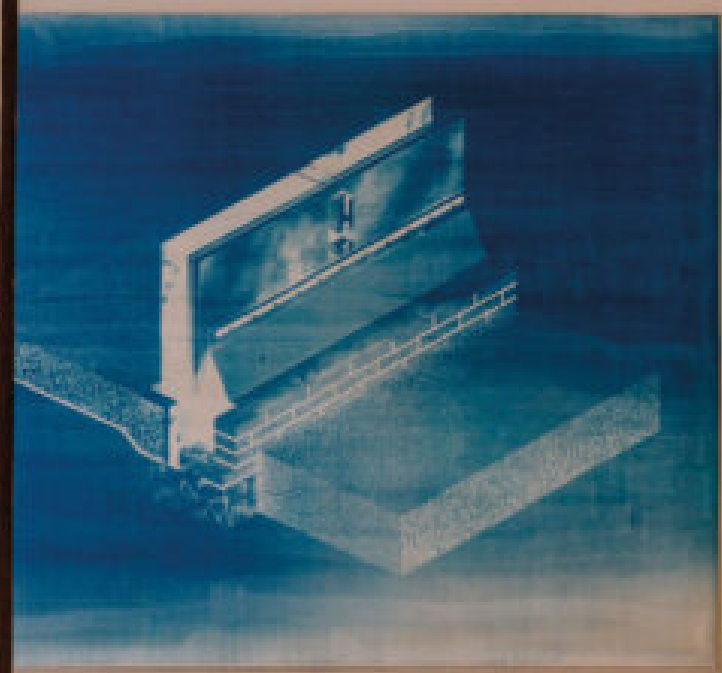


SUPER FAKE

SIGNATURE COLLECTION

designed by Bethan Laura Wood



SUPER FAKE

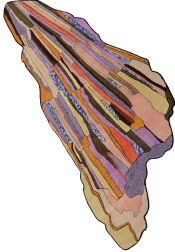
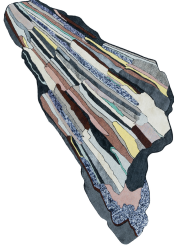
SIGNATURE COLLECTION

designed by Bethan Laura Wood



"each layer or facet is represented by a variety of beautiful rug-making techniques which have been developed over centuries by Tibetan artisans."

The Super Fake Collection designed by Bethan Laura Wood. A series of rugs inspired by the collision of the man-made with nature. Each based on a different rock form, whose surface patterns are created through the organic build-up of sediment through time and a combination of materials under pressure; In these rugs each layer or facet is represented by a variety of beautiful rug-making techniques which have been developed over centuries by Tibetan artisans. Bethan uses the rock as a reference to explore the post-Instagram and 'snap chat world, where the fleeting two-dimensional image, collide with a physical and tactile reality, the hyper-, and super-, fake spill into our daily lives. Rocks and crystals have always symbolized a very physical reality of nature; when something is 'set in stone' it is a mark of permanence. With this series, Bethan hopes to create rugs that connect and hold permanence in our fast-paced world, by imagining a visual landscape that allows us, through its detail and dynamism, to lose ourselves and dream.

SUPER FAKE					SIGNATURE COLLECTION <i>designed by Bethan Laura Wood</i>				
MODEL									
Super Standard Hot	Super Runner Hot	Super Round Hot	Super Rock Hot	Super Rock Moon					
									
COLOR									
Hot	Hot	Hot	Hot	Moon					
DIMENSIONS									
230x300 cm	80x350 cm	250x250 cm	250x250 cm	250x250 cm					
MATERIALS									
cotton weave, himalayan wool, pure silk, linen	cotton weave, himalayan wool, pure silk, linen	cotton weave, himalayan wool, pure silk, linen	cotton weave, himalayan wool, pure silk, linen	cotton weave, himalayan wool, pure silk, linen					
QUALITY									
A (125.000 knots/sqm approx.)	A (125.000 knots/sqm approx.)	A (125.000 knots/sqm approx.)	A (125.000 knots/sqm approx.)	A (125.000 knots/sqm approx.)					
CUSTOMIZATION									
Customizable in size	Customizable in size	Customizable in size	Customizable in size	Customizable in size					

SUPER FAKE

SIGNATURE COLLECTION
designed by Bethan Laura Wood

MODEL

Super Standard Moon

Super Runner Moon

Super Round Moon



COLOR

Moon

Moon

Moon

DIMENSIONS

230x300 cm

80x350 cm

250x250 cm

MATERIALS

cotton weave, himalayan wool, pure silk, linen

cotton weave, himalayan wool, pure silk, linen

cotton weave, himalayan wool, pure silk, linen

QUALITY

A (125.000 knots/sqm approx.)

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CUSTOMIZATION

Customizable in size

Customizable in size

Customizable in size

BETHAN LAURA WOOD



Bethan Laura Wood obtained a MA in Design Products at the Royal College of Art, under the tuition of Jurgen Bey and Martino Gamper. Since graduating in 2009, Bethan has built a multidisciplinary practice characterized by material investigation, artisan collaboration, and a passion for colour and detail. Bethan enjoys exploring the relationships we make with objects in our everyday lives, and questions how they can become cultural conduits. She is interested in critical approaches to achieving sustainability in a mass consumption, production-driven context.

cc-tapis.

Piazza Santo Stefano, 10
20122 MILANO
T. +39 02 89093884
info@cc-tapis.com
cc-tapis.com

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