



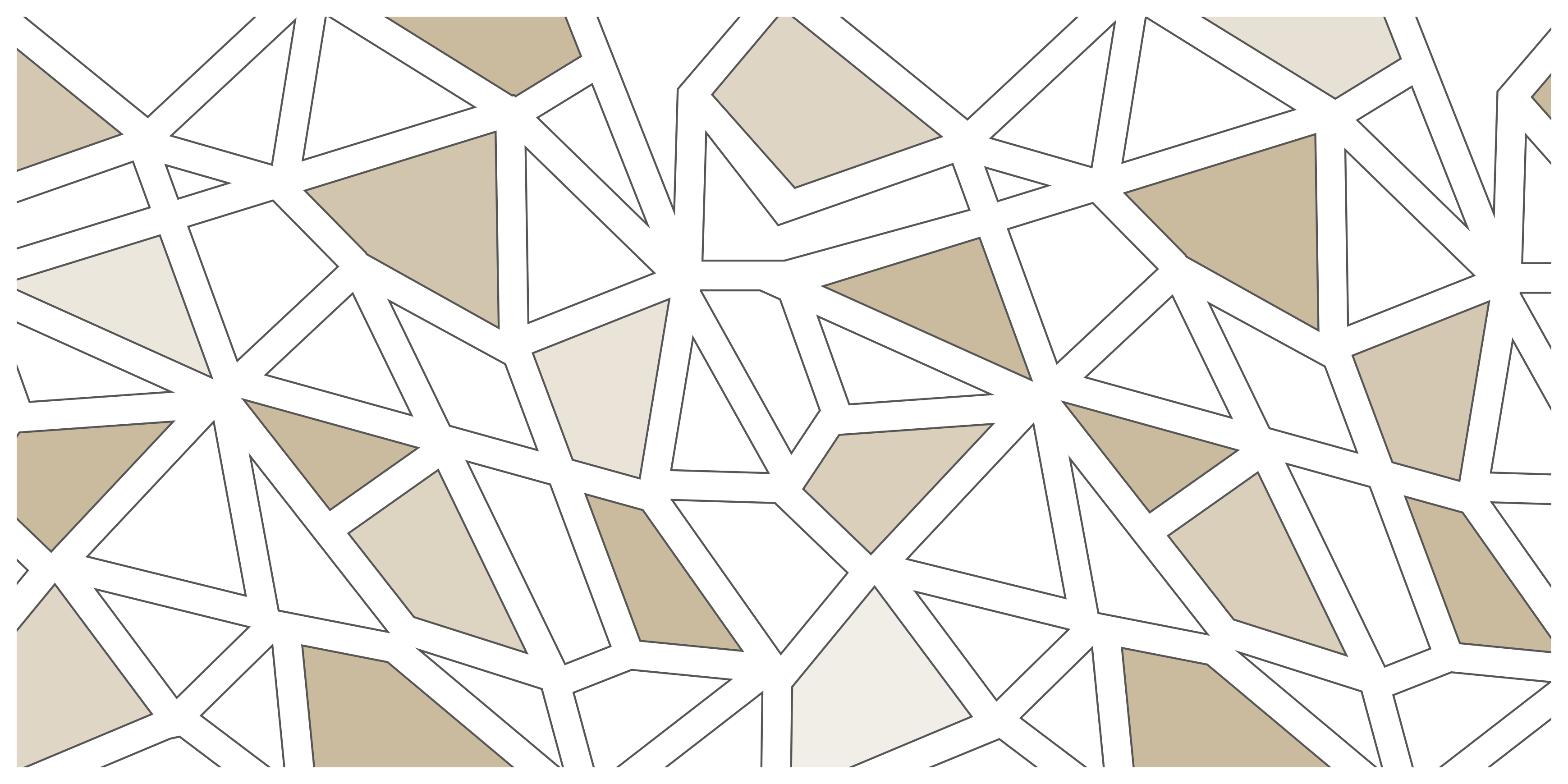
The Floor is Yours

PATTE

RN2 @

PLAY

CARPETECTURE®





## DESIGN VISION

Carpet is our link between mankind and architecture. It is the layer that enables us to have a positive influence on the world: to stimulate the senses, to shape perceptions of buildings and to meet the needs of society. All Desso products are distinguished by the synergy of these three pillars. **Creativity, Functionality and Cradle to Cradle®.**

Three important sources feed these pillars.

**Inspiration feeds creativity.** For Desso, creativity means combining insights, ideas, knowledge and experience into functional, attractive products and services. We set out to explore the worlds of architecture, art and fashion. In each of these spheres, we study emotions, the perception of buildings, trends and other contributing factors. This enables Desso to respond to impulses coming from society.

For Desso, **functionality means adding value to products or services.** Through continuous innovation, Desso aims to supply superior products and develop groundbreaking solutions. Functionality is driven by Technology. For Desso, carpet is more than just a floor covering. It's a skin, a layer which responds to the needs of the user on many fronts: health, comfort, safety, convenience, perception and emotion. Desso's designs have a clear goal: to optimise people's well-being.

**Cradle to Cradle® is a positive approach** to sustainability and is intrinsic to everything Desso does. Carpet is more than a product; we see carpet as a service. Social developments are the forces that drive us to take up our responsibility for the needs of society. It's also an opportunity to contribute to a better world. We do so through timeless collections, transparent relationships with stakeholders and Cradle to Cradle® design – products made from pure materials that are safe for human use and can be biologically or technically recycled at the end of their useful life.

## CIRCLES OF ARCHITECTS®

When you throw a stone into water, something happens. The displacement creates ripples, like an idea spreading wider and wider. That's the effect of Circles of Architects®; an international concept which Desso first launched in 2007.

In these sessions, we look at spatial use and carpet applications from a wider perspective by creating an active dialogue with architects and designers.

Circles of Architects® is a platform dedicated to exploring and answering these needs.

## CARPETECTURE®

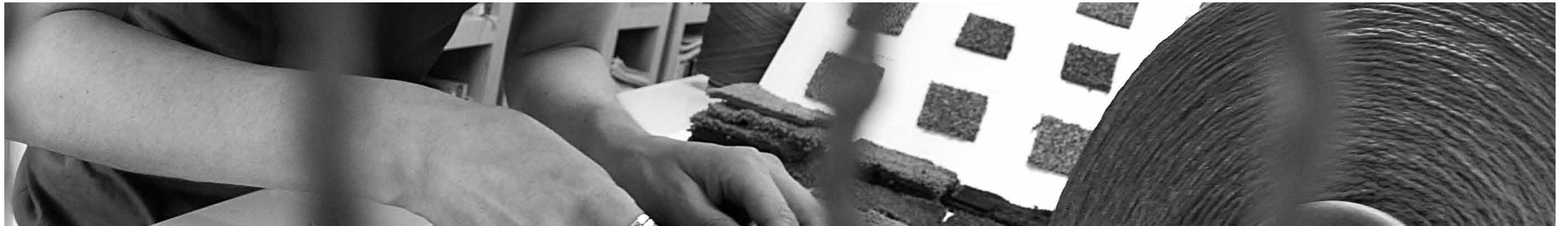
In 2007, Desso first launched its innovative new concept; CARPETECTURE®. It is a powerful example of Desso's commitment to creative carpet design and its dedication to answer the needs of architects, interior designers, building owners and end users.

