

Explore the south of France
through the eyes of CPR

Discover fun
moodboard ideas

Custom curated
patterns

TALK CARPE



DESIGN & INSPIRE

HI HI,

We are so proud and excited at Talk Carpet to present our first Talk Carpet magazine.

2020 has set out to be a very different year than we all anticipated at the New Years' count down. However, we are New Yorkers at heart and do not let anyone or anything mess with us. We have made it our mission to make 2020 outstanding after all, a year of positive change, in which we pair down to the essential core of what is valuable to you.

Our team at Talk Carpet strongly feels that our core value is to be your source of inspiration. And that is precisely what we have set out to achieve in 2020. Every month we will be visiting a specific region and report back to you with all things pretty in interiors, art, and architecture. We bring this to you in the format of daily blog posts on talkcarpet.com/blog, a monthly vlog, and a monthly magazine. A Spotify playlist is the figurative plane on which we transport you to our region of choice. First up this month: the South of France. Another important element of our inspiration goals is to provide you with an extensive database of mood board concepts and custom design. Each week we're releasing two fun mood board concepts with contract products from a Material Bank supplier mix. On top of that, we're introducing two new custom carpet patterns per week that are ready to go for your projects. We publish these on our blog and our dedicated Instagram pages. You will find all mood boards on [@talkcarpet](https://www.instagram.com/talkcarpet) and the custom patterns on [@talkcustomcarpet](https://www.instagram.com/talkcustomcarpet).

I truly hope you enjoy the new Talk Carpet way and would love to hear if you have anything you would like to see featured in the future. You can reach me at cpr@talkcarpet.com

Christophe Prosper Rammant,
Creative Director



South of France vlog



Spotify Playlist South of France



Talk Carpet Instagram



Talk Custom Carpet Instagram

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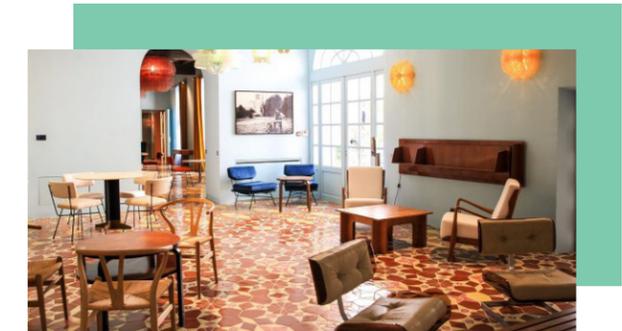
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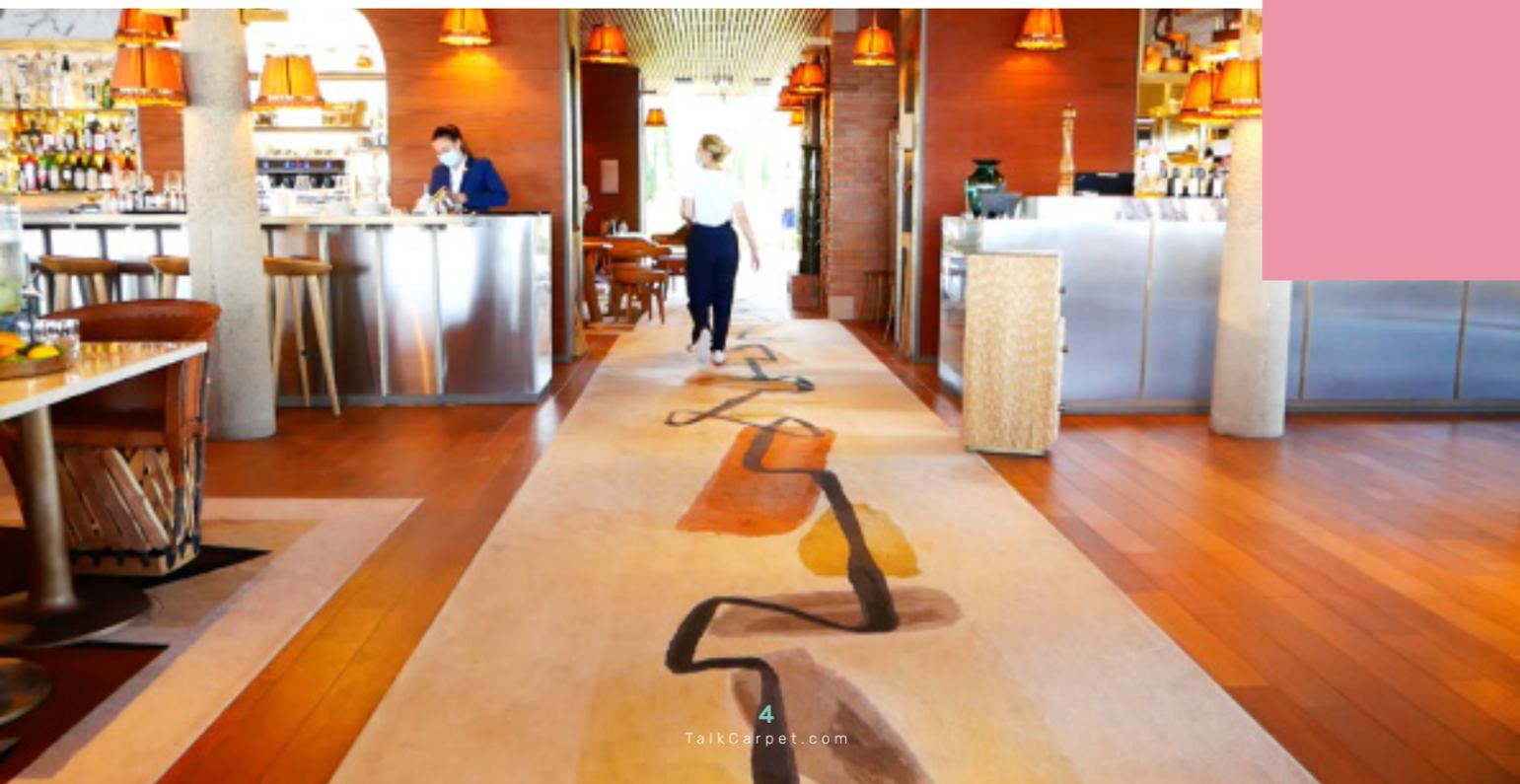


STARCK DESIGNED HOTEL IN SAINT-TROPEZ

A few steps away from Saint-Tropez, Lily of the Valley takes up residence in the Cap Lardier estate's preserved landscape.

As a protected natural reserve, this well-kept secret is the green lung of the Côte d'Azur. It blends with Gigaro's 5km of fine sand, a discreet beach remaining untouched, among the region's largest. Lily of the Valley's unique setting is a stone throw away from the exhilaration of Saint-Tropez: the lively beaches of Pampelonne and the sunlit terrace of Sénéquier are only a few minutes away. The Starck designed hotel personifies the charm of Provence with its riches and its proximity to the mythical cities of the French Riviera: Nice, Cannes, and Monaco.

