

INK.RÜGS®  
TOUCH THE EXPERIENCE



New collection 2022

# SYNAESTHESIA



Inkiostro Bianco®  
CREATIVE THINKING

**collections**



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# INK.RUGS®

TOUCH THE EXPERIENCE



**INK.RUGS** è un brand di Inkiostro Bianco che reinterpreta il concetto di tappeto ponendo l'accento sulla creatività del prodotto e traducendola in esperienze creative che creano una connessione spontanea con quanto è già nel DNA del brand Inkiostro Bianco.

INK.RUGS sono tappeti dalla forte personalità e parlano il linguaggio dei sensi e delle emozioni. Riflettono la personalità di un brand vicino alle persone.

Un nuovo mondo ha aperto le sue porte. Una nuova materia. No, in realtà è molto di più: un'esperienza senza precedenti. Un percorso per cui sarà necessario coinvolgere tutti i sensi per collegare con intuito e creatività gli elementi che ricaviamo dal mondo circostante. Plasmiamo la nostra realtà per creare relazioni e connessioni sempre nuove. Una vera e propria esperienza sensoriale che darà al prodotto una personalità originale.

Vuoi salire a bordo?

I tappeti INK.RUGS hanno le caratteristiche di un moderno tappeto volante: non giudicano ma esaudiscono i desideri e sarai tu a decidere le sensazioni che vorrai portare con te dopo questo viaggio.

Il tappeto si trasforma in un universo portatile, che con la sua posizione nello spazio contrassegna zone di comfort e aree ben precise dedicate a momenti di relax, di convivialità o in cui prendersi cura di sé stessi.

Non si tratta di tappeti qualunque, sono un condensato di suoni, forme, colori, profumi e un vortice di sensazioni che risvegliano l'immaginazione. Un universo di sensazioni in continua evoluzione che possiamo decidere di portare con noi a piacimento. Una sorpresa che cambia insieme al prodotto in quanto risultato di esperienze sempre nuove e diverse che il tappeto consente di vivere anche all'interno dello stesso ambiente. Sarà sufficiente ricollocare il tappeto in ambienti differenti, aprire a storie nuove e nuovi spunti per vivere intensamente ogni spazio.

Mix up your senses!

*INK.RUGS is a brand of Inkiostro Bianco that reinterprets the concept of rug by focusing on the creativity of the product and translating it into an experience deeply connected with the DNA of the brand Inkiostro Bianco.*

*INK.RUGS have a strong personality and speak the language of the senses and of emotions. They represent the personality of the brand close to people.*

*A new world has opened its doors. A new material. Actually, it is so much more: an unprecedented experience. A journey in which all senses need to be involved in order to connect with intuition and creativity the elements we draw from the world around us. We shape our reality to create ever new relationships and connections. A true sensory experience that will give the product an original personality.*

*Want to jump on board?*

*The rugs by INK.RUGS have the features of a modern flying carpet: they do not judge but fulfil wishes and you decide what feelings you want to take with you after this journey.*

*The rug is transformed into a portable universe, which, according to its position in space, locates comfort zones and areas dedicated to moments of relaxation, conviviality or where you can take care of yourself.*

*These are not just any rugs, they are a condensation of sounds, shapes, colours, scents and a whirl of sensations that awaken the imagination. An ever-changing universe of sensations that we can take with us where we please. A surprise that changes together with the product as a result of new and different experiences that the rug allows us to live even within the same room. Simply repositioning the rug in different rooms will open up new stories and new ideas to live each space intensely.*

*Mix up your senses!*





# Chapter 1

## rugs and settings

Il tappeto è un universo portatile:  
delimita uno spazio trasportando l'immaginazione  
in un mondo di emozioni in movimento.

*A rug is a portable universe:  
it sets the borders of a space transporting the imagination  
into a world of dynamic emotions.*



# Synaesthesia II

La sinestesia è un'esperienza di percezione simultanea, un processo che consiste nella sovrapposizione spontanea e non razionale di più sensi. Concetti anche molto distanti fra loro vengono accostati tramite associazioni di sfere sensoriali differenti.

Con la seconda collezione portiamo sul tappeto qualcosa che tappeto non è, trasportando occhio e mente in un universo di connessioni personali e immaginifiche. Un viaggio ai limiti dell'onirico in cui la realtà si distorce, si contorce e si mescola mentre le percezioni si espandono.

Dopo una prima collezione fatta di colori accesi e soggetti vivaci, seguiamo l'esperienza sinestetica con una linea più raffinata e a tratti minimalista, che esamina linguaggi sfumati, contrasti percettivi, anche forti, ma sempre mantenendo un equilibrio armonioso di colori e forme.

Intendiamo fare una proposta che richiami il mondo dei tappeti classici rivisitandoli con elementi di materie che non ci si aspetta di trovare su un tappeto, come ad esempio legno, carta, cemento.

L'effetto sorpresa è ciò a cui puntiamo: ingannare l'occhio dell'osservatore a tal punto da spingerlo a chiedersi "Ma è davvero un tappeto?" e forse perfino ad allungare una mano per avere la conferma tattile dell'oggetto che ha davanti.

Un vero gioco di sinestesia.

*Synaesthesia is an experience of simultaneous perception, a process that consists of the spontaneous and non-rational connections of several senses. Even very distant concepts can be linked through associations of different sensory spheres.*

*With the second collection we bring to the rug something different, transporting eye and mind into a universe of personal and imaginative connections. A journey to the limits of the oneiric where reality is distorted and mixed while perceptions expand.*

*After a first collection featuring bright colours and lively subjects, we continue the synaesthetic experience with a more refined and at times minimalist line, which examines nuanced languages, perceptive contrasts, even strong ones, but always maintaining a harmonious balance between colours and shapes. We intend to make a proposal that recalls the world of classic rugs, revisiting them with elements of materials that one would not expect to find on a rug, such as wood, paper, cement.*

*The surprise effect is what we are aiming for: to deceive the eye of the observers to such an extent as to make them think "Is this really a rug?" and perhaps even to reach out a hand to have a tactile confirmation of the object in front of them.*

