

# Launching now: A New Wave by Séché Studio

## A reflection of nature

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Inspired by the rough and untouched landscape of the Danish West Coast, A New Wave reflects natural textures, shapes and captivating scenery. The collection strives towards tactility on a functional and sensual level that encourages you to feel the patterns of the sand, the strict lines of the grass dunes and the rhythm of the waves washing in.

### **Delicate largescale patterns in multiple yarn layers**

The up-and-coming designers from Séché Studio, Laura Bilde and Linnea Ek Blæhr, have found inspiration in their childhood memories of the coastline when creating a collection of organic and textured carpets. With A New Wave, the tactile landscape is brought to the floor with three sensuous designs; Sand, Grass and Ocean formed by multi levels in the soft construction.

### **Sustainable design based on fishing nets and water bottles**

With the ambition to trade bad for good, abandoned fishing nets are collected and cleaned to be reborn as the hardwearing ECONYL® yarn that makes up the multidimensional carpet constructions. Thus, the collection actively protects sea life by finding meaningful purposes for drifting nets that account for one tenth of the waste in the ocean.

Moreover, used PET bottles are recycled into the patented Ecotrust backing that comes as a standard feature with all carpet tiles from Ege Carpets. An innovative production technique turns the bottles into a soft yet strong felt material with great acoustic performance.

### **Crafted to suit any interior project**

Sand, Grass and Ocean come in seven natural and dusty tones inspired by the coastal colour scheme. All designs are available as broadloom and rugs and in addition, Grass is also suited to 48x48 cm and 96x96 cm carpet tiles making the collection the perfect choice for any sustainable interior setting.

# Facts

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## Séché Studio by Laura Bilde & Linnea Ek Blæhr

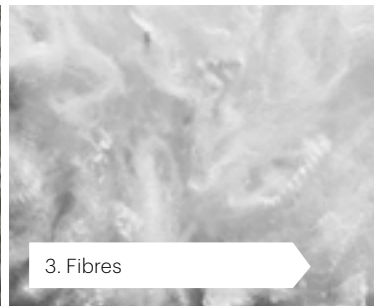
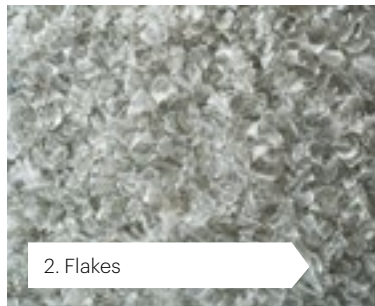
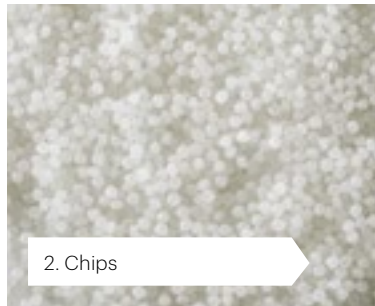
Laura is born in 1990 and Linnea in 1992. Both designers hold a furniture and interior design education from Via University in Denmark. With a strong grasp on concept, materiality and form, they work across product and interior design from their Copenhagen-based atelier; Séché Studio. Driven by tactility, curiosity and design that can be experienced on both a physical and emotional level, Laura and Linnea also collaborate with companies such as Please Wait To Be Seated, Norm Architects, Menu, Bestseller, Woud, Handwärk and Kristina Dam.

## Ege Carpets

Founded in 1938 and consistently using the most advanced technology in the industry, Ege Carpets have developed into one of Europe's leading carpet companies. Guided by the strategy; “We design beautiful carpets for a sustainable future”, Ege Carpets craft unique textile flooring sustainably by turning waste into resources while striving to keep components in closed circles and become CO<sub>2</sub> positive.

# Facts

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## From fishing nets to tile faces

Abandoned fishing nets account for one tenth of the waste in the ocean and can drift for months or years while being a threat to sea life. Ege Carpets use ECONYL® yarn produced from used fishing nets; once the nets are collected and cleaned, they are physically and chemically broken down and reborn as strong and hardwearing yarns for carpets. The yarns are both regenerated and regenerable.

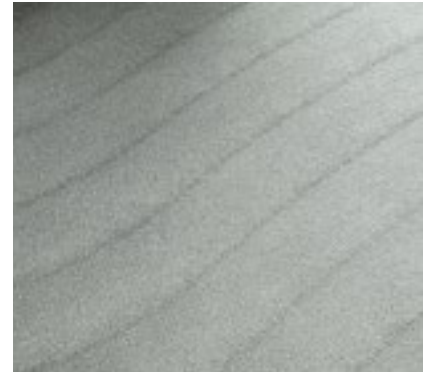
## From bottles to tile backings

A water bottle contains a vital resource for human wellbeing. But the bottle itself has lots of applications and one of them is utilised when recycling used water bottles to the patented Ecotrust backing for carpet tiles. An innovative production technique turns bottles into a soft yet strong PET felt material that is long lasting and has great acoustic performance. The felt is both recycled and regenerable.

# The designs

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A New Wave translates the rough coastal ambiances into three design stories. Thus, a tactile and sculptural simplicity reflects in the multidimensional constructions of Sand, Grass and Ocean that are available in seven natural and subtle tones.



