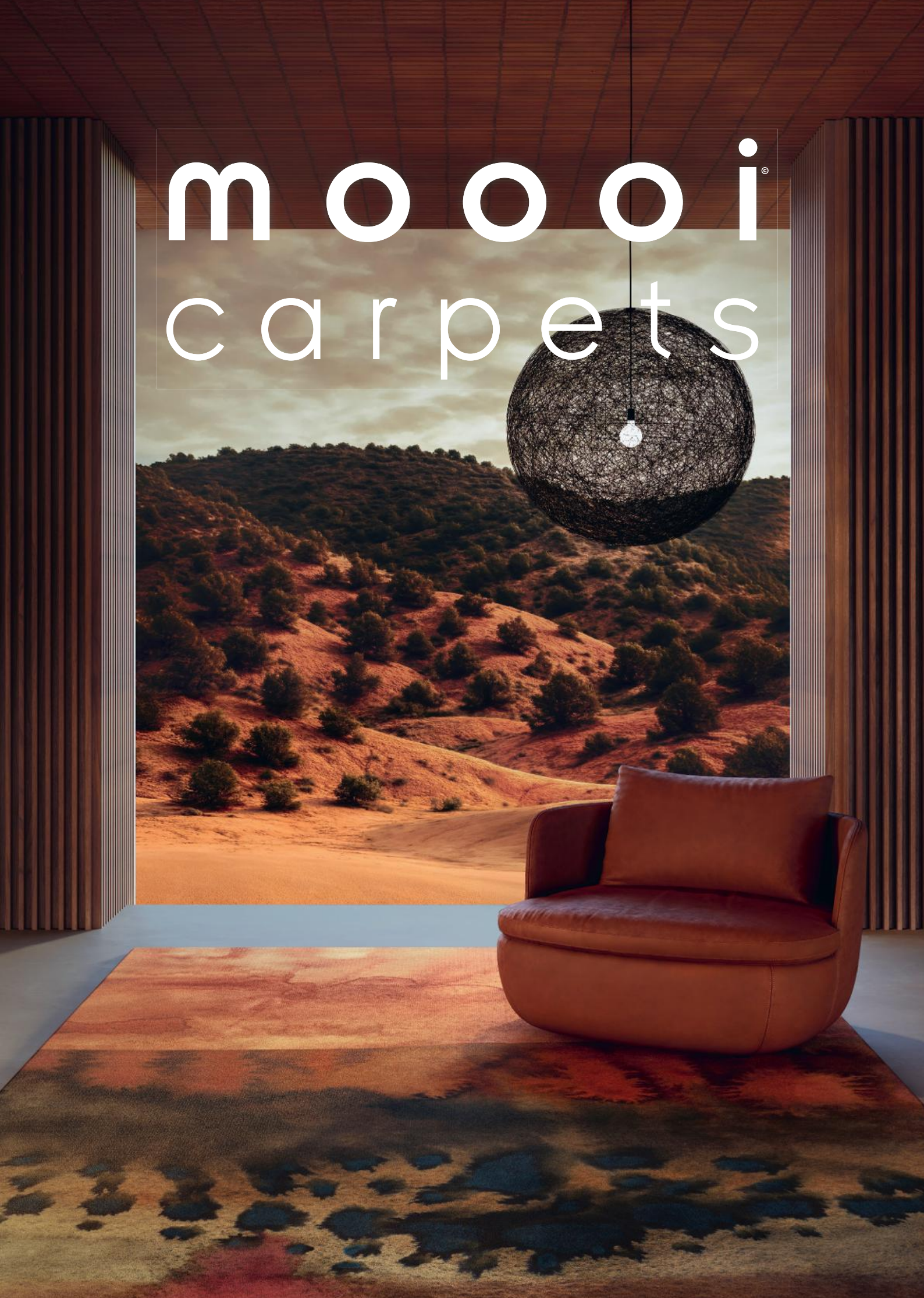

moooi
carpets

ABOUT MOOOI CARPETS

The floor. That crucial element in your home that literally forms the foundation of your interior style. Adding a carpet makes your space feel inviting, warm, luxurious and spacious. It brings texture, depth and character to any room. Think of a carpet as the right pair of shoes. After thoughtfully selecting your outfit, you choose the perfect shoes to complete it. The same goes for your interior. You curate it with care, filling it with extraordinary designs and personal items. Together, they tell the story of who you are and what matters to you. Adding the perfect carpet completes that story, or perhaps it begins a new one. Whether it's the first chapter, the last or somewhere in between, a carpet plays a vital role in your home's narrative. Discover the carpet that fits your story.

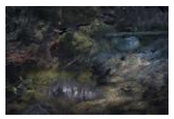
There are few things that are as versatile as carpets, and Moooi Carpets fully embodies that versatility. The light colours of Bubble, Dodo Pavone and the Greenhouse collection brighten darker spaces. Contemporary interiors will be drawn to the clean lines of Tartan Haze and the Blended carpets. Neutral interiors in need of colour will flourish with The Menagerie of Extinct Animals or the Eden Queen carpet. These same designs create perfect harmony in botanical-themed spaces – just as Fluid and Walking on Clouds do, two opposites that bring nature indoors in completely different ways. No matter which carpet you choose, it can unify a space or introduce a visually stunning twist. Will it command attention, or create a calm foundation that allows your furniture to shine? Whatever the shape, size, colour, pattern or story, a carpet completes your home.

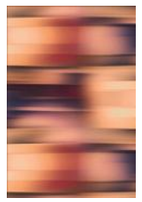
Add a new dimension of A Life Extraordinary to your interior. On moooicarpets.com, you will find the complete collection with spectacular designs, including additional sizes, colours and materials. Moooi Carpets also offers broadloom solutions for full wall-to-wall flooring. Whether you're working on a hotel, office or restaurant, the collection provides unlimited options to bring your project to life. Moooi Carpets continuously introduces new designs, but if you have something specific in mind, you can create your ideal piece using the Custom Configurator. Choose a pattern and let your imagination run free with endless variations in colour, shape and size. And if you still can't find exactly what you're looking for, you can take full creative control and design your own carpet from scratch. A custom-made carpet crafted by your own hand – it doesn't get much more personal than that.

MOOOICARPETS.COM





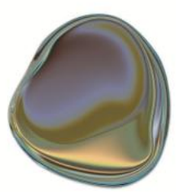


































PRODUCT STORY

Timber Tones

The Timber Tones collection goes beyond function; it’s an invitation to experience art underfoot. These carpets radiate warmth, character and timeless sophistication, enhancing any space with their unique charm.A surprise to every room it graces.



TIMBER TONES COLLECTION
BY SJOERD VROONLAND in Earthy Brown

TIMBER TONES COLLECTION
BY SJOERD VROONLAND in Misty Bark

"We blend the essence of traditional artistry with contemporary techniques."

SJOERD VROONLAND

Sjoerd Vroonland is a master of revised crafts and a remarkable furniture designer. Best known for his "extension chair" that became an instant icon of the Dutch Design label Moooi. As a designer he is always thinking on two fronts: sincere construction and sensorial experience, who uses form language to show simply how a piece is made. While at the same time engaging all the senses by applying generous loving attention to detail in shape, material and touch.

