

Quirky B

alternative
flooring

Autumn/Winter 2015



introducing...

Quirky B



www.alternativeflooring.com



Carpet Shown: Lattice Leoni

At Alternative Flooring, we've always been different and a little bit edgy. We've been rewarded for this with coveted status as a CoolBrand - alongside a raft of other innovative and exciting brands. The key, though, is to keep pushing the boundaries and being even cooler.

That's why we take our inspiration for our innovative designs from the catwalks - from what's hot and what's not.

Everyone loves the pattern in our Quirky patterned runners. So it was a simple step to combine pattern and colour in a broadloom carpet. Quite simply, that's how Quirky B came about. After all, life is too short to live in dull spaces.



We're getting good at this...
For the third year running the lovely people at CoolBrands have voted Alternative Flooring one of the coolest brands in Britain 2015-2016.

Join our community and follow us on:



**alternative
flooring**

Best of British



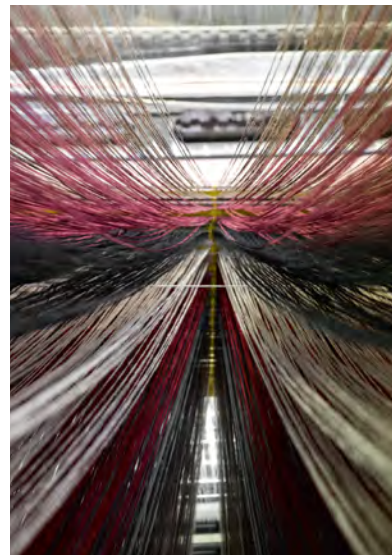
We live in an age of the quick fix. These days, so few artefacts are of heritage quality. But Britain has a fine history in producing quality brands with craftsmanship and expertise and, here at Alternative Flooring, we're continuing that tradition.

We believe that creating carpet is a craft and an art. Against a beautiful backdrop of chalk streams, in a rural conservation area, our carpets begin their life. This is Salisbury in Wiltshire, where the making of carpets is a tradition that goes back through the centuries.

On one of the oldest industrial sites in the world, beautiful cones of woollen yarn are creeled to produce the final art piece. We weave our yarn on axminster looms with care and craftsmanship right through to the jute backing.

The way we make our carpets is a time-honoured tradition. Although we work with modern processes, there's a human touch at every stage. Skilled craftsmen check the woollen yarn and inspect each stage of the production process through to the finished carpet.

This focus on quality means your edgy and gorgeous carpet will continue to warm your living room or bring life to your stairway for many years into the future.





Doing our bit...

What and how we buy is becoming increasingly important. Buying British is valued by many and the decision to buy British is often the sway between buying one product or another.

The good news is that Alternative Flooring are proud to be doing our bit and getting behind British industry. Supporting both British design and manufacturing were key factors in launching Quirky B.

**alternative
flooring**



The Collection...

You might not be familiar with the idea of vibrant, cosy happiness. But with our desire to embrace the current trend for pattern and colour with a huge great hug, it's one you could probably get used to.





Carpet Shown: Zebou Grey



Carpet Shown: Zebou Moss

Simple, patterned design brings living spaces alive and offers the vital element of cosiness.

With Quirky B, we've reworked the patterns you love, with designs that allow you to dip your toes into the pattern pool. But, to jump off the high board, check out the more intricate designs from Ashley Hicks and Margo Selby, with their fantastic combinations of colour.

"As our lives become busier, we all need the restorative power of quiet. Hard floors can be noisy and cold. Carpet exudes comfort and brings joy to the home," says Lorna Haigh, Alternative Flooring's Head of Marketing.

Zebou - Popular animal prints are statemental yet fun. Black or natural is the traditional approach, but we've added quirky grey, moss and damson.

Geo - Geometric inspiration is not new; think Arabesque mosques and artwork. Geometric interiors have been around since the 60's and now they're as popular as ever. Easy-on-the-eye Quirky B Geo is a small, repetitious intricate pattern.

Honeycomb - Inspiration here comes from nature – with the hexagonal comb of the beloved honey bee.

Zip & Spotty - Inspiration straight from the catwalks. These are fun and flirtatious designs that retain a strong character.

