



Handwoven Rugs



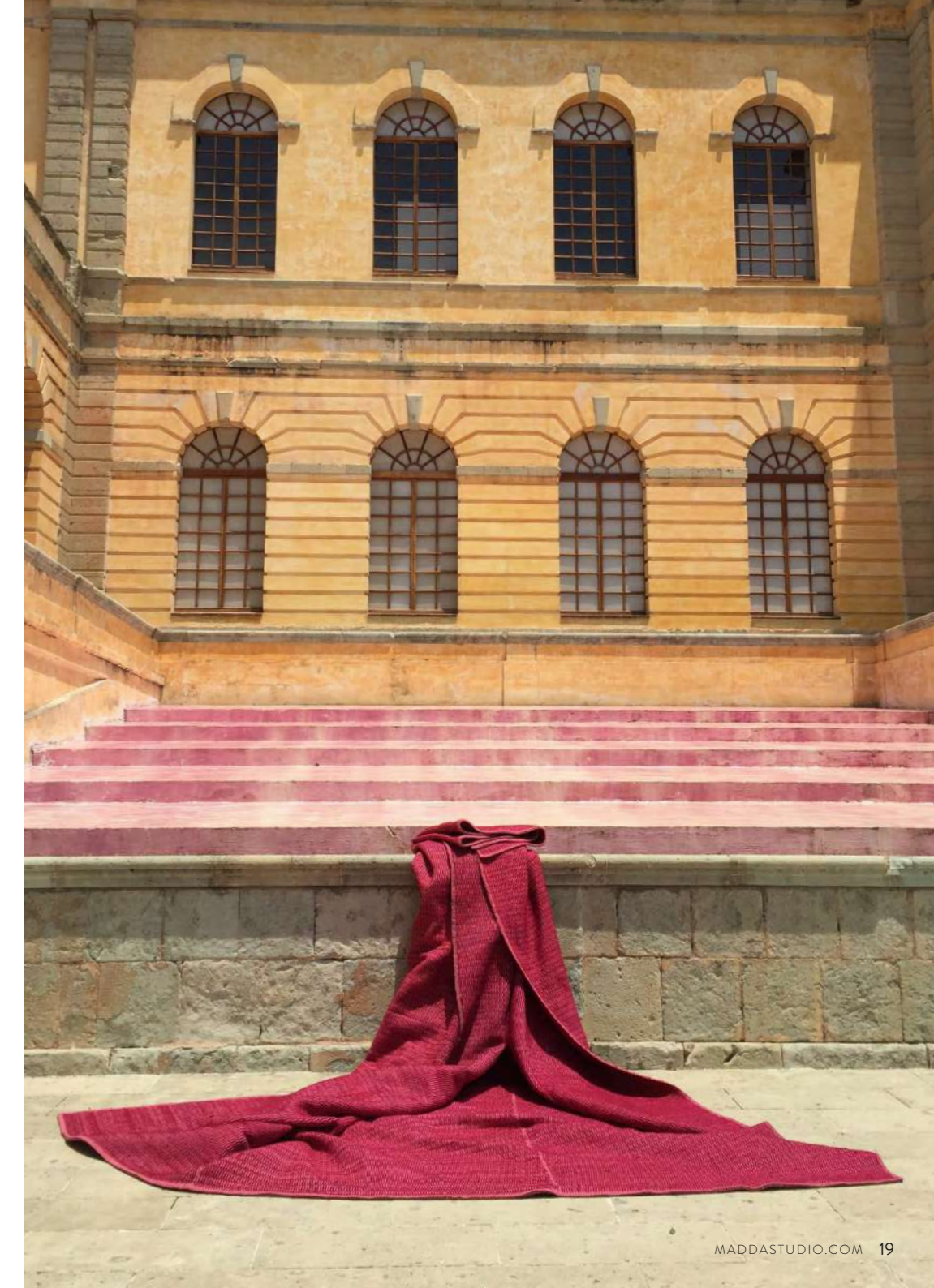
MODERN HEIRLOOMS

“

Maddalena's rugs - immediately recognizable for the delicate contrast of textures and the natural and well-balanced colors - show that it is possible to distill long forgotten Mexican craft techniques into very contemporary and minimalist pieces.

”

-Enrico Bonetti, Bonetti/Kozerski Architects D.P.C.



ORDERING YOUR WOVEN RUG



01- Choose Rug Size (p.20)

We specialize in creating custom rugs in any size to fit your space. We will work with you to design the right rug for you.

