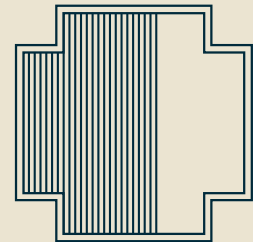
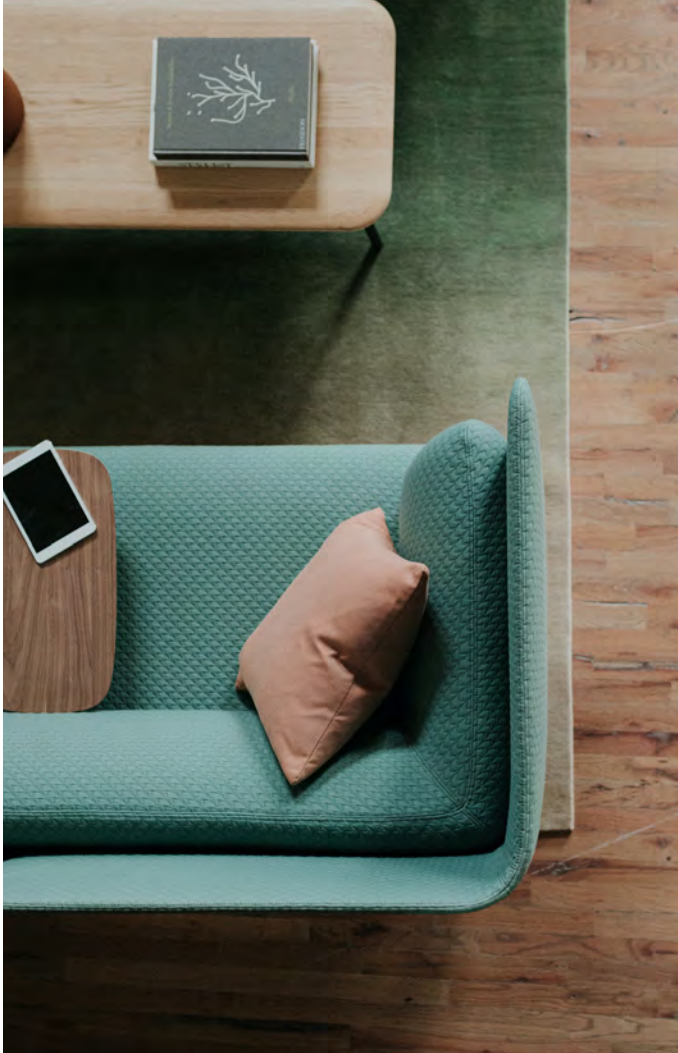


HAWORTH collection

Rug Design Guide



The foundation for
well-designed spaces.



HAWORTH collection

Bring People and Spaces Together

The design freedom that comes with rugs adds warmth and movement to spaces. Rugs create a focal point, support comfort, and help diminish noise. Pull spaces together and make an inviting impression to support brand and organizational culture with the right rugs. Here are some trends, considerations, and inspiration for using rugs in your designs.

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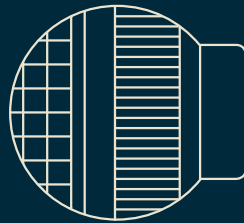
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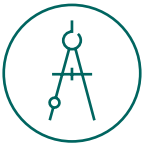
Rug

Basics

The Future of Fibers

Six Top Trends to Watch

The way we work and live is constantly changing. We're here to help you keep up with trends in rug design through research and recommendations for their use in social spaces. Here are some ideas to keep in mind as you design for the future.



Shape and Scale

From jagged-edge geometrics to more organic silhouettes, shapes and their scale combine to form a frontier for creative rug design exploration.



Layering

Placing rugs on top of each other allows for experimentation and variation. Designers continue to explore opportunities by varying tactile and visual texture when layering rugs, along with changing up the angles of overlap in placement to create a sense of energy.



Art Form

Rugs are no longer thought of as static and flat. They can be used to soften and style benches, chairs, or sofas when laid or draped across the back. One-of-a-kind rugs are also hung as wall tapestries.



Handmade

Creative, artistic, and personal, handmade rugs speak to a passion for design and individualism—no two are alike. Handmade rugs with a story are valued, creating a sense of connection with the person who made it.



Neutral and Bold

Trending colors include neutral gray tones for larger pieces. Bright and bold colors and cool, subdued blues are favored for rugs that are focal points or the inspiration for the color palette within a space.



