

Step outside: MEDITERRANEO by **OBJECT CARPET**



*An invitation to walk barefoot: with MEDITERRANEO, **OBJECT CARPET** reinterprets an ancient tradition of carpet weaving that originated along the shores of the Mediterranean coasts. Designed in collaboration with designers Matteo Thun and Antonio Rodriguez, the collection brings a sense of southern lightness to modern living and working spaces – both indoors and outdoors.*

Mediterranean serenity

"We have long wanted to design a carpet that can seamlessly extend from indoors to outdoors, bringing nature into the home," explain Thun and Rodriguez. It was meant to feel light and authentic, and just as suitable for indoor spaces as it is by the pool or on the garden terrace. However, the necessary conditions to achieve true sustainability –

an essential requirement for the designers – had been lacking until now. This is where **OBJECT CARPET** comes in: for **MEDITERRANEO**, the manufacturer from Denkendorf near Stuttgart developed a completely new yarn made from 100 per cent recycled polyester. The result is an exceptionally durable carpet that, despite its robust, rattan-like appearance, remains soft and supple. In harmonious natural tones, they convey a sense of Mediterranean serenity: perfect for slipping off your shoes and leaving the daily grind behind.



The Essence of the Mediterranean

The collection currently comprises a selection of seven different weave patterns in up to four distinct colour palettes, capturing the natural, sun-kissed aesthetic. The colour variations and the different interweaving of the same yarns create new, expressive compositions, all of which share the essence of the Mediterranean. Particularly as a made-to-measure rug (RUGX), **MEDITERRANEO** opens up even more design possibilities. The organic character of the collection is further emphasised by the **NATURAL BORDER** edging: the sewn edges with open yarn ends reflect the carefree spirit of the South and effortlessly withstand even the harshest outdoor conditions.

Trim bands in spring colours

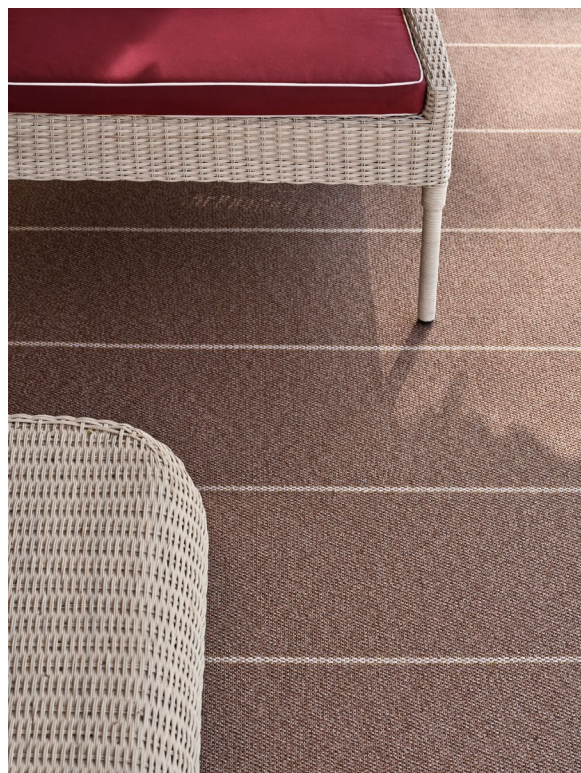
MEDITERRANEO RIVIERA also introduces a design element that preserves the collection's vibrancy whilst adding fresh, expressive nuances. Inspired by spring meadows along the Mediterranean, delicate textures and earthy tones meet colourful accents: Trim bands in yellow, pink, blue, green or orange frame the rugs, capturing the irresistible energy of spring. As with the main collection, this opens up limitless design possibilities: various colours, shapes and sizes can be individually configured, allowing for endlessly creative flooring designs for both indoor and outdoor areas. Speaking of outdoor areas: it is precisely there that **MEDITERRANEO** has long enjoyed great popularity. This is due not least to the collection's high functionality: all carpets are water- and UV-resistant, easy to clean and quick-drying, meaning they can easily cope with even the most challenging weather conditions.



