

FREE  
issue 1

# Wall2Wall™

Carpets that inspire the designer in you

trends, ideas  
& colours  
for your home

complete your vision  
with carpet





## Welcome to *Godfrey Hirst* Carpets launch issue of **Wall 2 Wall** – our new carpet decorator magazine to inspire the designer in you.

**Wall 2 Wall** is all about experimenting with colour, texture and carpet to express your personal style. Muted tones are out - colour and pattern is back and so is the warmth and softness of carpet. Providing a sure footing surface, carpet creates a safe, quiet and comfortable indoor environment.

With today's advanced technology, carpet is durable, stain resistant and easy to maintain. More fashionable than ever before, *Godfrey Hirst* Carpets vast range of colours and textures allow you to indulge your senses and create vibrant new spaces.

We feature the latest trends in interior styling with themes such as *Kids Zone*, *Embellish*, *Once upon a Time*, *Future Perfect* and *Tribal Rhythms*. There is a look in **Wall 2 Wall** that's sure to appeal to you.

To make selecting carpet easier, we have included a

bonus *Godfrey Hirst* Carpet Selector, in this inaugural issue of **Wall 2 Wall**. Take the Carpet Selector with you into store when shopping for carpet. Hold over each carpet you are considering to instantly see how it looks in a room setting.

Our Carpet Selector also gives you easy-to-use information on different carpet styles and colour tips. There is even space for you to write some notes on which *Godfrey Hirst* carpet catches your eye.

It has never been easier to update your carpet and create your dream room. So whatever your style: modern, retro or classic *Godfrey Hirst* has a carpet to suit. Now you can really get into design mode.

### Happy decorating!

**Bree Leech,**  
Colour & Design  
Coordinator

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#### ACKNOWLEDGEMENTS

##### FURNITURE

Corporate Culture - [www.corporateculture.com.au](http://www.corporateculture.com.au)  
Living Edge - [www.livingedge.com.au](http://www.livingedge.com.au)

##### SOFT FURNISHINGS

Linen House - [www.linenhouse.com.au](http://www.linenhouse.com.au)  
Contact: 03 9552 6060

##### PAINT

Dulux - [www.dulux.com.au](http://www.dulux.com.au) Contact: 13 25 25  
Haymes - [www.haymespaint.com.au](http://www.haymespaint.com.au)  
Contact: 1800 033 431  
Porter's Paint - [www.porterspains.com](http://www.porterspains.com)  
Contact: 1800 656 664  
Wattyl - [www.wattyl.com.au](http://www.wattyl.com.au) Contact: 13 21 01

*Godfrey Hirst*

CARPETS

FREECALL: 1800 630 401 [www.godfreyhirst.com](http://www.godfreyhirst.com)

# easy elegance

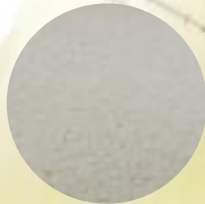
If your floor space needs a lift, try the newest look in flooring: *Godfrey Hirst Carpets* shag pile.

As conventional installation is not required, you can transform a room in under an hour. Simply purchase the length of carpet you require and lay on non-slip backing (available from hardware stores). Whilst we used non-slip backing, this product can also be conventionally installed.

*Godfrey Hirst Carpets* shag pile comes in many lush colours, so you can enjoy a variety of combinations.

Right:  
Cushions & throw - Linen House  
Furniture - Living Edge  
Carpet - Godfrey Hirst Carpets

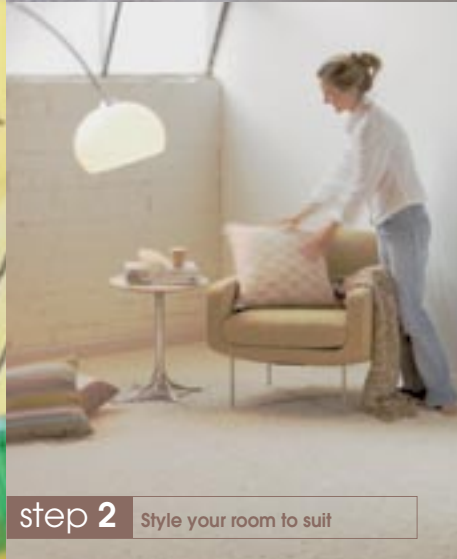
Shag carpet is the hot new look for floors



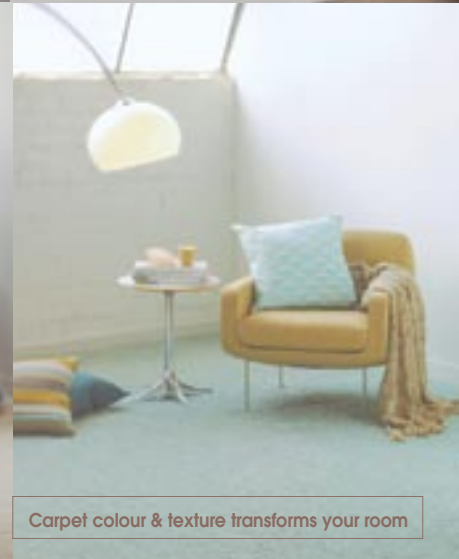
before



step 1 Lay carpet on non-slip backing



step 2 Style your room to suit



Carpet colour & texture transforms your room

Porter's paint in Galactic makes a great backdrop for bright colour



Durability and individuality is important for kids rooms.



Get your children involved in the design process so they can truly call their room their own.

**What colour do they love?**

**Who is their favourite character?**

A bold *Godfrey Hirst Carpets* colour for the floor can make the perfect play space.