TIMBER TONES 'ECHOES OF GRAIN'

The Timber Tones collection by Sjoerd Vroonland for Moooi carpets is a tribute to the beauty of wood and craftsmanship. "Born from my lifelong passion for wood working, this extraordinary series of carpets is the result of a collaboration with FineMarq, a master in veneer crafting and marquetry. Together, we blend the essence of traditional artistry with contemporary techniques to create captivating designs that play with patterns, textures and depth."

Each design is rooted in the elegance of marquetry, reimagined through a modern lens. Intricate geometric patterns are crafted to mimic the organic flow and rhythm of wood, bending and weaving into harmonious compositions. Through cutting-edge photography and an artistic interplay of light and shadow, the designs come alive, creating a dynamic sense of depth. It's as if each piece transforms with every perspective, whispering a new story every time it's seen.



Sjoerd Vroonland, designer of Timber Tones (photograph by Viorella Luciana).

TIMBER TONES COLLECTION
BY SJOERD VROONLAND
in Ellipse Rosewood Dream

Afternoon Delight

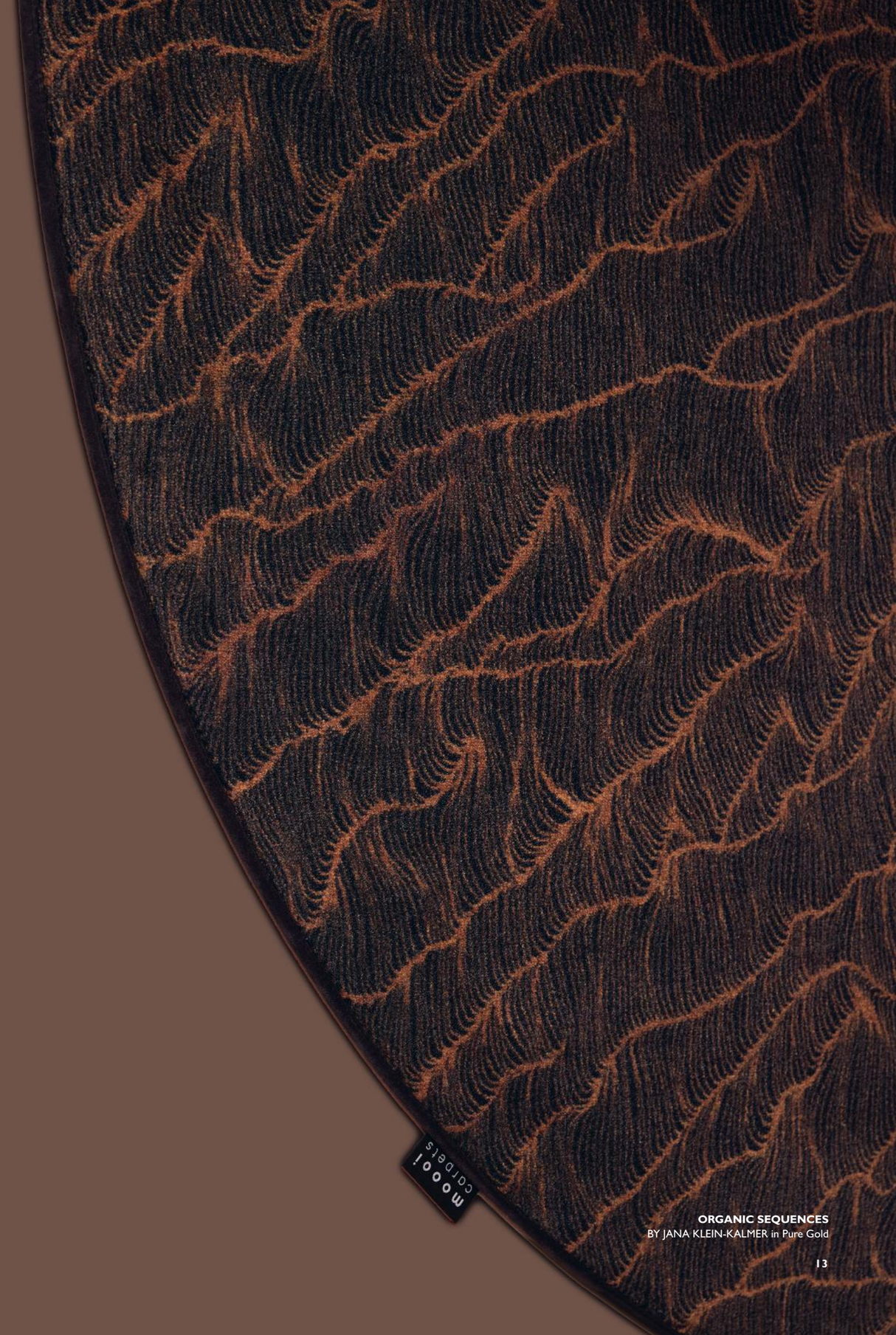


HERACLEUM III THE BIG O BY BERTJAN POT in White (Small shown), **HORTENSIA ARMCHAIR** BY ANDRÉS REISINGER & JÚLIA ESQUÉ in Petal Ivory, **TIMBER TONES COLLECTION** in Ellipse Rosewood Dream (253x300 cm) BY SJOERD VROONLAND. **MILK AND COOKIES ROOM FRAGRANCE** BY MOOOI X EVERYHUMAN reed diffuser.

PRODUCT STORY

Organic Sequences

Organic Sequences by Jana Kleine-Kalmer for Moooi Carpets is an ode to the beauty of the unexpected and imperfect. It’s a visual dance between control and chaos, precision and spontaneity.



ORGANIC SEQUENCES
BY JANA KLEIN-KALMER in Pure Gold

ORGANIC SEQUENCES
BY JANA KLEIN-KALMER in Pure Gold

"Creativity is often found in the moments between intention and surrender."

JANA KLEINE-KALMER
Interior architect by degree, Jana's studio branches into architecture, spatial and furniture design as well as art. She explores the ever-shifting balance between bold/wild/spectacular/exciting on the one hand, and harmonious/functional/wholesome on the other. Between her roots in the German countryside and her home in the city of Amsterdam, she finds delight in creating personal designs that inspire people and enrich their lives every day.

ORGANIC SEQUENCES COLLECTION
Each pattern in this series is not only designed, but discovered. Through a meditative process of hand-drawn illustrations, surrendering to the rhythm of creation, letting the ink flow freely, unrestricted by expectations. The result is a collection that captures fleeting moments – structures that grow and evolve in their own time.

Inspired by the microscopic details of nature and the vast expanse of the cosmos, these carpets hold layers of meaning, inviting the viewer to lose themselves in the intricate interplay of texture and movement. They are not just objects, but experiences – pieces that transform a space, revealing new depths with every glance.

More than decoration, this collection is has a touch of rebellion against perfection, a celebration of raw creativity and an invitation to embrace the beauty of the unplanned.



Jana Kleine-Kalmer, designer of Organic Sequences (photograph by Joke Schut).



