

Press Release

ALP Carpets unveils the CLIMATE collection: A journey through the planet's extreme landscapes

Granada : 25/11/2024 - For over a century, **ALP Carpets** (alfombras La Alpujarreña) has embodied the excellence of handmade rugs, combining innovation with ancestral know-how. With the new Climate collection, the Spanish brand pushes back the limits of creativity, drawing inspiration from landscapes subjected to the most extreme climatic conditions.

An ode to nature and its contrasts - The fragmented ice of the Arctic, the desert dunes of the Namib and the cracked soils of dry lakes: these are the fascinating landscapes that inspired this collection. Each rug translates these environments into surprising patterns, playing on relief in two heights to create a unique depth.

Noble materials and craftsmanship - Made from **pure virgin wool** or an exclusive blend of wool and silk, the rugs in the Climate collection are entirely hand-finished, guaranteeing unrivalled quality and authenticity. Carefully crafted textures offer a soft touch and captivating visual appeal, from light shades for soothing luminosity to more contrasting hues to assert the character of a space.



Climate Collection : Namib



Climate Collection : Aride II

Climate designs: the art of contrast

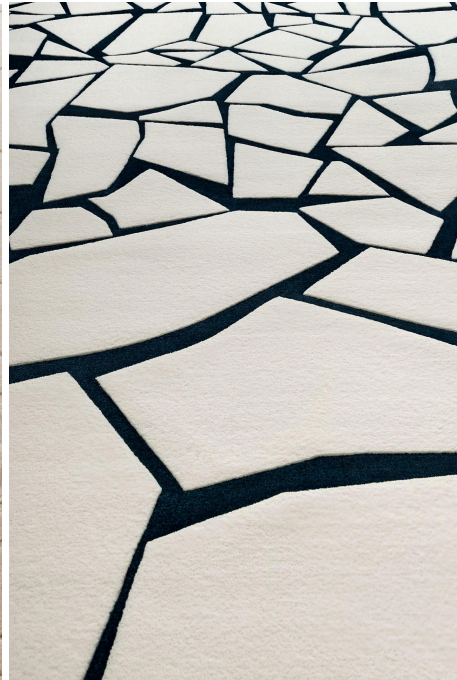
- **Arctic** : Inspired by the Arctic thaw, this rug combines deep blue with luminous white in an elegant play of textures.
- **Aride I** : Minimalist representation of a cracked earth, with a monochrome bas-relief that subtly captures the play of light and shadow.

- **Aride II** : A contrasting variant of Aride I with warm tones, organic shapes and a looped wool texture that enriches the design.
- **Namib** : A poetic interpretation of desert dunes, combining sinuous patterns in wool and silk.

A new vision of design - Unlike previous collections, Climate stands out for its conceptual approach and inspirations drawn from landscapes often perceived as hostile. This exploration of raw nature and its contrasts offers an innovative perspective, reinforced by a unique technical and aesthetic mastery.



Climate Collection : Aride I



Climate Collection : Arctic

About ALP Carpets

Founded in Granada in 1918, ALP Carpets perpetuates a rich tradition of craftsmanship in the manufacture of luxury carpets, using the alpujarreño knot, the ghiordes knot or the most modern method, manual tufting. With over a century of know-how, the brand combines creativity, contemporary design and respect for the environment, using natural, sustainable materials. Heir to the history of La Alpujarreña, ALP Carpets is committed to preserving craftsmanship while offering modern, elegant solutions in line with international trends.

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