



# GET FLOORED



1. Carpet Inter's unique EcoSoft PET felt cushion backing is manufactured using billions of discarded single-use PET plastic soft drink and water bottles.

2. Rutuja Rode, Project Architecture and Executive Director, Meta-Arch

WOODEN FLOORS AND CARPETS ARE MAKING FLOORS GLAMOROUS AND GIVING THEM A DESIGN STATEMENT AS WELL. THERE ARE OPTIONS GALORE WHEN IT COMES TO ADDING OOMPH TO YOUR FLOOR, WHAT WITH A PLETHORA OF OPTIONS, THAT TOO CREATED WITH THE ENVIRONMENT IN MIND.

BY BINDU GOPAL RAO

**N**atural hardwood floors create a soft and warm feeling of texture inside interior spaces. Likewise, woolen carpets available in varying ranges of thickness, sizes, colours and patterns are a great way to jazz up floors. Experts tell us more.

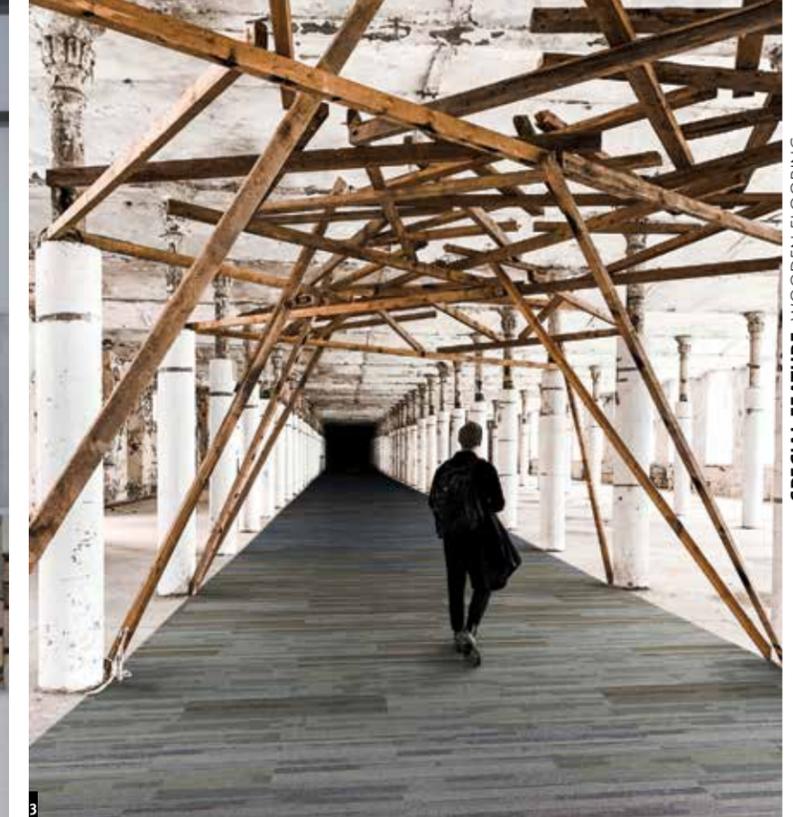
#### NEW VISTAS

Brands are constantly creating value for their products based on market demands. These companies are making products that adapt to the concepts of cost effectiveness, ease of installation and longevity. "With the pandemic, it has also become necessary to produce locally and avoid large scale

transportation. This further helps in increasing the sustainability value of the products," says Rutuja Rode, Project Architecture and Executive Director, Meta-Arch. The manufacturing community has been severely impacted in the form of raw material increase, rise in global shipping charges and reduced business due to the pandemic. "The buzz to jump on board with being environmentally conscious and sustainable unfortunately comes with a price to those responsibly participating, thus buying a carpet that comes with these assurances is often sufficient to the investor to give peace of mind that their facility is positively contributing to reducing Greenhouse Gasses (CO<sup>2</sup>) and providing wellbeing to the occupants. We have recently launched three new modular flooring collections and planning another three by mid-2021, all of which have an environmental reuse, repurpose, recycle and environmental theme to them," says Richard Morris, Global Business Director, Carpets Inter.

#### CONTEMPORARY VIBES

Trends in wooden flooring are leaning towards darker colours and cool-toned hardwoods. Traditional patterns such



as the herringbone style have made a creative comeback. The latest in the wooden floor space is the Distressed Finish look. The wood is treated to give it that worn look by artificially aging it. The other technique people are going for is the fumed finish that gives the wood a rich, glossy look and enhances the natural grains of the wood. Gerard Rebello, Design Lead & Manager – Retail & Brand Experience, Elephant Design, says, "Stained engineered wood floors emulate the natural and are primarily suited for retail and high foot-traffic spaces as they are quick to lay, easy to replace and maintain and pocket-friendly. Staining, in contrasting light or dark tones, often in shades of grey or subdued blues, can add a stylish, woodgrain textured background to offset and complement products and items on display. Modular carpets come with an endless choice and variety to articulate creative sensibilities and style, right from earthy organics and rustics, to bold, contrasting, intricate geometrics with the possibility to mix and match. This innovative play can lift the mood of an otherwise dull, formal office environment and transform it into something vibrant, cozy and plush." The newest thing in the carpet world is indoor/outdoor rugs made of PET. Plastic bottles are recycled into fashionable, durable and well-priced soft furnishings that not only elevate your home, but also decrease your carbon footprint.

