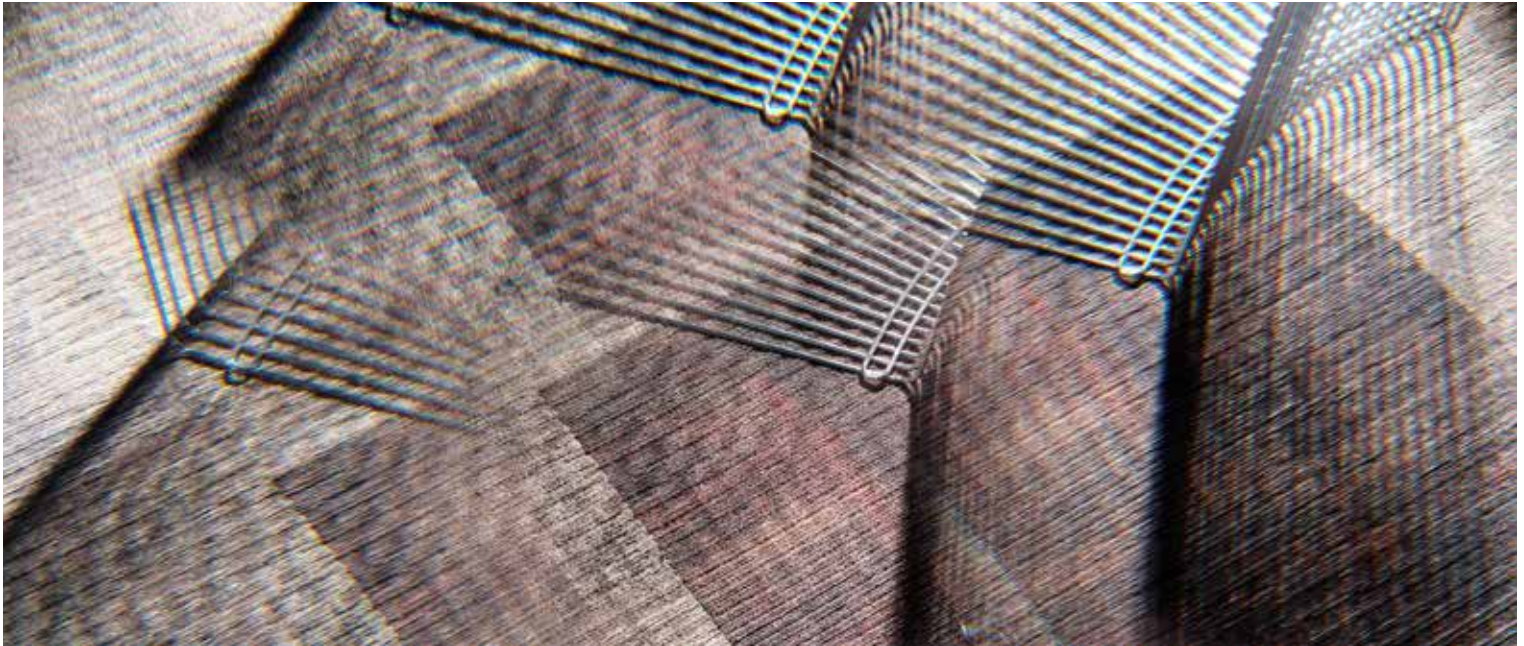


New collection: ReForm Shadowplay

Stories about objects out of view



A shadow is a moment, an image captured and then gone; a shapeshifting veil of diffused colour and texture. Combining this mysterious design story with a truly sustainable product concept featuring several practical advantages including improved acoustics and flexibility, ReForm Shadowplay offers a contemporary interior choice for any demanding project.

Distorted shade and light

Shadows are mysterious, feed the imagination and add drama. As they're complex and tell stories about objects out of view, they can reveal the invisible. Each one is a perplexing mix of shades, one softly giving way to the next. In this Shadowplay collection, the multi-level loop construction creates a sculptural texture influenced by the distorted shade and light. Two co-ordinating patterns, Umbra and Obscura, can be used alone or together to compose layered shadows which dance across the floor. Tone on tone neutrals are complimented by haloes of colour which trace abstract shape and fade quietly away. Both designs come in 15 contemporary colours carefully chosen for their ability to combine into unique compositions.

A sustainable choice

Cradle to Cradle Certified®, crafted from regenerated and regenerable yarn and fitted with the patented Ecotrust backing, the collection perfectly suits any sustainable flooring project. Shadowplay is available as carpet tiles, planks, wall-to-wall carpet and the innovative Figura shapes.

Ege Carpets

Founded in 1938 and consistently using the most advanced technology in the industry, Ege Carpets have developed into one of Europe's leading carpet companies. Guided by the strategy; "We design beautiful carpets for a sustainable future", Ege Carpets craft unique, sustainable textile flooring by turning waste into resources while striving to keep components in closed circles to become CO₂ positive. Through nine sales offices and more than 50 partners around the world, Ege carpets supply Cradle to Cradle Certified® carpets to architects and interior designers specialising in hospitality, office and marine projects, among others. Visit egecarpets.com to learn more.

The Shadowplay designs



Umbra

Umbra is an abstract arrangement of tonal texture. The highlights and shadows are refracted through a reeded tactility. Available in 15 tone-on-tone colours.



Obscura

Obscura is inspired by the effects at the edge of the shadow. As the shadow fades, dark colours become purer and give way to the light. Available in 15 rich colour combinations.