Given that our rugs are woven on looms, the loom size determines the maximum width of a panel: 1.80m/6ft. We can customize by varying the number of handwoven panels in any piece. This becomes a multi-panel rug; panels are joined with hand sewn seams to create area rugs measuring any width and any length.

02- Choose Rug Weave & Design (p.24)

Our rugs are made using 100% natural handspun wool. They come in two weaves:

Compound Weave adds an exceptional element of design to the rug.

Flat Weave accentuates the unique textures of the handspun wool. This weave is also available in a **Finely Spun** variation.

03- Choose Rug Color (p.56)

Natural: At Madda Studio, we work with four tonal categories: white, light-grey, medium-grey and dark-grey. We use these different hues to create our designs. Your rug can have a lighter or darker feel to it depending on how the tones of wool are combined.

(Continued)

Colors: All our colors come from natural dyes. The natural dyes we use are cochineal and brazilwood (pink to red tones), indigo (blue to turquoise), and marigold (yellow). We combine these natural dyes to create beautiful secondary and tertiary colors, which comprise our rich palette. We can also work with you to create custom colors.

04- Finishings (p.62)

Seams: All Compound Weave panels are joined with a **blanket stitch**. While we can customize seam colors, our standard seam colors for Compound Weave rugs are medium grey and natural. We like to highlight the seam as a design feature in the Compound Weave rug.

All Flat Weave panels are joined with a **whip stitch**. For the Flat Weave, the seam is invisible, made with the cotton yarn of the warp.

(Continued)

Edging: The edges of our rugs are **hand crocheted**. We tend to match the color of the edging with the color of the seam; however, it's all customizable.

Our standard practice is to crochet the two short ends of the rug. If desired, we can customize and frame the entire perimeter of the rug.



01- Rug Sizes

We can make any size rug. The maximum width of a single panel rug is 1.80m/6ft, any width greater than 1.80m/6ft becomes a multi-panel rug. These are some examples of ways to create a multi-panel rug in standard sizes.



5' x 8'
1 panel



6' x 9'
1 panel



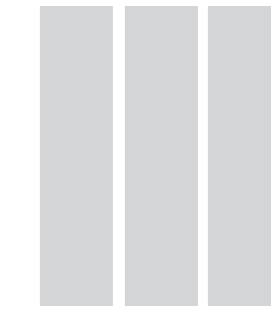
8' x 10'
3 panels of 2.6 ft



9' x 12'
3 panels of 3 ft



10' x 14'
3 panels of 3.33 ft



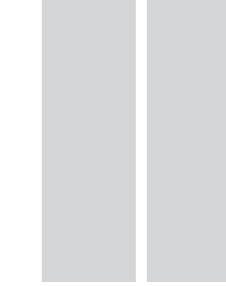
12' x 15'
3 panels of 4 ft



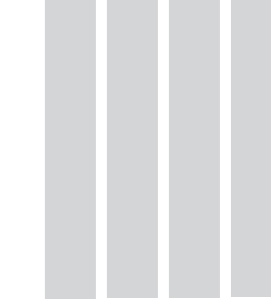
6' x 9'
2 panels of 3ft



6' x 9'
3 panels of 2ft



10' x 14'
2 panels of 5ft



12' x 15'
4 panels of 3 ft

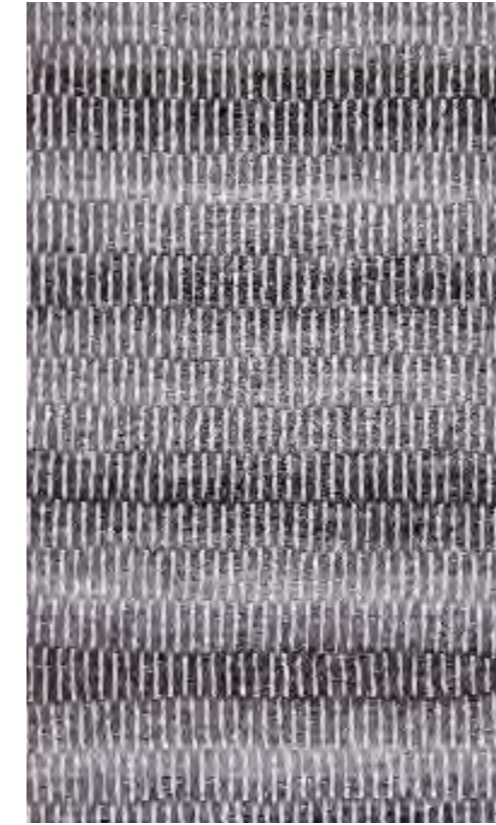
02- Weave Designs: COMPOUND WEAVE

Our **Compound Weave** has its roots in the textile traditions of Sardinia, Italy, and was initially developed through a collaboration with Bonetti/Kozerski Architecture D.P.C. This is an example of how Maddalena integrates her formal textile training from Italy into pieces created in Mexico.