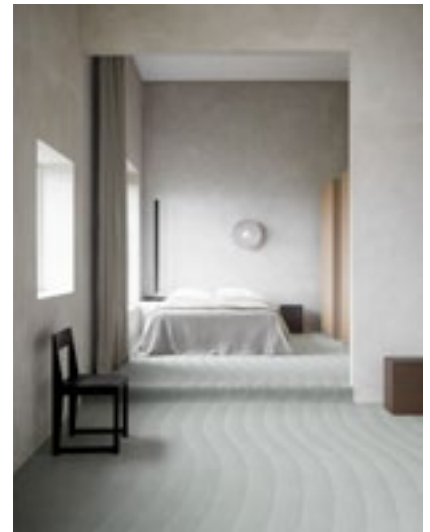
## Sand

Wavy shapes form when the wind blows over the impressive dune landscape. Available in broadloom and as rugs.



## Grass

Lines of fascinating movement combined with different heights and tonal shades. Available in broadloom, 48x48 cm and 96x96 cm tiles as well as rugs.



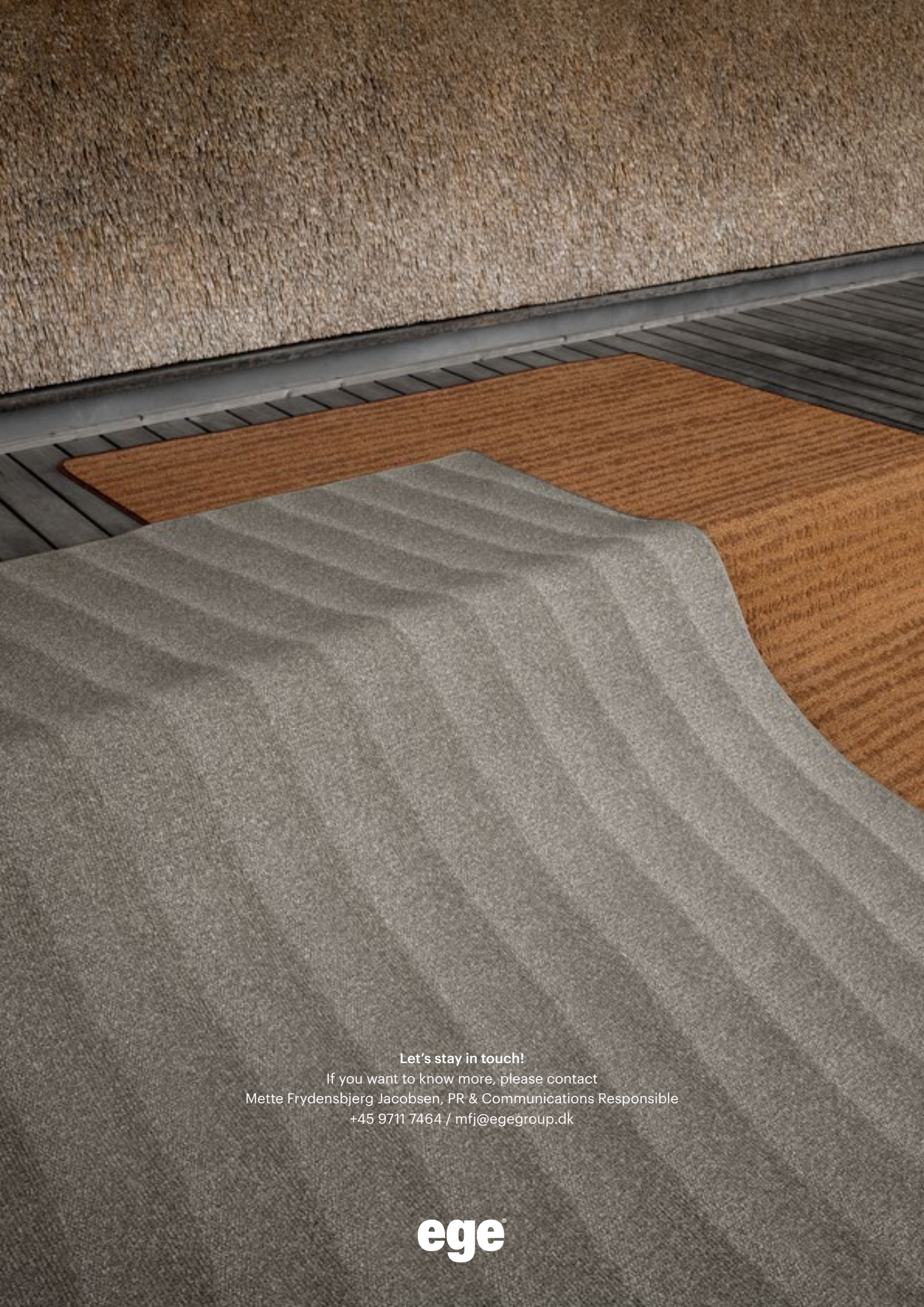
## Ocean

Harmonious and soothing curves from the repetitive rhythm of the waves. Available in broadloom and as rugs.

Link to images and press releases

<https://www.egecarpets.com/about-ege-carpets/press-releases>





**Let's stay in touch!**

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