CARPETECTURE® is a new way of thinking, incorporating elements from modern international architecture to create emotionally expressive carpet designs. It looks at the changes in architecture, in how people think about space, atmosphere, colours and materials.

When moments in architecture are used to inspire carpet designs there is synergy. The carpet becomes more than a floor covering; it performs alongside other architectural elements. Intensifying the sensation.

As part of the theme Desso already has several collections: Pure Lines, Core Structures and Colour Dimensions I & II.

We are proud to bring you our latest collection PATTERNS@PLAY.







## PATTERNS@PLAY COLLECTION

This collection is all about identity and removing the anonymity of large spaces. Allowing buildings and interiors to 'tell a story' and break through the modest image of structures to give a space a stronger personality. Applied patterns help to visually subdivide large interior spaces, define functional areas and traffic paths, create visual interest and relate the surface to the human dimension. In this way, pattern design becomes as functional as it is decorative.

PATTERNS@PLAY offers a blend between structure and pattern in new innovative carpet designs. Bringing something entirely new.

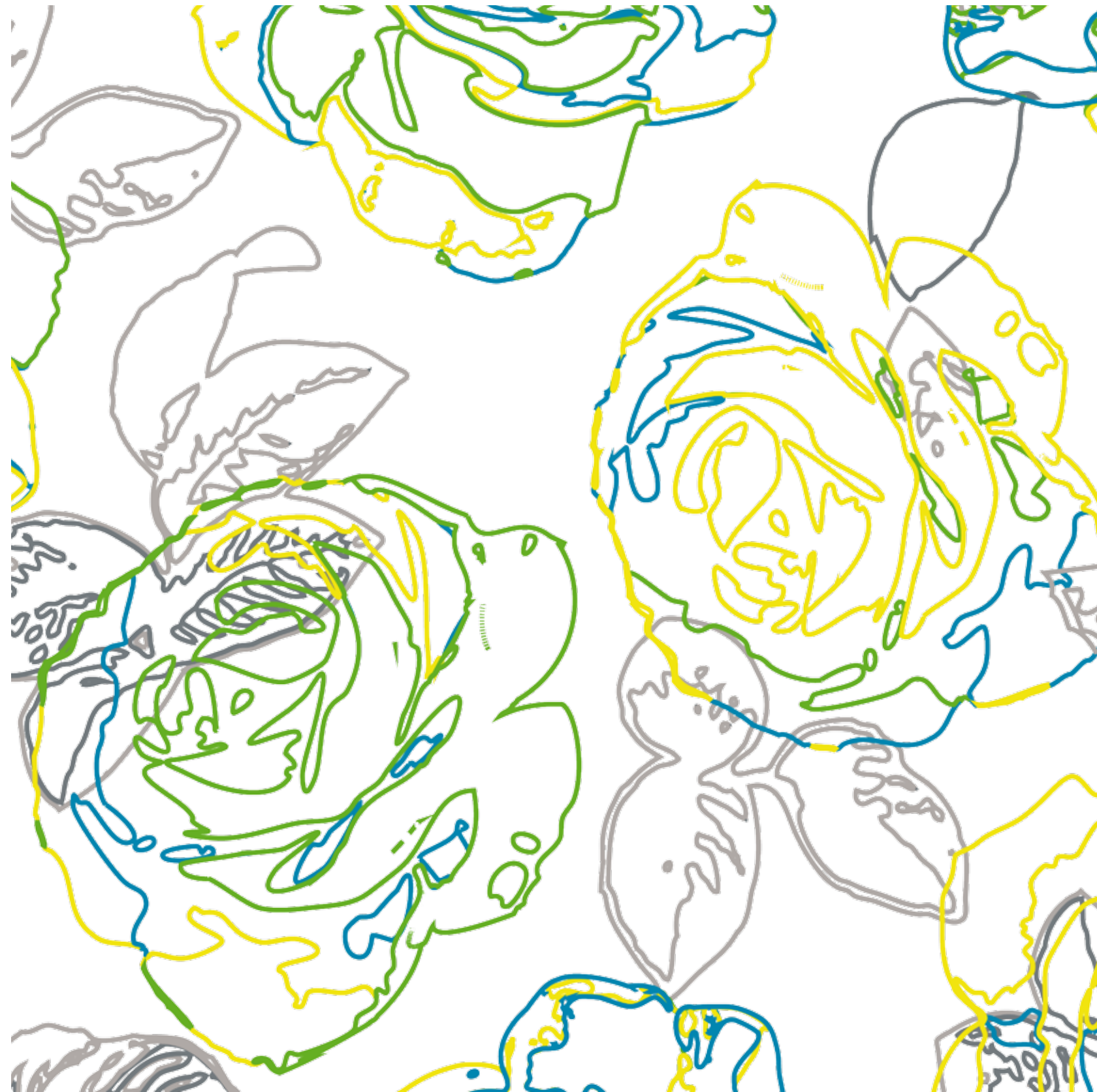


## THE DESIGNER ABOUT VISIONS

As a designer, I want to continuously challenge myself to break the traditional boundaries of flooring design. For 'Visions of....', I was inspired by the use of patterns in art, fashion, architecture and interiors. Patterns are not only eye-catching but also form a narrative arrangement by inviting you to elaborate on a story.

I wanted to explore how to use these dynamic designs in a subtle, yet striking way, to deliver a truly innovative flooring experience. By applying cutting edge production technology and powerful pattern design, we were able to create a unique layered dimension, where the flooring experience changes at every angle it is viewed.

I hope you will enjoy my visions of flowers, lines and shards.





## VISIONS OF FLOWERS

Visions of Flowers offers a pronounced floral pattern which is incorporated in the carpet tile design. When viewing the product across a larger area, it almost looks like a hard surface due to the flat nature of its structure. Yet when taking a closer look, the floral pattern becomes more apparent and brings nature's vibrant colours into the flooring landscape.

The colour line consists of 6 colours, ranging from elegant silver grey to more outspoken colours such as red, green, orange and blue.

