



FORMA


TsAR
CARPETS



Introducing Forma; effervescent and unabashed. An expansive series of high-concept floor coverings that set a new high-watermark in rug design and manufacturing techniques.

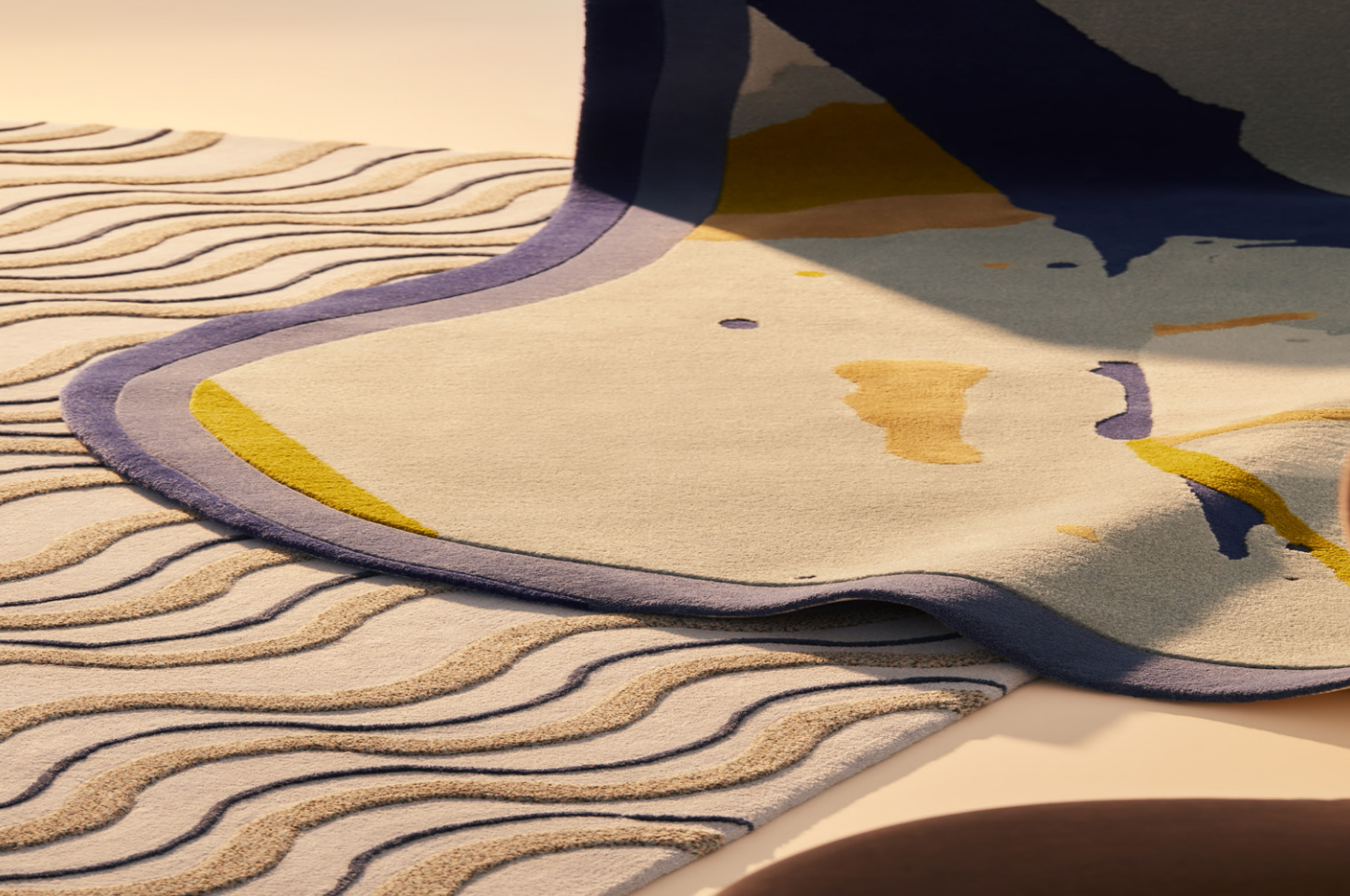
Featuring original, never-before-seen textures, dazzling colour combinations, and inspired patterns, the collection of 25 designs explores the themes of energy and optimism - blurring the lines of applied design and fine art. TSAR Carpets' design team experimented with new construction and fade techniques that push the limits of virtuosic hand-tufted rug manufacturing and textiles design.

