



**WCOW**<sup>®</sup>  
RUGS  
TOUCH THE EXPERIENCE

# WOOW

non è un nome immaginario, è una esclamazione che ci appartiene. Ogni volta che rimaniamo a bocca aperta per qualcosa che ci colpisce, ogni volta che non riusciamo a trovare le parole per qualcosa che abbiamo visto o sentito dire, che abbiamo ascoltato, gustato e vissuto...

Non è così anche per voi?

Quando lo pronunciamo lo enfatizziamo a seconda del grado di appagamento e di stupore:  
WOO! WOW! WOOWOOOW!!

Per noi **WOOW** ha due OO e sono i nostri occhi sul mondo e la voce con la quale ci esprimiamo. Occhi che "ascoltano" e una voce che "crea". Abbiamo scelto questo nome per identificare la nuova esperienza che vi proponiamo di fare insieme a noi. Un collegamento spontaneo con ciò che amiamo fare e ciò che sappiamo fare.

La creatività è il nostro cuore pulsante, è il ponte attraverso il quale colleghiamo i puntini che incontriamo per disegnare e connettere esperienze. Il motore è sempre quello di Inkiostro Bianco ma la superficie sulla quale scorre il motore è decisamente diversa... Un motore che scorre sulle pareti? No, sei fuori strada... ma è un motore che, alimentato dallo stesso spirito, crea connessioni e relazioni. Vuoi salire a bordo?

**CHIUDI GLI OCCHI...** lasciati andare... rilassati e prova a immaginare quando arriverai a casa stanco dopo una lunga giornata e avrai voglia di distenderti, rilassarti, toglierti le scarpe e camminare a piedi nudi... freddo, caldo, tiepido... A proposito: di che colore è il freddo? E il caldo?

Per noi il caldo è morbido, setoso... è armonia, è il suono del MI maggiore, del pianoforte, dell'arpa ma anche di un brano di... qual è il tuo cantante preferito? Beh, avremo tempo per condividere i nostri gusti musicali.

La superficie sulla quale stai camminando scalzo ad occhi chiusi si fa profumata... che centra il profumo adesso?!... sei digiuno e il profumo intenso di legni speziati ti fa sentire una strana sensazione al palato... un gusto buonissimo, dolce ma a tratti morbido...

**WOOW!**... l'hai detto!... è morbido sì e non riesci a resistere. Avresti mai detto di essere capace di definire un gusto "morbido"? Una superficie "profumata"? Ti sdrai e senti di raggiungere una pace che amplifica ogni tua sensazione. Ci sei riuscito! Sei entrato nel mondo di **WOOW RUGS**.

Non vendiamo semplici tappeti ma ti proponiamo il loro gusto, il loro suono, il loro profumo e la loro personalità...

**WOOW RUGS** ha le caratteristiche di un tappeto volante: non giudica ma esaudisce i tuoi desideri e lascia che sia tu a decidere l'esperienza che vorrai portare con te.

*this is not an imaginary name, it deals with an exclamation which belongs to us. Every time we are stuck for words for something which impresses us, whenever we cannot find the words for something we have seen or heard, or that we have listened to, tasted and experienced...*

*Isn't it the same for you?*

*When we pronounce it we emphasise it according to the level of satisfaction and astonishment:*

*WOO! WOW! WOOWOOOW!!*

*For us **WOOW** has two OOs and they are our eyes on the world and the voice with which we express ourselves.*

*Eyes that "listen" and a voice that "designs".*

*We have chosen this name to identify the new experience we would like you to live together with us. A genuine connection with what we love to do and what we are able to do.*

*Creativity is our beating heart, it is the bridge through which we connect the dots we find on our way to draw and connect experiences.*

*The driving force is still the same as that of Inkiostro Bianco, but the surface on which it will run is absolutely different...*

*Will it be running on the walls? No, you're off the track...*

*but it is an engine that, fuelled by the same spirit, creates connections and relationships.*

*Do you want to get aboard?*

**CLOSE YOUR EYES...** let yourself go... relax and try to imagine when you arrive home tired after a long day and you feel like stretching out, relaxing, taking off your shoes and walking barefoot... cold, hot, warm... By the way, what colour is cold? And the warmth?

For us, warmth is soft, silky... it's harmony, it's the sound of E major, of the piano, of the harp, but also of a song by... which is your favourite singer? Well, we'll have time to share our musical tastes.

The surface on which you are walking barefoot with your eyes closed suddenly becomes perfumed... what's with the perfume now?... you are starving and the intense scent of spicy woods makes you feel a strange sensation in your mouth... a very good taste, sweet but soft at times...

