

AFRICA

New Africa collection for Woolable by Lorena Canals®

Premium quality washable wool rugs for a collection inspired in Eastern Africa and a tribute to the Maasai.

“A walk into the endless land”



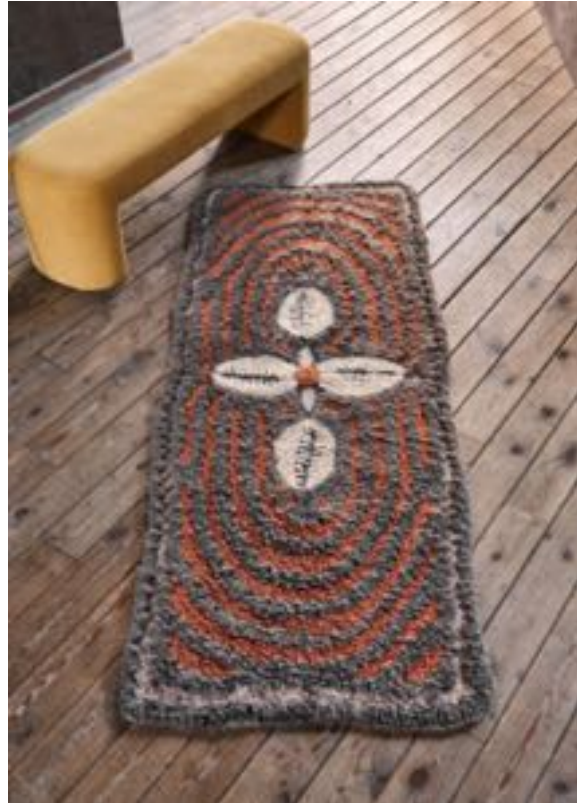
WOOLABLE Washable rug **Enkang Brown** - 170x240 cm, 200x300 cm, 70x200 cm

- Lorena Canals found her inspiration for the Africa collection in a journey to Eastern Africa.
- Irregular contours, uneven borders and a bright, earthy color palette are distinguishing features of the rugs in this collection.
- Each piece is hand-tufted and stitched by talented artisans, applying Lorena Canals' unique techniques.
- 8 different designs that vary in color and size to make up a total of 28 new references in the Woolable by Lorena Canals® catalog.



WOOLABLE Washable rug **Enkang Ivory** - 170x240 cm, 200x300 cm, 70x200 cm

The Eastern part of the African continent is famous for its exuberant nature, rich culture and incredibly talented artisans, makers of distinctive homeware, jewelry and beaded accessories, and –most uncommon to us Westerners– able to survive in the wilderness, co-living with native animals. From vibrant colors to unique prints, woodcarvings and traditional beadwork, handcrafted by different African tribes, everything becomes an **endless source of inspiration**.



WOOLABLE Washable rug **Amani** 140x200 cm, 170x240 cm | WOOLABLE Washable rug **Cowrie Bracelet Rug** 90x240 cm

“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



Left: on the wall, WOOLABLE Washable rug **Karibu** - 80x140 cm, 110x200 cm; below, WOOLABLE Washable rug **Naranguru** - 170x240 cm | Right: WOOLABLE Washable rug **Shuka Sandstone** and **Shuka Seashell** - 170x240 cm, 200x300 cm

The **Maasai Mara** are one of the most emblematic tribes in Eastern Africa, well known to visitors, as they are the only ones allowed to live within the National Reserves. The Maasai people have co-lived for centuries surrounded by wild animals, surviving as their neighbors thanks to the mutual respect between humans and wildlife.

Red is a color closely related to the Maasai people. While gazing at the view, it is common to spot a **Maasai** shepherd as a **red spot in the distance**, surrounded by the great outdoors. They usually dress in dark or bright red, a color that symbolizes their **close bond with Mother Earth**. And funnily enough, red is also a useful, life-saving color as it literally helps to chase away wild animals.