ORGANIC SEQUENCES
BY JANA KLEIN-KALMER in Pure Dust

PRODUCT STORY

Fragments Reimagined

This project revolves around the concept of transforming flawed Moooi Marcel Wanders vases—products that could no longer be sold due to imperfections—into new artistic creations, which are then reinterpreted into a unique collection of carpets.



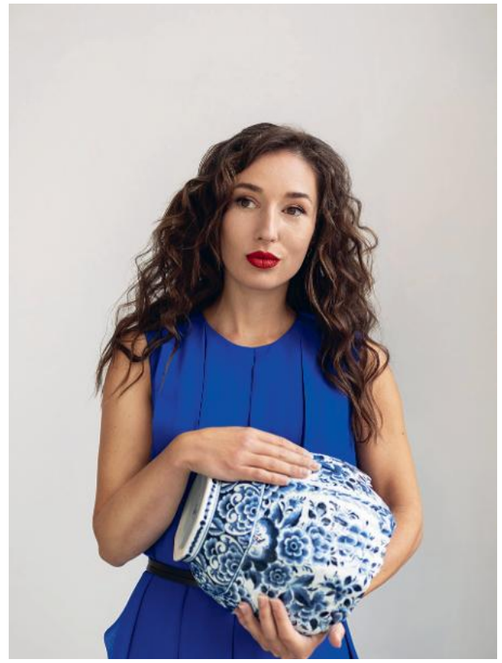
FRAGMENTS REIMAGINED
BY IVI VAN KEULEN

"By breaking them and reforming them, as a new work, I will give it value in the modern world."

IVI VAN KEULEN
Studio van Keulen is a multidisciplinary art and design studio based in the Netherlands, which offers custom pattern design services, murals, fine art, unique designs and illustrations for various applications.

She felt she had to choose between her two passions: art and design, until she realised they actually complement each other in her works. In the universe of Ivi van Keulen, people are central. Stillness, emotion and message come together in her figurative work and performances.

FRAGMENTS REIMAGINED COLLECTION
The Moooi Royal Delft vase (made by Marcel Wanders) was meticulously made. Beautiful, but sometimes flawed with chips and cracks. If it would be immaculate, it would be deemed to be very valuable. But, in the state that it was in, it's thought to be worthless. It would also cost more to restore than they could ever sell it for. So, we have a hand painted object that is undoubtedly beautiful, authentic and true, but is essentially valueless in the market – unacceptable to both Royal Delft and Ivi. Surely arts value comes from its expression, its beauty, not its price tag? Ivi and Royal Delft decided to join forces in saving the discarded pieces by destroying them. By breaking them and reforming them, as a new work, the process gives it value in the modern world.



Ivi van Keulen, designer of Fragments Reimagined (photograph by Britt Roelse).

FRAGMENTS REIMAGINED RECTANGLE
BY IVI VAN KEULEN

PRODUCT STORY

A World Within

Emma Larsson’s abstract watercolours find new form in this Moooi Carpets collection: A World Within. Each design reflects her vivid travels and dreamlike imagination, printed with high-definition precision. Soft layers of colour flow into one another, transforming floors into expressive art.



PINKSKY
BY EMMA LARSSON

SOUL SEARCHING
BY EMMA LARSSON

“I’m a tireless explorer. If I become too comfortable and feel I know too much of a subject, I get bored.”

EMMA LARSSON

Emma Larsson is a Stockholm-based, largely self-taught artist whose intuitive watercolours, paintings, collages and sculptures blend vibrant dreamscapes with subtle melancholy. Born in Gothenburg in 1977, she has worked in her own studio since her teens, later devoting herself fully to art as her children grew older. Her process is freeform and instinctive. Guided by a “force” she can’t name and inspired by the shapes and colours of the forests around Stockholm. Her work has been exhibited across Sweden, Denmark, the UK and the USA, reflecting her ongoing exploration of new forms, patterns and themes.

A WORLD WITHIN COLLECTION

“With this series, I invite you into my inner world. Although these designs clearly differ from my earlier work, they arise from the same source: my intuition, my feelings and my way of thinking. The inspiration grew from the dreams and thoughts that have occupied my mind lately.”



Emma Larsson, designer of A World Within.

PRODUCT STORY

BIG SCALE

Big Scale by Nikodem Szpunar explores the expressive power of gesture, magnified. What begins as a mark becomes an immersive composition, where scale amplifies emotion and the floor becomes a space for artistic freedom.



BIG SCALE THREE
BY NIKODEM SZPUNAR in Gold

BIG SCALE ONE
BY NIKODEM SZPUNAR in Red Wine

"As a designer, I merge painting and furniture design. Carpet is my canvas. Moooi Carpets gave me courage to dare."

NIKODEM SZPUNAR

Nikodem Szpunar (Warsaw, Poland) – designer, graduate of Design at the Academy of Fine Arts in Warsaw, also studied at the National College of Art and Design in Dublin. He designs furniture and interior design pieces for both industrial and short-series production. In addition to cooperation with the industry, he creates paintings made with his own technique. He was awarded in Good Design (polish award), International Furniture Design Award in Asahikawa (Japan). He received the title of designer of the Year 2019 from Arena Design and Designer of the Year 2021 from the Polish Institute of Industrial Design. You can find his designs at international fairs, exhibitions and industry events from Berlin, Milan and London to New York, Hong Kong and Japan.

BIG SCALE COLLECTION

The Shape Rugs collection, consisting of the Big Scale designs, is a tapestry of creativity, merging both painting and design. These carpets transcend their traditional role, becoming dynamic canvases where strokes evolve and scale amplifies. Available in 3 designs and multiple colourways, each rug is a bold expression, bridging the gap between everyday objects and works of art. They transform spaces into galleries of artistry and style.



Nikodem Szpunar, designer of Big Scale (photograph by Alicja Lesiak).

PRODUCT STORY

Mixing Pixels

Mixing Pixels by Ruben de Haas is a playful exploration of transformation and collaboration. Familiar forms are reimagined through colour, rhythm and experimentation, resulting in a vibrant composition that feels both recognisable and entirely new.



MIXING PIXELS
OF LUBHYATI SOLITUDINIS II
BY RUBEN DE HAAS

MIXING PIXELS OF BUBBLE I
BY RUBEN DE HAAS

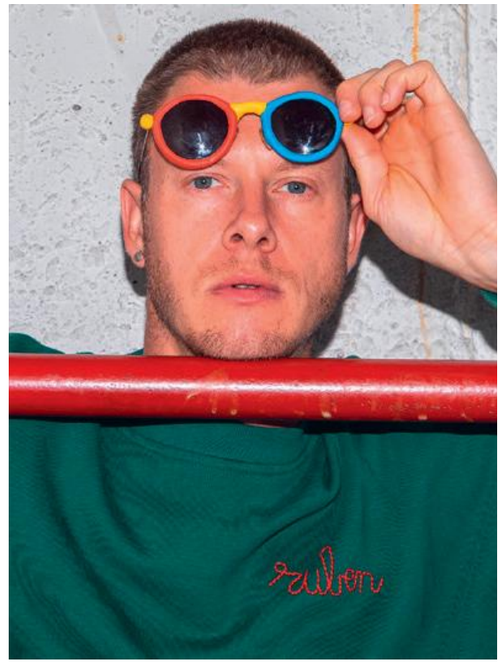
"Why create something completely new, if we can share to recreate something beautiful together."