Our **Compound Weave** rugs come in four designs:

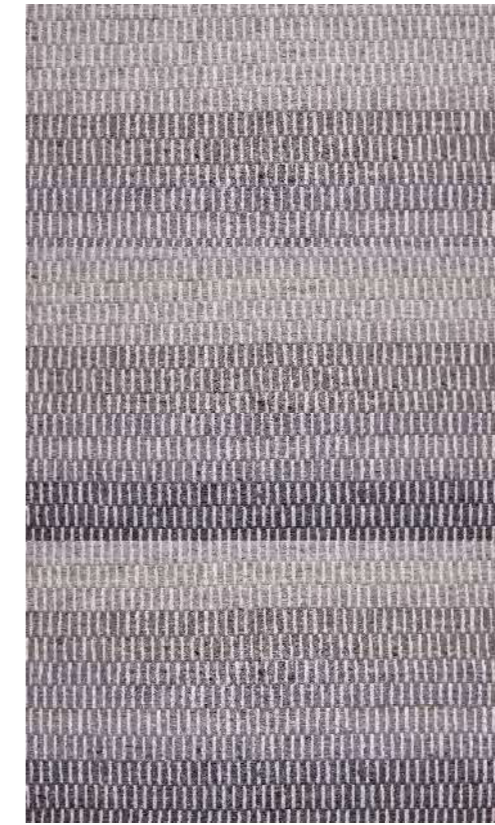
- (a) Stripe Effect
- (b) Band
- (c) Melange
- (d) Dégradé

These designs are guides and can not be replicated exactly. The rug design that you choose will be an interpretation of these designs and will vary depending on the wool available.



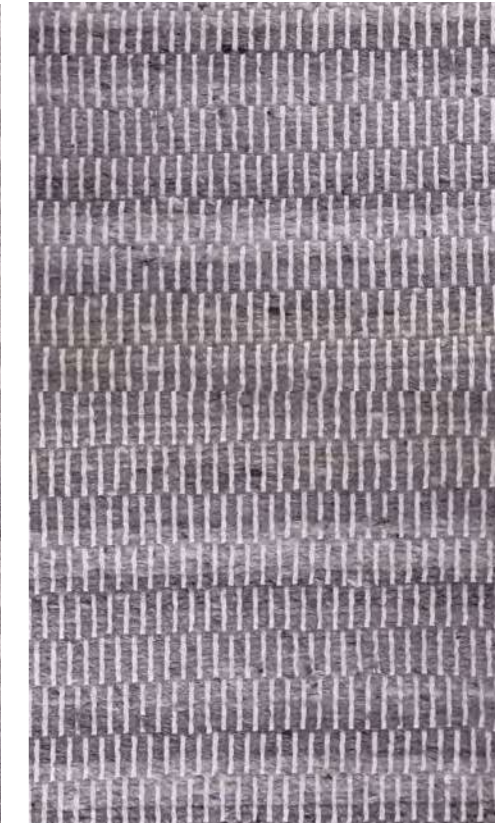
(a) STRIPE EFFECT

This design combines light, medium and dark yarn to create contrasting lines, which give rise to a striped effect. The overall esthetic of the rug can be either light or dark.



