

WOOLABLE®
by
Lorena Canals



Lorena Canals, the designer



During the last 20 years, Lorena Canals has become one of the most renowned brands for creating washable rugs that combine comfort, practicality, quality and good design. With two factories of its own in India, headquarters in Barcelona and New York, and a brand presence in more than 60 countries across the globe, now Woolable by Lorena Canals® comes to revolutionize the washable rug concept once again with the first wool washable rugs.

Lorena Canals rugs are designed to be lightweight and practical, making them ideal to go in your home washing machine. But now, everything is washable – even wool!

Woolable emerges as an avant-garde brand with five collections of the first Washable Wool Rugs: Hopi, Free Your Soul, Fields, Bohemian Classics and Africa. In every collection each design is unique and carries significant meaning, conveying a whole new world of emotions, peacefulness and mysticism to the Lorena Canals brand. The collections play with a variety of textures, color palettes, sizes, and patterns, all made to fit in with any style of home decor and to create a comfortable and elegant environment.

The first Washable Wool Rugs. Handcrafted, one by one, by our skilled artisans, using natural wool fibers.

The perfect option for everyday life.

Join the revolution!

The first wool washable rugs



The perfect option
for everyday life.
Join the revolution!



**Handcrafted
one by one,
with natural
wool fiber**



Africa Collection

A walk into the endless land

Lorena Canals found her inspiration for this collection in a journey to Eastern Africa, a part of the continent famous for its exuberant nature, rich culture and incredibly talented artisans, makers of distinctive tribal crafts and wilderness survivors. This collection comes as Lorena's wish to bring people and nature closer together.

Irregular contours, uneven borders and a bright earthy color palette are distinguishing features of this collection. Each rug is hand-tufted and stitched by our talented artisans, conveying messages from nature and the African wildlife.

"We wanted our rugs to be more than just rugs, and convey the sensations of Eastern Africa's powerful nature and its people's simple way of life. It tells us a story of how to live and learn from nature, in total connection with the wilderness."

Lorena Canals

The collection is filled with details in red as a tribute to the Maasai Mara people, as it is the color that identifies them, helping them chase off wild animals and symbolizing their close bond to Mother Earth.

The colors used in the Africa collection are all inspired by the hues found in the East African landscape and in elements of tribal culture.

The primitive wisdom, spirituality and plain simplicity of the tribal way of life is represented through the naming of each rug in Swahili, whose handcrafted finishes often symbolize hidden meanings. Being handmade and unevenly shaped, no two rugs are the same and each owns a unique character.



Amaya de Toledo/Art Dirección · Manolo Yllera/Photography



The Naranguru rug –"evening" in Swahili– was inspired by the amazing reddish sunset views over the endless Serengeti plains with scattered Acacia trees, and the shifting color nuances at different times of day.

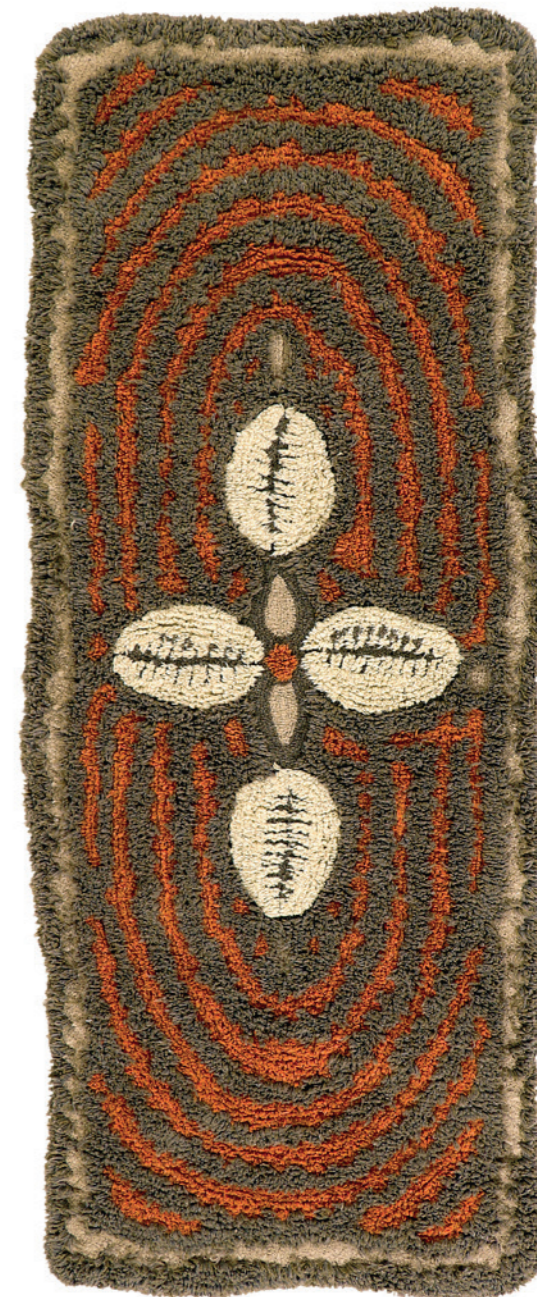
Designed in fiery mixed shades of Terracotta, the rug features subtle Acacia tree silhouettes that are noticeable through the different pile heights, tufted over a Soil brown canvas base. One of the borders is finished with a strip of exposed canvas featuring hand-embroidered lettering that reads "The Place Where the Land Runs Forever", a phrase that perfectly describes the Serengeti park, which in Maasai language means exactly that: "Endless plains".



