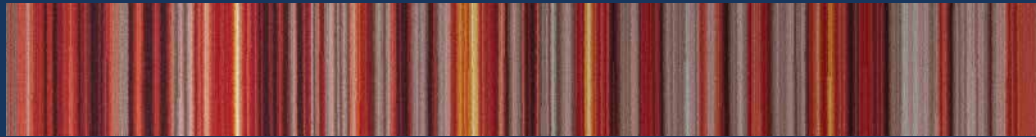
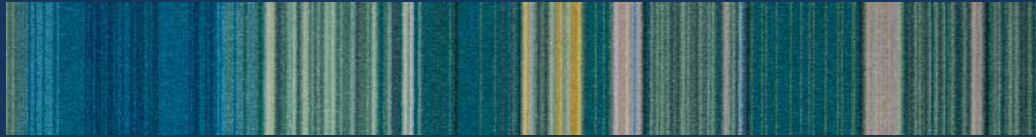


ELEMENTS



Monasch | **kranen/gille**
by **best wool**





'Elements is, in various ways, very special to me. Like every Monasch rug it represents nearly 40 years of wool expertise, innovation, and craftsmanship. We have taken this to the next level by challenging Dutch designers Kranen/Gille and our in-house development team. The result, as you will experience, is a magnificent foursome that pays tribute to the classical Greek concept of earth, water, fire, and air. A colourful masterpiece in four parts that celebrates all we have to offer as the leading circular wool rug company that we are today.'