In this unique location, Philippe Starck has imagined a refuge, a shelter in the heart of a natural environment that keeps its rights and unleashes its power. "Creation must inhabit its environment without disrupting it" is the designer's mantra and the requirement he has imposed on himself. Lily of the Valley is nestled in the hills of the Saint Tropez peninsula, overlooking the beaches of Gigaro. Its architecture, entirely imagined by Philippe Starck, is inspired by Californian villas and the Hanging Gardens of Babylon. Its original concept combines the best of the French art de Vivre with a top-of-the-range wellness village.



Material choice is largely raw with mostly wood for the floors, walls, and furniture.

I had the pleasure of visiting this latest design haven and was truly astonished. This hotel feels like a welcoming home from the moment you step in. What immediately drew my attention was the extremely balanced mix of objects, all very different yet so cohesive in materials, shape, colors, and utility. The hotel colors are all neutral, like fawn and beige. Material choice is largely raw with mostly wood for the floors, walls, and furniture. The village feel of the hotel makes you feel in full harmony with the surroundings. It is a place where you can feel home any season of the year, during summer around the pool, or in the wintertime by one of the many fireplaces scattered throughout the property.

CLIFFS ON THE PORTUGUESE COAST

INSPIRE THIS MOOD BOARD



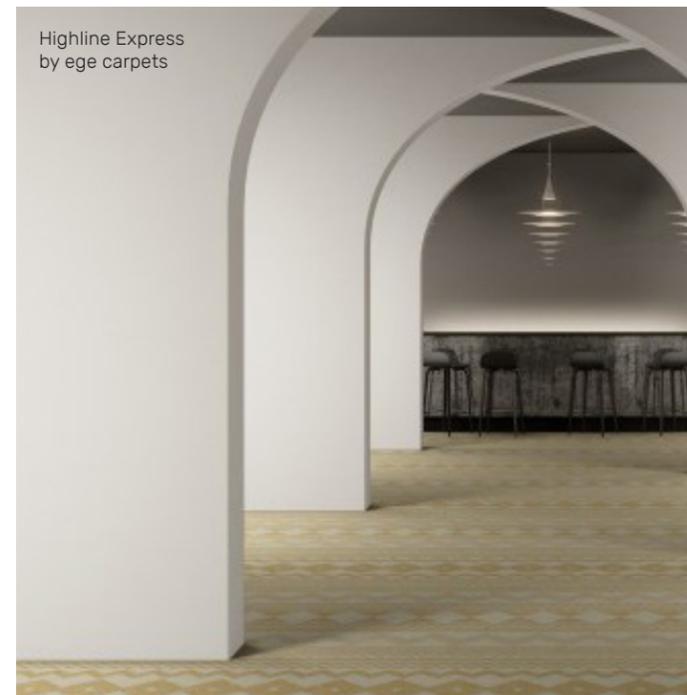
The Portuguese coast of Alentejo inspires this mood board with contract products from ege carpets, Emser tile, Wolf Gordon, and PK Contract.

We are taking inspiration from the colors and textures observed during a day at the Portuguese beaches



The Alentejo coast has some of the most impressive coastal cliffs. It is a surfers paradise and these days also an Instafamous place. We are taking inspiration from the colors and textures observed during a day at the Portuguese beaches for this mood board.

Check out our mood boards on page 30.



Highline Express
by ege carpets



FLAMINGOS AND PINK SALT LAKES, NATURE AT ITS BLUSH BEST

If you are looking for an inspiring day to spend in the South of France, then spend it at the pink salt lakes in Aigues-Mortes.

An active salt field in the French Camargue area that stretches across 20,000 acres and dates back to the Roman Empire. They produce about 300,000 tons of salt per year! And the pink color will put an instant smile on your face.

The amount of unspoiled nature in this reserve is immense, it hosts 200 out of the 900 European bird species. And it's the home to about 15,000 flamingos which just perfects the idyllic scenery.

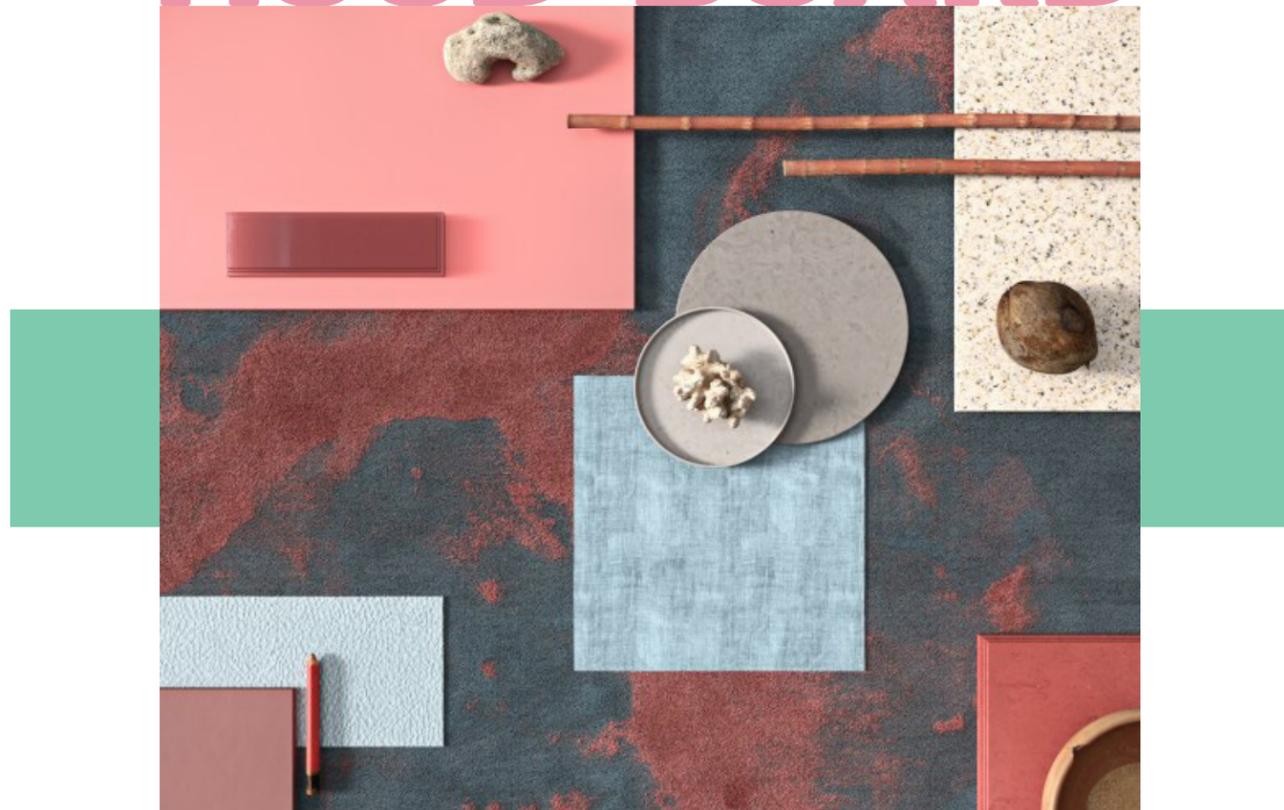
These salt lakes host 200 out of the 900 European bird species.