Zebou RRP £90.85 per m²

Zebou is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Black 7120



Grey 7121



Moss 7122



Damson 7123

Let's stop being matchy-matchy and get mix-and-matchy. The catwalks and the media are full of the joys of pattern and colour, and the world's most inspirational designers are telling us to clash fabrics and stimulate the senses.

Pattern conducts storytelling, and it's re-emerging in every area, from tiling to linoleum, and carpets are no exception.

The trick to getting it right with bold hues and prints is to work with what you've got and add patterns and colour that appeal to your own personal taste.

Geo RRP £90.85 per m²

Geo is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Carpet Shown: Geo Duck Egg



Duck Egg 7130



Black 7131



Damson 7132



Grey 7133

Carpet Shown: Geo Damson





There's nothing new about patterns. Historically, they've been used in décor and clothing simply to make something more interesting to look at. Consider historical palaces that come adorned with geometrical patterns, and catwalks alive with fun, oversized statement patterns. We've come full circle, and now we're getting braver and bolder. We're wearing more prints, clashing them and integrating different patterns and scales into our homes.



Duck Egg 7110



Black 7111



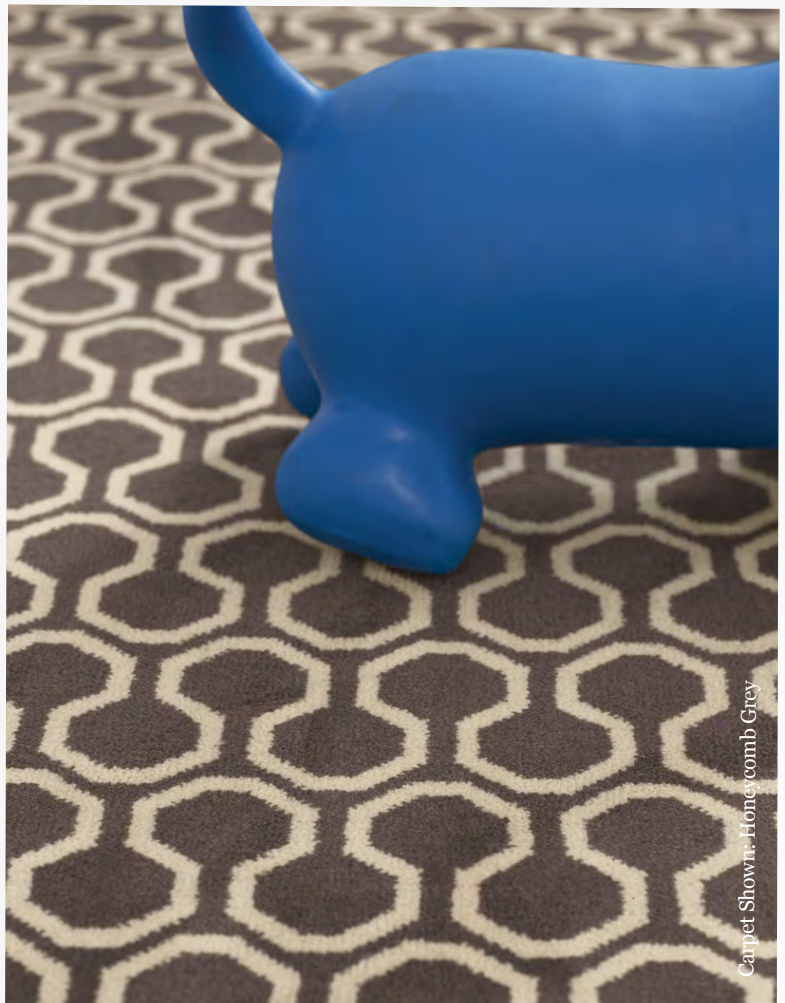
Moss 7112



Grey 7113

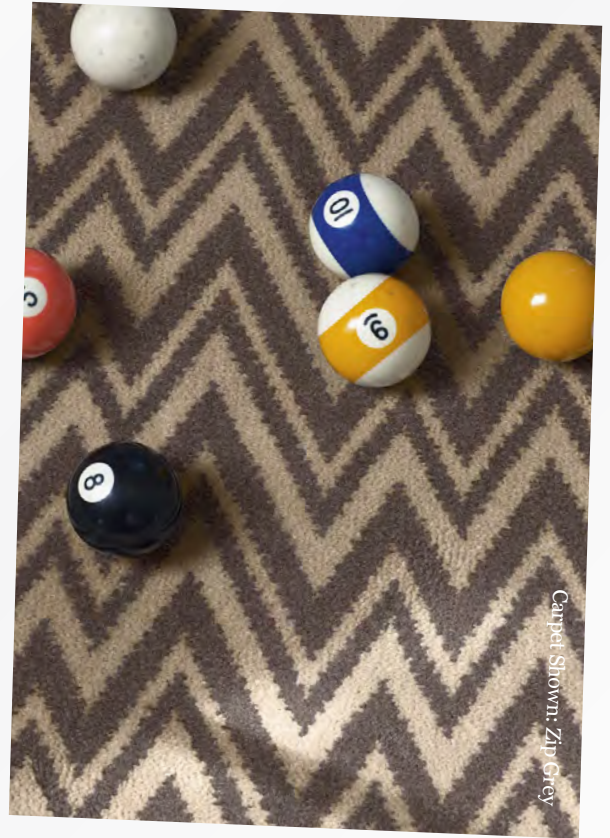
Honeycomb RRP £90.85 per m²

Honeycomb is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Carpet Showr: Honeycomb Grey

Carpet Showr: Honeycomb Duck Egg



Carpet Shown: Zip Grey

Zip

RRP £90.85 per m²

Zip is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Grey 7100



Duck Egg 7101



Moss 7102

Spotty

RRP £90.85 per m²

Spotty is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Black 7140



Damson 7141



Duck Egg 7142



Grey 7143

Mix-and-match pattern and scale is an interior art-form. At Alternative Flooring, we're embracing the idea that floors are the fifth wall. We've been inspired by time-honoured, treasured patterns and motifs, geometrics, animal and ethnic prints and oversized fun dots. These patterns are all around us, in fabrics, on walls, and now on floors.

Using simple contemporary colour combinations, you can easily use these patterns in your own home. Throw together stripes, florals, hand sketches and geometrics in an array of colours and textures.

Be brave, be bold and have fun with your home palette.



Ben Pentreath

for alternative
flooring

A true exponent of English style, our latest collaborative designer, Ben Pentreath, talks to us about his inspiration for the latest addition to the Quirky B collection.