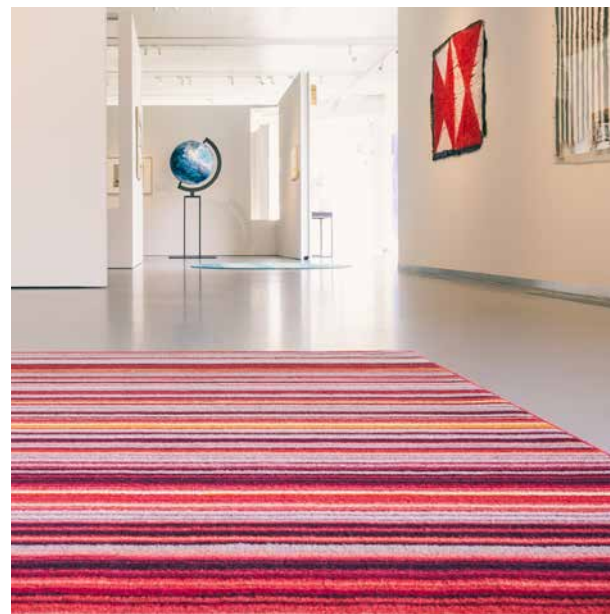
YVAR MONASCH

CEO Monasch by Best Wool

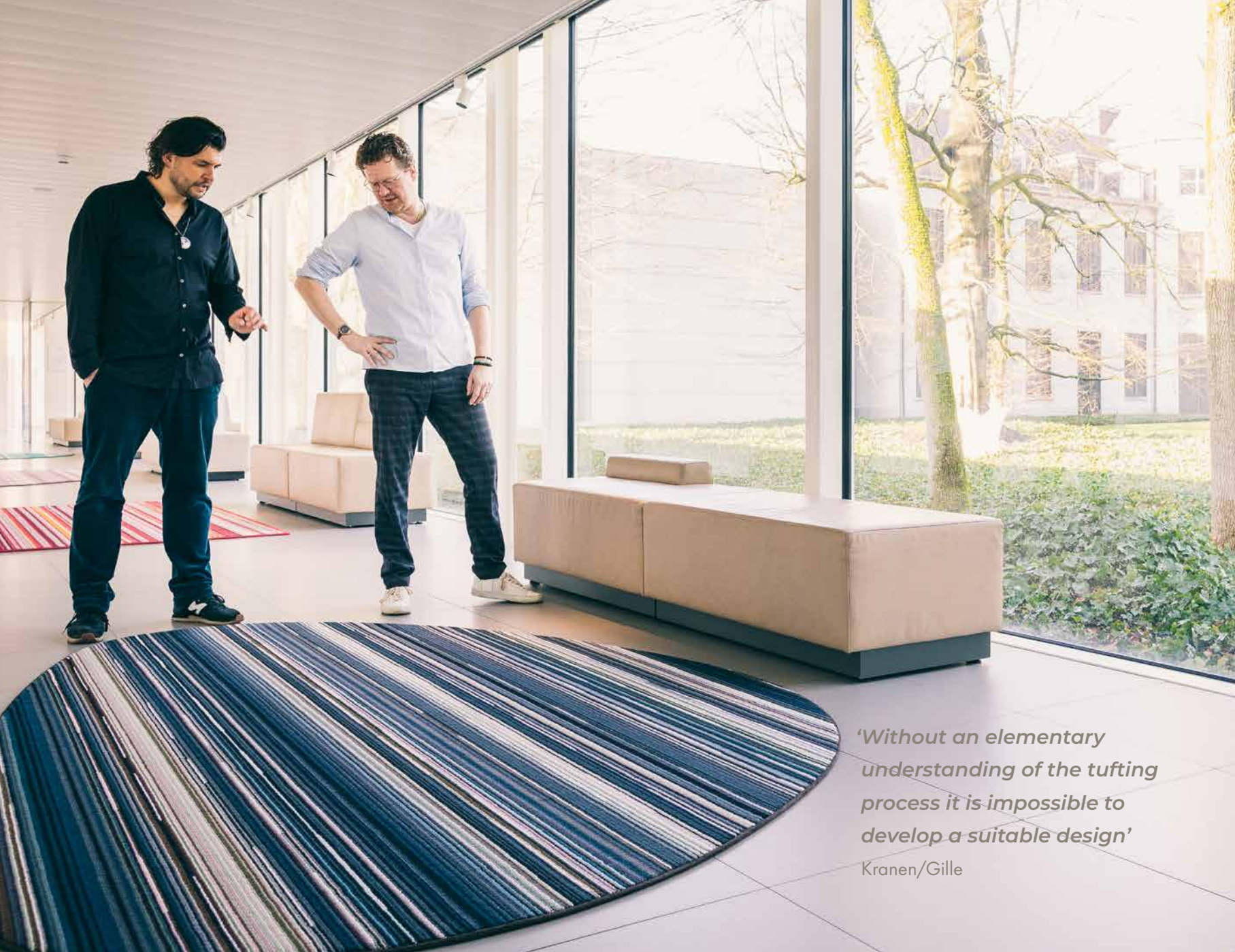


INSPIRED BY **NATURE'S PERFECTION**

Nature has engineered life to the extent of sheer perfection. Like wool is. This incredible fibre is one of nature's free gifts that excels in versatility and presents numerous inbuilt qualities and benefits. Wool has that pure and authentic look and feel we associate with health and comfort. Wool is warm, soft, and luxurious, is fire retardant, has great acoustic value, is easy to maintain, and acts as a natural air filter. Wool demonstrates the perfection of nature, inspiring us to design and manufacture woollen rugs as sustainably as possible. The Monasch collection is the result of this inspiration and empowerment. With Elements we have taken this to the next level.



Monasch | kranen/gille
by **best wool**



'Without an elementary understanding of the tufting process it is impossible to develop a suitable design'

Kranen/Gille

DESIGN MEETS **DEVELOPMENT**

Elements is the result of the collaboration between the Monasch development team and Dutch designers Jos Kranen and Johannes Gille. An exciting process that challenged our in-house designers as well as Kranen/Gille.

Elements has the power that enriches a design to the level of a sensory experience. The rugs speak in spheres; they tell a story and create an attractive tension. The content however is personally determined. Elements proves itself to be of a special class as it creates a wonderful framework for individual context and interpretation: the freedom of your own story.