Fun fact, the pink color of the salt lakes are formed by a type of algae due to the high percentage of salt content in the water. There is a type of small shrimp that eat these algae and the flamingos eat this shrimp. The pink color is transferred from the algae to the birds... Baby flamingos naturally are grey until they are three years old, then they turn white and over the years they will slowly turn pink. In this natural reserve, the flamingoes are rather happy with the global pandemic, due to the nearly nonexistent air traffic the amount of baby flamingoes is ten times what it was in 2019. As a consequence, we can expect a lot more pink in these lakes the coming years.



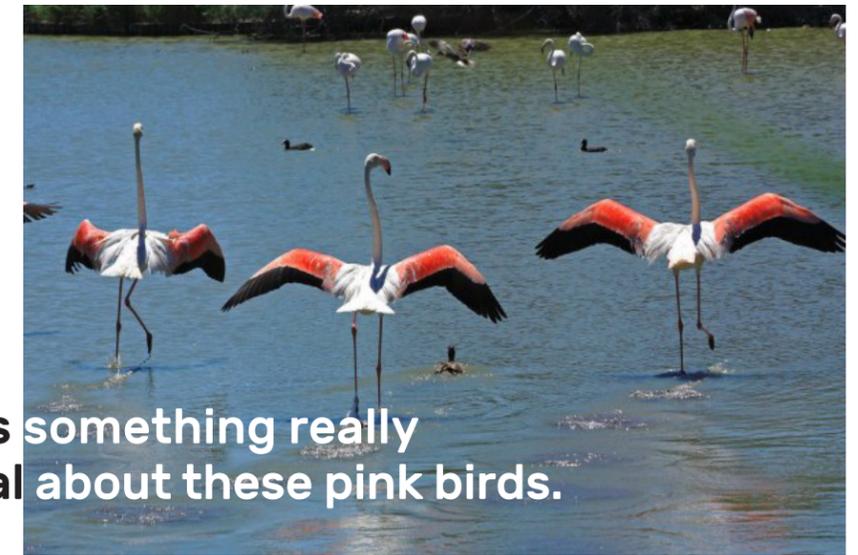
ENCHANTING FLAMINGOS IN SALT LAKES INSPIRE THIS PINK MOOD BOARD



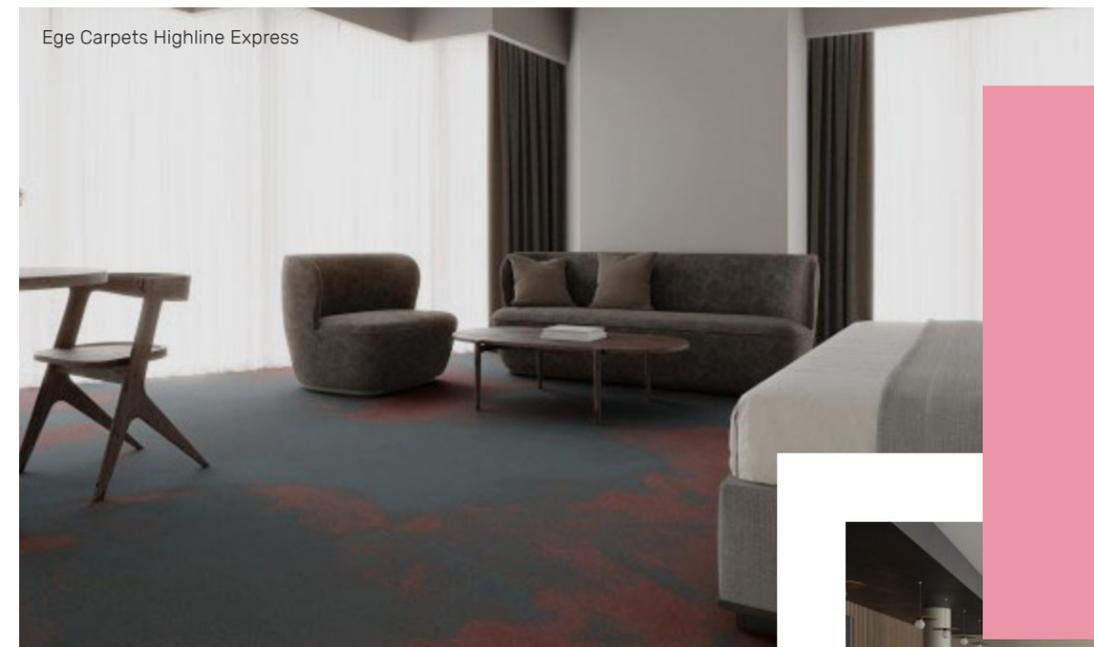
On a recent trip to the Camargue area and its pink salt lakes we got inspired to create a mood board.

Check out the millennial pink mood board on the left and the standard ege carpets pattern we recolored. This organic pattern is called watercolour.

With the recolor tool, you can easily customize your carpets without the constraints of custom design. There is no order minimum on recolored patterns, and the sample turnaround is an average of 3 business days.



There's something really magical about these pink birds.



CHATEAU LA COSTE

ART & ARCHITECTURE WALK

Château La Coste
is a vineyard
where wine, art,
and architecture
co-exist in
perfect harmony.

The Domain invited artists and architects to visit the estate and discover the beauty of Provence. For each collaboration, artists are encouraged to choose a place in the landscape that speaks directly to them and receive the freedom to create a work that would live there.



Art Center, 2007-2011 – Tadao Ando

The walk takes about two hours, and the itinerary has quite some hills. The great thing though, is that you will get a workout in for the day and satisfy your cultural cravings. The tour starts at the Tadao Ando designed entrance building and takes you through the vineyards on the hilly estate. Here are some highlights of the walk.

This work by Sean Scully is made from more than 1,000 tonnes of limestone in grey, blue and red. Scully intends to "chase the space out of his work." He deliberately leaves the marks and dents that resulted from the extraction process of the limestone.



Wall of light cubed, 2007 – Sean Scully



Psicopompos, 2011 – Tunga

The artist Tunga suspends scales made of cast iron in architecturally minimal archways. The counterweight is a net made of cast iron filled with pieces of quartz. The weight of the quartz highlights the notion of precarious balance, a fragility that he identifies in human relationships.