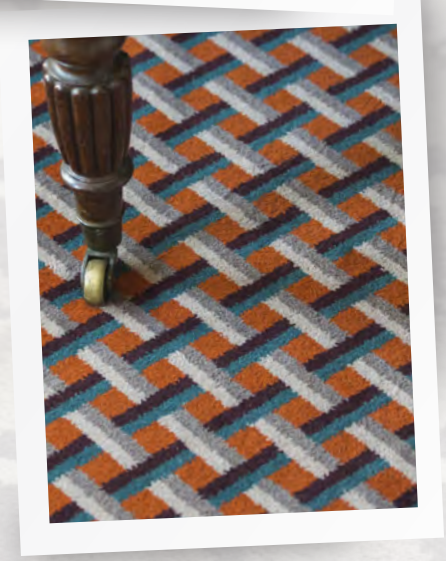


Carpet Shown: Lattice Leoni

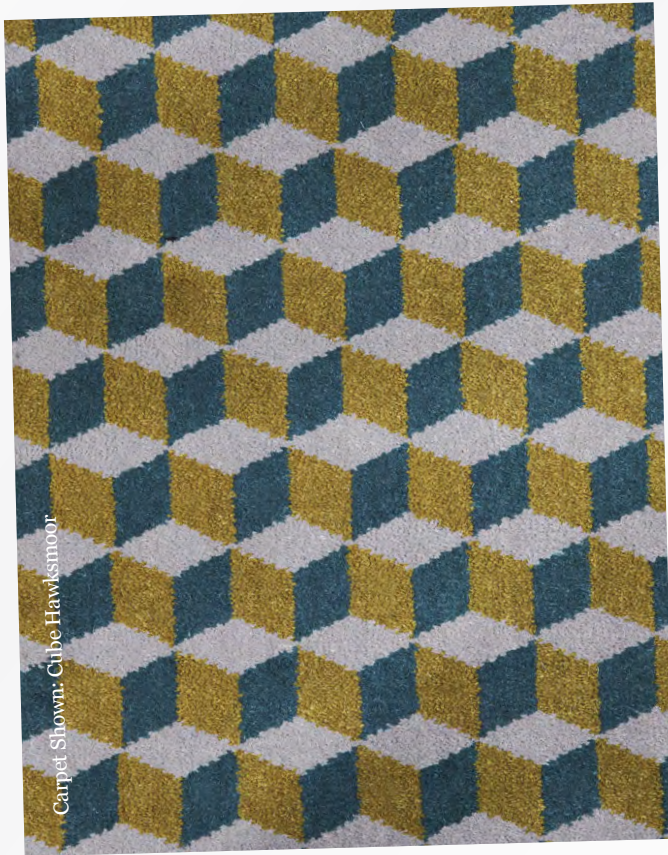


Ben Pentreath is not only a shopkeeper, author and journalist, but one of the UK's leading interior and architectural designers. From his two design studios in the heart of London's Bloomsbury, he works on a huge variety of buildings, ranging from large-scale urban master plans to large and small individual private houses. He is renowned for his fresh approach to classical and traditional design by injecting strong use of colour and pattern into his interiors.

'I was thrilled to be asked by Alternative Flooring to help design some new additions to their distinguished 'Quirky B' collection. Some time ago, we at Pentreath & Hall had designed a range of printed papers based on stone and marble flooring patterns by the prolific 18th century architect, Batty Langley. It was a delight to put these back where they belong, on the floor - but now re-worked in a range of vividly coloured Alternative Flooring wools.'



Carpet Shown: Tetra Gibbs



‘I’m always surprised just how fresh and modern these classical three-dimensional patterns can be’.

Ben Pentreath

Cube
 RRP £98.73 per m²
 Cube is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Webb 7240



Hawksmoor 7241



Kent 7242



Talman 7243



Carpet Shown: Cube Kent

What interests or excites you about patterns and especially patterned flooring?

I love pattern. A world without pattern is almost unnatural - I'm the sort of person who finds patterns even in the ocean waves or the clouds, so perhaps it's no surprise that I like to pack my interiors with pattern. Patterns give life, colour, richness and excitement to a room - and well used