**WOOW!**... you've said it! ...it is soft and you cannot resist.

Did you ever think you were capable of defining a taste as "smooth"? A "perfumed" surface?

You lie down and feel yourself reaching a peace that amplifies every sensation. You did it!

You entered the world of **WOOW RUGS**.

We don't just sell rugs, we offer you their taste, their sound, their smell and their personality...

**WOOW RUGS** has the characteristics of a flying carpet: it does not judge you but fulfils your wishes and lets you decide what experience you want to take with you.

## Mix up your senses!

**WOOW**  
RUGS  
TOUCH THE EXPERIENCE



# SYNESTHESIA

# SYNESTHESIA

WOOW!!! Tappeti?... sì, tappeti! Hai capito bene... ma non sono tappeti qualunque!

I nostri tappeti sono un condensato di suoni, forme, colori, profumi e un vortice di sensazioni fra le più disparate che tu possa immaginare.

È un tappeto che decide quali sensazioni farti provare anche se, ad essere precisi, le deciderai tu, sì proprio tu, insieme a lui!

Vogliamo proporti un tappeto che ti faccia stare bene, che possa riempire la tua vita di colori e di avventure straordinarie. Per questo motivo la prima collezione di **WOOW RUGS** si chiama **SYNESTHESIA**. 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.

Occorre cambiare prospettiva: non è il nostro tappeto ma è **il tuo tappeto** ed esaudisce **i tuoi desideri** proponendoti un mix di creatività e immaginazione.

Un bel tappeto non è sufficiente se non svela la propria personalità. Occorre farsi avvolgere dall'esperienza e viverla senza pregiudizi, allentare ogni freno e lasciare che la creatività scorra libera travolgendoti di immagini in un caleidoscopio di sensazioni ed emozioni.

È un tappeto che sta bene ovunque, oseremmo dire: quasi per ogni occasione.

WOOW!!! Rugs?... yes, rugs! You got it... not just ordinary rugs!

Our rugs are a condensed of sounds, shapes, colours, scents and a whirlwind of the most diverse sensations you can imagine.

It's a rug that decides which sensations making feel you, although, to be precise, you'll decide them, yes you, together with it!

We want to offer you a rug that makes you feel good, that can fill your life with colours and extraordinary adventures. This is why the first collection of **WOOW RUGS** is called **SYNESTHESIA**. It 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.

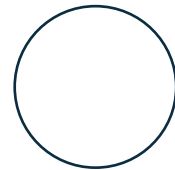
So all you have to do is climbing aboard our carpets and fly together with us to discover those sounds, shapes and colourful flavours that will wrap you up with undeniable sensations.

Change your perspective: it is not our rug, **it is your rug** and it fulfils **your wishes** with a mix of creativity and imagination.

A beautiful rug is not enough if it does not reveal your personality. You have to let yourself be involved by the experience and live it without prejudice, loosen any brakes and let creativity run free, overwhelming you with images in a kaleidoscope of sensations and emotions.

It is a rug that looks good everywhere, we dare say: almost for every occasion.

**AMBRA**  
WRGBOI2101





# AMBRA



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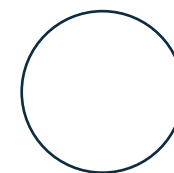
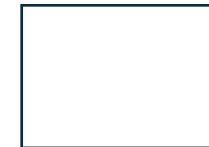
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# BAMAKO

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**BORDATURE  
EDGING**

**OBJECTA**



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**FILATO**



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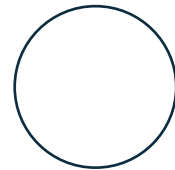
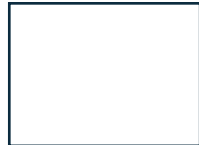


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WRIUAQ2101



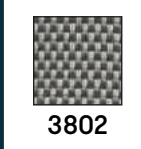


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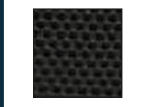
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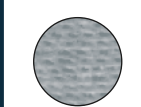


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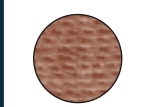


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## FILATO



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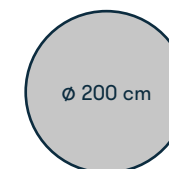
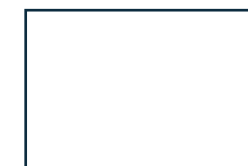


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# FIRST FLIGHT

WRIVIA2101



# FIRST FLIGHT

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OBJECTA



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FILATO



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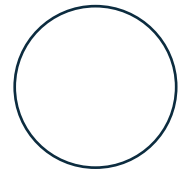
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**HANDLE WITH CARE**