The designer

Carol Appleton is an experienced textile designer and creative director. Carol is the talent behind the ReForm Memory, ReForm Legend, ReForm Artworks and ReForm Mark of Time collections as well.

[Link to images and press releases](#)

[Ege Carpets press releases and photos](#)

Sizes & shapes

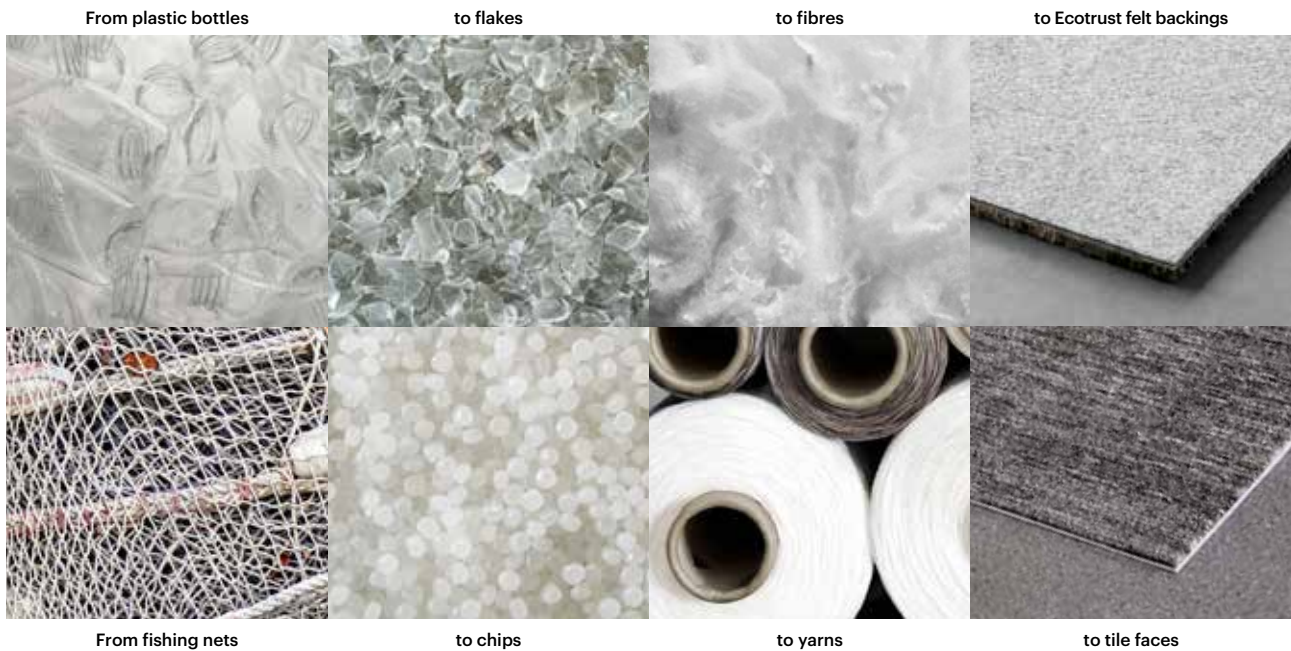


The Umbra and Obscura patterns are available as carpet tiles, planks, Figura and wall-to-wall carpet offering a multitude of design options for your floorscape. With this collection, you can create distinctive and functional spaces that offer flexibility and variability in their expression. To help you make the most of your floor, you can choose from a variety of carpet sizes that match your preferences and requirements.

Carpet tiles and planks offer a high level of flexibility, easy to install with flawless joints. The square carpet tile is available in two sizes; 48x48 cm or 96x96 cm that can be installed in the monolithic style to mimic the look of wall-to-wall carpet or as quarterturn where pattern and pile direction create a different look. The rectangular plank comes as 24x96 cm and with our Figura concept, you can specify innovative tile shapes to add an extra geometric touch to your design expression.

The collection is a great visual toolbox where you can achieve very different looks depending on the sizes and shapes you choose. Shadowplay comes in a wide palette of contemporary colours from subtle tone-on-tone shades to more rich tones carefully coordinated for perfect combinations. It allows you to experiment with different spatial options that help define areas such as meeting points and quiet or communal zones, as well as catering to social distancing requirements and wayfinding. Both patterns can be unfolded onto a continuous and unbroken surface when using wall-to-wall carpet, available at a width of 4 metres.

Waste isn't waste until it's wasted



The Shadowplay collection is made from eco-responsible materials and bearing the Cradle to Cradle and Indoor Air Comfort Gold certifications, it's a truly green choice for any flooring project. Ege Carpets turn used plastic bottles into the patented Ecotrust felt backing. Bottles are transformed into a soft yet strong PET felt material that's long lasting and has great acoustic performance. All carpet tiles and planks come with this unique, patented backing. Abandoned fishing nets and other industrial waste are used for yarn that comprises many of the carpet constructions. Fishing nets account for one tenth of waste in the ocean, drifting for months and posing a threat to sea life. Once collected, the fishing nets are cleaned, broken down and reborn as strong, hardwearing yarn that is both regenerated and regenerable.

Ege Carpets challenge industry standards and rethink how aesthetics, quality and sustainability can be combined. Follow The Green Thread and read more about Ege Carpets' sustainable ambitions and achievements at egecarpets.com.



Let's stay in touch!

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