Socially Responsible

Companies continue to support rug makers that advocate human rights, fair wages, environmental purchasing, and sourcing from minority-owned suppliers. Bolstering this trend are Millennials, who appreciate brands with authenticity and companies that favor purpose over profit.

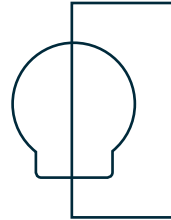
Inspiration Takes Form

Rug Size and Shape

Rugs don't have to fill an entire room. Nor do they need to have a standard form. Using rugs of various shapes and sizes can help you create unique, inviting spaces that make people feel at home—whether at work, in social settings, or anywhere in between.



When hanging a rug as tapestry wall art, ensure its scale matches that of the furniture. A small rug over a big sofa floats awkwardly—choose a large rug or group small rugs to create a focal point that elevates the look and feel of the space.



Go with the Flow

Use long, narrow rugs or runners as visual indicators of flow. Create a pathway between and through spaces with one or more high-traffic rugs attached end to end. Or, use the negative space between rugs to guide foot traffic away from other settings.



Make Small the New Big

If you're working within a smaller setting, consider placing a smaller rug in the middle of your seating arrangement. When it's properly centered among your furnishings, a smaller rug will look intentional, and can be the statement that completes a space.



Sweep “Boring” Under the Rug

For an unconventional option, choose a uniquely shaped rug to distinguish your seating or lounge area. Opt for a size that is large enough to accommodate all of your furnishings with a few inches to spare, or at least large enough to accommodate the front legs of each piece of furniture.



Rug Basics

Rugs Play Well Together

Combining Colors, Patterns, and Textures

Using multiple rugs within a single space can create some incredible design effects that really bring out the personality of a space and speak to culture. It's important to ensure the chosen rugs look cohesive and do not compete with other furnishings.



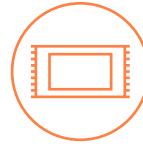
“We need a landscape with more possibilities. Embracing multiple materials, layers, and shapes. One important thing is to not think just about space, but the concept of time and moments.”

Patricia Urquiola
Principal of Studio Urquiola



Play with Patterns

Combining different patterns creates a more eclectic vibe. Try creating a patchwork design with a grouping of smaller rugs. Or layer a floral rug on top of a striped pattern in a coordinated color scheme.



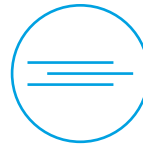
Set Proportions

Combining rugs of the same proportion creates balance within a space. Try varying the sizes of proportionate rugs to add interest. Take it another step further by overlapping or layering proportionate rugs. Be sure to keep at least 10 to 12 inches of the bottom layer visible around the perimeter.



Mix Textures

Mixing textures of layered rugs (or choosing a single rug with multiple textures) adds depth and dimension to well-designed spaces. Rugs should balance each other, rather than compete for attention.



Make it Pop

When you start with a base layer in a neutral color and pattern—whether carpeting, flooring, or another rug—you have the freedom to add just about any color rug on top. It's like having a blank canvas to set the palette for the space. Bring life to a space with bold brights, tone it down with pleasing pastels, add elegance with rich jewel tones, or create warmth with the earthy colors of nature.

Selecting Materials

The Right Fibers for a Variety of Needs

It is important to choose the right rug fibers for your space. Is the rug going outside on a patio? You'll need something that stands up to the elements—with a firmer texture. Will there be high traffic and potential for dirt collection or spills? You'll want a rug that is durable and can be easily cleaned. This comparison chart shows you the properties of some common rug materials to help you coordinate design with function.

Did You Know? New wool, or virgin wool, is newly sheared from a sheep. Unlike recovered wool fibers which have been recycled to make new yarns, new wool has not been used, which means it hasn't sustained damage. New wool fibers are strong, fine, and durable. Rugs made from new wool are warm, insulating, and long-lasting.

Rug Materials Comparison

	Wool	Polyester	Cotton	Silk	Viscose	Jute	Sisal	Seagrass	Nylon	Polypropylene
CLEANING										
<i>Washable</i>		●	●				●	●	●	●
<i>Spot Clean</i>	●	●	●				●	●	●	●
<i>Professional Clean</i>	●	●	●	●	●	●	●	●	●	●
TRAFFIC LEVEL										
<i>High</i>	●	●					●		●	●
<i>Medium</i>	●	●	●			●	●	●	●	●
<i>Low</i>	●	●	●	●	●	●	●	●	●	●
TEXTURE										
<i>Soft</i>	●	●	●	●	●			●		●
<i>Firm</i>						●	●		●	
MATERIALITY										
<i>Sustainable Materials</i>	●		●	●		●	●	●		
<i>Synthetic</i>		●			●				●	●
<i>Allergen Friendly</i>			●			●	●	●		

Did You Know? Wool is naturally flame resistant and only smolders during a fire—with no melting or sticking.