WRUWLL2101







**HANDLE WITH CARE**  
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**OBJECTA**

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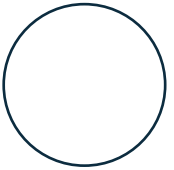
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# KALIPSO

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# KALIPSO

WROLMR2101

16

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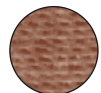


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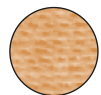


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FILATO



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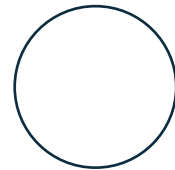


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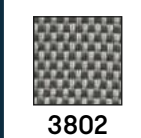
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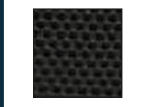


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**OBJECTA**



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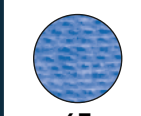


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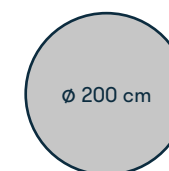
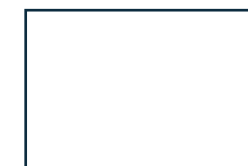
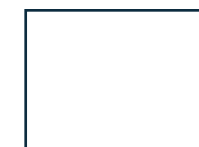


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## SUN KEEPER

WRGURK2101



# SUN KEEPER

WRGURK2101

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## OBJECTA

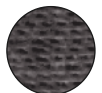


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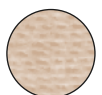


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## FILATO



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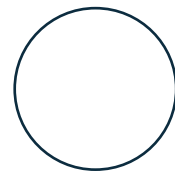
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# PLASTIC FOREST

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SYNESTHESIA





# PLASTIC FOREST

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### FILATO



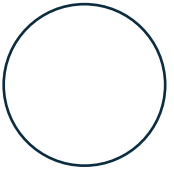
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**UDON**  
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**FILATO**



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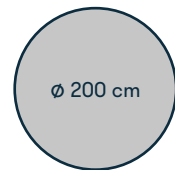




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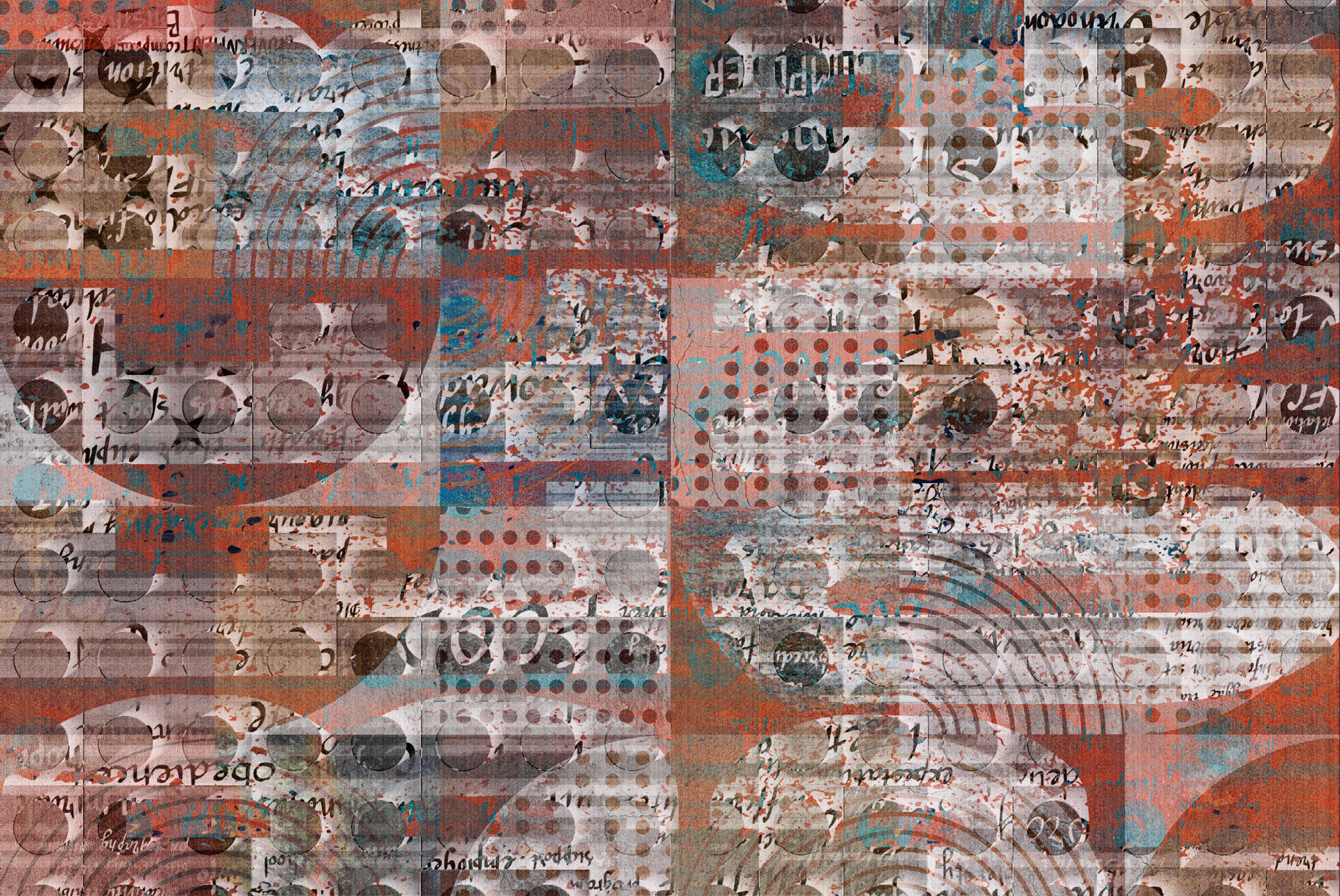
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# INDECIPHERABLE

