



# 3 MISTAKES TO AVOID WHEN SPECIFYING CUSTOM AREA RUGS

Selecting the right area rugs and carpets for commercial spaces, such as hotel lobbies, multifamily common spaces, and guest rooms, can be tricky. Avoid these common mistakes and make your next design project a success.

## COLOR

Heavy use spaces are naturally more inclined to show the effects of high foot traffic. Selecting light colors for use in a design creates a higher likelihood of a beautiful rug showing dirt and looking less than its best without frequent cleaning. Mid-tones and darker shades can be used to create dynamic designs that will wow clients and guests without constant upkeep.



At Art of Floors, our design team will work with you to select a rug palette from your mood boards. Often, this requires expanding the mood board palette to include complimentary shades to fully round out the design. Brighter hues can be added as accents. Colors should live together in harmony and never feel as though they are fighting with one another.



## MATERIALS & CONSTRUCTION

It is imperative to use high quality materials such as New Zealand wool to prevent shedding which can be a nightmare with frequent vacuuming. Low-cost rugs found online can cause major problems in high traffic public areas. Additionally, fibers such as jute, cotton, and other materials that are susceptible to staining are not recommended.

- The Art of Floors team is well versed and dedicated to using the highest quality materials, expertly crafted in weights and densities that meet and exceed commercial requirements, including ADA and flammability requirements and can be cleaned easily.



## INSETS AND UNIQUE SPACES

Insets and other unique challenges – Inset rugs, special shapes, and oversized, large rugs can be difficult if you are working with a supplier who is not well versed in these things. When designing an inset rug, the production size should be larger than the final installed dimensions. Also, there are a limited number of rug constructions that can be used for these projects. Not every rug can be cut-to-fit without unraveling.

Large rugs can be created in sections and seamed together, or they can often be made in one continuous piece. The ability to produce a large rug as a single piece is a specialty of Art of Floors. Tufting a large rug without seams eliminates the risk of mistakes on the part of the installer when the finished rug arrives on site.



“ Win the recognition you deserve. ”

## OUR PROCESS

The Process is easy. The Outcome is Incredible.

### STEP 1: 30 MINUTE DESIGN DISCOVERY CALL

On our call we work "Designer to Designer", asking all the right questions, so we get to know your inspiration, vision, and project specs, and also understand critical elements like budget and timeline that you'll need to succeed.

### STEP 2: CONCEPT TO SAMPLE TO SATISFACTION

Finding the perfect rug for the space is one thing, but ensuring it meets all the requirements for safety, durability, and disabilities is quite another. Our local design team makes your aesthetic vision come to life while also managing the technical aspects of the construction. That means you can focus on what you do best: design. We mind the details so you don't have to.

### STEP 3: YOUR WOW FACTOR ARRIVES ON-TIME AND EXACTLY AS EXPECTED

A great rug is another form of artwork in a well designed space, pulling the entire room together perfectly. We ensure your project is designed perfectly and executed flawlessly, so you can win the recognition and approval you deserve.

