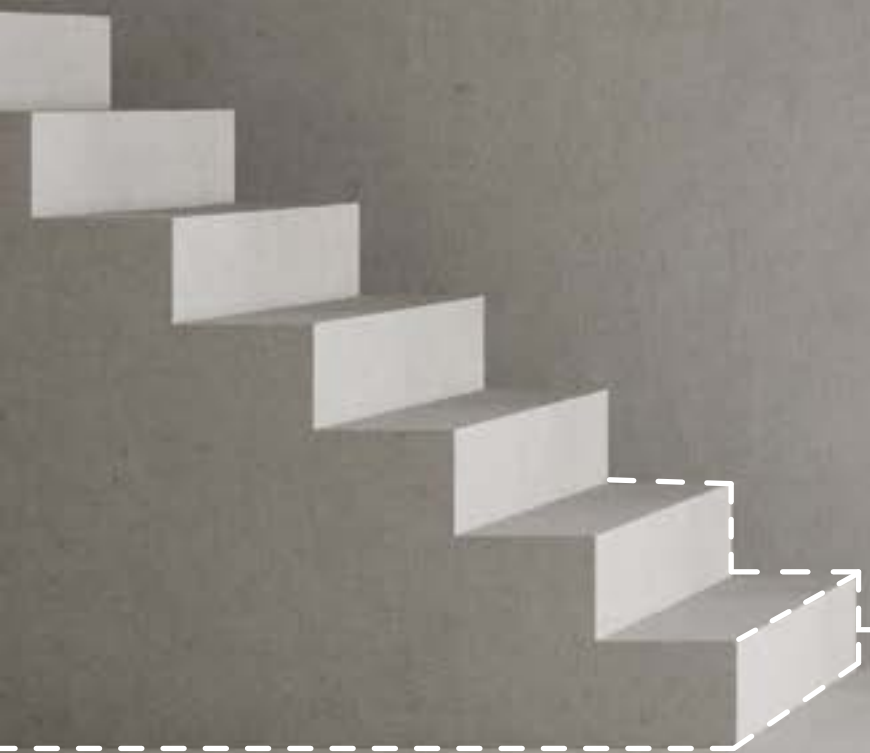


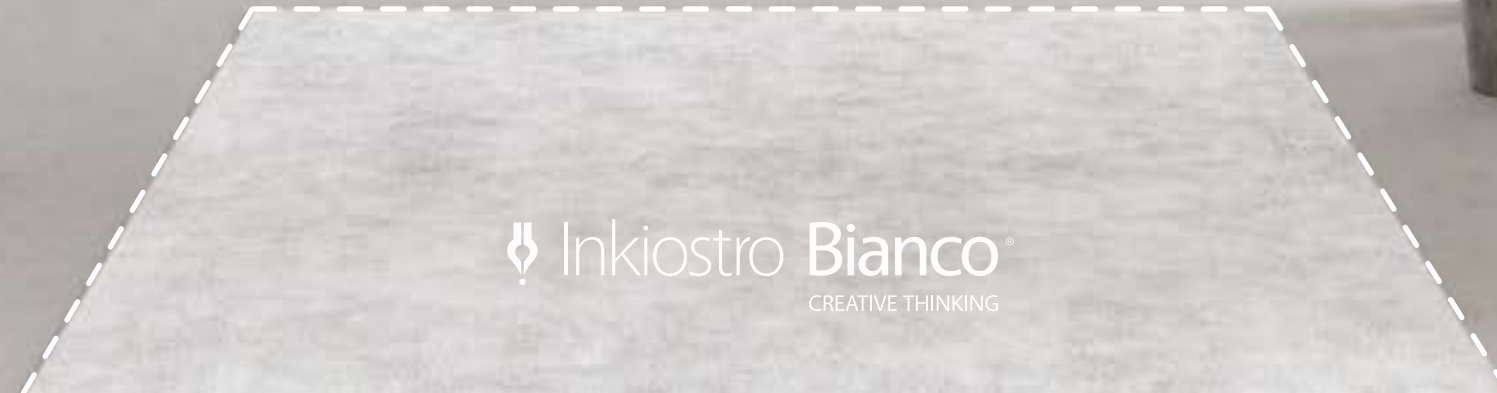
INK.RÜGS®

TOUCH THE EXPERIENCE



New collection 2022

SYNAESTHESIA



Inkiostro Bianco
CREATIVE THINKING



collections



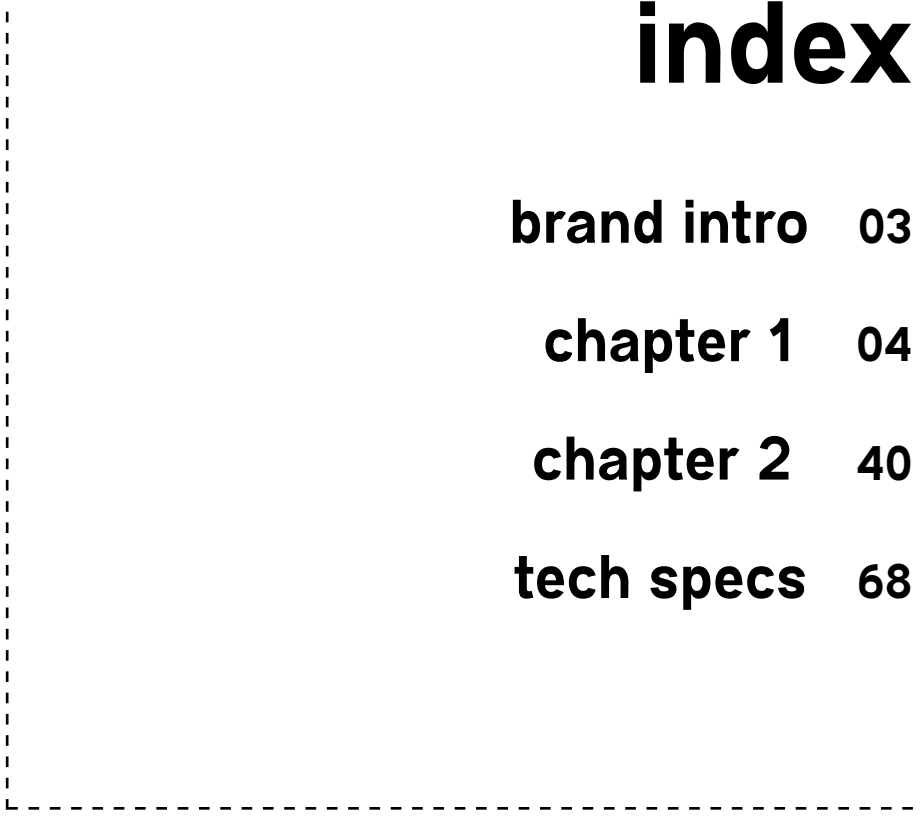
Synaesthesia II 05



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INK.RUGS®

TOUCH THE EXPERIENCE

INK.RUGS è un brand di Inkiostro Bianco che reinterpreta il concetto di tappeto ponendo l'accento sulla creatività del prodotto e traducendola in esperienze creative che creano una connessione spontanea con quanto è già nel DNA del brand Inkiostro Bianco.