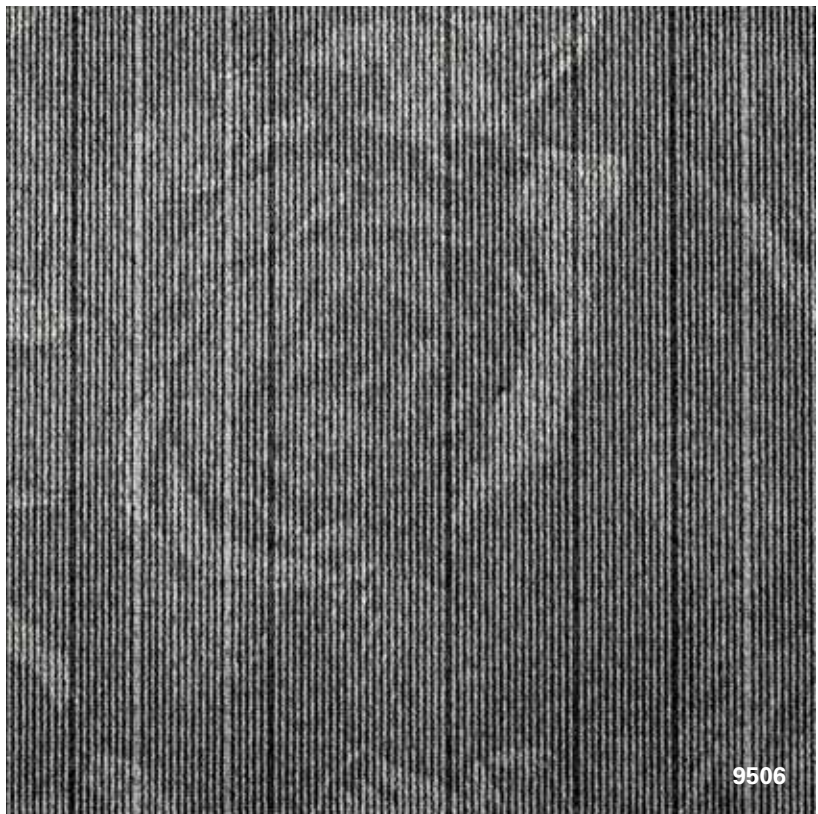








9506



9506





## VISIONS OF LINES

Visions of Lines draws its inspiration from linear elements in monumental architectural design. It creates an almost abstruse play with material, dimension, and structure within ordered architectural patterns.

The Visions of Lines colour line consists of 4 colours, focusing on elementary colours, including blue, red and green.





9945



9945



## VISIONS OF SHARDS

A surprisingly abstract pattern is what gives Visions of Shards its distinctive look. The construction of the product allows for an ever changing visual experience. It invites you to take note of its design, whilst never overpowering the space.

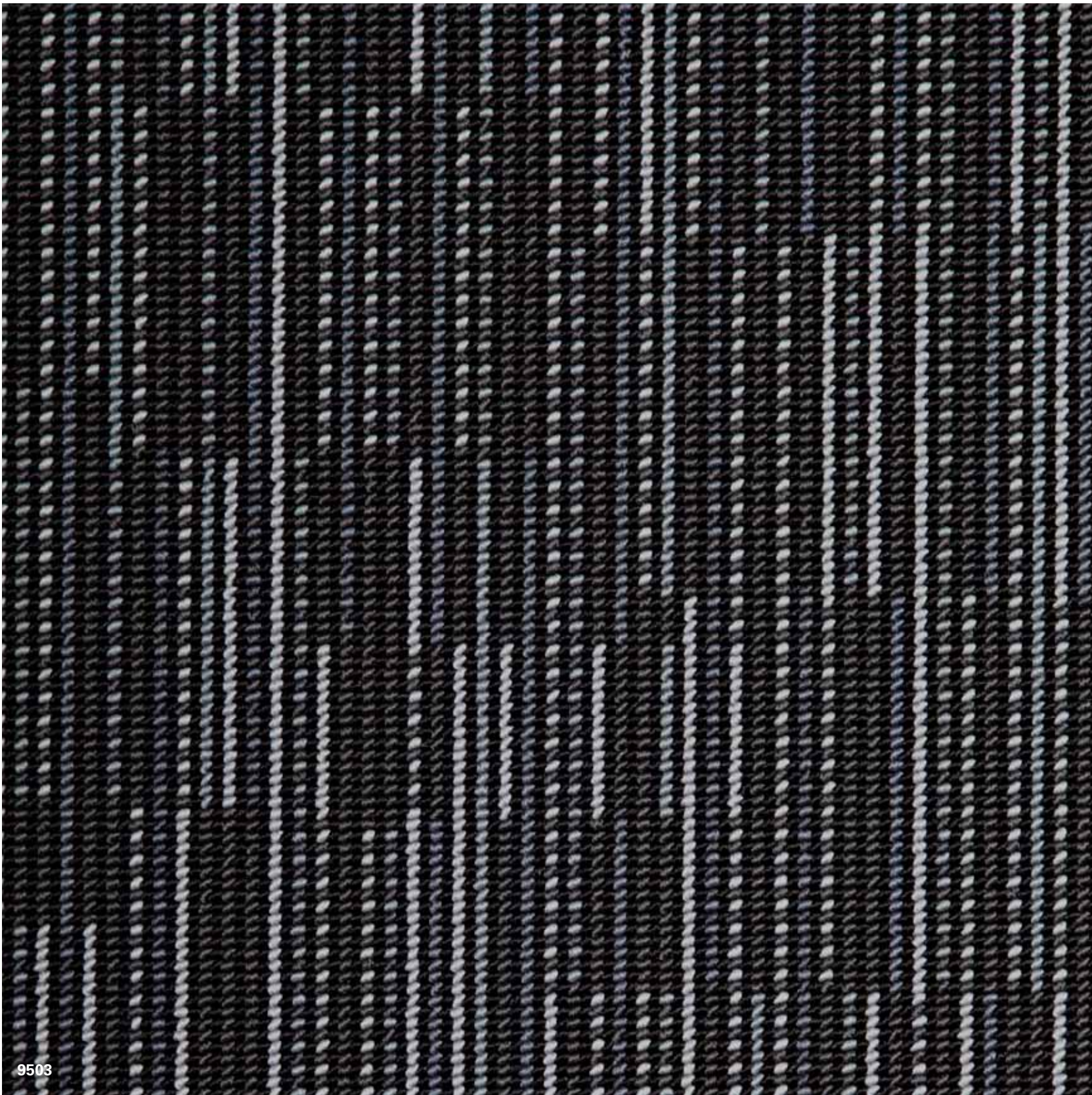
The colour line consists of 6 colours; all expressive, yet nicely balanced with the choice of pattern and colour in the underlying layer.