The Art of Handcraftsmanship

Preserving a Tradition

Handmade rugs are individually crafted by skilled weavers who are committed to passing the tradition and art form on to future generations. With strong attention to detail, these artisans use a variety of hand techniques to create unique pieces that are beautiful and made to last.



Empowering Women as Artisans

When a group of women in rural India lost their jobs after the local workshops that employed them shut down, Haworth's partner GAN was determined to find a way to help. With the aid of Patricia Urquiola, GAN adapted a new collection to the skills of the artisans, and the idea of embroidered modular rugs was born. The collaboration allows the women to reconcile their work life with their family obligations. The modular rug pieces can be rolled up easily, and smaller dimensions enable the women to work on them in their laps while seated. There are now more than 30 artisan women who manually embroider, crochet, and needlepoint these rugs, and in return, receive a fair wage to continue their tradition of craftsmanship.

Rug Handcrafted Techniques



Embroidering

Yarn is threaded through a needle and worked through fabric or other textiles to create a wide variety of stitches and and gorgeous patterns.



Chain Stitching

Following a design drawn on fabric, artisans use special hooked needles to embroider a series of looped stitches that form a chain-like pattern.

Rug Handcrafted Techniques



Hand Knitting

Using needles, skilled artisans hand weave cotton or wool threads together using a variety of stitches to create different looks and textures.



Hand Looming

A manual loom is used to create a woven rug. In simple form, this creates a flatweave. For other textures, yarn is wrapped around a rod as it is woven, producing a pile height based on the rod's size.



Kilim

A tight, flatweave, this technique is similar to the one used to make tapestries. This result is a lightweight, tough rug with no pile. Artisans who make kilims must be very skillful with tiny details.



Hand Knotting

Knots are tied to yarns on a loom in a labor-intensive process that can create very detailed designs. The shape and thickness of the knots differentiate the various rug types. More knots result in greater definition and a more valuable, longer-lasting rug.



Hand Tufting

A manual “tufting gun” shoots out and cuts wool in a pattern on cotton fabric. The wool is then bonded to the base with rubber. Tufting can create a variety of pile heights, loops, and other designs.



Glaoui

This complex Moroccan rug-making method uses three handcrafting techniques: knotting, flatweaving, and embroidery. It requires special looms that can handle all three techniques simultaneously.

Happiness Flows from the Ground Up

Rugs Can Support Well-Being

Thoughtful design with rugs can help meet the physical and emotional needs of people within a space. Rugs can inspire, adding comfort and stimulating the senses of touch and sight through their various textures, shapes, and colors. Rugs can also elevate the brand experience for employees and visitors, supporting organizational culture through craftsmanship, authenticity, and uniqueness.



Ergonomic Considerations

The right types of rugs can impact the ergonomic design of an indoor environment because they have the potential to:

- Increase surface traction and eliminate the risk of slipping.
- Change postural stability.
- Change the way people walk or move.
- Act as a shock absorber.



Sounds Right

A soft surface can absorb sound to reduce extraneous noise in a room. Carpet and rugs—especially those with cushion—can provide excellent sound absorptive qualities to help create a comfortable level of ambient sound.



Cushion and Comfort

Several studies have investigated the influence of floor surfaces on the body during long-term standing. Not surprisingly, softer floor materials are more comfortable than standing on hard surfaces.



10X Noise Reduction

Carpeting is 10-times more efficient in reducing noise compared with other flooring options. Now, think about the added effect layering rugs can have in controlling noise levels, which can reduce distractions and support focus.

Design for Accessibility

Safe and Inclusive

The height and placement of rugs should be considered, particularly at entrances, near ramps, in major pathways, or anywhere people must cross over a rug to reach their destination. Be sure to use a rug pad, hook-and-loop fasteners, or carpet tape if necessary to prevent rugs and runners from shifting. Rug edges and seams can be placed under furniture to help prevent tripping, while minimizing wrinkles and curling. If corners do start to curl, fold them inward and tuck them under for a day or overnight when people are not using the area.



DID YOU KNOW? According to the Americans with Disabilities Act (ADA), rugs may not preclude any person from accessing an entrance, exit, area of primary function, or pathways to those areas. The ADA requires that rugs placed in these locations have a pile height of a half-inch or less, as measured from the bottom of the tuft. Localities may have additional requirements, as well. Always verify local regulations to validate compliance, and be considerate of the placement of thicker rugs.



