



# Design with carpet: A room



# The seven benefits of using carpet when designing public and residential interiors

It provides sound insulation, reducing noise and softening footsteps.

It improves air quality by capturing 80% of dust suspended in the air.

It is easy to clean and care for.

It is versatile, looks great in any space and offers endless options for customisation.

It is fireproof and antistatic.

It is easy to lay.

It can quickly transform a living space into a special place.

For over forty years, through research and innovation, we have created textile flooring using high quality raw materials with respect for the environment. Thanks to a pioneering spirit and the advanced dyeing systems of our laboratory, we are able to carry out any type of processing on carpets and rugs, meeting the creative needs of designers and individuals, with high quality, tailor-made products.





This manual will guide you through the different technical and aesthetic possibilities when designing textile flooring for residential and public spaces.

Four simple steps help you to choose and implement the best solution for your project.

# Follow these steps

to design a room with wall-to-wall carpet

Step 1 (p.5)

Choose the look:  
One look or Mix&Match



Step 2 (p.28)

What effect do you want to achieve?  
Thicknesses and inlays



Step 3 (p.30)

Select product and color



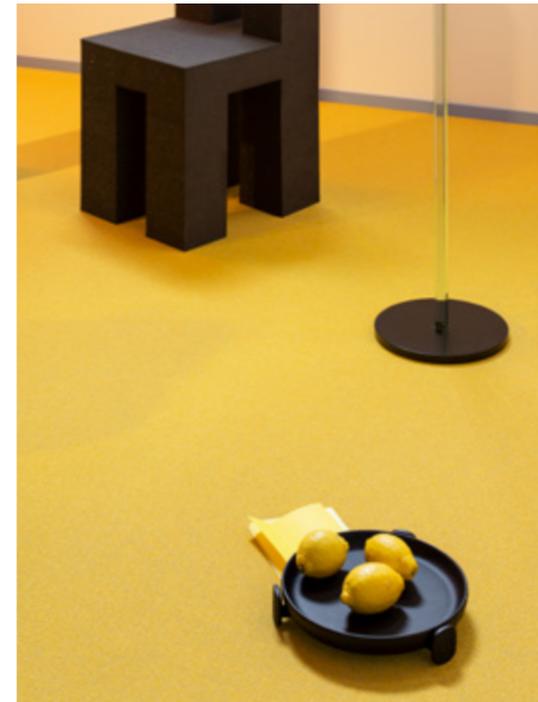
Step 4 (p.32)

Done!



Step 1

# Choose the look



One look

Cover the surface with one product to create a homogeneous and compact look.

Gallery p. 6–13



Mix&Match

Combine two or more products with custom inlays to create unique designs and geometries.

Gallery p. 14–27

Step 1

Choose the look for your room

# One look

To create a One Look room, pick a product from our collection selecting either **Plain, Texture** or **Decorative**. Discover the different technical and aesthetic characteristics of each category to select the right one for your project.



## One look Plain

Look for the symbol ◆

The Plain category includes all monocoloured floor textiles ranging in brightness, thickness and color. These carpets are timeless products, perfect for classic and contemporary projects where sensoriality and uniformity dominate.

• CLASSIC • ELEGANT • UNIFORM

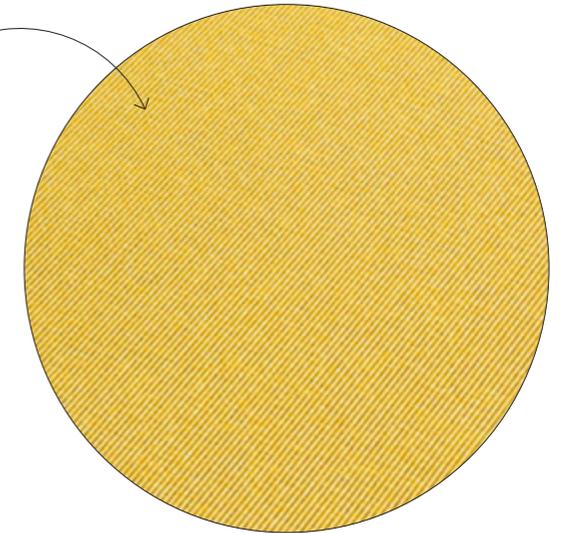
Step 1

## One look Texture

Look for the symbol ✱

In the Texture category you will find products with unique structural textures and evident patterns, which create a sensorial effect.