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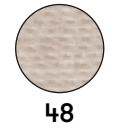


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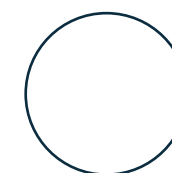
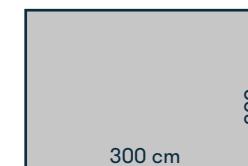
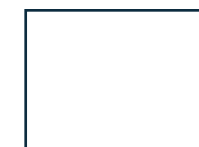


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# ECLISSI

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# ECLISSI

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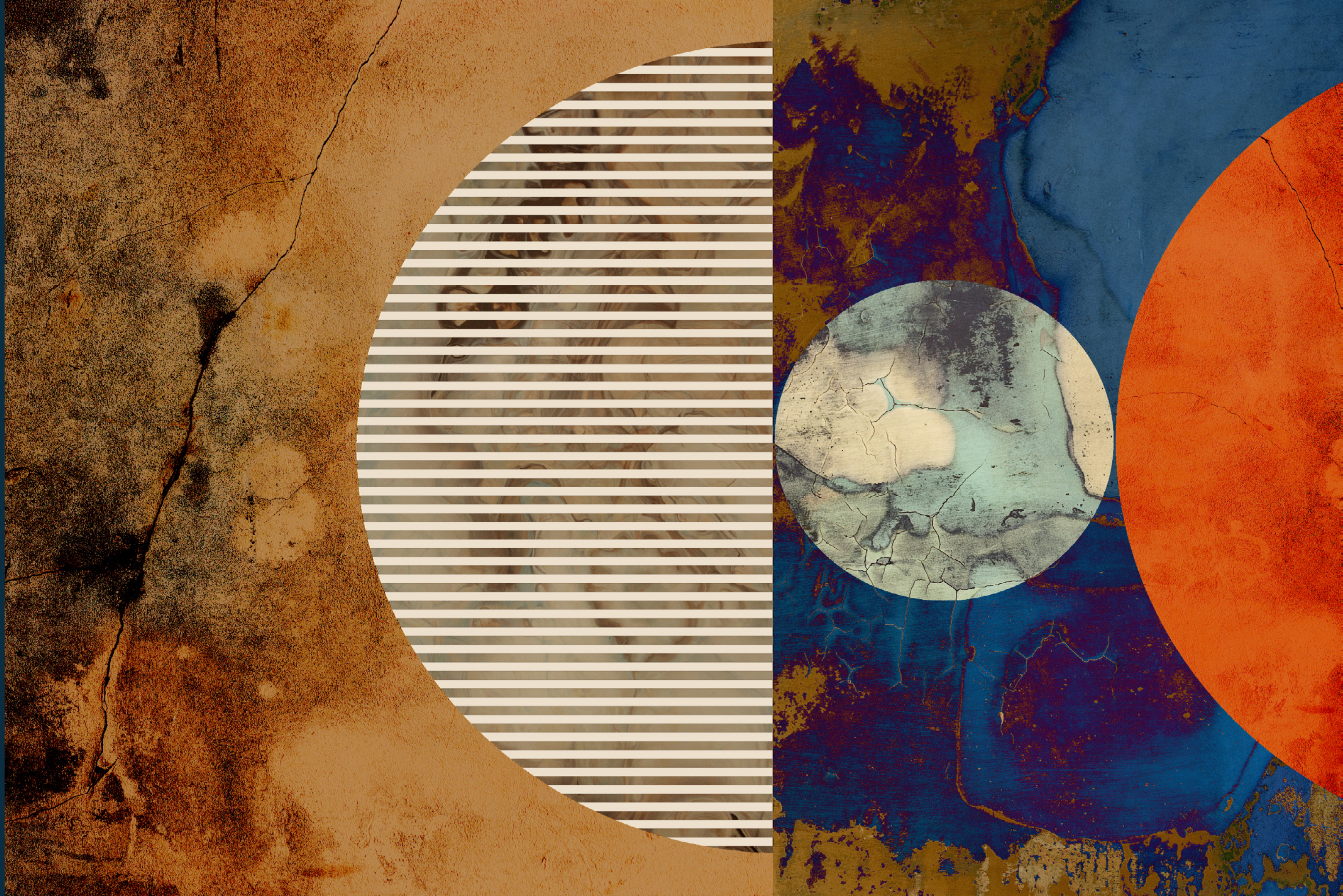
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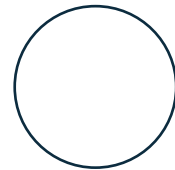