*A true synaesthesia.*





# decadence

IROAWU2201  
pag. 42



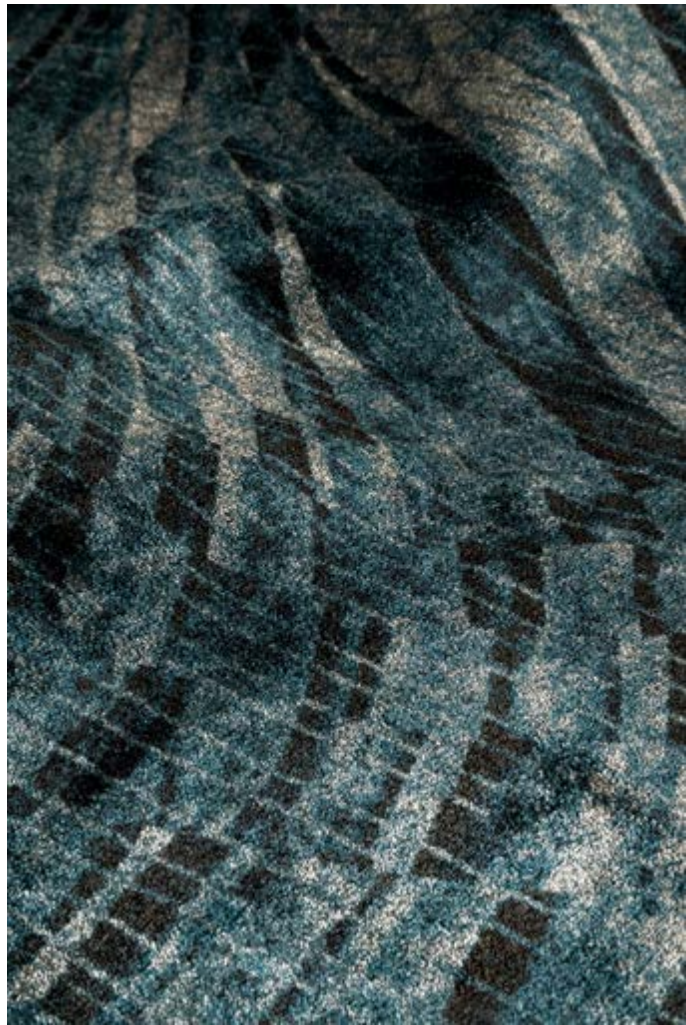


# rainy

IRLEOE2201  
pag. 43







**timewrap**

IRUUNE2201  
pag. 44







# unfold

IROEIC2201  
pag. 45





# woodwaves

IRWSMU2201  
pag.46



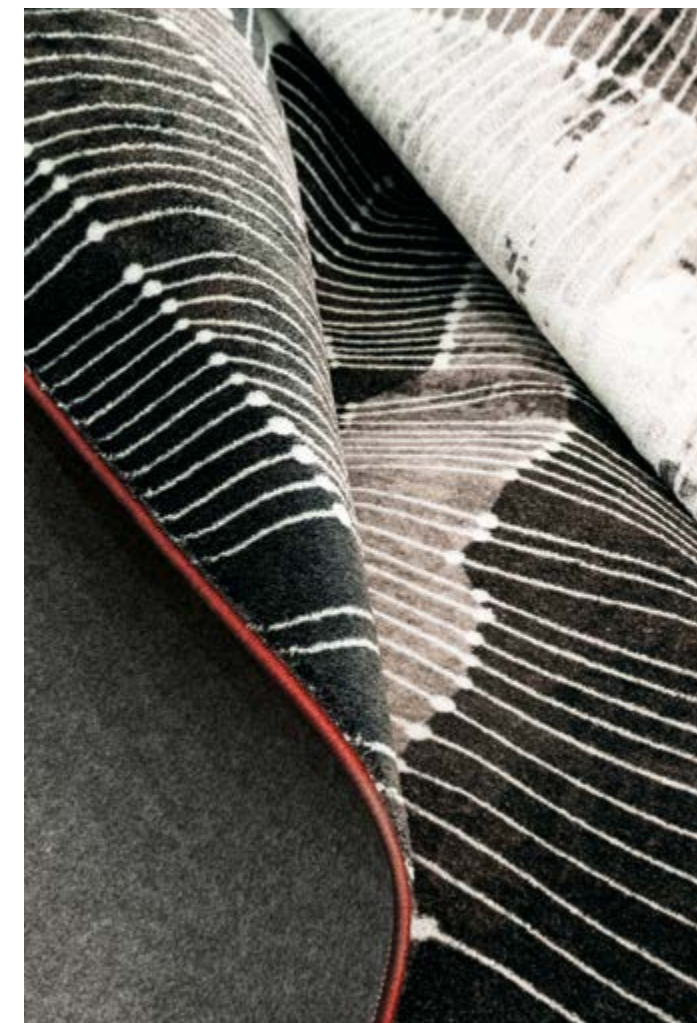




# sinuous

IRMUTO2202

pag. 47





# moquè

IRQQNP2201  
pag. 48





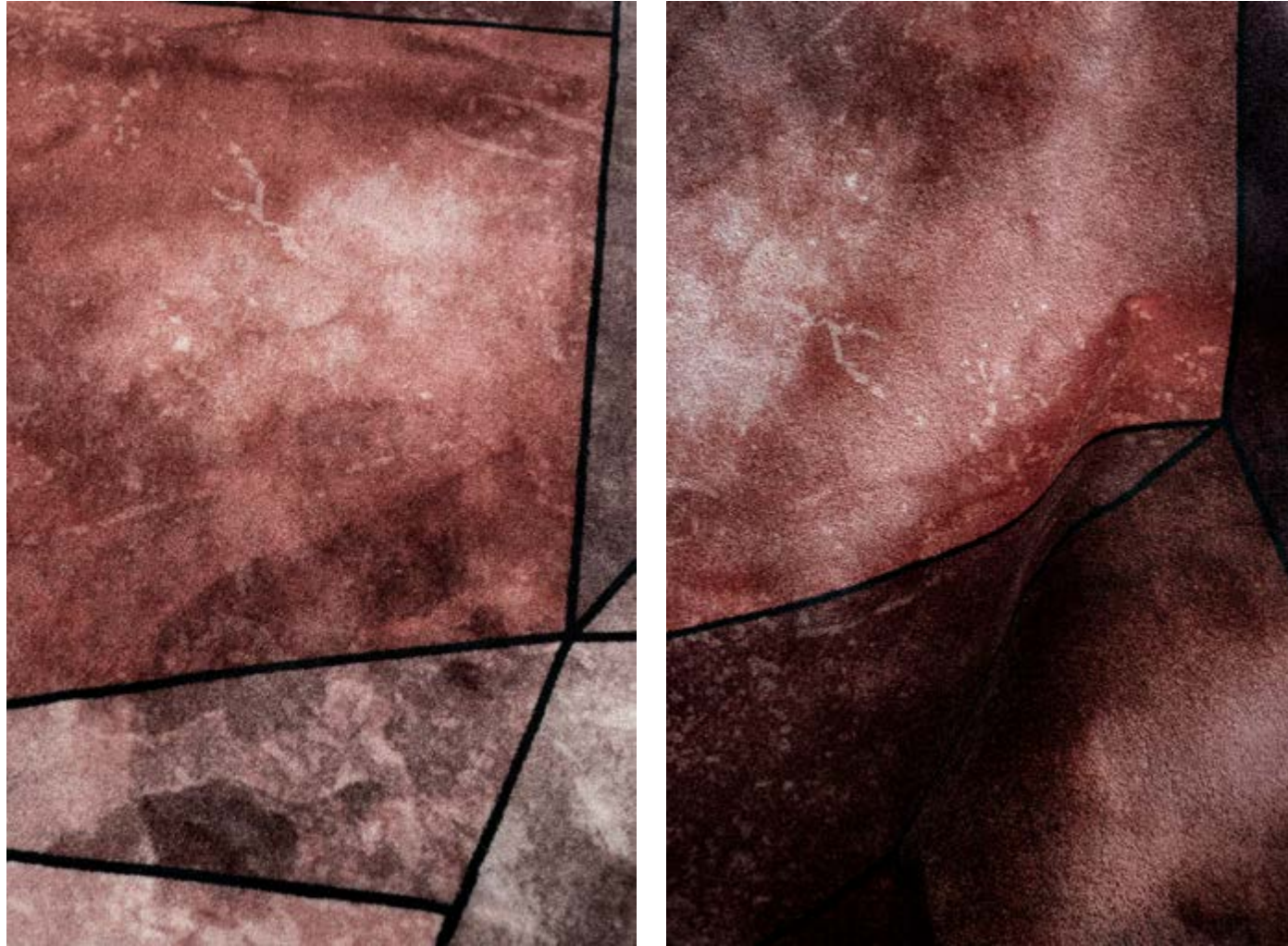


**meric**

**IREUM02201**  
pag. 49







# the first woman on mars

IRFOUS2201  
pag. 50-51







# oblique

IRALNR2201  
pag. 52





# clock

IRODAK2201  
pag. 53







**egg**

**IRSAGS2201**  
pag. 54





# stones

IRRSDS2202  
pag. 55-56







# Synaesthesia I



**SYNAESTHESIA** significa potere **annusare, assaggiare o ascoltare** i colori; potere **vedere** la musica o la **forma di un suono o di un sapore**.

I nostri tappeti propongono **immagini che hanno un suono armonioso** e si pongono l'obiettivo di trasmettere un ricco mondo invisibile che solo attraverso l'interazione con il prodotto, a partire dall'osservazione, potrà essere svelato.

Sarà quindi possibile associare alle immagini sensazioni anche molto distanti fra loro, lasciando che i sensi si impossessino del nostro cuore fino a svelare quelle emozioni profonde che l'esperienza consentirà di fare emergere. In un attimo sarete trasportati in un viaggio verso paesi lontani dove sarà possibile avvertire l'odore pungente dei mercati locali; sarà emozionante partecipare a una eclissi o allo spettacolo di una eruzione vulcanica rimanendo estasiati dalle luci dei suoi colori; toccare con mano la setosità dell'ambra traendone benefici per lo spirito.

La vista di forme geometriche e morbide, petali di fiori e linee decise suoneranno come note melodiose, piene oppure graffiate, acute e appuntite. Sarà possibile scavare nei colori della propria emotività in un viaggio introspettivo alla ricerca di sé.

E allora non ti resta che salire a bordo dei nostri tappeti e volare insieme alla scoperta di quei suoni, di quelle forme, di quei gusti colorati che ti avvolgeranno di sensazioni irrinunciabili.

**SYNAESTHESIA** means being able to **smell, taste or hear** colours; being able to **see music or the shape of a sound or a taste**.

Our rugs feature **images that sounds melodious** and aim to convey a rich invisible world that can only be revealed through the interaction with the product, starting with the observation.

It will then be possible to match the images with sensations that are very different from each other, letting the senses take hold of our hearts to reveal those deep emotions that the experience will allow to emerge.

In a flash, you will be transported on a journey to distant countries where you can smell the stinging smells of the local markets; it will be exciting to take part to an eclipse or the spectacle of a volcanic eruption and be enchanted by the lights of its colours; touching the silkiness of amber and getting benefits for the spirit.

The sight of soft, geometric shapes, flower petals and strong lines will sound like melodious, full or scratched, sharp and pointed notes. It will be possible to delve into the colours of one's emotions in an introspective journey in search of oneself.

So all you have to do is climbing aboard our carpets and fly together with us to discover those sounds, shapes and colourful flavours that will wrap you up with undeniable sensations.



# ambra

WRGB012101

pag. 58







**bamako**

**WRODUA2101**

pag. 58



# equinox

WRIUAQ2101  
pag. 59







# first flight

WRIVIA2101

pag. 59



# handle wit care

WRUWLL2101  
pag. 60







**kalipso**

**WROLMR2101**  
pag. 60



# maska

WRDOSC2101  
pag. 61





# sun keeper

WRGURK21012101  
pag. 61





# plastic forest

WROS012101  
pag. 62







**udon**

**WRVVOD2101**  
pag. 62



**indecipherable**

**IRRSDS2202**  
pag. 63







**eclissi**

**WREEAD2101**  
pag. 63



# green graphite

IRRSDS2202  
pag. 64







**magma**

**WRMAMG2101**  
pag. 64



**pond**

WRTARA2101  
pag. 65







# sunset

WRLSU02101  
pag. 65



# seeds of life

IRRSDS2202  
pag. 66







# the prey

WRUYUA2101

pag. 66



# zaffiro

WROUUA2101  
pag. 67







# strati di memoria

WRUIAE2101

pag. 67





# Chapter 2

shapes  
and  
colours







# decadence

IROAWU2201

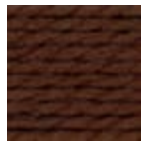


bordature  
edging



31 Cranberry

ribbon



1312 Donkerbruin

overlook

IROAWU2202



bordature  
edging



110 Antra

ribbon



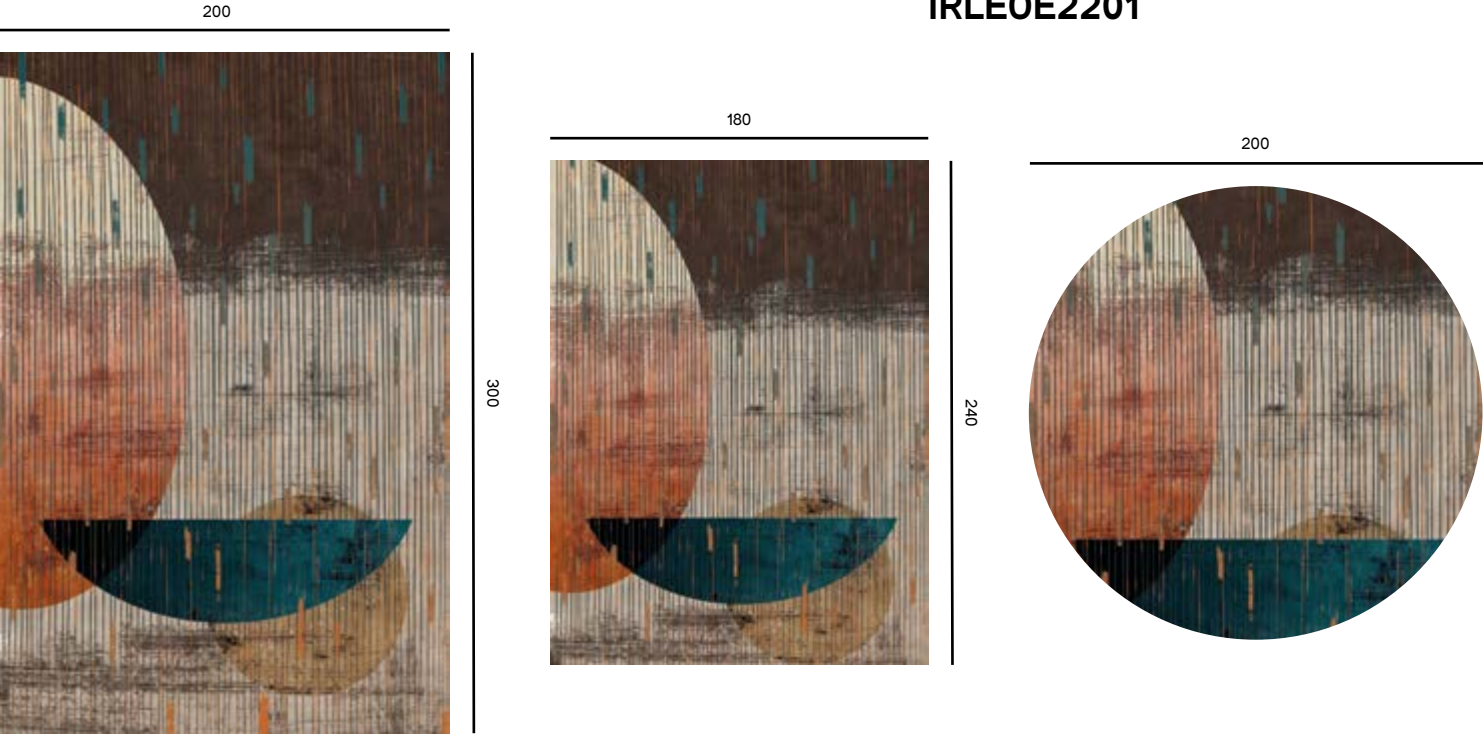
1445 Grau

overlook



# rainy

IRLEOE2201



bordature  
edging



302 Sisal



1446 Hellgrau

ribbon

overlook

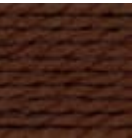
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bordature  
edging