Naranguru
WO-NARANGU · 90 x 240 cm



A hand-tufted rug in earthy hues of terracotta and acacia wood brown inspired in the East African craft cuff bracelets and necklaces worn by tribal women. Made with seeds and decorated with the precious Cowrie shells, these simple yet beautiful jewelry pieces have been turned into a rug to embellish our homes.



Cowrie Bracelet
WO-BRACELET · 90 x 240 cm



Bahari means “Sea” in Swahili. Legend has it that cowrie shells – abundant in the Indian Ocean and its shores– are a gift from the water deity Mami Wata (Mommy Water), and symbolize the spiritual powers of the ocean.

The Bahari rug brings a part of this sacred ocean spirit into our homes. Made in natural-color wool, the precious cowrie shells are represented through an artisanal technique that plays with different pile heights to create an alternating embossing and debossing effect of the seashells' silhouettes. Part of the canvas is exposed on one border, carefully decorated with embroidery in Charcoal, Sunlight and Arabesque-color yarns, and finished with a short-pile stitch edging in Almond Frost brown.



Bahari Extra Large
WO-BAHARI-XL · 200 x 300 cm



Bahari Large
WO-BAHARI-L · 170 x 240 cm



Bahari Small
WO-BAHARI-S · 80 x 120 cm

In this set made up of four designs, Lorena wanted to pass on the tribal philosophy of life, decorating the rugs with African symbols, each conveying a deep meaning such as: "house of peace", "freedom" or "wisdom".

These rugs play with a mix of different shades, achieving a slight ombre effect, inspired by the changing light and color nuances of the landscape. They are tufted in medium pile height with the canvas base exposed between the stitched lines in a contrasting color. A strip of woven symbols crosses down the center vertically, to finish in an embroidered icon on the



Amaya de Toledo/Art Dirección · Manolo Yllera/Photography



Amaya de Toledo/Art Dirección · Manolo Yllera/Photography



Symbols Upendo Medium
WO-UPENDO-M · 140 x 200 cm



Symbols Upendo Large
WO-UPENDO-L · 170 x 240 cm



Symbols Jambo Medium
WO-JAMBO-M · 140 x 200 cm



Symbols Jambo Large
WO-JAMBO-L · 170 x 240 cm



canvas border. The rug has an undulating, uneven contour with a cut-edge finish on the borders, and decorative handcrafted woolen braids at each corner.

The design is available in four different versions of color combinations, each with a different meaning: Jambo for “good thing”, in ivory white; Amani for “peace”, in mixed shades of brown, beige and ivory; Maisha for “life”, in mixed shades of light and dark gray; and Upendo for “love” in lighter shades of pink and brown.



Symbols Amani Medium
WO-AMANI-M · 140 x 200 cm



Symbols Amani Large
WO-AMANI-L · 170 x 240 cm



Symbols Maisha Medium
WO-MAISHA-M · 140 x 200 cm



Symbols Maisha Large
WO-MAISHA-L · 170 x 240 cm



Amaya de Toledo/Art Direction · Manolo Yllera/Photography

Enkang rug tries to convey the philosophy of a simple way of life, in harmony with the surrounding wildlife. Its design plays with contrasted pile heights to create a subtle pattern that mimics the acacia wood fencing of the Maasai villages. With a slightly irregular contour, each of its corners displays a handcrafted braid, one including a red detail as a hint to the Maasai shepherds, often spotted in the distant plains, dressed in red. The braids can be removed easily to wash the rug and avoid damage.



