



TOULEMONDE BOCHART  
*créateur de tapis*

**PRESS RELEASE**  
2020 COLLECTIONS



## TOULEMONDE BOCHART PRESENTS ITS NEW COLLECTIONS AT MAISON & OBJET

6-9th September 2019

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Hall 6, stand J49

For this new collection, Toulemonde Bochart brilliantly combines traditional craftsmanship with a contemporary artistic approach. The 2020 trends are multiple, with the brand subtly mixing the different trends that have defined our era: art deco and constructivism.

Thus, geometric lines are prominent, whilst other free forms, inspired by nature, are developed by designers or Toulemonde Bochart. Deceptive effects also enrich the collection, such as ceramic tiles worn by time and bare threads.

The variety of the colours enrich the collection, from terracotta to deep blues and natural hues, harmonising with sophisticated and timeless interiors.

In terms of materials, wool is making a big comeback this year but it knows how to mix. Hemp is the newest fiber in the spotlight, with its velvety, handmade weaves making each carpet a unique piece.



*Piazza rug, Toulemonde Bochart*

## Unique and individual creations

Toulemonde Bochart has again given free rein to some select renowned French designers. In a vernacular drawing inspired by nature for Emmanuel Gallina or in the rounded shapes of Géraldine Prieur, for example, the brand transcribes with precision and delicacy the very individual universe of each creator.

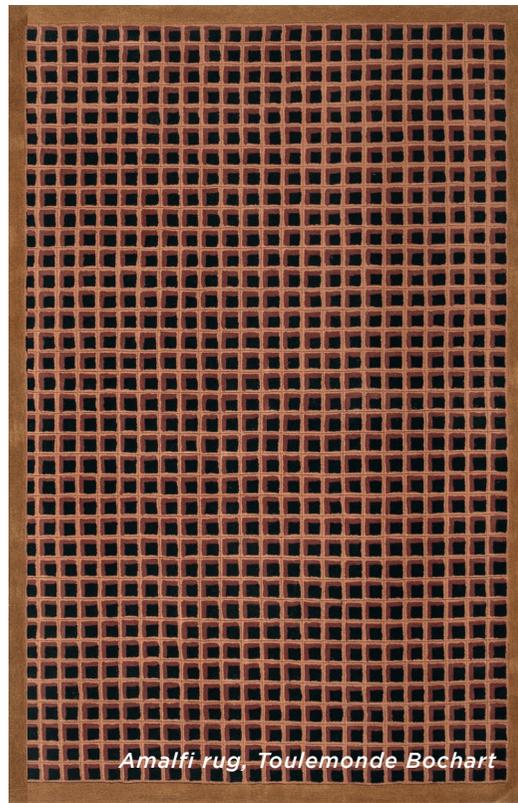
The new collection traverses time and places. The Toulemonde Bochart models, 'Amalfi' and 'Rimini', - whose tones are noticeably inspired by the 60s and the Italian leaders of the time - are the oversized motifs of Laurent Maugust's 'Ginko' rug. Meanwhile, Florence Bourel pays tribute to art deco graphics and its leaders with her 'Sonia' rug.

The renowned rug house also invites you to travel back in time with their models 'Hero', with its shibori pattern, and 'Navona' and 'Piazza', a nod to the artistic Italian trend of the 20s.

Through its wide range of colours, Toulemonde Bochart personalises all interiors: pastel and neutral colours in a bohemian spirit, and bright colours for a more retro atmosphere.



*Sonia rug, Florence Bourel*



*Amalfi rug, Toulemonde Bochart*



Fragment rug, Reda Amalou

## Modernity in traditional *savoir-faire*

It is in Asia, India and Nepal that Toulemonde Bochart built its *savoir-faire* manual of woven, tufted and hand-knotted carpets. In this new collection, the brand adapts these techniques, offering new combinations of materials to create surprising texture effects.

The forms are destructuring. Reda Amalou transposes his silk screen work in the 'Fragment' rugs, where the subtlety of the lines has been preserved through a play of materials between iridescent velvet and ringed, undercut effects. The Sumak weaving in Eric Gizard's 'Clair Obscur' rug gives it an authentic and resolutely ethnic chic character.

Toulemonde Bochart has mixed the materials in its compositions, from wool to vegetable silk and bamboo fibre. The hemp, used this year, brings a raw and timeless dimension in the 'Works' rug by Eric Gizard and also a truly unique finish to the 'Origins' model.

For the first time, Toulemonde Bochart combines wool and nylon, which, beyond its contemporary matte/shiny appearance, offers durability and easy maintenance.



*Eden rug, Toulemonde Bochart*



*Tartan rug, Toulemonde Bochart*



*Arum rug, Toulemonde Bochart*

## Responsibility

For many years, human, social and environmental factors are at the heart of the company, which integrates these values throughout the manufacturing process.

Faced with the current ecological challenges, the company recently launched Organic, the first line of 100% organic rugs, designed with an ethical and responsible approach.

Certified by the OneCert label, the materials used come from an organic source; the dyes are entirely natural. Particular attention is paid to the creation process, such as social regulations on labour, effluent treatment, recycling, and mode of transport.

The new catalogue can be downloaded here.

[www.toulemondebochart.fr](http://www.toulemondebochart.fr)



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