9503

## WILTON ENIGMA

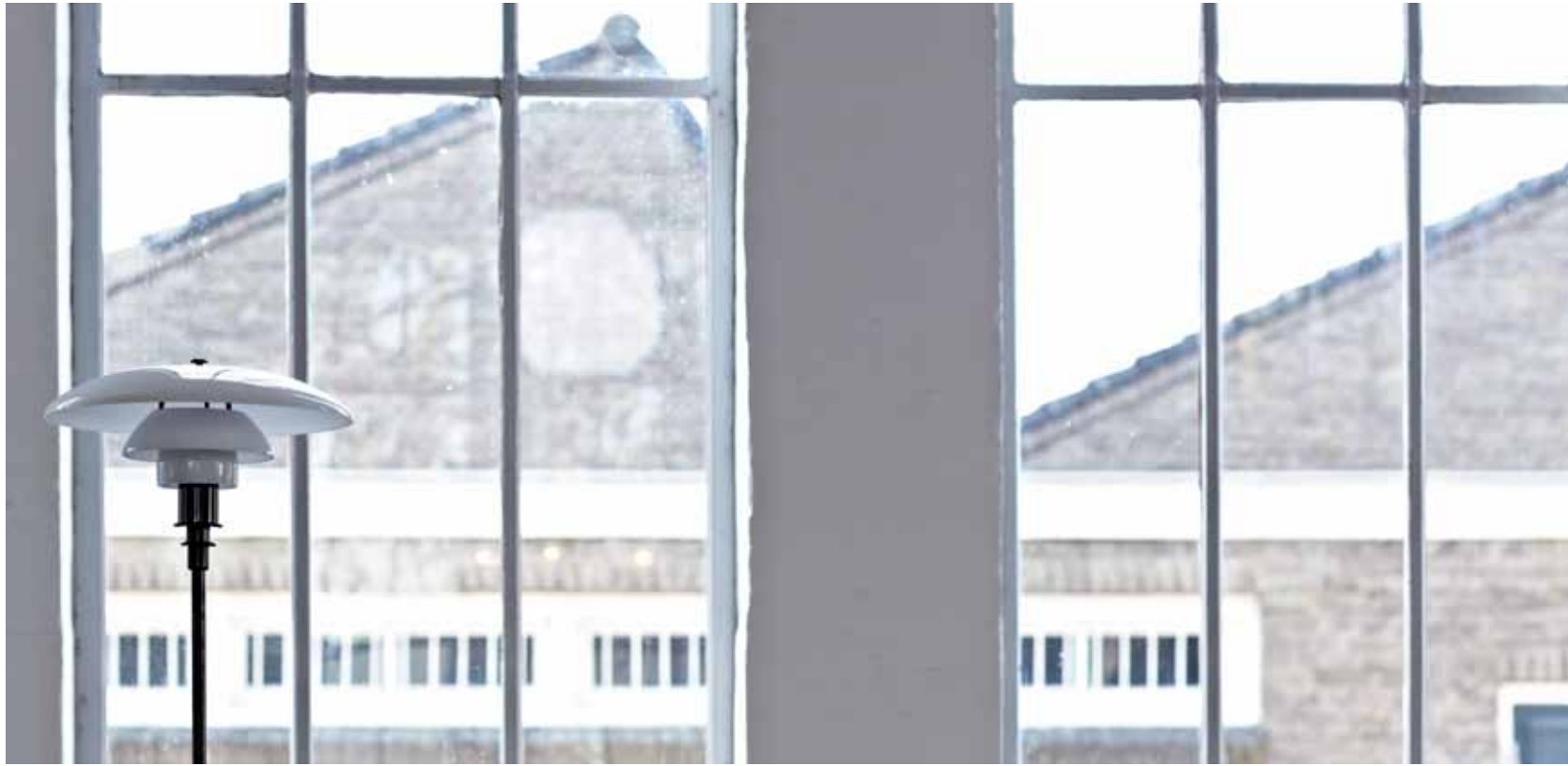
Wilton Enigma combines the classically elegant Wilton design with a refreshingly contemporary look. The rhythmic pattern of dots, lines and blocks draws its inspiration from the small, all-over patterns used in fashion. This, combined with powerful colour combinations to enhance the overall effect on the floor.

Wilton Enigma is a woven broadloom product, available in 8 distinguished colours.

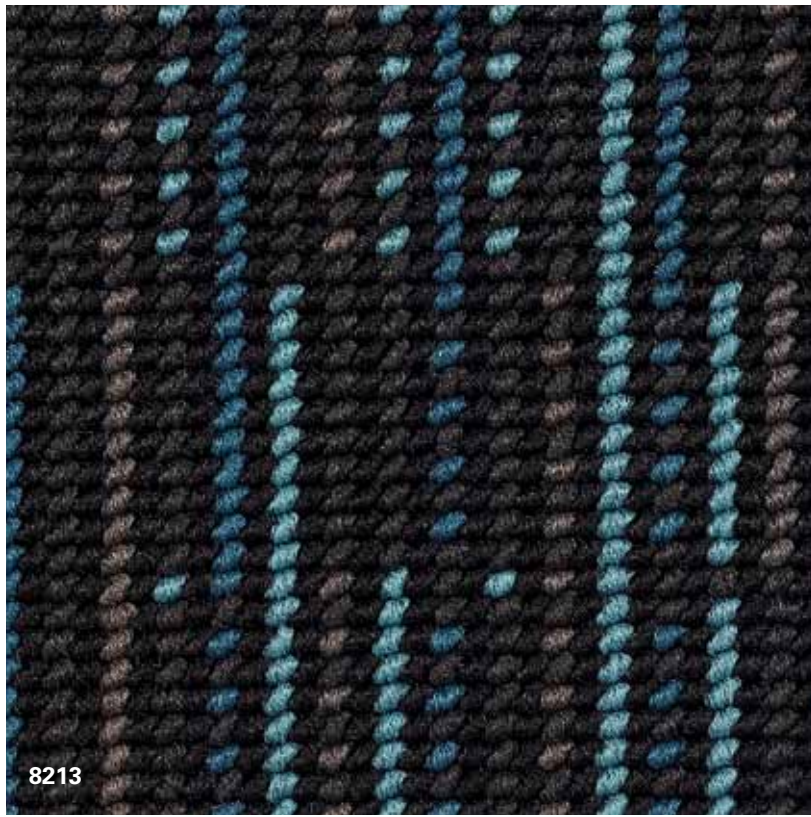




9503











9023

## DASH

Dash is a carpet tile with a playful combination of geometric blocks and lines, which create a commanding visual effect. This pattern adds an exciting sense of movement to a room and gives the space its own identity.

