

SUN RAYS

REGINA GIMÉNEZ for WOOLABLE by LORENA CANALS

SUN RAYS COLLECTION

A reflection of the abstract world of Regina Giménez

Lorena Canals presents Sun Rays, the newest collection of wool washable rugs from Woolable by Lorena Canals. This capsule collection is born from the collaboration with Regina Giménez, a contemporary artist from Barcelona that comes to introduce a limited edition rug and pouffe.

For this season, Lorena Canals brings to her world of rugs the spirit of the contemporary artist Regina Giménez. What brings them together is the talent to materialize an abstract concept combining colors, textures, and materials to immerse us in their universe.

Together, they have played and design to create a unique capsule collection composed of two matching products; a wool rug and pouffe inspired in the abstract shapes of her work.

"Sun Rays meant finding a common place between two artistic expressions -painting and textile- and that's what makes it a unique piece".

#Regina Giménez



Now everything is washable, even wool!

LORENA'S INSPIRATION

Sun Rays main inspiration comes from the abstract painting of Regina Giménez. A piece of art created out of a pre-existing chart of an old almanack representing the solstice and the equinox. The simple shape's colors symbolize the light that reflects and influences the Earth. It portrays the brightness and the shadow of the Earth transformed into art.



WOOLABLE SUN RAYS RUG
WO-SUNRAY-L
170 x 240 cm - 5' 7" x 7' 11"

The Sun Rays rug is a piece inspired in the work of art of Regina Giménez that has become a piece of art itself as it comes in a limited edition. This rug has a color combination of Sea shell, Sandstone, Almond Frost and Smoke Blue; and a geometrical composition of shapes and lines symbolizing the light and shadow reflected on earth.

The designer, Lorena Canals has played with different heights of short and medium wool piles to reinforce the contrast of the shapes and diversify textures of the rug. Its abstract composition makes this design the perfect model to give an arty touch to every space in your home.

"I have always thought that I am a frustrated painter. This has been an opportunity to approach art and express it with my products, since rugs are still paintings that dress floors".

#Lorena Canals



WOOLABLE FLOOR CUSHION SUN RAYS
WO-P-SUN
ø 70 X 20 cm - Ø 2' 4"

The Sun Rays pouffe with its reversible design allows you to play and decor any corner of your home. To make it easy to go into the washing machine, the pouffe has a zipper and removable inside filler with polystyrene balls. Sun Rays pouffe combines the contrast colors of Sea Shell, Sandstone and Smoke Blue in medium pile on one side, and short pile on the other.

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SELLING TIPS

- This collaboration with the painter Regina Gimenez is an opportunity to explore an universe that personally passions Lorena Canals, the art world.
- **Creativity has been unleashed;** mixed forms, colors and textures to create a unique capsule collection with a wool rug and a matching wool pouffe.
- The rectangular wool rug combines heights of **short and medium wool pile** in colors shades such as **Sea shell, Sandstone, Almond Forst and Smoke Blue.**
- To recreate the abstract painting Sun Rays of Regina Gimenez, this rectangular rug combines **different techniques and textures** to reproduce the structured surface of the original work of art.
- The Sun Rays Pouffe is the **perfect complement** of the Sun Rays Rug.
- This round wool floor cushion combines medium and short wool pile in soft colors such as **Sea shell and Sandstone; to contrast the Smoke Blue.**
- This **reversible pouffe has a zipper** and a **removable inside filler** with polystyrene balls to make easy the cleaning.
- All the products of this capsule collection are made of **100% wool and can go into a washing machine.**
- As a **piece of art** itself, the rug can be both for the floor or to hang on the wall.



Now everything is washable, even wool!