

# Shadowplay

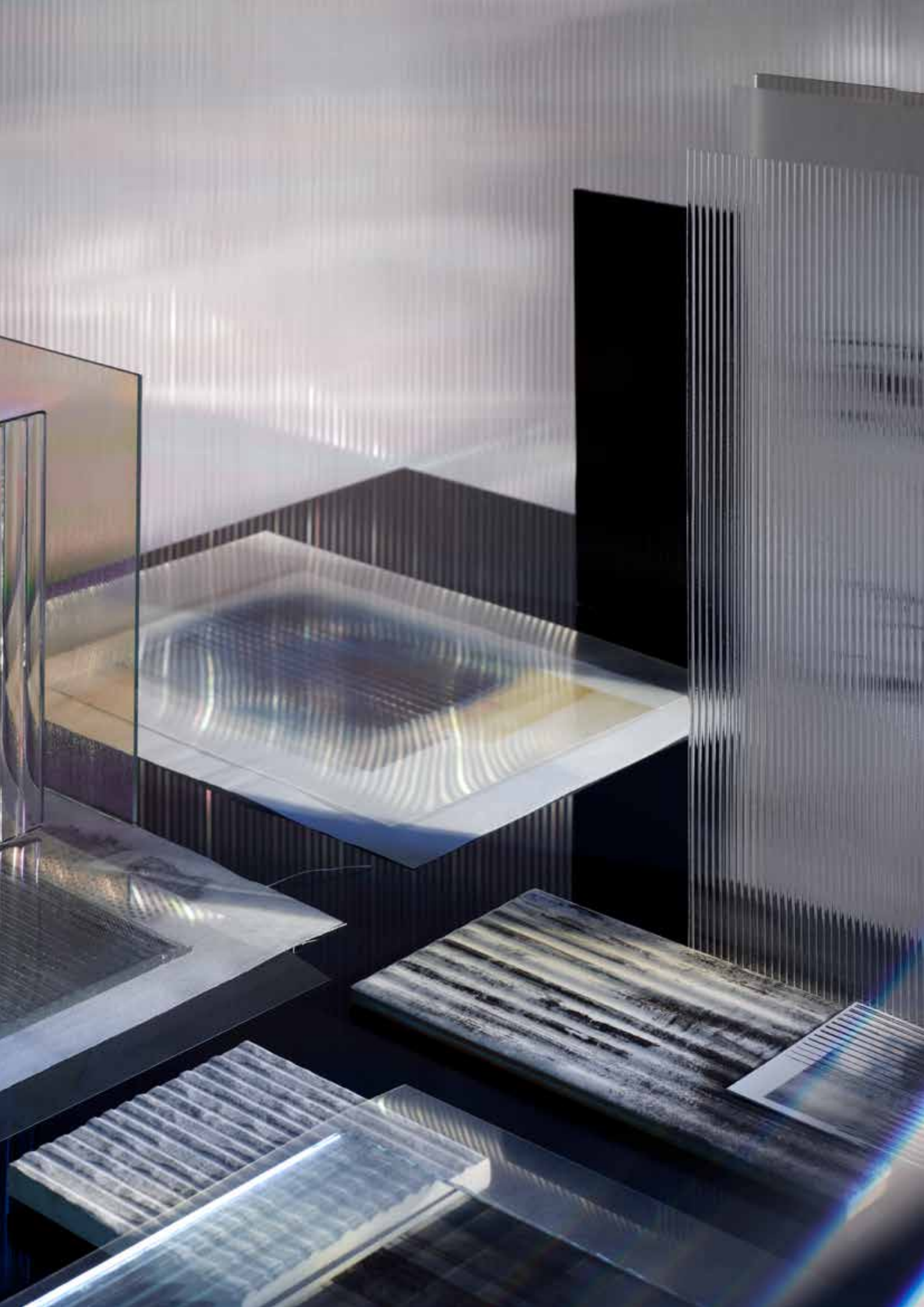


ReForm by

**ege**



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### **The designer**

Carol Appleton. Holds a degree in Textile Design and Design Management from the University of Manchester. Experienced Textile Designer and Creative Director.