The original chapel dating back to the 16th century, was in ruins when Tadao Ando first came to visit La Coste. He wanted to give it a new lease of life, as well as protecting the original site. Ando restored the chapel and added a framework composed of steel and glass wrapping the ancient structure.



The chapel, 2011 – Tadao Ando

The aluminum and stainless-steel work by Liam Gillick is at the intersection between sculpture and architecture. The installation is an interactive work where Gillick invites the visitor to slide the panels, thus changing the perspective from inside to outside according to your viewing position. With the sliding walls, the artist evokes Japanese moving walls.



Multiplied resistance screened, 2010 – Liam Gillick



Drop, 2009 – Tom Shannon

Tom Shannon deals with scientific subjects in his sculptures. He uses powerful magnets in several of his works to suspend his sculptures in permanent levitation. The work received its name from its levitating shape, and the visitor can spin, tilt, rise/fall, and glide horizontally.



Music pavilion, 2008 – Frank Gehry

The project to create the pavilion was in partnership with the Serpentine Gallery in London. It was first exhibited at the Serpentine in 2007 with the support of La Coste before being installed permanently at its current location.

The Renzo Piano pavilion is built to both display art and preserve wine. Due to the natural topography, Piano decided to dig 6 meters deep to integrate the building into the vineyard fully. The roof structure is fastened to thin metal arches, which echo the rows of vines and connect the vineyard with the pavilion.



Exhibition Pavilion, 2017 – Renzo Piano

CONTEMPORARY CHIC DESIGN AT THIS VINEYARD HOTEL NEAR ST-TROPEZ

Vineyard hotels are popping up left and right in Europe, with many choosing to become contemporary chic design statements in their own right.



The estate spaces are very inviting, and I truly enjoyed the mix of a working winery (with a tasting room) and the public areas of the hotel

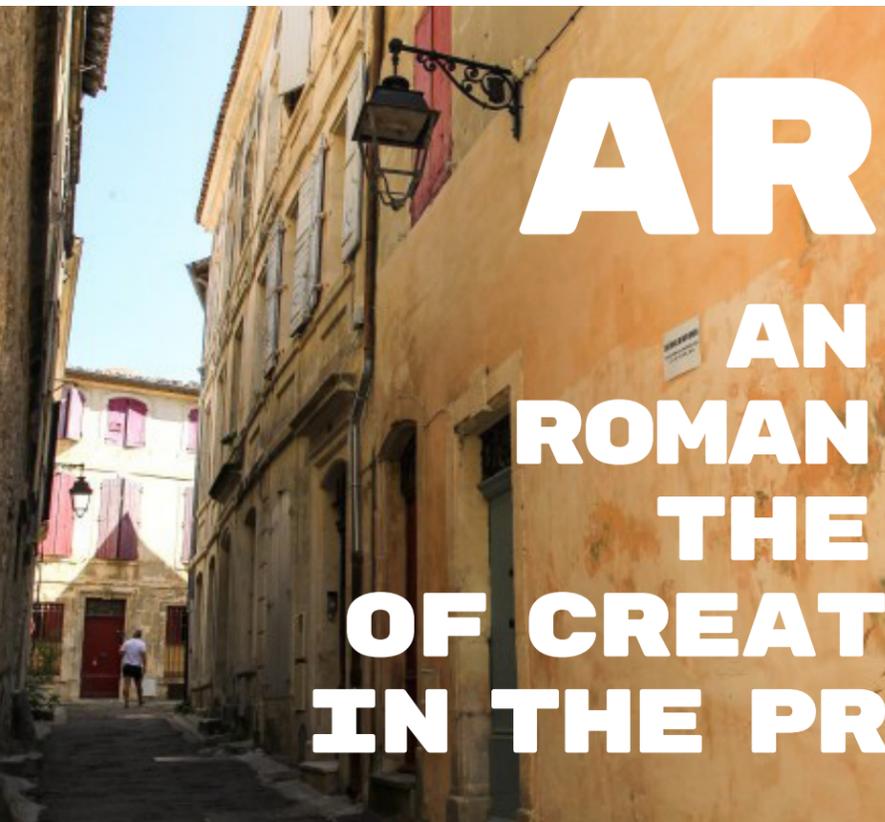
This trend is primarily started by Marques de Riscal.

It does offer an enchanting proposition; you get ultra-quiet surroundings, rolling hills planted with vines, and (usually) excellent wine. In the case of Ultimate Provence, the domain takes set in the backcountry of the St-Tropez peninsula. This trip will take you about 45 mins and, most likely, a few Tums after going through all the extremely windy roads. Once settled,

you'll discover a very smartly designed hotel, which proves to be a crowd-pleaser.

Ultimate Provence hired Monaco based interior design firm Humbert & Poyet to design a sophisticated working winery, combined with a hotel with a distinctly urban and contemporary chic atmosphere. The estate spaces are very inviting, and I truly enjoyed the mix of a working winery (with a tasting room) and the public areas of the hotel, such as the reception desk and restaurant/lounge area. I appreciated how the designers Humbert & Poyet drew inspiration from the colors of Provence by the use of aged oak and shades of sage and sepia.





ARLES

AN ANCIENT
ROMAN CITY AT
THE CENTER
OF CREATIVITY
IN THE PROVENCE

You would expect an ancient Roman city established in 800 BC to be a relic of the past, a tourist hotspot pushing souvenirs and without a clear vision for the future.

None is less true; Arles is at the creative hub of the Provence. It appears that Arles has continued to reinvent itself and claim a righteous spot on our trending cities hotlist.

The Romans took the town in 123 BC and expanded in what was then considered an influential city and reached its peak in Roman influence during the 4th and 5th centuries. Today, you can still visit some of these signs of importance, which translated into majestic buildings in Roman times. There is the amphitheater, the Roman theatre, the baths, the aqueduct, and the Roman forum, to name a few.



Something really interesting happened though; at the end of the 19th century, painters like Gauguin and Vincent van Gogh discovered Arles and its amazing light. Van Gogh created over 300 paintings in this area, and so do many artists today. I have found Arles to be truly inspiring, which is very noticeable walking through the city. Tons of creativity are present on the streets, whether, through wall writings, artworks glued to the walls, or performing arts.

Van Gogh created over 300 paintings in this area, and so do many artists today.



COLORFUL HUBS IN ARLES

On my recent tour in the South of France, I made a two day stop in Arles, a genuinely creative city full of young artistic talent.