Amaya de Toledo/Art Direction · Manolo Yllera/Photography



Enkang Ivory Extra Large
WO-KANGIVO-XL · 200 x 300 cm



Enkang Acacia Wood Extra Large
WO-ENKANGA-XL · 200 x 300 cm



Enkang Ivory Large
WO-KANGIVO-L · 170 x 240 cm



Enkang Acacia Wood Large
WO-ENKANGA-L · 170 x 240 cm



Enkang Ivory
WO-KANGIVO-P · 70 x 200 cm



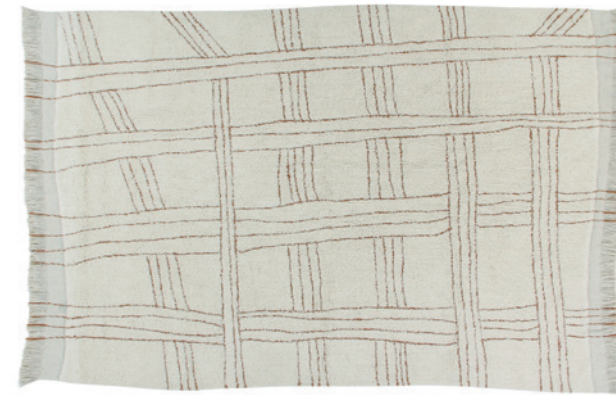
Enkang Wood Large
WO-ENKANGA-P · 70 x 200 cm



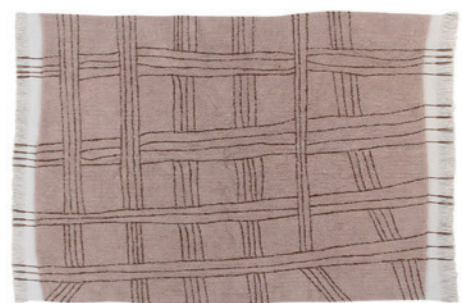
Lorena was captivated by the rich variety of fabric patterns found in Eastern Africa, and this inspired her to create the Shuka rug – a design evolved from the Maasai's tartan checked shuka plaid, whose origin, being a British colony in the past, comes from the Scots. The rug is made in three soft colorways, all named after the East African nature's rich color palette: Seashell from the ocean shores, Sandstone from the immense plains, and Dusty Pink from the glow of the early sunrise.



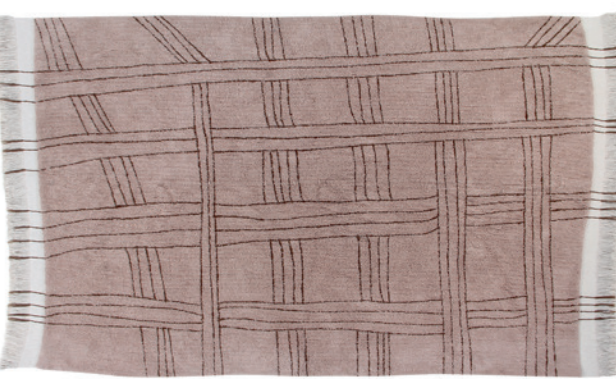
Shuka Seashell Large
 WO-UKA-SEA-L · 170 x 240 cm



Shuka Seashell Extra Large
 WO-UKA-SEA-XL · 200 x 300 cm



Shuka Dusty Pink Large
 WO-UKA-DUST-L · 170 x 240 cm



Shuka Dusty Pink Extra Large
 WO-UKA-DUST-XL · 200 x 300 cm



Shuka Sandstone Large
 WO-UKA-SAND-L · 170 x 240 cm



Shuka Sandstone Extra Large
 WO-UKA-SAND-XL · 200 x 300 cm



Amaya de Toledo / Art Direction - Memoir Yllera / Photography



Amaya de Toledo / Art Direction - Memoir Yllera / Photography



Amaya de Toledo/Art Director - Manolo Yllera/Photography

The Karibu rug was inspired by the typical entrance doors of Maasai village clay huts, decorated with tribal motifs that are painted with natural pigments. Houses are internally built with a spiral structure so, although they have an open entrance, it manages to steer away wild animals and provide shelter from the wind.

Like the doors, our rug comes in a practical oval shape that makes it adaptable to many different spaces.

With this design, Lorena pays tribute to all those talented, hard-working Maasai women, capable of carrying out multiple tasks at the same time, as builders, artisans and homemakers.



