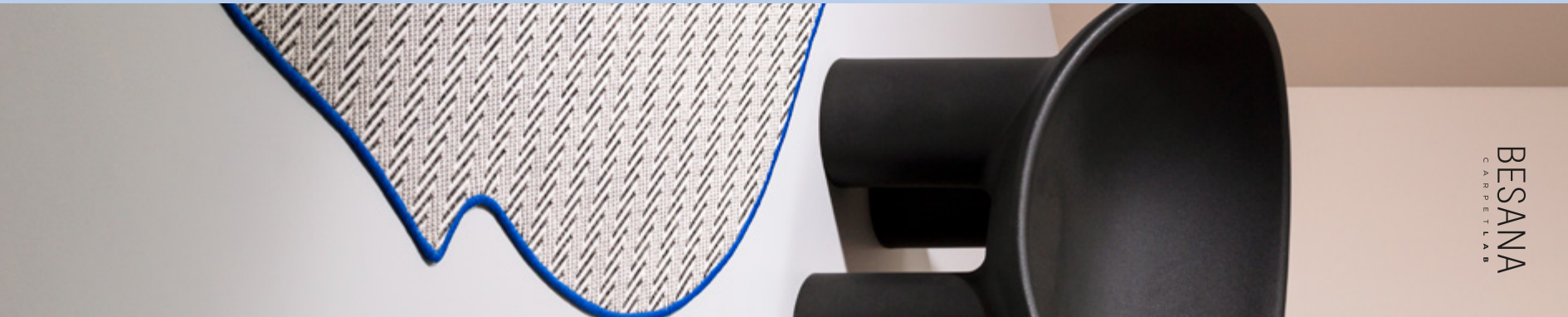
Design with carpet: A rug

RUG DESIGN MANUAL • BESANA CARPET LAB •

Design Manual

Side B



Rug drives narrative and expresses the character of an environment through its materiality and sensoriality.

Over the years it has become more and more unconventional and today, it is considered a design element with great expressive power.

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RUG DESIGN MANUAL • BESANA CARPET LAB •

This manual will guide you through the different options when designing a rug for residential and public spaces.

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

Follow these steps

to design a rug using carpet

Step 1 (p.5)
Choose the look of the rug:
One look or Mix&Match

↓

Step 2 (p.26)
What effect do you want to achieve?
Thicknesses and inlays

↓

Step 3 (p.28)
Select product and color

↓

Step 4 (p.30)
Borders

↓

Step 5 (p.32)
Done!

Step 1

Choose the look

One look

Create a single rug surface with one product.

Gallery p. 6—13

Mix&Match

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

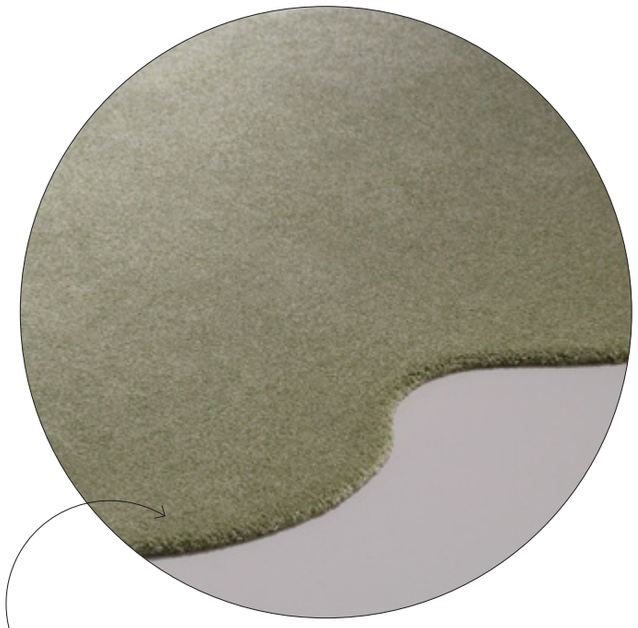
Gallery p. 14—25

Step 1

Choose the look of your rug

One look

To create a One Look rug, pick a product from our collection choosing either **Plain**, **Texture** or **Decorative**. Each category has different technical and aesthetic characteristics.



