

## INTENSIVE GRACE by OBJECT CARPET: opulent elegance for hotels, restaurants and shops

*Whether you're after classical sophistication or extravagance with a touch of innovation, **INTENSIVE GRACE** – the second style world from **OBJECT CARPET's** new **COLOR OPINIONS** collection – will always make a striking impression. In restaurants and hotels, **INTENSIVE GRACE** melds delicate colours and high-quality materials into a unique experience for the senses. Timeless yet bang on trend, the new colours in the collection exude high-grade comfort and luxury.*

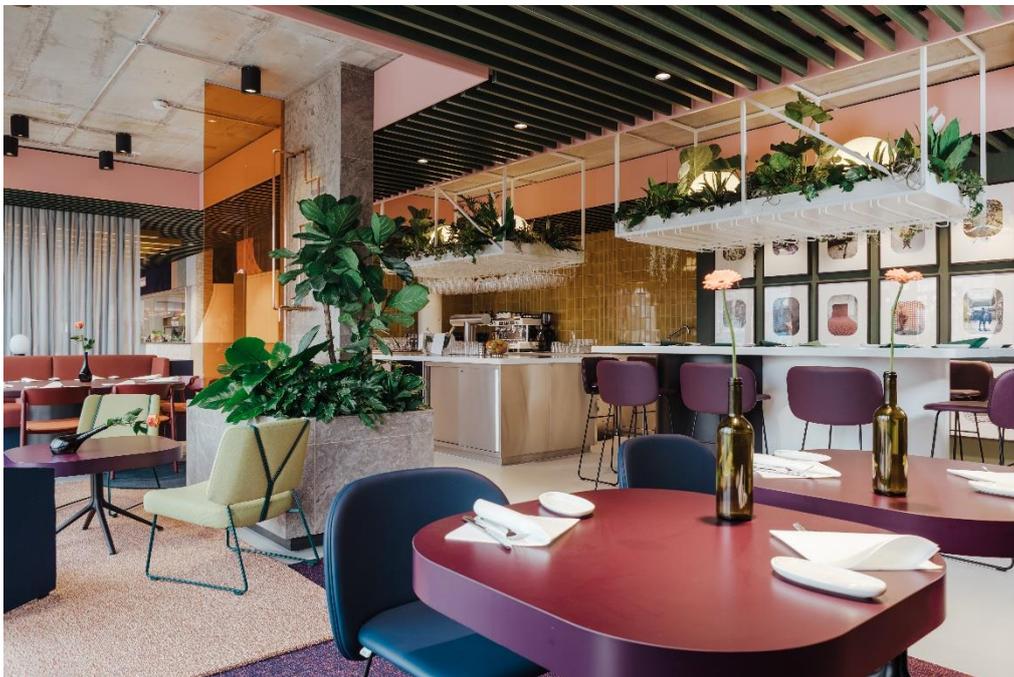
A dark, chic intensity and a refined sense of value are the hallmarks of **INTENSIVE GRACE's** distinctive look, reflecting a need to feel cosy and secure and a desire for opulence in everyday life. Expressive, maximalist furnishing concepts inspired by Art Deco architecture are suitably accentuated through this style world in a way that makes them cosy and approachable.

Sophisticated gemstone-inspired shades such as MYSTIC PETROL, AUBERGINE and DARK BLUE set a charismatic tone, while mellow ROUGE, SOFT BROWN and RUSTY RED give off a calming warmth. Combined with DUSTY SILVER and GOLDEN YELLOW, they spark energising contrasts and a refreshing nonchalance. Lilac-grey shades and smooth cashmere strike a perfect balance and ensure harmony amidst all the nuances.

However, **OBJECT CARPET's** design carpets have much more than just majestic colours to offer: the **INTENSIVE GRACE** style world also boasts workmanship of the highest quality. Velvety-smooth materials give the surface a lively, shimmering look and a soft touch that invites a feeling of well-being.