Karibu Large
WO-KARIBU-U · 110 x 200 cm



Karibu Small
WO-KARIBU-S · 80 x 140 cm



Kinga means “protection” or “shield” in Swahili. These handcrafted shields of East African tribes inspired our Kinga rug, made in an irregular, oval shape and imitating the typical hand-stitched cowhides. It is artisanally tufted using medium pile height and mixed yarns to achieve blended color shades of brownish and grayish hues, with touches of Natural and Sandstone. The final touch is a decorative detail made up of two handcrafted woolen braids in Walnut color, which can be easily removed for washing the rug.



Kinga
WO-KINGA · 140 x 200 cm

Sun Rays Collection

Sun Rays is a capsule collection that comes as a result of the collaboration with the Barcelona based contemporary artist, Regina Giménez. An admirer of her artwork, designer Lorena Canals wanted to bring Regina Giménez's conceptual art into the field of textile decoration and join their creative universes.

By combining an array of soft colors –Seashell, Sandstone, Almond Frost and Smoke Blue–, as well as different textures and materials, together they have created a unique capsule collection consisting of a washable wool rug and a matching

pouffe, both inspired in one of the artist's abstract geometric paintings that symbolizes the sun's light and shadows projected on the Earth.

As an art piece in itself, the rug can either be used to decorate floors or walls.





Sun Rays Rug
WO-SUNRAY-L · 170 x 240 cm



Floor Cushion Sun Rays
WO-P-SUN · 70 x 70 x 20 cm

Hopi Collection

The Hopi collection is inspired in the Hopi community, the oldest North American tribe on the continent. An American Indian culture rooted in spirituality as they profoundly believe that everything, including objects, contains a soul given from nature.

The designer, Lorena Canals, also believes in the soul of things, everything even a business requires to have a spirit. Reason why, the collection wants to transmit peace, mysticism and positivism throughout rugs that have been inspired by the artwork of this tribe.

The Hopi Collection is handcrafted one by one by our artisans using neutral and hippie colors; expressing in this way, the history and values of the tribe: soul, harmony, and wisdom.

The designs from this collection are not only designs that decorate an environment but also carry significant messages.





Inspired by the carefully handcrafted Kachina heavy ornamented carved-wood dolls from the Hopi tribe whose beliefs evolved around them.

They believed that everything, including objects, contains a soul given from nature. As symbols of wisdom and harmony, this irregularly shaped rug is a tribute to the Hopi American-Indians.

The designer has played with different types of textures and wool length to give to each rug a bohemian, colorful and mystic touch.



Kachina
WO-KACHINA · 90 x 240 cm



Inspired by the Hopi tribes' ancient handcraft traditions, in this case their emblematic handmade necklaces.

This design can be used as a rug or wall decoration. Ready to transform home decoration into a cozy and hippy area with a free spirit touch.



Zuni
WO-ZUNI-L · 170 x 240 cm



Zuni
WO-ZUNI-U · 90 x 240 cm



Amaya de Toledo/Art Direction - Manolo Yllera/Photography





This rug is one of the most handcrafted pieces of the collection. Inspired in American Indian mystical symbols. Tuba is handmade with wool pile in Sea shell color and with tribal symbols in multiple colors such as Dusty Pink, Smoke Blue and Champagne, Tuba adds a bohemian essence to every environment.

Rectangular medium short pile wool rug with dyed base in Linen color, slightly visible through the wool pile giving a 3D effect. The design is handmade by our skilled artisans with cross-knotted fringes at edges.



Tuba Large
WO-TUBA-L · 170 x 240 cm



Tuba Medium
WO-TUBA-M · 140 x 200 cm



Amaya de Toledo/Art Direction - Mónica Yllera/Photography



Amaya de Toledo/Art Direction - Mónica Yllera/Photography

Ancient tribal art and exquisite color combinations define this rug, resulting in a piece of art itself.

Rectangular wool rug mixing medium and long pile wool in Sandstone and Silver Gray color, with design pattern in multiple colors such as Dusty Pink, Blue Fog, Sage, Sunlight and Cinnamon. Finished with messy lines of long and medium pile at edges.