on the floor, they have the ability to ground a scheme in the way that a plain neutral carpet just can't quite touch.

Can you give us some advice on how your patterned flooring could best work, what would buyers best pair it with etc?

As in all interiors, it's a question of knowing when to start and when to stop!. I love

bold geometries - inspired by Billy Baldwin or David Hicks - combined with smaller scaled prints and patterns, and plain textured neutrals. The carpet designs for Alternative are strong, of course, so I would tend to combine them with neutral walls and curtains; I would bring in contrasting patterns in fabrics, cushions and textiles. The scale of the pattern can take big pieces of furniture and rich accent colours.

‘Patterns give life, colour, richness and excitement to a room - and well used on the floor, they have the ability to ground a scheme in the way that a plain neutral carpet just can’t quite touch’.

Ben Pentreath



Carpet Shown: Tetra Hooke





Carpet Shown: Tetra Gibbs



Carpet Shown: Tetra Gibbs

Tetra RRP £98.73 per m²

Tetra is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Gibbs 7280



Hooke 7281



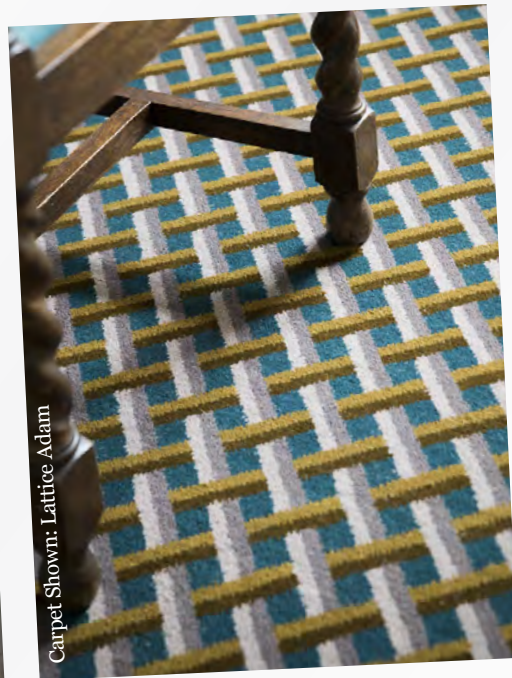
Archer 7282



Vanburgh 7283



Carpet Shown: Lattice Leoni



Carpet Shown: Lattice Adam

Lattice RRP £98.73 per m²

Lattice is suitable for: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Campbell 7230



Adam 7231



Flitcroft 7232



Leoni 7233

What were your inspirations for the patterns that you have designed for Alternative Flooring and more largely what inspires you generally when you are designing?