INK.RUGS sono tappeti dalla forte personalità e parlano il linguaggio dei sensi e delle emozioni. Riflettono la personalità di un brand vicino alle persone.

Un nuovo mondo ha aperto le sue porte. Una nuova materia. No, in realtà è molto di più: un'esperienza senza precedenti. Un percorso per cui sarà necessario coinvolgere tutti i sensi per collegare con intuito e creatività gli elementi che ricaviamo dal mondo circostante. Plasmiamo la nostra realtà per creare relazioni e connessioni sempre nuove. Una vera e propria esperienza sensoriale che darà al prodotto una personalità originale.

Vuoi salire a bordo?

I tappeti INK.RUGS hanno le caratteristiche di un moderno tappeto volante: non giudicano ma esaudiscono i desideri e sarai tu a decidere le sensazioni che vorrai portare con te dopo questo viaggio.

Il tappeto si trasforma in un universo portatile, che con la sua posizione nello spazio contrassegna zone di comfort e aree ben precise dedicate a momenti di relax, di convivialità o in cui prendersi cura di sé stessi.

Non si tratta di tappeti qualunque, sono un condensato di suoni, forme, colori, profumi e un vortice di sensazioni che risvegliano l'immaginazione. Un universo di sensazioni in continua evoluzione che possiamo decidere di portare con noi a piacimento.

Una sorpresa che cambia insieme al prodotto in quanto risultato di esperienze sempre nuove e diverse che il tappeto consente di vivere anche all'interno dello stesso ambiente. Sarà sufficiente ricollocare il tappeto in ambienti differenti, aprire a storie nuove e nuovi spunti per vivere intensamente ogni spazio.

Mix up your senses!

INK.RUGS is a brand of Inkiostro Bianco that reinterprets the concept of rug by focusing on the creativity of the product and translating it into an experience deeply connected with the DNA of the brand Inkiostro Bianco.

INK.RUGS have a strong personality and speak the language of the senses and of emotions. They represent the personality of the brand close to people.

A new world has opened its doors. A new material. Actually, it is so much more: an unprecedented experience. A journey in which all senses need to be involved in order to connect with intuition and creativity the elements we draw from the world around us. We shape our reality to create ever new relationships and connections. A true sensory experience that will give the product an original personality.

Want to jump on board?

The rugs by INK.RUGS have the features of a modern flying carpet: they do not judge but fulfil wishes and you decide what feelings you want to take with you after this journey.

The rug is transformed into a portable universe, which, according to its position in space, locates comfort zones and areas dedicated to moments of relaxation, conviviality or where you can take care of yourself.

These are not just any rugs, they are a condensation of sounds, shapes, colours, scents and a whirl of sensations that awaken the imagination. An ever-changing universe of sensations that we can take with us where we please.

A surprise that changes together with the product as a result of new and different experiences that the rug allows us to live even within the same room. Simply repositioning the rug in different rooms will open up new stories and new ideas to live each space intensely.

Mix up your senses!





Chapter 1

rugs and settings

Il tappeto è un universo portatile:
delimita uno spazio trasportando l'immaginazione
in un mondo di emozioni in movimento.

*A rug is a portable universe:
it sets the borders of a space transporting the imagination
into a world of dynamic emotions.*

Synaesthesia II

La sinestesia è un'esperienza di percezione simultanea, un processo che consiste nella sovrapposizione spontanea e non razionale di più sensi. Concetti anche molto distanti fra loro vengono accostati tramite associazioni di sfere sensoriali differenti.

Con la seconda collezione portiamo sul tappeto qualcosa che tappeto non è, trasportando occhio e mente in un universo di connessioni personali e immaginifiche. Un viaggio ai limiti dell'onirico in cui la realtà si distorce, si contorce e si mescola mentre le percezioni si espandono.

Dopo una prima collezione fatta di colori accesi e soggetti vivaci, proseguiamo l'esperienza sinestetica con una linea più raffinata e a tratti minimalista, che esamina linguaggi sfumati, contrasti percettivi, anche forti, ma sempre mantenendo un equilibrio armonioso di colori e forme.

Intendiamo fare una proposta che richiami il mondo dei tappeti classici rivisitandoli con elementi di materie che non ci si aspetta di trovare su un tappeto, come ad esempio legno, carta, cemento.

L'effetto sorpresa è ciò a cui puntiamo: ingannare l'occhio dell'osservatore a tal punto da spingerlo a chiedersi "Ma è davvero un tappeto?" e forse perfino ad allungare una mano per avere la conferma tattile dell'oggetto che ha davanti.

Un vero gioco di sinestesia.

Synaesthesia is an experience of simultaneous perception, a process that consists of the spontaneous and non-rational connections of several senses. Even very distant concepts can be linked through associations of different sensory spheres.

With the second collection we bring to the rug something different, transporting eye and mind into a universe of personal and imaginative connections. A journey to the limits of the oneiric where reality is distorted and mixed while perceptions expand.

After a first collection featuring bright colours and lively subjects, we continue the synaesthetic experience with a more refined and at times minimalist line, which examines nuanced languages, perceptive contrasts, even strong ones, but always maintaining a harmonious balance between colours and shapes. We intend to make a proposal that recalls the world of classic rugs, revisiting them with elements of materials that one would not expect to find on a rug, such as wood, paper, cement.

