

& Tradition[®]



Press Release

Framed^{AP13-AP14}

All the Way to Paris

2022

&Tradition launches



AP13



AP14

Framed^{AP13–AP14}

All the Way to Paris 2022

Product category

Rug

Production process

The Framed rug is a symbiosis between two weaving techniques: hand-woven and kilim.

Environment

Indoor

Materials

Pile - 100% Wool

Colours

Sisal or Plum.

Dimensions (cm/in)

AP13: W: 90cm / 35.4in, L: 140cm / 55.1in.

AP14: W: 90cm / 35.4in, L: 240cm / 94.5in.

Design year

2022

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Handcrafted from premium materials, these sophisticated rugs calmly anchor a room.

Danish-Swedish design studio All the Way to Paris reveal Framed, a handcrafted rug featuring expert craftsmanship and elegant colour palettes. With its various tufting heights, Framed will bring a subtle three dimensional and tactile detail to any interior.

Made from 100% New Zealand wool, the Framed rug provides accents of colour without overpowering a room. Crafted from two weaving techniques, it contrasts a vibrant hand-woven border against a calm, monochromatic kilim centre. The unexpected dominance of the border is noted in the rugs' name, which explores this playful inversion of roles as it looks at the relationship between the frame and the framed.

Play upon this design by placing a table inside the enclosed border to showcase it better, or position it as a runner in the hallway to add texture and personality to a home.

Founded in 2004, All the Way to Paris is a Danish-Swedish design studio located in Copenhagen. For founders Petra Olsson Gendt and Tanja Vibe, inspiration is a tricky thing to trace. The duo – whose brand envelops everything from art direction to illustrations and objects for the home – credit their accumulative experiences as shaping their unusual designs.



&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 1920s to the present day and includes designs by internationally renowned designers.