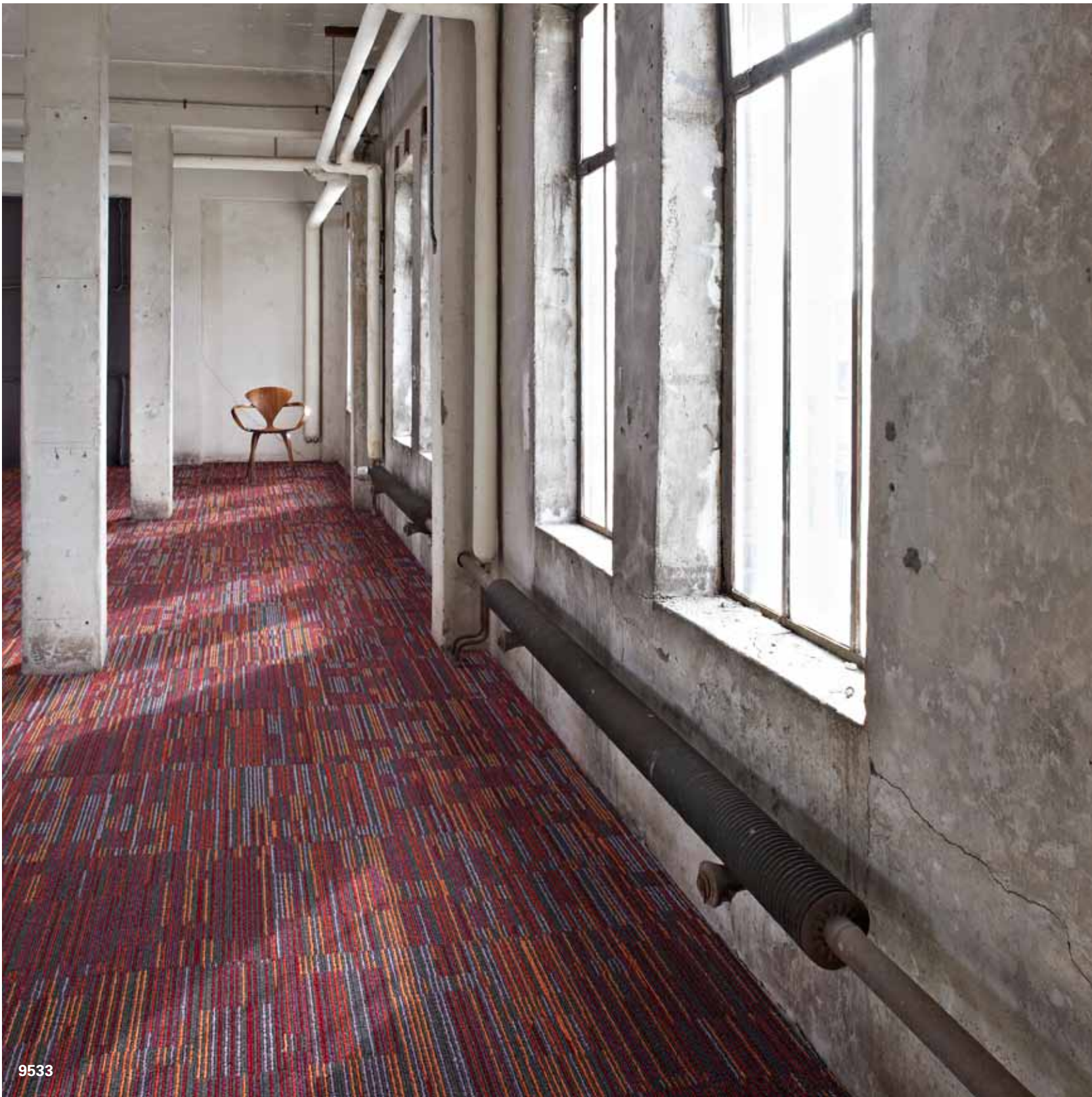
The product consists of 8 neutral colours and 4 surprisingly outspoken colour combinations.



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SG  
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## GRIDS

Large-scale, monumental patterns add subtle structure to large modern spaces. Grids is a carpet tile product which uses pattern to create a rhythmic, dynamic installation.

The colour range consists of 16 tonal shades in a refined combination of matt and lustrous yarns.





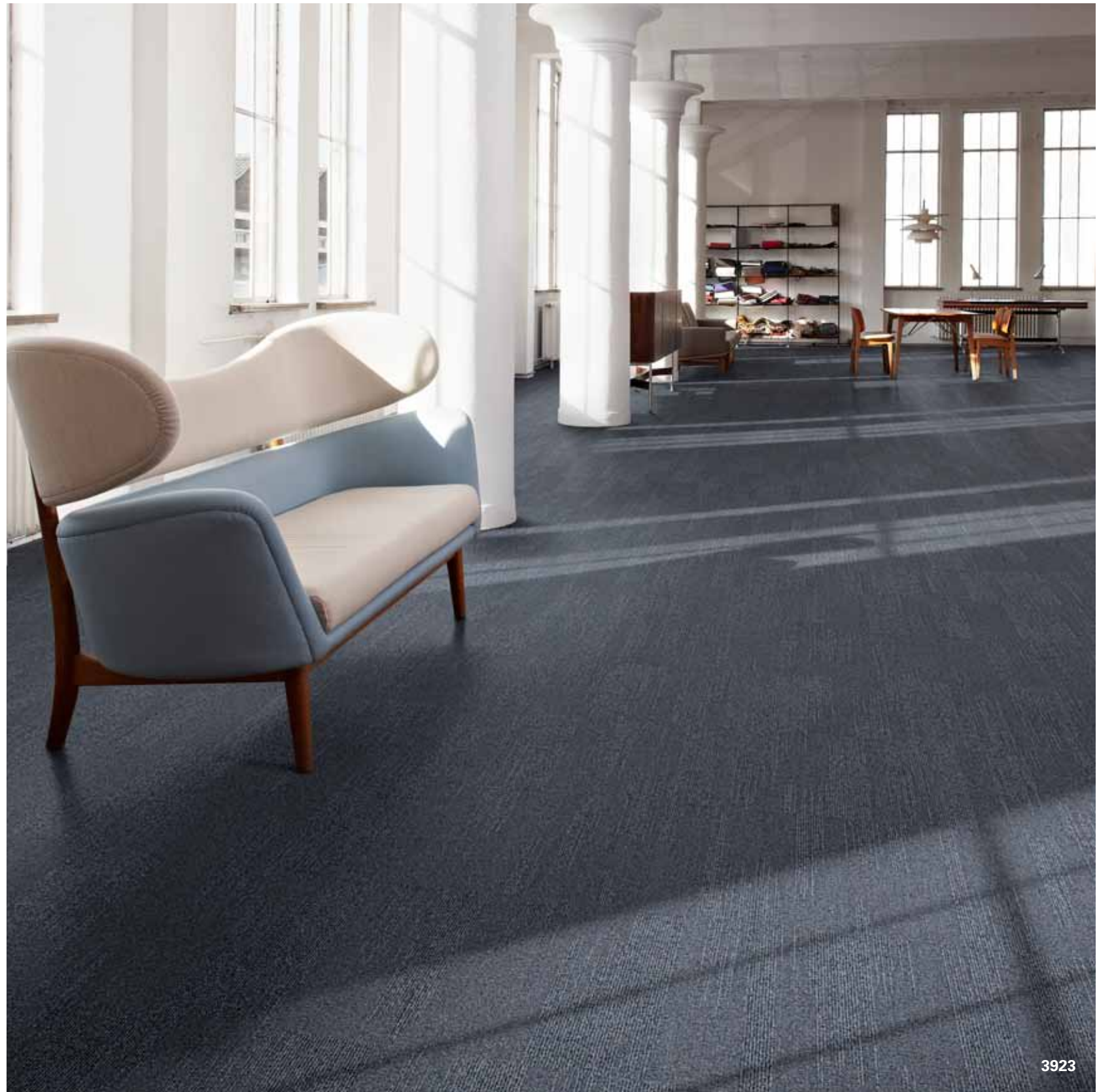
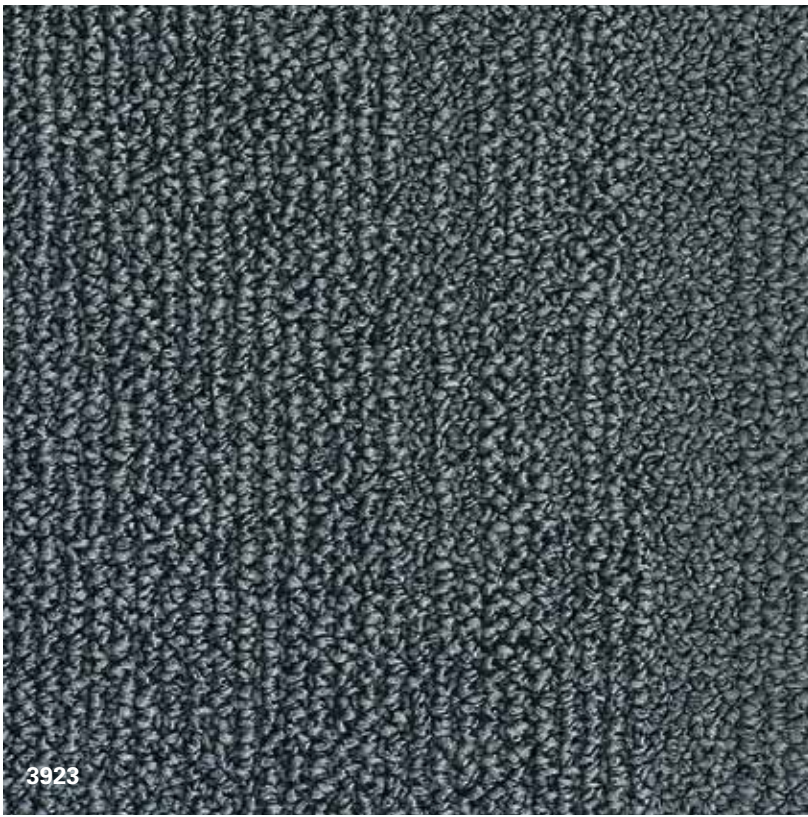


