

Experience textile landscapes: GROUNDED by **OBJECT CARPET** opens new possibilities for hospitality interiors



GROUNDED by Desert

From rugged mountain ranges to vibrant metropolitan landscapes, GROUNDED introduces 41 new design inspirations for the hospitality sector. Available across eight printed carpet qualities – ranging from low-pile velour and loop pile to individually printable high-pile construction as a market innovation – the collection translates rugged mountain ranges, flowing sand dunes and the rhythm of modern cities into textile surfaces. The result is interiors that evoke a sense of openness, clarity and genuine belonging.

Design worlds inspired by nature and culture

Through eight distinctive design worlds, GROUNDED by **OBJECT CARPET** captures the creative power of nature and culture, translating diverse landscapes, architecture and heritage into sophisticated textile designs. GROUNDED by Mountain draws inspiration from alpine landscapes, with patterns reminiscent of mountains shrouded in morning mist or weathered rock formations. The designs of GROUNDED by Sea evoke the movement

of waves, shells, coral reefs and shimmering underwater landscapes bathed in golden light. GROUNDED by Desert features finely layered gradients that recall wind-swept sand formations and the traces of ancient fossils. Meanwhile, GROUNDED by Nature reflects the textures and structures of the natural world, with organically interwoven patterns inspired by tree bark, forest mulch and autumn leaves, carefully transformed into sophisticated textile designs.

The vibrant energy of urban life is channelled into GROUNDED by City, where overlapping colours, dynamic lines and graphic grids mirror the pulse of metropolitan environments. GROUNDED by Classic also embraces the architectural elegance of the city, interpreting timeless geometric principles such as checks and diamonds with understated grandeur. GROUNDED by Culture pays tribute to humanity's cultural heritage through historic symbols, ornaments and silhouettes that are woven into carpet designs rich in depth and elegance. The luxurious character of contemporary Arab urban aesthetics is expressed in GROUNDED by Heritage, where illustrated animals, vines and blossoms create poetic ornamental compositions.

Market innovation: individually printable high-pile carpets

Eight different printed carpet qualities are available to showcase the collection, each produced using specialised printing technologies tailored to the individual construction. Flat-pile qualities such as velour (FRAME, SHIVA) and loop pile (CRYPTIVE, ALLURE) are manufactured using a process that delivers exceptionally sharp, photorealistic print quality. For the higher-pile qualities POODLE, SMOOZY, MADRA and SILKY SEAL, **OBJECT CARPET** uses a second printing technique. This makes it possible for the first time to individually print high-pile carpets with long fibres. As a result, high-pile carpets become not only tactile premium surfaces but also fully customisable design features.

Each carpet quality offers its own distinctive visual and tactile character, from the velvety finish of SHIVA and the refined elegance of ALLURE to the shimmering appearance of SILKY SEAL, the soft comfort of SMOOZY and the matte texture of POODLE. In total, GROUNDED comprises 41 designs that can be realised across all eight carpet qualities. **OBJECT CARPET's** Design Unit supports customers throughout the process, from selecting the ideal carpet construction to developing bespoke concepts featuring expressive floral motifs or restrained graphic compositions that integrate seamlessly into the overall interior design.

A functional element for modern hospitality concepts

Textile flooring has long evolved beyond its decorative role to become an essential functional component of contemporary hotel and interior concepts. Alongside aesthetics, it contributes to acoustics, comfort, wellbeing and the guest experience. Equipped with a specially developed acoustic membrane, GROUNDED significantly reduces both impact sound and reverberation, creating a calm atmosphere that enhances guest comfort. The collection also offers a soft surface and exceptional underfoot comfort. Durable, resilient and designed for demanding commercial environments, this flooring combines aesthetic appeal with reliable performance. Based on **OBJECT CARPET's** DUO technology, the carpet is deliberately reduced to two principal materials – polyamide and polyester – which can be easily separated at the end of its service life and returned to new material cycles. In addition, GROUNDED helps to bind fine dust, dirt particles and allergens before they become airborne, making a valuable contribution to improved indoor air quality.

By combining creative freedom with technical excellence, GROUNDED opens up new possibilities for the hospitality sector. The collection translates the richness of natural and urban landscapes into textile surfaces that redefine spatial experiences: whether as tranquil retreats or vibrant social environments. The result is spaces where people can unwind, connect and experience a genuine sense of belonging. FEEL GROUNDED. FEEL AT HOME.

Further information is available here: **Hospitality_Grounded_2026**



GROUNDED by Classic



GROUNDÉD by Mountain

OBJECT CARPET GmbH
Marie-Curie-Strasse 3
D-73770 Denkendorf
Tel +49 (0) 711 / 34 02-0
Fax +49 (0) 711 / 34 02-155
info@object-carpet.com

Kreissparkasse Esslingen-Nürtingen
IBAN DE26 6115 0020 0100 9629 90
BIC ESSLDE66XXX

Managing Directors: Daniel Butz, Marc Kaminski
District Court of Stuttgart, Comm. Reg. No. 21347
VAT-No. DE194495557



GROUNDED by Sea

OBJECT CARPET GmbH
Marie-Curie-Strasse 3
D-73770 Denkendorf
Tel +49 (0) 711 / 34 02-0
Fax +49 (0) 711 / 34 02-155
info@object-carpet.com