I take my inspiration from a multitude of sources, not least the building, the room, and the owner - and I really don't have a single house style. I keep my eyes open all the time, and I read a lot (or more accurately, to quote Andy Warhol: I never read, I just look at pictures). I think the decoration books I find most inspirational are from the 1950's, 60's and 70's. If it's survived as a good piece of design since then, it's probably going to feel timeless today... and that's what I am really into.



‘Some time ago, we designed a range of printed papers based on stone and marble flooring patterns by the prolific 18th century architect, Batty Langley. It was a delight to put these back where they belong, on the floor’.

Ben Pentreath



Carpet Shown: Lattice Filcroft

Margo Selby

for alternative
flooring



CarpetShower, Seattle, WA

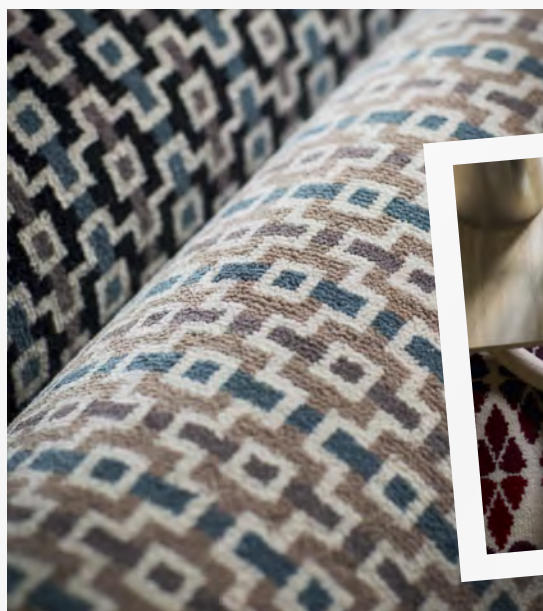
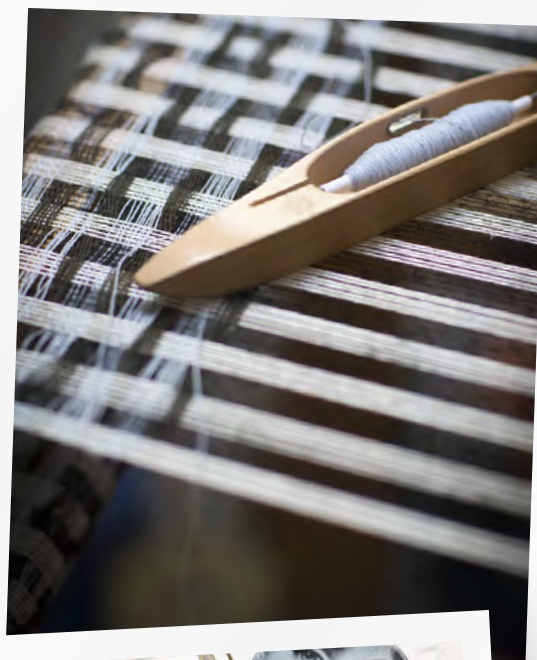
If you're going to work with an icon, choose one you can identify with. Here at Alternative Flooring, where we love all things angular, geometric and diamond-shaped, we've found the perfect partner in Margo Selby.

A rising star in the world of interior design, Margo took her degree at Chelsea College of Art and Design, following up for good measure with a postgraduate degree at The Royal College of Art (RCA).

Bowled over by the demand for her fabrics following an RCA degree show, Margo started talking to mills about production. She spent the next 18 months at The Ann Sutton Foundation, a pioneering research centre for woven textiles.

During this time, Margo worked mostly on developing handwoven fabrics for industrial production. She began combining her handwoven ideas with industrial processes. The result was the silk and lycra fabrics that became the trademark of her brand, officially launched in 2003. The rest, as they say...

Here, Margo answers a few questions about ideas, inspiration and innovations.





Carpet Shown: Fair Isle Reiko

Hi Margo, What interests and excites you about patterns and especially patterned flooring?

