

PRESS RELEASE
2024



MAGAZINES
All our partners

AD
ELLE DECOR

PIRELLA GÖTTSCHE LOWE
Living
door

ABITARE

domus



PAMBIANCO*news*

BOAT
International

THE ONE
YACHT & DESIGN

YD
YACHT DESIGN

SUPERYACHT TIMES

Super Yacht
international

**HOW TO
BUILD IT**
The technical magazine for those involved in the

ADV CAMPAIGN
Retrofuture / Suite N.21





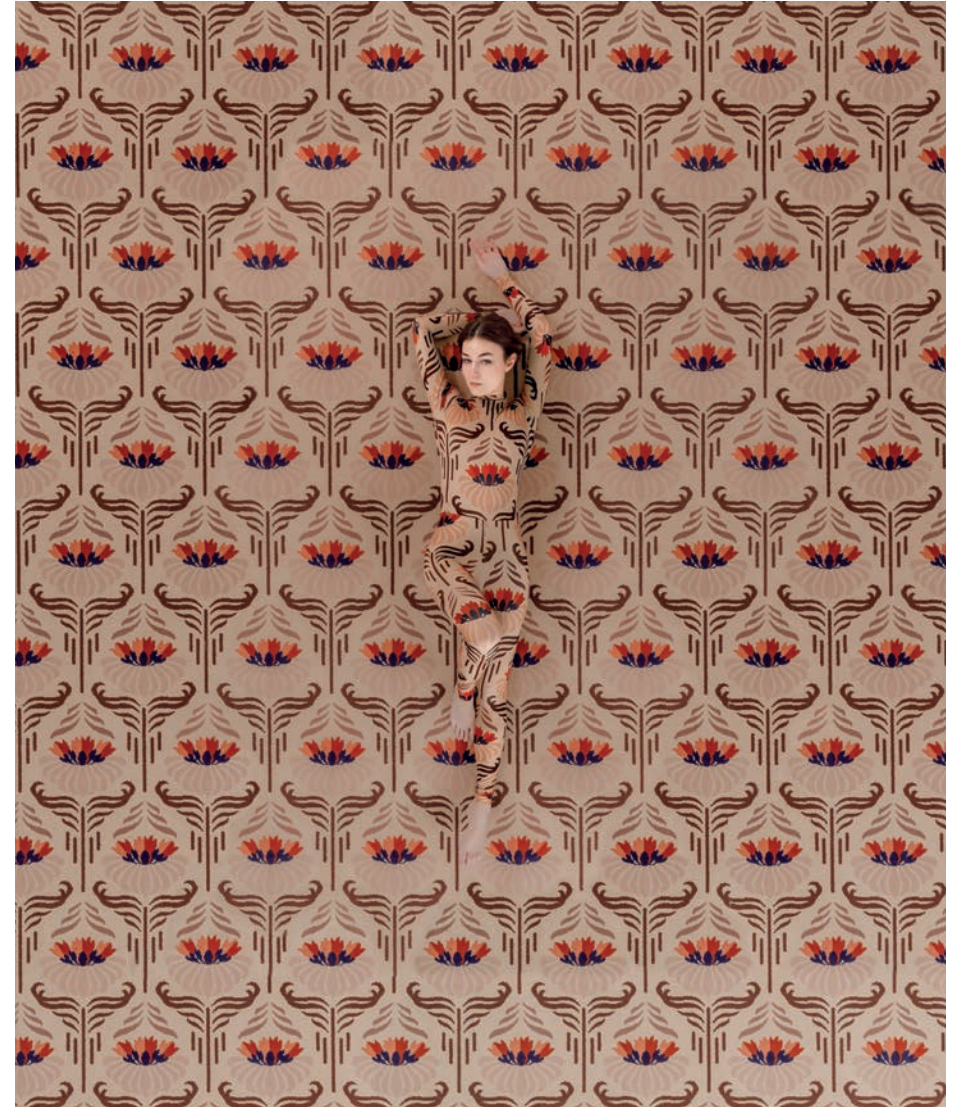
PH: LARIA CORTICELLI

LUXURYCARPET.IT

La linea di Luxury Carpet Studio per l'hotellerie.