The Maasai people and their **primitive way of life deserves all our respects**, and to honor them, our *Africa* collection is filled with red hints, present in small details, to symbolize the Maasai warrior. For instance, every rug comes with a special **red canvas label**, and in many of the **designs a red spot serves as a tribute to these brave wildlife guardians**.



WOOLABLE Washable Rugs **Shuka** (front) and **Bahari** (far end), from the **Africa Collection**

The *Africa* collection comprises **8 different designs** that vary in colors and sizes to make up a total of **28 new references in the Woolable by Lorena Canals® catalog**. The colors used are all inspired by the **hues found in the East African landscape and elements of the tribal culture**, with a palette including different **shades of brown** from acacia wood; **terracotta or oxide hues** from clay or the amazing sunsets; **ivory white** from Cowrie seashells and Zanzibar's white sandy beaches; **yellow and dusty pink** from African print fabrics; **Linen** color or beige, from the cracked Serengeti dry mud; and, of course, the unmistakable **vibrant red** that is essential to the Maasai tribes.

Each piece in the *Africa* collection is **named in Swahili language** in an attempt to grasp the **essence of the East African way of life**, infused with primitive wisdom, spirituality and plain simplicity. **Handcrafted finishes** made by our skilled artisans turn each design into a **unique work of art**, with intricate details that convey an underlying symbolism or meaning. Moreover, no two rugs are the same as they are all unevenly shaped and include these **hand-finished details such as braids, embroidery or tousled fringes**, which give them a unique character.



Left: WOOLABLE Washable rug **Enkang Brown** - 170x240 cm, 200x300 cm, 200x70 cm
Right: WOOLABLE Washable Rug **Bahari** - 80x120 cm, 170x240 cm, 200x300 cm



Left: WOOLABLE Washable rug **Naranguru** (170 x 240 cm)
Right: WOOLABLE Washable rug **Kinga** (140 x 200 cm)

The Africa Collection one piece at a time

8 different designs that vary in color and size to make up a total of 28 new references in the Woolable by Lorena Canals® catalog.



WOOLABLE Washable rug **Cowrie Bracelet** - 90x240 cm

WOOLABLE Washable Rug *Cowrie Bracelet*

The inspiration of the Cowrie Bracelet rug – hand-tufted in rich **earthy terracotta and acacia wood brownish hues**– comes from the East African craft cuff bracelets and necklaces worn by tribal women. Made with seeds and decorated with the precious **Cowrie shells** and considered **spiritual blessings from the ocean**.





WOOLABLE Washable rug **Shuka** - Sandstone, Dusty Pink and Seashell. Available in two sizes: 170x240 cm | 200x300 cm

WOOLABLE Washable Rug *Shuka*

Lorena was captivated by the **rich variety of fabric patterns** found in this part of Africa, and this **inspired her to create the Shuka rug** – a design evolved from the Maasai's tartan checked shuka plaid. Leaving aside the Maasai's bright red, our rug is made in **three softer 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.





WOOLABLE Washable rug **Bahari**. Available in three sizes: 80x120 cm | 170x240 cm | 200x300 cm

WOOLABLE Washable Rug *Bahari*

Bahari means “Sea” in Swahili. This rug inspires a sense of freedom, spiritual peace and a reminder of gratitude towards Mother Nature’s treasures. 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. These beautiful seashells are highly treasured. Legend has it that **cowrie shells are a gift from the water deity Mami Wata (Mommy Water)**, and **symbolize the spiritual powers of the ocean.** The Bahari rug intends to **bring a part of this sacred ocean spirit into our homes.**



WOOLABLE Washable rug **Enkang Brown**. Available in 3 sizes: 70x200 cm | 170x240 cm | 200x300 cm

WOOLABLE Washable Rug *Enkang*

The word Enkang means “**fences**” in Swahili, and in the context of the Maasai tribe it represents the **wisdom of simplicity** – how something as simple as a fence may save your life when sharing your territory with wild animals.