The surprise effect is what we are aiming for: to deceive the eye of the observers to such an extent as to make them think "Is this really a rug?" and perhaps even to reach out a hand to have a tactile confirmation of the object in front of them.

A true synaesthesia.



decadence

IROAWU2201
pag. 42



rainy

IRLEOE2201

pag. 43





timewrap

IRUUNE2201
pag. 44





unfold

IROEIC2201
pag. 45



woodwaves

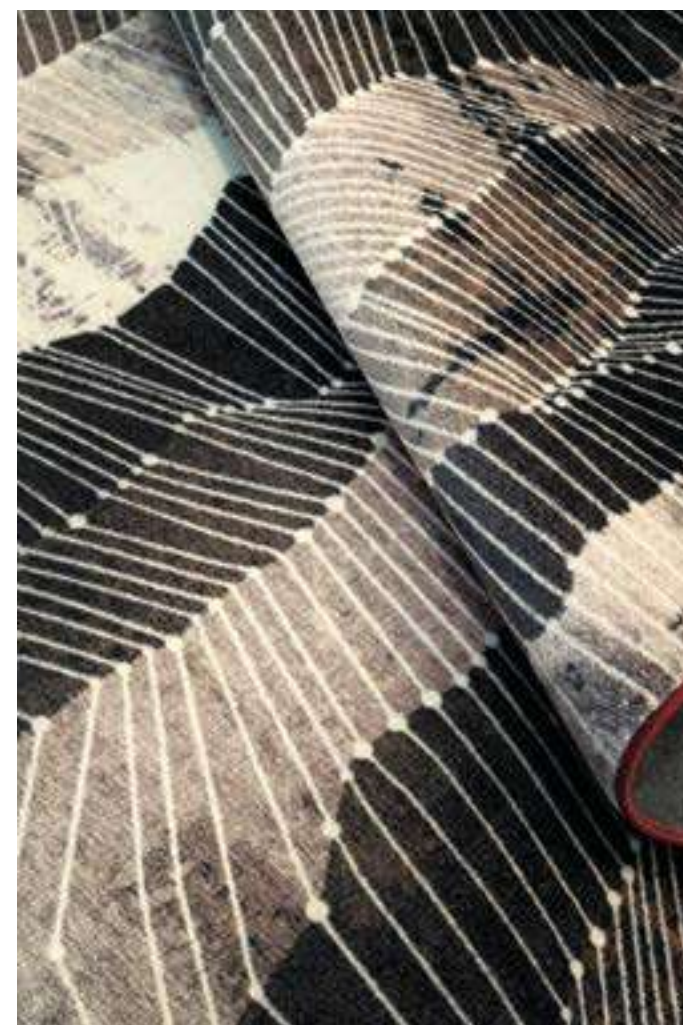
IRWSMU2201
pag.46





sinuous

IRMUTO2202
pag. 47



moquè

IRQQNP2201
pag. 48

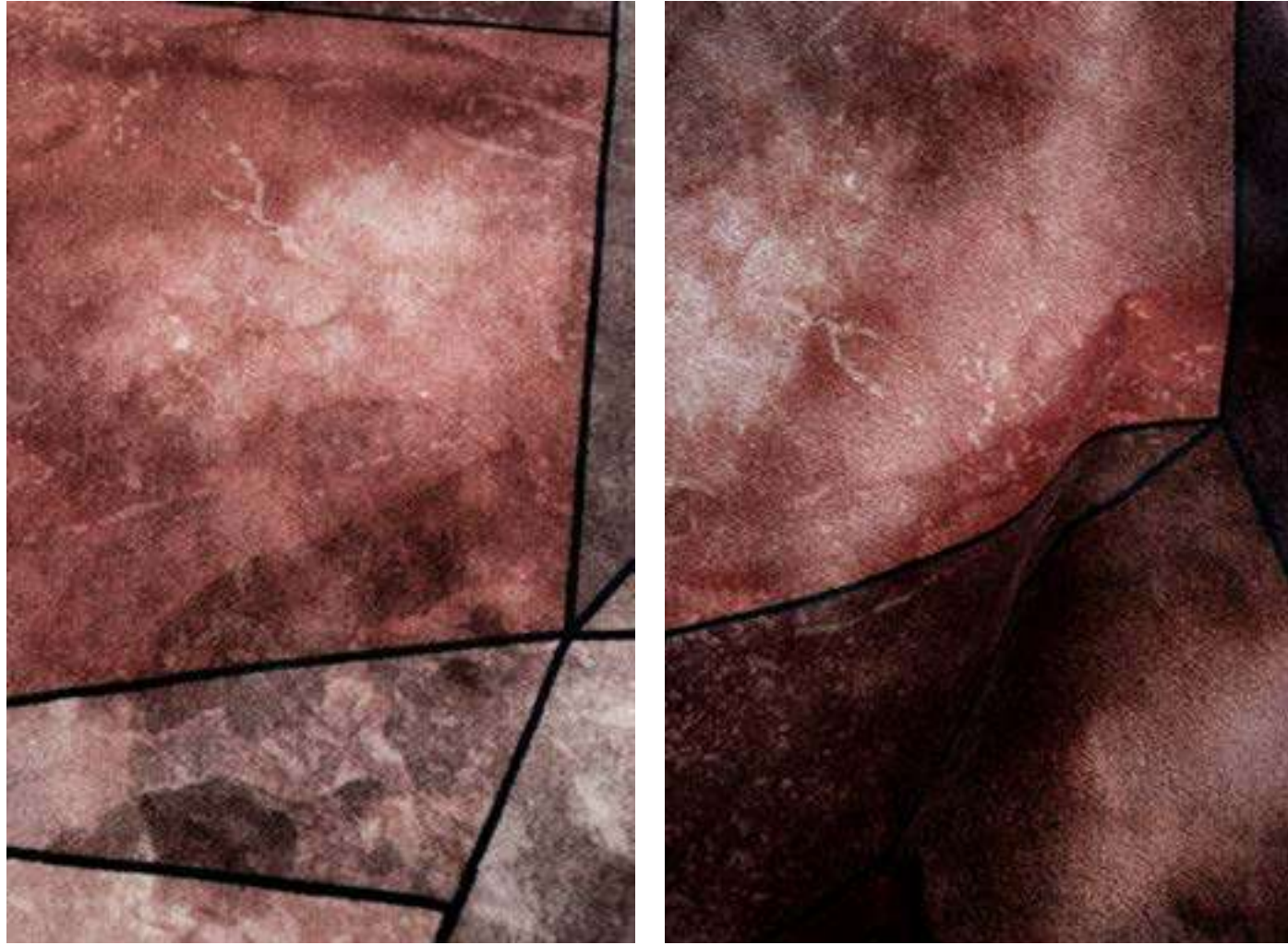




meric

IREUM02201
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the first woman on mars

IRFOUS2201
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oblique

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clock

IRODAK2201
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egg

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stones

IRRSDS2202
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Synaesthesia I



SYNAESTHESIA significa potere **annusare, assaggiare o ascoltare** i colori; potere **vedere** la musica o la **forma di un suono o di un sapore**.