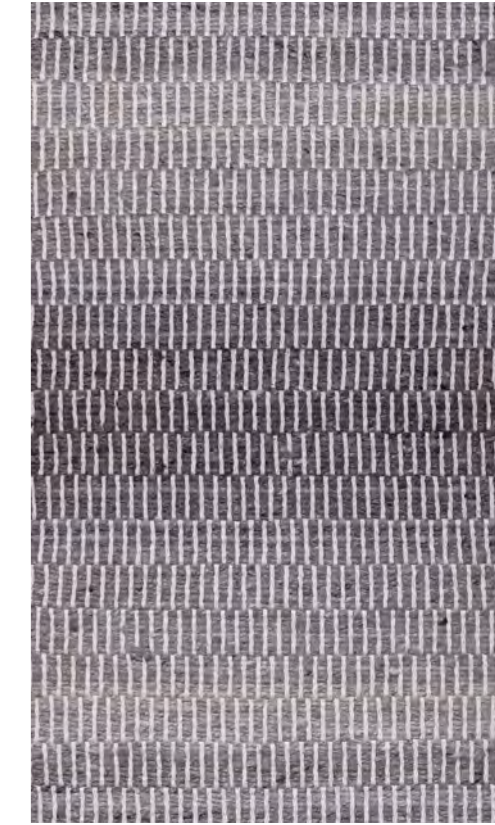
(b) BAND

Wider areas of a single tone characterize this design. The bands are irregular and can be wider or narrower. There is no set pattern. The repetition of bands works well with multi-panel rugs because they create different rhythms, which lend themselves to unique designs.



(c) MELANGE

Melange is the irregular combination of similar wool tones. Melange comes in three tones: light, medium and dark. This design produces a uniform feeling by introducing tonal variation without much contrast.



(d) DÉGRADÉ

Dégradé is the gradual blending of different wool tones to produce an ombre effect.



COMPOUND WEAVE DESIGN SIMULATIONS



RANDOM: STRIPE AND DÉGRADÉ



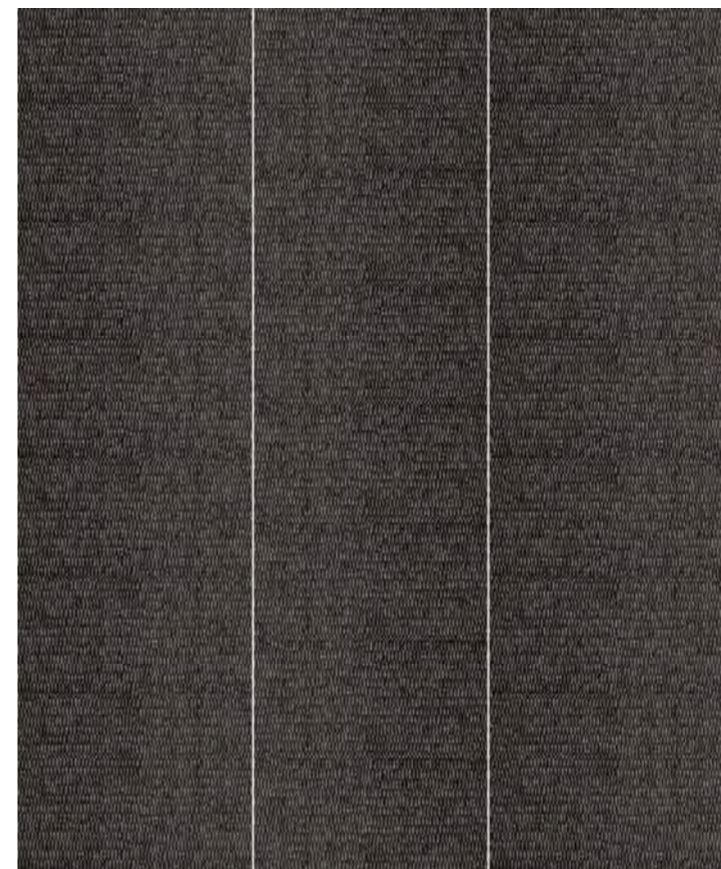
COMPOUND WEAVE DESIGN SIMULATIONS



BAND: 2 PANELS



BAND: 3 PANELS



DARK MELANGE





LIGHT MELANGE





DARK DÉGRADÉ



02- Weave Designs: FLAT WEAVE

We have developed our **Flat Weave** rugs to create a rich texture. The irregularity of the handspun yarn and the exposed cotton warp add depth and texture to the surface of the rug.

The interaction between the color of the wool and the color of the warp can add more warmth or coolness to the rug.

Our **Flat Weave** rugs come in four designs:

- (a) Color Dégradé
- (b) Natural Dégradé
- (c) Band
- (d) Melange

These designs are guides and can not be replicated exactly. The rug design that you choose will be an interpretation of these designs and will vary depending on the wool available.



(b) NATURAL DÉGRADÉ

Our **Natural Dégradé** design, blends different tones of natural wool to create an ombre effect. This design lends itself well to multi-panel rugs due to the different compositions that emerge.