## **The collection**

Our attention is caught by the light but shadows have more to say. Since classical times, artists have understood their value. They're mysterious, feed the imagination and add drama. Shadows are complex and tell stories about objects out of view. They can reveal the invisible.

A shadow is a moment, an image captured and then gone; a shapeshifting veil of diffused colour and texture. Each one is a perplexing mix of shades, one softly giving way to the next. Viewed through textured glass, the shapes are deflected into a quietly chaotic pattern of light and dark. Inspired by the character of the camera obscura image and double exposure photography, accidental marks add an interesting analogue character. The combination of structure, shape and blended colour gives a sense of impressionist theatre.

In this Shadowplay collection, the multi-level loop construction creates a sculptural texture influenced by the distorted shade and light. Two co-ordinating patterns, Umbra and Obscura, can be used alone or together to compose layered shadows which dance across the floor. Tone on tone neutrals are complimented by haloes of colour which trace abstract shape and fade quietly away.

Shadowplay is available as carpet tiles, planks, wall-to-wall carpet and rugs. Both designs come in 15 contemporary colours carefully chosen for their ability to combine into unique compositions. Cradle to Cradle Certified®, crafted from regenerated and regenerable yarn and fitted with our patented Ecotrust backing, the collection perfectly suits your sustainable flooring project. Follow The Green Thread on page 31 to learn more.

## Sizes and shapes

The Umbra and Obscura patterns are available as carpet tiles, planks, rugs and wall-to-wall carpet offering a multitude of design options for your floorscape. With this collection, you can create distinctive and functional spaces that offer flexibility and variability in their expression. To help you make the most of your floor, you can choose from a variety of carpet sizes that match your preferences and requirements.

Carpet tiles and planks offer a high level of flexibility, easy to install with flawless joints. The square carpet tile is available in two sizes; 48x48 cm or 96x96 cm that can be installed in the monolithic style to mimic the look of wall-to-wall carpet or as quarterturn where pattern and pile direction create a different look. The rectangular plank comes as 24x96 cm and with our

any size any shape concept, you can also specify rugs for your next design project.

The collection is a great visual toolbox where you can achieve very different looks depending on the sizes and shapes you choose. Shadowplay comes in a wide palette of contemporary colours from subtle tone-on-tone shades to more rich tones carefully coordinated for perfect combinations. It allows you to experiment with different spatial options that help define areas such as meeting points and quiet or communal zones, as well as catering to social distancing requirements and wayfinding. Both patterns can be unfolded onto a continuous and unbroken surface when using wall-to-wall carpet, available at a width of 4 metres.































# Umbra

Umbra is an abstract arrangement of tonal texture. The highlights and shadows are refracted through a reeded tactility. Available in 15 tone-on-tone colours.



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090101124 / 0901011



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090101824 / 0901018



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090101024 / 0901010



090101748 / 090101796   
090101724 / 0901017



090102248 / 090102296   
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090101648 / 090101696   
090101624 / 0901016