All four Elements have their own signature. At first sight you might think all four Elements share the same design. Look closer and the similarities as well as the differences will become clear. By applying innovative techniques you

will perceive differences in the depth of the rug surface. Obviously colour is the most expressive and distinctive element in the designs. An interesting fact is that every pattern and colour blend is composed yarn for yarn, with over thirty unique colours applied per design.



kranen/gille



EXCEPTIONAL DESIGN



FRANK CONRAD

product development director

Monasch by Best Wool

***‘Credit to Kranen/Gille
for their adaptiveness
and ability to go beyond
traditional design paths.
That was the key to the
success of this cooperation’***

The layered experience of the collection reflects the challenges that the development process presents. It elevates Elements to an exceptional level of quality. The very pleasant and natural irregularity of colours and lines has been fully directed and worked out to perfection in terms of production technology.

Colours that suddenly disappear to reappear elsewhere, or stripes and bands that seem to narrow a bit, but still find their way again. The depth, which is not actually depth, but the perception of this dimension ... it is the interaction of all elements within the design concept.

Insight into the manufacturing technique gives access to the possibilities. Using the specific characteristics of wool to create and reproduce the colour schemes and designs that Kranen/Gille developed resulted in a natural, attractive imperfection of wool with so much character and expressiveness.

kranen/gille | FRANK CONRAD





ELEMENTS - NIGHT ON EARTH

Imagine looking down on earth from a great distance when the sun has set. What will you see? Colourful flares of light might indicate an urban settlement. Maybe rays or beams of light are travelling at high speed as if they are in a state of static motion. After all, it is night time. But even in its darkness, the night on earth is as vibrant as life itself. Intangible yet clear, structured yet chaotic, and above all: attracting. This rug will never fail to capture your admiration.