(a) COLOR DÉGRADÉ

Color Dégradé is the gradual blending of tones. This design can be created by blending dyed wool to natural wool tones, or dark shades of a color to lighter shades of that same color.



(c) BAND

Our **Band** design introduces naturally dyed wool, or natural tones of wool, to create defined contrasting lines. These lines can vary in width and their rhythm of repetition.



(d) MELANGE

We create **Melange** colored rugs from our natural dyes. The esthetic is one of uniformity with tonal variations throughout, due to the nature of the wool and dyeing process. Colors can be custom made.



FLAT WEAVE DESIGN SIMULATIONS



NATURAL DÉGRADÉ: 3 PANELS

We can join panels in different ways to create unique effects.



COLOR DÉGRADÉ

This design can be achieved in any color.

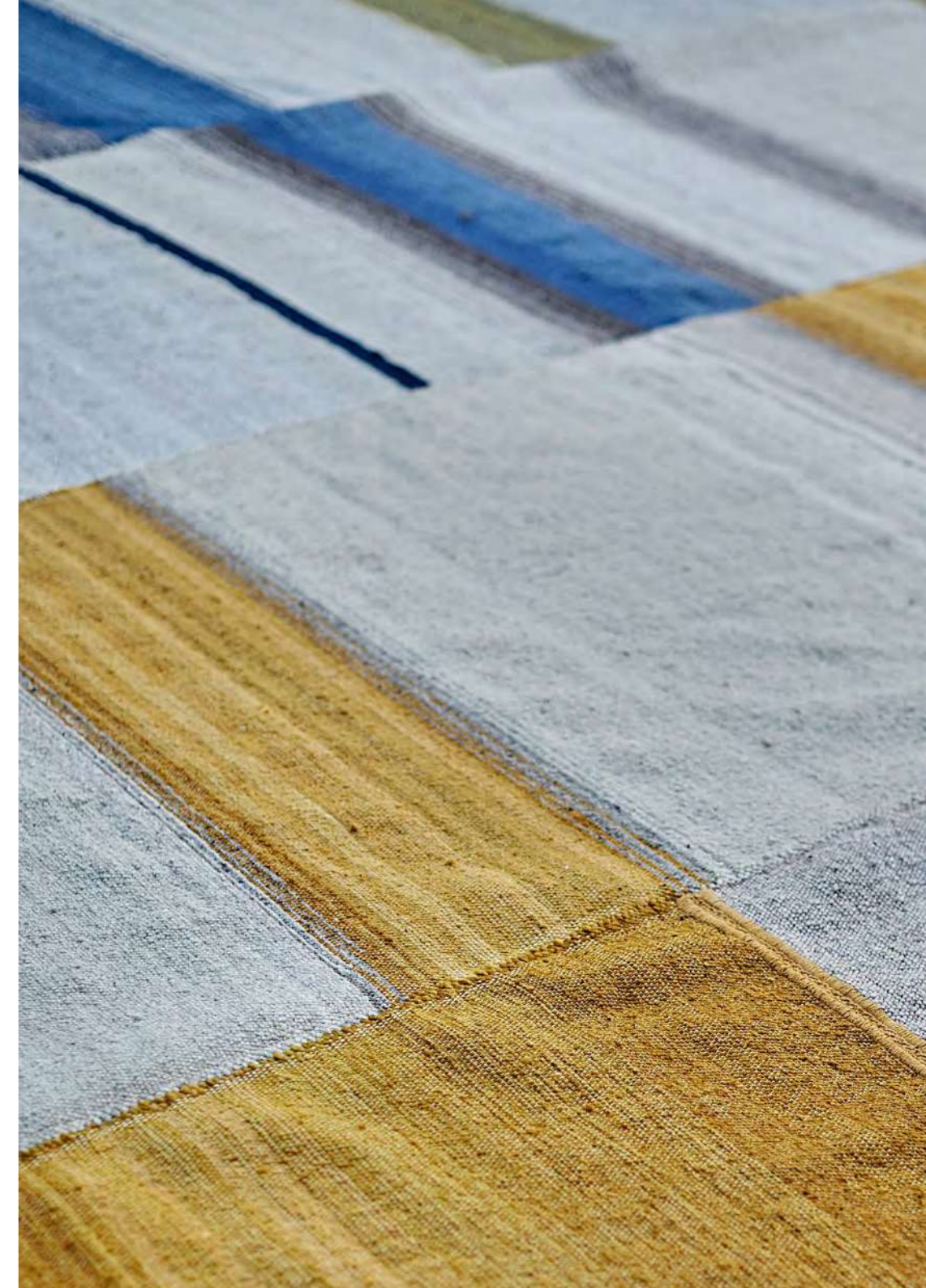


“

In our process, no gesture is mechanical, no action routine. Our work is driven by creativity and passion.