RUBEN DE HAAS

Ruben de Haas (1988) is an Amsterdam-based artist and designer known for his playful, intuitive exploration of colour, materials and technique. Shaped by years spent living and working around the world, he brings a broad, curious perspective to his practice. Encouraged by artist parents, he created from a young age and later explored paths from circus performance and radio to filmmaking, design and running a gallery before becoming a full-time artist in 2020. His debut project, How Much Ink Does a Marker Contain?, marked the beginning of his signature mono-colored works and expanding creative approach. Today, his art is collected internationally, and his 2022 nomination for the Royal Award for Modern Painting brought him a step closer to his long-term goal of exhibiting at MoMA.

MIXING PIXELS COLLECTION

Ruben used an existing Signature carpet design to create a new Signature Mixing Pixels carpet. The designer of the original Moooi Carpets Signature Collection approved the use of their design for this new collection. During the creation of the new design, no information is lost. All details and elements remain present, simply transformed into a different form Each Mixing Pixels carpet is accompanied by a video that shows the process from the original carpet to the new one. This allows anyone who is curious to discover the design it originated from.



Ruben de Haas, designer of Mixing Pixels (photograph by James Mileham)

MIXING PIXELS OF HIBISCUS TRINIUM II
BY RUBEN DE HAAS

Gorgeous Glow 4



MESHMATICS LARGE BY RICK TEGELAAR, **CONTAINER TABLE CLASSIC ROUND**
BY MARCEL WANDERS in Oak RAL 9016, **HANA CHAIR UPHOLSTERED** BY SIMONE BONANNI in Extinct Animals Dandelion
Cranes Paper, Non-Stackable Black Legs, **MIXING PIXELS OF HIBISCUS TRINIUM II** BY RUBEN DE HAAS.

PRODUCT STORY

EDEN QUEEN

Designed by Marcel Wanders and inspired
by the Masters of the Golden Age, Eden Queen unfolds as a
timeless, extraordinary bouquet of painted flowers.



EDEN QUEEN BROADLOOM
SMALL BY MARCEL WANDERS

EDEN QUEEN ROUND
BY MARCEL WANDERS

A contemporary take on traditional Persian-inspired florals, expressed through a bold, large-scale pattern.

MARCEL WANDERS
Marcel Wanders is a leading product and interior designer, regarded by many as an anomaly in the design world. The work excites, provokes and polarises, but never fails to surprise for its ingenuity, daring and singular quest to uplift the human spirit, and entertain.

EDEN QUEEN
The Eden Queen carpet, designed by Marcel Wanders for Moooi Carpets, offers a contemporary take on traditional Persian-inspired florals, expressed through a bold, large-scale pattern that covers the entire rug. Its slightly irregular, organic motifs give the design a natural flow, echoing Wanders' signature blend of imagination and playfulness. The result is a modern statement piece that adds depth, warmth and characterto any interior while remaining practicalfor both residential and commercial spaces.



Marcel Wanders, designer of Eden Queen.



SCAN TO WATCH

In the Mind of *Marcel Wanders* video

An invite to a world where imagination unfolds beneath your feet

PRODUCT STORY

Green House

Green House is a poetic nod to the natural world. Its detailed florals and textures bring the magic of a garden indoors. The collection add sanature-inspired touch of elegance to any space.



TECHNO BEE
BY MOOOI in Copper.



FLITTER FLUTTER
BY MOOOI in Monarch.

"Light as air, its ethereal design adds a poetic, dreamlike quality underfoot."

MOOOI
Besides works from international designers, the Moooi collection also contains designs from our team of talented product development professionals. Our team never stops researching and innovating to create.

GREEN HOUSE COLLECTION
The Moooi Green House Carpet Collection is a romantic ode to insects as nature's enchanting muses. With a Victorian mood and feel, this rug collection evokes botanical marvels where fauna gracefully merges with intricate flora, offering a tactile and sophisticated journey of the natural world.

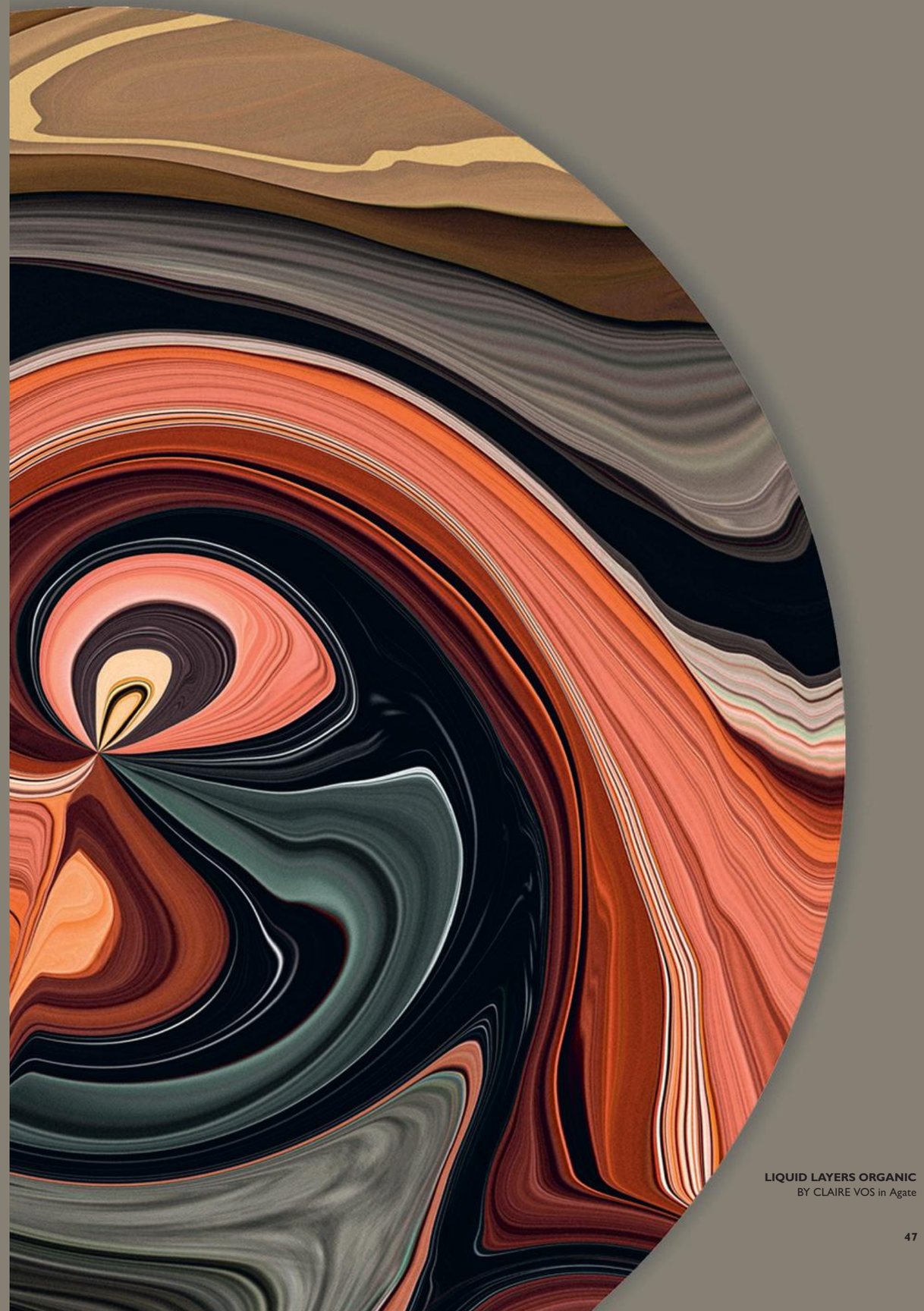


Detail, Dibble Dabble by Moooi.