HALLURE

BY  LCS



PH: LARIA CORTICELLI

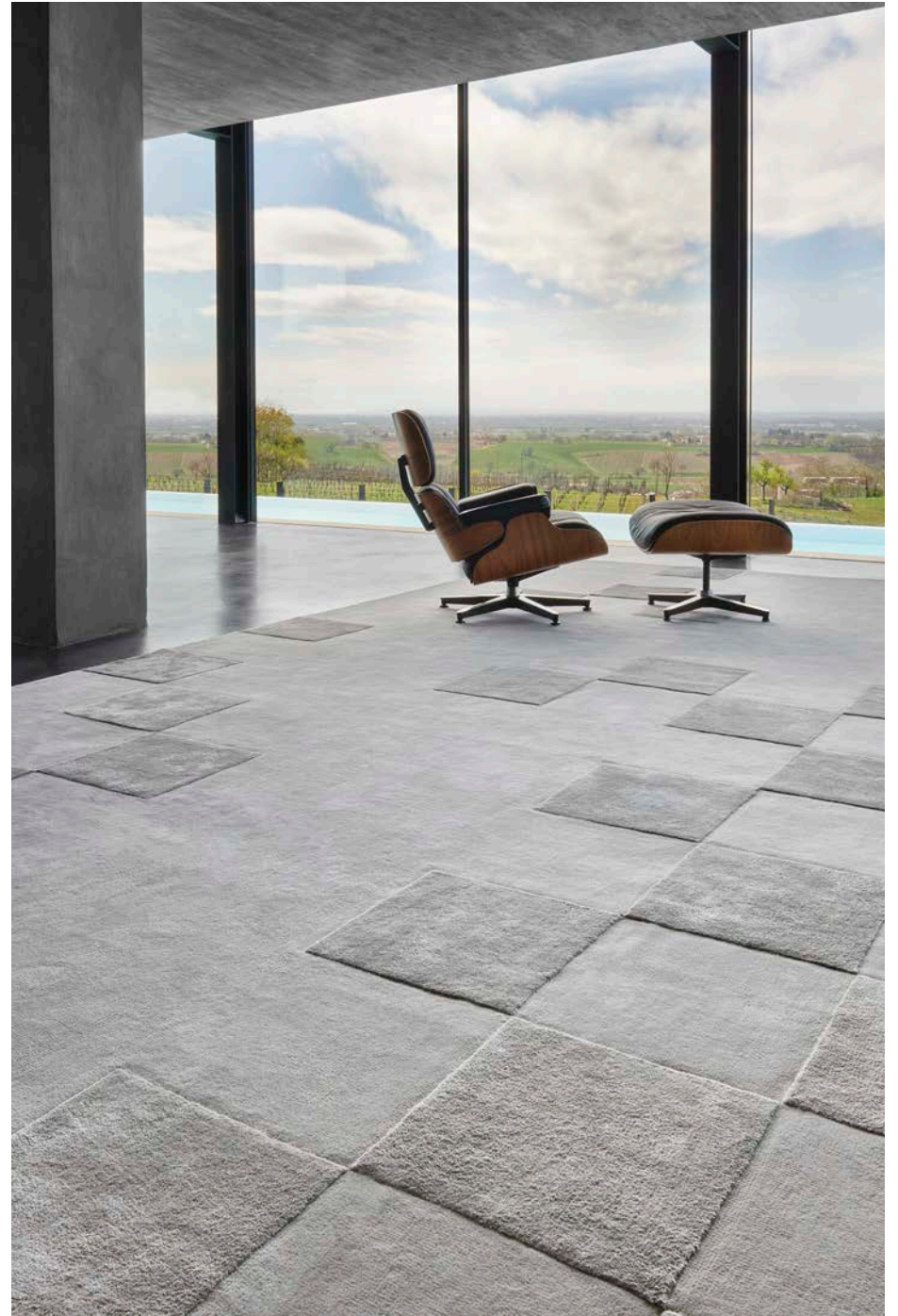
LUXURYCARPET.IT

La linea di Luxury Carpet Studio per l'hotellerie.

HALLURE

BY  LCS

PRESS RELEASE
Retail · Hospitality · Contract



CORRIERE DELLA SERA

N. 04

© 2024

Living

MILANO DESIGN WEEK

*Michael Anastassiades, Cristina Celestino,
Mario Cucinella, Giuliano Andrea dell'Uva, Stefania
di Petrillo, Eligo Studio, Ferruccio Laviani,
Massimiliano Locatelli, Nendo, Ludovica+Roberto
Palomba, Philippe Starck, Studio Job, Marcel Wanders*



WWW.LIVING.CORRIERE.IT

A CASA DEI FORMAFANTASMA

*Armonia, cultura e gentilezza. Per sperimentare
la dimensione radicale del progetto*

CORRIERE DELLA SERA

Living

NUMERO APRILE - SPECIALE SALONE



door



NUMERO APRILE - SPECIALE SALONE

ELLEDECOR



NUMERO APRILE - SPECIALE SALONE

domus

domus

Il futuro della casa / The future of the home Atienza Maure Arquitectos, Tomà Berlanda, Gianni Rotondi Architects, Juli Capella, Alberto Cerdoya, Cutworth Studio, Earnes Demetras, Jonathan Glancey, Nguyen Khai Architects & Associates, Diego Lopez, Carlos H. Matos, Bushra Mohamed, Natasa Futura + Juan Carlos Ramba, PRT architetti associati, Ritsako Moya Peralta, Anna Pomatanna, Mel Scherck, Patricia Unzuola, Maria Vastilakou



