



Stoneware interior design trends: hard to believe, soft to the touch

People who binned those ancient tiles from the house entrance will be kicking themselves nowadays. These days, they're an eye-catching feature of trendy interiors. That also applies to marble, which is no longer confined to lordly mansions. And exposed concrete walls are now more than mainstream. However, AW goes further and takes marble, concrete and ceramic to a place where you would least expect them ... the Metamorphosis carpet collection.

Trendy prints

Design carpet is back. It's the ideal time for AW, with its great tradition and superb expertise in the area of printed broadloom carpet, to pick up on the print trend again from a quirky perspective. It's no easy task to translate marble, concrete and ceramic – the current interior design trends – into carpet, but it's a challenge that AW's design team was happy to address.

Contrast or harmony

Metamorphosis from AW plays with the contrast between the 'hard look' of stone and the 'soft touch' of superior-grade polyamide yarn. However, the carpets are also amazingly versatile. Wonderfully soft marble, hip ceramic and subtle concrete inspire a creative approach to your interior design. A carpet with a stone motif is a statement in itself, but is also the ideal partner for those other interior design trends – wood and metal.

Interpretation

The collection offers the full range from 'stone carpet' of photographic realism to subtle interpretation. The Maiolica and Tessella qualities rival the colour play of traditional ceramic tiles, with the added bonus of softness. At one moment Carrara, Parian and Skyros highlight marble's meandering lines, the next they reflect the nuances of its colours. Choose the Nabatea broadloom carpet to give full expression to the relief effect of concrete. Or introduce a sophisticated concrete look to your home with Aggregata or Pozzolana.

AW's design team went in search of a new take on softness. Discover their quirky perspective on interior design trends in the AW Design Box at Domotex 2016.

AW is a European manufacturer of tufted broadloom carpet, with production facilities in Ronse (Belgium) and Liberec (Czech Republic) and sales of approximately 152 million euros (2014). Thanks to a focus on innovation and the expertise of 600 employees, AW is one of the most significant trend-setters in the carpets sector. AW has built lasting partnerships with business customers in more than 60 countries. Its most important markets are the United Kingdom, Germany, France, Scandinavia and Central Europe.

For full information about AW visit: www.carpetyourlife.com