PRODUCT STORY

Liquid Layers

Liquid Layers translates the flow of liquids into soft, organic patterns underfoot. Designed by Claire Vos, it brings gentle movement, natural colour shifts and a touch of fluid elegance to any room.



LIQUID LAYERS ORGANIC
BY CLAIRE VOS in Agate

LIQUID LAYERS ROUND
BY CLAIRE VOS in Pebble

"The love of textiles is in my blood."

CLAIRE VOS

Claire Vos (Tegelen, 1965) is a Dutch textile and industrial designer whose work blends traditional techniques with contemporary form. After studying at the Design Academy Eindhoven, she gained experience in Amsterdam, Switzerland, Italy and Indonesia – where she and her partner, furniture designer Roderick Vos, deepened their knowledge of rattan and textiles. In 1999, they founded Studio Roderick Vos in Heusden Vesting. Coming from a family rooted in textile and ceramic production, Claire focuses on reinterpreting classic patterns and methods—whether Indonesian ikat or Scottish tartan—into modern, graphic designs with a strong sense of material quality. She and Roderick work across lighting, textiles, accessories and furniture for international brands, and have served as art directors for Dutch furniture label PODE since 2016.

LIQUID LAYERS COLLECTION

Always in search of new design directions and techniques, Claire Vos asked herself the following question: what happens when you decontextualise the versatile shapes and colours of nature, morphing and liquifying it into new patterns?

Imagine a carpet collection inspiredby the 'objects of nature', in which each individual design highlights a different mineral, organism or animal, such as the 'marl stone', the 'tulip flower' or an 'Ara bird'. In this series, nature becomes fluid, and the shape of each carpet is dictated by the pattern of its original inspiration. With the 'Liquid Layers' series, Claire Vos created a design technique where the possibilities are infinite, resulting in a unique approach towards pattern design that surprises layer by layer.



Claire Vos, designer of Liquid Layers (photograph by Benning Gladkova).

SCAN TO WATCH

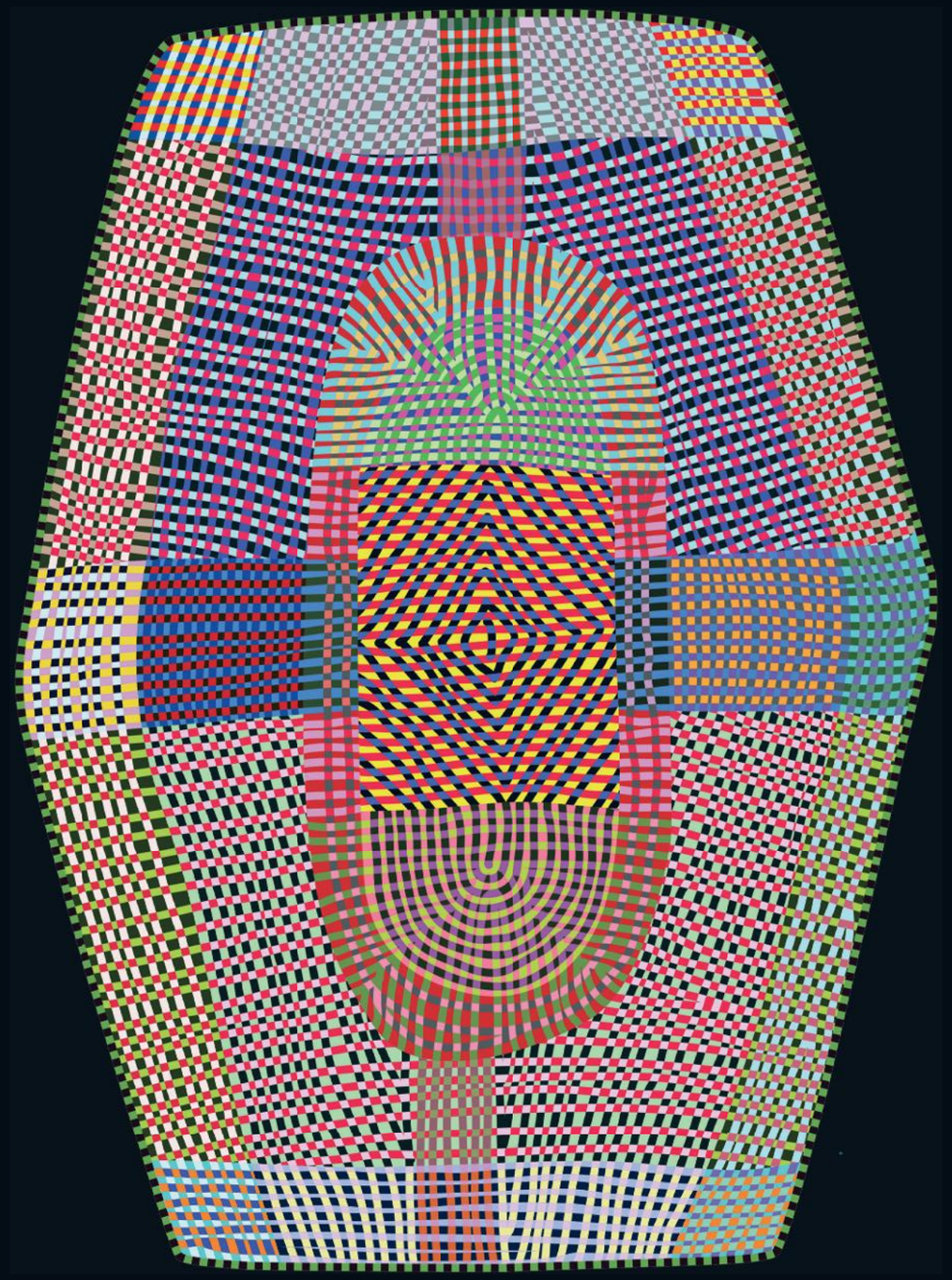
In the Mind of *Claire Vos* video

An invite to a world where imagination unfolds beneath your feet

PRODUCT STORY

MAGIC MARKER

Magic Markers by Bertjan Pots orginated as a felt-tip pen drawing. Pots' primitive hand-drawn weaves juxtapose, but also complement the advanced technique of digital printing on carpets. Bursting with life and colour, this carpet creates a statement in any space.



FREAKY
BY BERTJAN POT

"I design from curiosity. Material experiments lead my work, pushing techniques, colour and structure into outcomes."