In hotels and restaurants, **INTENSIVE GRACE**'s thrilling contrasts create the perfect atmosphere for a cosmopolitan clientele seeking high-end conviviality and spaces where they can retreat. Recent examples include the W Hotel in Dubai, La Visione in Stuttgart and the Laurichhof designer hotel in Pirna, which are given a unique flair thanks to the carpets from **OBJECT CARPET** and their outstanding design.

In the La Visione restaurant, **INTENSIVE GRACE** creates a snug and cosy ambiance with the wow factor, generating a vibrant interplay between high-impact colours and striking materials. The creations from **OBJECT CARPET** and the Ippolito Fleitz Group, such as **DEAL × FEEL** and **SKILL × CHILL**, will bring vivid colours to any room design and guarantee a homelike atmosphere.



La Visione Stuttgart

© Fabian Schumacher, Stuttgart

With its opulent charm, **INTENSIVE GRACE** is also tailor-made for a hotel setting: set amidst the breathtaking skyline, Dubai's Hotel W is not only spectacular to look at from the outside – impressive creations also await inside, inspired by the unique elements of Arabian culture. The combination of strong colours, lively floral prints and mysterious ornamentation offers a genuine feast for the senses.



Hotel W Dubai

© W Dubai – The Palm

The carpets from flooring specialist **OBJECT CARPET** are also bringing their sense of luxury and their extraordinary, eye-catching touches to the Laurichhof design hotel. Designs such as **FREESTILE MARRAKESH** and **RUGXSTYLE VENICE** give themed suites a dramatic look.



Laurichhof design hotel

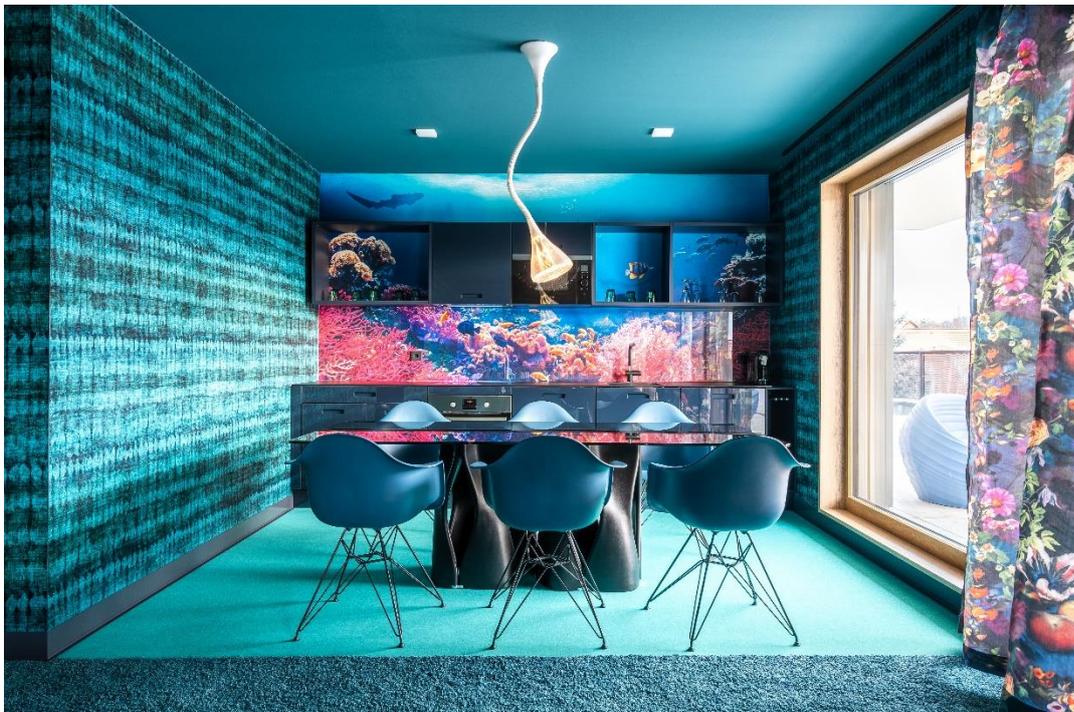
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With **INTENSIVE GRACE**, **OBJECT CARPET** is proving once again that the Denkendorf-based carpet specialist is top of the pile when it comes to exclusive design, exceptional quality and maximum comfort.