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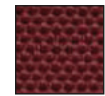


# GREEN GRAPHITE

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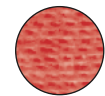


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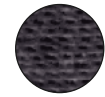


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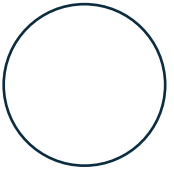
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**MAGMA**  
WRMAMG2101



**BORDATURE  
EDGING**

**OBJECTA**



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**FILATO**



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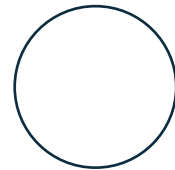


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**POND**  
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

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**BORDATURE  
EDGING**

**OBJECTA**

-  3800
-  3806

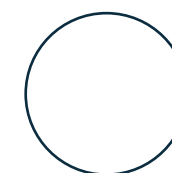
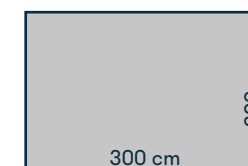
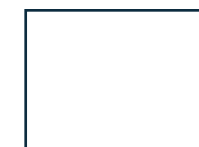
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# SUNSET

WRLSUO2101



# SUNSET

WRLSUO2101

36

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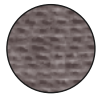


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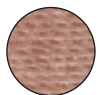


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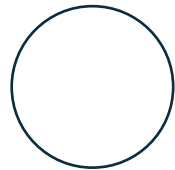
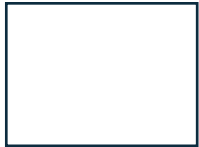