NUMERO APRILE - SPECIALE SALONE

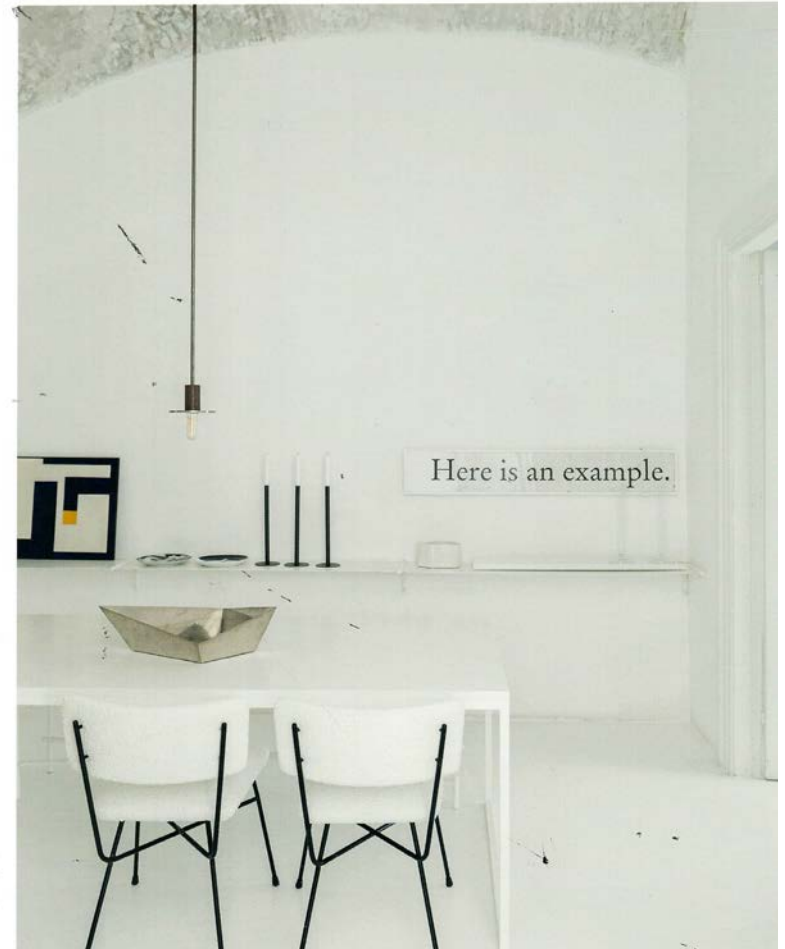
THE
BOOK

THE
BOOK

contract
+ design



20
2024
ENGLISH
TEXT



21
2024
SPECIAL
ISSUE

NUMERO APRILE - SPECIALE SALONE

ADV CAMPAIGN
Ocean Collection

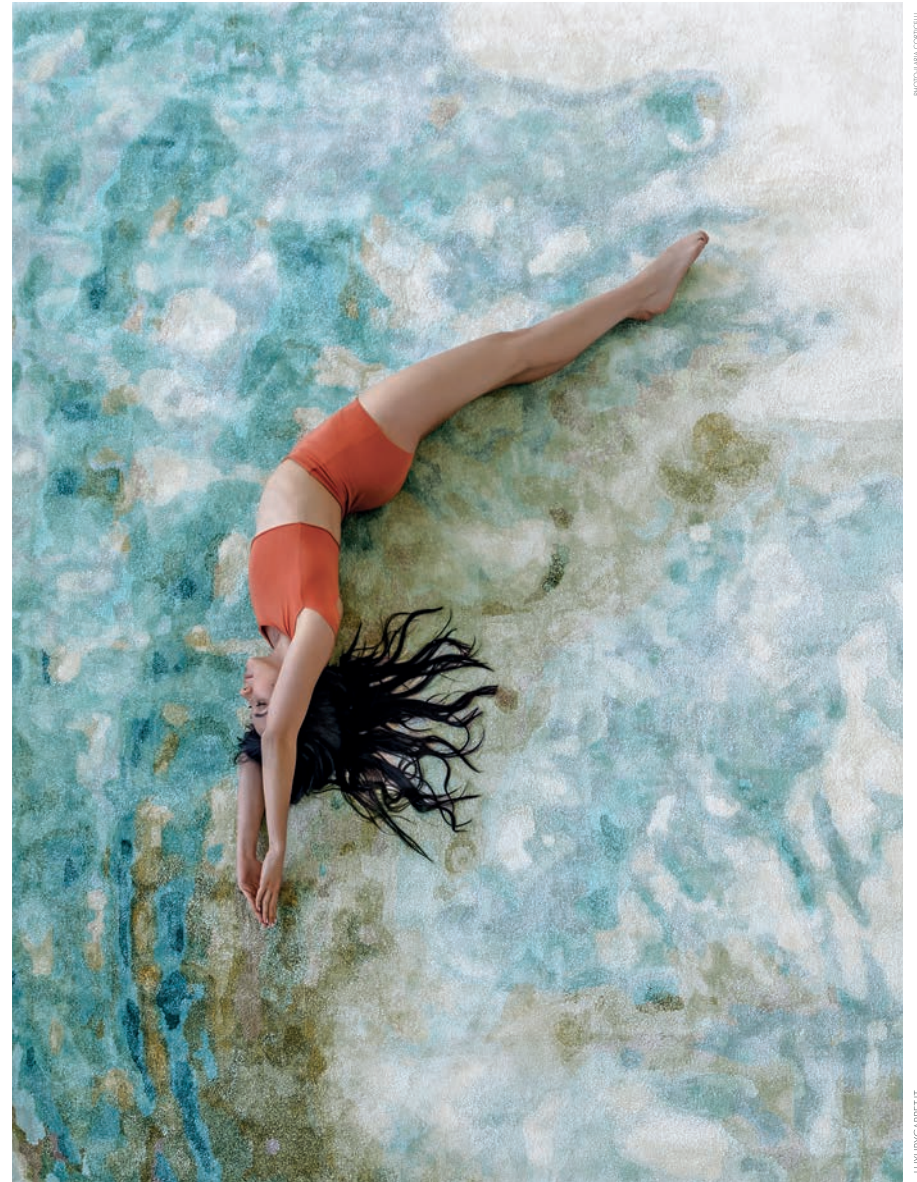


PHOTO: MARA CONTICELLI

LUXURYCARPET.IT





LUXURYPET.IT





PH. ILARIA CORTICELLI



studio@luxurycarpet.it | LUXURYPET.IT



LUXURYPET.IT



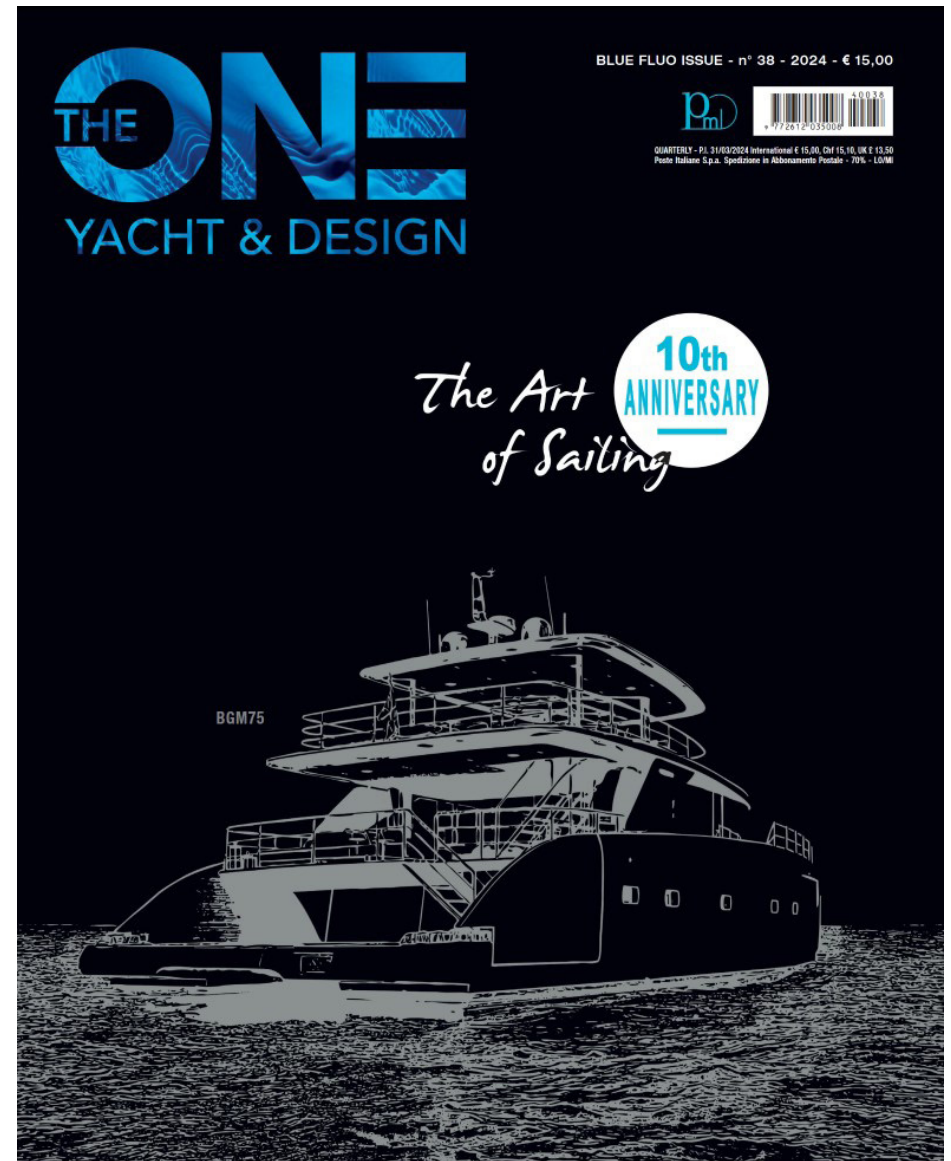
PRESS RELEASE
Yachting



LUXURYCARPET.IT

PHOTO: JAVIER CORRECCIONI

THE ONE
YACHT & DESIGN





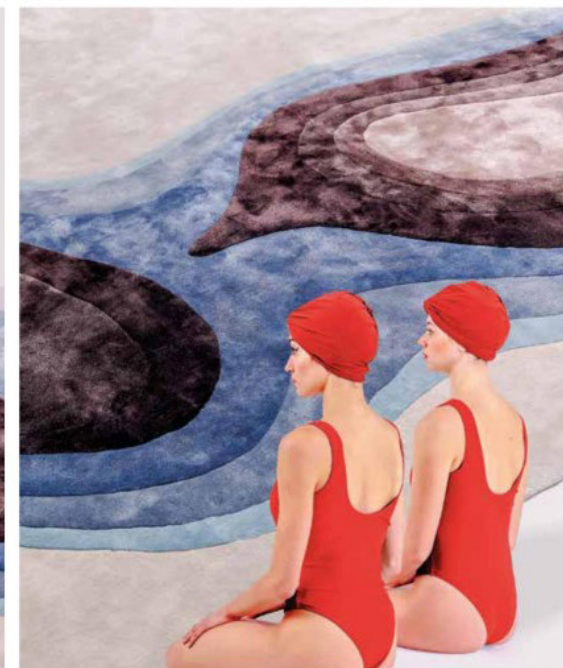
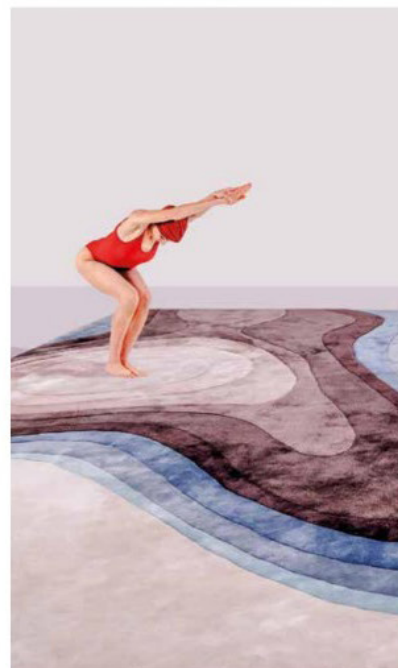
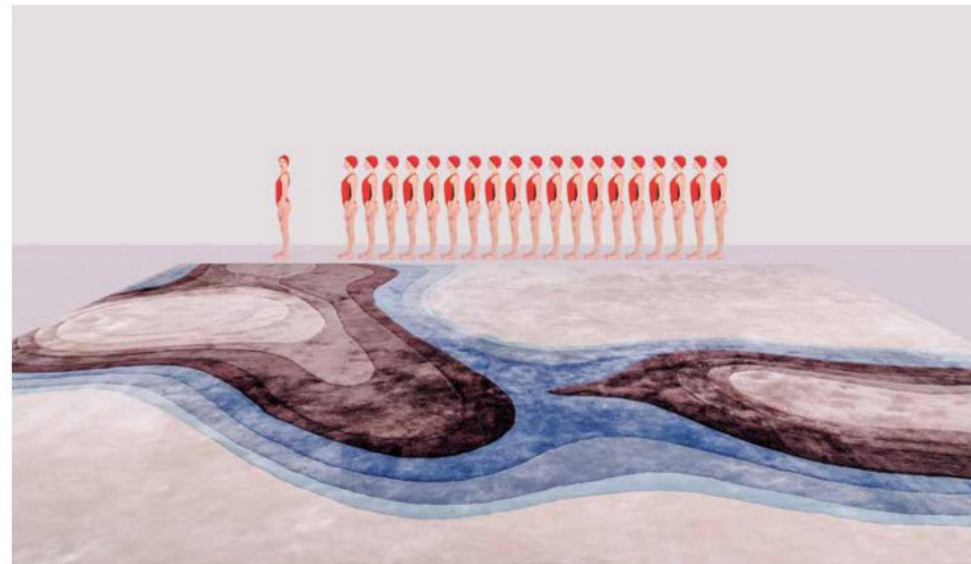
Where Softness meets the Sea

by Micaela Zucconi - ph. by Ilaria Corticelli

Islands, sand, crystal clear waters and the beauty of marine life, their pristine shades woven into the decorative motifs on fine yarns. All for the luxury, comfort and functionality of the finest interiors. Introducing the new Ocean Collection by Luxury Carpet Studio, dedicated to the sea