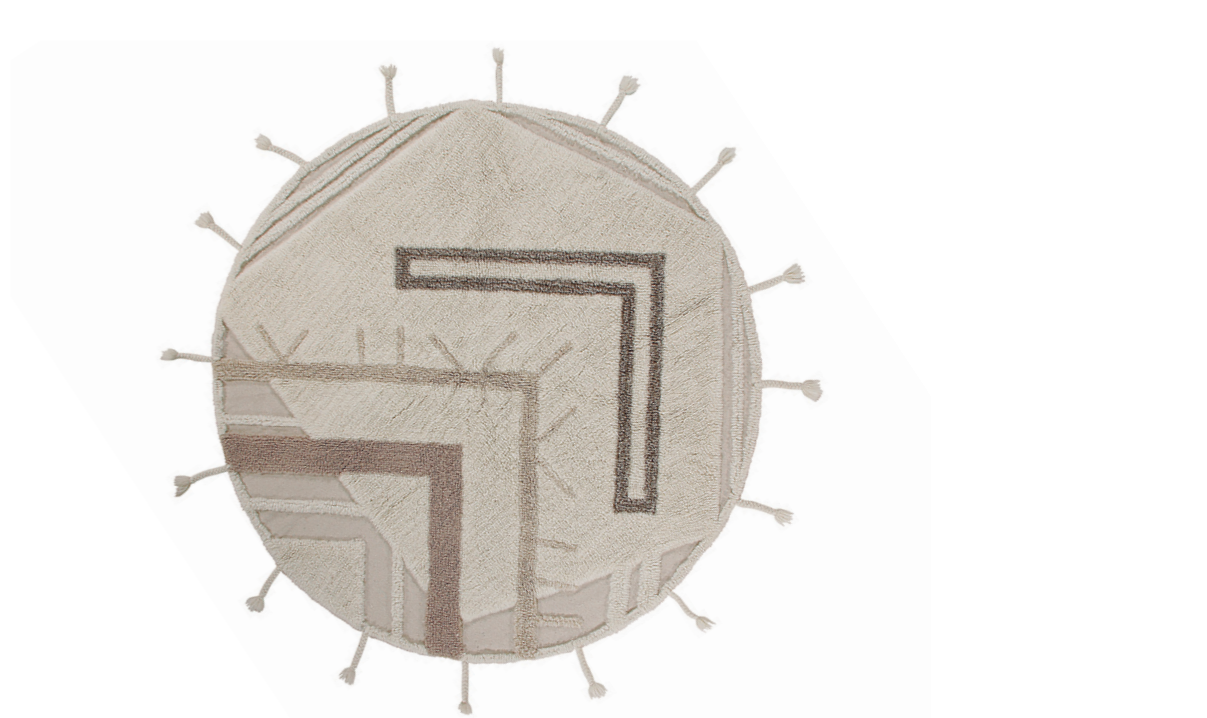


Arizona
WO-ARIZONA · 170 x 240 cm

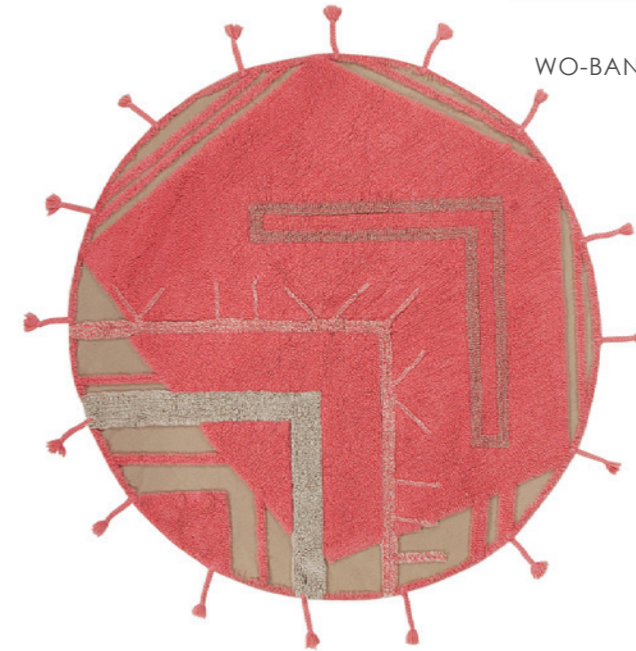


Inspired by American Indian artisanal emblematic teepees with traditional symbols of the Hopi tribe.