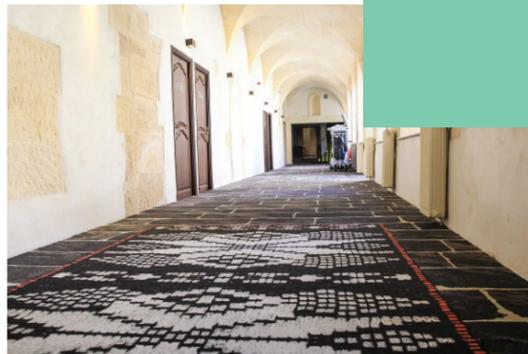
One of the other people who has put Arles on the design map has been a fashion and interior designer, Mr. Christian Lacroix. Born in Arles, he went on to study classical literature and art history in Montpellier. Later on, he migrated towards costume design and created his own fashion house in 1987. Since the 2000s, he has been taking on very diverse design projects such as the French high-speed trains, hotels, and museums.

As a consequence, it's only logical he designed the refurb of one of the most iconic hotels in his hometown of Arles. He found inspiration in ancient Roman street paving and mosaics for the public areas and corridors. In the rooms, he opted for details from old Persian rugs and very graphical French engravings.

Mr. Christian Lacroix and ege carpets enjoyed the collaboration on this hotel and several museums and created a strong professional relationship. The project of a permanent ege collection was started and successfully launched in 2017.



@hoteljulescesararles



The Arlatan hotel in Arles is genuinely unique in its approach.



Pharmaceutical heiress Maja Hoffmann is on a mission to transform Arles into a hotspot for creativity and young talent. She installed the second outpost of her art foundation, Luma, in the city, which dates back to the Roman Empire.

As such, she saw the need for hospitality establishments at the same level of creativity to which she aspires. She gave Cuban born artist Jorge Pardo carte blanche to create a truly unique hotel experience, in line with her ultimate goal of putting Arles on the worldwide design map.

If you have a chance to visit Arles, I highly recommend staying at this hotel. Or even grab lunch or dinner, it's delicious.



@larlatan

"IT'S URGENT"

POSTERS TAKE ON CURRENT IDEAS AND CONCERNS

This project, curated by Hans-Ulrich Obrist, began in 2019 in Denmark.



Heartland Festival and Kunsthall Charlottenborg organized the exhibition during the spring election for the European and Danish Parliament. The organization invited artists to think about the present and the future with a display of posters on billboards throughout Copenhagen. The idea was to bring the work right into public city life.

At the invitation of Luma in Arles, more artists contributed to the exhibit with their subjects and posters. The most frequently addressed themes are in ecology, inequality, the future, anti-racism, and social justice. It's a great portrait of modern ideas and concerns.

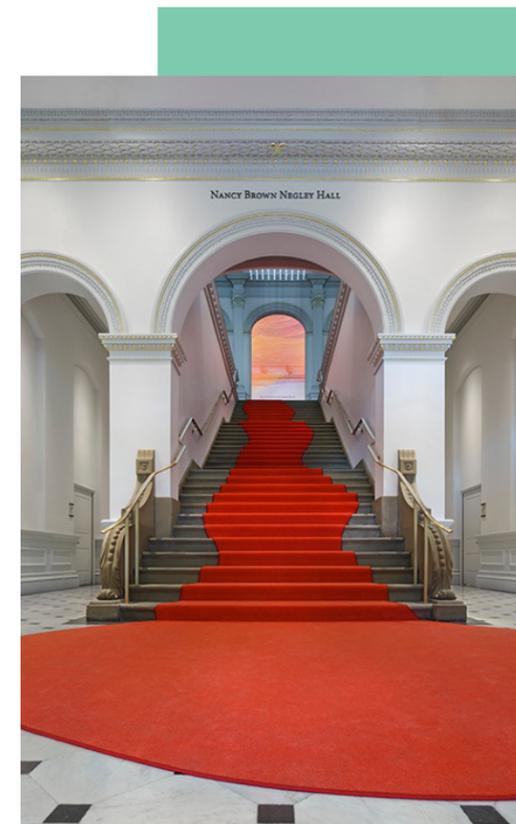
Maja Hoffmann, an heiress to the pharmaceutical giant Hoffmann-La Roche, has an incredible influence in the art world. She sits on the board of, for example, the New Museum and the Swiss Institute in New York, the Serpentine

Gallery in London, and the Kunsthalle Zurich. Her most significant project of them all is Luma Arles, a place where Maja Hoffmann wants to put all her activities into one place so they would have more weight and meaning. She is trying to transform Arles through art and use art to draw in tourists and as such an economic influx for the region. The new centerpiece of Luma Arles, built on a 15-acre defunct rail yard, is the tower designed by architect Frank Gehry. The tower is slated to open in 2021 as the Arts Resource Center at Luma and needs to further help Arles to reinvent itself through art.

RENWICK

GALLERY AT SMITHSONIAN

Explore this eye carpets custom project in DC



The opening exhibition wonder featured site-specific, gallery-sized installations by nine major contemporary artists, including Maya Lin, Leo Villareal and Janet Echelman. These larger-than-life installations comprise surprising materials worked in transformative ways that explore new directions in craft and transform the Renwick itself into an immersive work of art. Each artist has taken over different galleries in

Inspired by the 2011 Tohoku earthquake and tsunami



the building creating nine independent installations all inspired by the Renwick.

Janet Echelman explores volumetric form without solid mass, overtaking the museum's famed Grand Salon with a suspended, hand-woven net surging across its hundred-foot length. This piece is called 1.8 (One Point Eight). It is inspired by the 2011 Tohoku earthquake and tsunami. This carpet is paired with a carefully choreographed lighting program subtly changes the experience of sculpture with every perspective. Janet Echelman says "The carpet for the Smithsonian's Renwick is a smash hit. Visually it is an extension of the sculpture above – luring people to lie down, take photographs and share on social media."

CUSTOM PATTERNS

OFF

THE

MONTH



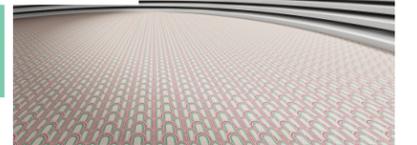
CACTUS CUSTOM CARPET PATTERN INSPIRED BY STARCK DESIGNED PATIO

On a recent trip to Mama Shelter's Marseille outpost, we got triggered to create a custom carpet pattern inspired by their incredible cactus patio. Mama Shelter is a really creative hotel group distinguishing themselves through unique design, complemented by trendy hotel bars and restaurants.

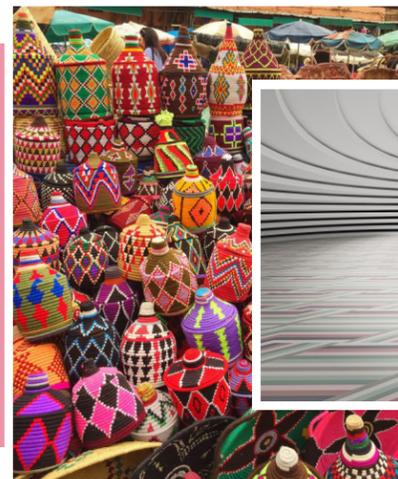
This little nook in their Marseille restaurant got designed by Starck and got our creative juices flowing for this custom carpet. "Mama Cactus" by Maja Dzepovska is exactly what we envision as one of the next interior trends. We love how it is graphically bold, yet offers enough negative space to make a minimal sense.



