

EDGAR PLANS

x

WOOLABLE®
by
Lorena Canals



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!** 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!**

WOOL WASHABLE RUGS



All our products are made artisanally out of **natural and high-quality wool fiber**, enhancing the beauty of our rich color palette.



We handcraft products that are **safe and eco-friendly**. We use natural raw materials, sustainable and natural non-toxic dyes which are safe and respectful to the environment.



We achieve the best results applying **natural non-polluting dyes** that follow our eco-friendly values. Every new collection adds brand new colors to Lorena Canals' colors palette.



You can get them dirty! Because life happens, now everything is **machine washable**, even wool!



From the selection of the best wool fibers until the final finishing, 10 artisans are involved to take care of each detail to make your rug unique. **Handcrafted one by one**, no two are alike.



Lorena Canals works personally to give children a better future, providing schooling for children in northern India. By purchasing our products you contribute to our **Sakūla Project!**



EDGAR PLANS x WOOLABLE®
by
Lorena Canals

THE COLLECTION

Be your own hero!

Artist **Edgar Plans** collaborates with **Woolable by Lorena Canals®** bringing his iconography to a collection of washable wool rugs. Superhero characters and other pieces of his work hop from the canvas onto rugs to create textile pieces that allow you to walk barefoot on a painting. Under the motto of "**Be your own hero**", Edgar Plans' characters are superheroes who inspire us to take action for creating a better world. Do you dare to bring out your superpowers and be your own hero?

Once again, **Lorena Canals** comes to the world of art, as one of her greatest passions, to create **a new wool rug collection** – this time hand in hand with the acclaimed international artist, **Edgar Plans**. His urban-inspired art, filled with iconic characters of his own, is all the rage among his most staunch followers, with a presence in the most prestigious museums and art fairs worldwide.



In this collection, released under the **Woolable by Lorena Canals®** brand, the artist's iconography is reflected on the surface of the rugs, giving a new twist to home decoration. These designs bring an arty touch to children's rooms or a nod to the artist in any other space in the house, for the enjoyment of his fans. Characters as iconic and with a certain reminiscence of the eighties as his animal superheroes or his scribbled ghost, as well as fragments of works such as the Wall Notes series, jump from the canvas to the rugs. **The brushstrokes of color are transformed into woolen threads** that are hand tufted on a cotton canvas, versioned with the color palette of the Woolable range. Thus, **Lorena Canals manages to bring the creativity of Edgar Plans to a textile painting on which we can walk in bare feet.**

Edgar Plans' characters tell stories of animal superheroes that emerge from nature with a message of hope. From the innocent gaze of a child, **Plans invites us to open our eyes and to be our own superheroes**, contributing our bit to transform the world and inspiring us to achieve our dreams, as expressed in his work: "I am a hero! I have superpowers!".

"I have always liked street art, urban art. It is an art that runs free, just like when children create. And I wanted to transform it to capture it in my paintings. I am currently internationally recognized for my characters, the animal heroes, and for my colorful, expressive and lively style."

– Edgar Plans –



PRODUCTS

In this collaboration, Lorena Canals and Edgar Plans showcase **four small-format rug designs shaped with the faces of some of the artist's characters**. Adding to this is a **fifth, larger, rectangular rug that comes as a limited and numbered edition** –only 100 units to be issued–, inspired by the artist's Wall Notes paintings series. An authentic work of art made into a rug that will entice Plans' most loyal fans! The collection is completed with **three handmade, cotton knitted cushions**, again in the shape of characters from Edgar Plans' universe that come as the perfect match for the rugs.

The pieces in the shape of characters are ideal to decorate the coolest children's rooms with an **arty twist**, while the rectangular rug can fit both in home environments and in teenager spaces. All carpet designs are hand tufted in natural wool, tinted with non toxic dyes, on a flexible cotton canvas and are machine washable – **textile decoration, art and practicality, all in one!**



**Woolable rug
Batboy**
WO-E-BATBOY
3' x 4"



**Woolable rug
Miss Mighty Mouse**
WO-E-MOUSE
4' x 4"



**Woolable rug
Astromouse**
WO-E-ASTRO
Ø 3' 3"



**Woolable rug
Ghosty**
WO-E-GHOST
3' 3" x 3' 3"



Woolable rug Wall Notes
WO-E-WALL
5' 7" x 7' 10"



**Knitted cushion
Batboy**
SC-E-BATBOY
1' x 1' 2"



**Knitted cushion
Miss Mighty Mouse**
SC-E-HEROG
1' 2" x 1' 2"



Knitted cushion Ghost
SC-E-GHOST
1' x 1'

Woolable rug Batboy WO-E-BATBOY | 3' x 4"

Complete the look with the matching knitted cushion!