• STRUCTURED • MATERIAL • RESISTANT



## One look Decorative

Look for the symbol ✿

The Decorative category presents products with great visual character—designs and patterns boast a decisive and original style that defines the setting in a single gesture. Within this category you will find proposals created by established designers.

• EXCLUSIVE • CONTEMPORARY  
• CHARACTERFUL

One look Plain

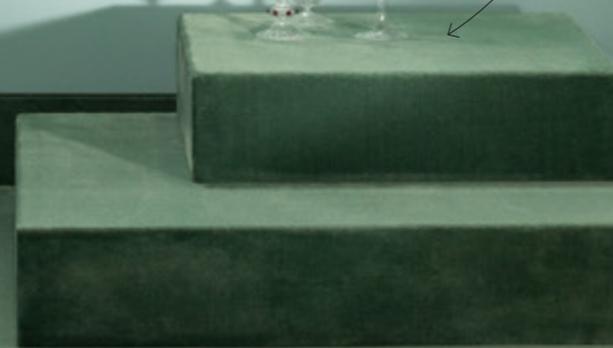
One look Plain



Use carpet vertically to create decorative elements or cover a wall for a cocoon effect.

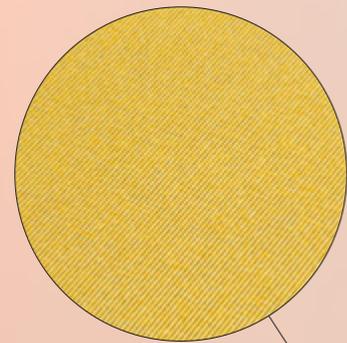
Make skirting boards out of carpet

Carpet is an original and functional solution for covering structural elements such as steps, stairways and solids.



The energetic color and three-dimensional texture of the carpet create a textile flooring with a strong visual impact.

Detail of a **Texture** product with a flat weave and ribbed texture.



One look Decorative

One look Decorative

Decorative products embellish the environment whilst defining the spaces and boundaries of the room.

The artistic quality of a product within the **Decorative** category can define the personality of a space.

Choose the look for your room

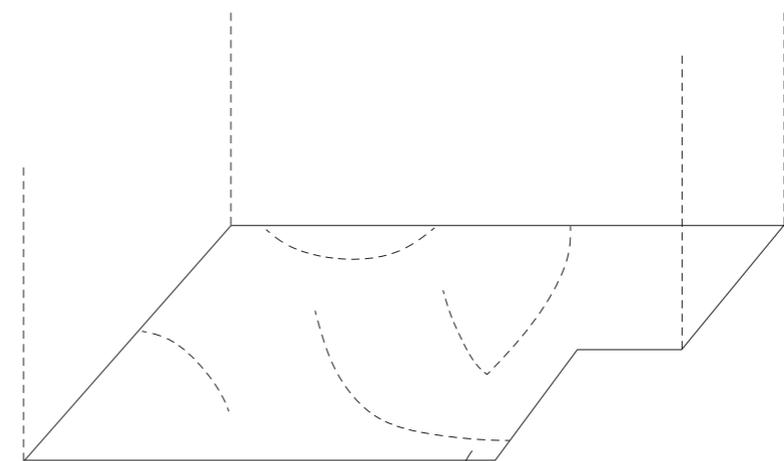
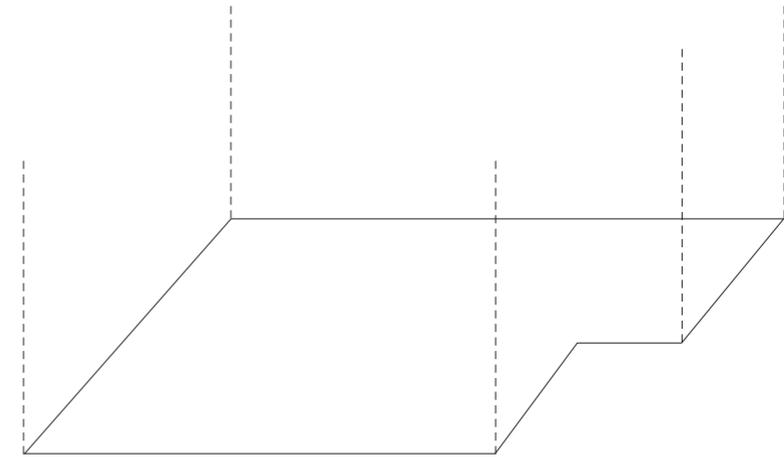
# Mix&Match

To realize a Mix&Match room combine two or more product codes with an inlay technique. This technique creates designs and geometries by joining together different decorative and three-dimensional effects. Select your products from the three different categories – **Plain, Texture** and **Decorative** (see pages 6–7) and mix them to create the desired effect.