2915

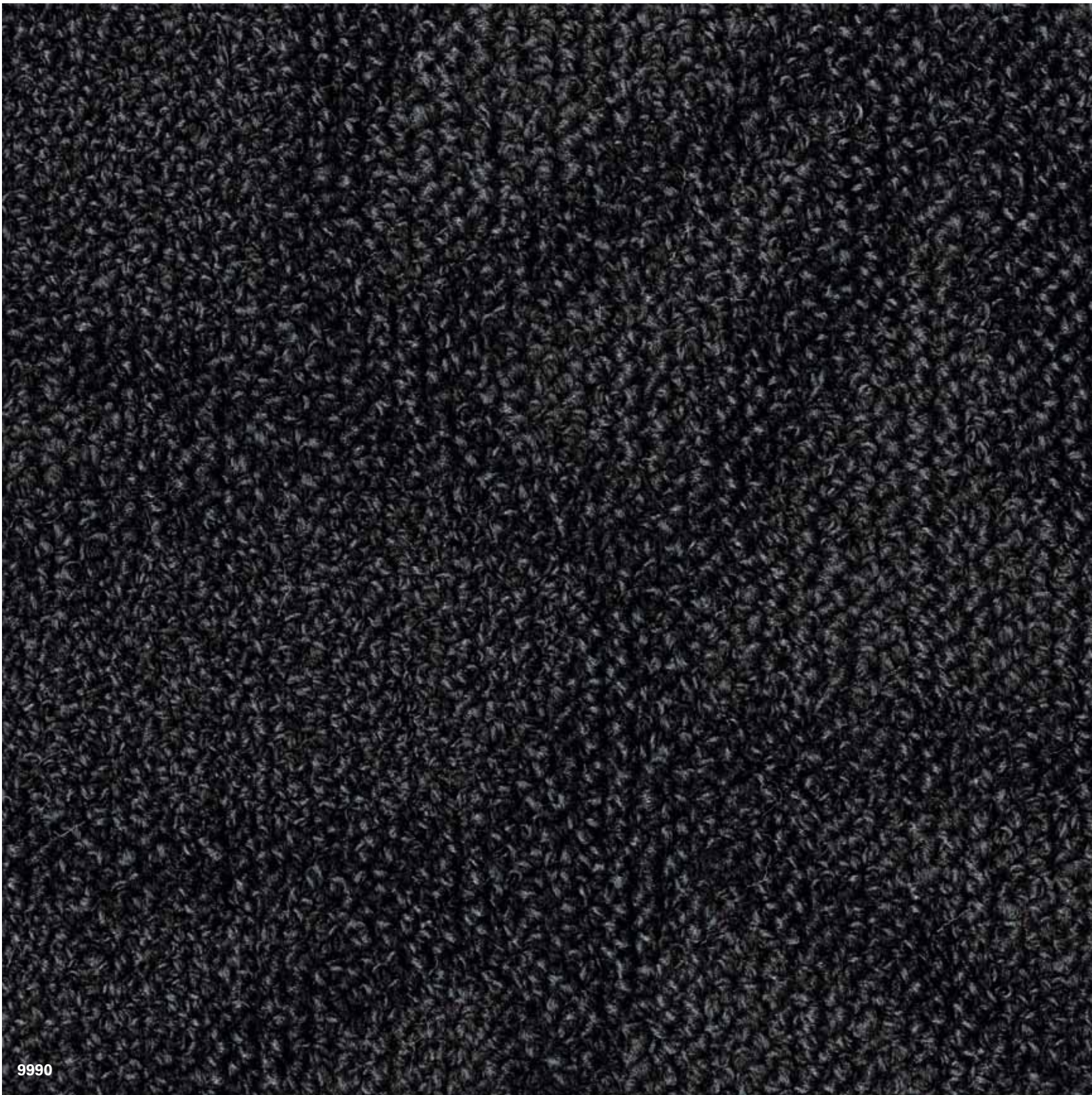


2915









9990



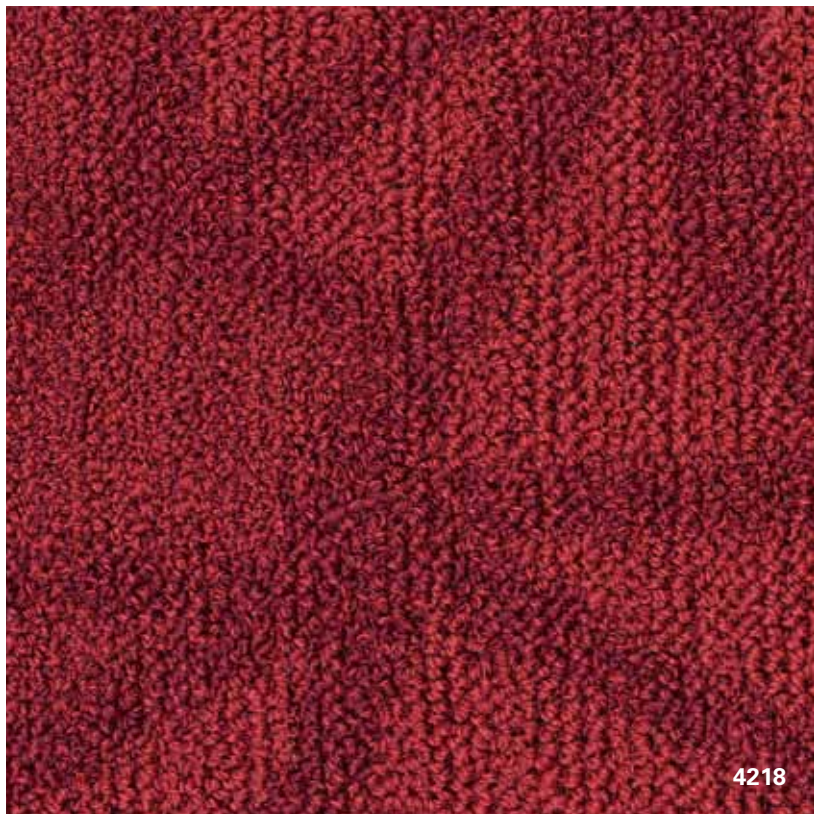
## THE DESIGNER ABOUT MOSAIC

As a technical designer I look for the perfect combination of technical competence with creative design. The introduction of patterns into the interior does not require a revival of medieval craft techniques, but the application of innovative technologies which allow patterns to become the building blocks in modern interior architecture and design.