Mama Cactus by
Maja Dzepovska

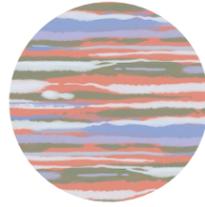


GEOMETRIC PATTERN INSPIRED BY THE MOROCCAN SOUKS MARKET



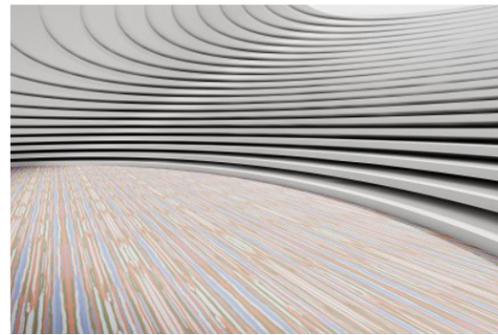
Geometric
Pattern by Louisa
Xanthopoulou

Designer Louisa Xanthopoulou found travel inspiration in the Moroccan souks markets. The abundance of colors and textures in the displayed baskets sparked the idea to create a geometric pattern; all be it toned down in colors. We love what she has created and feel it even has an organic touch to it.

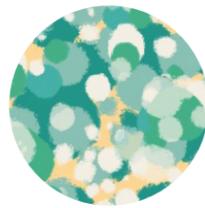


THE TEXTURE OF WOOD BARK CREATES AN ORGANICALLY LINEAR PATTERN

The texture of wood bark creates an intricate and truly organic pattern, which designer Maja Dzepovska translated into this stunning linework.



Texture of Wood Bark by Maja Dzepovska

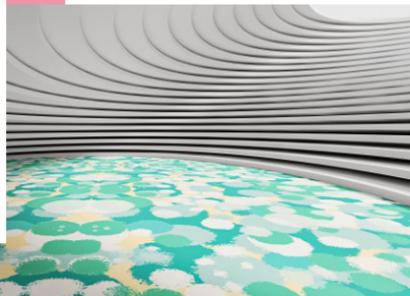


GEOMETRIC POLKA DOTS TURNED ORGANIC



Yayoi Kusama

For this custom pattern, designer Maja Dzepovska took inspiration from polka dots and created a more organic looking feel while keeping a clear geometric pattern hidden underneath the surface.

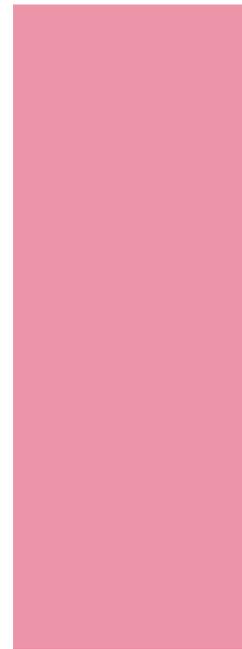
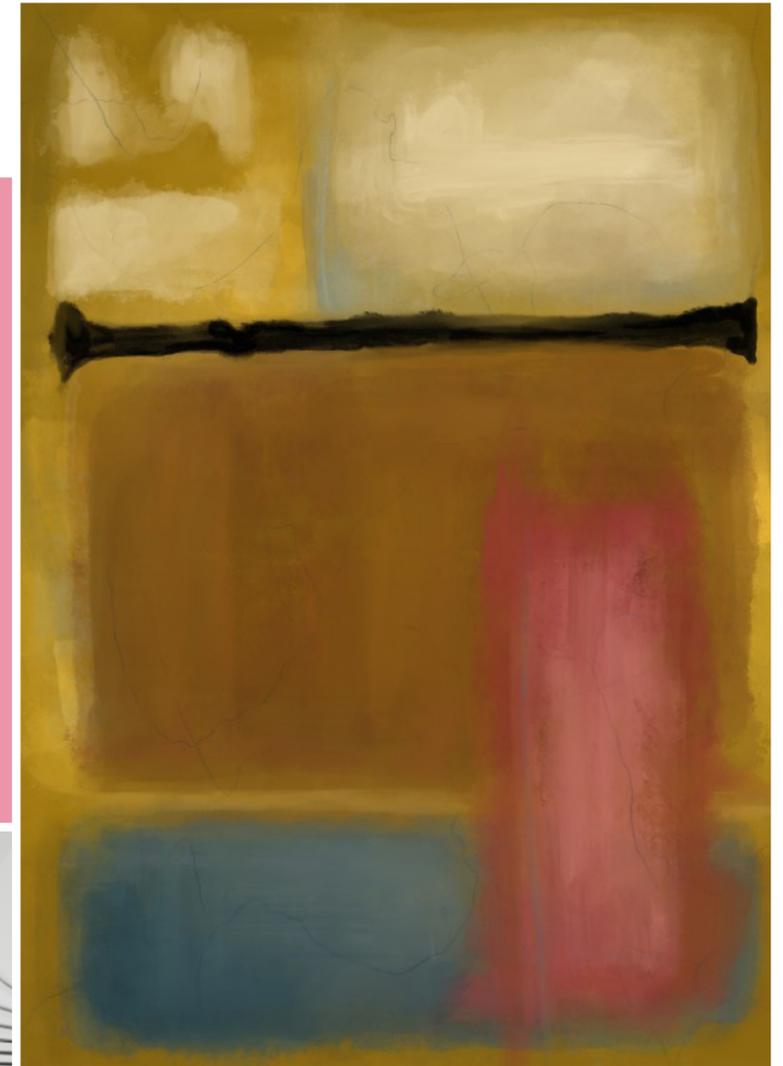


Geometric Polka Dots by Maja Dzepovska



THE TEXTURE OF WOOD BARK CREATES AN ORGANICALLY LINEAR PATTERN

For this custom pattern we have found inspiration from the color blocking and organic elements of Rothko paintings.