42



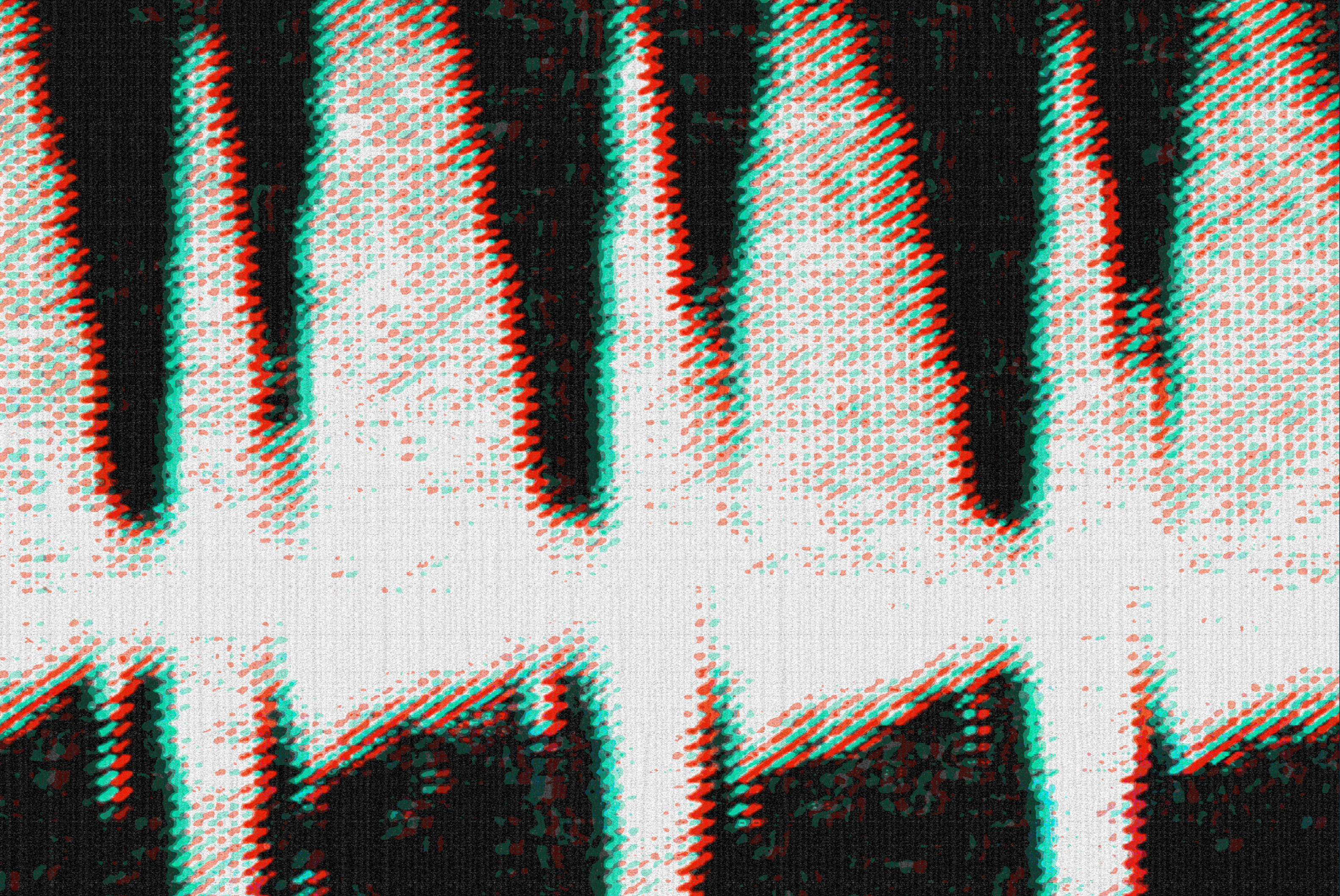
# SEEDS OF LIFE

WRILRU2101



SYNESTHESIA





# SEEDS OF LIFE

WRILRU2101

## BORDATURE EDGING

## OBJECTA

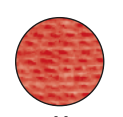


3805



3806

## FILATO



11

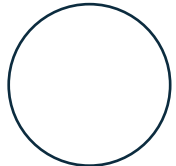
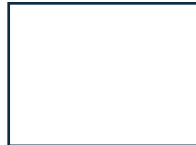


25



# THE PREY

WRUYUA2101



# THE PREY

WRUYUA2101

40

BORDATURE  
EDGING

OBJECTA

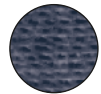


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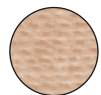