Even when walking barefoot while blindfolded, few would fail to recognise the sensual caress of a carpet or rug created by Luxury Carpet Studio. Unique textures, capable of infusing a truly memorable sensory experience, accentuated by natural shades and decorative patterns. The latest Ocean collection, designed by Elisabetta Santoro, is conceived as a journey to explore a world beneath the waves, inspired by images of sea creatures, of the ocean, of sand, rendered in their complementary colours (blue, red-violet-pink, in various tones). From the striped patterns of shells to the iridescence shades of pearls and the sun reflecting off the sea, every detail has been given a style and an aesthetic to create a feeling of true immersion. The Ocean Collection

is tailored to fit seamlessly among the interiors of luxury yachts. An example is the new Atollo model, inspired by a bird's eye view of an island capturing how it gradually merges with the sea and its depths, similar to the lines of a topographical map. Refined three-dimensional effects are achieved through embossing, a complex process that requires exceptional skill and a generous dose of artistic sensitivity, as the carpet is literally carved into being. The Light Jellyfish design is instead inspired by its graceful, drifting counterpart. Two versions are available: a darker option with a blue bottom that evokes the ocean and a lighter option in which the animal is reproduced on a shining background, providing a more decorative, more graphic rendering. The chosen material is natural bamboo yarn. More than





Questions to Vincenzo Solenne CEO of Luxury Carpet Studio

What is next for Luxury Carpet Studio?

We hope to open new locations in the UK and in New York.

What are your expectations in terms of business development over the next few years?

Our goal is to become a driving force in the superyacht industry on a global scale within the next five years. Our designs and unique style have always been at the heart of the relationship we foster with our customers. This sets us apart and allows us to gain an increasingly significant market share, particularly when it comes to the hospitality sector. Our goal is to achieve a European share of approximately 20 per cent in all sectors.

