



FLOOR SHOW  
**GROUND  
RULES**

INNOVATION UNDERFOOT

PRODUCED BY DEBORAH SANDERS  
TEXT BY HARPER GREYSON

**R**ug manufacturers are re-landscaping the floors of the American home with new introductions.

While some constructions build on old collections, others are breaking with convention. In the spotlight are Sarah Gayle Carter's new Peruvian rugs infused with the sensibility of tribal nuances. Their pronounced geometry and styling are departures from the rug maker's custom-made traditional designs and represent a fresh look in the marketplace. They add to what is already an abundant inventory of design choices. Today there is something in the market for every taste sensibility. If not, just wait. There will be.

**See Sources on page 276.**

CLOCKWISE FROM TOP: Made of 100% wild silk, Fort Street Studio's SQ is a watercolor-inspired design. A bold floral defines Tufenkian's French Tulips from its Core Tibetan collection. Designer Randall A. Ridless created Ovals in 100% silk for Stark Carpet.