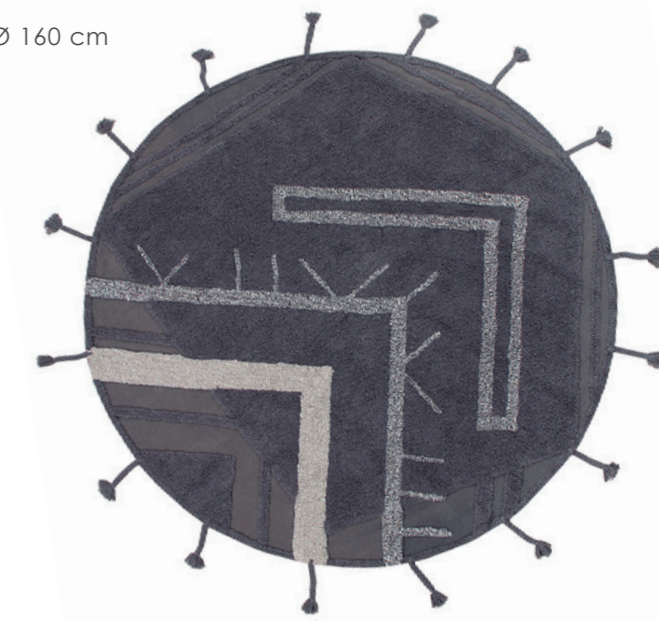
Round short pile wool rug with bare areas of cotton canvas, and finished with handmade wool braids at edges by our skilled artisans. Their design will bring a hippie essence and mysticism with elegant colors into every home.



Bannock
WO-BANNOCK · Ø 160 cm



Chinook
WO-CHINOOK · Ø 160 cm



Hokan
WO-HOKAN · Ø 160 cm



Free Your Soul Collection

Free Your Soul Collection goes into a world of sensations and opens the mind and soul pulling out the best of oneself. Lorena Canals believes every individual has a free soul with deep feelings and a unique spirit. Free Your Soul Collection brings a world of hippie feelings and desires; breaking the ordinary & always staying connected with the essentials of life.

Throughout the Collection, we want to highlight the importance of colors and

how they contribute to our wellness, convey sensations and awaken the senses. This wool washable rugs will fill with coziness and colorfulness every part of your home.





The harmony of a free spirit soul and a world of sensations is represented in three mixtures of soft colors.

Sounds of summer reminds us of the summer spirit, reflecting freedom, joyfulness and the summer lights. Like an innocent child that turns out wild; lose all time, love your mind and free your soul.

Into the blue rug reflects the deepest part of inner self, where pure, real feelings are overflowing our emotions. Like water that flows bringing life, serenity and peacefulness to the interior.

From almond frost to sandstone colors, Forever Always will bring warmth feelings of calm, serenity that we always want to remember.



Sound of Summer Medium
WO-SOUND-M · 140 x 200 cm



Sound of Summer Extra Large
WO-SOUND-XL · 200 x 300 cm



Forever Always Medium
WO-FOREVER-M · 140 x 200 cm



Forever Always Extra Large
WO-FOREVER-XL · 200 x 300 cm



Into the Blue Medium
WO-TOBLU-M · 140 x 200 cm



Into the Blue Extra Large
WO-TOBLU-XL · 200 x 300 cm



Amaya de Toledo/Art Direction - Manolo Yllera/Photography



Amaya de Toledo/Art Direction - Manolo Yllera/Photography



Spring spirit, autumn breeze, and winter calm will bring coziness into your everyday life. These fluffy, long pile wool rugs in a neutral color base, have darker contrast lines, and uneven white fringes at edges accomplishing a bohemian look.

Winter calm portrays one of those days when the wind blows cold, a sensation of warmth will surround your home. Chill evenings near the fireplace will transport you to the Winter Calm.

Autumn breeze smells like autumn, wild dancing in the breeze, the sunburn leaves follow the autumn breeze.

Spring spirit highlights the power of springtime, as the equinox, a new light and life fulfills your journey.