BERTJAN POT

Bertjan Pot is a designer, probably best known for his Masks and Random Light (1999). The light started as a material experiment, which is the start of each product created by Studio Bertjan Pot. The outcome is usually an interior product, showing a fascination for techniques, structures, patterns and colours. Most experiments start quite impulsively by a certain curiosity for how things could function or look. From there, Bertjan takes on challenges with manufacture where he can. Every challenge brings a new reward. Studio Bertjan Pot works with companies such as Arco, Cassina, Febrik, Hay, Nike and Susan Bijl.

MAGIC MARKER COLLECTION

The Magic Marker carpets started off as felt tip pen-drawings. When Pots re-discovered the colour surprises of magic markers, he knew that he was on to something. Primitive hand-drawn weaves seem to go well with the advanced technique of digital printing on carpets.



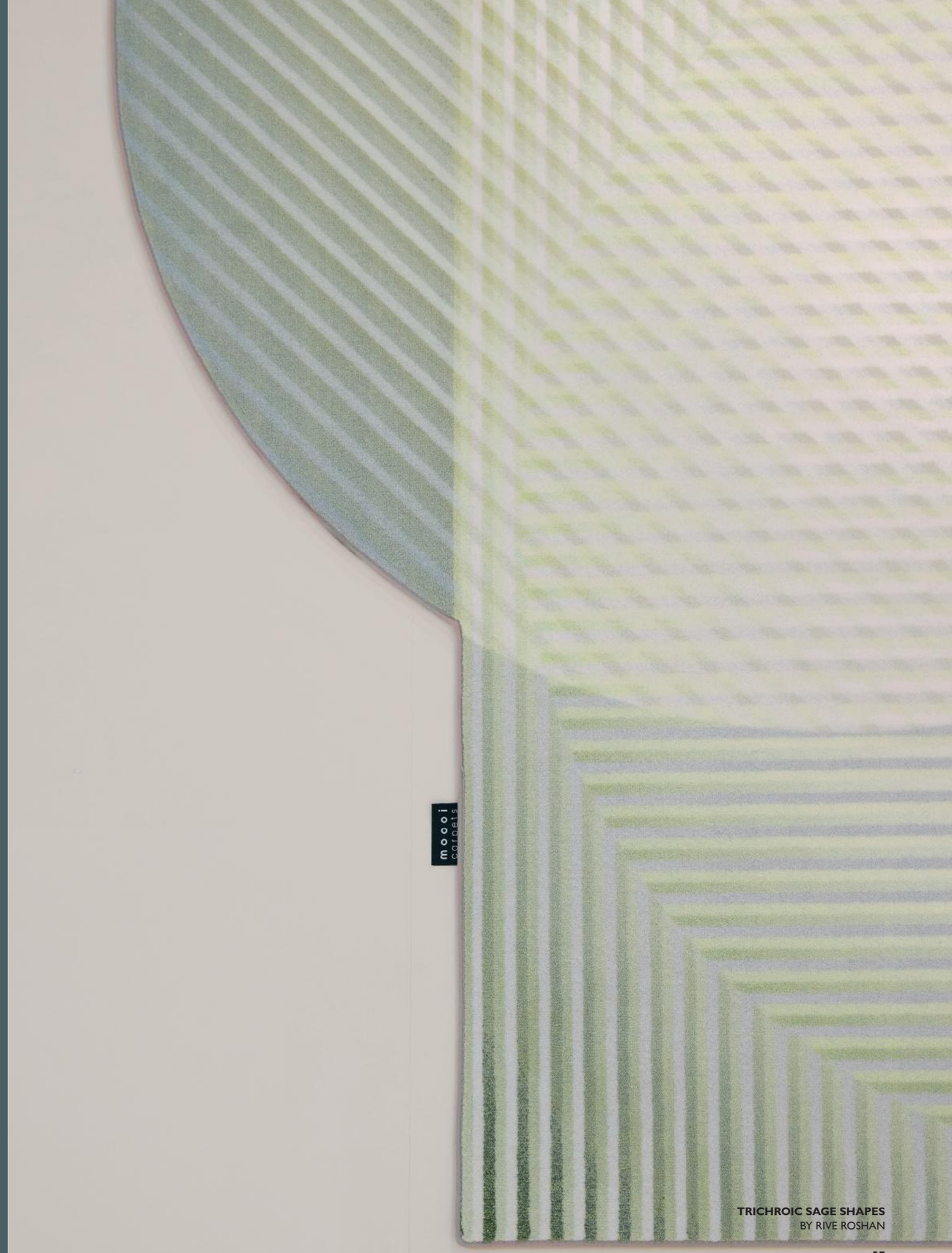
Bertjan Pot, designer of Magic Marker.

WILD
BY BERTJAN POT

PRODUCT STORY

Trichroic

The designs are inspired by the breaking of light through colour
and reflection when viewed from various directions.
Rive Roshan's ongoing explorations of visually shifting objects
are the foundation of the experimental carpet designs.



TRICHROIC SAGE SHAPES
BY RIVE ROSHAN

TRICHROIC SAGE SHAPES
BY RIVE ROSHAN

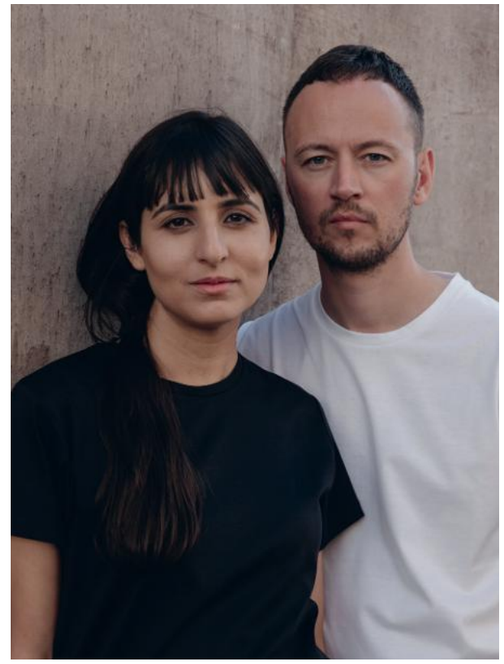
“The breaking of light through colour and reflection adds visual wonder to our lives.”

RIVE ROSHAN

Rive Roshan is an experimental design studio with a holistic vision and approach towards design. They bridge the gap between graphic, interior and product design disciplines and blur the lines between design and art. Rive Roshan is run by Dutch designer Ruben de la Rive Box and Iranian-Australian designer Golnar Roshan. The studio explores innovative use of materials to design tactile, flexible and engaging products for a progressive generation.

TRICHROIC COLLECTION

The Trichroic collection by Rive Roshan adds subtle colour, optical illusion and movement to interior spaces through the combination of intricate shifting lines and soft colour gradients. The collection is inspired by the breaking of light through colour and reflection when viewed from various directions. Rive Roshan’s ongoing explorations of visually shiftingobjects are the foundation of the experimental carpet designs, and thanks to the outstanding printing technologies of Moooi Carpets, a versatile colour spectrum is visible.



