an interior firm and went through material samples I talked with a carpet supplier about custom designs. As everything was possible, as he claimed, the idea formed itself within minutes and I decided to make a rug that looks like a landscape.

I sat down for a weekend and searched through my photographs and a large number of aerial maps until I found a spot that I thought looked typically European. I traced the main patterns, simplified and exposed the characteristics and then chose colors and assigned different heights to them. Just as in reality a harvested field would appear low, while a field of mature crop would be high. I received the rug a few weeks later and this was to be the first LANDCARPET.

The name is very literal; it is what it is, a carpet and a landscape. After the first rug was tufted I modified some colors, improved a few details and then went straight to drawing more rugs. Africa appears more chaotic and is held in brownish tones as natural conditions, society and farming are fundamentally different from Europe. I had worked and lived in the Netherlands before and the flower fields I passed were a color explosion that I just needed to show. Farming in the USA is industrialized and honed to efficiency; therefore field patterns appear very rigid and are of a much larger scale.

At that point I didn't have a clear plan of how to commercialize the rug, but when I received an *Elle Decoration International Design Award* for best floor covering China in 2009 out of the blue. The clock was ticking as media request were coming in and people started to ask how to purchase my rugs. I upgraded my website, had tags and packaging made, started adding little plastic farm animals for recognition and had better product photos shot.

In my first collection I have tried to show as many different aspects of farming as possible and since then have expanded it only by two pieces, literally. Italy and Hong Kong were one-offs that went to design auctions and while Italy is still all about landscape, Hong Kong for the first time explores urbanization and cityscapes and the relationship with water.

I am soon to extend the LANDCARPET series by two to four more models, having gone through lots of tests and patterns, always searching for new intriguing landscapes.