Each incredibly durable rug found in the Forma Collection is hand-tufted from the finest grade of 100% New Zealand wool, undyed wool, Tencel, ribbon yarn and Lurex. Specification, colours and design scale can be altered to suit any project.



ACT I

Forma is a new beginning. The focus on water, and the hum of energy it creates, draws together organic shapes, soft gradients, and textured lines. Here, fluid curves push and pull. Light and undulating patterns work together to evoke the soft air at dawn.



Wave



Rae



Paradiso

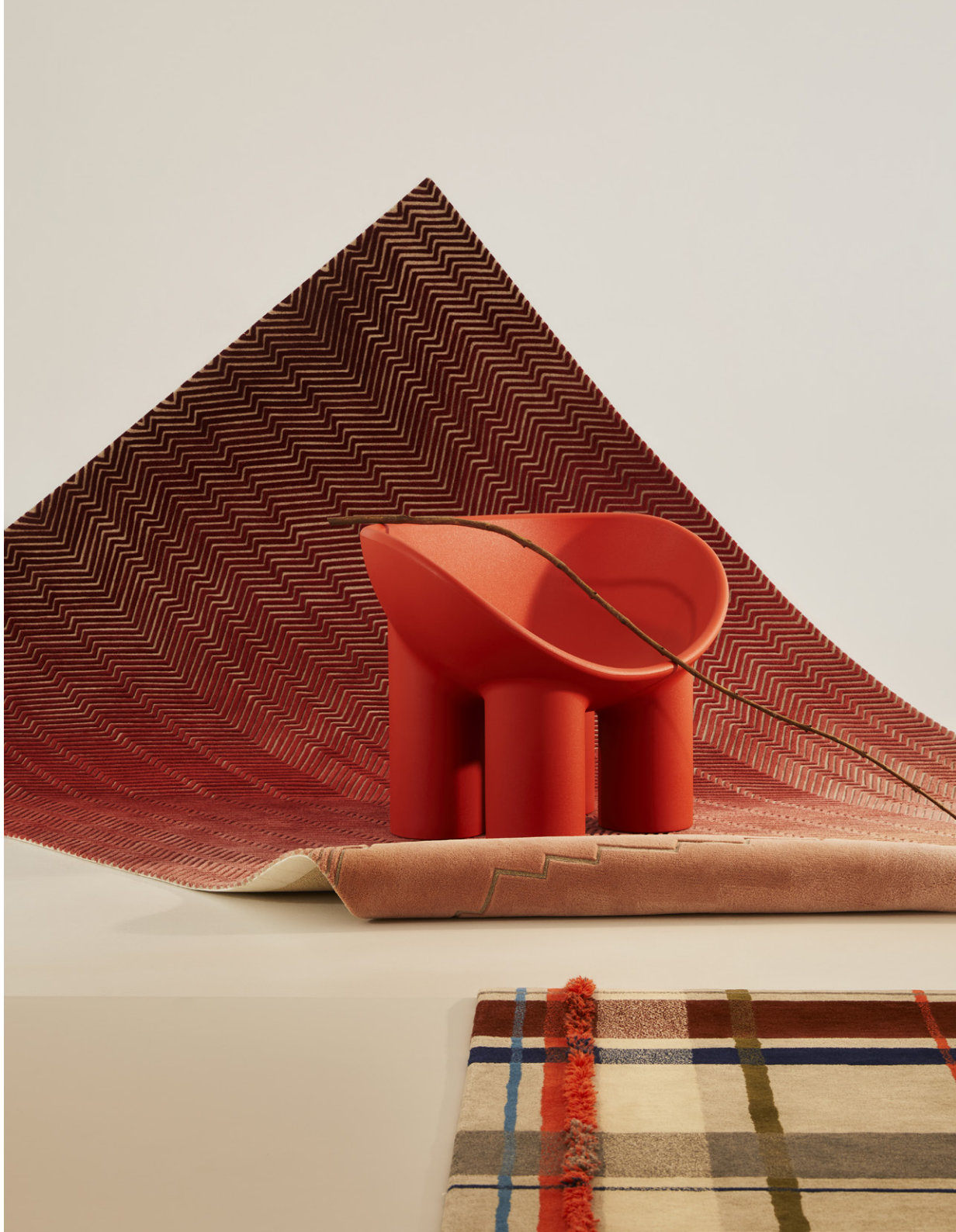


Swell





Refined rug construction and woven textures take centre stage. The collection draws from ancient textures and traditional patterns to reinterpret with a contemporary sensibility. Structured and soft lines offset punchy, bold appearances of colour, as direct as midday light. Expert fading techniques create highly detailed gradients.