Ruben de la Rive & Golnar Roshan, designers of Trichroic (photograph by Thomas Fasting).

SCAN TO WATCH

In the Mind of *Rive Roshan* video

An invite to a world where
imagination unfolds beneath your feet

PRODUCT STORY

Sand Collection

The Sand Collection by Sjoerd Vroonland draws inspiration from the quiet harmony of natural patterns. Soft, flowing forms echo the organic rhythms found in nature, creating a sense of calm and familiarity. The result is a tactile landscape that feels instinctively comforting and subtly expressive.



TIMELESS MORNING DUNES
BY SJOERD VROONLAND



ORBITAL MORNING
BY SJOERD VROONLAND

“Something magical happens there in the sand which drives our imagination.”

SJOERD VROONLAND
Sjoerd Vroonland is a master of revised crafts and a remarkable furniture designer. Best known for his “extension chair” that became an instant icon of the Dutch Design label Moooi.

As a designer he is always thinking on two fronts: sincere construction and sensorial experience who uses form language to show simply how a piece is made. While at the same time engaging all the senses by applying generous loving attention to detail in shape, material and touch.

SAND COLLECTION
“We all have childhood memories of playing with sand on beaches, creating all kinds of creatures, shapes and forms. The nature of sand is known for its fluidity and cohesion. These carpets show the intensity between its natural behaviour, its gravity and the manipulation of shaping patterns. Shining a light on what you want to focus on to reveal the natural beauty of the elements. Sand shaping is by definition a sensorial experience.”



Designer Sjoerd Vroonland shaping the rhythmic geometry of the Sand Collection.



CHEMISTRY MORNING DUNES
BY SJOERD VROONLAND

PRODUCT STORY

QUIET COLLECTION

The Quiet collection, with its understated luxury,
gives wayfor extraordinary Moooi designs to shine even brighter.



EROSION
BY MOOOI in Rust



HORIZON SUNRISE
BY MOOOI

"Each rug brings a sense of calm, grounding a room with subtle pattern and tone rather than demanding attention."

QUIET COLLECTION
The collection's design brings a subdued elegance as the base for any space and provides a centre space for extraordinary design. The Quiet carpets is a collection of four designs in different colourways, inspired by the beauty and transiency of nature; Horizon, Morning, Erosion and Patina.



Detail, Canvas in Shantung by Moooi.

APPLIED PROJECT

ART LEGACY HOTEL

For the Art Legacy Hotel, architect Rebelo de Andrade created a powerful narrative that bridges heritage and contemporary imagination. In a historic building, his vision breathes new life into the past and transforms it into a modern classic where every detail has meaning.



REFLECTION ROUND
BY LUCA NICHETTO

"Colour, texture, and form become the language of this story."

ART LEGACY HOTEL

From lighting to carpets, from wallpaper to furniture, each Moooi piece has been carefully selected to support the architectural concept and create an immersive experience that stimulates the senses and arouses curiosity. Bold hues energise the spaces, while layered patterns and iconic silhouettes invite guests to pause, discover, and connect.

Rather than treating history as something to be quietly preserved, Rebelo de Andrade celebrates it through contrast. Classic architecture meets rebellious design, resulting in interiors that feel both timeless and daring. Each of the 53 rooms becomes a chapter in itself, a unique composition where art, functionality, and emotion come together.

Art Legacy Hotel is more than a destination; it is a living story—where architecture and design merge, heritage is reimagined, and every stay is part of A Life Extraordinary.



Art Legacy Hotel, Lisbon Portugal.



EDEN QUEEN
BY MARCEL WANDERS

APPLIED PROJECT

A HOTEL

This Slovenian hotel brings together modern comfort and contemporary design, meeting the expectations of today’s hospitality standards.Carefully considered interiors create a welcoming atmosphere for guests from arrival to retreat.



BIOPHILLIA
BY KIT MILES

FOOL'S PARADISE
BY MARCEL WANDERS

"In this context, the carpet not only contributes to the interior design concept of Hotel A, but also plays an important role in creating a comfortable and high-quality hotel experience."

A HOTEL

The corridors are an important part of this concept. They form the transition zones from public to private areas and determine the first impression. The carpet in these corridors creates a sense of continuity and comfort. This soft flooring effect also dampens sound, creating a peaceful atmosphere in which guests can relax.

The carpet was chosen not only for its design qualities, but also for its functionality. The material used in this case is highly suitable for intensive use, so that it can withstand heavy foot traffic without compromising its appearance. This fits in perfectly with the usual requirements for hotels in terms of durability and ease of maintenance.



Detail, Fool's Paradise by Marcel Wanders.

APPLIED PROJECT

Andaz Hotel

Art becomes life at Andaz Amsterdam Prinsengracht,
a five-star boutique hotel where Amsterdam's history, Delft Blue,
and creative energy meet playful design.With a restaurant
and bar, spa, gym, library, and 50 screens of contemporary video art,
the hotel keeps guests inspired and continually surprised.



LIQUID LAYERS
BY CLAIRE VOS



LIQUID LAYERS
BY CLAIRE VOS

"The hotel captures the essence of the city, reflecting the Prinsengracht canal as a microcosm of Amsterdam's communal life."

ANDAZ HOTEL PRINSENGRACHT

Twelve years after helping shape the original interiors, Karin and her studio byKK returned to reimagine Andaz Amsterdam Prinsengracht. The first concept drew deeply from Amsterdam itself — Delft blue, the Golden Age, navigation, and the city's creative energy — making the hotel a gateway into local culture rather than a neutral backdrop.

The new renovation transforms the Reception, Lobby, Bar, and Restaurant into the "Barstro," an all-day social hub. While refreshed, the spirit remains rooted in Amsterdam and the communal life of the Prinsengracht canal. ByKK's approach celebrates connection, creativity, and the city's diversity, turning these spaces into a lively meeting point where residents and visitors can share the feeling of Amsterdam from the inside out.

Detail of t liquid layers by Claire Vos.

APPLIED PROJECT

The Standard Spa

At The Standard Spa, Miami Beach, five rooms were transformed into immersive environments where design, scent and texture converge. Moooi Carpets grounds each space in atmosphere and mood.



DOUBLE TIDE TIDE
BY SJOERD VROONLAND



SOMETHING HIDDEN
BY EMMA LARSSON

“In this immersive hospitality concept, design is experienced through every sense, and the carpet becomes the foundation that anchors each room’s mood..”

THE STANDARD SPA, MIAMI BEACH
In this collaboration, hospitality becomes a sensory composition. Each room expresses a distinct mood, layered with Moooi designs and anchored by carefully selected carpets that shape the experience underfoot.

In the Milk & Cookies room, the soft tonal transitions of Colour Dial by Rive Roshan create a gentle visual rhythm. The Evergreen Dream room features Gravity of Dance by Andrés Reisinger, bringing fluid movement into a lush interior landscape. The tactile calm of Earthly Delights is enhanced by Sjoerd Vroonland’s Sand Carpet. In Electric Lounge, the graphic energy of LinesLinesLines by Alf Bärbel Wit pulses across the floor. Meanwhile, in Curiosity Cabinet, Emma Larsson’s Wayfaring Stranger and Something Hidden introduce layered storytelling and depth.