I nostri tappeti propongono **immagini che hanno un suono armonioso** e si pongono l'obiettivo di trasmettere un ricco mondo invisibile che solo attraverso l'interazione con il prodotto, a partire dall'osservazione, potrà essere svelato.

Sarà quindi possibile associare alle immagini sensazioni anche molto distanti fra loro, lasciando che i sensi si impossessino del nostro cuore fino a svelare quelle emozioni profonde che l'esperienza consentirà di fare emergere. In un attimo sarete trasportati in un viaggio verso paesi lontani dove sarà possibile avvertire l'odore pungente dei mercati locali; sarà emozionante partecipare a una eclissi o allo spettacolo di una eruzione vulcanica rimanendo estasiati dalle luci dei suoi colori; toccare con mano la setosità dell'ambra traendone benefici per lo spirito.

La vista di forme geometriche e morbide, petali di fiori e linee decise suoneranno come note melodiose, piene oppure graffiate, acute e appuntite. Sarà possibile scavare nei colori della propria emotività in un viaggio introspettivo alla ricerca di sé.

E allora non ti resta che salire a bordo dei nostri tappeti e volare insieme alla scoperta di quei suoni, di quelle forme, di quei gusti colorati che ti avvolgeranno di sensazioni irrinunciabili.

SYNAESTHESIA means being able to **smell, taste or hear** colours; being able to **see music or the shape of a sound or a taste**.

Our rugs feature **images that sounds melodious** and aim to convey a rich invisible world that can only be revealed through the interaction with the product, starting with the observation.

It will then be possible to match the images with sensations that are very different from each other, letting the senses take hold of our hearts to reveal those deep emotions that the experience will allow to emerge.

In a flash, you will be transported on a journey to distant countries where you can smell the stinging smells of the local markets; it will be exciting to take part to an eclipse or the spectacle of a volcanic eruption and be enchanted by the lights of its colours; touching the silkiness of amber and getting benefits for the spirit.

The sight of soft, geometric shapes, flower petals and strong lines will sound like melodious, full or scratched, sharp and pointed notes. It will be possible to delve into the colours of one's emotions in an introspective journey in search of oneself.

So all you have to do is climbing aboard our carpets and fly together with us to discover those sounds, shapes and colourful flavours that will wrap you up with undeniable sensations.

ambra

WRGB012101

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bamako

WRODUA2101

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equinox

WRIUAQ2101
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first flight

WRIVIA2101

pag. 59

handle with care

WRUWLL2101
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kalipso

WROLMR2101
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maska

WRDOSC2101
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sun keeper

WRGURK2101
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plastic forest

WROS012101
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udon

WRVOD2101

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indecipherable

WRLUNN2101
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eclissi

WREEAD2101
pag. 63

green graphite

WRUGPA2101
pag. 64





magma

WRMAMG2101
pag. 64

pond

WRTARA2101
pag. 65





sunset

WRLSU02101
pag. 65

seeds of life

WRILRU2101
pag. 66





the prey

WRUYUA2101
pag. 66

zaffiro

WROUUA2101
pag. 67





strati di memoria

WRUIAE2101
pag. 67



Chapter 2

shapes
and
colours

An abstract geometric composition featuring several overlapping, semi-transparent polygonal shapes. The shapes are filled with different textures: some show a soft, hazy sky with light clouds, while others are solid black with a pattern of small white stars. The overall effect is layered and ethereal.