090102048 / 090102096   
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090101548 / 090101596   
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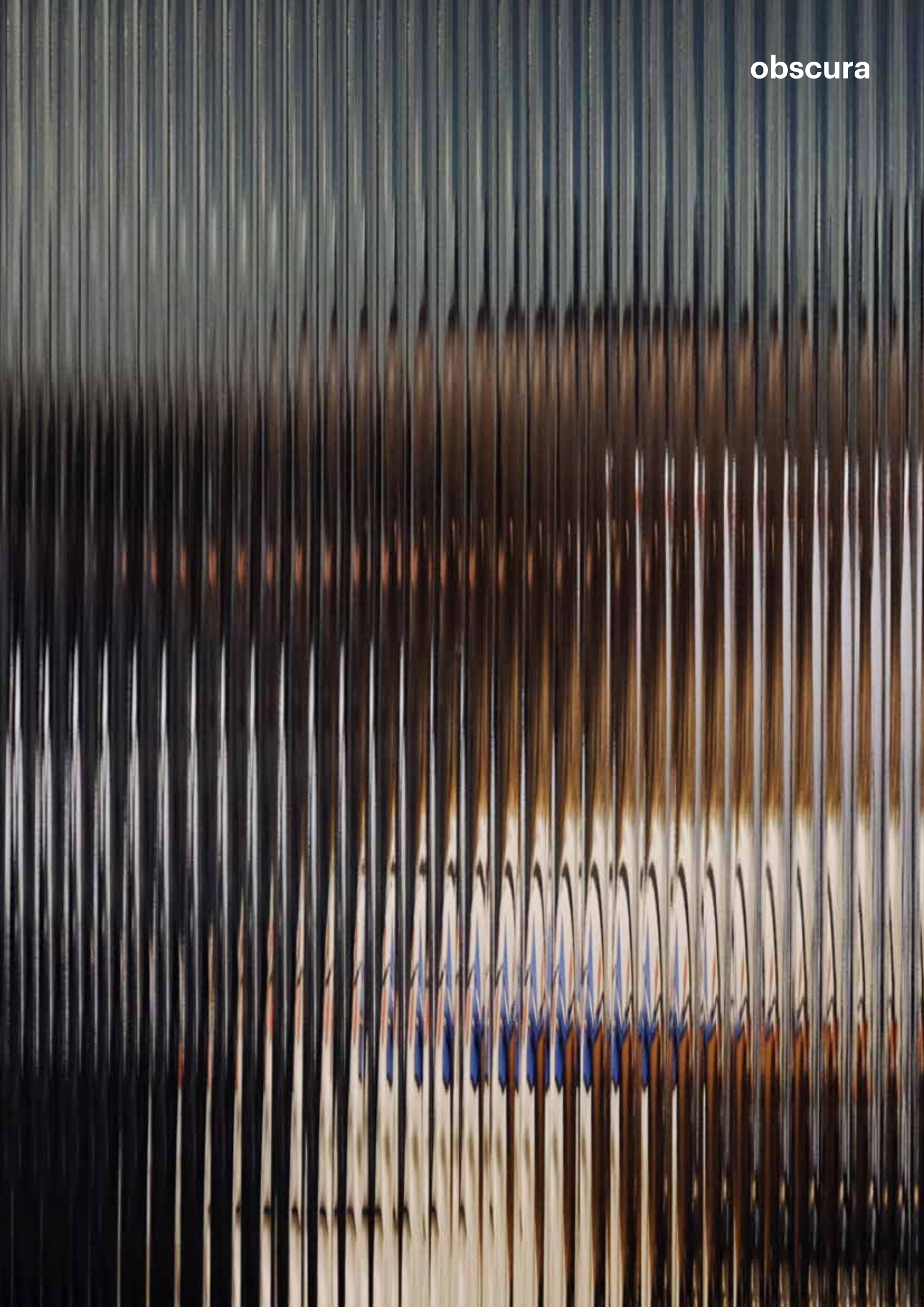