47 Nut brown



1312 Donkerbruin

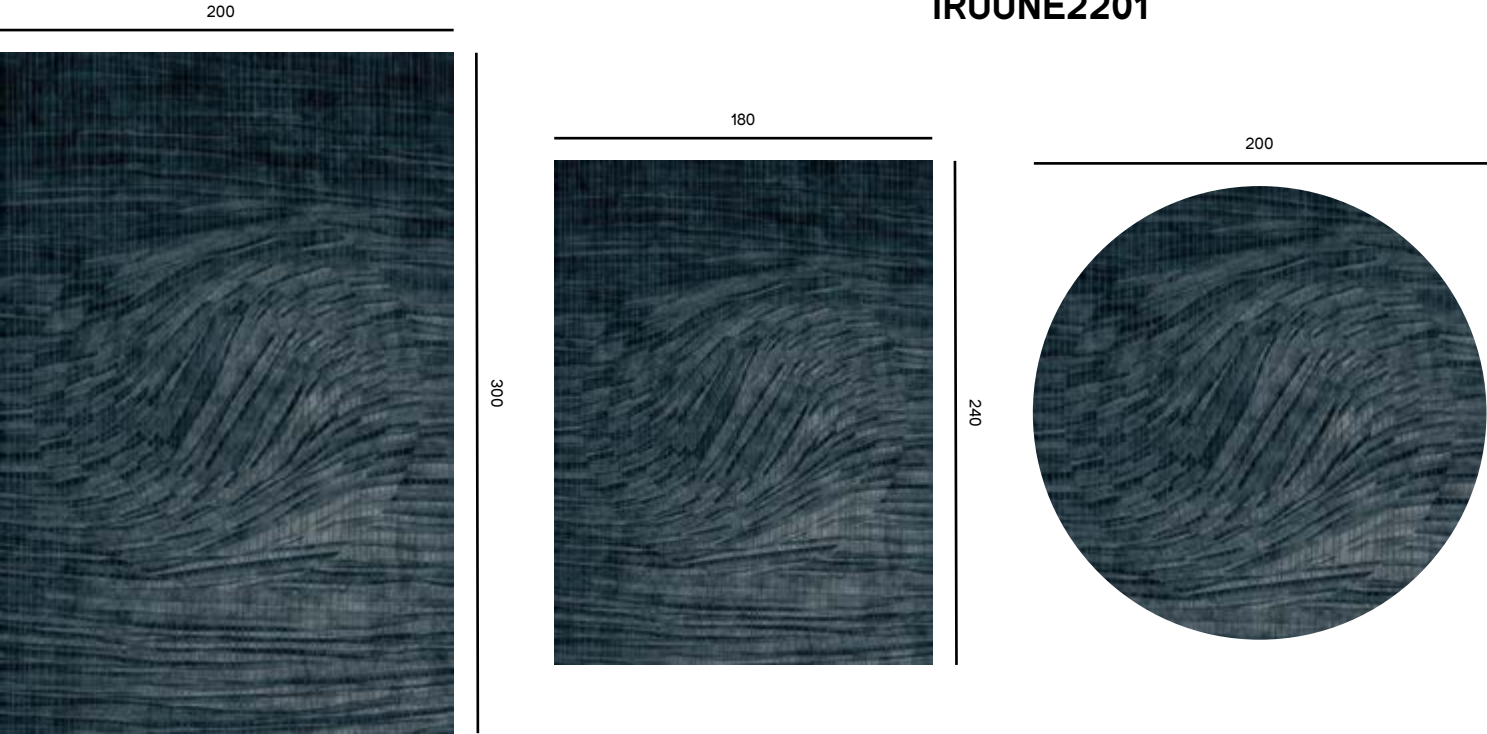
ribbon

overlook



# timewrap

## IRUUNE2201



**bordature  
edging**



110 Antra

**ribbon**



1330 Donkerblauw

**overlook**

## IRUUNE22012

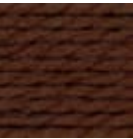


**bordature  
edging**



31 Cranberry

**ribbon**



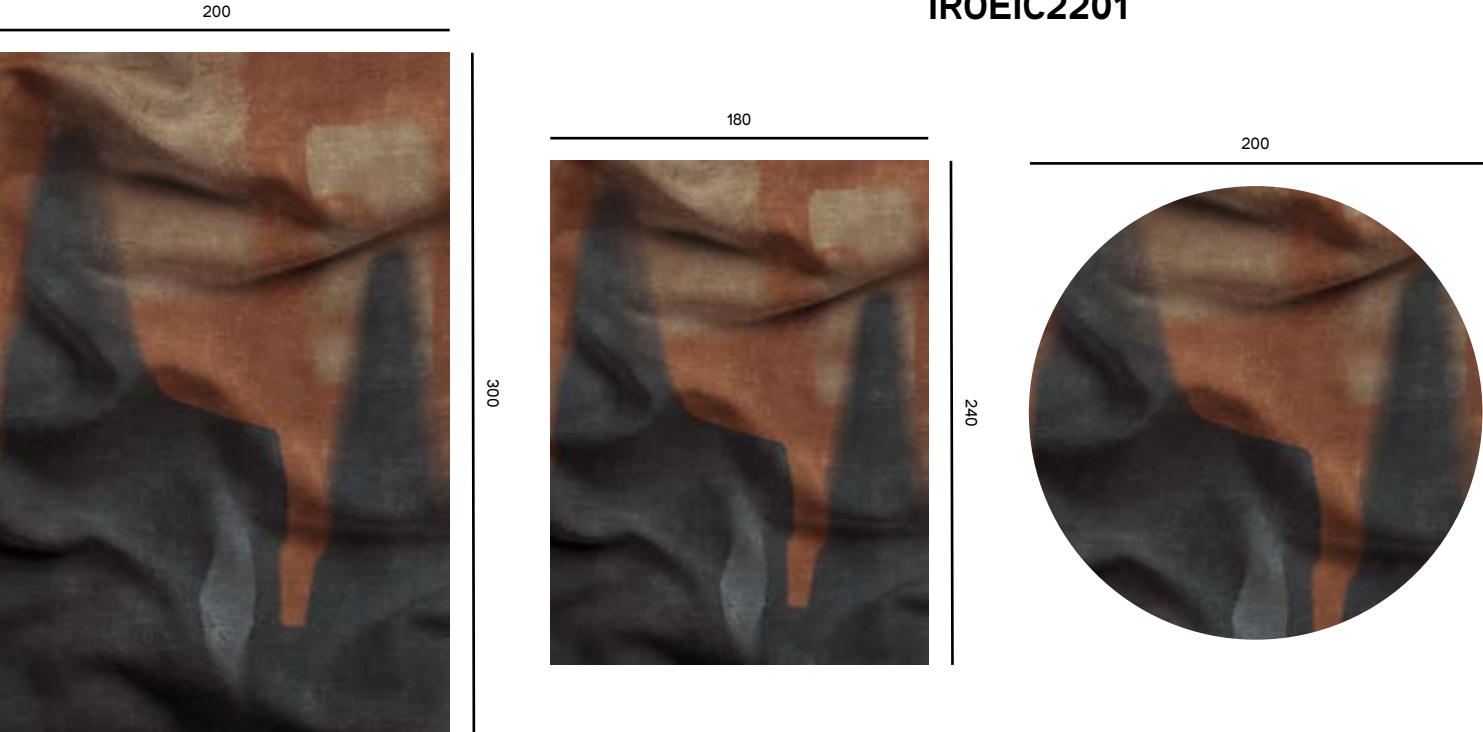
1312 Donkerbruin

**overlook**



# unfold

IROEIC2201

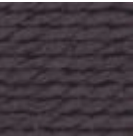


**bordature  
edging**



110 Antra

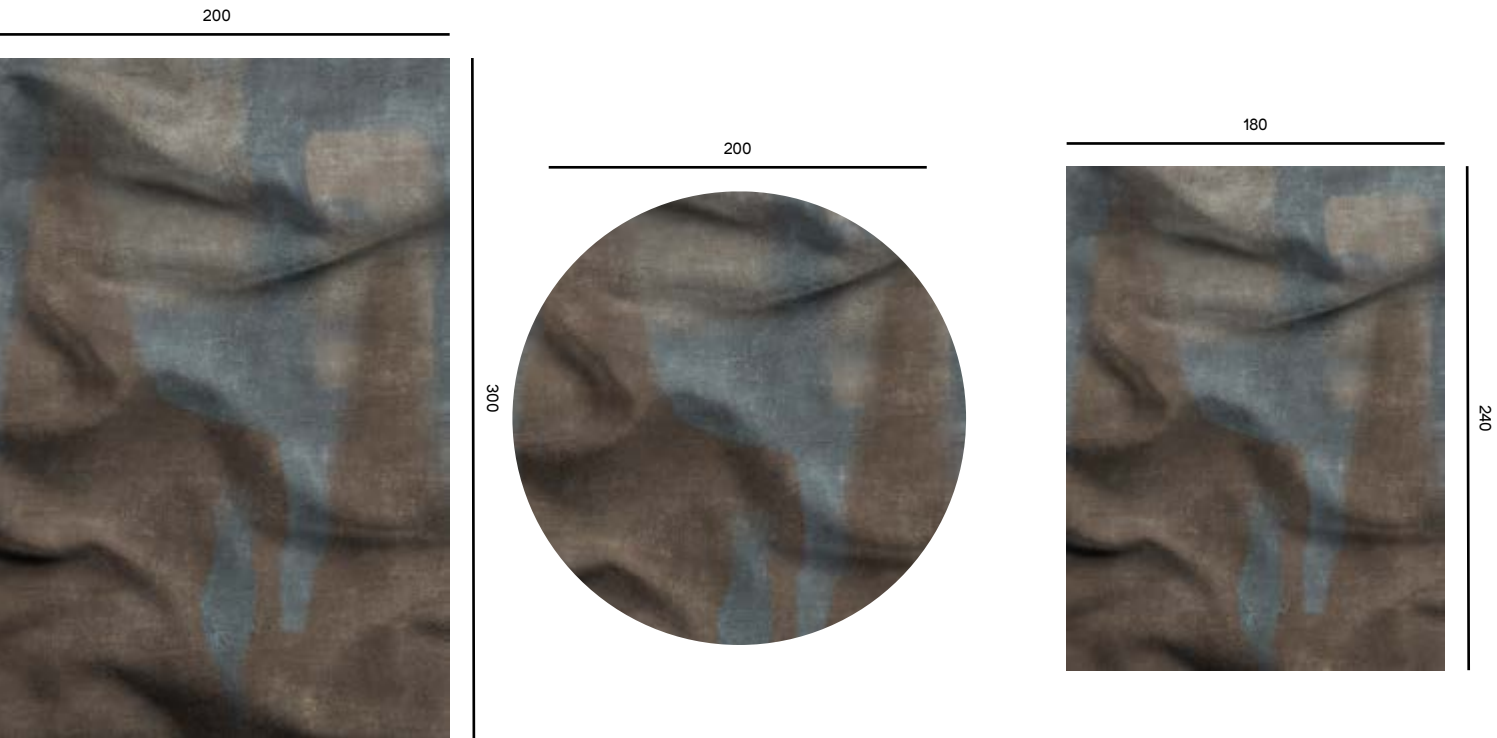
**ribbon**



2012 Antra

**overlook**

IROEIC2202

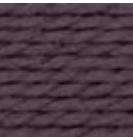


**bordature  
edging**



47 Nut brown

**ribbon**



1445 Grau

**overlook**



# woodwaves

IRWSMU2201

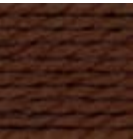


bordature  
edging



110 Antra

ribbon



1312 Donkerbruin

overlook

IRWSMU2202



bordature  
edging



138 Dark grey

ribbon



1330 Donkerblauw

overlook



# sinuous

IRMUTO2201



**bordature  
edging**



110 Antra

**ribbon**



1330 Donkerblauw

**overlook**

IRMUTO2202

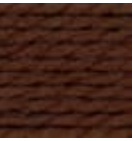


**bordature  
edging**



110 Antra

**ribbon**



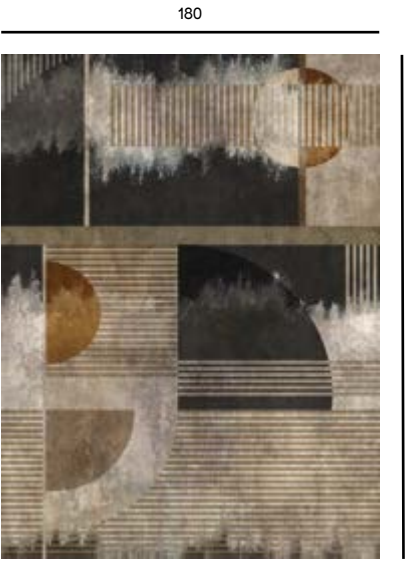
1312 Donkerbruin

**overlook**



moque'

IRQQNP2201



bordature  
edging



11 Black

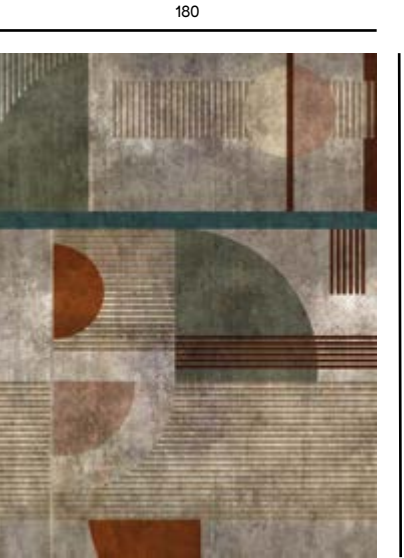
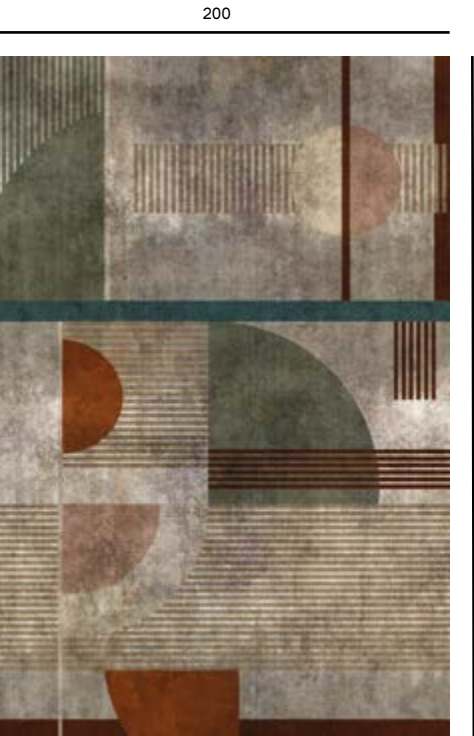
ribbon