La Visione Stuttgart

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Laurichhof design hotel

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W Hotel Dubai

© W Dubai – The Palm



RUGXSTYLE – AMSTERDAM, RETAIL



FREESTILE – VENICE



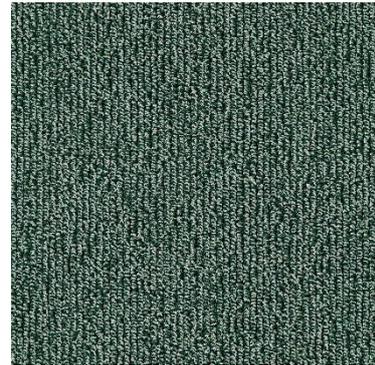
FREESTILE – LUGANO



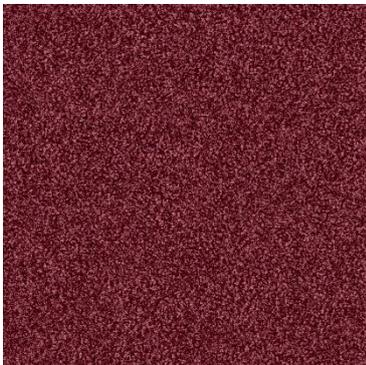
## FORUM FOR GREAT IDEAS – LOUIS



DEAL x FEEL 1050



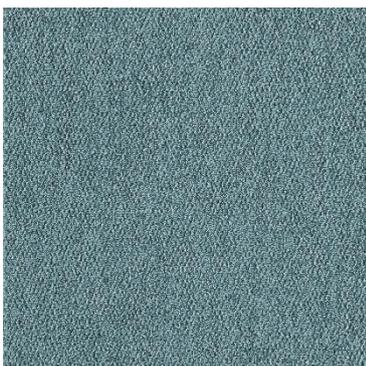
DEAL x FEEL 1071



GLORY 1520



FRIZZLE 1410



ALLURE 1022



SILKY SEAL 1212

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## About OBJECT CARPET

Since 1972, **OBJECT CARPET** has stood for quality, design and innovation in the commercial property sector. A sense of aesthetics and color, in combination with advanced production techniques, results in elegant and unusual designs in the form of rugs, carpet tiles and custom-cut carpets. With over 1,200 styles and colors as well as individually-customised products, the **OBJECT CARPET** collection offers a unique diversity for modern interior design, manufactured from high-quality raw materials. All **OBJECT CARPET** styles are also free from harmful emissions and are bitumen-free, latex-free, and PVC-free. They bear the German Federal Environmental Agency's Blue Angel ecolabel. They have been tested by TÜV and are suitable for people with allergies. This is appreciated by partners and customers around the world, from the Berlinale to the "Healthy Seas" initiative.

Numerous design and business awards, such as the widely respected German Design and Red Dot Awards, have demonstrated **OBJECT CARPET's** outstanding design competence and corporate achievements. For example, **OBJECT CARPET** was chosen as one of the "top 50 German luxury brands" by Ernst & Young and voted one of the "brands of the century" by Langenscheidt.

With innovative production techniques and sustainable manufacturing methods, **OBJECT CARPET** is a pioneering enterprise that enables design visions to become reality. So it was no surprise that the company was selected to provide the "VIP carpet" for the German Sustainability Award ceremony. **OBJECT CARPET's** tiles, wall-to-wall and custom-cut carpets – under the name RUGX – are verifiably recommended by the TÜV (German Technical Inspection Association) for allergy sufferers, and reduce dust content and particulate matter in the air (DAAB – German Allergy - and Asthma Association). Experience **OBJECT CARPET's** world of color and materials in any one of the company's showrooms in Germany, Austria, and Switzerland.

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