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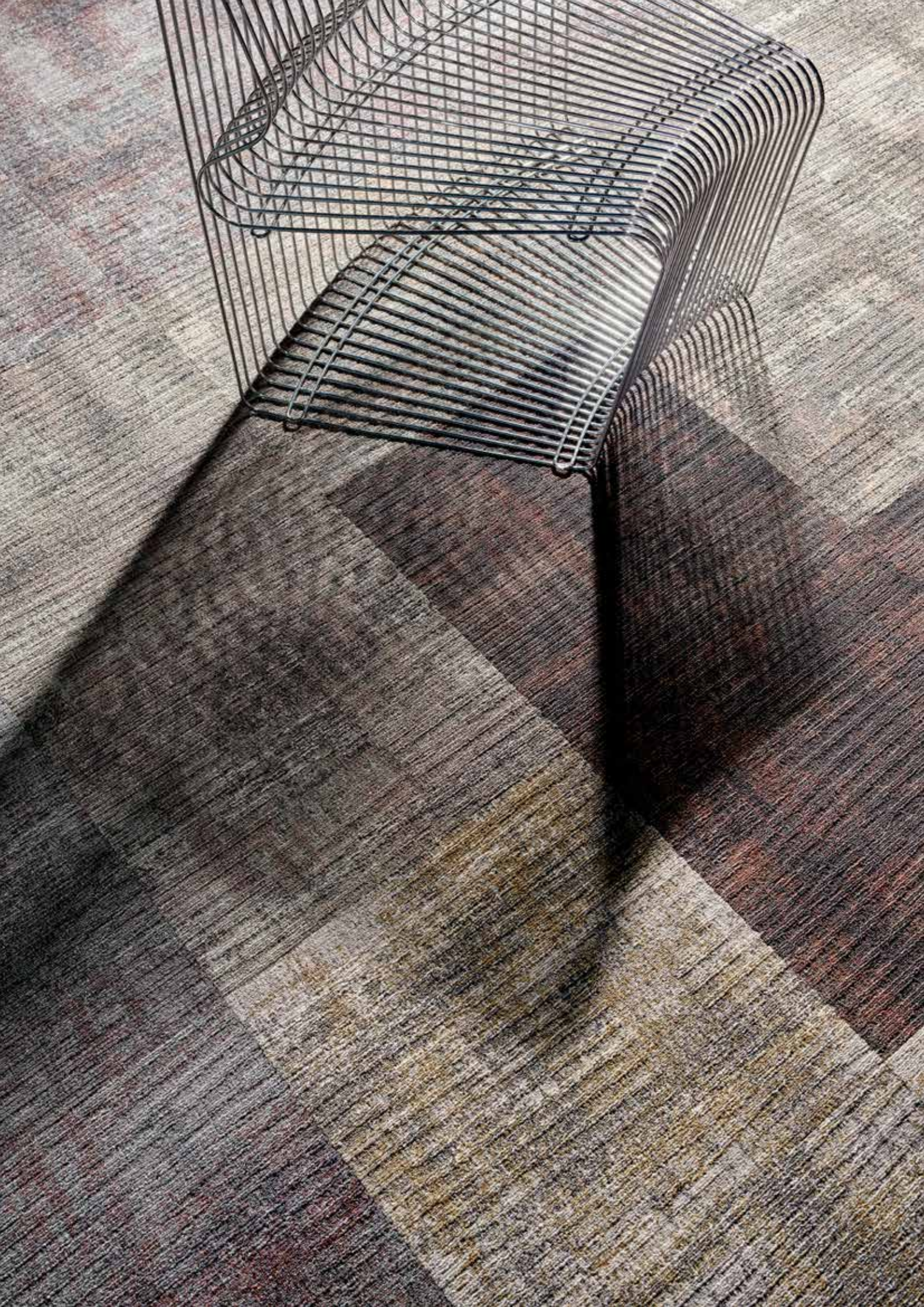