1551 Gold

overlook

IRQQNP2202

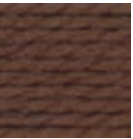


bordature  
edging



47 Nut brown

ribbon



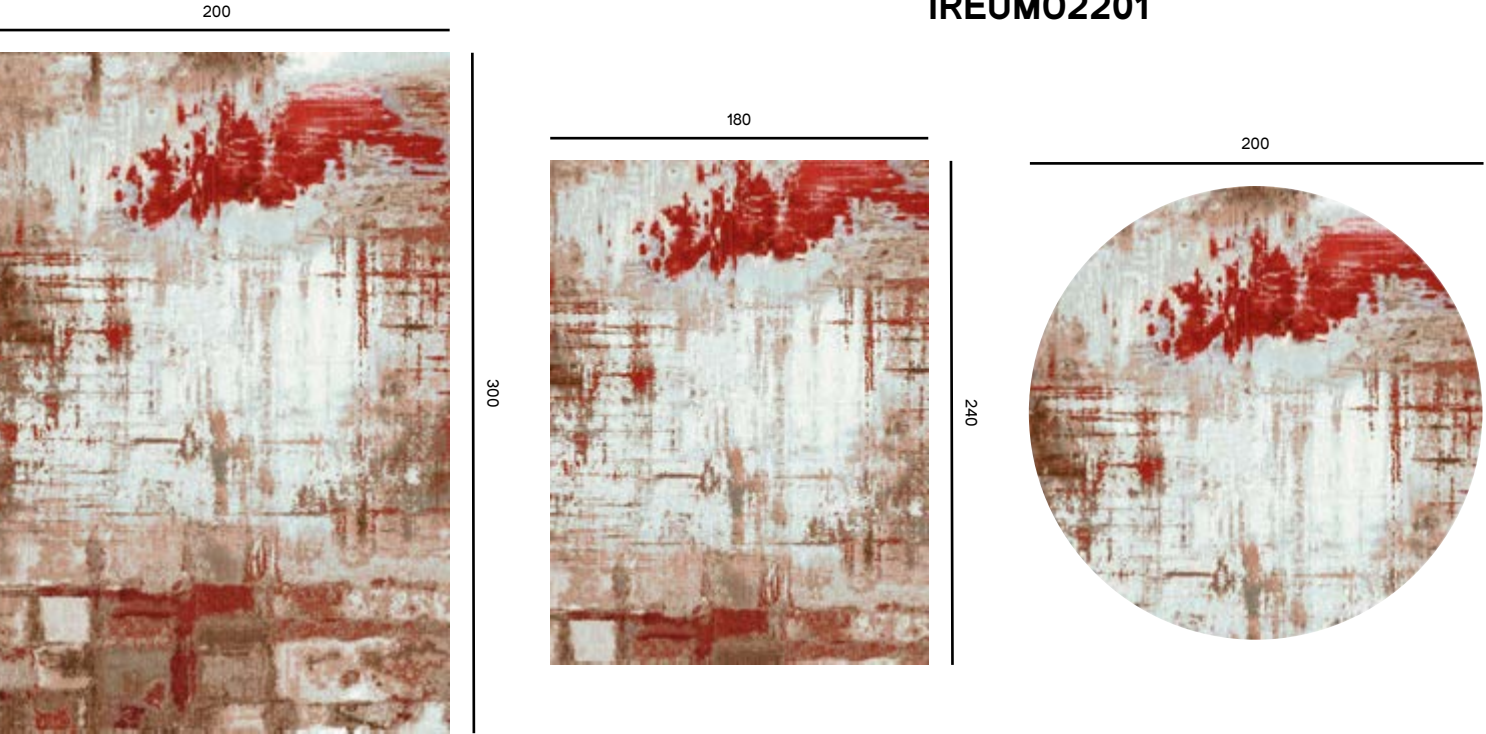
1312 Donkerbruin

overlook



# meric

## IREUM02201



**bordature  
edging**



**302 Sisal**

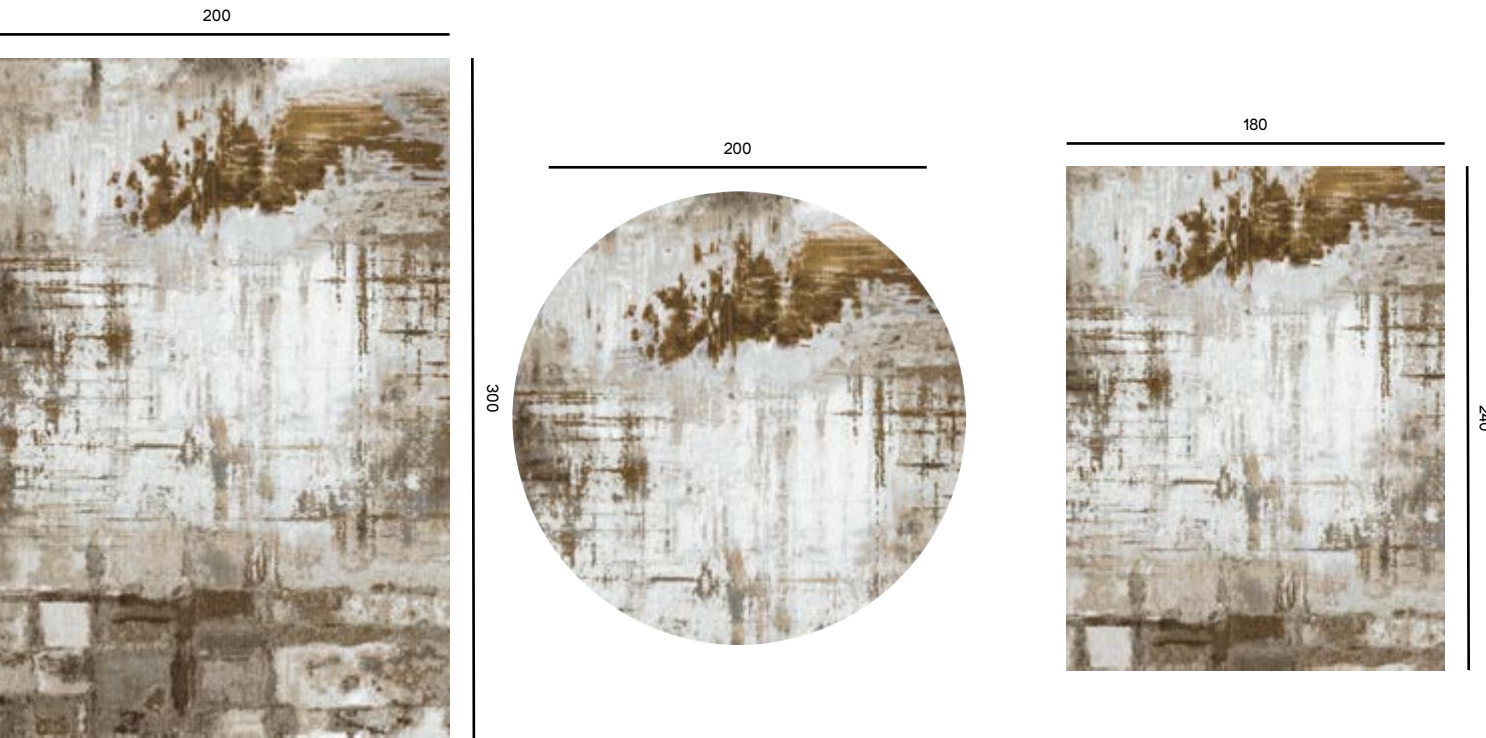
**ribbon**



**1445 Grau**

**overlook**

## IREUM02202



**bordature  
edging**



**47 Nut brown**

**ribbon**



**1445 Grau**

**overlook**



# the first woman on mars

IRFOUS2201



bordature  
edging



11 Black

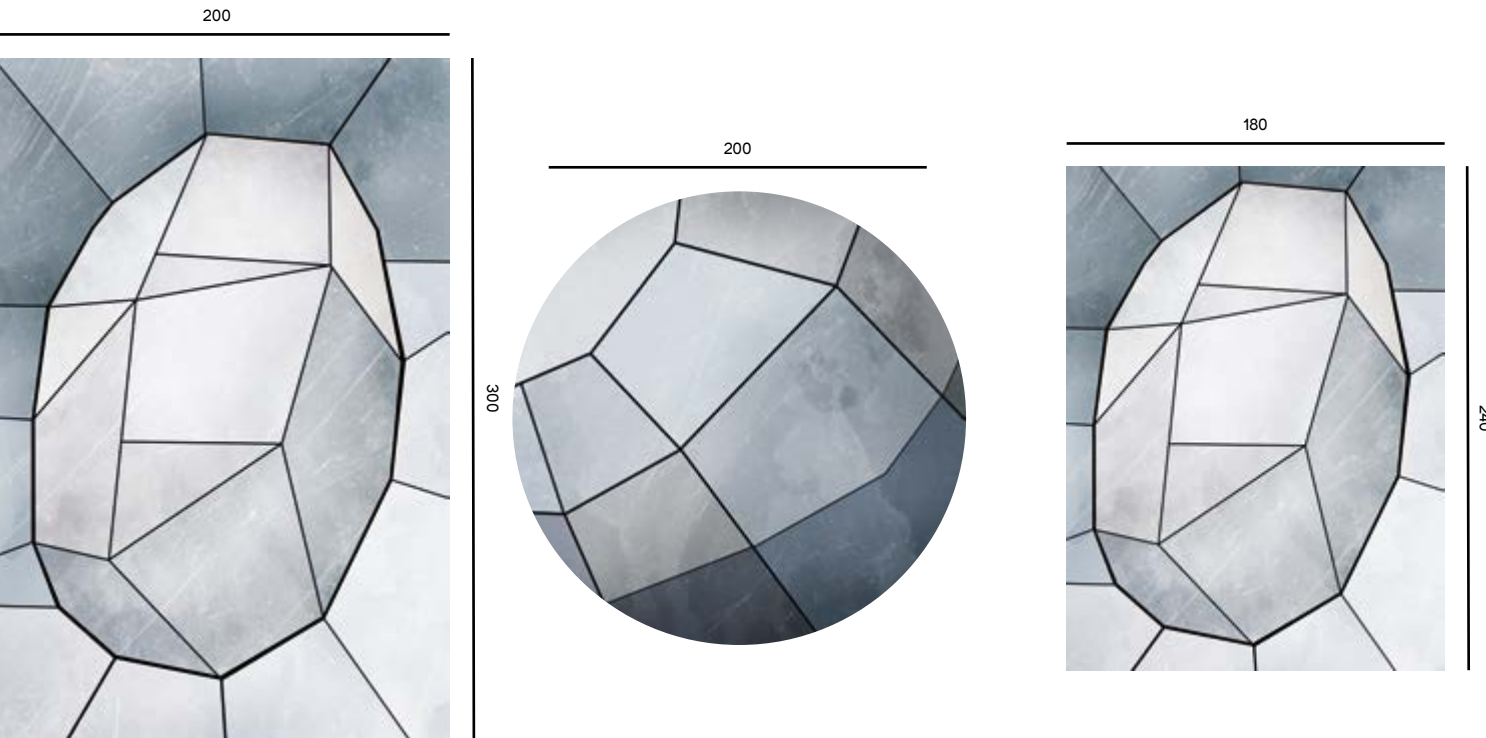
ribbon



1447 Zwart

overlook

IRFOUS22012



bordature  
edging



11 Black

ribbon



1447 Zwart

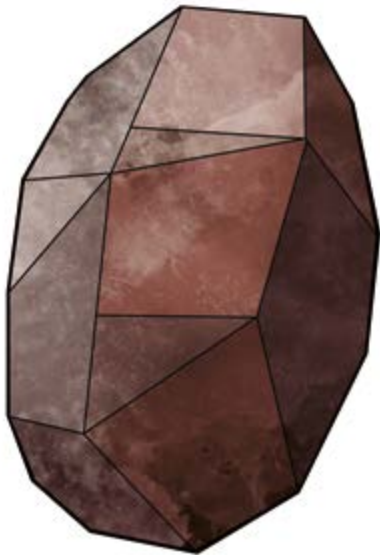
overlook





**IRFOUS2201**

formato sagomato  
*shaped size*

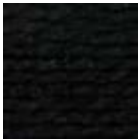


