

# X-MATERIALITY



A playful experimentation  
& collaboration to challenge  
conventional perceptions of product



## ABOUT

X-MATERIALITY features two designs that incorporate a wide range of textures, layers and colours to tell a nostalgic, calming story of coastlines, sand and ocean formations. The concept tackles the theme of Melbourne Design Week 2019 - Design Experiments, where three leading suppliers came together to create engaging installations that challenge conventional perceptions of product, blending and extending the visitor's experience of interior materials.

Experimentation and a curious mindset are fundamental in the development of design. By creating a beautiful narrative and placing the pieces in novel, stylised settings, the rugs transcend the norms of flooring and become stories that evoke an emotional response. People were invited to touch and interact with the scene, further extending the sensory, tactile experience.

The two designs function as installation art pieces and fulfill the purpose of being a product that performs. It was a requirement that the pieces were both aspirational and applicable within interiors, not simply conceptual. The pieces can be translated into residential, commercial and hospitality outcomes.

## PRODUCTION

The right product qualities were specified through careful experimentation and expertise. We used a variety of fibres, specifications and construction techniques such as bevelling, carving, sculpting, thick loop piles and tufting with different pile heights to translate details in sand, the ocean floor and coral surfaces. We ensured production and installation were planned thoroughly. Full control of end-to-end processing at our factory - ZIBO TSAR also assisted this process. We were able to strike a balance between a conceptually beautiful installation and an inspiring interior setting. It's proven to be successful as it has now been specified for all outcomes.

New Zealand Wool is the primary fibre used through the designs. NZ Wool is a renewable fibre, using far less resources ie. water, sun and grass, requiring less energy to produce than synthetic fibres. TSAR Carpets have established an onsite filtration plant in the manufacturing facility for the primary filtration of excess dye that gets channeled to a government based water filtration plant. The monitoring of the filtration plant is very strict and a regular weekly activity. We are considering the environmental impact of our processes and continue to take steps to reduce our footprint.

The collection has also been designed with the intention of being fully customised. Each complex design can be adjusted through scaling to fit smaller residential areas or to cover large commercial spaces or entire hotels. Each piece can also be translated using different manufacturing methods including Axminster, Wilton, knitted, machine-tufted and printed carpet.





## LAGOON

Where sun-kissed land meets tropical waters, unique details have been transformed into sculpted textiles to create a calming scene. A curious mindset allowed us to explore a variety of construction techniques, producing amusing details that remind us of the sea.



## SALTWATER

The lively beauty of sunsets, coastal formations and corals have been captured and recreated into a textured, layered rug to create a playful scene filled that reminds us of calmer seas and serene coastal views.



**PHOTOGRAPHY BY LILLIE THOMPSON**

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## **CREDITS**

Collaborating with Byzantine Design who supplied tiles and In Good Company who supplied furniture.