Rug Basics

Protecting Rugs

Keep Rugs Looking Their Best

Even if you're careful about choosing the right rug materials for a space, its use, and traffic level, there will be a certain amount of wear that will occur over time. However, there are measures you can take to protect your rugs from damage and keep them looking their best, longer.

Rotate

If possible, periodically rotate or move a floor rug to avoid wear from repetitive traffic patterns. For a rug hung as a tapestry, rotate the rug from top to bottom and ensure the weight of the rug is always distributed evenly to keep rugs from stretching and bunching.

Keep it Flat

Check for wrinkles, bunching, and curling regularly and adjust rug placement to smooth them out. This will keep furniture, shoes, and other items from getting caught and snagging or otherwise damaging rugs. It will also keep spaces safe for users and ADA compliant.

Don't Drill

Drilling into a rug can affect its integrity and limit options for its future use. When hanging rugs as tapestries, consider that you may want to use it on the floor later. Don't drill or use mounting hardware that will damage the material.

Avoid the Rays

Keep wool rugs from direct sunlight. Ultraviolet rays can cause gradual fiber degradation that can make a rug wear out before its time. Sun also causes colors to fade, which can alter a rug's whole look.

Entryway Solutions

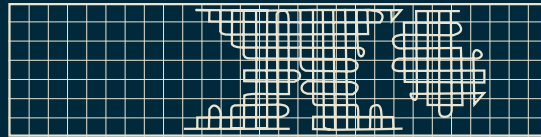
Placing mats at entrances to a building helps remove dirt and moisture from shoes before visitors reach interior rugs. This is particularly important for locations prone to inclement weather conditions. Just be sure that mat placement is ADA-compliant and does not keep anyone from entering or exiting the building.

Consider creating a system of multiple entryway mats:

1. Place a rubber or molded plastic mat with shoe scrapers just outside the door.
2. Inside the doorway, place a tufted or deep carpeted mat of olefin or solution-dyed nylon pile with PVC or rubber backs to continue to brush shoes.
3. Extend a mat into the building for 10 to 15 feet to pick up the maximum amount of tracked-in soil and moisture.



Rug Basics



Rug

Applications

The Groundwork of Good Planning

Determine Purpose

Rugs are a grounding element that can break up the hard angles of a room's architecture, visually anchor a space, or simply create a more engaging and interesting layout. Use rugs to delineate seating areas, lounge zones, and other social spaces within an open floorplan, or serve as wayfinding paths.



Questions to Ask

- What will the space be used for?
- Which areas need to be highlighted?
- Who will use the space?
- How will traffic patterns impact safety and accessibility?
- What is the overall mood or ambiance desired?

Determine Objectives

Do you need to:

- Visually soften a space?
- Provide comfort?
- Guide people in a desired direction?
- Draw attention to or ground a seating area?

Intended Use of Space

Depending on your space design objectives—creating an impression, welcoming guests, supporting comfort and well-being—rugs help define spaces for the types of activities that take place in them. Reference the color-coded icons to guide your designs based on the intent for users.

High Impression

Spaces with elements that set the tone and make an impression, impacting how people feel and connect with your culture and brand.

Restore & Connect

Quiet havens or community spaces that help people refresh, rejuvenate, and interact to foster well-being.



Lobby



Dining & Bar



Community



Lounge



Retreat



Outdoor

Lobby



Waiting areas and lobbies often create a guest or visitor's first impression of a company's brand. Establish a warm environment that makes them feel at home with soft lounge pieces grounded by a series of plush rugs for added comfort. The use of rugs in these types of settings will complete the space and provide a clearly marked area for guests to wait.

Helpful Tips

- Keep options open by placing two rugs together instead of using a single, larger sized rug. They are easier to move and offer greater flexibility when reconfiguring.
- Opt for a rug size that is large enough to accommodate at least the front legs of each piece of furniture.
- To keep furniture level on layers and rugs of different pile heights, consider adding floor protectors to legs as needed to raise them to a more similar height.
- Hang a rug on a blank wall as a tapestry for a unique way to dress up the space and leave a lasting impression on visitors. As with artwork, the middle of the rug should be at eye level when standing, and the distance between multiple rugs should allow for visual relief.



Dining & Bar



Create a family-style setting for meals or drinks with colleagues and guests. Adding a set of rugs to the mix will provide a soft surface to relax and unwind together. Rugs can also help dress up the space, adding a finishing touch that pulls the room together. Consider using rugs with a pattern or ombré effect to add an extra design element that will wow visitors.