Mosaic takes its inspiration from stained glass which is translated into a delicate flooring design where the surface is manipulated on different levels to create a three-dimensional look.

Mosaic is a carpet tile, available in 16 colours; ranging from neutral shades to more expressive colours.











# VISIONS OF FLOWERS



Colour: 5006

Colour: 4208

Colour: 6117

Colour: 7452



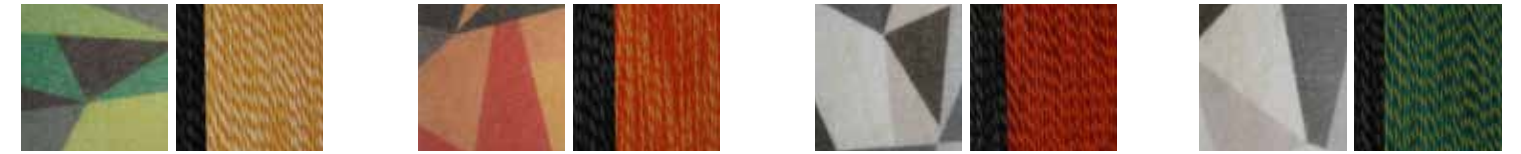
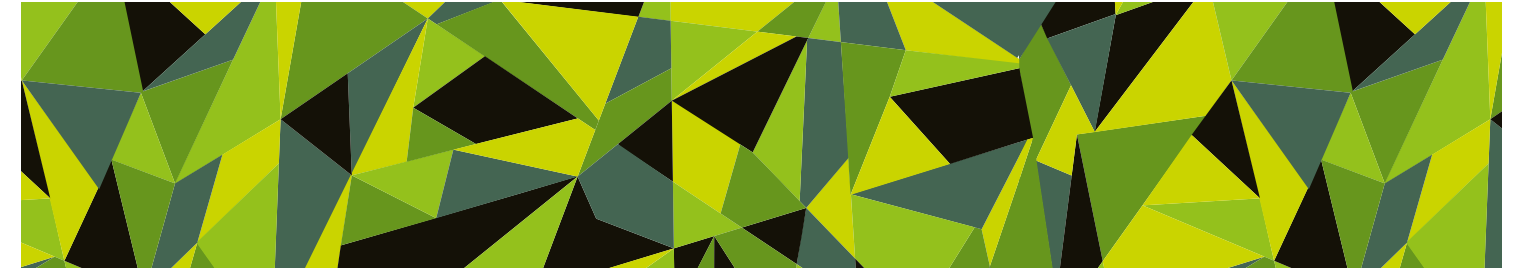
Colour: 8401



Colour: 9506

Carpet tile 50x50 cm / 100x100 cm  
 Compactuft loop pile  
 6 colours  
 Monolithic

# VISIONS OF SHARDS



Colour: 6103

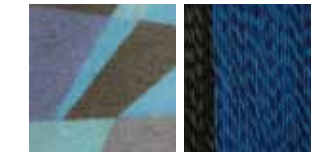
Colour: 5118

Colour: 4301

Colour: 7402



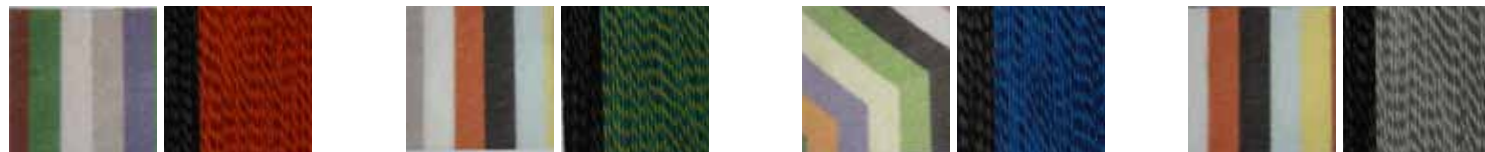
Colour: 8301



Colour: 8411

Carpet tile 50x50 cm / 100x100 cm  
 Compactuft loop pile  
 6 colours  
 Monolithic

# VISIONS OF LINES



Colour: 4411

Colour: 7301

Colour: 8412

Colour: 9945

Carpet tile 50x50 cm / 100x100 cm  
 Compactuft loop pile  
 4 colours  
 Monolithic

# WILTON ENIGMA



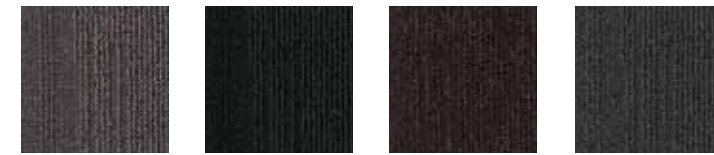
Colour: 2088   Colour: 4202   Colour: 7161   Colour: 2101   Colour: 8213   Colour: 9532   Colour: 8511   Colour: 9503

Broadloom 400 cm  
Woven loop pile  
8 colours

# GRIDS



Colour: 2913   Colour: 2915   Colour: 4301   Colour: 6102   Colour: 7001   Colour: 9027   Colour: 3923   Colour: 8521



Colour: 9013   Colour: 9021   Colour: 9091   Colour: 9503

Carpet tile 50x50 cm  
Structured loop pile  
12 colours  
Monolithic

# DASH



Colour: 9965   Colour: 9533   Colour: 9980   Colour: 7111   Colour: 8161   Colour: 9975   Colour: 8811   Colour: 9027



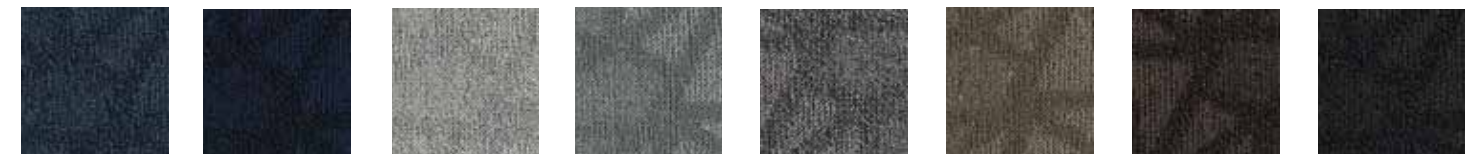
Colour: 9094   Colour: 9023   Colour: 9021   Colour: 9522

Carpet tile 50x50 cm  
Structured loop pile  
12 colours  
Monolithic

# MOSAIC



Colour: 1958   Colour: 4218   Colour: 3421   Colour: 6021   Colour: 6321   Colour: 7011   Colour: 7411   Colour: 8431



Colour: 8822   Colour: 8901   Colour: 9516   Colour: 9514   Colour: 9970   Colour: 9093   Colour: 9092   Colour: 9990

Carpet tile 50x50 cm  
Structured loop pile  
16 colours  
Monolithic

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# ABOUT DESSO®

Desso focuses primarily on superior floor design and Cradle to Cradle®, in providing high quality carpet tiles and broadloom. It's commercial product offering, business carpets, represents more than half of total sales and can be found in offices, banks, retail units, public buildings, schools, universities and care centers. Clients include Allianz, Canon, EDF, HSBC, Porsche, Procter & Gamble, SNCF, Nestlé and many more.