Zara



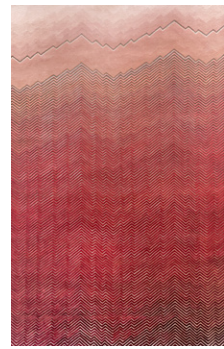
Eden



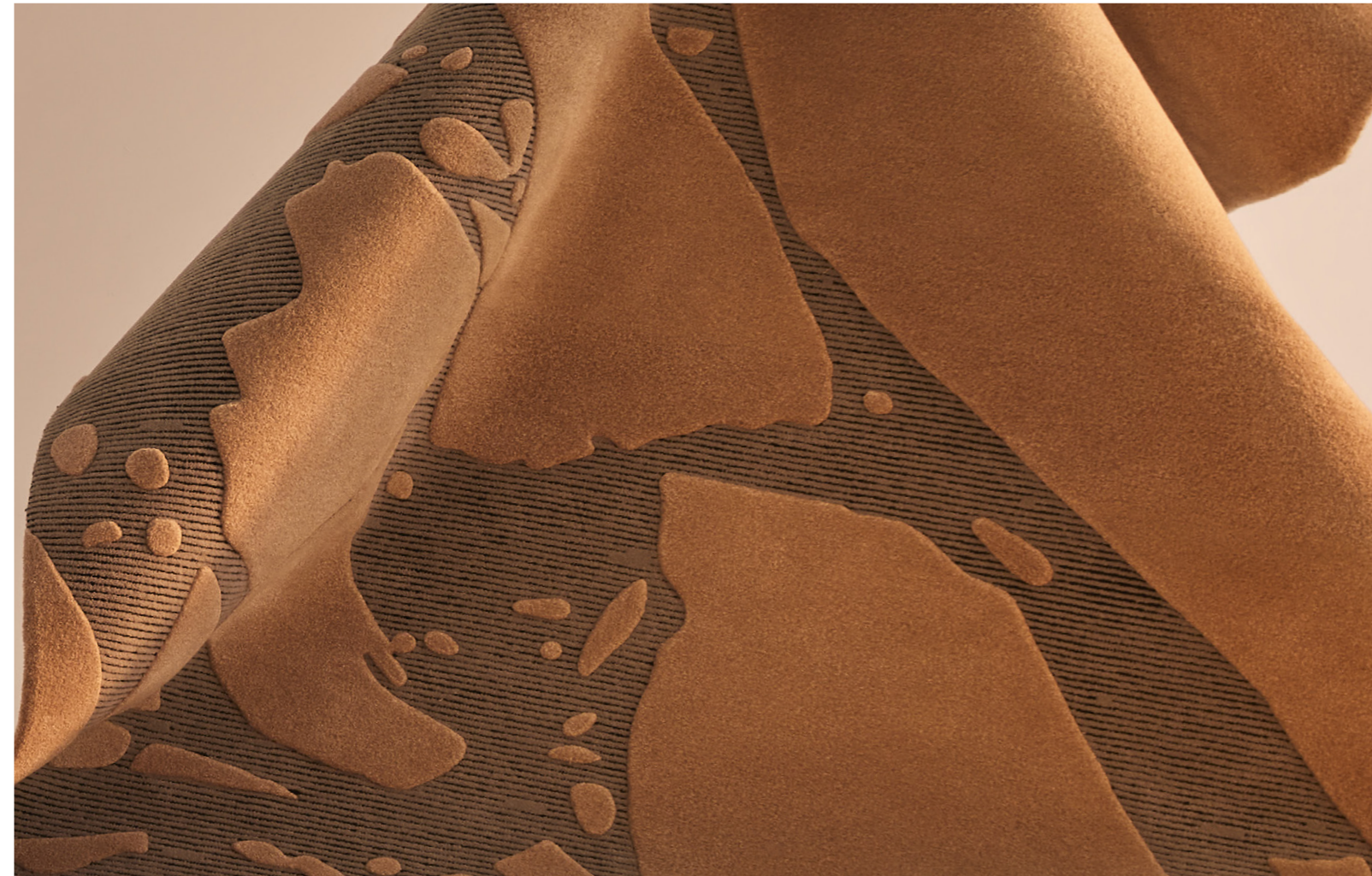
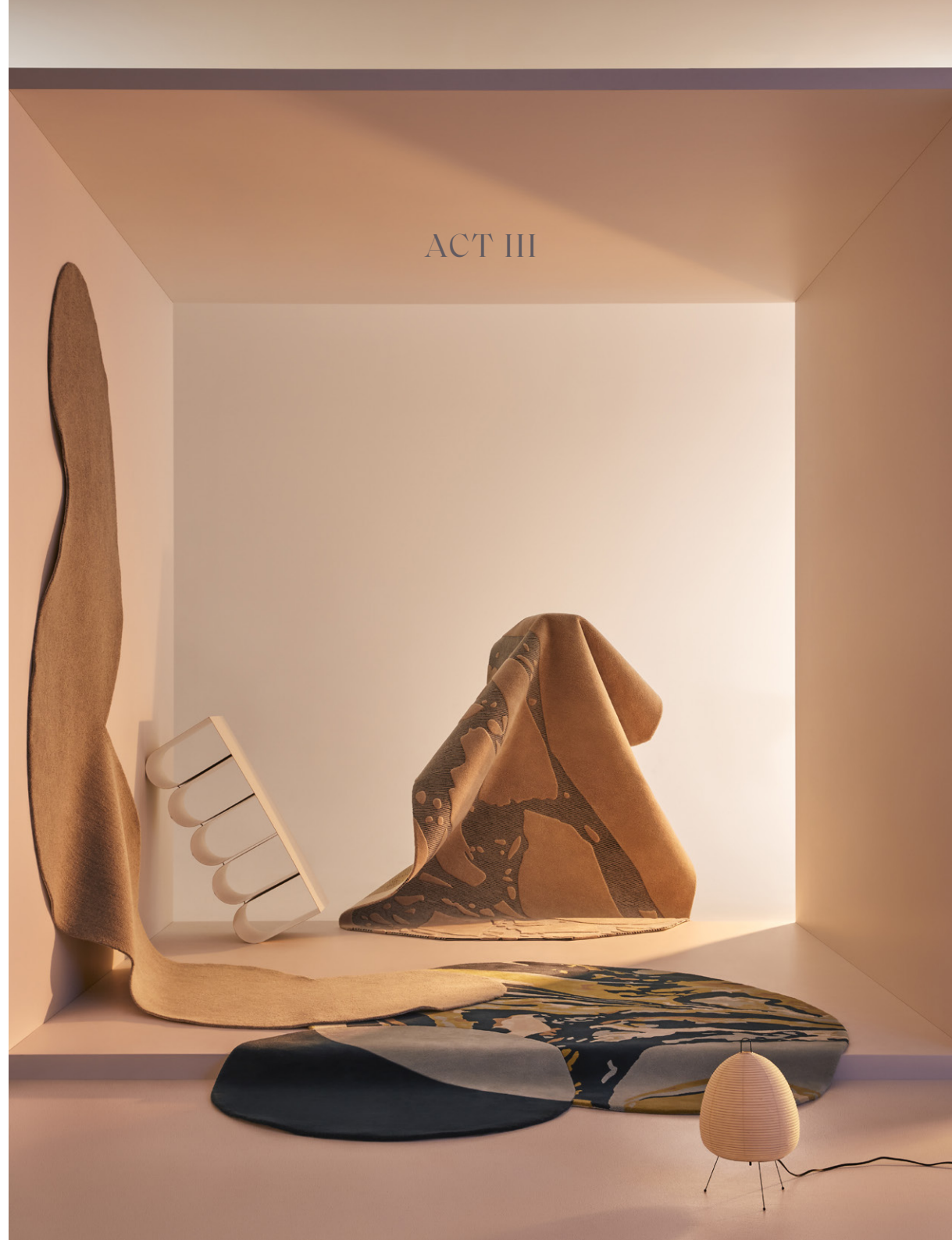
Dynasty



