

# Welcome



# Home

*People usually are the  
happiest at home.*

– William Shakespare

The oldest of floor coverings, the area rug, has many personalities but none more respected than that of 'official greeter' as you, your family and the world arrive at your doorstep. Your choice of an area rug determines how you say "welcome" as it introduces the personality and lifestyle of those within.

The origins of any rug from anywhere around the world may be mysterious, but there's no reason that designing with area rugs needs to be a mystery. Think of them as one of your closest design allies, for they are not only extremely versatile in terms of color, size, shape, texture, and style, they also appeal to our impulse to change and grow within our environments. Those changes may come with each season or the coming of each season in life, but the area rug quickly defines our mood.

Area rugs can be a finishing touch to a major redecorating project, or they can be the final flourish to a simple makeover that includes rearranging furniture, new window treatments, the addition of pillows and new fabric and a coat of designer paint. Grand expressions in area rugs are often the only statement you need for a makeover. In fact, an entire room can be re-designed around the rich offerings of a rug destined to become a keepsake.

When you consider that they are the single, most powerful and fastest do-it-yourself flooring and that they can be picked up, transported to another room or another home or saved for the next generation, area rugs should be most welcome in any home. >>



Welcome to my home or to my space. Above, Williamsburg Capel Prentis Garden Vignette introduces the visitor to a thoughtful space while Masland's Soumak, opposite, says welcome to our world.



DESIGNERS LOVE TODAY'S AREA RUG "INTERNATIONAL" LOOK BECAUSE IT MEANS THERE ARE ABSOLUTELY NO LIMITS TO YOUR SELECTION IN TERMS OF COLORS, DESIGNS, FIBERS, SIZES AND WEAVES.

They tell us that area rugs are one part color, one part pattern and three parts texture. The reason they are big on texture is because an area rug's texture can be defined three ways — by its actual construction (fiber, yarn cut or twist and multi-dimensional sculpting), its color and pattern and its shape.

And let's not forget that in the midst of the decorating fashion trend toward layering, the very rug itself lying on a wood or stone floor, or layered on carpet or another rug, creates a new room texture — one you can change by yourself as the mood arises.

At right, Kathy Ireland offers a Garden Romance in red.



Area rugs let you deliver a personal message, like the Artichoke rug in New Zealand Wool (complete with a fully embroidered inset telling the story of the artichoke and its connection with Marilyn Monroe) from American Home Designs, or the blustery feel of an Autumn day interpreted in "Farm Tracks," a hand-tufted all wool Indian rug by ZEBA Coordinated Home Textiles.



Above is the simple but striking, pebbly look of Sphinx by Oriental Weavers' Wild West, Rawhide, reflecting a rugged look for this room, available from CarpetsPlus Color Tile.

Rugs can be inexpensive or true collectable pieces of art made from materials ranging from the softest synthetics to wools and wool blends, to silk, cotton, even grass!

Rugs used to be used just over a hard surface floor, generally wood, because their color and pattern presented a design interest. They would break up large expanses and protect the floor below. Today, they're a focal point like a conversation area, room entry or the mere and powerful ability to spotlight a work of art on the floor.

The rug-as-focal-point concept still works, but why not update the concept? It's a simple change, and it can do wonders for your interior design scheme. If rooms look cozier with a rug, they'd be cozier still with two or more. Try layering a rug over carpet or layer one edge of a rug over another. The use of large pillows over your rugs enhances the look, just as it does with clothing fashion. Go ahead and experiment; it'll become obvious if you over do it! 🐾

## HELPFUL HINTS FOR CHOOSING AN AREA RUG

With SO many options to choose from, how do you get started selecting an area rug? The folks at Sphinx™ by Oriental Weavers tell us there are literally thousands of books, brochures and pamphlets on area rug design, so building product knowledge is a lifelong undertaking. However, there are some basics you can start with. We drew from the company's advice to shoppers in drafting the following tips on how to select an area rug as part of your design.

### ▶ **STEP ONE COLOR AND PATTERN**

What is or will be the design theme of the room? Formal? Casual? Contemporary? Modern? Busy? Sleek? Your rug should first reflect the style first, then its color.

Color builds on the tone you set for the room. Colors like red are bold and intense, greens and blues quiet an area down. Lighter shades can open up and brighten a space; conversely, darker shades make for cozy, more intimate settings.

Check to see if matching a fabric or wall treatment will be a key factor in your selection. Will it be a complementary color or an accent hue?

### ▶ **STEP TWO CONSTRUCTION AND FIBER**

Time for a traffic report. How will the room be used, and what are the traffic patterns like? Are there pets or kids? Machine-made synthetic rugs are durable, soft and are stunning replicas of handmade specimens with less cost and less maintenance. Wool, a durable natural fiber that loves taking on color, is luxurious and soft and quite sophisticated.

Begin with a lifestyle assessment then move on to fibers and constructions that fit. There are literally dozens of materials used in making rugs from machine polypropylene to lush handmade wools, even leather shags, bamboo slats, natural fibers ... the options are as endless as your imagination.

### ▶ **STEP THREE SIZING THINGS UP**

Take a look around. Imagine your furniture grouping, traffic flow and mood you want to create. Round. Square. Octagon. Runners. Large or small. The size and shape you select can tie your room together and create interest. Try sketching out the room's dimensions and furniture layout to look for design patterns.

### ▶ **STEP FOUR SERVICE AND QUALITY**

You get what you pay for! There are rugs for every budget and every look. Caring for a rug is more than a quick vac and annual shake-out. They need care, just like a piece of fine clothing if they are to last. You may be better off in the long run with higher quality purchases which last longer and are more versatile. A truly great-looking rug can be presented on the wall as a tapestry or piece of art.