3804

FILATO



22



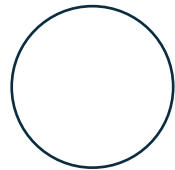
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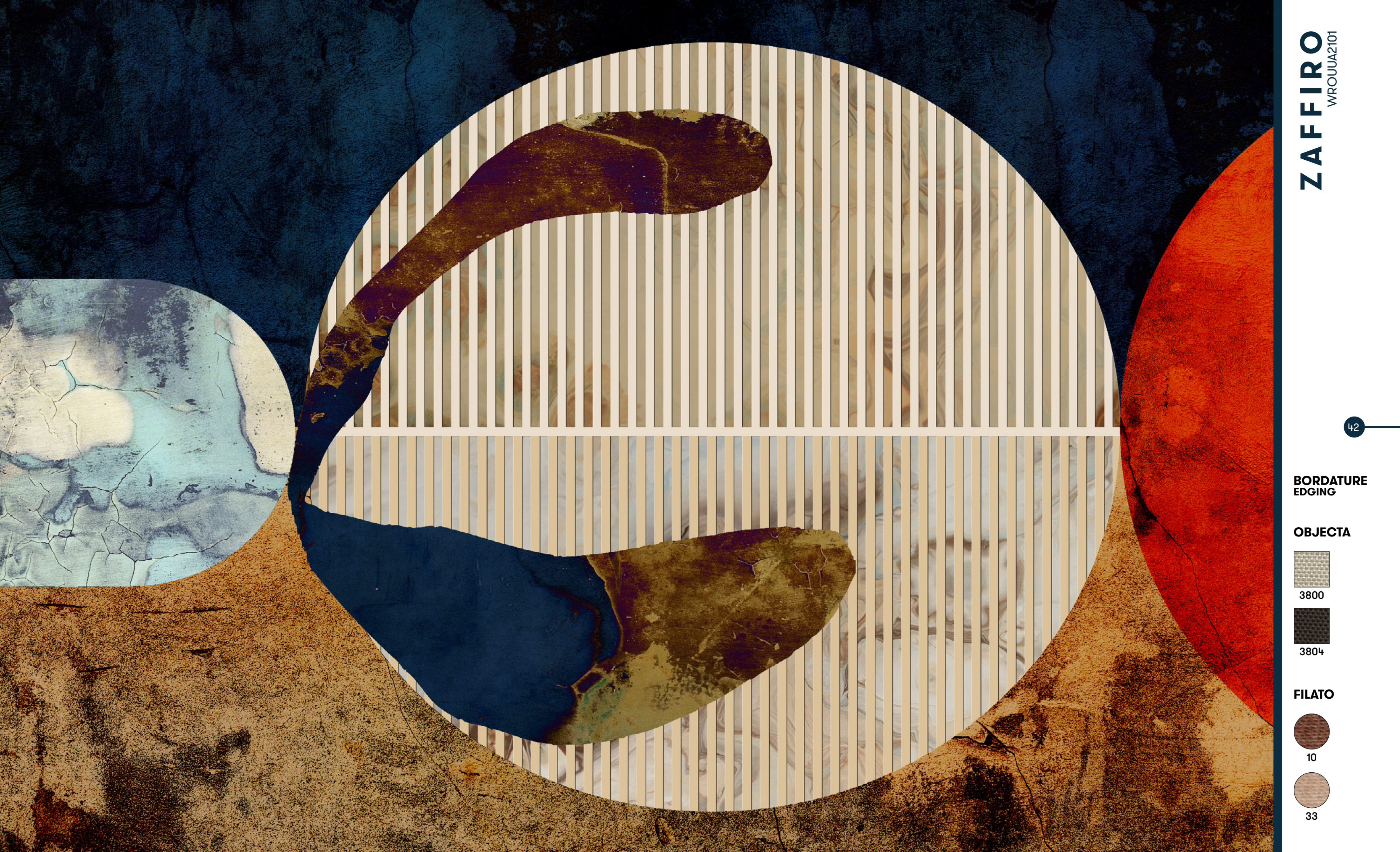




# ZAFFIRO

WROUUA2101



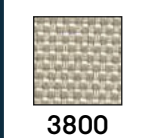


# ZAFFIRO

WROUUA2101

## BORDATURE EDGING

## OBJECTA

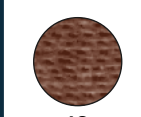


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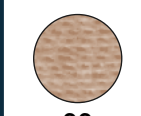


3804

## FILATO



10

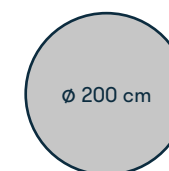
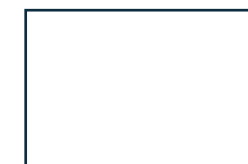
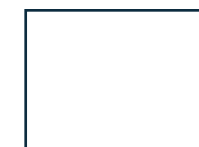


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# STRATI DI MEMORIA 43

WRUIAE2101



# STRATI DI MEMORIA

WRUIAE2101

44

BORDATURE  
EDGING

OBJECTA



3802



3804

FILATO



18



64



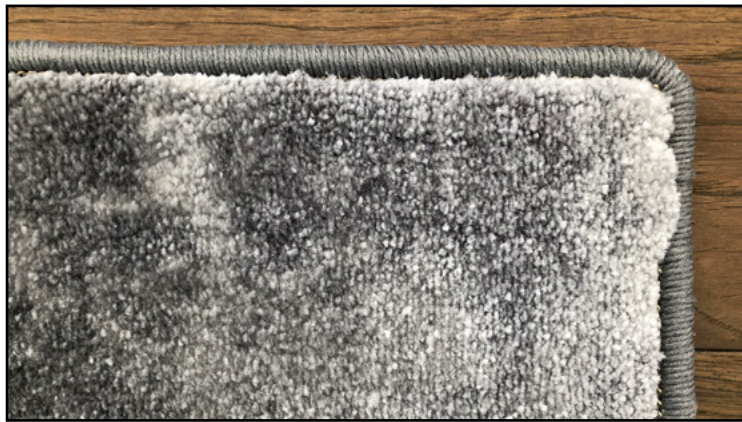
# CARATTERISTICHE TECNICHE

## TECHNICAL INFO

### GAMMA RANGE

#### SOFT TOUCH

Composizione/Composition:  
100% Polyamide  
Strato primario/Primary backing: 75% PES / 25% PA-non woven  
Strato secondario[retro] /Secondary backing: PES-non woven  
Peso totale del filato/Pile total yarn weight: app. 1500 gr/m<sup>2</sup>  
Peso totale/Total weight: app. 2565 gr/m<sup>2</sup>  
Altezza totale/Total height: app. 1,5/1,8 cm