Fully recyclable

MEDITERRANEO's natural aesthetic goes hand in hand with a consistent commitment to sustainability. The innovative filament fibres are made from industrial waste and marine plastic: in a multi-stage process, the waste materials are first collected, sorted, cleaned and processed into polyester chips. The finished material impresses with its wonderful texture and tactile quality, setting new standards in terms of environmental friendliness. Compared to the production of conventional carpets made from virgin polyester, its use results in significant reductions in CO₂ emissions – not least because MEDITERRANEO can be recycled at the end of its lifecycle.





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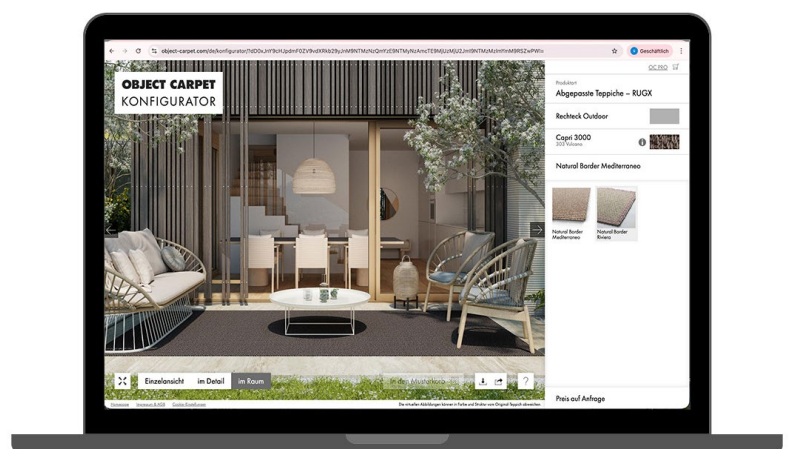
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Carpets can be easily designed using the OBJECT CARPET configurator



Photos (unless otherwise stated): OBJECT CARPET

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About OBJECT CARPET

Since 1972, **OBJECT CARPET** has stood for quality, design and innovation in the commercial and home sectors. A sense of aesthetics and color, in combination with advanced production techniques, results in elegant and unusual designs in the form of broadloom, carpet tiles and custom-cut carpets (RUGX). With over 1,000 styles and colors as well as individually-customized products, the **OBJECT CARPET** collection offers a unique diversity for modern interior design, manufactured from high-quality raw materials. All **OBJECT CARPET** styles are also free from harmful emissions and are bitumen-free, latex-free, and PVC-free. They bear the German Environment Agency's Blue Angel ecolabel. **OBJECT CARPET** products are also recommended by the TÜV (German Technical Inspection Association) for allergy sufferers and are proven to reduce dust content and particulate matter. Partners and customers around the world, such as Porsche, Daimler, Google and Adidas appreciate this, as do initiatives like „Healthy Seas“.

The use of recycled materials and the systematic conversion of the product range to recyclable products have now become standard practice for **OBJECT CARPET**. The company set a milestone in 2022 with NEOO – the first mono-material carpet in the company's commercial collection, developed over eight years together with NIAGA® and raising the bar for circularity. Building on this pioneering achievement, **OBJECT CARPET** has now gone one step further: DUO technology introduces the next generation of carpets designed for recyclability. It consists of just two easily separable layers, combining high design flexibility with an efficient use of materials. The vision: step by step, the range is being converted to recyclable products.

Numerous design and business awards, such as the renowned Good Design and Red Dot Awards, attest to **OBJECT CARPET**'s outstanding design competence and corporate achievements. For example, **OBJECT CARPET** was chosen as one of the „top 50 German luxury brands“ by Ernst & Young and voted one of the „brands of the century“ by Langenscheidt. **OBJECT CARPET** has also been an official partner of the Berlinale for many years, where its carpets not only ensure that the stars make a glamorous appearance but also help reduce the environmental footprint of Germany's largest film festival.

With innovative production techniques and sustainable manufacturing methods, **OBJECT CARPET** is a pioneering enterprise that enables design visions to become reality. Experience **OBJECT CARPET**'s world of color and materials in any one of the company's showrooms in Germany, Austria, and Switzerland.

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