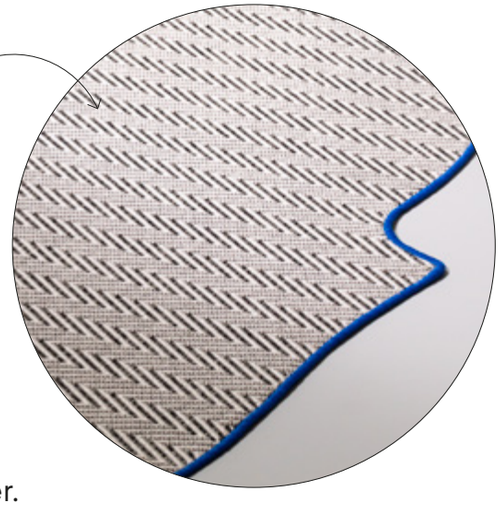
One look Plain

Look for the symbol ◆

The Plain category includes all monocolored carpets ranging in brightness, thickness and color. These styles allow you to create tonal looks or lively color contrasts between the floor and the rug.

• CLASSIC • ELEGANT • UNIFORM

Step 1



One look Texture

Look for the symbol ✹

The Texture category includes products with unique structural textures and three-dimensional motifs. The material effect of rugs made using these styles can be contrasted with the floor to create a room with strong character.

• STRUCTURED • MATERIAL • RESIDANT

One look Decorative

Look for the symbol ✿

The Decorative category is defined by geometric patterns, lively graphics and sophisticated designs. Within this category you will find proposals created by established designers.

• EXCLUSIVE • CONTEMPORARY
• CHARACTERFUL

All rugs are **customizable** in **shape and size**.
On the following pages there are some examples of rooms designed using One Look creations.

One look **Plain**

A **Plain** rug with an organic shape and high-thickness creates an important sensorial effect.

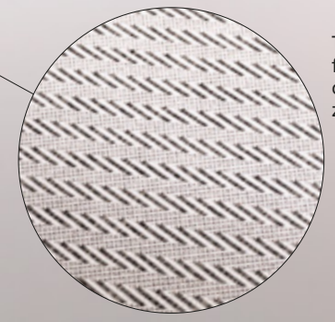
The sinuous shape is accentuated by the thickness of the pile, creating a soft and voluminous effect.

No borders

One look **Texture**

The irregular shape and texture of the product creates a striking contrast.

Border in contrasting yarn. Other possible borders are specified in Step 4 (pages 30–31).



Textural detail featuring a three-dimensional zigzag motif.

One look **Decorative**

Yarn border in matching tone of the rug . Other possible borders are specified in Step 4 (pages 30–31).

Eccentric prints from the **Decorative** category allow you to create a rug with a strong visual impact.

Step 1

Choose the look
of your rug

Mix& Match

The Mix&Match rug is created by combining two or more products using carpet inlays.
This technique allows you to create designs and geometries with different decorative and three-dimensional effects. Select your products from the three different categories — **Plain**, **Texture** and **Decorative** categories (see pages 6—7) — and mix them to create the desired effect.

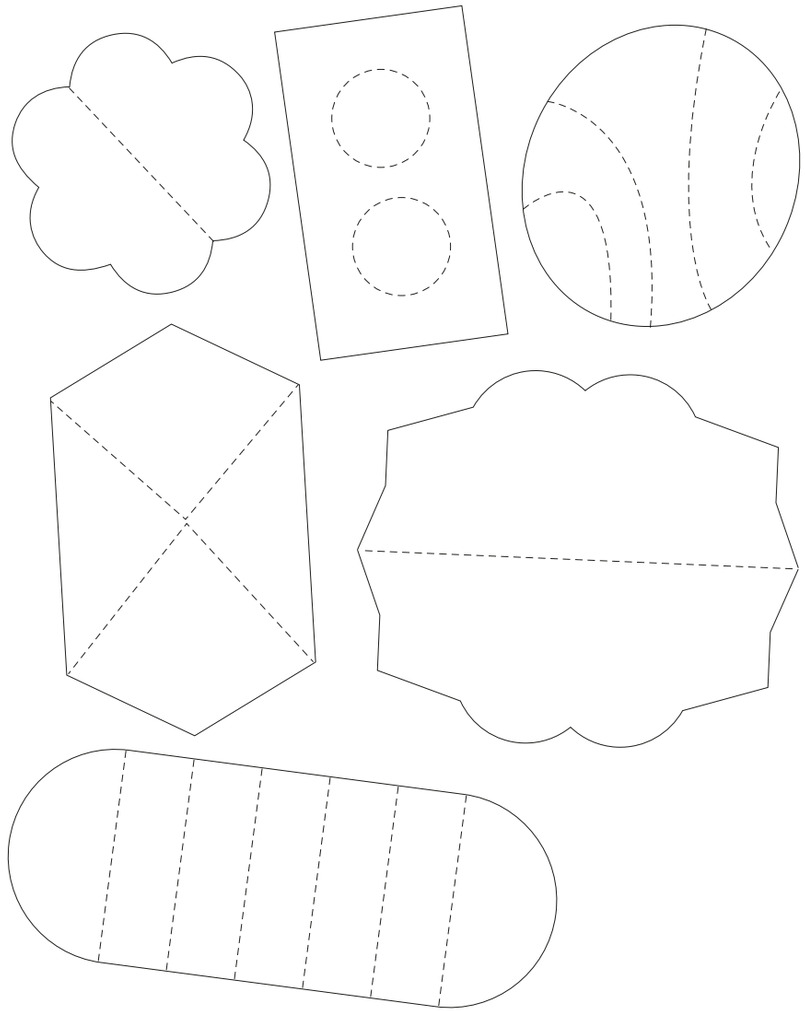
Discover the possible combinations:

- ◆◆ Plain + Plain
- ✿✿ Decorative + Decorative
- ◆✹ Plain + Texture
- ◆✿ Plain + Decorative
- ✿✹ Decorative + Texture
- ◆✿✹ Plain + Decorative + Texture

On the following pages (16-25)
there are some examples of rugs
designed using Mix&Match.

Step 1

Define the shape and size.
It is possible to create classic geometries, free shapes or complex compositions.

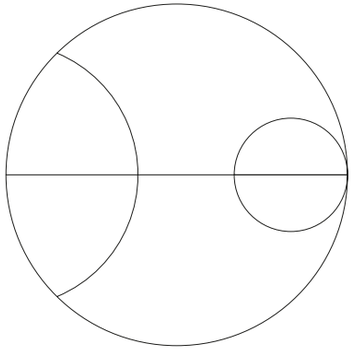


Once the shape is defined, it’s time to create the design. Divide the surface into sections and combine your preferred product categories.

A tone-on-tone border featuring two different colors. The edge of this rug blends in with the design thanks to a border made with the same shades selected for the rug.

Mix&Match **Plain+Plain**

A rug with Mix&Match inlay
Plain + Plain

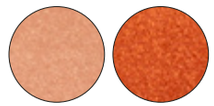


Selected categories

◆ Plain

The design of this rug is made using 2 Plain products in different shades that enhance the intersection of the circular shapes.

Plain products used

◆ 

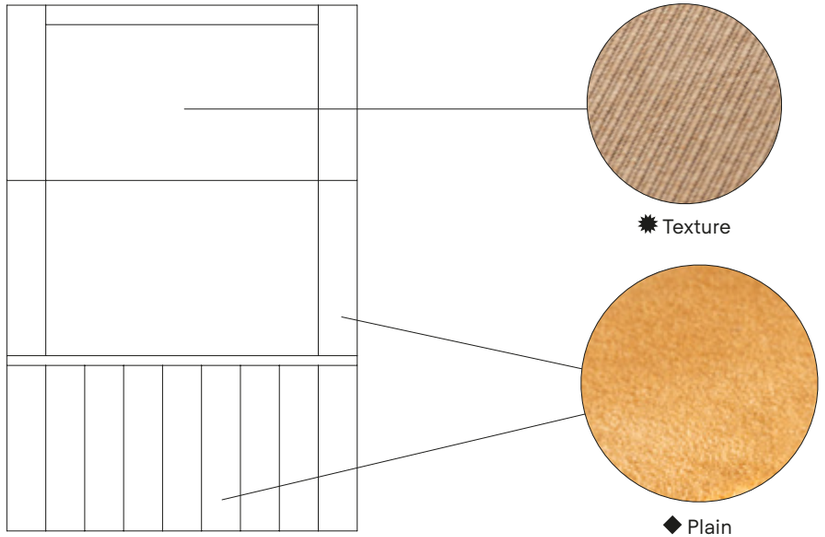
Mix&Match **Plain+Texture**

The geometric composition is made with single products joined together with a custom inlay.

Three-dimensional effect created with an inlay between a **Plain** and **Texture** product of different thickness.

Mix&Match **Plain+Texture**

A rug with Mix&Match inlay
Plain + Texture

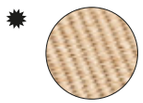


Selected categories

This design is created by joining together 2 Plain products in different color shades and 1 Texture product with a natural tone and textural effect.