Spring Spirit Large
WO-SPRING-L · 170 x 240 cm



Spring Spirit Extra Large
WO-SPRING-XL · 200 x 300 cm



Autumn Breeze Large
WO-AUTUMN-L · 170 x 240 cm



Autumn Breeze Extra Large
WO-AUTUMN-XL · 200 x 300 cm



Winter Calm Large
WO-WINTER-L · 170 x 240 cm



Winter Calm Extra Large
WO-WITER-XL · 200 x 300 cm

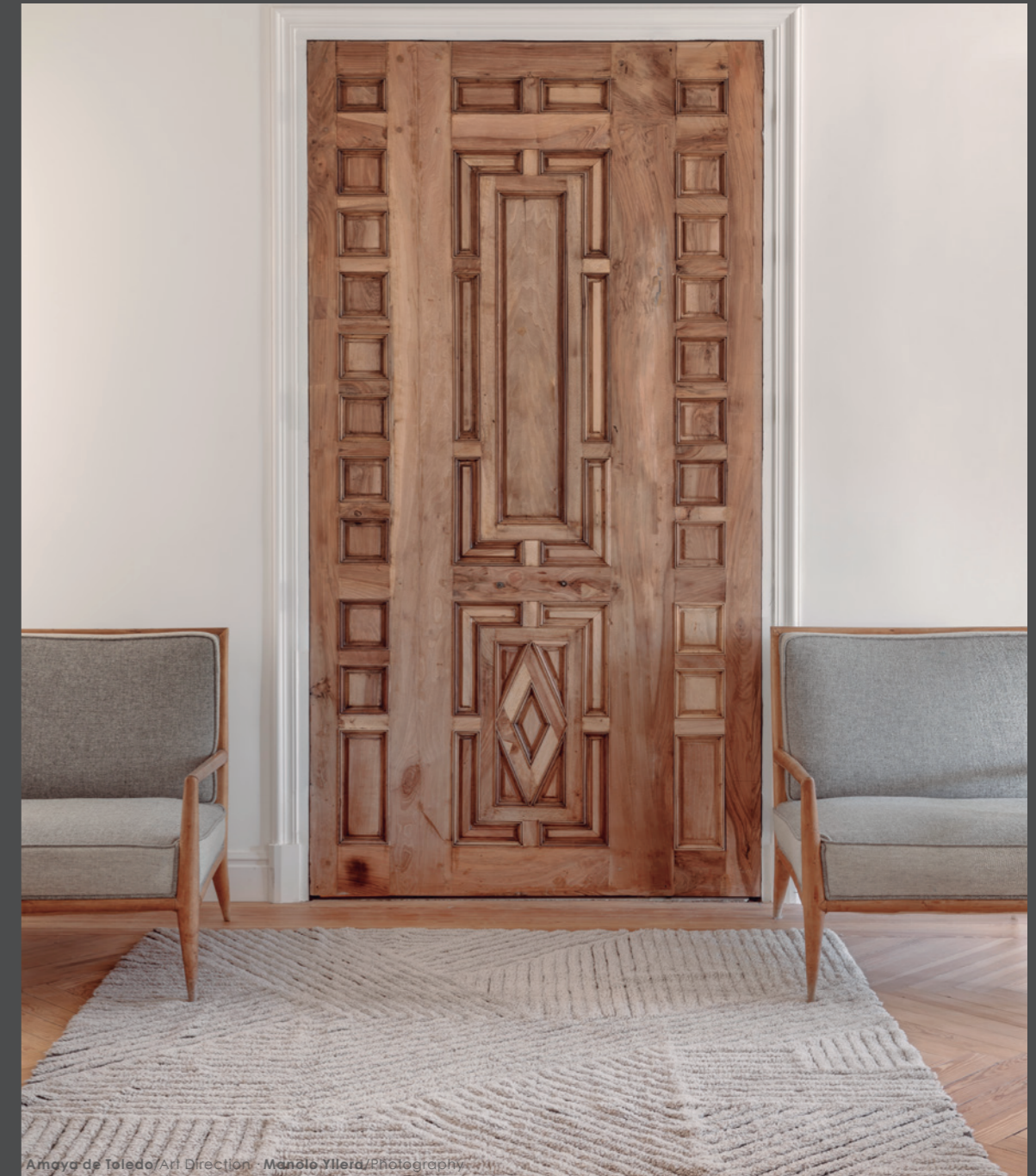
Fields Collection

In a recent trip to Sri Lanka, the designer Lorena Canals was impressed by the beautiful green landscapes nature gives us throughout her journey.

Cultivated tea plantations on the hills and valleys of such an exotic environment inspired her to create the Fields collection. Drinking tea is a worldwide pleasure, transmitting well-being, harmony and peace of mind.

What really caught the designer's

attention was the symmetrically organized structure of the beautifully cultivated lands. This image was transformed into the rugs, leaving the canvas base of the rugs visible; to represent the fertile land visible among the ordered crops that cover the landscape.





Inspired by the exotic hills of Sri Lanka's tea cultivated lands, its different types of tea leaves and how they are dried in the sun to become rose tea, black tea, and green tea. These wool rugs have been elaborated using the contrast of the cotton canvas base, and the selected short wool pile. The design comes in three different colors; misty rose, charcoal and a mix of green and grey tones. The perfect rug to decorate any corner of your home and fill it with coziness.

As a complement to these three rugs is the Pouffe Fields. The light-weight round pouffe, is easy to move from one space to another, made in dyed Charcoal color cotton canvas base with geometric rows of short wool pile in soft Seashell and Moonlight colors. The pouffe has a zipper and removable inside cushion filled with polystyrene balls.