SYNAESTHESIA II

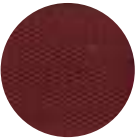


decadence

IROAWU2201



**bordature
edging**



3805

objecta



10

filato

IROAWU2202



**bordature
edging**



3803

objecta



61

filato



rainy

IRLEOE2201



bordature edging



3800

objecta



49

filato

IRLEOE2202



bordature edging



3804

objecta

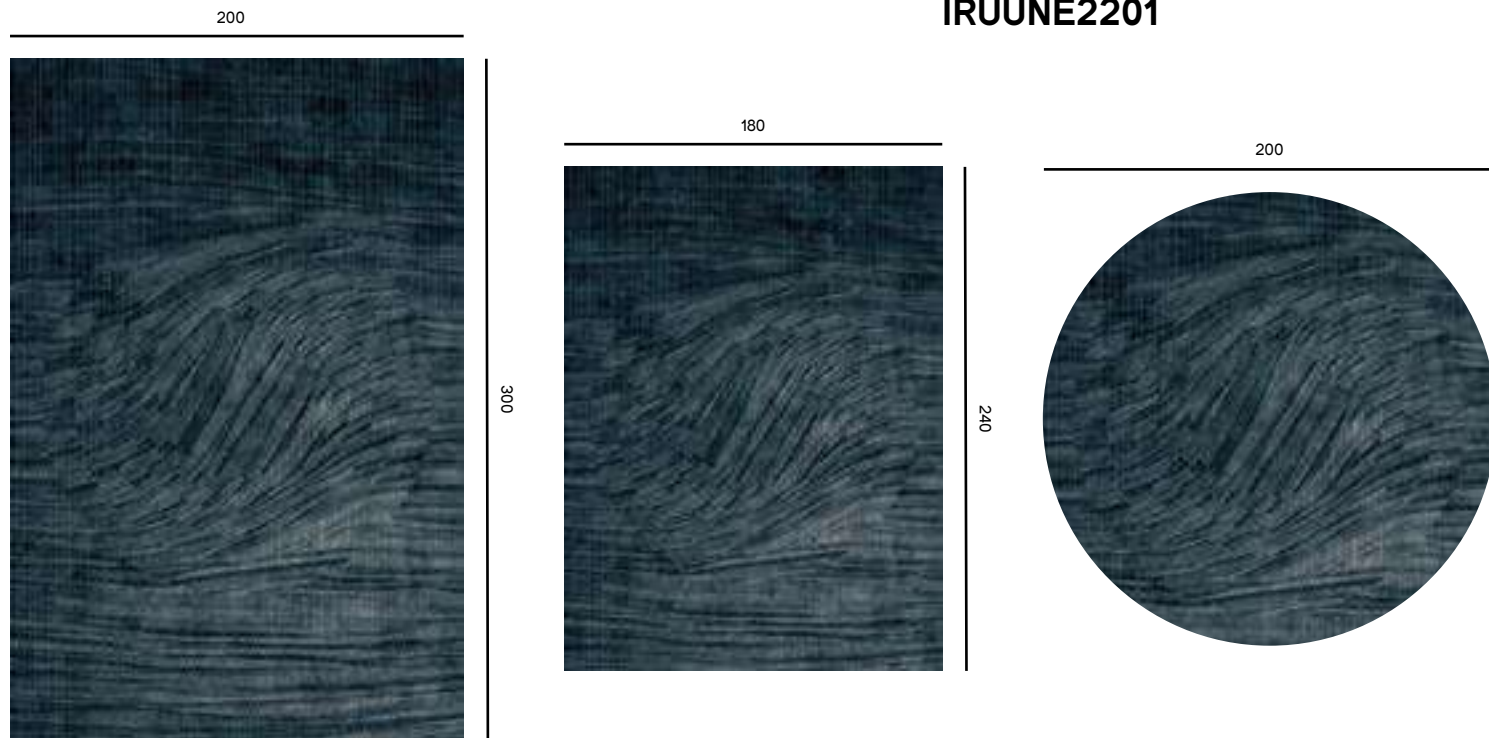


10

filato

timewrap

IRUUNE2201



bordature edging



objecta

3803



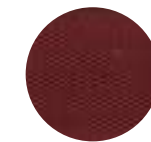
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22

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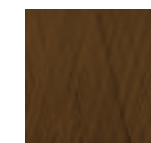