**bordature**  
edging



11 Black

**ribbon**



1447 Zwart

**overlook**

-----  
**IRFOUS22012**

formato sagomato  
*shaped size*



**bordature**  
edging



11 Black

**ribbon**



1447 Zwart

**overlook**



# oblique

IRALNR2201

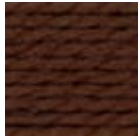


bordature  
edging



47 Nut brown

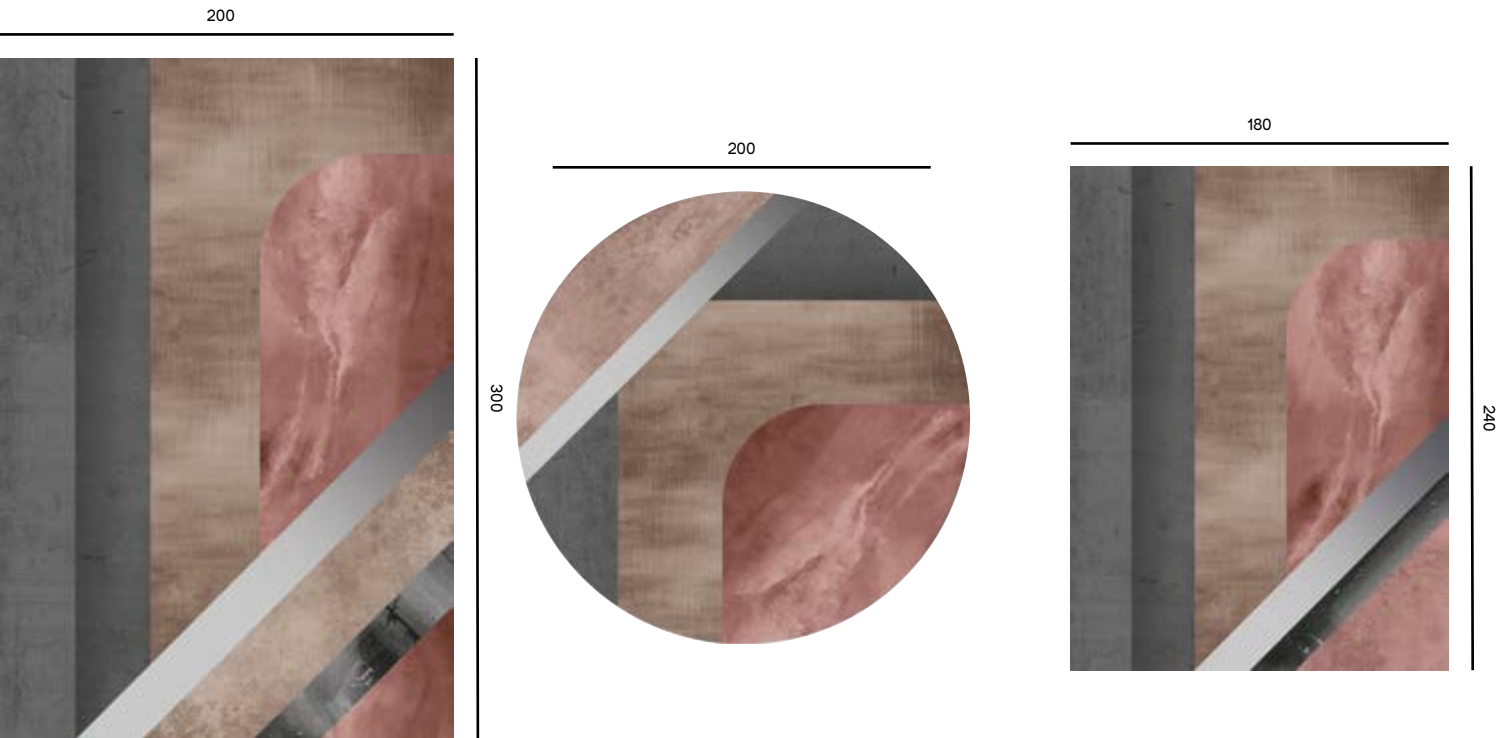
ribbon



1312 Donkerbruin

overlook

IRALNR2202

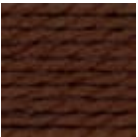


bordature  
edging



47 Nut brown

ribbon



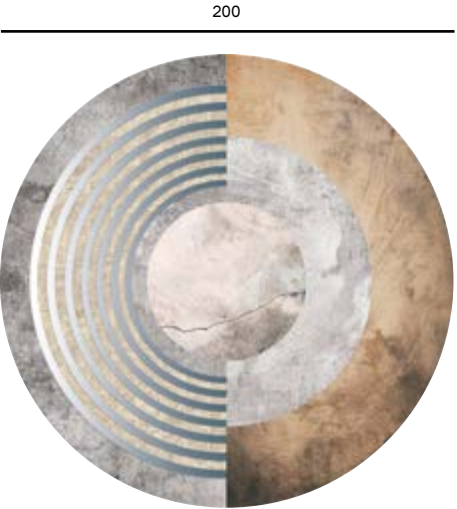
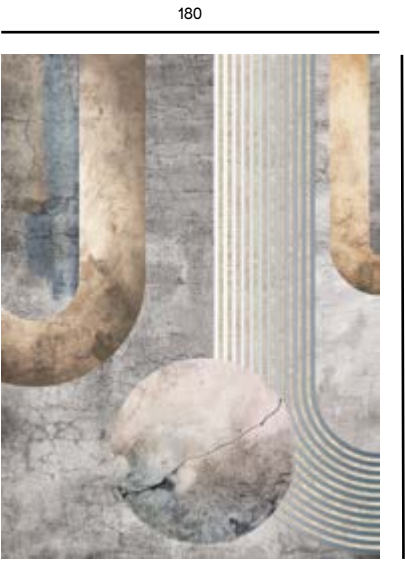
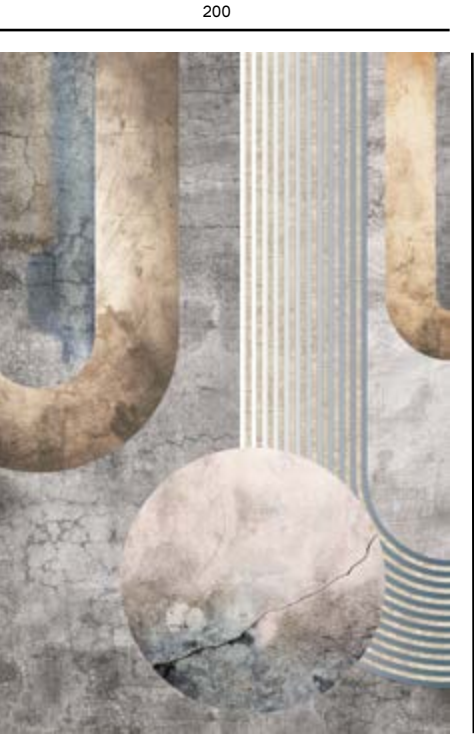
1312 Donkerbruin

overlook



# clock

IRODAK2201



bordature  
edging



110 Antra

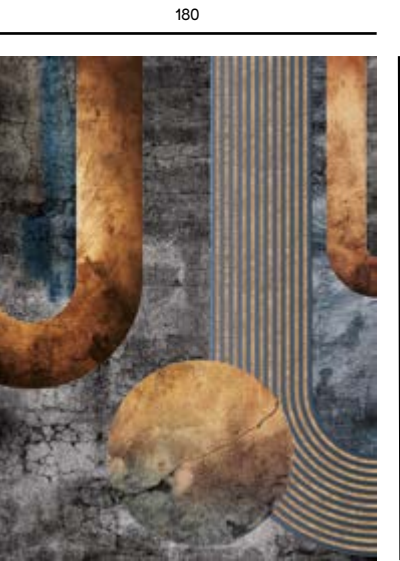
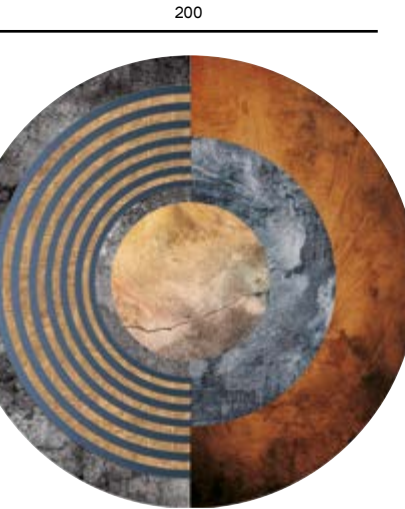