Start with the shape of the room and design the textile flooring by combining categories.

Discover the possible combinations:

- |                               |                                     |
|-------------------------------|-------------------------------------|
| ◆◆<br>Plain + Plain           | ◆✿<br>Plain + Decorative            |
| ✿✿<br>Decorative + Decorative | ✿✿<br>Decorative + Texture          |
| ◆✿<br>Plain + Texture         | ◆✿✿<br>Plain + Decorative + Texture |



Divide the room into sections according to your design and choose products you would like to combine.

On the following pages (16–27) there are some examples of rooms designed using Mix&Match creations.



Mix&Match Plain+Plain

Use carpet to cover columns.

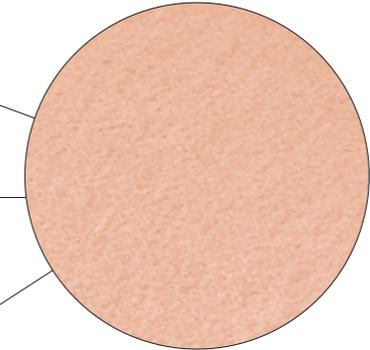
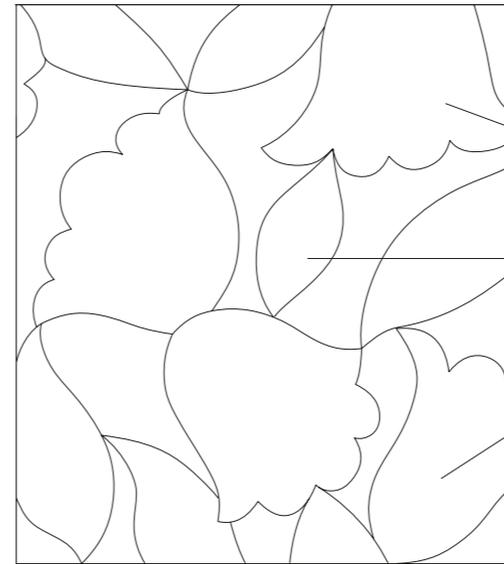


Inlay of 3 Plain products.

Mix&Match Plain+Plain

A room with Mix&Match inlay  
Plain + Plain

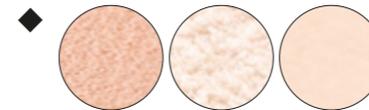
Selected categories



◆ Plain

To create the floral design, 3 products featuring different shades were chosen from the Plain category.

Plain products used







Carpet is used to create a frame that lines the entire room.