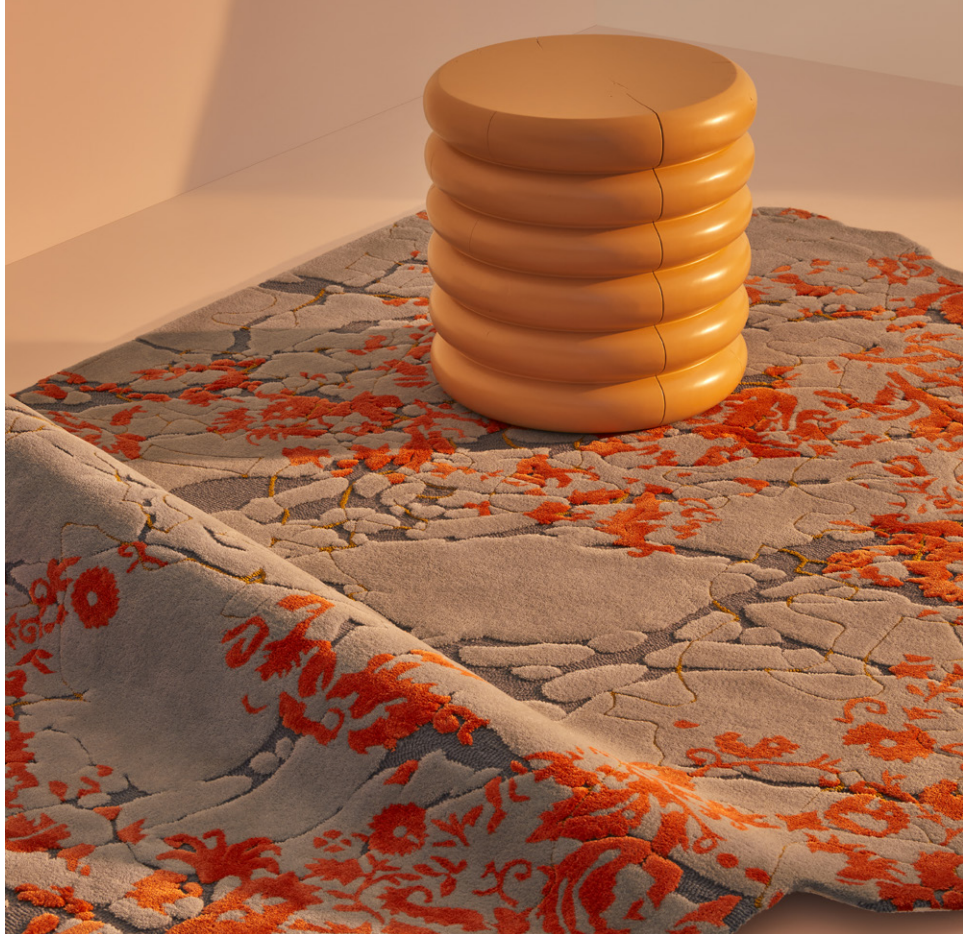
River



Coda



Forma is not afraid to be daring. Organic shapes and never-before-seen textures play together to create a visually rich universe. Strong, unexpected colours mirror the reverie of nature when its beauty catches you off-guard. Superb graphics and colour vibrancy play off the other, and showcase intricate weave techniques.



