

6 Rugs, Carpet

pressing the reds, golds, rusts, oranges, browns and other tones, though blues and greens are also used.

Sheng Lai is one of four new broadlooms from Karastan for residential use. Three commercial grade carpets are a revolutionary new custom-design program for public interiors are also being produced.

The other three residential quality carpets include Savion, a super-luxury plush woven with a thick "cabled" Kara-

lan(TM) acrylic yarns specially formulated by Karastan; Charmeur, an opulent velvet carpet with "waves" of self-toned colors in an thick Antron nylon face, and Serenteau, an addition to Karastan's "Intimates" group of extra-fine nylon plushes which combine a "silky" look with a sumptuously sensual soft touch.

Dale noted: "For what they offer in terms of luxury and quality, all of the new broadlooms represent excellent values to the consumer.



BLUE SHIRVAN — An Oriental design rug featuring geometrics and stylized representations of flowers, stars, dogs and birds. The dominant colors are rich reds and blues.

New Concept Unveiled In Custom-Design Carpets

Karastan is unveiling a revolutionary custom-design program in addition to three new running line commercial grade carpets for Spring, 1976.

This was disclosed by Robert V. Dale, vice-president of Styling and Design for Karastan.

The new concept in custom-design carpets is called by Karastan the Designers' Choice Collection, and it is just that — giving designers, architects and other specifiers a choice of 256 different combinations of patterns and colors.

The three running line carpets being introduced are Architecturale, and two new wool pile commercial grades from Karastan's "Woolcraft" series. The first, called New Functions, offers a hobnail tweed effect in a dense texture of bulky multi-level loops. The second, named New Perspectives, features a herringbone tweed look with a looped textured chevron pattern in multi-colors. Especially newsworthy is the combination of Berber wool tones with colored yarns in some of the colorations in both New Functions and New Perspectives.

Architecturale provides the basic carpet specification for the Designers' Choice Collection. It is woven on Karastan's Kara-loc loom in a dense cut and looped

surface of Antron nylon continuous filament yarns plus static-control yarns. It has a small-scale basket-weave texture-design and is available in 16 stock colors — all skein-dyed. As a running line Architecturale can be ordered in any quantity with no minimums required.

The other 15 textured patterns in the collection provide an assortment of geometrics, checks, chevrons, a cane motif and a damask. They vary in scale, but feature a restrained use of pattern enhancing their versatility.

As described by Dale, these patterns, made to virtually the identical specifications of Architecturale can be ordered in any one of the 16 colors in Architecturale. However, the other patterns will require 300 square yard minimum orders.

Dale pointed out: "This program provides a specifier with a remarkable degree of selectivity and individuality without demanding a sizable order, as is usually the case in most custom-design programs.

"It will service the specifier who wants a choice, but does not need acres and acres of carpet. The 300 square yard minimum is just about enough to carpet a small suite of offices, many bank

lobbies, public areas of hotels or a group of guest rooms, as well as numerous types of retail stores."

Dale stressed, however, that there are no maximums in the program. "Karastan is equipped to produce acres of a design for the specifier requiring acres. In fact, for orders of 1,000 or more square yards, Karastan will make the carpet to any design, including a company logotype, or even an individual's initials or any custom color. In other words, the choice would be unlimited!"

Giving more details on the two Woolcraft series carpets, Dale described both New Functions and New Perspectives as offering "a well-groomed, tailored look one associates with a fine wool tweed suiting."

Both of the new grades feature the luxury look and feel of quality wool, Dale said, plus the strong durability factors resulting from extra-dense construction and the natural resilience and soil-resistance of fine imported carpet wools.

Dale emphasized the innovation of combining natural Berber wool tones with colored yarns in many of the colorations for both Woolcraft styles. "This enhances the wool tweed feeling and richness of these carpets," he said.



The elegant effect of antiqued velvet.

Expanded

techniques practiced by the rug-makers of the Orient.

Full-color pictures showing all of the rugs in the Karastan collection in modern, traditional and eclectic room settings, along with decorating suggestions, are reproduced within the brochure. The rugs illustrated include a "Multi-Color Panel Kirman" introduced in the original collection in 1928, and still a popular seller, and an exciting "Heriz design" added to the collection of worsted wool pile rugs this past fall.