Do you think there is room for implementing cutting-edge techniques in the production process?

We have chosen to make room for talent and craftsmanship, striving to promote the value of a hand-made production in its purest meaning. All our products are entirely handmade and therefore just as customisable. We will continue to pursue innovation in everything we do, from the choice of materials to our designs.

How do you envision the future of interior design on megayachts?

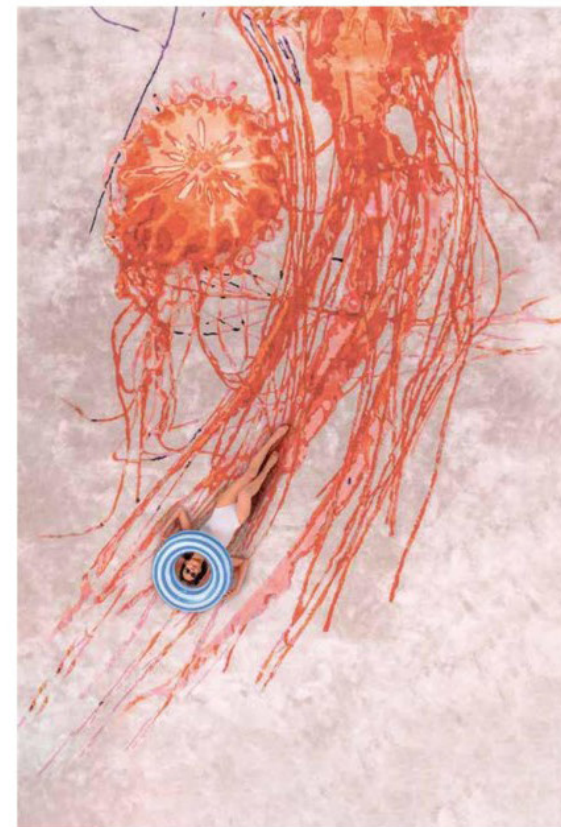
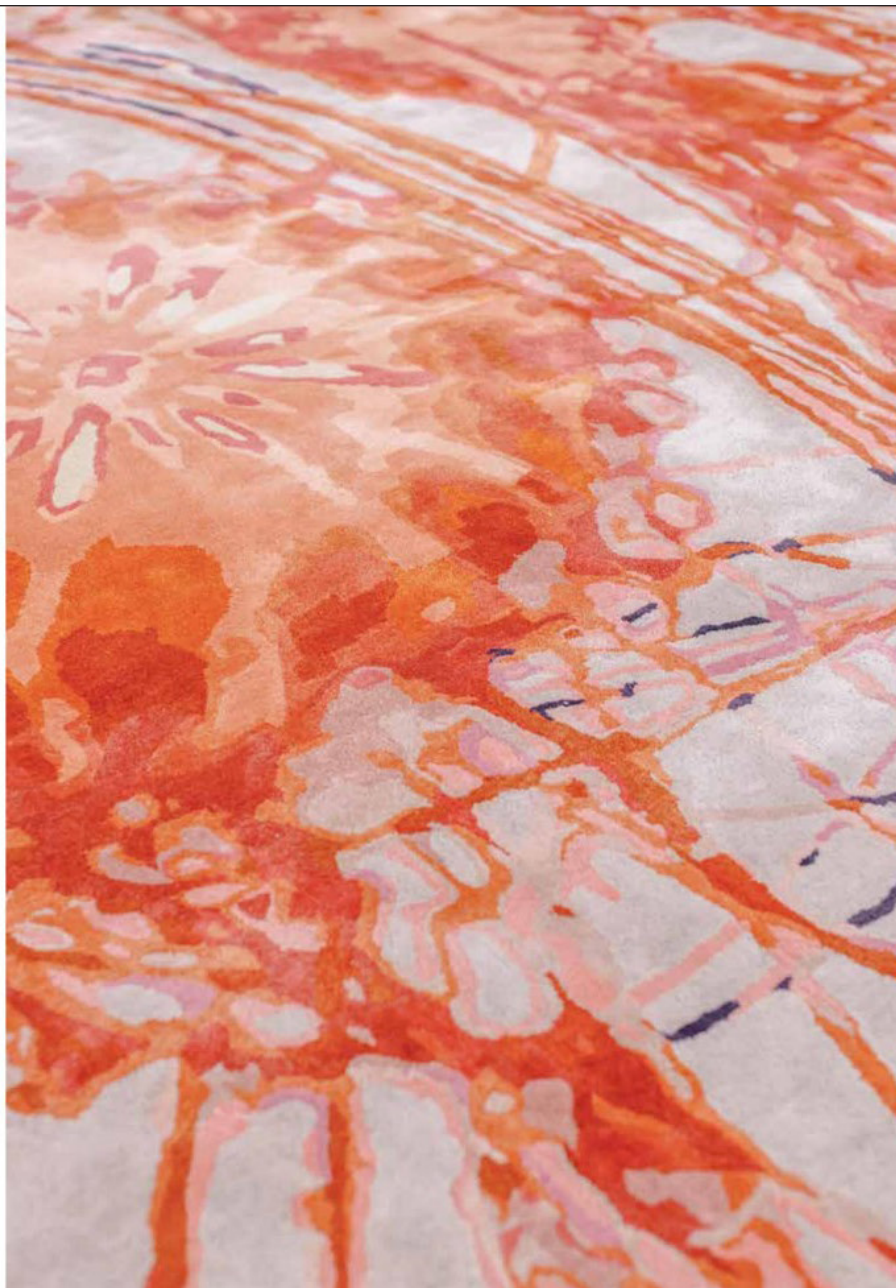
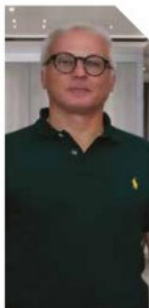
There are two trends that currently stand out. The first is a more decorative trend, with a greater emphasis on detail, on design. This is something of a new trend for the industry. In the past, there were few who dared to push the boundaries, preferring the safety of neutral tones and little reliance on workmanship.

