

# Terra Firma

Stay grounded with this year's area rug trends

by SILVANA LONGO



Bombom Tutti Frutti tufted rug designed by Joana Vasconcelos. From \$7,410, at Roche Bobois.

**Earth tones** of terracotta and sand warm up interiors while a mix of high and low pile heights gives movement to rugs and offers sumptuous padding underfoot. "There is a huge emphasis on the tactile factor," says Richard Sakic of Calligaris Toronto, which favours silky, smooth-to-the-touch textures achieved with natural and recycled materials.

If you're a colour enthusiast and subtle isn't your thing, "I am seeing a strong desire for high saturated hues, especially in North America," says Ana Cunningham, managing partner at Creative Matters Inc. Industry experts also agree that the trend of irregular shapes in area rugs will reign in 2024, adding versatility and more visual interest in a space than the predictable and boxy rectangle.



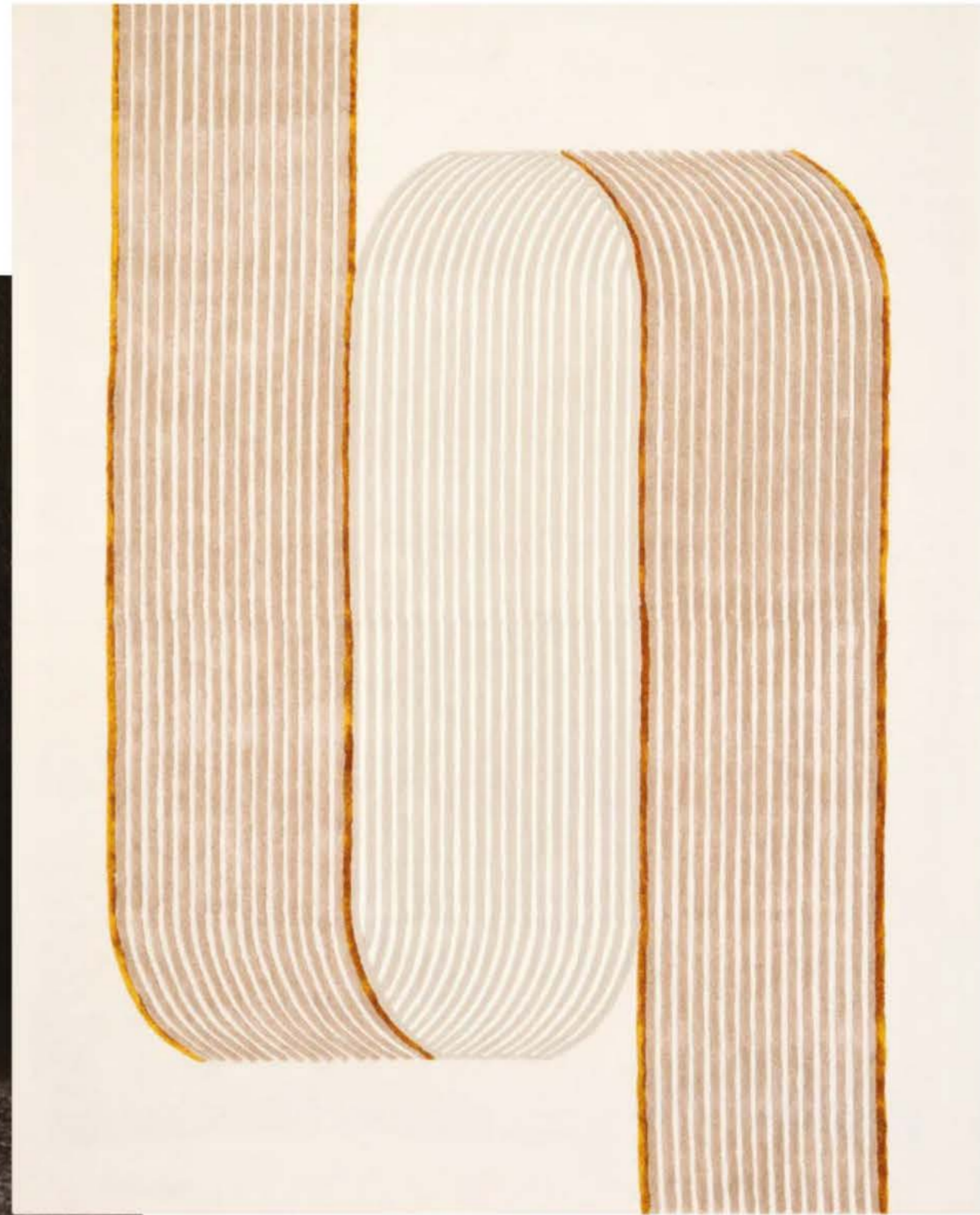
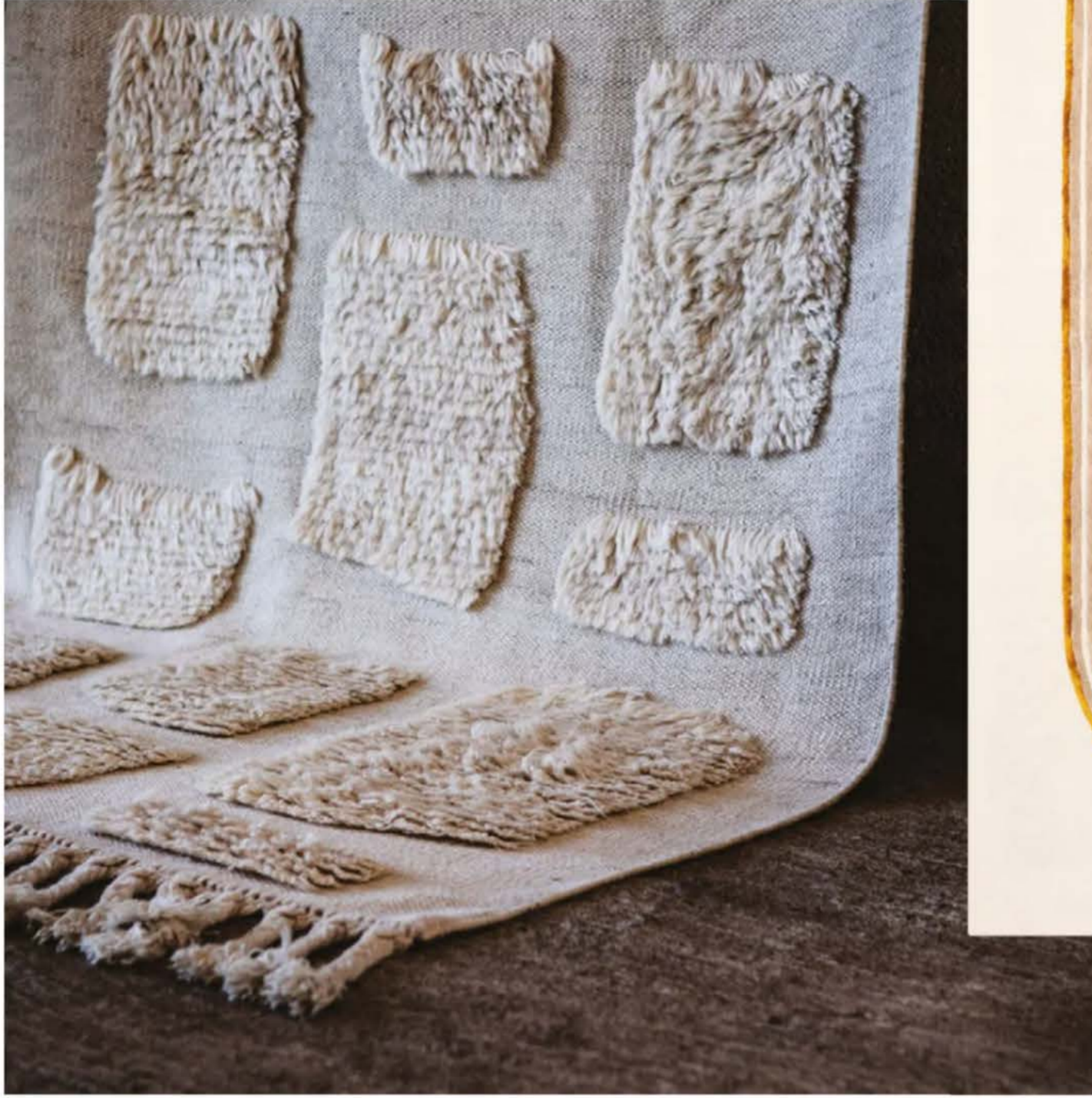
Tilda Hand-loomed abstract rug. \$749, at CB2.



