

Verso Rug

"With Verso, I wanted to create a rug that feels honest to its material and technique. Made from 100% wool, the plain weave is one of the most fundamental textile constructions, and I like that you can almost read how the rug is made just by looking at it. By finishing it with fringes on all sides and making it reversible, it becomes more open in how it can be placed and used. For me, it's about simplicity, balance, and allowing the material to speak for itself."

— Sia Hurtigkarl



Designed by

Sia Hurtigkarl

About the Designer

Sia Hurtigkarl is a Copenhagen-based designer working across objects, textiles, and installations. Her practice is driven by storytelling, translating narratives into material expressions that encourage dialogue and reflection. Drawing inspiration from human culture, traditions, and local material matters, her work often responds to contemporary societal themes. Textiles remain central to her approach, shaping both her material understanding and design language.

Environment

Indoor

Country of Production

India

Description

Verso Rug explores simplicity through technique, translating the logic of a plain weave into a balanced and tactile design. Crafted from 100% wool, the rug features an equal interplay between warp and weft, creating a surface that appears identical from both sides. Hand-twisted fringes on all four edges frame the rug, highlighting the craftsmanship behind the piece while allowing it to be positioned freely within a space. The composition of two colors—meeting and blending across the surface—adds subtle depth, bringing a sense of rhythm and balance to any room.

Material

Made from 100% Responsible Wool Standard certified New Zealand wool. A rug pad underneath is recommended to keep the rug in place.

The color may vary due to the wool's natural base color. All rugs have a size tolerance of +/- 2%, meaning the dimensions may vary within this range.

Cleaning & Care

For regular cleaning, the rug should be vacuumed at low power using a flat nozzle attachment. To prevent damage or tearing, a standard floor head without a rotating brush or beater bar must be used. Vacuuming underneath the rug is also recommended to remove accumulated dust and debris.

Shedding of loose fibers may occur initially and will gradually diminish over time. Loose threads should never be pulled, as this may damage the weave. If necessary, they should be carefully trimmed with scissors.

In case of stains, the affected area should be promptly blotted with a clean, undyed cloth.

The surface must not be rubbed, as this may cause further damage. Harsh chemicals must be avoided, as they may discolor or damage the fibers. For more persistent stains, professional rug cleaning is recommended.

The rug must not be bleached, tumble dried, ironed, or dry cleaned. Unnecessary cleaning and washing should be avoided to preserve the quality and longevity of the rug.

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Dimensions

Verso Rug - 258 x 258 cm / 101,57" x 101,57"
Length: 258 cm / 101,6"
Width: 258 cm / 101,6"



Ready to Ship

Cool Grey / Dark Brown



Pale Green / Warm Brown



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