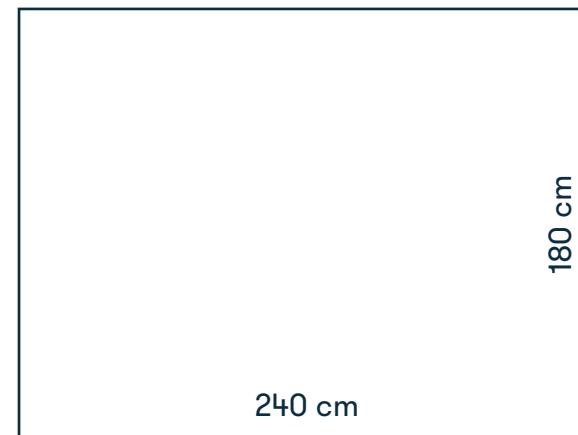
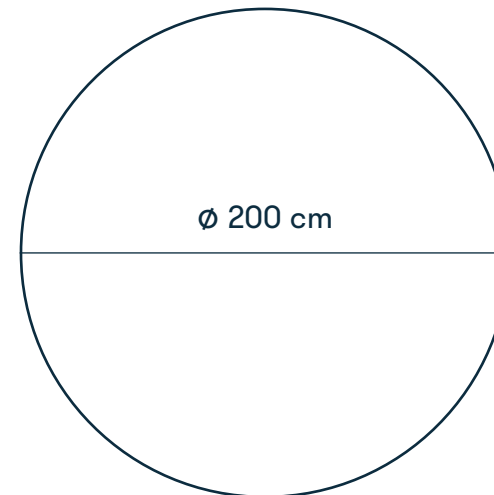


#### COMPACT TOUCH

Composizione/Composition:  
100% Polyamide  
Strato primario/Primary backing: 75% PES / 25% PA-non woven  
Strato secondario[retro]/Secondary backing: PES-non woven  
Peso totale del filato/Pile total yarn weight: app. 1000 gr/m<sup>2</sup>  
Peso totale/Total weight: app. 2080 gr/m<sup>2</sup>  
Altezza totale/Total height: app. 0,9/1,1 cm

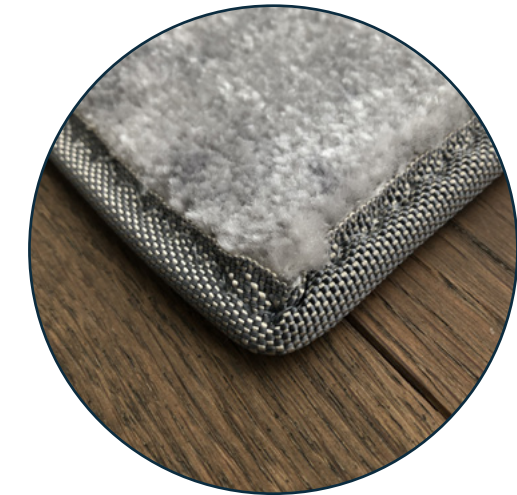


### FORMATI SIZES

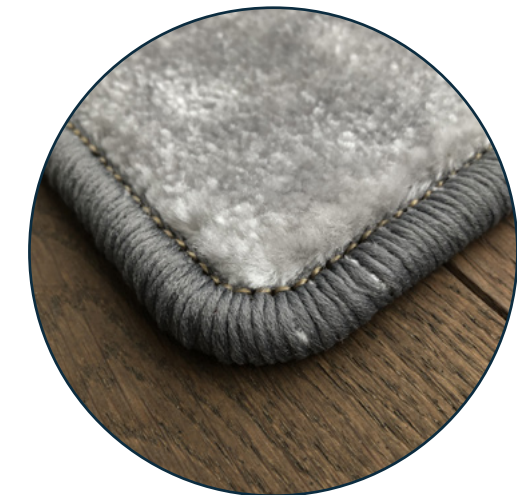


### BORDATURE EDGING

#### OBJECTA



#### FILATO



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