The second is more oriented towards onboard lifestyle. There is a growing focus on designing an interior environment increasingly integrated with the outdoors via new communicating spaces. The

interior spaces on board are mostly designed without any separation with the outside areas. This is a new way of conceiving how to allocate spaces throughout a yacht, a tendency that first took off during the pandemic, for the obvious reason of people wanting more space, yet the trend seems to have caught on and continues to play a heavy role even in today's naval architecture.

In which luxury sectors are you active?

We work in the yachting, retail, hospitality and residential sectors.



In these pages, the Light Jellyfish, inspired by the drifting form of the model's namesake. Both belong to the new Ocean Collection by Luxury Carpet. Opening pages, the Atollo, inspired by a bird's eye view of an island, featuring a topographical map effect.

200 colours were selected, forming a broad range of tones that make the carpets that more precious. Luxury Carpet Studio offers bespoke solutions tailored to the aesthetic and functional demands of each individual project, where technical excellence meets the design, style and versatility of continuous innovation.

The company works in close collaboration with yacht designers in order to transform a customers' vision into a tangible reality born from their wide range of high-end materials including wool, natural silk, viscose, bamboo and cotton. Every collection raises the bar even higher in terms of stylistic choices and technical skill, ever exploring new territory and seeking out new challenges.

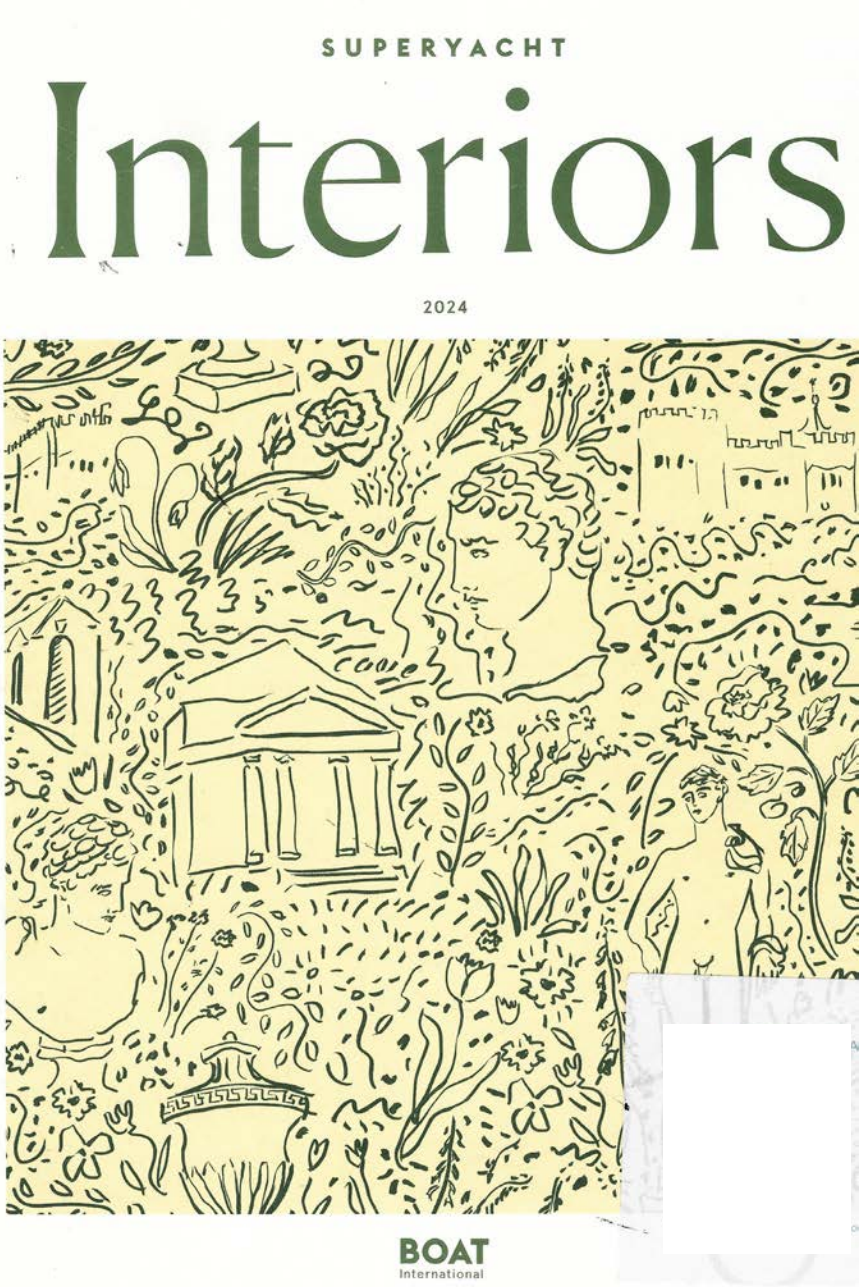
www.luxurycarpet.it



THEONE

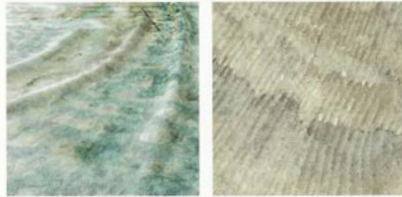
THEONE

BOAT
International



FLOORING

LUXURY CARPET STUDIO



Life on the sea is a sensory journey - the sound of waves gently lapping, the warm heat of the sun on skin and the refreshing smell of salt spray. And it is the desire for a sensory experience that has inspired a prestigious new collection of bamboo and wool carpets by Italian flooring designers Luxury Carpet Studio, conceived to reflect the mix of elegance, comfort and functionality required of superyacht design.

The Ocean Collection takes inspiration from marine life and the colours of the sea, but it is through the brand's use of sublime materials, creative vision and technical know-how that the carpets offer a deeper sensory and immersive experience: walking across them one should feel as if surrounded by the waves of the sea, enjoying the softness of sand underfoot and the sparkle of sunlight on water.

A compelling feature across the collection is the use of colour, both from an aesthetic and technical perspective: the chromatic transitions across the floor take place gradually as the shades shift almost imperceptibly from darker to lighter tones. Over 200 colours were used to create the gradations, which express a sense of calm and understated beauty - the perfect design solution for an elegant superyacht interior.

Designer Elisabetta Santoro was inspired by the shapes and colours that characterise the underwater world. From the streaks of the shells and the delicate shades and iridescence of