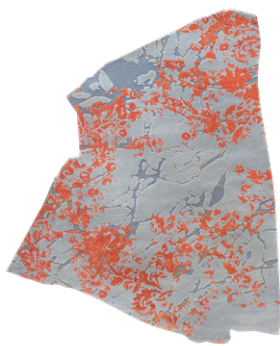
Helix



Holis



Cruz



Cleo



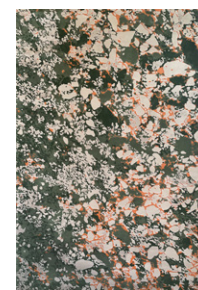
ACT IV



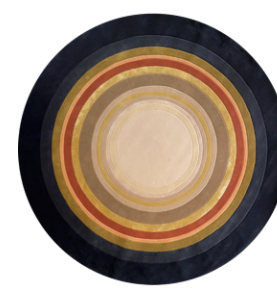
Forma is an exploration in discovery. The strong, deep use of colour and sunset lighting brings warmth and ease to the collection. The physical layering in the designs creates an invigorating relationship between tactile depth and aesthetic pleasure.



Origin



Cali



Kinsey



Rize



Pompidou

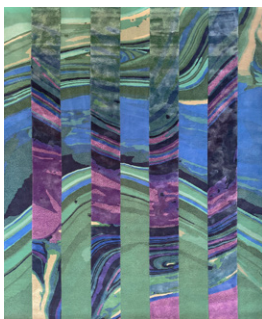
ACT V



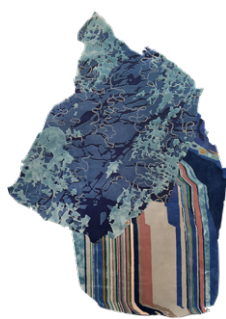
The eros of optimism undergirds the collection. The striking, surreal compositions are playful without apology. Dynamic shapes and colours shift and change with an assertive naturalness. Uninhibited colour-pallets and experimental patterns flirt with dynamic, applied design.



Muse



Yin

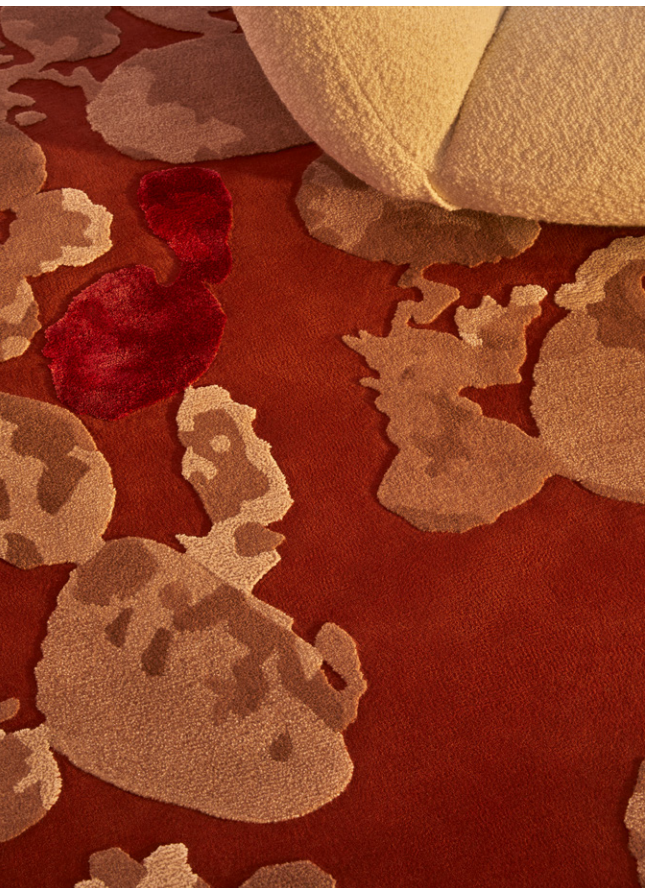


Mai



Lucy





Forma is a dream-like universe. Energised lines and surprising textures animate the collection. Mutable shapes and vivid light create a surreal landscape to enter. Forma investigates the desire to nurture an in-tune awareness with the natural world.

