



**PRESS RELEASE
THE MOOR RUGS**

2016

&TRADITION

LAUNCHES

THE MOOR RUGS

BY ALL THE WAY TO PARIS

&TRADITION LAUNCHES THE MOOR RUGS, A SECOND SERIES OF RUGS DESIGNED BY ATWTP.

2016

Inspired by the vast, heather-covered hills in the countryside of their native Scandinavia, The Moor rugs by All The Way To Paris capture the ambience of the landscape. "This collection of rugs focuses on texture, shape and depth of colour – not patterns," explains Founders and Partners Tanja Vibe and Petra Olsson Gendt. "Our intention with the rugs is to gather a room together both emotionally and aesthetically. To create a feeling of closeness and to somehow 'ground' the room."

Seen from above when you arrange the rugs all together, the sense of scale disappears and the effect is a subtle glistening cluster of gemstones. A striking fusion of classic geometric gemstone cuts expressed with graphic simplicity.

In keeping with the moor theme, enjoy an array of rich colours symbolising the sky, rays of sun and the natural surroundings across the landscape. Starting with a beige for the drops of dew, grey moss and red for heather, as well as midnight blue. All with a very slight touch of shimmer.

For an extra velvety feeling, ATWTP used a special hand-woven technique found in hand-loomed rugs from the Middle and Far East. "In doing so, ATWTP have brought the past back to the present," adds &tradition Brand Manager Martin Kornbek Hansen. "It is one of the cornerstones of our collections at &tradition. We draw on classic craftsmanship to create contemporary products using high quality materials. ATWTP has also brought their penchant for graphic purity to this new series of rugs that both unify and enhance a room."

All The Way To Paris is a Copenhagen-based graphic design studio founded in 2004 by Petra Olsson Gendt and Tanja Vibe. Since 2004, ATWTP has grown into an international team of eight designers, creating award-winning solutions for a broad spectrum of visual communications including rugs, fabrics and design objects.

&tradition is a Danish design company established in 2010 with the founding principle being tradition tied to innovation. Our unique portfolio of furniture and lighting spans from the 1930s to the present day and includes designs by internationally renowned designers.



Product category	Rug
Production Process	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.
Materials	85% pure New Zealand wool, 15% viscose.
Dimensions (cm/in)	AP5 - 170cm/66.9in x 240cm/94.5in. AP6 - 240cm/94.5in x 240cm/94.5in AP7 - 200cm/78.7in x 300cm/118.1in AP8 - 200cm/78.7in x 300cm/118.1in
Colors	AP5 - Grey moss, Beige dew. AP6 - Red heather, Beige dew. AP7 - Grey moss, Beige dew. AP8 - Blue midnight, Grey moss.
Design year	2016
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AP5

AP6



AP7

AP8