These carpets become more than a complement to the space. They completely transform them into an immersive design experience.



Detail, Gravity of Dance carpet in the Breathing Language collection by Andrés Reisinger.

APPLIED PROJECT

BLAHA OFFICE SHOWROOM

At the Office Ideas Centre, Moooi Carpets designs are showcased in a variety of ways. Blaha offers solutions for contemporary and forward-thinking office and workplace design, set within a unique architectural framework.



DELFT BLUE PLATE
BY MARCEL WANDERS

S.F.M. #078 MULTICOLOUR
BY MARCEL WANDERS

“Brilliant ideas cannot be ordered on demand, but a harmonious environment sparks creativity.”

BLAHA OFFICE SHOWROOM

Beautifully designed offices are greenhouses for innovation. They are the new places of value creation, where the creative potential of every individual matters. Brilliant ideas cannot be ordered on demand, but a harmonious environment stimulates creative thinking. The beauty of spaces and interiors engages the senses and awakens creative motivation. In the exhibition “Creatively Enhanced Spaces” at the Office Ideas Centre BIZ, Blaha demonstrates how new environments can be shaped with aesthetic and artistic inspiration.



Carpet detail © Blaha Office.

APPLIED PROJECT

ALO FLAGSHIP STORE

After the interior design of their Halada shop in
Bratislava, ALO diamonds asked
Marcel Wanders to design their flagship store in Prague.



CUSTOM CARPET
BY MARCEL WANDERS

"The boudoir-style interior in beige and white shades is decorated with striking original floral motifs."

ALO FLAGSHIP STORE

ALO diamonds is the first ever Czech brand to have its boutique on Pařížská, the most prestigious street in the Czech Republic. ALO diamonds has been ruling the Czech and Slovak high jewellery market for 27 years and specialises in jewellery made of 18-carat gold with precious stones and diamonds.

Marcel Wanders designed the luxurious and original interior of the boutique, the eleventh ALO diamonds project in the Czech Republic and Slovakia. In addition to jewellery, you can admire the Perseus chandelier that Marcel Wanders designed previously for Barovier&Toso and Le Roi Soleil, which was designed for Baccarat. The carpets are Marcel Wanders designs for Moooi Carpets and the mirrors are designed by Marcel Wanders for Fiam. The jewellery is presented at luxury displays in France.

With this flagship store, ALO diamonds confirms its position in the world of brands (and neighbours) that are symbols of luxury, such as Chanel, Dior, or Cartier.



ALO diamonds Flagship Store, interior design by Marcel Wanders.

CUSTOM CARPET
BY MARCEL WANDERS

APPLIED PROJECT

Schiphol Airport

In the VIP Centre at Amsterdam Airport Schiphol,
travellers can unwind or conduct business in an environment
shaped by Dutch heritage and contemporary design.
The space offers a pause between journeys,
where atmosphere and comfort are thoughtfully balanced.



CUSTOM CARPET
BY MARCEL WANDERS



DIGIT GLOW ROUND
BY MARCEL WANDERS

“Make beauty your destination.”

VIP CENTRE AT SCHIPHOL AIRPORT
In a space offered between journeys, the luxurious lounge experience presents multiple rooms that each offer a different mood and feature design and art elements from different Dutch eras.

From traditional patterns to 17th-century motifs to iconic contemporary design, the public and private spaces at the VIP centre at Amsterdam Airport Schiphol envelop visitors in Dutch flavour and engage the senses.

Rooms designed for business are equipped with high-end technology, while more secluded spaces are crafted to help people relax and engage with unexpected design. Arriving is like stepping back in time to be captivated by Dutch masterpieces and iconic works, in a leisurely escape where every room tells its own story.

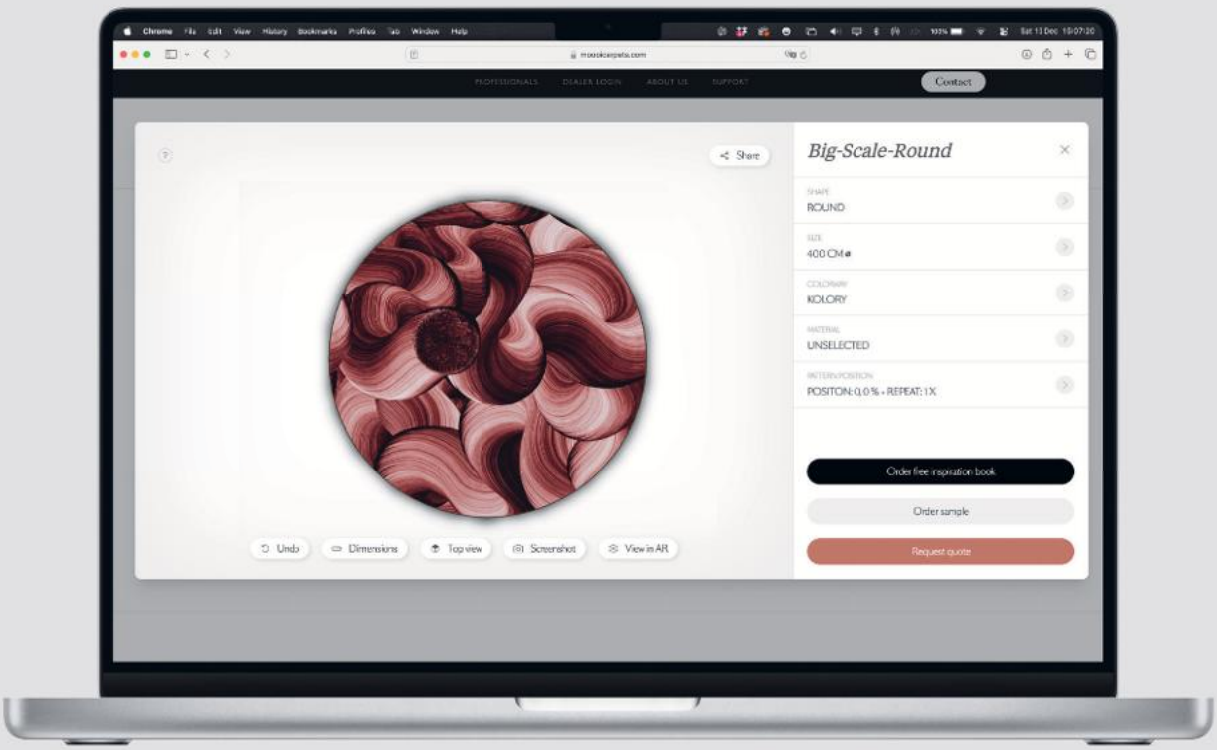


Detail, custom carpet by Marcel Wanders.



CUSTOM CARPET
BY MARCEL WANDERS

CONFIGURE, CHOOSE, CHANGE, CONFIRM.



SCAN TO CONFIGURE

The Moooi Carpets configurator is the perfect tool to customise your carpet. Select a shape, colourway, size and pattern, then position and create the carpet of your dreams. With the AR viewer, you can picture the customised carpet in your environment. Discover more at moooicarpets.com