ACT VI

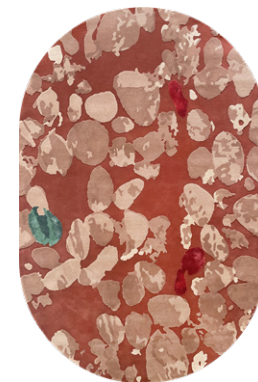




Bean



Arlo



Rumi

Forma Collection Overview

ACT I



Wave
2.4m x 2.4m



Rae
1.9m x 2.55m



Paradiso
2.3m x 2.3m



Swell
2m x 3m

ACT II



Zara
2m x 2.5m



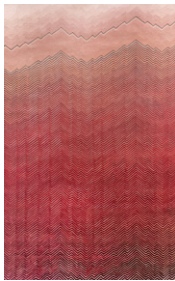
Eden
2m x 3.2m



Dynasty
2m x 3m



River
2m x 3.2m



Coda
2m x 3m

ACT III



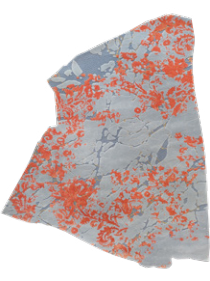
Helix
1.6m x 4.4m



Holis
2.3m x 2.5m



Cruz
2m x 3.2m



Cleo
2m x 2.6m

ACT IV



Origin
2m x 3m



Cali
2m x 3m



Kinsey
2.4m Diameter



Rize
2.1m x 3m



Pompidou
2m x 3m

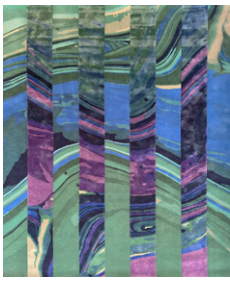
ACT V



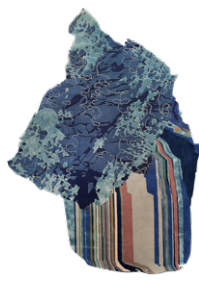
Muse
2.2m Diameter



Lucy
2m x 3m



Yin
2.2m x 2.85m



Mai
2.4m x 3.3m

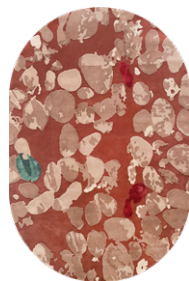
ACT VI



Bean
2m x 2.6m



Arlo
2m x 2.6m



Rumi
2m x 3m

CONTACT | TSAR Carpets

TSAR CARPETS GLOBAL HQ & SHOWROOM
250-252 High st. Windsor
VIC 3181 Australia
T +61 3 9525 0488
E info@tsar.com.au

NSW/ACT Residential Projects :
Michelle Power
Business Development & Design Associate
T +61 2 9331 4244
M +61 (0) 488 003 293
E mpower@tsar.com.au

TSAR CARPETS USA LLC
99 Madison Ave, Suite 405
New York, NY 10016
T +1 646.415.7968
E info@tsarusa.com

TSAR CARPETS UK LIMITED
126 New Kings Rd, Fulham
London, SW6 4LZ
T +44 (0)771 563 8799
E carlyanne@tsarcarpets.co.uk

Shona Dunne-Forsyth
Global Sales & Business Development Director
T +61 3 9525 0488
M +61 (0)411 324 478
E sdunne@tsar.com.au

WA Representative :
Simon Knight
Director at Konduct
T +61 8 6186 6043
M +61 (0) 452 539 771
E simon@konduct.com.au

Angeline Kenny
Business Development Manager, U.S.
T +1 646.415.7968
M +1 646.357.0563
E angeline@tsarusa.com

Carly Anne Fitzgerald
Business Development & Design Associate, UK
T +44 (0) 771 563 8799
M + 44 (0) 7593 535 853
E carlyanne@tsarcarpets.co.uk



tsarcarpets.com/forma