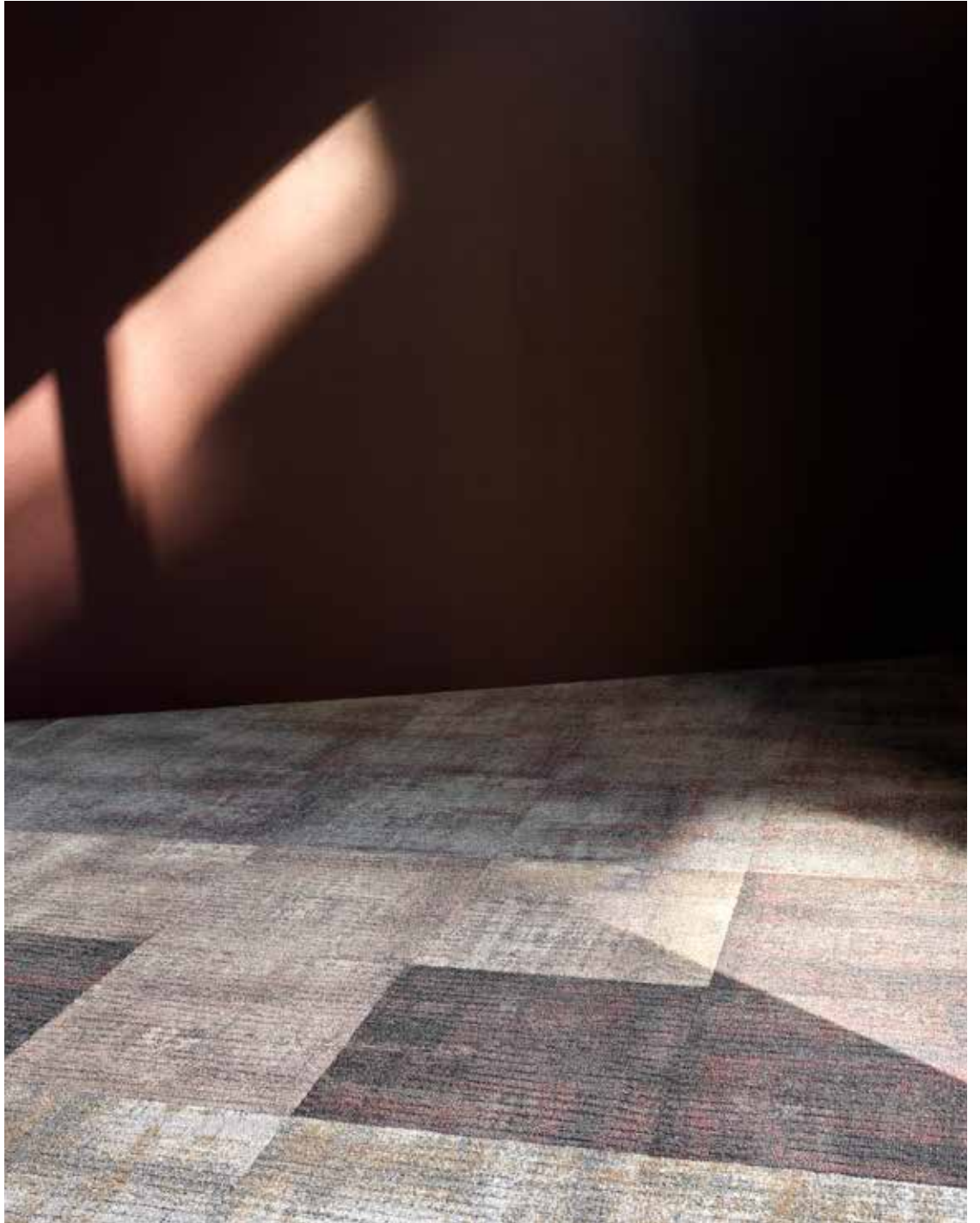
obscura

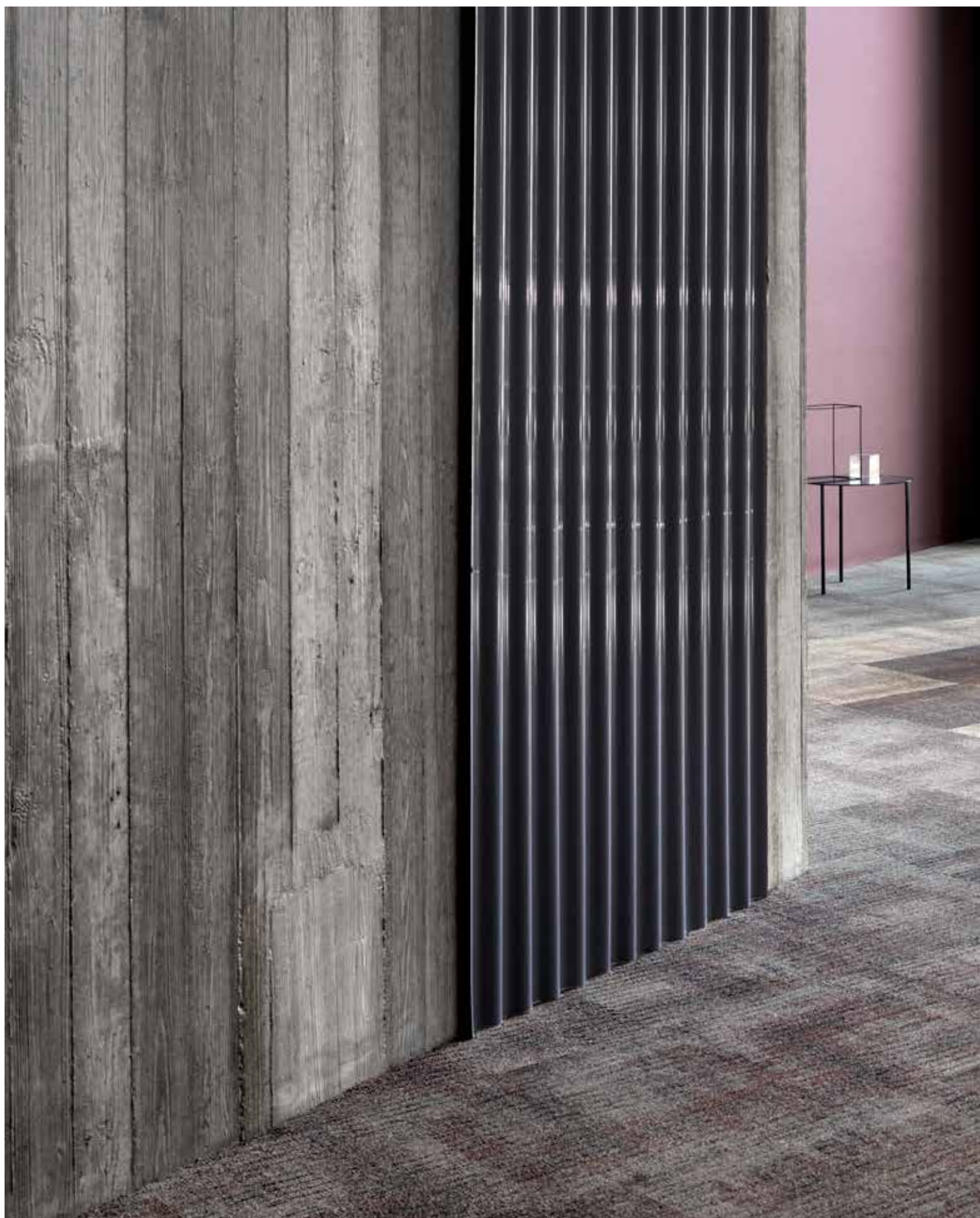




















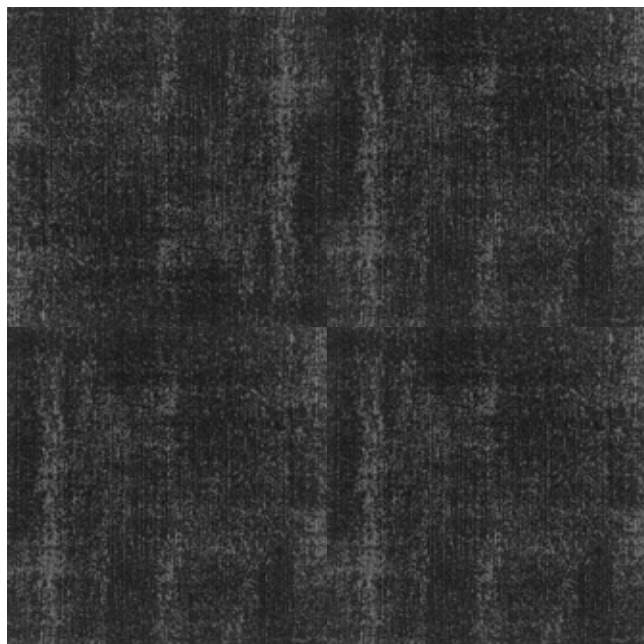











## Obscura

Obscura is inspired by the effects at the edge of the shadow. As the shadow fades, dark colours become purer and give way to the light. Available in 15 rich colour combinations.