1447 Zwart

ribbon

overlook

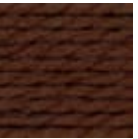
IRODAK2202



bordature  
edging



11 Black



1312 Donkerbruin

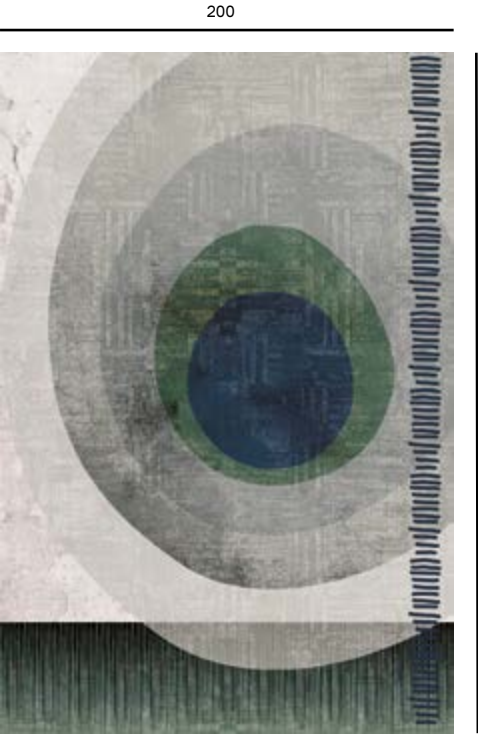
ribbon

overlook

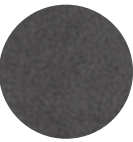


egg

IRSAGS2201



bordature  
edging



138 Dark grey

ribbon



235 Grau

overlook

IRSAGS2202

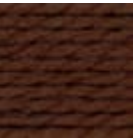


bordature  
edging



110 Antra

ribbon



1312 Donkerbruin

overlook

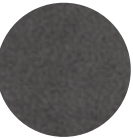


# stones

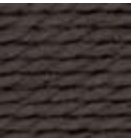
IRRSDS2201



bordature  
edging



138 Dark grey

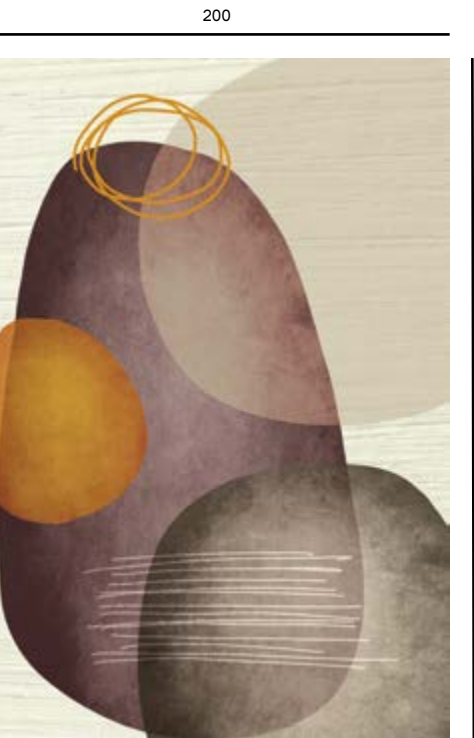


235 Grau

ribbon

overlook

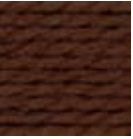
IRRSDS2202



bordature  
edging



47 Nut brown



1312 Donkerbruin

ribbon

overlook



IRRSDS2201

formato sagomato  
*shaped size*



**bordature  
edging**



138 Dark grey

**ribbon**



235 Grau

**overlook**

IRRSDS2202

formato sagomato  
*shaped size*



**bordature  
edging**



47 Nut brown

**ribbon**



1312 Donkerbruin

**overlook**







# ambra

WRGBOI2101

200



300

180



240

200



bordature  
edging



302 Sisal



1446 Hellgrau

ribbon

overlook

# bamako

WRODUA2101

200



300

200



180



240

bordature  
edging



302 Sisal



1446 Hellgrau

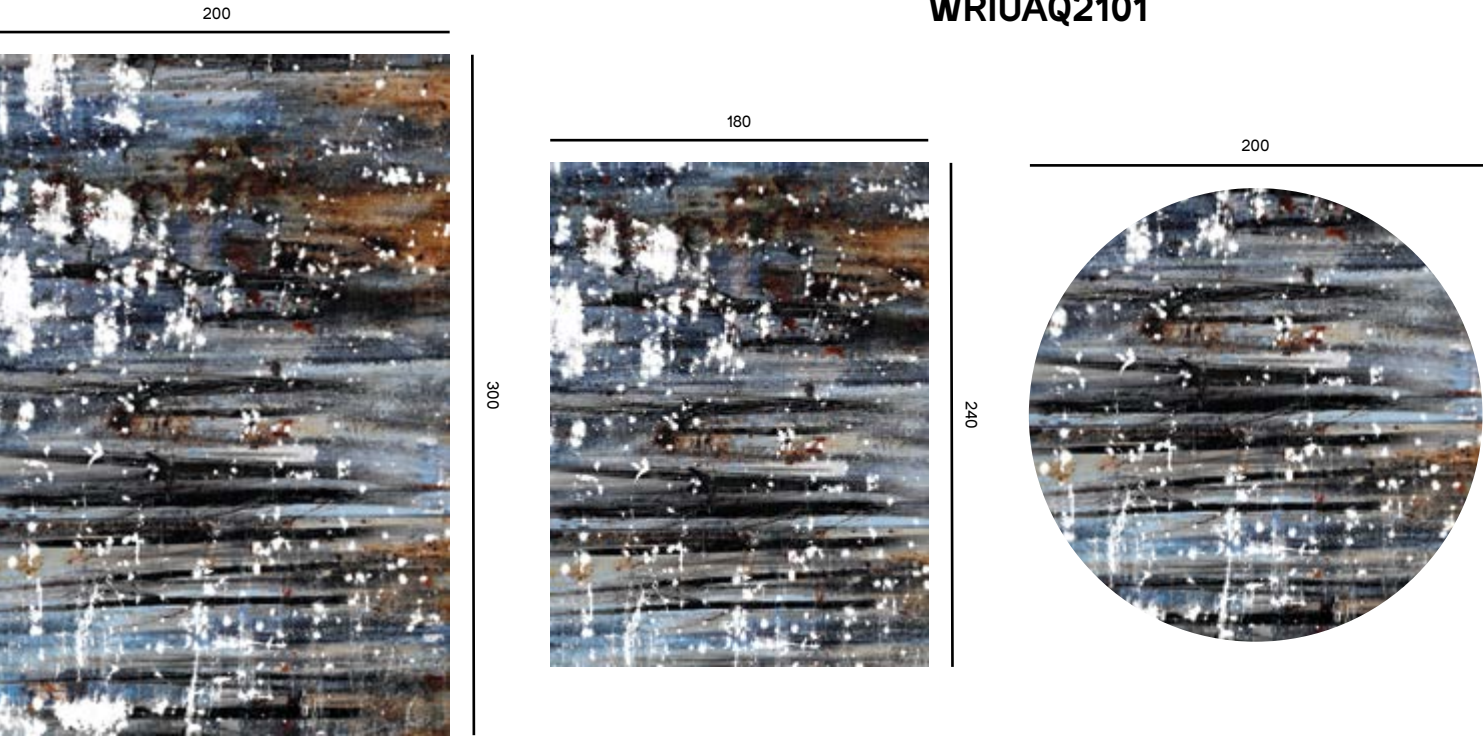
ribbon

overlook



# equinox

WRIUAQ2101



bordature  
edging



138 Dark grey

ribbon

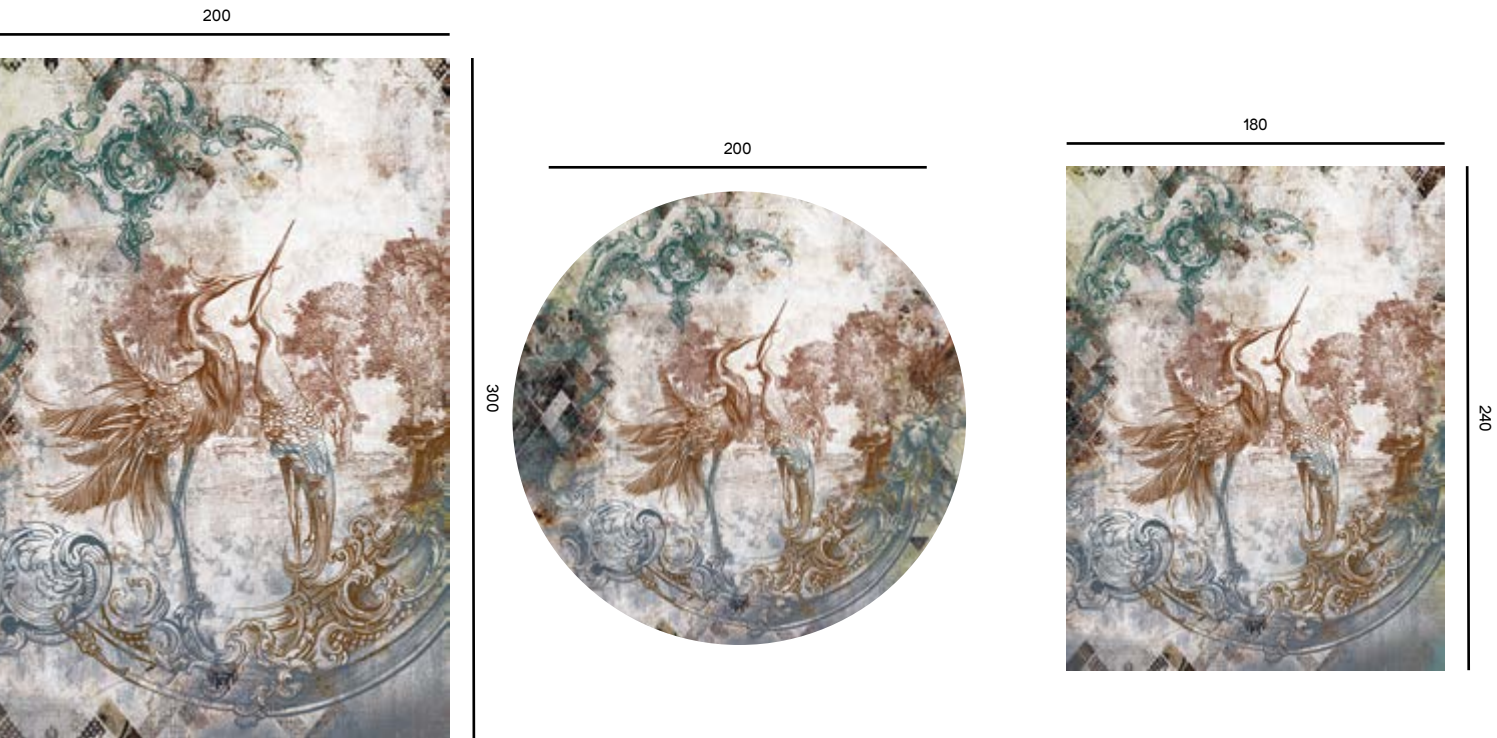


1445 Grau

overlook

# first flight

WRIVIA2101



bordature  
edging



138 Dark grey

ribbon



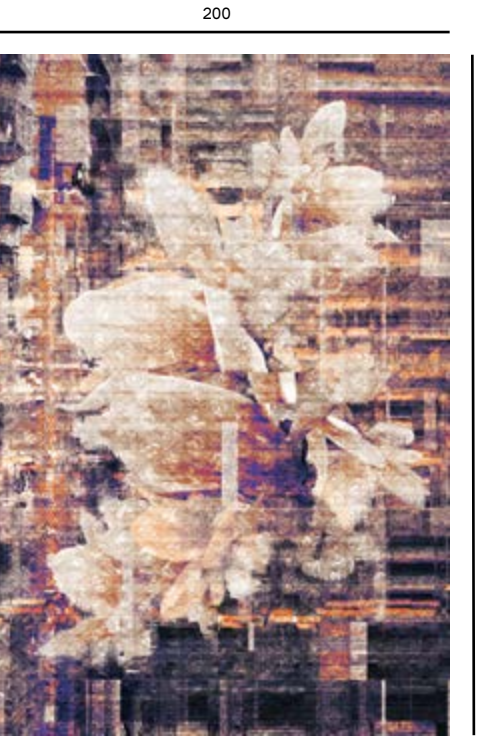
235 Grau

