



THE MOOR AP5 – AP8
BY ALL THE WAY TO PARIS
2016



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For All the Way to Paris, the initial inspiration for The Moor rugs came from the natural surroundings of their native Scandinavia. Founders and Partners Tanja Vibe and Petra Olsson Gendt were struck by the lush beauty and purity of the colours in the countryside, which change with the season. Hence the name The Moor and the introduction of new colours in this extended edition of rugs.

Green Pine is the newest hue seen in all versions. Joined by Blue Midnight for some styles and Yellow Field for others, along with the rest of the colours in the series: Beige Dew, Red Heather and Grey Moss. Some of the rugs are reminiscent of a landscape, while others are designed with “cut” corners as an aesthetic allusion to gemstones, echoed in the slight shimmer to the surface of the rugs.

The focus on singular colours vs. patterns has a unique way of connecting diverse elements in a room, creating a sense of closeness. What’s more, the ancient hand-knotted is a traditional technique in a new expression, which adds density and dimension to the rugs.



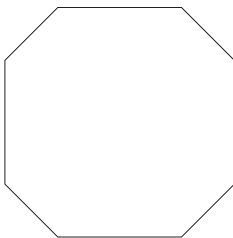
170cm / 66.9in

AP5: 240cm / 94.5in



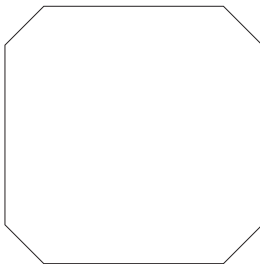
200cm / 78.7in

AP7: 300cm / 118.1in



240cm / 94.5in

AP6: 240cm / 94.5in



300cm / 118.1in

AP8 300cm / 118.1in

Category	Rug
Production process	The rug is handloom-woven which is a production technique that produces a dense, soft and highly exclusive velvet-like expression. The exclusivity is further enhanced by the discrete sheen in the material which is achieved by spinning a small amount of viscose into the woolen bers.
Environment	Indoor
Material	85% pure New Zealand wool, 15% viscose
Colours	AP5: Grey Moss, Beige Dew, Yellow Field, Green Pine AP7: Grey Moss, Beige Dew, Yellow Field, Green Pine AP6: Red Heather, Blue Midnight, Yellow Field, Green Pine AP8: Red Heather, Blue Midnight, Yellow Field, Green Pine
Dimensions (cm/in)	AP5: W: 170cm/66.9in, L: 240cm/94.5in AP7: W: 200cm/78.7in, L: 300cm/118.1in AP6: W: 240cm/94.5in, L: 240cm/94.5in AP8: W: 300cm/78.7in, L: 300cm/118.1in
Weight (kg)	AP5: 25 kg, AP6: 30 kg, AP7: 30 kg, AP8: 35 kg
Cleaning instructions	Dry clean only
Package dimensions (cm/in)	AP5: H: 12cm/4.7in, D: 12cm/4.7in, L: 240cm/94.5in AP7: H: 20cm/7.8in, D: 20cm/7.8in, L: 300cm/118.1in AP6: H: 12cm/4.7in, D: 12cm/4.7in, L: 240cm/94.5in AP8: H: 20cm/7.8in, D: 20cm/7.8in, L: 300cm/118.1in

PRODUCT

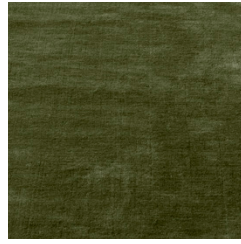


AP5



AP7

COLOUR



Green Pine



Yellow Field



Grey Moss



Beige Dew

PRODUCT



AP6



AP8

COLOUR



Green Pine



Yellow Field



Red Heather



Blue Midnight