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




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






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





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## Floorscape inspiration







## **Carpet for any specification**

Umbra and Obscura are a perfect match, but the Shadowplay patterns beautifully combine with other collections from Ege Carpets. Explore our entire assortment and create distinctive design solutions to fit any practical need, visual framework or budget. Mix your favourite patterns, colours, qualities, structures, sizes and shapes to develop your very own look and feel. We offer

a wide range of minimal flat woven constructions, soft shags and textured multi-level loop structures, as well as tufted cut or loop pile constructions with endless design options, thanks to our advanced production technology. Don't miss out on the Designer Collections by our long-term or newfound designer friends.









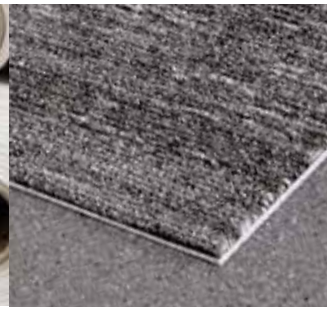
From industrial waste



to chips



to yarns



to textile floorings



From broken windshields



to laminate fractions



to flakes



to adhesive



From plastic bottles



to flakes



to fibres



to Ecotrust felt backings

## Waste isn't waste until it's wasted

We believe in circular thinking and in keeping as many resources as possible in a closed loop. Waste is one of the world's major environmental challenges, but to us waste is also a resource.

We turn used plastic bottles into our Ecotrust tile backing. Bottles are transformed into a soft, yet strong PET felt material that is long lasting and has great acoustic performance. All our carpet tiles come with this unique, patented backing and some even with a 100% recycled adhesive made from used or broken car

windows that also makes it easier to recycle the carpet at end-of-life.

With Ege Carpets, you can select from a wide range of collections featuring regenerated and regenerable yarn made from industrial nylon waste such as used carpets, textiles and discarded fishing nets. Many of our carpets are also part of our revolutionary take-back concept Ege CircleBack where 95% of your used carpet can be reused and recycled.





## Let's weave a greener future

### Our long-term ambition

We want to create the world's most sustainable carpets. It's an ongoing process where we continuously set up new goals and initiatives within five focus areas. Read more about our ambitious 2030 goals at [egecarpets.com](https://egecarpets.com).

### Ege CircleBack

With our revolutionary take-back concept more than 95% of your old carpet can be recycled in various ways instead of ending up as waste. Ege CircleBack is available for a selection of our carpets and we keep adding more collections to the concept.

### Cradle to Cradle

Most of our carpets are Cradle to Cradle Certified®. The idea behind Cradle to Cradle is that the Earth's finite resources shouldn't go to waste. They should be re-used in new contexts, with no detrimental effect on people or the environment.

### Indoor Air Comfort Gold

All our carpets are Indoor Air Comfort Gold certified, showing compliance of product emissions with the criteria of many of the voluntary specifications issued by the most relevant ecolabels and similar specifications in the EU. Gold certified products are best-in-class for low emissions and good for indoor air quality.

### EcoVadis

Our sustainability excellence has been recognised by EcoVadis with the highest score in its class. EcoVadis is the world's leading sustainability rating agency, and they rank the CSR performance of 100,000 companies in 160 countries. The Platinum ranking puts us in the top 1%.

### Terms and conditions

The Shadowplay collection features two patterns, both in 15 beautiful colours. Available as carpet tiles, planks, rugs and wall-to-wall carpet, the collection can take on very different expressions. The multi-level loop structure made from regenerated and regenerable yarn defines the pattern, adding depth and texture to the carpet while delivering outstanding quality, great comfort and acoustic benefits.

- 2 unique designs, both available in 15 colour options
- Multi-level loop structure
- Available as 48x48 cm tiles, rugs and wall-to-wall carpet at no minimum order
- 96x96 cm tiles and 24x96 cm planks available from 40 m² per size/design/colour
- Figura available from 40 m² per shape/design/colour
- Undisputed performance standard EN 1307
- Performance classification to fit any need; heavy use
- 48-hour sample service and eco-friendly shipping option of 5-7 days (within Europe only)
- Dispatch within 2 weeks from receipt of order for 48x48 cm tiles, 24x96 cm planks and wall-to-wall carpet
- Dispatch within 3 weeks from receipt of order for 96x96 cm tiles, rugs and Figura













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[egecarpets.com](http://egecarpets.com)