overlook



# handle with care

WRUWLL2101



bordature  
edging



302 Sisal

ribbon



1446 Hellgrau

overlook

# kalipso

WROLMR2101



bordature  
edging



302 Sisal

ribbon



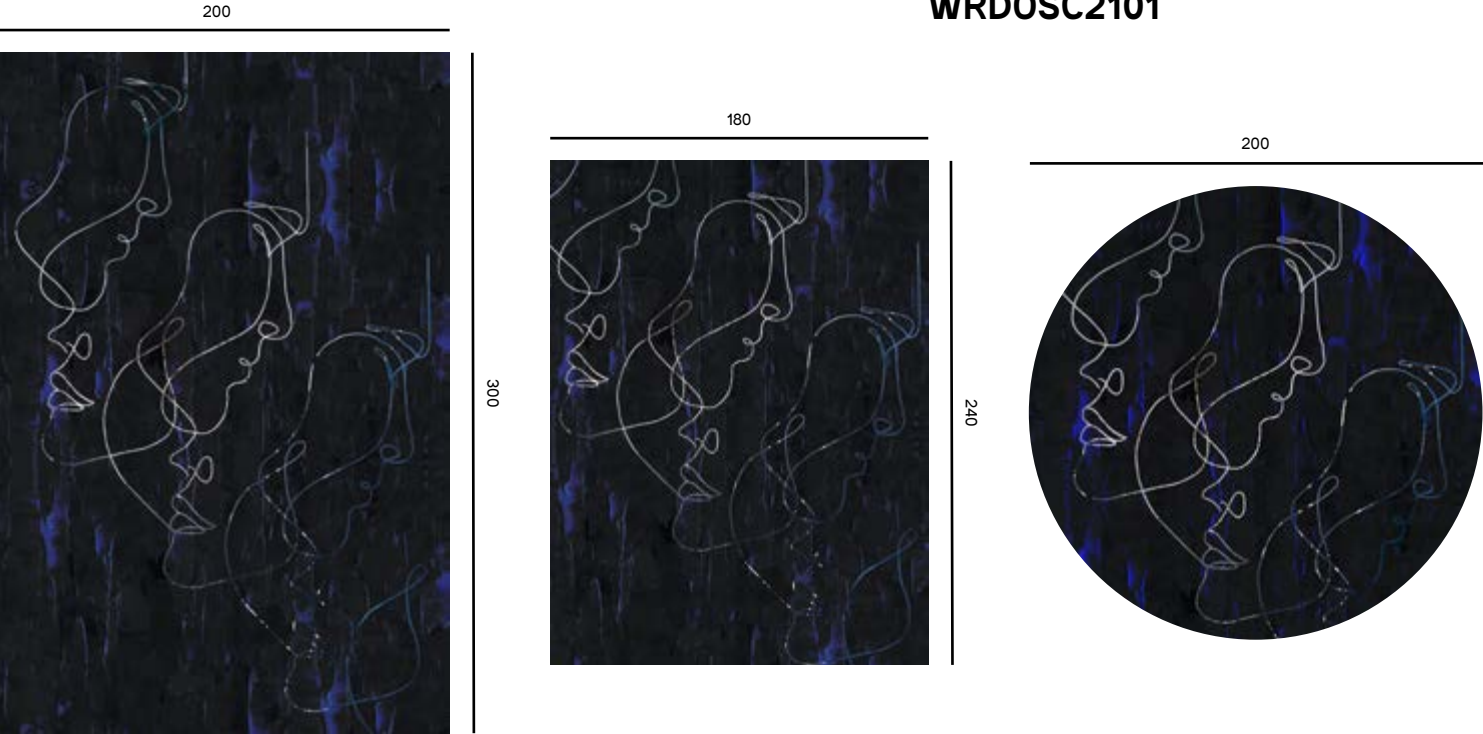
1446 Hellgrau

overlook



# maska

WRDOSC2101



bordature  
edging



138 Dark grey

ribbon

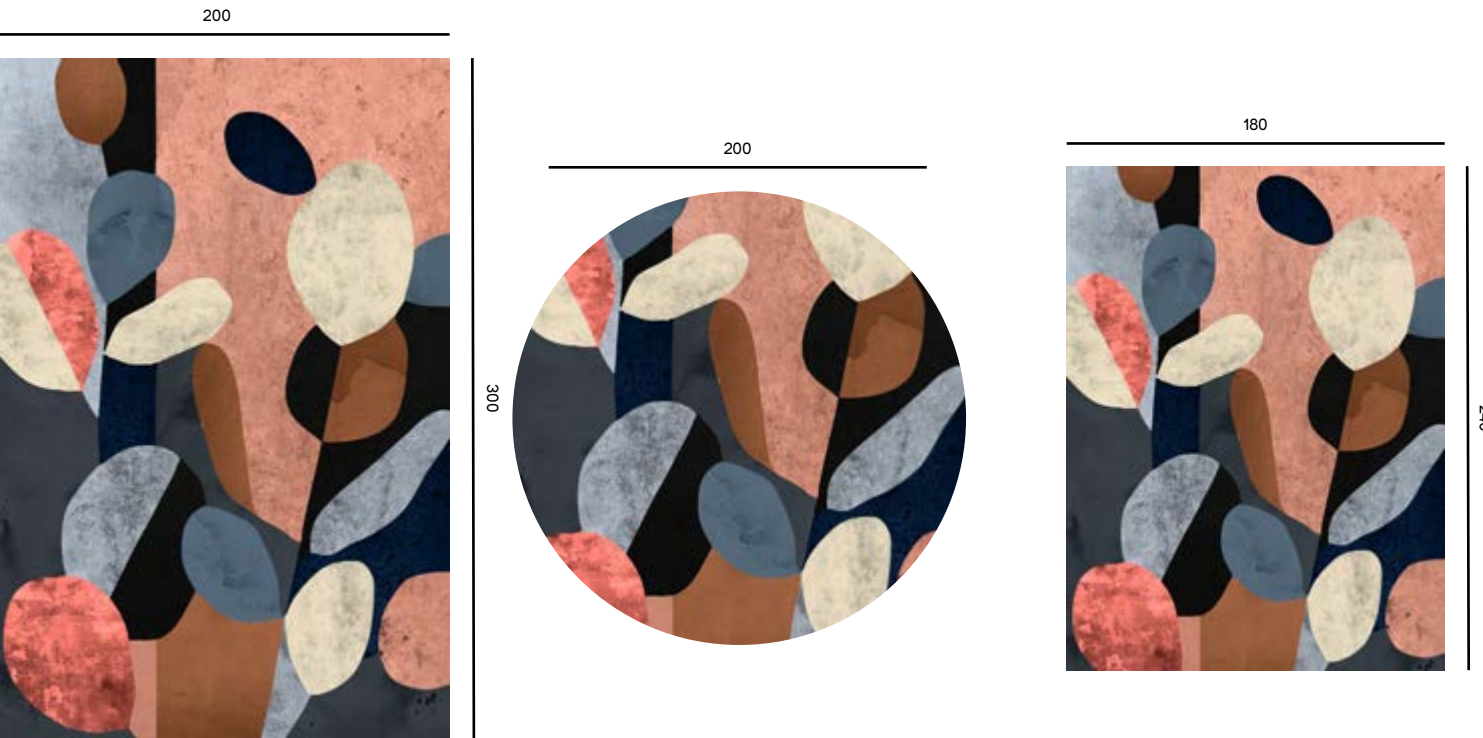


1447 Zwart

overlook

# sun keeper

WRGURK2101



bordature  
edging



11 Black

ribbon



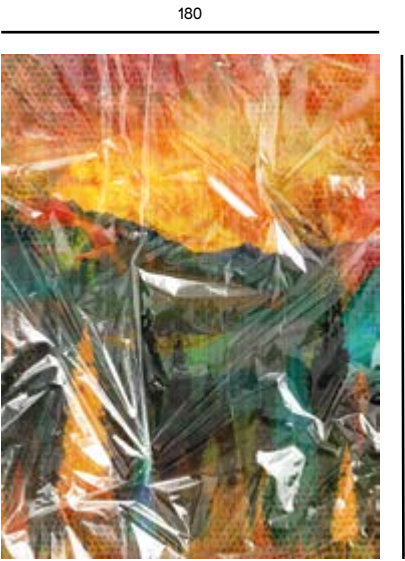
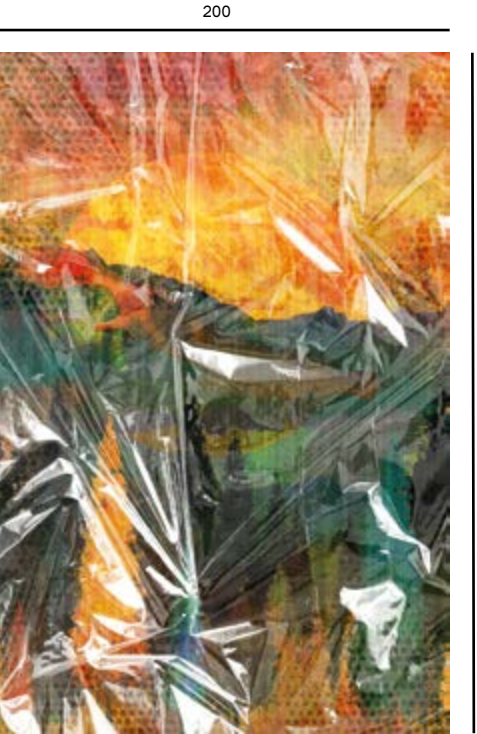
1447 Zwart

overlook



# plastic forest

WROS0I2101

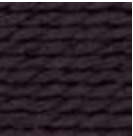


bordature  
edging



47 Nut brown

ribbon

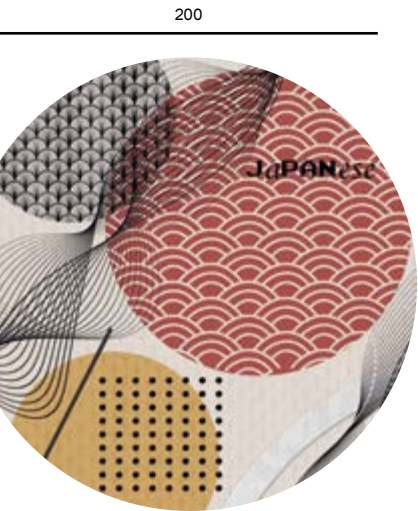


2012 Antra

overlook

# udon

WRVVOD2101

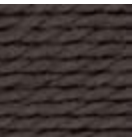


bordature  
edging



138 Dark grey

ribbon



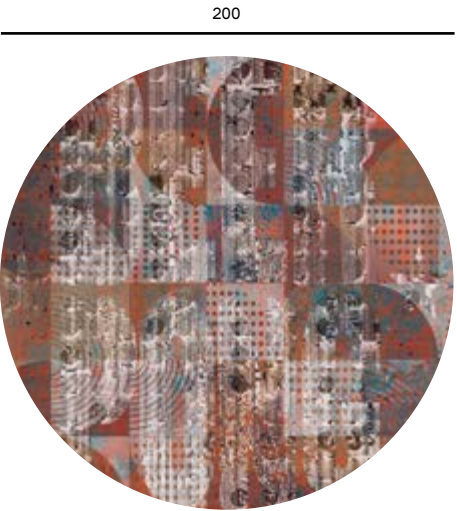
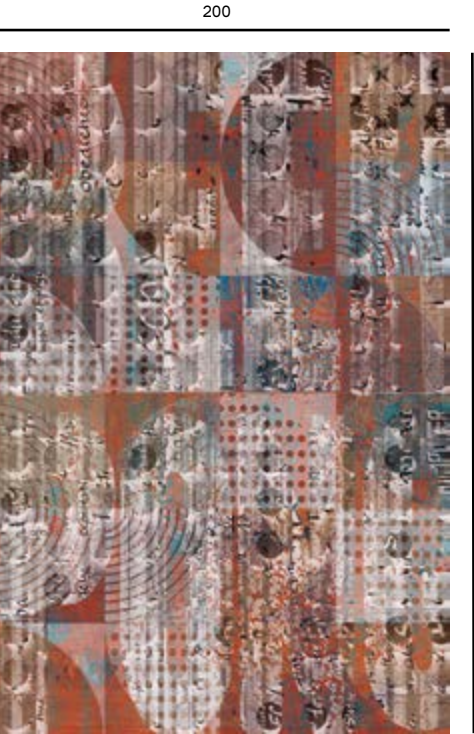
235 Grau

overlook



# indecipherable

WRLUNN2101



bordature  
edging



302 Sisal



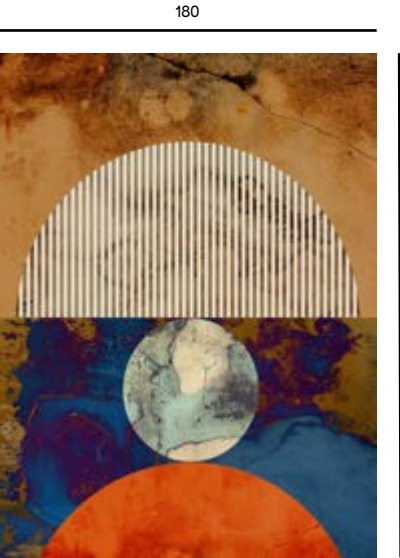
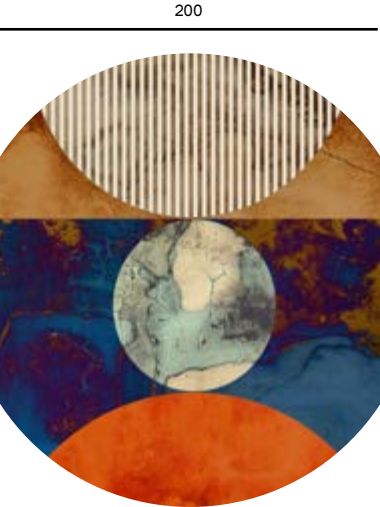
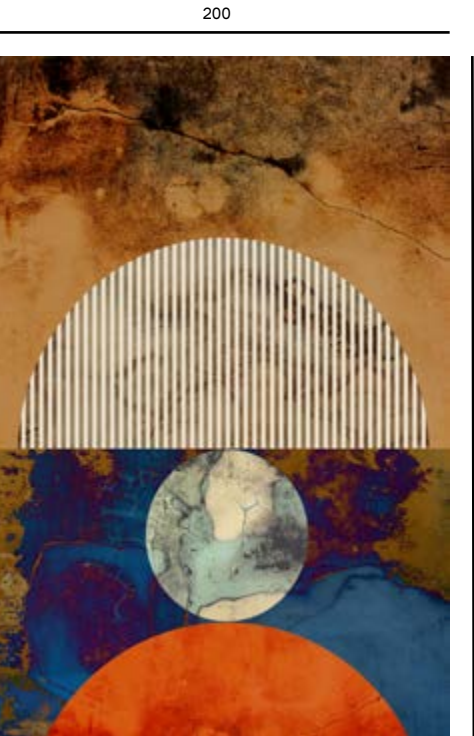
1446 Hellgrau

ribbon

overlook

# eclissi

WREEAD2101



bordature  
edging



302 Sisal



1446 Hellgrau

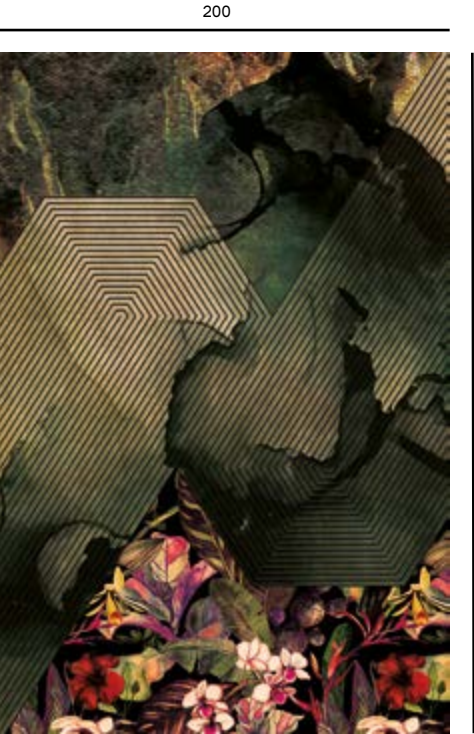
ribbon

overlook



# green graphite

WRUGPA2101



bordature  
edging



31 Cranberry

ribbon

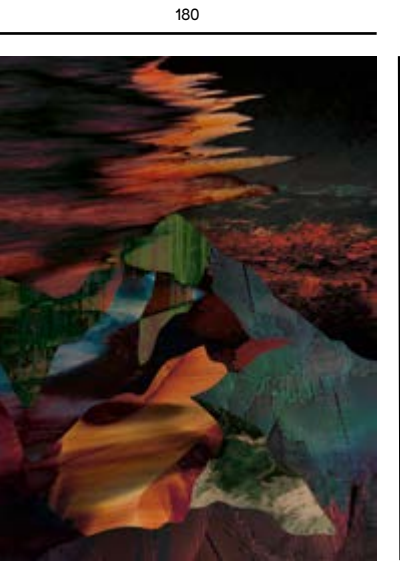


1447 Zwart

overlook

# magma

WRMAMG2101



bordature  
edging



302 Sisal

ribbon



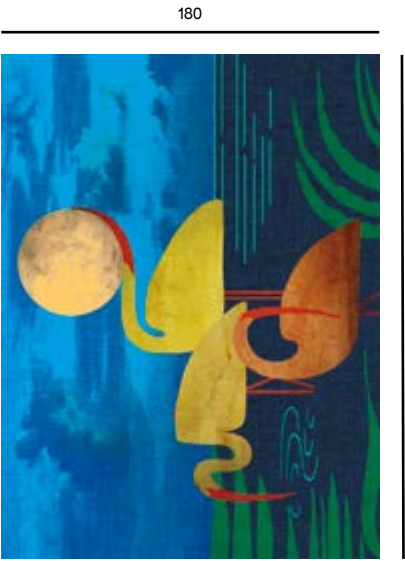
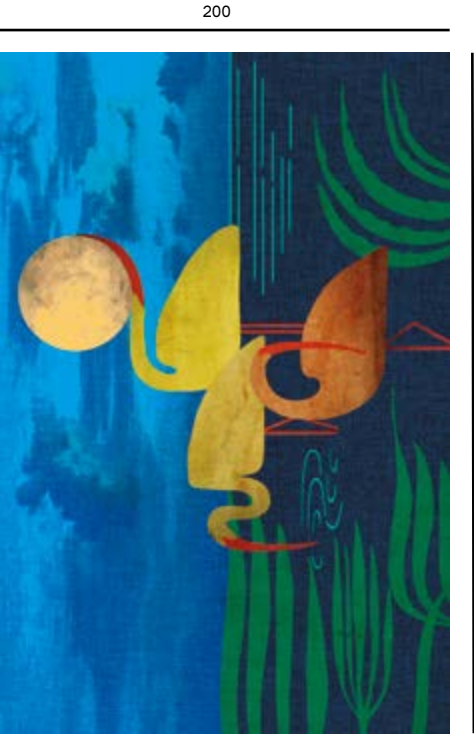
1446 Hellgrau