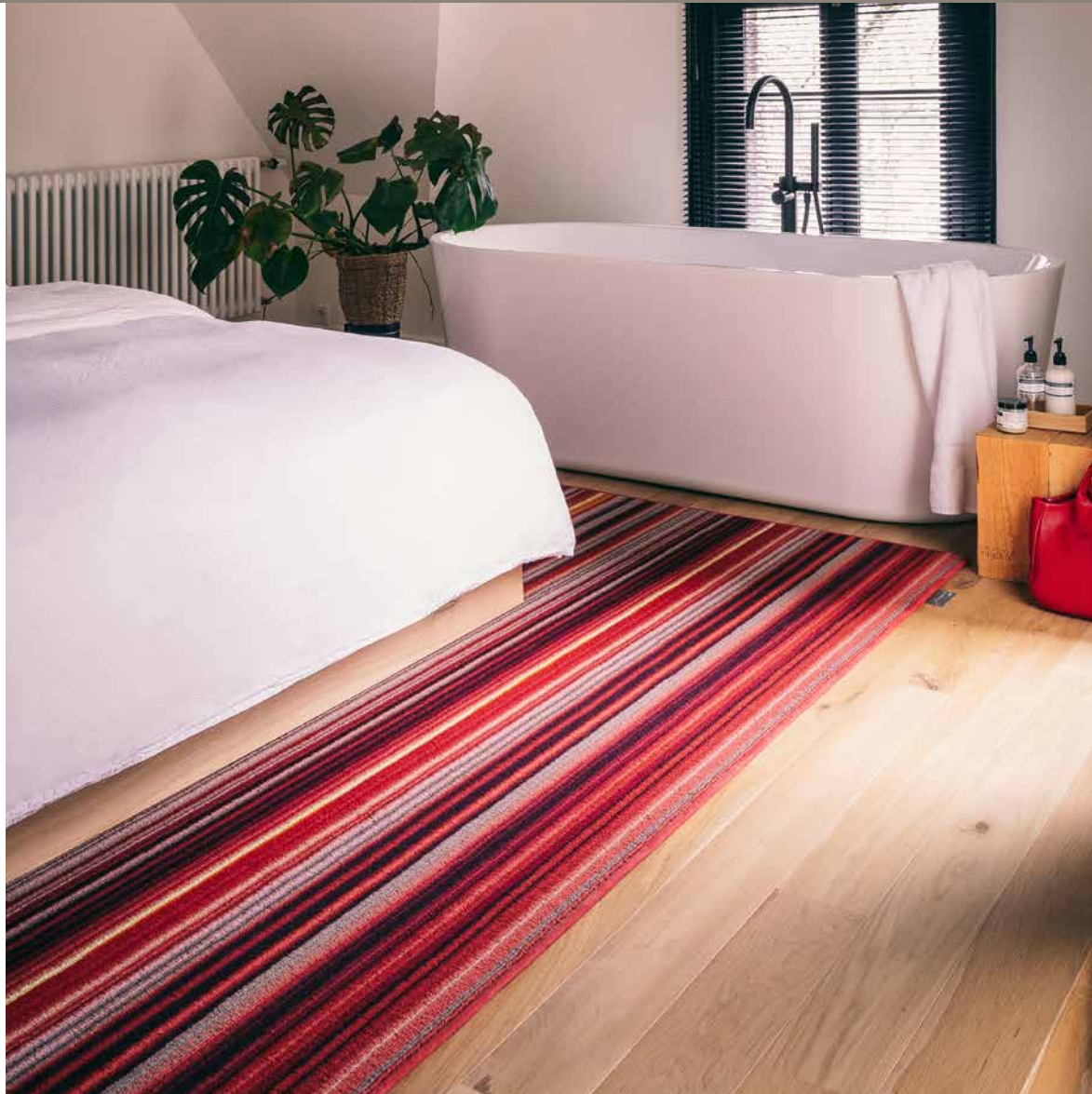
ELEMENTS - POOLSIDE GOSSIP

If the great impressionists could paint in wool, this is how they probably would express their concept of water. And that is more or less how this rug is designed. It is, however, not the composition that adds the captivating effect of Poolside Gossip. Innovative techniques were used to create the sense of depth this rug clearly radiates. So whenever you are near a pool in the company of people, bring to mind the story of this rug. Small talk will never be a big deal again.



ELEMENTS - STRETCHED HEAT

How do you make a rug look hot? Of course, the name Stretched Heat helps, but that is just a description of what this warm-blooded beauty promises. This particular rug embodies layered experience in red, yellow, and other seductive hues. A heated composition that might set fire to the idea that it is inspired by lava or flaming charcoal. Well, to be honest ... those were the inspirational sources indeed.



ELEMENTS - AIR ON STRINGS


Is it a beautiful sunset or are you enjoying a wonderful sunrise? This wool rug expresses both. Following the famous Dutch Masters, Air on Strings represents an almost mystical state of happiness that colours can evoke. It translates the concept of air in wool like the way a painter interprets in paint. Abstract but at the same time understandable. Colourful and rich in hues, this masterpiece looks great in every room you can imagine.








CUSTOM-MADE COLLECTION



Each rug is based on a delicate but explicit colour palette in which a hue predominates, supplemented with derived colours or contrasting hues. At first glance this leads to a quartet of blue, terra, red, and brown, but that is only an appearance. The rugs may share colours and hues; however, the way the colours appear in the patterns is completely different. A shared and elementary DNA that has evolved into four brilliant examples of contemporary Dutch design.



A stylish story that translates 'water' as 'Poolside Gossip' converts 'earth' to Night on Earth, forges 'fire' into Stretched Heat and transforms 'air' to Air on Strings. The collection offers designs in different colours, sizes, and shapes. Like all Monasch rugs, the Elements collection is custom-made to meet your very personal preferences.

Monasch | **kranen/gille**
by **best wool**

CIRCULARITY IS **ELEMENTARY**



Every Monasch rug is designed to be circular. The Elements woolen rugs are manufactured with the Niaga® technology. This enables the polyester backing to be easily decoupled from the woollen pile so that both layers can be recycled. Once a rug from the Elements collection has reached the end of its life, Monasch by Best Wool will take it back so that valuable components can be reused as raw material.