”

-Maddalena Forcella, Designer, Textile Artist and Co-Founder of Madda Studio.



FLAT WEAVE SELECTED DESIGNS

These selected designs were developed by Maddalena when experimenting with new color combinations. They are customizable and can be made to fit your space.



REAL 14



REAL 14 MARIGOLD



REAL 14 COCHINEAL



LOS CABOS



PÁTZCUARO BRAZILWOOD



SAN MIGUEL



ACAPULCO



SAN CRISTÓBAL



VERACRUZ



TULUM



CUETZALAN



TULUM: 3 PANELS





FINELY SPUN VARIATION

Our flat weave rugs are also available in a **Finely Spun** variation. As we do not join panels together for this variation, they have a maximum width of 1.80m/6ft. The length of our **Finely Spun** rugs is unlimited. For this reason, they work well as stair runners or in hallways.

Our **Finely Spun** rugs come in two designs in natural wool:

- (a) Difuminado
- (b) Rayado



(a) DIFUMINADO

Difuminado is the gradual blending of natural wool tones.



(b) RAYADO

Our **Rayado** design, blends different tones of natural wool to create a striped effect.



03- Rug Colors

All of our colors come from natural dyes. We use **cochineal** and **brazilwood** (red), **indigo** (blue) and **marigold** (yellow) to create our primary colors. We combine these to obtain beautiful secondary colors: shades of green, purple and orange. Following this logic, we create infinite variations of color by mixing natural dyes in different proportions.

We specialize in working with clients to create any custom color. We strive to strike a balance between our clients' preferences and our creative expertise.