Kreissparkasse Esslingen-Nürtingen
IBAN DE26 6115 0020 0100 9629 90
BIC ESSLDE66XXX

Managing Directors: Daniel Butz, Marc Kaminski
District Court of Stuttgart, Comm. Reg. No. 21347
VAT-No. DE194495557



GROUNDÉ by Desert



GROUNDÉ by Nature





GROUNDED by City

OBJECT CARPET GmbH Tel +49 (0) 711 / 34 02-0
Marie-Curie-Strasse 3 Fax +49 (0) 711 / 34 02-155
D-73770 Denkendorf info@object-carpet.com

Kreissparkasse Esslingen-Nürtingen
IBAN DE26 6115 0020 0100 9629 90
BIC ESSLDE66XXX

Managing Directors: Daniel Butz, Marc Kaminski
District Court of Stuttgart, Comm. Reg. No. 21347
VAT-No. DE194495557



GROUNDED by Classic

OBJECT CARPET GmbH Tel +49 (0) 711 / 34 02-0
Marie-Curie-Strasse 3 Fax +49 (0) 711 / 34 02-155
D-73770 Denkendorf info@object-carpet.com

Kreissparkasse Esslingen-Nürtingen
IBAN DE26 6115 0020 0100 9629 90
BIC ESSLDE66XXX

Managing Directors: Daniel Butz, Marc Kaminski
District Court of Stuttgart, Comm. Reg. No. 21347
VAT-No. DE194495557



GROUNDÉD by Culture

OBJECT CARPET GmbH Tel +49 (0) 711 / 34 02-0
Marie-Curie-Strasse 3 Fax +49 (0) 711 / 34 02-155
D-73770 Denkendorf info@object-carpet.com

Kreissparkasse Esslingen-Nürtingen
IBAN DE26 6115 0020 0100 9629 90
BIC ESSLDE66XXX

Managing Directors: Daniel Butz, Marc Kaminski
District Court of Stuttgart, Comm. Reg. No. 21347
VAT-No. DE194495557



GROUNDÉD by Heritage

Photos OBJECT CARPET

OBJECT CARPET GmbH Tel +49 (0) 711 / 34 02-0
Marie-Curie-Strasse 3 Fax +49 (0) 711 / 34 02-155
D-73770 Denkendorf info@object-carpet.com

Kreissparkasse Esslingen-Nürtingen
IBAN DE26 6115 0020 0100 9629 90
BIC ESSLDE66XXX

Managing Directors: Daniel Butz, Marc Kaminski
District Court of Stuttgart, Comm. Reg. No. 21347
VAT-No. DE194495557

About **OBJECT CARPET**

Since 1972, **OBJECT CARPET** has stood for quality, design and innovation in the commercial and home sectors. A sense of aesthetics and color, in combination with advanced production techniques, results in elegant and unusual designs in the form of broadloom, carpet tiles and custom-cut carpets (RUGX). With over 1,000 styles and colors as well as individually-customized products, the **OBJECT CARPET** collection offers a unique diversity for modern interior design, manufactured from high-quality raw materials. All **OBJECT CARPET** styles are also free from harmful emissions and are bitumen-free, latex-free, and PVC-free. They bear the German Environment Agency's Blue Angel ecolabel. **OBJECT CARPET** products are also recommended by the TÜV (German Technical Inspection Association) for allergy sufferers and are proven to reduce dust content and particulate matter. Partners and customers around the world, such as Porsche, Daimler, Google and Adidas appreciate this, as do initiatives like "Healthy Seas".

The use of recycled materials and the systematic conversion of the product range to recyclable products have now become standard practice for **OBJECT CARPET**. The company set a milestone in 2022 with NEOO, the first circular carpet for the commercial sector. Eight years of development work together with NIAGA® produced a mono-material carpet that raises the bar for circularity. Building on this pioneering achievement, **OBJECT CARPET** has now gone one step further: DUO technology introduces the next generation of recyclable carpets. It consists of just two easily separable layers and combines maximal design versatility with minimal use of materials. The vision: step by step, the range is being converted to recyclable products – much of it already by the end of 2026.

Numerous design and business awards, such as the renowned Good Design and Red Dot Awards, attest to **OBJECT CARPET**'s outstanding design competence and corporate achievements. For example, **OBJECT CARPET** was chosen as one of the "top 50 German luxury brands" by Ernst & Young and voted one of the "brands of the century" by Langenscheidt. **OBJECT CARPET** has also been an official partner of the Berlinale for many years, where its carpets not only ensure that the stars make a glamorous appearance but also help reduce the environmental footprint of Germany's largest film festival.

With innovative production techniques and sustainable manufacturing methods,
OBJECT CARPET is a pioneering enterprise that enables design visions to become reality.
Experience **OBJECT CARPET**'s world of color and materials in any one of the company's
showrooms in Germany, Austria, and Switzerland.

Contact:

Yvonne Schumacher

Yvonne.Schumacher@object-carpet.com

Tel.: +49 711 3402 191

Contact for editorial offices:

GeSK | Ziegelstr. 29 | 10117 Berlin

pr@gesk.berlin

Tel.: +49 (0) 30/217 50 460

www.gesk.berlin