The partnership with Niaga® empowers our ambition on sustainability, in which we take responsibility for the entire life cycle of our products.

niaga®

Niaga® and its partners future-proof everyday products by making sure that materials don't have to end up as waste. Ever. Together we design out waste, completely.

REFLECTING THE **MONASCH BRAND**









Elements stands for the vision of the Monasch brand that embraces challenges. It is by this vision that the Monasch rug collection nowadays is considered to be one of the most beautiful available. Elevated by stunning design and innovative production techniques, every Monasch rug is truly an interior treasure.

Elements reflects high quality Dutch-designed rugs including all benefits that wool incorporates, like a healthy living and sleeping environment. We use the finest New Zealand ZQ certified wool, durable and traceable to source and with respect for nature. We personally visit our New Zealand wool partners to learn about their strategy in challenging wool growers to go beyond sustainability. We work closely with them to ensure quality standards and continually improve our performance.



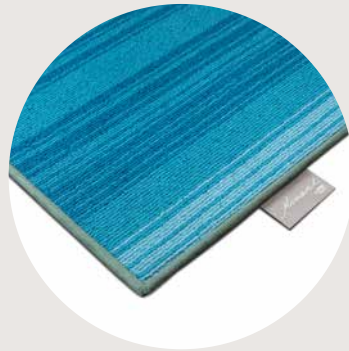
Traceable and ethical wool sourced from ZQ farms to ensure animal welfare and respect for the environment

THE CHOICE IS YOURS

	M (cm)	L (cm)	XL (cm)	XXL (cm)
 RECTANGLE	170x240	200x300	300x400	400x500
 SQUARE	200x200	250x250	300x300	400x400
 CIRCLE	Ø 200	Ø 300	Ø 350	Ø 400
 OVAL		200x300	300x450	400x600
 ORGANIC 1		200x267	300x400	400x534
 ORGANIC 2		200x300	300x450	400x600



NIGHT ON EARTH



POOLSIDE GOSSIP



STRETCHED HEAT



AIR ON STRINGS

PRICE LIST

PRICES & SIZES

- Elements recommend retail prices are per rug in fixed sizes and shapes
- Custom-made shapes upon request
- Custom-made sizes based on the described shapes have a recommended retail price of € 335,- p. m² (minimum width 120 cm, maximum width 400 cm)
- Runners having a width of 70 cm to 120 cm / max. length 700 cm have a recommended retail price of € 365,- p. m²

PATTERN

- The stripe pattern on the carpet always has a lengthwise direction
- The positions of the horizontal sheared patterns on the Poolside Gossip may vary per rug
- The stripe pattern repeat starts from left to right: repeat is 200 cm

EDGE FINISH

- Blind Soft

TOLERANCE

- ±2 cm in length and width, depending on the design and pattern.

SHAPE & SIZES		RRP
RECTANGULAR		
M	170x240 cm	€ 1.295
L	200x300 cm	€ 1.765
XL	300x400 cm	€ 3.540
XXL	400x500 cm	€ 5.890
SQUARE		
M	200x200 cm	€ 1.185
L	250x250 cm	€ 1.995
XL	300x300 cm	€ 2.675
XXL	400x400 cm	€ 4.725
CIRCLE		
M	∅ 200 cm	€ 1.195
L	∅ 300 cm	€ 2.675
XL	∅ 350 cm	€ 3.595
XXL	∅ 400 cm	€ 4.725
OVAL		
L	200x300 cm	€ 1.785
XL	300x450 cm	€ 3.995
XXL	400x600 cm	€ 6.995
ORGANIC 1		
L	200x267 cm	€ 1.545
XL	300x400 cm	€ 3.545
XXL	400x534 cm	€ 5.995
ORGANIC 2		
L	200x300 cm	€ 1.775
XL	300x450 cm	€ 3.995
XXL	400x600 cm	€ 6.995

Monasch
by **best wool**

monaschbybestwool.com