Plain products used

Texture products used

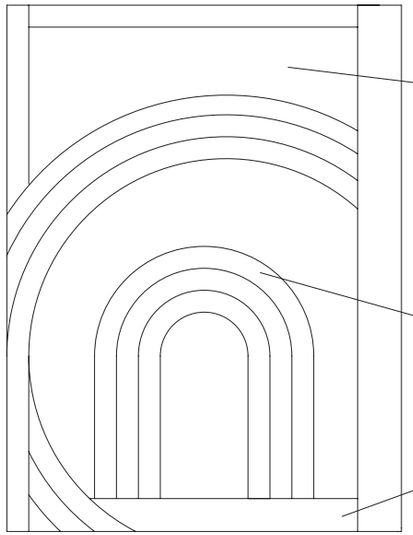


Mix&Match **Plain+Decorative**

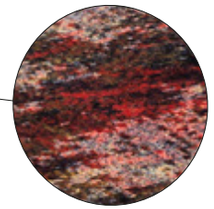
An optical interplay of curves and intersecting lines with an abstract background.

A tone-on-tone border featuring three different colors. **Plain** products with yellow and blue borders are made with a tone-on-tone yarn that contrasts with the gray border chosen for the **Decorative** product.

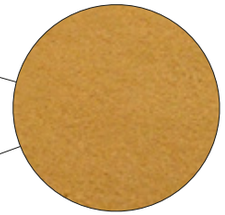
A rug with Mix&Match inlay
Plain + Decorative



Selected categories



✿ Decorative



◆ Plain

This design is created with an inlay combining 2 Plain products and 1 Decorative product to achieve an irregular play of pattern and color.

Plain products used

◆

Decorative products used

✿

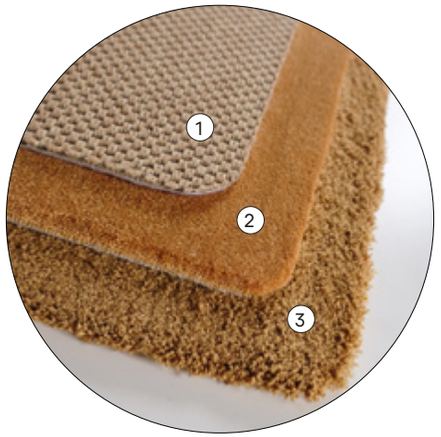
Now that you have chosen between **One Look** and **Mix&Match** you can move on to the next step

Step 2

What effect do you want to achieve?

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

One Look rugs are made up of a single product. The thickness of the carpet defines the visual and sensorial effect.



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.

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

Step 2

An inlay with a high-relief effect obtained by combining a Texture product and a Plain product with a higher thickness.

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

Flat inlay made with two medium thickness products.

On this page
there are inlay examples of Mix&Match combinations Plain + Textured and Plain + Plain

You are ready
for the next step

Step 3

Select product and color

If you have defined the look and effect of the rug, you can select the product and color using the Besana **Plain**, **Texture** and **Decorative** sample books. Inside the books you will find all available colors.

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

Step 4

Borders

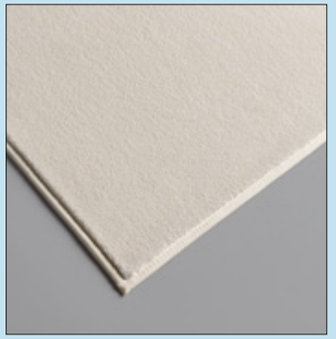
You can choose from seven different types of borders, including both bold and more subtle options. For all borders, excluding the lapelled border and the slim ribbon border, it is possible to select any color to either match or contrast the rug. The yarn border allows you to have the same matching color when you combine different carpets.

Based on the products you have selected, Besana technicians can advise you on the best solution with the best technical-aesthetic performance.

Types of borders

Lapelled

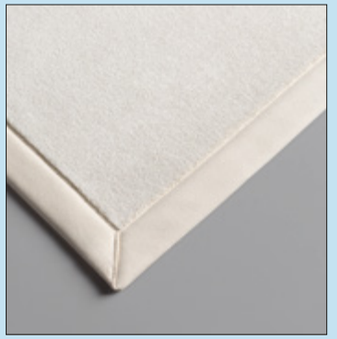
Ribbon border slim



Ribbon border

Yarn border

Yarn border slim



Fabric border

Fringes application

The fringe is a decorative element that is applied over the yarn border. It is available in a wide range of colors to match or contrast the carpet.

Step 5
Done!

If you have reached this step it means you have the rug 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
besanamoquette.com

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Do you want to design a room?
→ turn the manual

Design

To design a room, turn the manual

Besana can create custom models and designs.

Design your rug and let's evaluate customization together.