



Catalog

ESPRESSIONISMO FLOREALE
RUGS BY LAURA NIUBÓ

Espressionismo Floreale

Espressionismo Floreale is a rug collection created by artist-designer and creative director Laura Niubó who is based in Los Angeles.

Espressionismo Floreale explores the theme of the rebirth of life through flowers. Using colors and geometric shapes, each textile artwork captures one natural reproductive part of a flower in its most abstract form.

The design is a study of color, geometry and composition that generates a sensation of a sinuous, elegant and forceful movement as these flowers own by nature. The selection of sumptuous hues materializes in unlocking a vibrant way of living.

Each rug is an art piece transformed into a tangible object. They invite joy and enhance any indoor environment, providing a source of delight and aesthetic pleasure for the audience.





The rug collection

Espressionismo Floreale rugs are woven using a luxurious blend of New Zealand wool and vegan silk. There are six unique designs: Stamen, Leaf, Anther, Petal, Filament and Carpel. The rugs are designed in Los Angeles and made in Portugal using the handtufting technique.

Beiriz Atelier in Portugal, the artist's manufacturer, is certified in materials and production. The rugs are carefully handcrafted using natural and eco-friendly materials, such as wool and vegan silk. Laura cares and supports the production process which prioritizes the use of local and environmentally safe non-toxic solutions. Everything Beiriz Atelier uses is sourced locally in Portugal. The rugs are woven with natural dyes, completing their eco-conscious approach.

Each rug is numbered. There are two standard sizes for each design, a medium and a large size. As long as the design proportion is preserved custom sizes are available.

Crafted upon order, this rug collection is the result of meticulous craftsmanship, with a fabrication timeline ranging from 4 to 6 weeks prior to ship. They are shipped globally.



Anther

Bamboo silk, New Zealand wool
 Width: 7'2" (220 cm) Length: 9'8" (300 cm)
 Available in custom sizes
 Height: 14mm
 Technique: Handtufted

2023

Price on request







Leaf

Bamboo silk, New Zealand wool
Width: 7'2" (220 cm) Length: 7'9" (240 cm)
Available in custom sizes
Height: 14mm
Technique: Handtufted

2023
Price on request





Anther

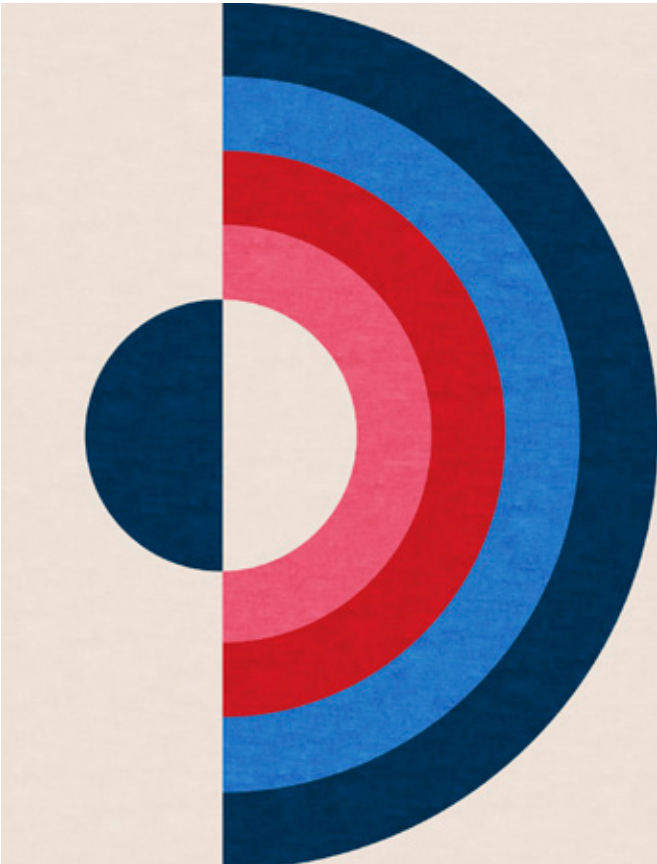
Bamboo silk, New Zealand wool
Width: 6'5" (200 cm) Length: 9'8" (300 cm)
Available in custom sizes
Height: 14mm
Technique: Handtufted

2023

Price on request







Petal

Bamboo silk, New Zealand wool
Width: 7'5" (230 cm) Length: 9'8" (300 cm)
Available in custom sizes
Height: 14mm
Technique: Handtufted

2023
Price on request





Filament

Bamboo silk, New Zealand wool

Width: 7'2" (220 cm) Length: 7'9" (240 cm)

Available in custom sizes

Height: 14mm

Technique: Handtufted

2023

Price on request







Carpel

Bamboo silk, New Zealand wool
Width: 7'2" (220 cm) Length: 7'2" (220 cm)
Available in custom sizes
Height: 14mm
Technique: Handtufted

2023
Price on request





Artist-designer and Creative Director Laura Niubó has built a robust practice centered around the emotional power of color. She places emphasis on creating immersive, conceptual, colorful worlds that encourage people to explore their relationships to themselves, others, and their environments.

Born in Mallorca, Spain, she has lived and worked in Barcelona, London, Paris and L.A.. In Los Angeles, Niubó serves as a creative director, designer, consultant and commissioned artist for brands and clients of all sizes.

As a creative director her projects range from film, photography, branding, experiential, Web3 and global campaigns for some of the world's most transformational brands - Apple, Airbnb, Google, Instagram, Louis Vuitton, Netflix - influential agencies - TBWA/Media Arts Lab, 3AM/ Wild Card (Ridley Scott), Sid Lee, 72andSunny and Ogilvy Paris - and music artists - Zedd, Vlossom, Deadmouse, Richie Hawting and Childish Gambino.

Laura has participated in numerous industry jury panels, the prestigious D&AD Awards in London and the AD Stars in Korea. Her creative direction work has been recognized at high-profile award shows as D&AD, Cannes Lions, Graphis and Clio Awards.

Laura's art has been showcased in galleries across various cities including New York, London, Colombia, Barcelona, Mallorca, Los Angeles, and Miami. She has also created commissioned artwork for brands such as Google and Figma. Her rug collection was launched for the first time at Milan Design Week 2023 and it has won a silver Muse Design Award.

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Niubo