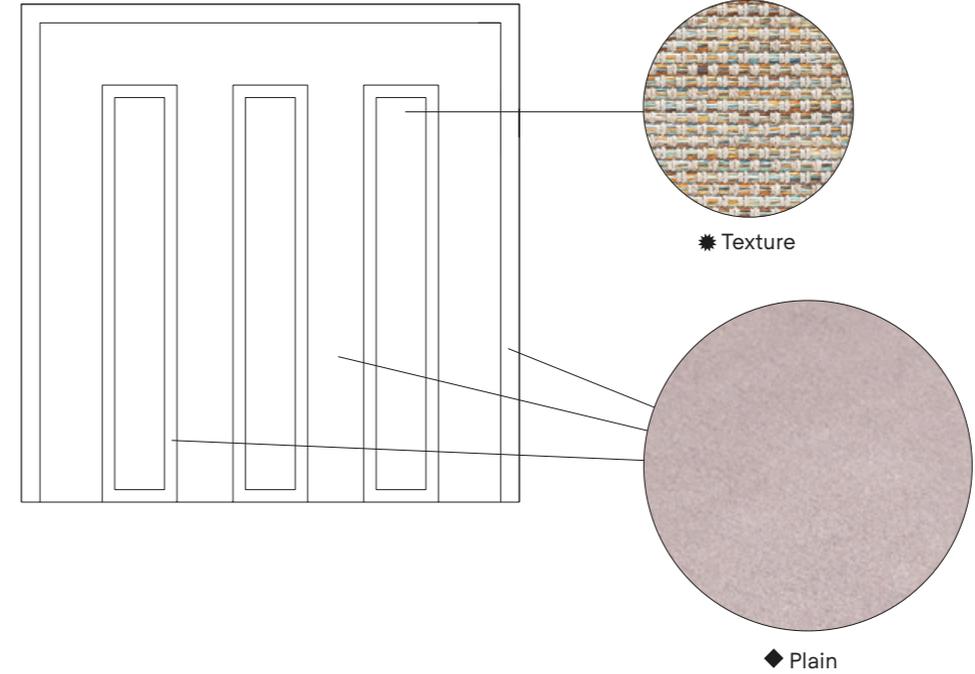


Inlay combines Texture and Plain carpets



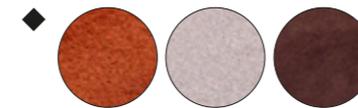
A room with Mix&Match inlay Plain + Texture

Selected categories



The design uses a custom inlay to combine 3 Plain products in different colors with a carpet from the Texture category.

Plain products used



Texture products used



Mix&Match Plain+Decorative

Mix&Match Plain+Decorative





Use of carpet as a skirting board. Here, a different color was selected from that of the flooring to enhance the skirting board.

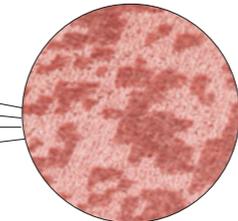
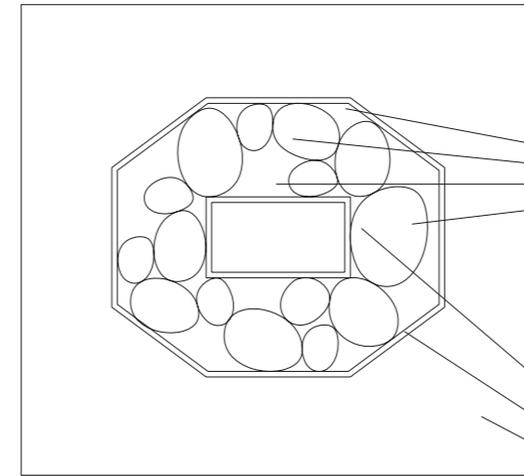


Inlay detail between a **Decorative** and a **Plain** carpet. The design is made possible thanks to the play of inlays.

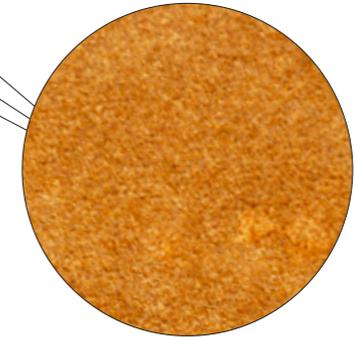
## Mix&Match Plain+Decorative

A room with Mix&Match inlay  
Plain + Decorative

Selected categories



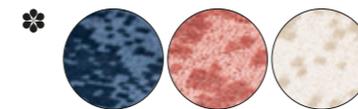
✿ Decorative



◆ Plain

In this example a custom inlay combines regular and irregular geometric shapes using 3 Decorative products and 3 Plain products.

Decorative products used



Plain products used



Now that you have chosen between **One Look** and **Mix&Match** you can move on to the next step

## Step 2

# What effect do you want to achieve?

The thickness of the product defines the aesthetic, visual and sensorial effect of the setting. The floor textiles are divided into three thicknesses with different technical and aesthetic characteristics.