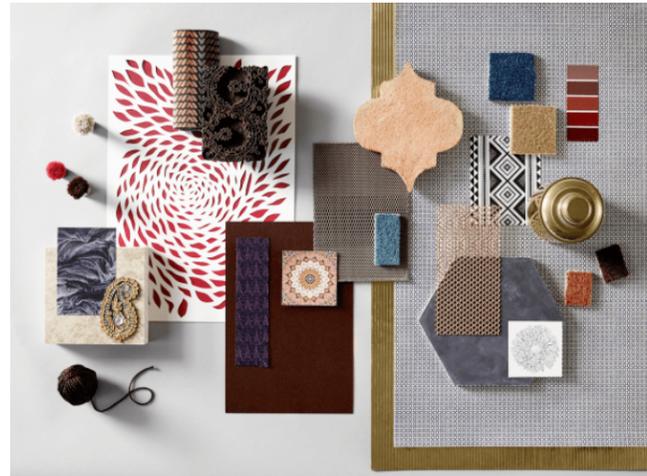


My Time by Cassidy Chun

THIS IS HOW WE DO CUSTOM DESIGN

SEND US YOUR INSPIRATION, WE'LL CREATE THE PATTERN

With our ege custom carpets we pride ourselves in design development where we really assist you in the conceptual design. Often times we work purely from an inspiration image or the story behind your overall project concept. But if you have a pattern you made yourself, we can totally start working from that as well.



WE'RE THE ORGANIC DESIGN SPECIALISTS

We have mastered the art of organic transitions, subtle changes in color and extremely large patterns. Thanks to our limitless amount of colors, we are able to get the many shades it takes to truly get the finesse of an organic pattern.

At the Smithsonian Renwick gallery in DC we created a custom design with ege custom carpets. The nylon carpet had no repeat and was designed in a huge variety of shades of grey. Transitions flow as naturally as the opposing suspended art installation.

DESIGN LAYOUTS AND SEAMING DIAGRAMS ARE PART OF OUR SERVICE

As a final step in the design process we create a 2D layout called the design layout, visualizing the pattern in each space.

Waste is drastically minimized by creating a roll layout, through which we determine the exact cuts needing to be produced. All will be made to pattern match and as such no additional lengths need to be ordered for on-site pattern matching.



NOT LIMITED TO JUST 12 COLORS. HONESTLY, THERE'S NO LIMIT...

Pick up our 4 standard color books in which you already have a huge selection of color shades. Or have a color made just for you by matching that fabric you love so much or by matching any Pantone color.

FROM 120 SQ YARD

100% ege carpets custom design at one of the lowest minimums in the industry. This flexibility allows you to offer even your smallest projects that unique touch.

7 DAY DESIGN

We have an average turnaround time of 5 business days to come up with your custom design. A simple tweak of color during revision, will go even faster. Additionally we offer a client portal tool in which you can follow the entire process.



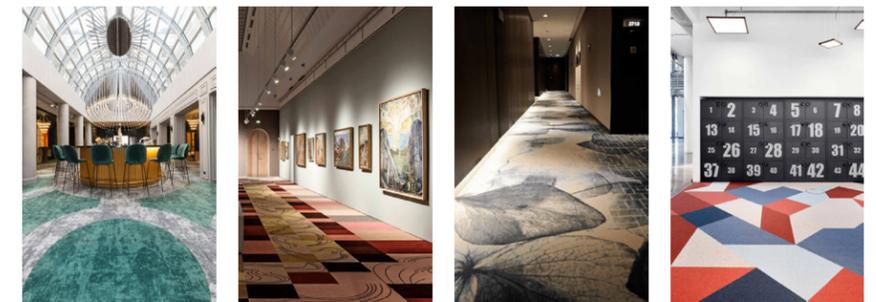
CHOICE OF 9 SUBSTRATES

Choice of substrate also means choice of price level. With an entry level option of \$21/SY we really cater to all types of projects, from cost conscious to the luxury of a wool/nylon blend.

7 DAY SAMPLE

You will receive a physical design of your custom design in an average of 5 business days from approval a design print. This way we guarantee the design process can move along swiftly, leaving room for revisions and finetuning.

CHECK OUT SOME OF THE CUSTOM PROJECTS WE WORKED ON



READY TO GET STARTED?

Book an appointment online with one of our team members
talkcarpet.com/zoom
 Find custom patterns on our instagram [@talkcustomcarpet](https://www.instagram.com/talkcustomcarpet)

CITÉ RADIOEUSE BY LE CORBUSIER @ MARSEILLE



The levels without color blocking house all the shops, restaurants and services

The Cité Radieuse by Le Corbusier opened in 1952 in Marseille and is as current as ever in light of the COVID-19 pandemic.

At the end of World War II, due to the lack of housing, the Minister of Reconstruction ordered a housing unit in Marseille. Le Corbusier proposed an experimental and innovative project. It aimed to radically renew traditional lifestyles, in particular by increasing the volume of buildings.

Le Corbusier received free rein to design this project, and as such, a new way of living emerged in France. He conceived the building as a vertical city in which literally every possible service was present. How wonderful would that be now? You can remain in lockdown yet have no reduction in comfort level.

In line with the vertical city concept, there are no hallways, only "streets." Including street lanterns. Additionally, he drastically reduced the number of corridors, with each "street" providing access to three-floor levels. (each apartment

Le Corbusier received free rein to design this project, and as such, a new way of living emerged in France.



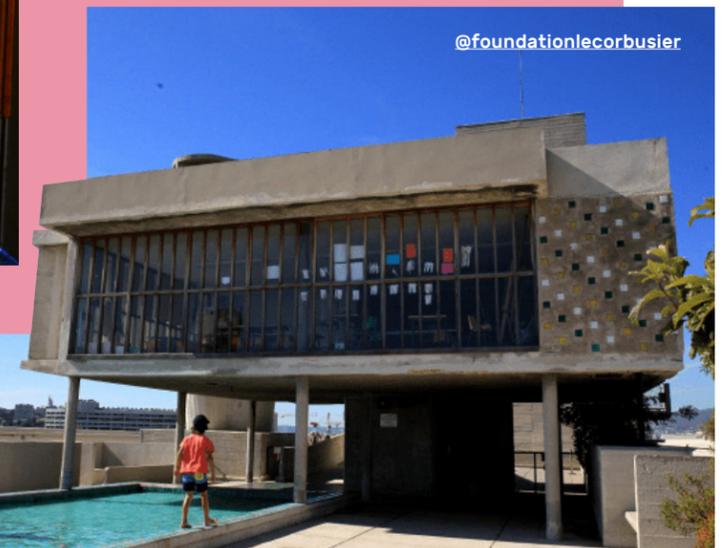
View on the rooftop gymnasium and public square at the open-air theater



"Streets" are purposely kept dark to keep noise levels down. The color blocks per apartment match the color blocks on the exterior facade.



The North Eastern facade is purposely built without any windows since Marseille has powerful winds from that direction, which are called "Le Mistral."