bordature edging



objecta

3805



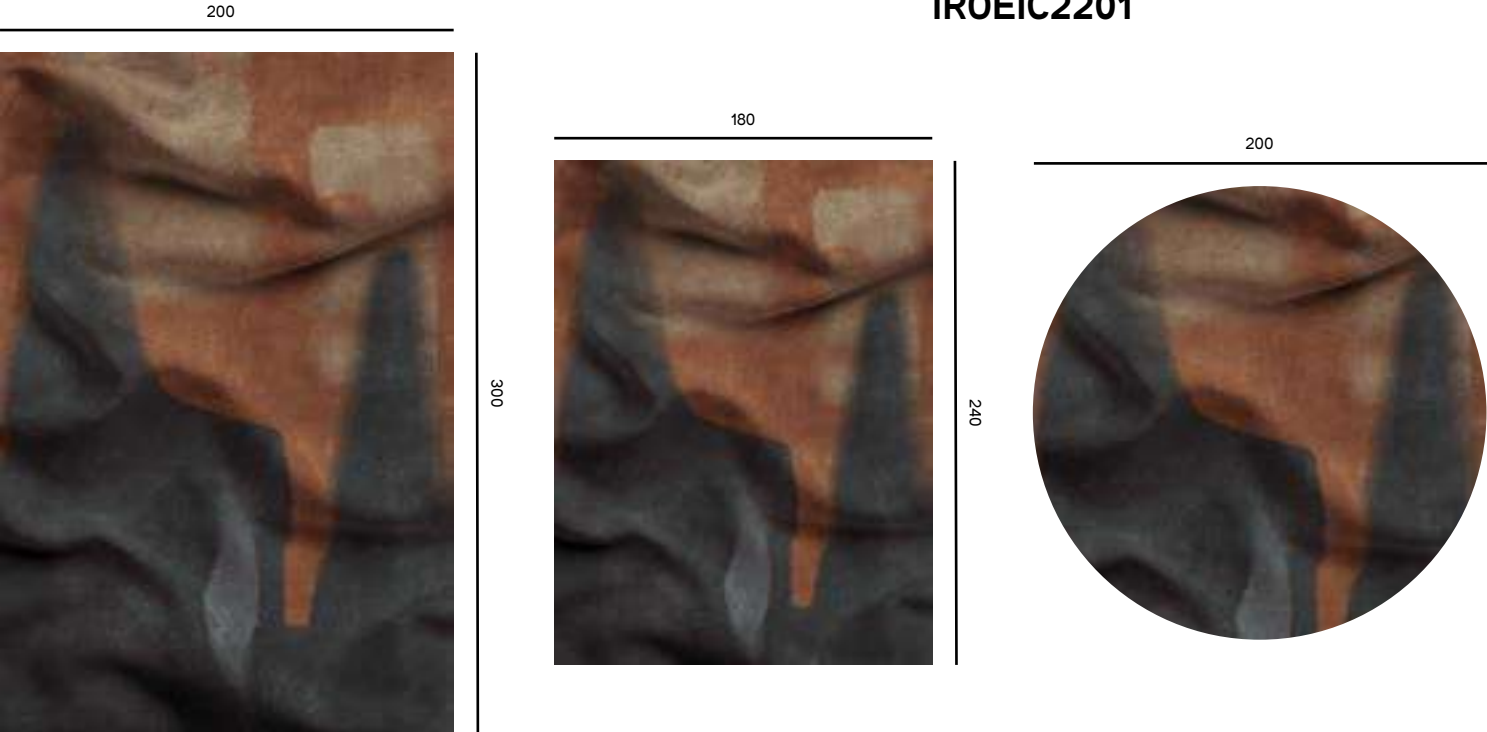
filato

18



unfold

IROEIC2201



**bordature
edging**



3803

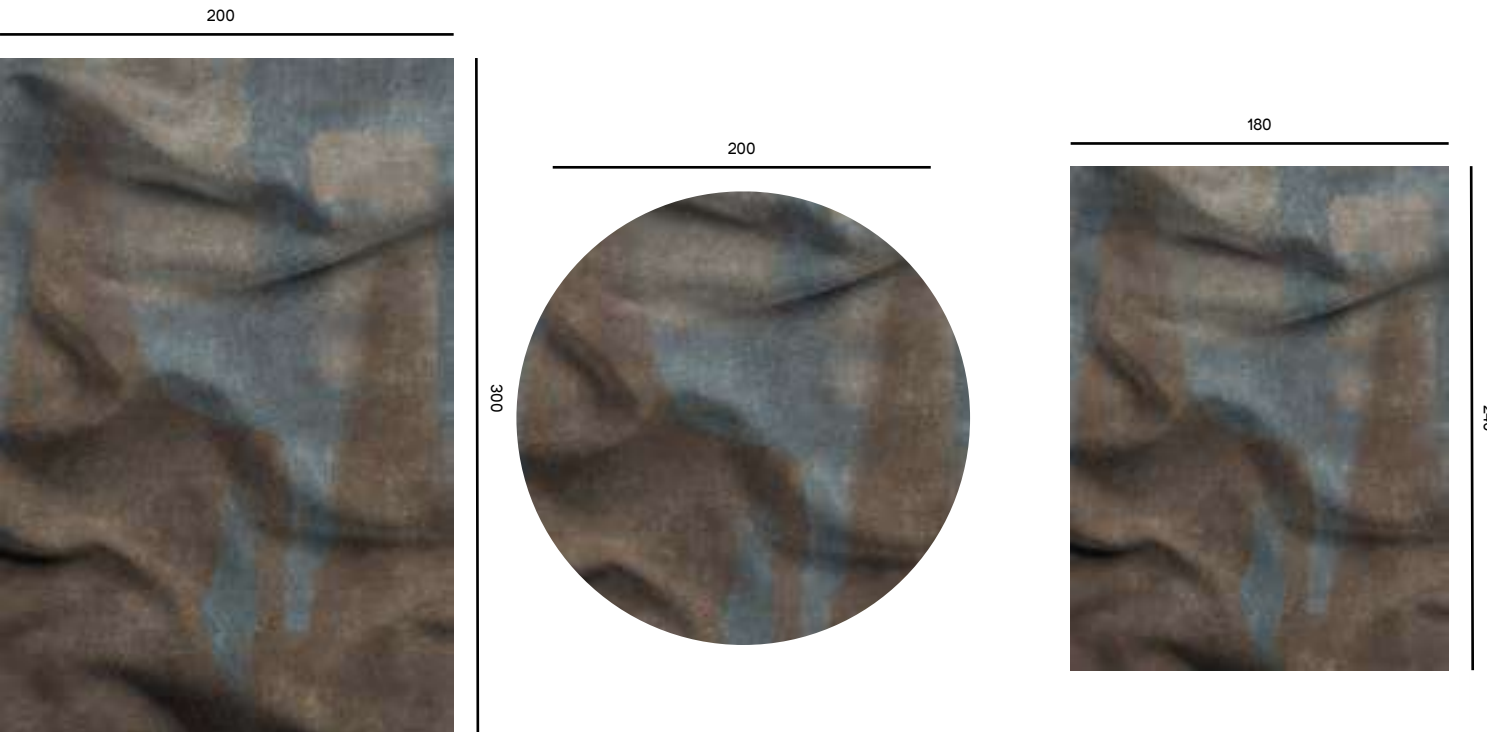
objecta



13

filato

IROEIC2202



**bordature
edging**



3804

objecta



61

filato

woodwaves

IRWSMU2201

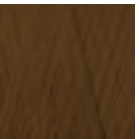


bordature edging



3803

objecta



18

filato

IRWSMU2202



bordature edging



3802

objecta



52

filato



sinuous

IRMUTO2201



bordature edging



3803

objecta



22

filato

IRMUTO2202



bordature edging



3803

objecta



18

filato

moque'