NATURAL DYES



COCHINEAL
Dactylopius Coccus



BRAZILWOOD
Haematoxylum Brasiletto



MARIGOLD
Tagetes Erecta



INDIGO
Indigofera Suffruticosa



MAHOGANY
Swietenia Macrophylla

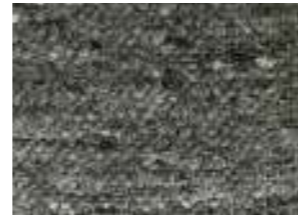


LOGWOOD
Haematoxylum Campechianum





DARK GREY



MEDIUM GREY



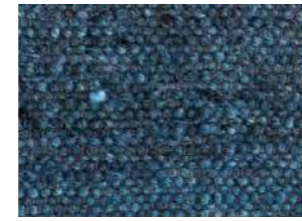
LIGHT GREY



BEIGE



PAPEL AZUCAR



OCEANO BLUE



MIDNIGHT INDIGO



BLUE SAXONIA



GREEN SAXONIA



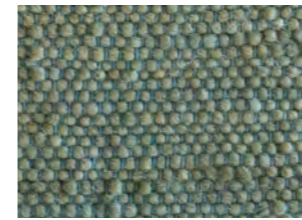
DARK GREEN



GRASS GREEN



SPRING GREEN



GRASS GREEN



LIGHT MARIGOLD



MARIGOLD



CALABAZA



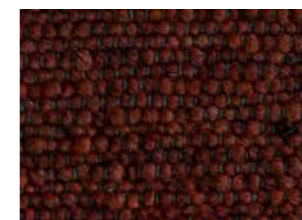
SHADY YELLOW



TIERRA SOMBRA



TIERRA SOMBRA
QUEMADA



TIERRA SIENA



TERRACOTTA



BRICK RED



COCHINEAL

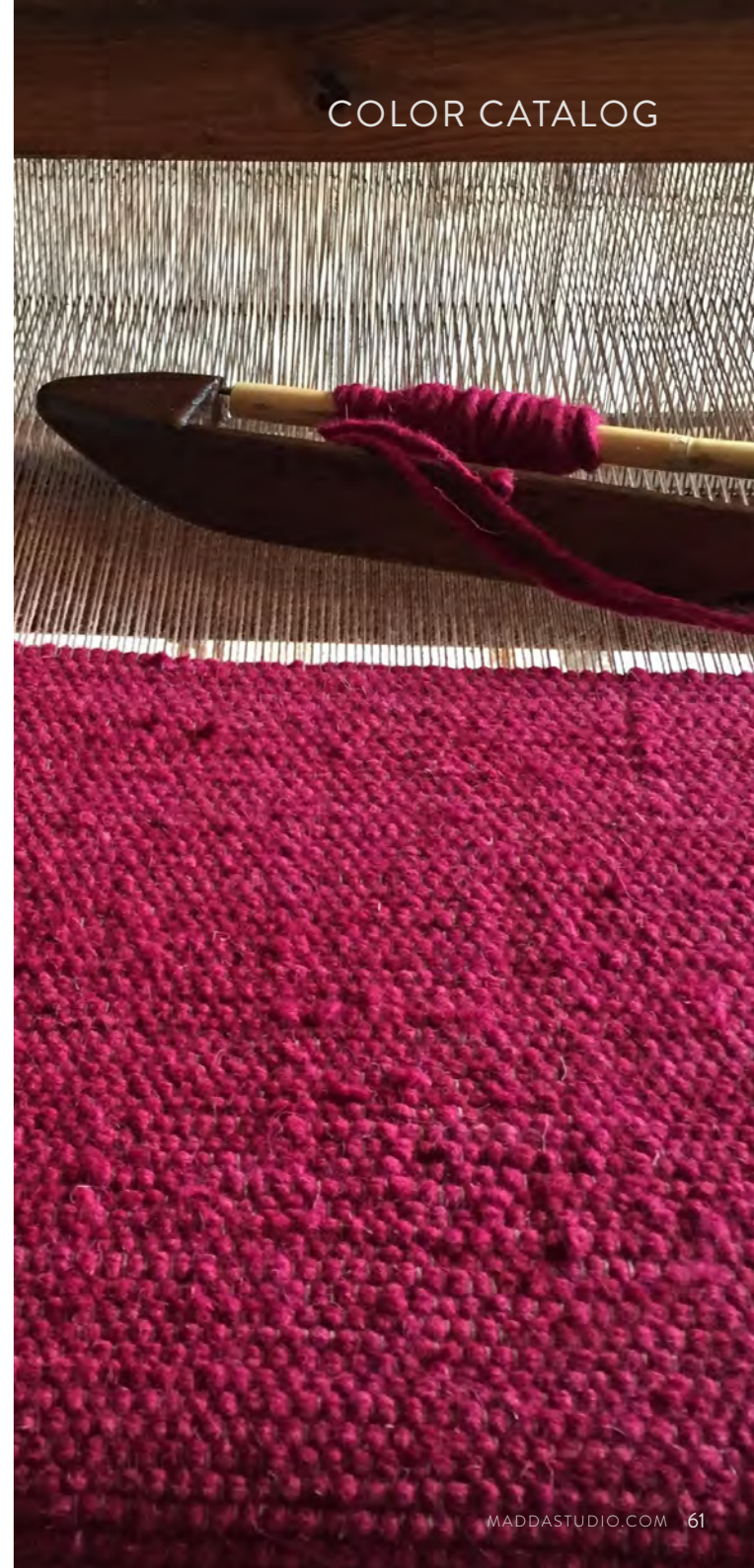


BRAZIL PURPLE



MORA

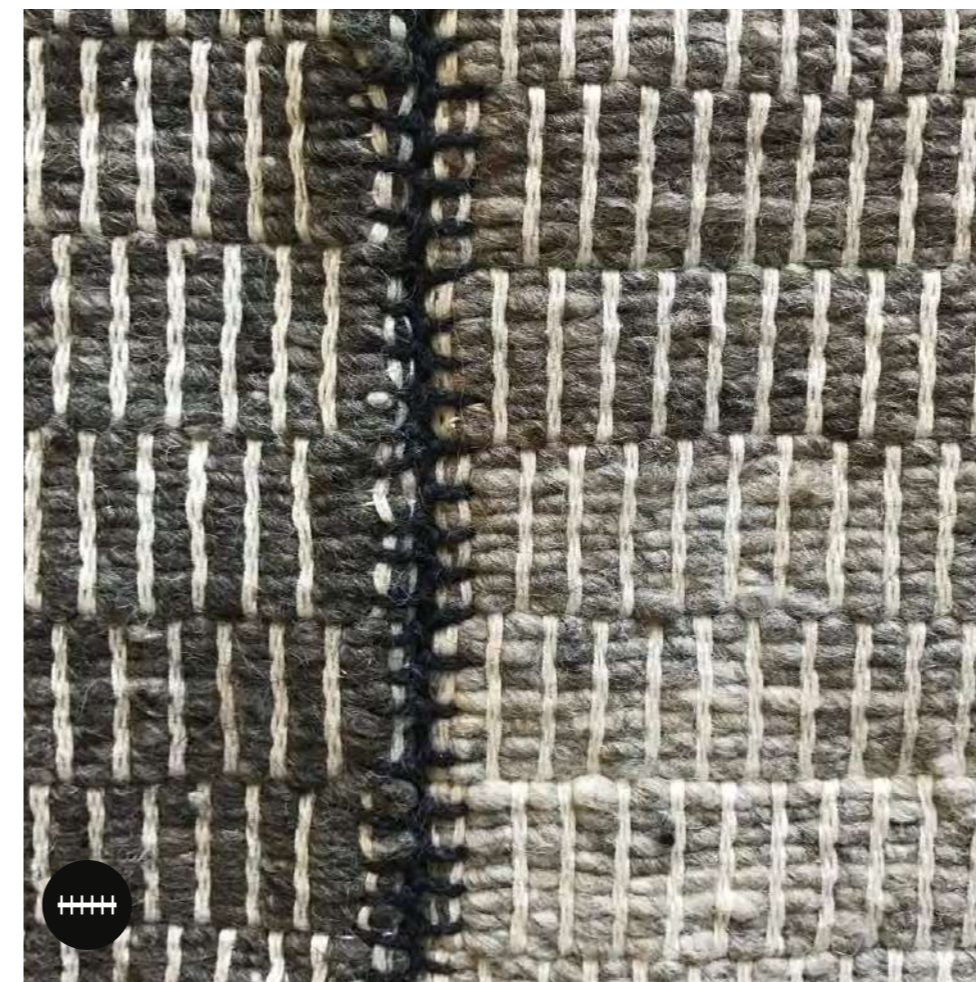
COLOR CATALOG





04- Rug Finishings