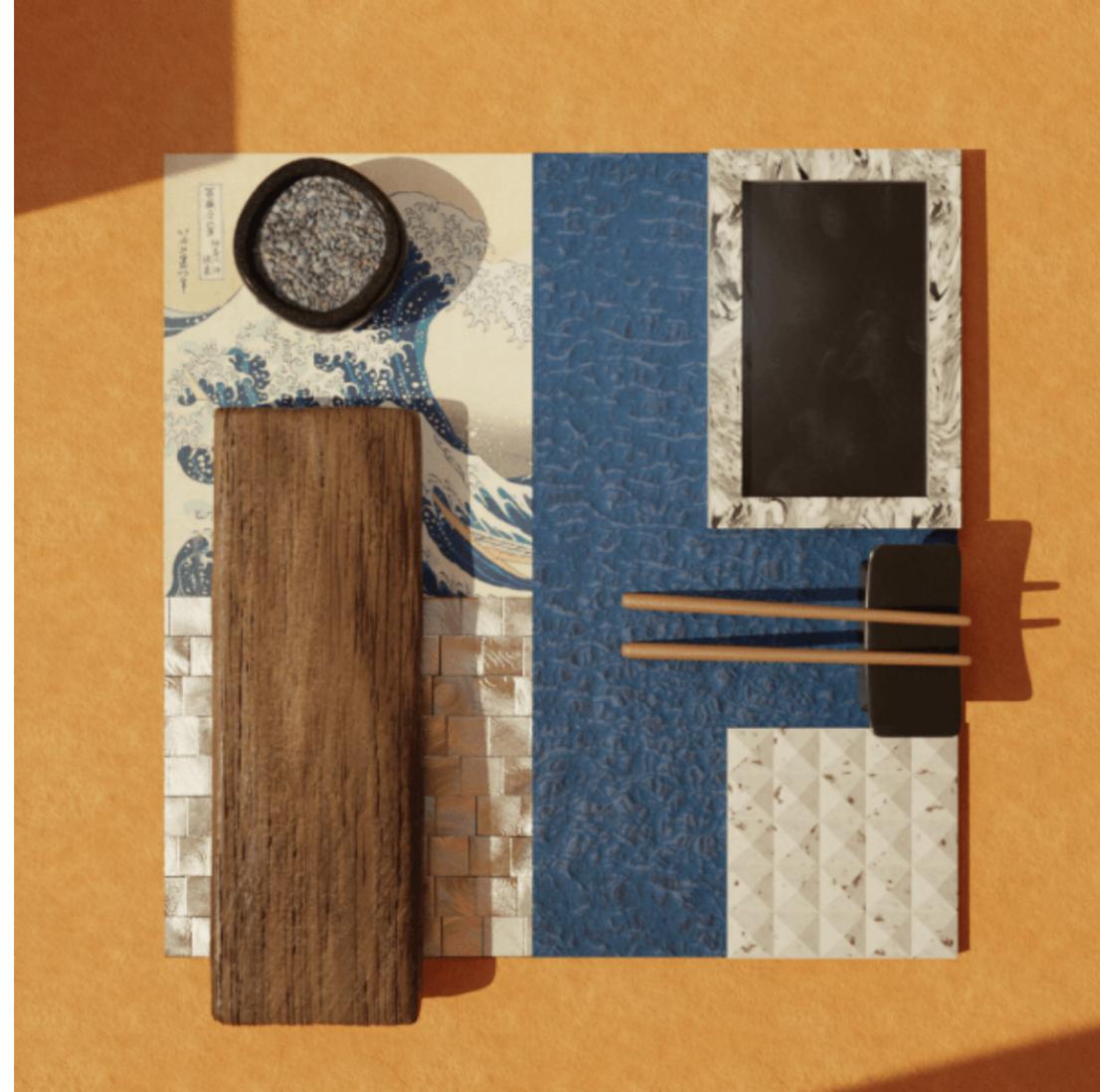
Part of the school complex which is still active today

is a duplex with an internal staircase). A whole series of stores were present, as well as on the rooftop, an open-air theater, a kindergarten / elementary school, a gymnasium, and a pool.

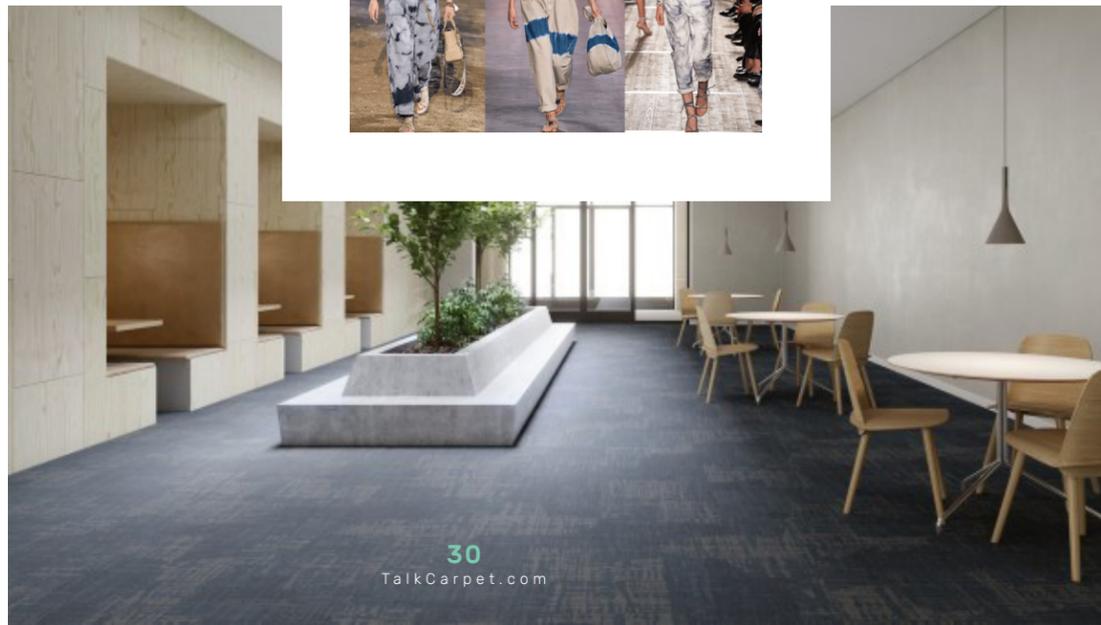
Like the four other housing units designed by Le Corbusier, he based the Cité Radieuse on the Modulor model, an architectural concept he invented. According to its objectives, it should provide maximum comfort in the relationship between man and his living space. It is a system he considers more suitable than the metric system because it is directly in line with human morphology. The first inhabitants of the Cité Radieuse were modest and middle-class families. Today, given the success of the residency, it is the senior executives and intellectual professions who are interested in living there.



2020 RUNWAY LOOKS INSPIRE THIS MINIMAL TIE-DYE MOOD BOARD



DAVID HOCKNEY BRINGS A HAPPY FLAIR TO THIS MOODBOARD





South of France vlog



Spotify Playlist South of France



Talk Carpet Instagram



Talk Custom Carpet Instagram