IRQQNP2201



bordature edging



3806

objecta



28

filato

IRQQNP2202



bordature edging



3804

objecta



13

filato



meric

IREUMO2201



bordature edging



objecta

3800



filato

61

IREUMO2202

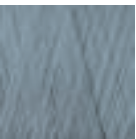


bordature edging



objecta

3804



filato

61

the first woman on mars

IRFOUS2201



bordature edging



objecta

3806



filato

25

IRFOUS22012



bordature edging



objecta

3806



filato

25

IRFOUS2201

formato sagomato
shaped size



bordature
edging



3806

objecta



25

filato

IRFOUS22012

formato sagomato
shaped size

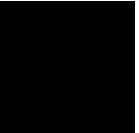


bordature
edging



3806

objecta



25

filato



oblique

IRALNR2201

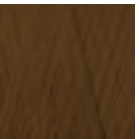


bordature
edging



3804

objecta



18

filato

IRALNR2202

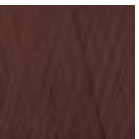


bordature
edging



3804

objecta



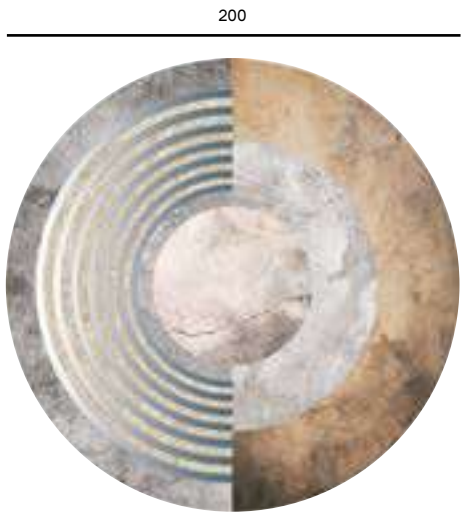
10

filato



clock

IRODAK2201

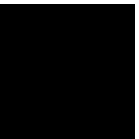


bordature
edging



3803

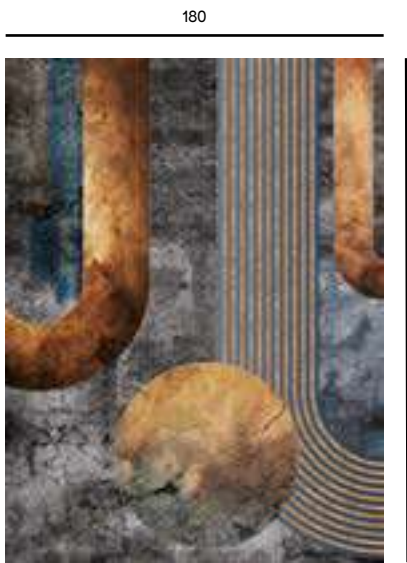
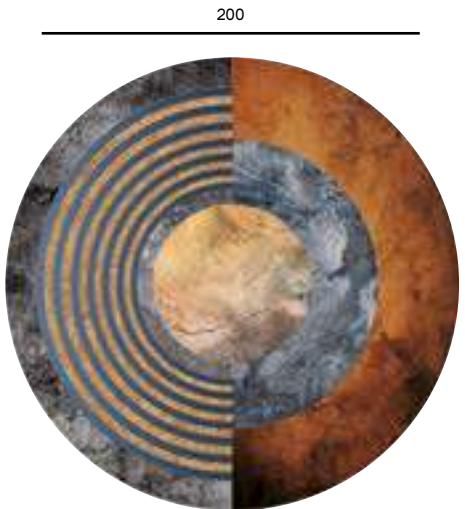
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25

filato

IRODAK2202



bordature
edging



3806

objecta



33

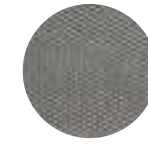
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egg

IRSAGS2201



bordature edging



3802

objecta



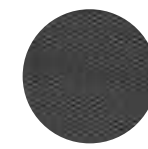
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filato

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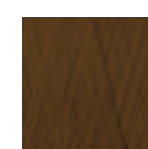


bordature edging



3803

objecta



18

filato



stones

IRRSDS2201



bordature edging



3802

objecta



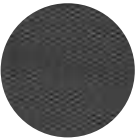
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filato

IRRSDS2202



bordature edging



3803

objecta



33

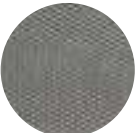
filato

IRRSDS2201

formato sagomato
shaped size



**bordature
edging**



3802

objecta



17

filato

IRRSDS2202

formato sagomato
shaped size

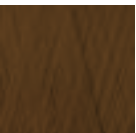


**bordature
edging**



3803

objecta



18

filato





SYNAESTHESIA I

ambra

WRGBOI2101

200



300

180



240

200

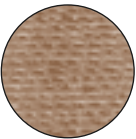


bordature edging



3800

objecta



33

filato

bamako

WRODUA2101

200



300

200



180



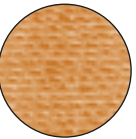
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bordature edging



3800

objecta



24

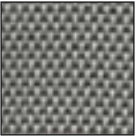
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equinox

WRIUAQ2101



bordature edging



3802

objecta



61

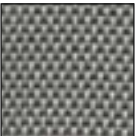
filato

first flight

WRIVIA2101

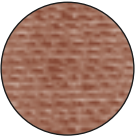


bordature edging



3802

objecta



10

filato

handle with care

WRUWLL2101

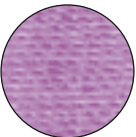


bordature edging



3800

objecta



02

filato

kalipso

WROLMR2101

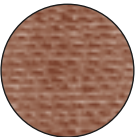


bordature edging



3800

objecta



24

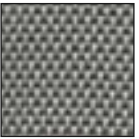
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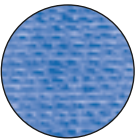


bordature edging



3802

objecta



65

filato

sun keeper

WRGURK2101

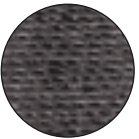


bordature edging



3806

objecta



25

filato



plastic forest

WROS0I2101

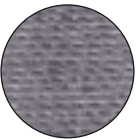


bordature edging



3804

objecta



04

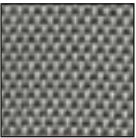
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udon