overlook



# pond

WRTARA2101



bordature  
edging



302 Sisal

ribbon

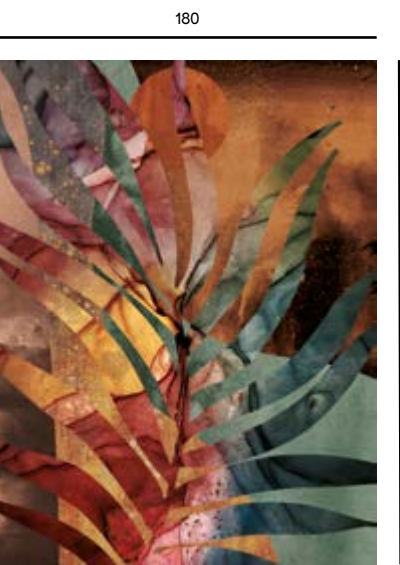
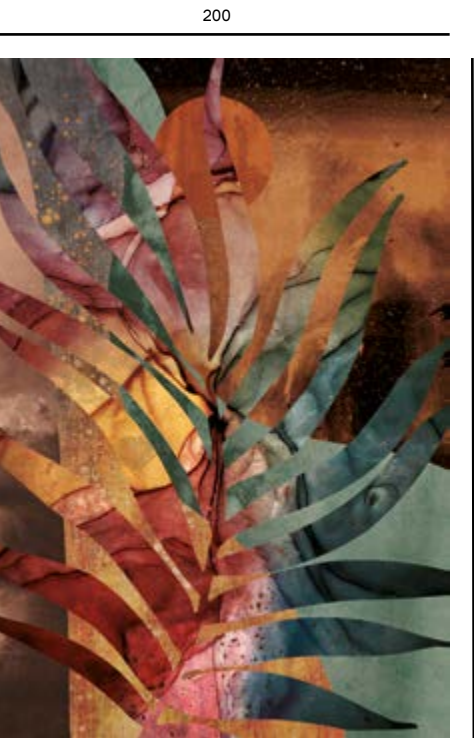


1446 Hellgrau

overlook

# sunset

WRLSU02101



bordature  
edging



302 Sisal

ribbon



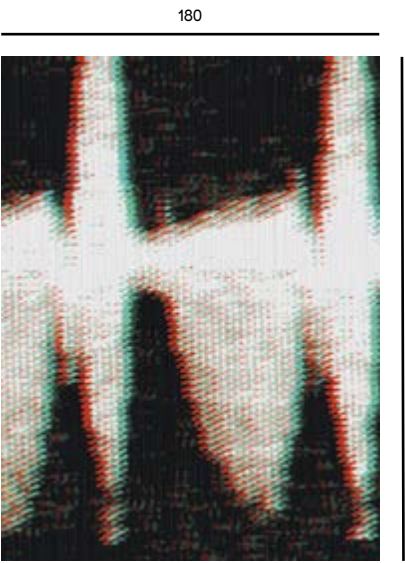
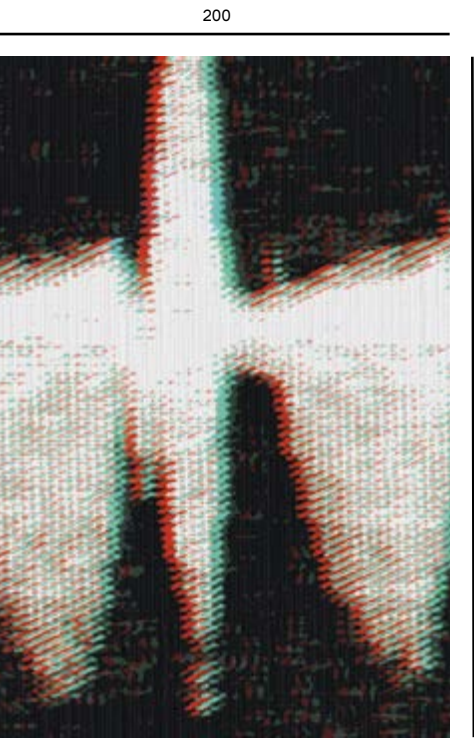
1446 Hellgrau

overlook



# seeds of life

WRILRU2101



bordature  
edging



31 Cranberry

ribbon

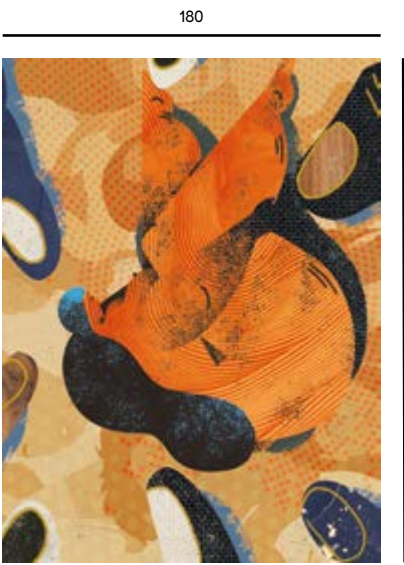
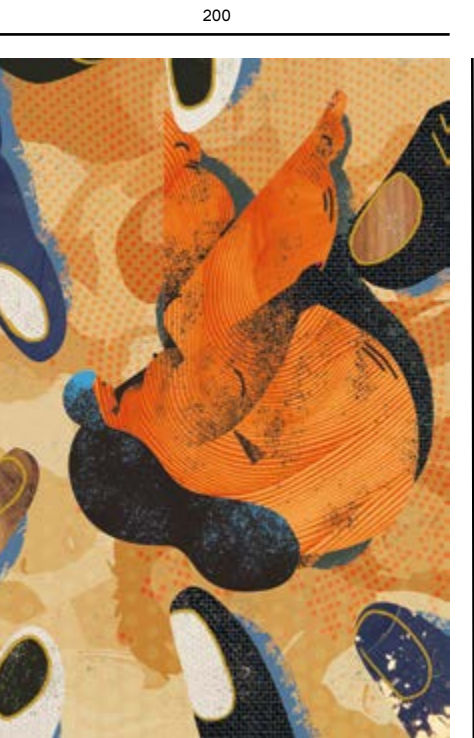


1447 Zwart

overlook

# the prey

WRUYUA21

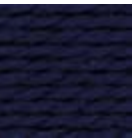


bordature  
edging



302 Sisal

ribbon



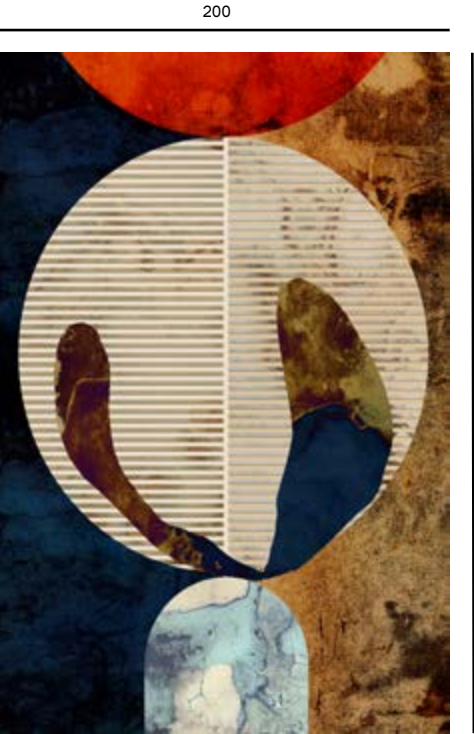
1330 Donkerblauw

overlook



# zaffiro

WROUUA2101



bordature  
edging



302 Sisal



1446 Hellgrau

ribbon

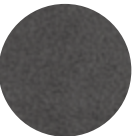
overlook

# strati di memoria

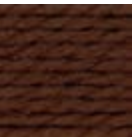
WRUIAE2101



bordature  
edging



138 Dark grey



1312 Donkerbruin

ribbon

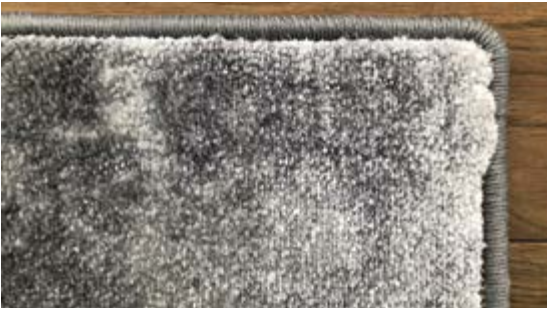
overlook



GAMMA  
Range

SOFT TOUCH

Soft 1150 (A)- Soft 1600 (B)  
Composizione/ Composition:100% Polyamid PA 6.6  
Strato primario / Primary backing: PES Woven  
Strato secondario(retro) / Secondary backing: Felt back  
Peso totale del filato/Pile total yarn weight:  
(A) app.1150 gr/m² - (B)app. 1600 gr/m²  
Peso totale/Total weight:  
(A) app. 2782 gr/m² - (B) app. 3085 gr/m²  
Altezza totale/ Pile height:  
(A) app. 8 mm - (B) app. 9 mm  
Spessore totale/ Total thickness:  
(A) app.10,7 mm  
(B) app.10,3 mm  
Numero di nodi/Number of knots:  
(A) app.169000/m² - (B) app.194775/m²

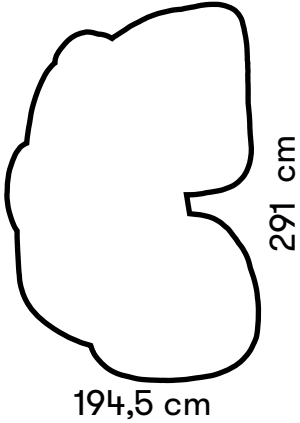
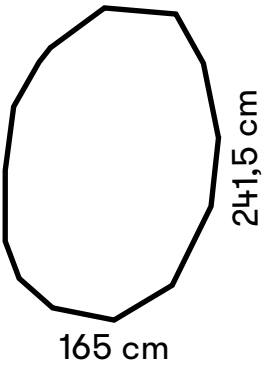
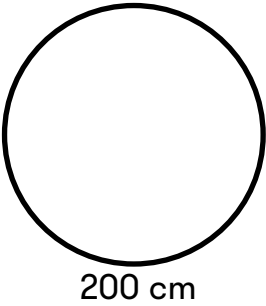
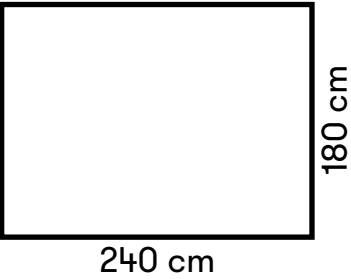
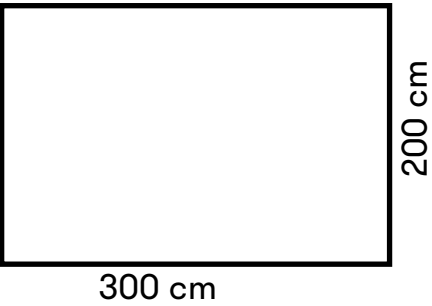


COMPACT TOUCH

Composizione/ Composition:100% Polyamid PA 6  
Strato primario / Primary backing: PES Woven  
Strato secondario(retro) / Secondary backing: Felt back  
Peso totale del filato/Pile total yarn weight: app.1050 gr/m²  
Peso totale/Total weight: app. 2722 gr/m²  
Altezza totale/ Pile height: app. 5,5 mm  
Spessore totale/ Total thickness: app. 9,7 mm  
Numero di nodi/Number of knots: app. 213000/m²

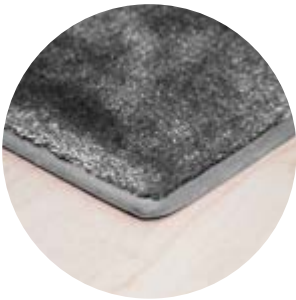


FORMATI  
Sizes



BORDATURE  
Edging

RIBBON



OVERLOOK



LUXURY



Abbinamenti colore disponibili visibili  
su catalogo  
*Available colour matching featured  
on the catalogue*

Colori disponibili verificabili su  
richiesta  
*Available colours to be checked  
on demand*





SCAN ME

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