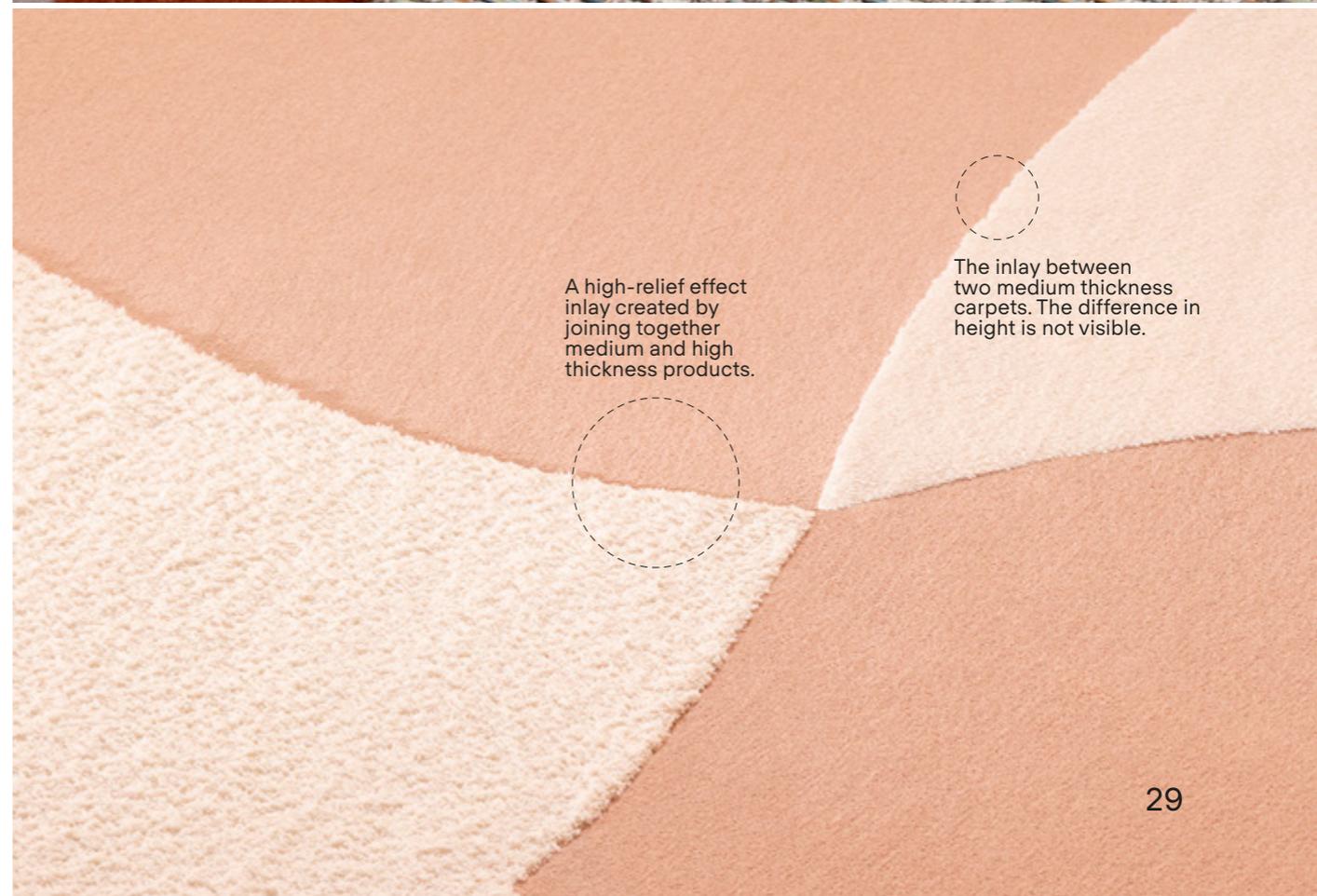
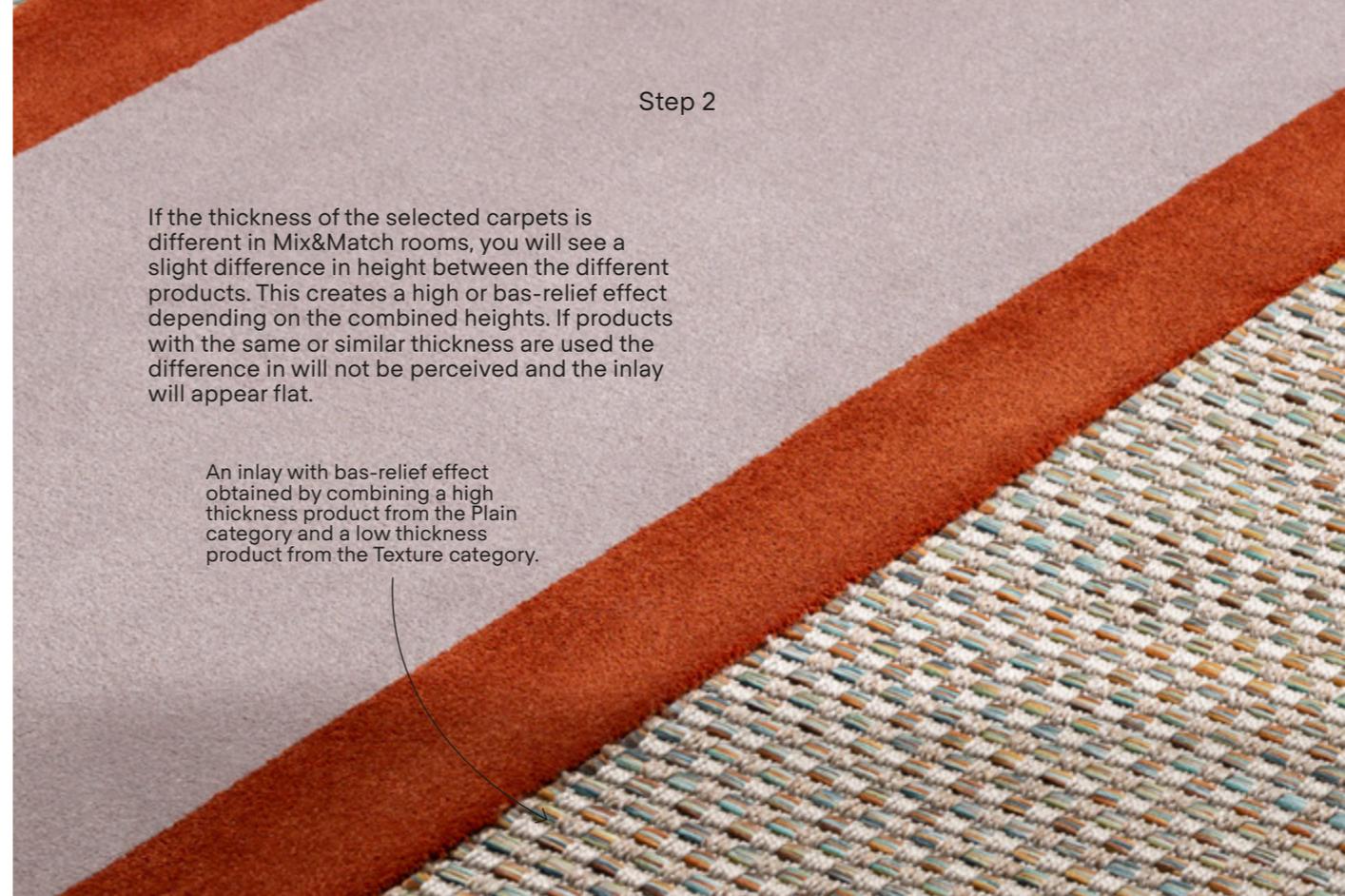