pearls to the shimmering reflections of the sea, every detail has been interpreted into a unique texture for the carpets.

The Atollo designs draw inspiration from an aerial view of a tropical island that gradually blends out to a deep sea. Both this and the Waves design employ complex artisanal techniques such as cmbossing, which require great dexterity and artistic sensitivity, to create a three-dimensional effect where the carpet is carved by hand to achieve the variations of depth.

The Light Jellyfish design is more playful and is inspired by the marine creature's rhythmic movement. It's available in a darker palette to evoke the shades of the deep ocean or a lighter option, where it is represented on a shiny background to create a more decorative and pictorial rendering. Colours merge from dense rust tones to softer oranges and pinks, while the material choice of bamboo is not only environmentally sustainable but responds perfectly to the creative processes needed to capture the luminescence of the jellyfish.

As masters of high-end flooring, the Milan-based studio is focused on creating timeless, customisable pieces that enrich any luxury environment, from superyachts to private jets and hotels to residential. Using only the best natural fibres and working with skilled craftspeople to produce intricate finishes, Luxury Carpet Studio stands proudly by its motto "If you can imagine it, we can make it." luxurycarpet.it

Using more than 200 colours, the Ocean Collection designs beautiful textures, shades and chromatic gradations to evoke the beauty of natural marine materials, such as the iridescent mother-of-pearl (shown left) and seashells (shown right).



DIGITAL SUPPORT



Retrofuture è la nuova collezione di Luxury Carpet Studio

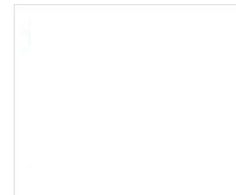
by PambiancoNews — 13 Maggio 2024

Progettata dall'art director del brand Graziana Calabrese, Retrofuture è la nuova collezione handtuft di Luxury Carpet Studio. Questa linea di tappeti si propone di sfidare le convenzioni temporali, combinando elementi retrò con una visione audace del futuro che mescola tecnologia e temi futuristici, creando un'estetica che sfida le norme tradizionali. La collezione del marchio specializzato nel settore dei tappeti e delle moquette di lusso ci accompagna attraverso diverse epoche che si sovrappongono e si mescolano in una fusione di energie, colori e forme. Il risultato è così una fusione di stili che danno origine a un prodotto che celebra l'incontro tra diverse culture.



Luxury Carpet Studio, Retrofuture

Il concept nasce dall'idea di mescolare le forme morbide dello stile retrò ai colori pastello, aggiungendo un tocco contemporaneo. Questa particolare combinazione trasforma i motivi classici in forme stilizzate, con dettagli lucenti che conferiscono dinamismo. Ogni pezzo diventa così un protagonista che dà vita e carattere a ogni ambiente. Tra gli elementi distintivi della collezione c'è la sagomatura dei bordi, che dà ulteriore carattere al tappeto, incorniciandolo negli ambienti che lo ospitano.



Editoriali di David Pambianco



SCOPRI le QUOTABILI 2023



Editoriali di David Pambianco



LUXURYPET.IT
studio@luxurypet.it
T. 0362 1971796