Desso's innovation strategy is concentrated in 3 key areas: Creativity, Functionality and Cradle to Cradle®. For Desso, creativity is synonymous with CARPETECTURE®, which is a powerful example of Desso's commitment to creative carpet design and its dedication to meet the needs of architects, interior designers, building owners and end users. In the field of functionality, Desso develops pioneering solutions that make a difference for health, wellness and well-being. As a result of this innovation and creativity strategy, Desso has launched a number of patented products like DESSO AirMaster®, for 8 times lower fine-dust concentration in the air (versus hard floors), and DESSO EcoBase®, which enabled the world's first and only Cradle to Cradle® Silver Certification for an entire carpet tile product.

Desso Consumer Carpets is represented by three strong brands: Parade, Bonaparte and Desso. All with a rich history in manufacturing high-end consumer carpets where products are available through specialist retail traders, plus selected carpet stores and home furnishing shops. Desso Consumer Carpets is the only European high end consumer carpet company with sales in Benelux, Germany, France, Switzerland and Austria.

Desso's creative carpet design and service oriented approach means that it has become a leader in developing solutions for the Hospitality, Marine and Aviation (HMA) markets. Desso's HMA division works with companies such as Hilton, Intercontinental, Maritime, KLM, Virgin, Royal Caribbean Cruise Lines and Holland America Line.

Desso Sports Systems is a leading player in the provision of artificial turf for sports fields and reinforced natural grass systems that provide the perfect surface at every level of sport. Our product range includes DESSO GrassMaster®, a sports field of 97% natural grass reinforced with Desso synthetic grass fibres.

## **Cradle to Cradle®**

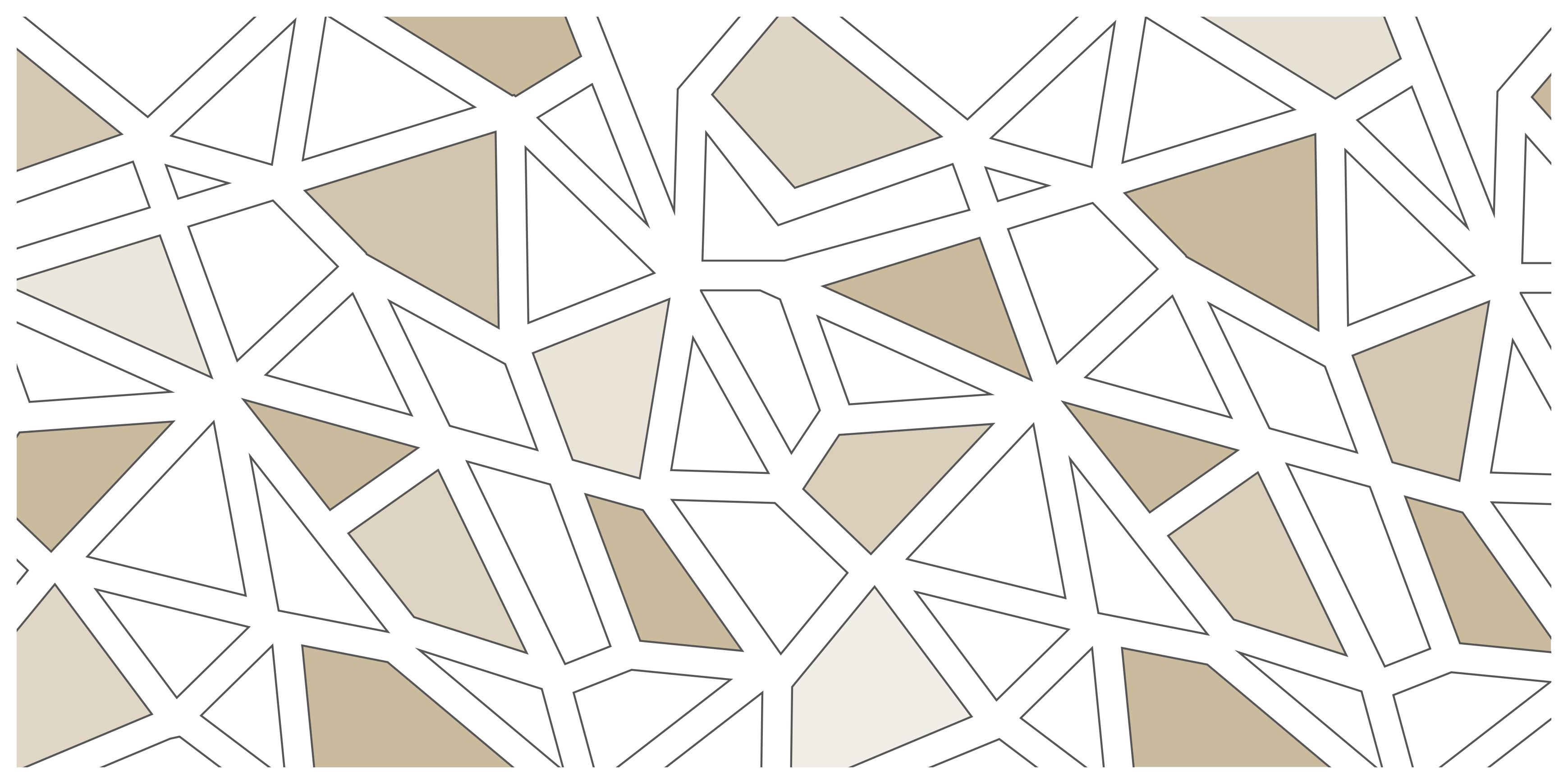
In signing a partnership agreement with the Hamburg-based Environmental Protection Encouragement Agency (EPEA), Desso has become the first carpet manufacturer in EMEA to adopt the Cradle to Cradle® design. It marks Desso's radical decision to move beyond 'mere' sustainability in producing its carpets and artificial grass. In the Cradle to Cradle® principles, products are made from pure components that are easy to disassemble, in order to create new products (= up-cycling) in both the biological and technical cycles.

Today, Desso can look back on almost 80 years of proven performance, having built a reputation as a leading manufacturer of high quality carpet tiles, broadloom and artificial grass pitches. Desso has four factories and two major distribution centres in Europe, as well as specialist customer service centres throughout Europe, in America, Asia, Latin America, Africa, the Middle East and Australia.

**For more information visit [www.desso.com](http://www.desso.com)**

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