I love travel and have been looking lots at indigenous textiles over the past two years. I currently love to combine inspiration from Japanese textiles, which are sophisticated and delicate, with pattern from African tribes, which are bold and rhythmic.

I'm constantly gathering images and ideas and collating these into cohesive groups, which can then be translated into fabric collections. I also like to explore technical constructions on my hand loom and combine fibres and structure to innovate new fabrics and patterns.

Fair Isle and Fair Isle Runners RRP £82.35 per linear m²

Fair Isle is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Annie 7210
Annie Runner 7080
(69cm wide)



Sutton 7211
Sutton Runner 7081
(69cm wide)



Reiko 7212
Reiko Runner 7082
(69cm wide)

‘Carpet has come back in fashion recently and it is very on trend to choose statement carpets for your home’.

Margo Selby



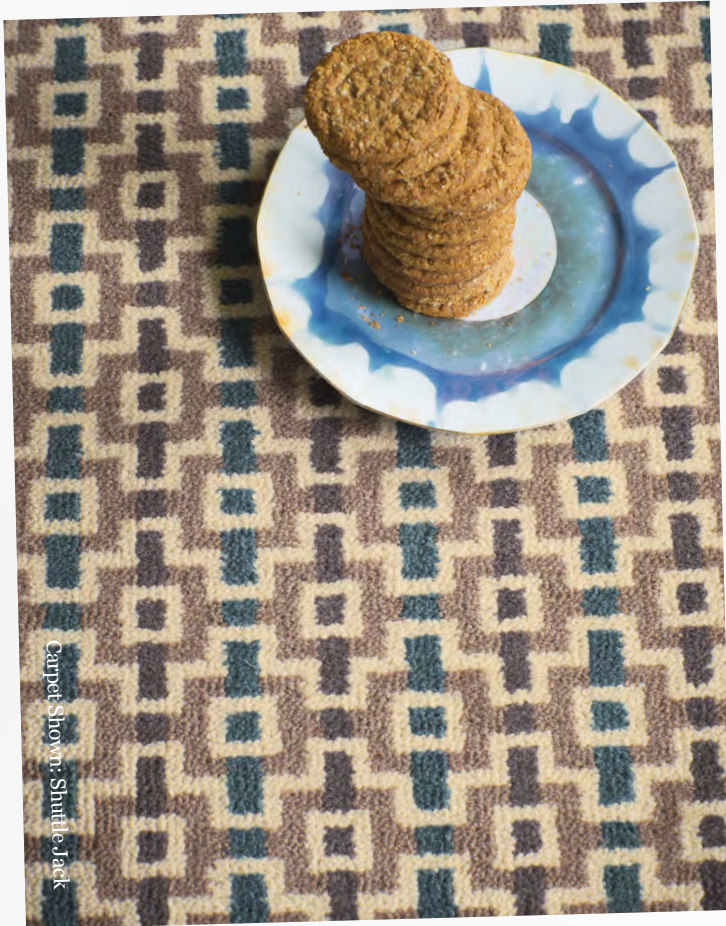
Carpet and runner
Shown: Fair Isle Annie



Runner Shown: Fair Isle Reiko

The Fair Isle Runner collection

Here at Alternative Flooring, we're all about beautiful carpeting, but runners are a big part of what we're about, too. After all, why should you have to buy a 4m width of carpet just so you can have lovely stairs. That's why we created the original Quirky range – to give you the right width for your stair and hallway needs. The great news is that Margo's Fair Isle design will be available as a 69cm wide runner with selvedge. It's an iconic motif that will look stunning on stairs and hallways.



Carpet shown: Shuttle-Jack



Carpet shown: Shuttle-Stiles

What were your inspirations for the patterns that you have designed for Alternative Flooring?

Many of the patterns are inspired by the process of the weaving itself. Connecting with the materials in a hands-on way whilst weaving on a hand-loom enables a greater understanding of the construction and behaviour of the final product.

The textile ideas begin on a 24-shaft dobby loom and are then developed into production with specialist mills. I put together the very best weavers with high-quality fibres and innovative constructions to produce beautifully crafted, striking textiles, rugs and patterned flooring.

The designs for Alternative Flooring are inspired by a collection of deflected double-weave cloths that have been hand-woven in my studio. The uniformed geometric design in my patterns reflects the structured nature of weaving.