Our rugs are handmade down to the very last detail, including the seams and edging.



COMPOUND WEAVE SEAM | BLANKET STITCH

All Compound Weave panels are joined with a **blanket stitch**. Our standard seam colors are medium grey and natural, but seam color can be custom made. We like to highlight the seam as a design feature in the Compound Weave rug.



FLAT WEAVE SEAM | WHIP STITCH

All Flat Weave panels are joined with a **whip stitch**. For the Flat Weave, the seam is invisible, made with the cotton yarn of the warp.

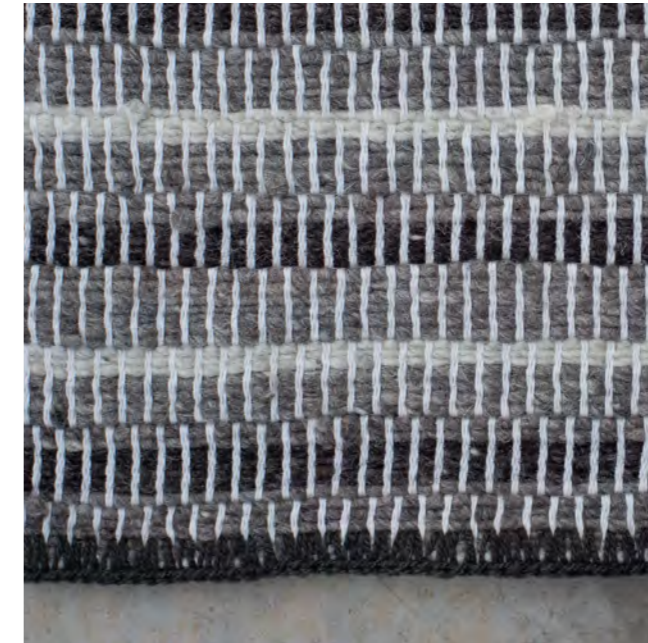


The edges of our rugs are **hand crocheted**. Our standard practice is to crochet the two short ends of the rug. If desired, we can customize and frame the entire perimeter of the rug.

For Compound Weave rugs, we tend to match the color of the edging with the color of the seam; however, it's all customizable.



CROCHET | NATURAL WOOL



CROCHET | GREY WOOL



CROCHET | COLOR TO MATCH