Helpful Tips

- Specify a wool rug, as its resilient fibers help to naturally hold the rug's shape better and make it less prone to indentations from chair and table legs.
- Protect flooring from potential scratches caused by the legs of furniture with a rug.
- Minimize the clatter of dishes and conversations that drift from one end of the room to the other with rugs that dampen sound travel.
- Choose a rug size at least 24 inches beyond the chairs to accommodate guests moving in and away from the table, or place two rugs together to achieve the same effect for larger table settings.



Community



Using multiple rugs of the same colors and patterns, but in different shapes can help to coordinate adjacent spaces while creating visual delineation. Further distinguish these spaces by incorporating freestanding or suspended screen elements in your design.

Helpful Tips

- Ensure rug pile height allows guests to move seating in and away from tables.
- Protect rugs from fading by specifying UV window glass in new construction or adding an after-market UV film protectant to glass windows nearby.
- Change the orientation of rugs at least a couple of times a year to spread wear evenly.
- Hang a rug with a pattern on both sides in place of a screen to create a visually interesting divider that also provides acoustic sound dampening benefits.



Lounge



Rugs can be the design inspiration and starting point for a space. Combining furniture and pillows with matching rugs creates a striking visual effect, giving a space a truly unique look that will leave a lasting impression. The added textures and colors will make the space feel vibrant and lively, but soft and comfortable—helping to facilitate constructive conversation.

Helpful Tips

- Create a one-of-a-kind space by specifying modular lounge furniture and coordinating rugs.
- Draw people in and invite them to lounge with patterns that give the impression the furniture flows right onto the floor.
- By balancing neutral tones with pops of color, runners can be interchanged to freshen spaces.
- Staggering the alignment of rug edges on each end of a composition adds visual interest.



Retreat



Poufs and small occasional tables will give team members the flexibility to move them as they perform different tasks. Coordinate the seating elements with rugs in unique shapes to keep this loose furniture from straying too far, while providing a comfortable surface for people to move about while they interact with each other or get up from their seats to sketch thoughts on a wall or mobile easel. Unique shapes and coordinated surfaces give the space a fresh look people will want to return to.

Helpful Tips

- Add visual interest to larger, rectangular furnishings with organically shaped rug edges.
- Mix patterns among multiple rugs in an application, keeping colorways compatible so the area reads as a cohesive space.
- Place the seam where the two rugs meet under a piece of furniture to minimize exposed edges when possible.



Rug Applications

Outdoor



Incorporating a polypropylene rug in an outdoor space helps to define and anchor the setting, while providing traction on surfaces that might otherwise be slick after rainfall occurs. Pairing a rug with a large overhead umbrella will create vertical symmetry and further define the space's boundaries.

Helpful Tips

- A neutral rug can complement tones found in nature and create a space for respite.
- Repeating the rectangular shape of the lounge and table with a rug creates a sophisticated, modern composition.
- Soften the space with plants on the perimeter and outdoor pillows on lounge seating.
- Choose polypropylene rugs for outdoor applications. Fibers are resistant to mold and mildew.
- Keep in mind the colors on polypropylene rugs will fade when exposed to direct sunlight for extended periods of time. Add umbrellas or place under shaded areas to increase their lifespan.



Rug Applications



Rug

Solutions

Renewing Artistry and Workmanship

Rug Partnership

In partnership with GAN, Haworth brings you a curated selection of premium rugs through our Haworth Collection portfolio. Known for exquisite artistry and detailed workmanship, GAN rugs reinterpret traditional techniques to create fresh, new designs and colorways, brought to life by the hands of global artisans. Choose from a variety of rugs to define and enhance the experiences people have in well-designed spaces.



Bandas Space



Bandas Space



Bandas Space



Diagonales



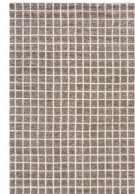
Hand Knotted Degradé



Hand Knotted Degradé



Mangas Natural



Mangas Natural



Mangas Original



Mangas Original



Mangas Space



Mangas Space



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Happiness Flows from the Ground Up

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Design for Accessibility

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The Groundwork of Good Planning

Did You Know?: International Wool Textile Organisation, iwto.org

Love what you see? Let us help you enhance social spaces, enrich connections, and elevate brands through our Haworth Collection rug portfolio.

Visit us at [haworth.com/GAN](https://www.haworth.com/GAN).

HAWORTH collection

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