Colour is also a significant motivation and I take my inspiration from a wide range of sources, including indigenous textiles from around the world, graphic design and architecture.





Can you give us some advice on how your patterned flooring could best work?

Carpet has come back in fashion recently and it is very on trend to choose statement carpets for your home. I think people are becoming bolder with flooring choices and are able to use their imagination when it comes to styling in the home. This applies to my designs and I think these patterns can be mixed and matched with other patterns as well as authentic natural classics.

Many thanks, Margo. We think the carpets look amazing.

Shuttle RRP £98.73 per m²

Shuttle is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Jack 7200



Silas 7201



Peter 7202

Ashley Hicks

for alternative
flooring

He trained with the Architectural Association, so it seems only fair to describe Ashley Hicks as a pillar of the design and architecture world. Ashley's Chainmail and Daisy designs light up the latest Alternative Flooring collections and we were delighted to catch up with him over a virtual coffee.



Carpet Shown: Chainmail Parthenon

Born in 1963, Ashley Hicks trained at the Architectural Association in London. He worked briefly for his father, ultra-famous interior designer David, before striking out on his own.

Ashley Hicks' first furniture collection, in 1997, *Jantar Mantar*, featured his interpretation of an ancient Greek Klismos chair. Since then, Ashley has designed architecture and interiors in Europe, the USA and the UK – sometimes residential, occasionally commercial, but always hugely tasteful.

Ashley also designed a series of Allegra Hicks shops, plus the ranges of home accessories they sold. Starting in 2003, he created David Hicks by Ashley Hicks, collections of fabrics and carpet adapted from, or inspired by, his father's designs.

Ashley's drawing board has seen plenty of action, but so has his pen. In 2002, his book, *Design Alchemy*, reviewed interiors and products designed by him and Allegra. A personal memoir of his father, *David Hicks: Designer*, followed, with a foreword by Tom Ford.

He published a definitive review of his father's career and life, *David Hicks: A Life of Design*, in 2009.

He divides his time between London and Oxfordshire.

In this exclusive interview, Ashley gives an insight into the inspiration for his Daisy and Chainmail ranges for Alternative Flooring.



Carpet Shown: Daisy Geometric



Carpet Shown: Daisy Cosmos



Carpet Shown: Daisy Gerbera

Hello, Ashley. Can you tell us what interests and excites you about patterns, and especially patterned flooring?

I love pattern, and especially on the floor. It gives instant character and vitality to a space, as well as usefully hiding marks and damage. As a father, I know all about that!

What were your inspirations for the patterns that you've designed for Alternative Flooring?

Firstly, I must say that I'm thrilled to present these new carpet designs. I love Alternative's fresh, no-nonsense approach – so different from the usual designer carpet world.

I created the Chainmail design for a roomset at Somerset House, but its angular geometry would work just as well anywhere. It's a play on traditional hexagonal grids and its interwoven chain links give a dynamic edge to a room.

Daisy is inspired by a wall decoration in an old temple in Sri Lanka. I gave it a punchy, pop presence that will inject a touch of 60's glamour into any room.

Daisy RRP £98.73 per m²

Daisy is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Gerbera 7260



Gloriosa 7261



Cosmos 7262

‘I love pattern, and especially on the floor. It gives instant character and vitality to a space, as well as usefully hiding marks and damage’.

Ashley Hicks



Carpet Shown: Daisy Gloriosa

‘My one rule with pattern is to put different scales together, so that it would be best to use either very small or quite large repeats with these medium-scale carpets’.

Ashley Hicks



What inspires you generally when you're designing?

My design inspirations come from historical sources. On my website, you can see an extensive compendium of these titled 'Beautiful Places' and 'Beautiful Things'.

I'm also inspired by the natural world, especially from stones that I have a small collection of, either pebbles and coral off beaches, or minerals bought at auction.

Can you give us some advice on how your patterned flooring could best work?

Both Chainmail and Daisy would work brilliantly with my own new fabric collection of non-geometric printed linens, 'Textures' (but then I would say that, wouldn't I?)

The fabric designs mix historical and organic sources and are all hand-drawn

with a slightly rough, textural quality that would complement the sharp lines and graphic boldness of the carpets superbly. They would also work very well with both modern and antique furniture. My one rule with pattern is to put different scales together, so that it would be best to use either very small or quite large repeats with these medium-scale carpets.