Knitted cushion Batboy
SC-E-BATBOY
1' x 1' 2"

- A design **inspired by a popular comic book superhero**, very present in the artistic work of Edgar Plans.
- *Batboy* comes to town to save the planet, concealed behind his black mask. Shrouded in a halo of mystery, **he hides the soul of a child who pursues his dreams and defends the environment**. And who doesn't like to hide behind a mask to become a superhero for a moment?
- The *Batboy* rug is a small-format piece (3' x 4"), **machine washable and hand tufted** in wool on cotton canvas, and tinted with non toxic dyes.
- It is perfect for decorating children's spaces and play areas with an **arty twist**, inspired by the universe of superheroes.
- Fans of the artist will also enjoy adding this piece to any corner of the home.
- It has a small matching **knit cushion** that, no doubt, will become an inseparable companion of the little ones.



Woolable rug Miss Mighty Mouse WO-E-MOUSE | 4' x 4"

- A **heroic female character** that emerges from the work of Edgar Plans to **empower children and invite them to shine**.
- Behind her fancy pink mask, *Miss Mighty Mouse* encourages them to **thrive and fulfill their wildest dreams**.
- A **washable handmade rug**, tufted in wool on cotton canvas and dyed with natural, non toxic dyes, measuring 4' x 4".
- It is ideal to decorate children's rooms with a **sweet touch and the coolest urban artsy vibe** at the same time.
- It can be combined with its own **matching cushion** that doubles as a faithful stuffed pet.



Complete the look with the matching knitted cushion!



Knitted cushion Miss Mighty Mouse
SC-E-HEROG
1' 2" x 1' 2"





Woolable rug Astromouse WO-E-ASTRO | Ø 3' 3"

- Taken from the artistic work of Edgar Plans, this little cosmic mouse character is **born a dreamer who pursues great achievements**.
- It inspires people to **believe in themselves** and to **pursue their most unattainable dreams** in order to change the world for the better.
- They will **think without limits**, they will **let their imagination run wild**, but always with a great heart. And who hasn't some time dreamt of becoming an astronaut to change the vision of our world?
- This almost round design measures 1-m in diameter and is **handcrafted** from wool, tinted with natural dyes, on a flexible cotton canvas base, that is easy to maintain at home by tossing it in the washer.
- Perfect to decorate kiddies' spaces with a **touch of cosmic fantasy** or for fans of the artist to place it in any corner of the house!

Imagine your world!



Woolable rug Ghosty
WO-E-GHOST | 3' 3" x 3' 3"

Make life /
colorful!



Complete the look with the
matching knitted cushion!



Knitted cushion Ghosty
SC-E-GHOST
1' x 1'

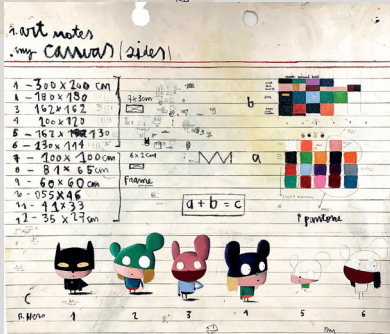
Irregular surface, like brushstrokes of color!



- Little everyday ghosts are painted in bright colors with Ghosty – a friendly character who comes to **inspire the little ones to overcome their fears**.
- There is nothing to be afraid of anymore. With Ghosty they will sleep soundly knowing that **their monsters can be painted in whatever color they want!**
- A fun rug inspired by a character from Edgar Plans' artistic work, **hand tufted in natural wool** and whose surface texture imitates brushstrokes of color.
- Measuring 3' 3" x 3' 3" cm and tinted with non toxic dyes, in bright orange hues, this piece brings a **pop of color** to any space, for those either big or small.
- A character rug with which to enjoy fun moments at home, along with its own **matching soft knit cushion**.

Woolable rug Wall Notes WO-E-WALL | 5' 7" x 7' 10"

Scribbles from the paintings
series of Edgar Plans



Parts of the rug
are in 3D!

- A textile canvas where scribbles and paint blotches, from Edgar Plans's **Wall Notes** paintings series, are traced on the carpet in the colors of wool.
- The perfect excuse to **let your imagination run wild** while walking barefoot on a plush painting!
- This rectangular rug is **hand tufted in natural wool** on cotton canvas and tinted with non toxic dyes.
- A piece of modern art **made into a rug** for fans of the artist, which will not go unnoticed in the most up-to-date home decoration, adding a **whimsical touch** to any space.



The perfect option for your everyday life



This document is confidential until the launch on September 7

The perfect option for your everyday life