- ① **Low thickness**  
The pile is very short or shaved, compact and resistant.
- ② **Medium thickness**  
The pile is straight and resistant with various heights depending on the volume you desire.
- ③ **High thickness**  
The pile is high and soft, guaranteeing a rich and fluffy effect.

## Step 2

If the thickness of the selected carpets is different in Mix&Match rooms, you will see a slight difference in height between the different products. This creates a high or bas-relief effect depending on the combined heights. If products with the same or similar thickness are used the difference in will not be perceived and the inlay will appear flat.

An inlay with bas-relief effect obtained by combining a high thickness product from the Plain category and a low thickness product from the Texture category.



A high-relief effect inlay created by joining together medium and high thickness products.

The inlay between two medium thickness carpets. The difference in height is not visible.

Now that you have chosen the effect for your room...

## Step 3

# Select product and color

Once you have defined the look and effect, you can select the product and color using the Besana Carpet Lab sample books. The books are divided by category (**Plain**, **Texture** and **Decorative**) and feature all available colors.

You can request the sample books from our customer service or go to the nearest retailer.

Step 3



Last step!

# Step 4 Done!

If you have reached this step it means you have the room you want to design in mind!

Send us an e-mail and one of our team will get in touch, or alternatively, contact one of our local dealers.

Contact us  
[progettare@besanamoquette.com](mailto:progettare@besanamoquette.com)  
[besanamoquette.com](http://besanamoquette.com)



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Besana offers a customized carpet printing service. We look forward to your proposal!

Do you want to design a rug?  
→ Turn the manual

# Design

To design a rug, turn the manual

Besana can create custom models and designs.

Design your space and let's evaluate customization together.