#### ODE TO WOOD

Most of the large wooden flooring manufacturers are coming up with stunning colours and finish to give a fresh feel to every home and constantly becoming a good alternative to marbles, tiles and other hard floorings. Jayakanth, Studio Director, Livspace – Bengaluru, explains, "Wooden floors are a tricky choice for the homeowners to use in their designs, keeping in mind high humidity levels and heat in a country such as ours. Hence, brands are focusing on increasing choices in terms of design and material. Brands such as Armstrong, Century, Greenlam, Pego, Welspun, Canadian Wood, Kingsman and Squarefoot are leveraging this trend. There is a constant shift, as along with shades of brown, brands are offering increased options in greys and stained wood."



3. Carpets Inter create collections that are appealing in design, whilst conscious to avoid waste to landfills.

4. Richard Morris, Global Business Development, Carpets Inter

5. Gerard Rebello, Design Lead & Manager, Elephant Design



6. Herringbone designs are a popular choice for a rustic touch. Combined with a handwoven Jaipur carpet it can elevate the look of the space. Courtesy Livspace

7. Jayakanth, Studio Director, Livspace

8. Ali Jan, Partner, Carpet Kingdom

9. Pouf made of recycled carpet material courtesy Carpet Kingdom

10. Naturally resourced animal fibre or plant based fibre for carpet manufacturing, is helping sustainability to a great extent, Courtesy Insigne Carpet

**CARPET CALL**

In the carpet design space, transitional carpets are one of the trending styles now. The other style of carpets that have gained popularity over the years are the ones that have been treated, and washed several times to give them that worn, faded look. "In terms of material, young, eco warriors and eco conscious audience are seeking out carpets made of PET bottle yarn and other recycled materials like denim. The bleached wood look is slowly entering Indian homes. The softer whitewashed look gives homes a very quaint rustic look which many young families seem to be going for; if not the whole house, this has been a popular choice for nurseries," says Ali Jan, Partner, Carpet Kingdom, Bengaluru. Asif Rahman, CEO, Insigne Carpets, explains, "For our subcontinent, wall to wall carpet is not yet an alternative for every home flooring because of a wrong idea that carpets generate floor heat. Demand for area rugs is growing day by day and different companies are coming up with various options for buyers to choose from. With increased health consciousness, people are looking for products without health hazards. No complex design, minimal colour play and more of international feel are the new trends in the market."

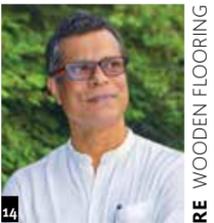
**ECO CUES**

Hardwood flooring options can be used more than once and there are many options of wooden laminations which can be reused in multiple places, making most of the wooden flooring a sustainable option. MDF and Laminate is now replaced by PVC floors. The carpet tiles that are available are 6-8 mm tiles backed on a layer of recycled plastic. Both these kinds of systems being available in modular style allows for reduction in material wastage. This can be an environment friendly approach to design. Brands have been using natural fibers such as Jute, Sisal and Linen extensively to create some amazing pieces of rugs. There is also a big push towards using recycled material and upcycling products such as silk sarees. Devika Khosla, Creative Director, The Works Interiors, explains, "Wood is one of the best



earth-friendly and renewable materials. Amongst the types of woods, materials like bamboo and cork are known for their sustainability quotient and are gaining popularity. Undeniably, deforestation can be a cause of concern, but there are options like Oakwood that is strategically grown in plantations and no existing forests are lost. In fact, these plantations are regularly replanted. Rugs and carpets are a beautiful way to layer a space but need to be chosen wisely. While selecting, it is also important to base the research on how its manufacturing impacts the environment. Look and feel are important, but the way it is processed and made is equally important." Raghav Gupta, Director of E-commerce, The Rug Republic (TRR) explains, "We are extremely focused on minimising our carbon footprint. A larger and larger percentage of our collection is made from recycled stuff. Our factories are, in a significant part,

powered by solar panels. We at TRR believe it is very much possible to care for the environment while still producing avantgarde home fashion." Flooring is an important yet often overlooked aspect of interiors. However, with new age products, whether carpets, rugs or even flooring options, they are seeing better days from an architecture and interiors perspective. 20



11. Materials like bamboo and cork are known for their sustainability quotient and are gaining popularity. Courtesy: The Works Interiors.

12. Carpets give a luxurious appearance to any installation, which can seldom be achieved through the use of hard flooring. Courtesy Insigne

13. Carpets are used as accents to highlight a space and add texture for their colour, and design plays an important role in manifesting the whole visual experience. Courtesy: The Works Interiors

14. Asif Rahman, CEO, Insigne Carpets

15. Devika Khosla, Creative Director, The Works Interiors

16. Raghav Gupta, Director of E-commerce, The Rug Republic