Rose Tea
WO-ROSETEA · Ø 160 cm



Black Tea
WO-BLACKTEA · Ø 160 cm



Green Tea
WO-GREENTEA · Ø 160 cm



Amaya de Toledo/Art Direction - Manolo Yllera/Photography



Amaya de Toledo/Art Direction - Manolo Yllera/Photography

Inspired by the fertile Earth and its different types of organized cultivated lands; black chia, almond and coffee were the inspiration of Lorena.

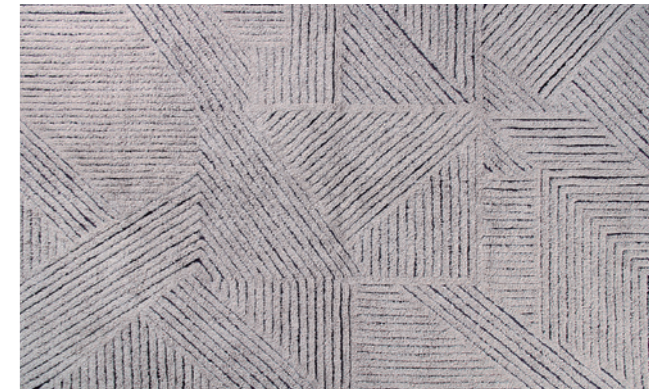
Elaborated using the contrast of the cotton canvas base in dark colors visible in between the lines of short pile wool in Champagne, Silver Grey, and Charcoal color.



Almond Valley
WO-ALMOND-L · 170 x 240 cm



Golden Coffee
WO-COFFEE-L · 170 x 240 cm



Black Chia
WO-CHIA-L · 170 x 240 cm



Pouffe Fields
WO-P-FIELDS · 20 x Ø70 cm

Bohemian Classics Collection

Our Bohemian Classics Collection is designed with a palette of soft colors, easy to combine in any home, giving richness to the simplicity of the designs through the combination of different textures and handmade finishes.

We highlight the natural beauty that wool provides with carefully selected colors, adding small details such as fringes knotted by hand, a mix of colors and a combination of different heights.

As a result, the designs have a bohemian touch ready to give your home that special extra you were looking for.





Bereber Soul Extra Large
WO-BERB-XL · 200 x 300 cm



Bereber Soul Medium
WO-BERB-M · 140 x 200 cm



Bereber Soul Small
WO-BERB-S · 80 x 140 cm



Pouffe Bereber Soul
WO-P-BERB · 20 x Ø70 cm



The Bereber rug and pouffe will definitely give to your home a bohemian touch. Rectangular shaped wool rug with classic Bereber inspired design in soft and fluffy long pile, finished with messy one-knot fringes.

The Pouff bereber with its reversible design, gives you the possibility to play, change, and decorate your home just the way you like it.



Rectangular wool rug with ethnic inspired symbols made in soft short wool pile, mixed with lines and edges in medium pile to create a structured surface.

A soft and easy to combine color combination in Natural, Sandstone and Almond Frost.



Lakota Day Large
WO-LAKODA-L · 170 x 240 cm



Lakota Day Medium
WO-LAKODA-M · 140 x 200 cm



Lakota Day Small
WO-LAKODA-S · 80 x 140 cm



A modern and elegant color combination in Smoke Blue, Silver Gray, Natural and Charcoal.

The rectangular wool rug with ethnic inspired design symbols made in soft short wool pile, mixed with lines and edges in medium pile to create a structured surface.



Lakota Night Large
WO-LAKONI-L · 170 x 240 cm



Lakota Night Medium
WO-LAKONI-M · 140 x 200 cm



Lakota Night Small
WO-LAKONI-S · 80 x 140 cm



Taking care of every detail



Sakûla Project

Lorena Canals works on a personal level to give children a better life, providing an education for boys and girls in Northern India.

The Sakûla Project began in 2008 with the construction of a nursery to help children in need, give them a place to stay, and receive a daily meal. Today more than 120 boys and girls are attending our nurseries to receive an education and to guarantee a better

future for them. We are constantly working to make the project grow with the objective of opening more nurseries along the way.

"Our goal is to create a safe learning environment where their dreams become possibilities."

Lorena Canals



WOOL WASHABLE RUGS

by Lorena Canals

#WOOLABLE #LORENACANALSUGS

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SPECIAL THANKS

Amaya de Toledo · Manolo Yllera · Alberto Ruiz Villar · Gina Giménez · Rue Vintage · Sankore Africa · Vitra · Clysa