Tapis Francais Collection TP01 area rug. \$15,745, at Elte.

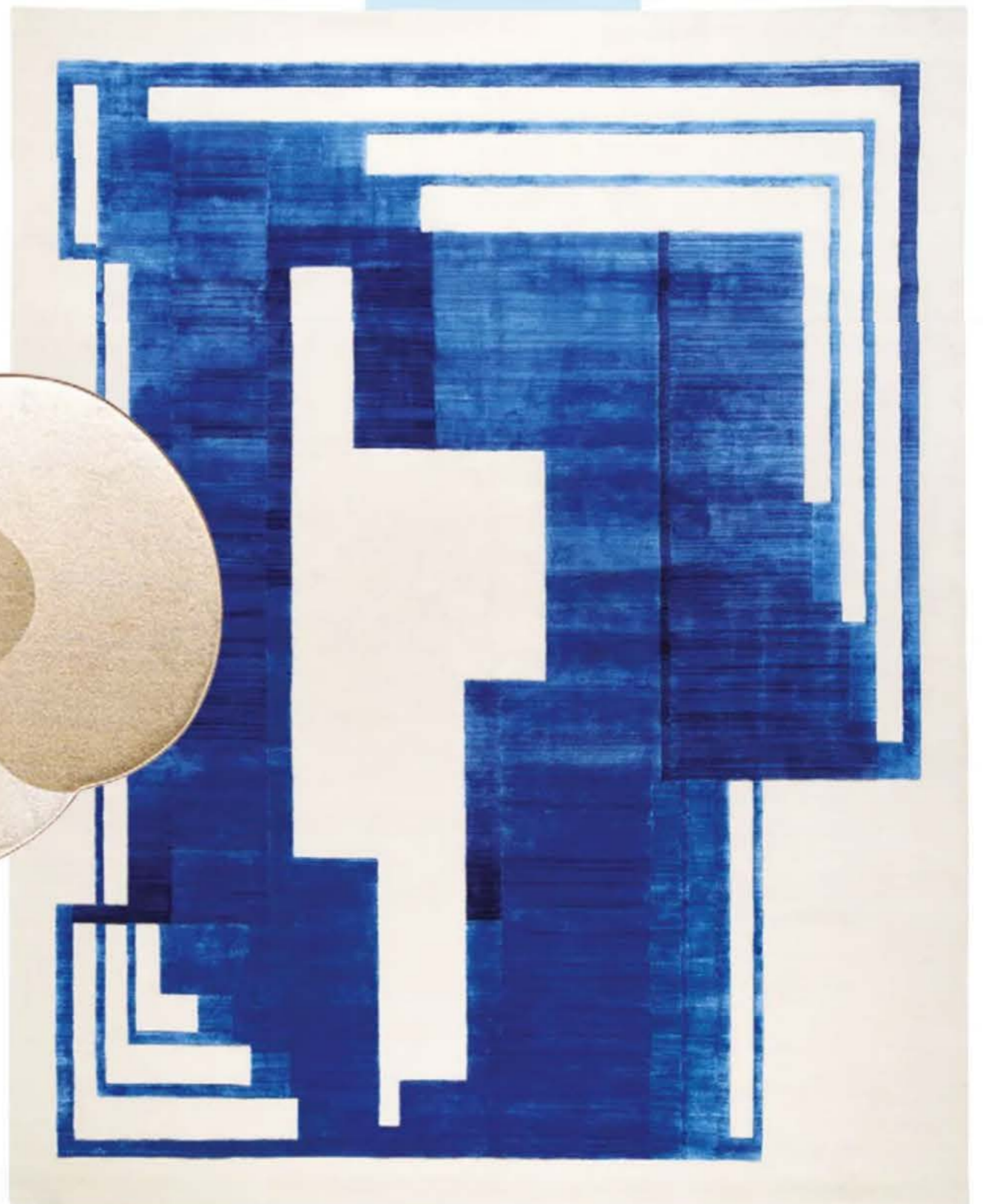
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Cappelyn Dimyr no. 05. From \$2,919, at Quasi Modo Modern.



Ribbon rug. \$749, at West Elm.

Curved rug by Studio Meike Harde. \$4,101, at Calligaris Toronto.



Vanguard Piazza rug.  
From \$11,900, at Creative Matters Inc.