WRVVOD2101



bordature edging



3802

objecta

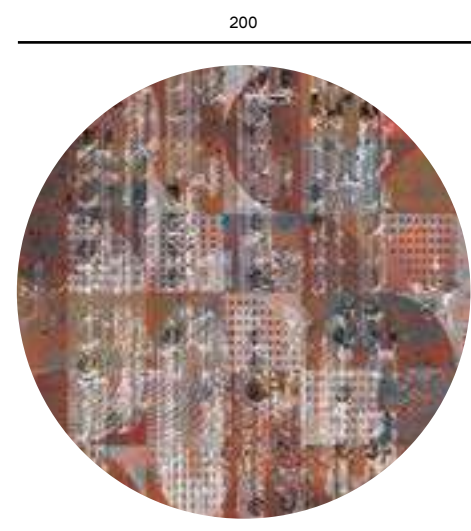


24

filato

indecipherable

WRLUNN2101

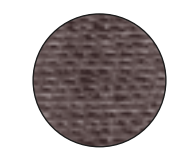


bordature edging



objecta

3800

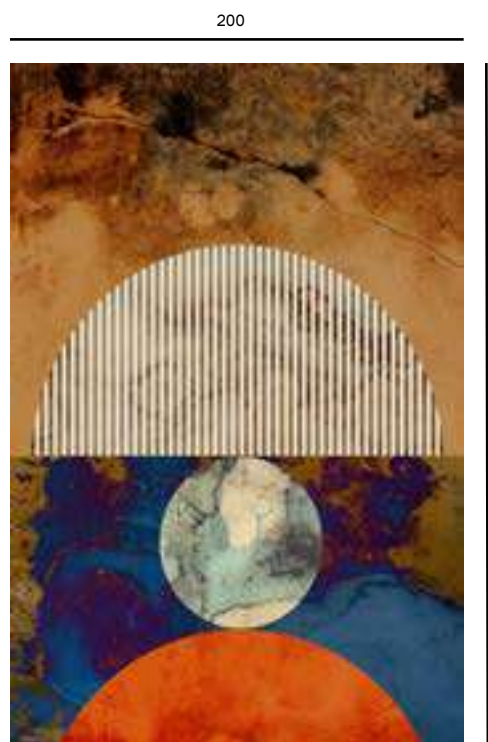


filato

19

eclissi

WREEAD2101

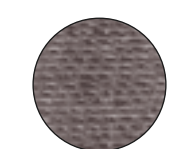


bordature edging



objecta

3800



filato

18

green graphite

WRUGPA2101

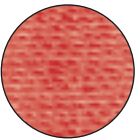


bordature edging



3805

objecta



11

filato

magma

WRMAMG2101

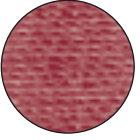


bordature edging



3800

objecta



05

filato

pond

WRTARA2101

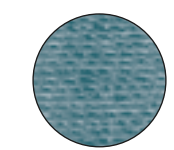


bordature edging



3800

objecta



22

filato

sunset

WRLSU02101

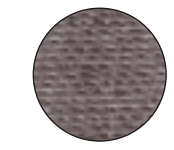


bordature edging



3800

objecta



18

filato

seeds of life

WRILRU2101

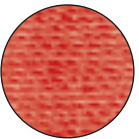


bordature edging



3805

objecta



11

filato

the prey

WRUYUA21

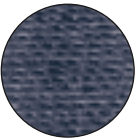


bordature edging



3800

objecta



22

filato

zaffiro

WROUUA2101

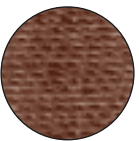


bordature edging



3800

objecta



10

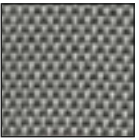
filato

strati di memoria

WRUIAE2101

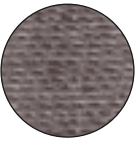


bordature edging



3802

objecta



18

filato



GAMMA

Range

SOFT TOUCH

Composizione/Composition:

100% Polyamide

Strato primario/Primary backing: 75% PES / 25% PA-non woven

Strato secondario(retro) /Secondary backing: PES-non woven

Peso totale del filato/Pile total yarn weight: app. 1500 gr/m²

Peso totale/Total weight: app. 2565 gr/m²

Altezza totale/Total height: app. 1,5/1,8 cm



COMPACT TOUCH

Composizione/Composition:

100% Polyamide

Strato primario/Primary backing: 75% PES / 25% PA-non woven

Strato secondario(retro)/Secondary backing: PES-non woven

Peso totale del filato/Pile total yarn weight: app. 1000 gr/m²

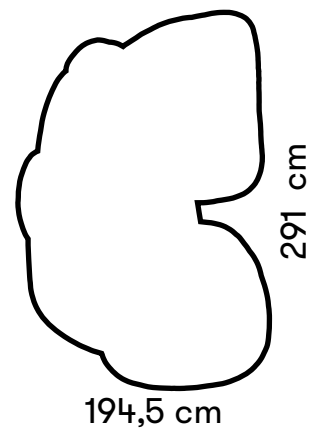
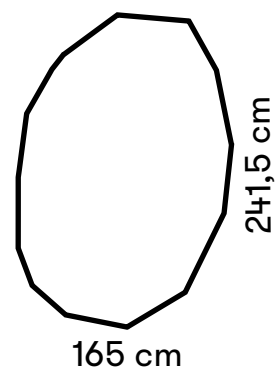
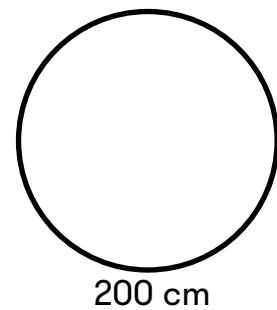
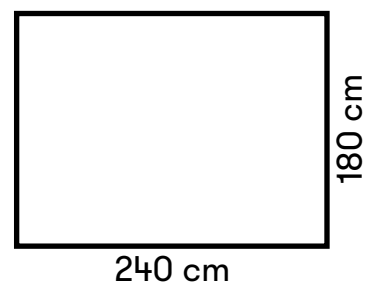
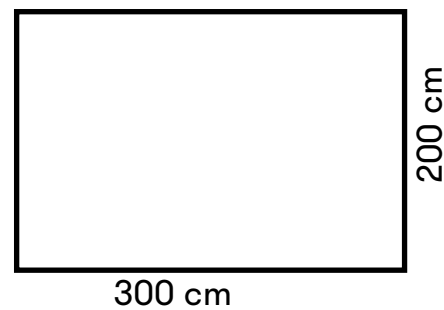
Peso totale/Total weight: app. 2080 gr/m²

Altezza totale/Total height: app. 0,9/1,1 cm



FORMATI

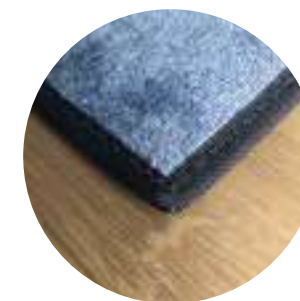
Sizes



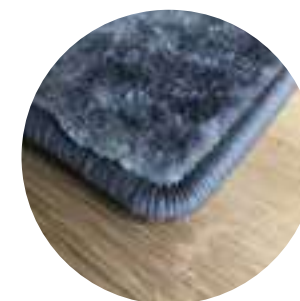
BORDATURE

Edging

OBJECTA



FILATO



LUXURY



Abbinamenti colore disponibili visibili su catalogo

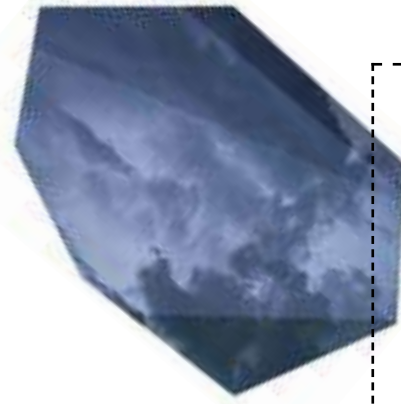
Available colour matching featured on the catalogue

Colori disponibili verificabili su richiesta

Available colours to be checked on demand



SCAN ME



CREDITS:

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MARKETING AND COMMUNICATION
Elena Grazioli

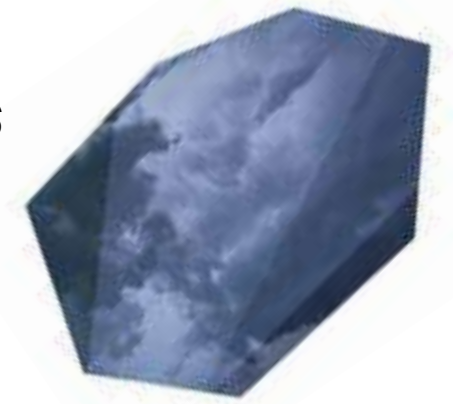
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