

handwoven
carpets
ivy / fran
lucy / frenzy
TheAlfredCollection

valerie^{objects}





valerie^{objects}

valerie_objects is an Antwerp-based design label initiated by Axel Van Den Bossche and art director Veerle Wenes, combining their professional and personal tastes for all things good and beautiful.

By allowing designers, architects and artists to translate their signature style into tangible objects, valerie_objects has become a unique collection of everyday items with out-of-the-box aesthetics. These are objects people truly get entangled with.

**authentic
thinking
and creative
minds
are at the heart
of the label**



TheAlfredCollection is the label of Belgian textile designers **Marie Mees** and **Cathérine Biasino**.

After fruitful careers as freelance designers, honored with an Henri van de Velde label in 2008 for their work for ARTE, they decided to start their own textile brand in 2009 which quickly got picked up by magazines such as Wallpaper, Damn and Elle. Marie and Cathérine have been working together since 1997 and share a love for natural fabrics, durable design and minimalist aesthetics. Regarding these three parameters, no compromises are being made.

Apart from their collaboration with valerie_objects, Marie and Cathérine have been working with renowned architects such as John Pawson, Marie-José Vanhee and Robbrecht & Daem. Marie and Cathérine both live and work in Ghent

—

photo by Ronald Stoops

ivy / fran / lucy / frenzy
by

TheAlfredCollection

— the archetype of carpets

valerie_objects presents a new member on their team: TheAlfredCollection, a series of handwoven minimalist carpets for those who seek design with an added artistic value and a supreme sense of sustainability.

— Natural materials

Marie and Cathérine's zero-compromise mentality enunciates in the choice of materials. All carpets are crafted with a mixture of two top-shelf wools from New Zealand and Portugal. "The New Zealand wool offers the right softness while the Portuguese adds strength", Marie says. To maximize durability, all carpets are woven by hand at an expert textile company in Portugal with whom the designers built a great relationship since 2010. "This company is a unicum", Marie says. "Handweaving a carpet is very labor-intensive and takes about a week and a half. But the result resonates a beauty that is simply impossible to achieve with a machine".

— Not trendy but timeless

TheAlfredCollection doesn't gush about the arts & crafts aesthetics in which the human error plays an important role. The manual labor is merely tangible in the finesse of the finishing. In fact, Marie and Cathérine mainly keep the designs as minimalist as possible to fully express the texture of the wool. They envision 'timeless' and not 'trendy' designs. "It is our intention that the carpets last twenty years", Cathérine explains. "That's why we avoid hyped colours".

For valerie_objects this creative duo designed four series of carpets named Ivy, Fran, Lucy and Frenzy, — all names referring to Hitchcock characters. The four carpets come in three sizes and excel in durability and sobriety. This is not 'fast design' that expires after a year but a reverence of the archetype of a carpet, pure in form and function. And thus TheAlfredCollection offers a perfect layer of texture to the minimalist interior of the design admirer.

bottle green /
charcoal black /
natural

ivy

- small
- medium
- large



**_it is our intention
that the carpets last
twenty years, that's why we
avoid hyped colours**

—cathérine
biasino



valerie_objects_ivy / fran / lucy / frenzy

—
ivy
small / medium

ivy / fran / lucy / frenzy
by TheAlfredCollection



valerie_objects_ivy / fran / lucy / frenzy

—
ivy
medium



ivy / fran / lucy / frenzy
by TheAlfredCollection

ocher /
natural /
anthracite /
silver

fran

- small
- medium
- large



fran
medium / small



fran
small / medium /
large

ink blue /
natural /
ocher /
anthracite

lucy

small

medium

large



_to maximize
durability, all carpets
are woven by hand

marie
mées



lucy
small ^
medium >

ivy / fran / lucy / frenzy
by TheAlfredCollection



natural /
charcoal black

frenzy

valerie_objects_ivy / fran / lucy / frenzy

- small
- medium
- large

valerie_objects_ivy / fran / lucy / frenzy





frenzy
large / small











frenzy
small















ivy

colours — small / medium / large

SMALL V7017001S	 bottle green	 charcoal black	 natural
MEDIUM V7017001M	 bottle green	 charcoal black	 natural
LARGE V7017001L	 bottle green	 charcoal black	 natural












fran

colours — small / medium / large

SMALL V7017003S	 ocher	 natural	 anthracite	 silver
MEDIUM V7017003M	 ocher	 natural	 anthracite	 silver
LARGE V7017003L	 ocher	 natural	 anthracite	 silver







lucy

colours — small / medium / large

SMALL V7017002S	 ink blue	 natural	 ocher	 anthracite
MEDIUM V7017002M	 ink blue	 natural	 anthracite	
LARGE V7017002L	 ink blue	 natural	 ocher	 anthracite

frenzy

colours — small / medium / large

SMALL V7017004S	 natural	 charcoal black
MEDIUM V7017004M	 natural	 charcoal black
LARGE V7017004L	 natural	 charcoal black

carpets —

material:

- 100% wool
- A mixture of Merino, New Zealand and Beira Alta (Portuguese wool)

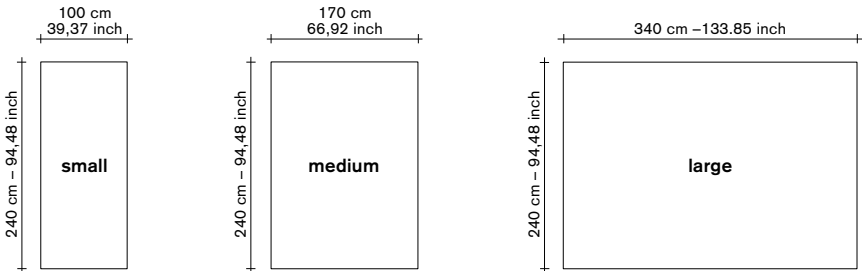
options:

- 3 different sizes: 100cm(l) x 240cm(d) 170cm(l) x 240cm(d) 340cm(l) x 240cm(d)
- The length of the carpet may vary up to 3 cm from the original size, due to the hand-weaving process.

- 7 different colours: ocher / natural / anthracite / silver / charcoal black / bottle green / ink blue

handwoven:

made in Portugal



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_furniture
Robbrecht en Daem
architecten

_lighting
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_pepper & salt
nendo / muller van severen /
maarten baas / studio wieki
somers / knutson & ballouhey

_shelf
n°1/2/3/4
muller van severen

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