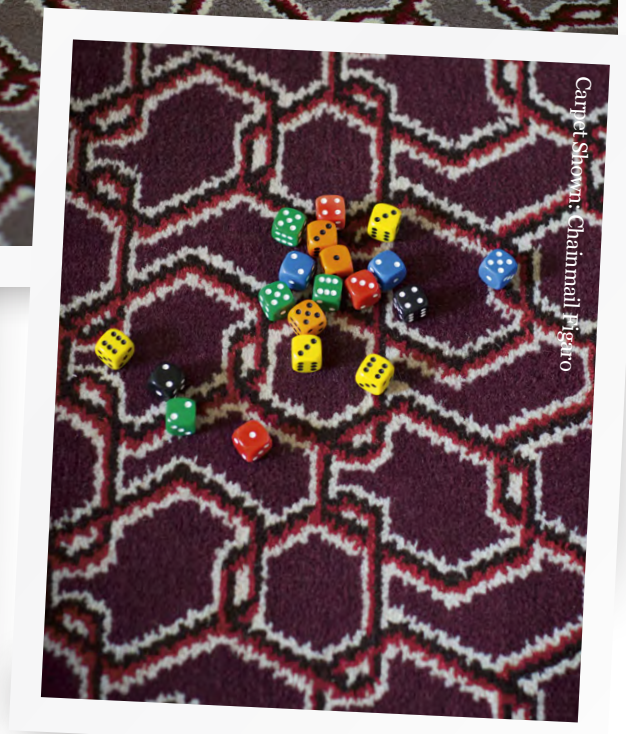
Many thanks Ashley, time to get the moodboards out.



Carpet Shown: Chainmail Venetian



Carpet Shown: Chainmail Panther



Carpet Shown: Chainmail Figaro

Chainmail

RRP £98.73 per m²

Chainmail is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Venetian 7250



Figaro 7251



Panther 7252

the Quirky B collection...



useful stuff

Trial swatch service

Alternative Flooring supplies individual design and colour swatches on request. Simply email or telephone your request and your flooring swatch will be sent out immediately. A charge will be applicable for samples.

A long and happy life

We want your flooring to enjoy a long and happy life. That's why we use an environmentally friendly solution called INTEC. It's specially developed for natural floor coverings. We apply it before delivery and it won't alter the colour, texture or flame-retardancy of your flooring. It will also reduce the impact of sloppy-coffee spills and prolong the life of your flooring.

Pain-free fitting

It's best to use a professional fitter for both home and contract fitting. Using a recommended underlay is also a good idea. Please note that some types of flooring are better suited to some locations than others. Check the recommendations in the brochure or the label on the back of our swatches.

Quirky B

Quirky B is designed and made in Britain on traditional axminster looms. Carpet width: 3.66m as standard for broadloom.

**Ben
Pentreath
Lattice**



Campbell 7230



Adam 7231



Flitcroft 7232



Leoni 7233

**Margo Selby
Fair Isle**



Annie 7210



Sutton 7211



Reiko 7212

**Margo Selby
Fair Isle
Runners**



Annie 7080



Sutton 7081



Reiko 7082

**Margo Selby
Shuttle**



Jack 7200



Silas 7201



Peter 7202

**Ashley Hicks
Daisy**



Gerbera 7260

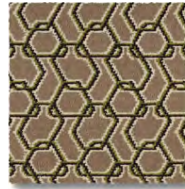


Gloriosa 7261



Cosmos 7262

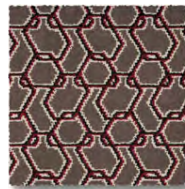
**Ashley Hicks
Chainmail**



Venetian 7250



Figaro 7251



Panther 7252

These products show the pattern of a 45cm x 45cm swatch.

www.alternativeflooring.com

Runner Collection

Our Margo Selby Fair Isle runner comes as 69cm wide with a selvage as standard.

Take me to your products

You can buy Alternative Flooring products through a network of reputable specialist retailers.

Love your flooring

1. Protect it with INTEC stain inhibitor. And your life.
2. Use doormats to control dirt. Vacuum regularly using a suction-only appliance.
3. Blot and clean spots and spills using the natural-flooring care kit we supply.
4. Use a castor-chair mat if you have chairs with castors, to prevent fibre damage.

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