The **Maasai's fences** are usually built using **thorny acacia branches** to protect villages and cattle from wild animals. In the tribe's everyday life, these acacia poles play a crucial role in the **protection of their community**. As part of their semi-nomad

way of life, they even take the wooden poles with them when settling in a new area. Something as simple as these acacia branches used for fences, or even the sticks that the Maasai use, from a very young age, as a defense weapon against wild animals when venturing outside their villages –doubling up as a resting support to avoid lying on the ground–, are what inspired the concept of simplicity behind this rug's design.



WOOLABLE Washable rug **Enkang Ivory**. Available in 3 sizes: 70x200 cm | 170x240 cm | 200x300 cm



A **simple way of life, in harmony with the surrounding wildlife** is the philosophy that our Enkang rug intends to convey. Its design plays with contrasted short and medium pile heights, creating a subtle pattern that mimics the **acacia wood fencing**. The rug has a slightly irregular contour, and each of its four **corners displays a handcrafted braid**. Three of these symbolize the roots of a tree, and one has contrasted details in Arabesque color – a hint to the red-clad Maasai shepherds commonly spotted amidst the wilderness. The braids can be **removed easily** to avoid them getting damaged when washing the rug.



WOOLABLE Washable rug **Kinga** - 140x200 cm

WOOLABLE Washable Rug Kinga

A typical object found in **African tribal culture** is their beautiful **handcrafted shields**. They are used for **protection** when hunting or, simply, as ornamental gear in **dancing ceremonies**. **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**. The final touch is a decorative detail made up of two handcrafted woolen braids, which can be easily removed.



WOOLABLE Washable rug **Karibu** - Available in two sizes: 80x140 cm | 110x200 cm

WOOLABLE Washable Rug *Karibu*

Karibu means “welcome” in Swahili, and hospitality is an essential quality of the Maasai people. Our Karibu rug was **inspired by the typical entrance doors of Maasai village clay huts, decorated with tribal motifs** that are painted with natural pigments. 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.



WOOLABLE Washable rug **Naranguru** - 170x240 cm

WOOLABLE Washable Rug *Naranguru*

One of the most impressive memories Lorena holds, was finding herself amidst the vastness of nature, surrounded by **endless extensions of open land, from one end to other of the horizon, only discontinued by the silhouettes of the iconic Acacia trees**. These play an important role for the inhabitants of the savannah, serving as umbrellas during rain season or as sunshades for the animals to shelter and rest under the burning sun.

Our **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. The rug features subtle **Acacia tree silhouettes** that are noticeable through the different pile heights. 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".



WOOLABLE Washable rugs **Symbols**: Jambo, Amani, Maisha, Upendo. Available in two sizes: 140x200 cm | 170x240 cm

WOOLABLE Washable Rugs Symbols

There is a kind of superior spirituality, like an ancient wisdom that permeates everyday life, when living in the wilderness – a deep feeling of respect for all living creatures that encourages us to live in the present and enjoy every moment. **“We believe Western cultures have a lot to learn from the East African tribes’ way of living.”**

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 color nuances of the landscape through the effect of daylight. They are tufted in **medium pile height** with the canvas base exposed between the stitched lines in a contrasting color. As in all designs included in the *Africa* collection, the rug's contour is **not perfectly straight**, but uneven, inspired by the colorful textiles that tribes often hang up to dry in the sun. A strip of woven symbols crosses down the center of the rug vertically, to finish in an **embroidered icon on the 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.

About Lorena Canals

Creators of the washable rug concept, *Lorena Canals* are makers of natural cotton and wool rugs with matching textile accessories for the decoration of the home, designed in Barcelona and handmade in India.

Natural raw materials, non-toxic dyes, fair trade and sustainable manufacturing are the eco-friendly values by which the brand stands, as well as being founders of the [Sakûla Project](#).

Lorena Canals offers contemporary home decor, yet practical and fuss-free, ideal for kids' rooms and nurseries, and for the home as a whole, allowing for mix&match, and for a perfectly coordinated style!



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