Kids will feel extra special if you frame some of their artwork. Use interchangeable frames so you can update their artwork as they grow. Leave the frames natural or paint them in contrasting colours for a fun effect.

Bean bag - Linen House,  
Carpet - Godfrey Hirst Carpets

# Embellish

*Uninhibited decorative style brings out the movie star in us. Glam up a room with nude pinks - or get moody with deep, mysterious purples. From feathers and fur to sequins and beads, let yourself star.*

## *The palette:*

Use cosmetic colour such as Porter's Paint colour Cupcake combined with whites and neutrals for a soft vintage feel. For sophisticated glamour, use Porter's Duchess Satin in colour Flint with silver highlights.



## *Carpet style:*

(Left, top to bottom)  
Add some glamour to your floor with a plush pile in deep rose. Bordeaux reds will create a bold statement. Tailored loop piles in natural linen tones are the perfect accompaniment for classic whites. Dusty pink plush piles work beautifully with florals.

## *Furniture finishes:*

Fabrics should not only look decorative, they should feel luxurious. Sumptuous velvets, silks and satins, strong baroque patterning or fancy florals add interest.

1 Wall - Porter's Duchess Satin in colour Flint.  
Carpet - Godfrey Hirst Carpets  
2 Front cushion - Linen House.  
Carpet - Godfrey Hirst Carpets  
3 Bedding and cushions - Linen House.  
Carpet - Godfrey Hirst Carpets



1

**Above:** Godfrey Hirst Carpets deep purple twist piles create a seductive ambience. Embellish with sequins and beads. Use gloss black on decorative elements for an opulent finish.



2

**Above:** Godfrey Hirst Carpets plush piles in soft seashell beige make the perfect base for pretty pinks. Ornate glass pieces grouped together make fabulous displays.



Create a chic, eclectic look by mixing patterns and period details

Classic furniture works best with this theme

Create a vintage feel with a Godfrey Hirst Carpets traditional print

**TIP**

Soften modern furniture by adding “embellished” cushions and throws

porter's cupcake

porter's turtle dove

porter's amulet

porter's pout

porter's liquid gold - rose gold

porter's flint

porter's ruby

porter's castro



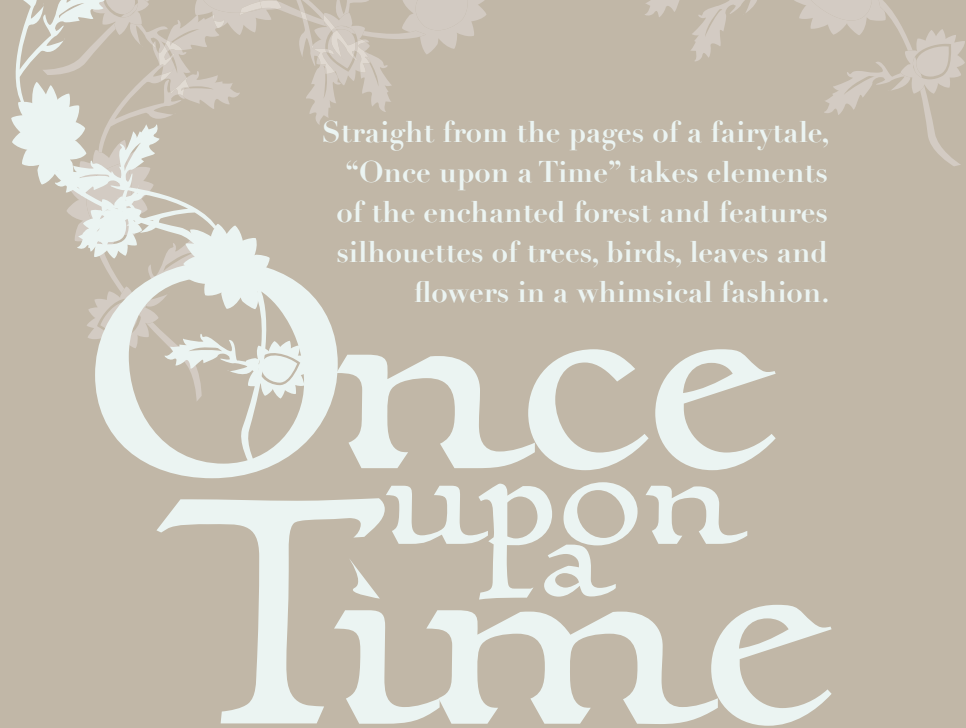
1

**Above:** *Godfrey Hirst* Carpets level loop & cut styles in dark wood tones will add to the mood of an intimate room. Create interest with decorative wall hangings.



2

**Above:** Natural and inviting, *Godfrey Hirst* Carpets durable twist piles in sea green work beautifully with golden hues. Use fresh flowers and foliage to add life to your interior.



Straight from the pages of a fairytale, “Once upon a Time” takes elements of the enchanted forest and features silhouettes of trees, birds, leaves and flowers in a whimsical fashion.

# Once upon a Time

## THE PALETTE:

Rustic colours dominate this theme with shots of china blue, earthy red and sunny yellow. Start in the main areas with Dulux Saudi Sand and accent with Noble Brown for a warm effect. It is important to use some white or clean neutrals in this palette so the overall feel is fresh and appealing.

## CARPET STYLE:

*(Right, top to bottom)*  
Sisals in natural warm colours such as straw work well with this palette. Plush taupes can be used when you want to keep carpet simple and neutral. Use modulated loops in deep brown for dense textured carpet like the forest floor. Try a deep plush pile in sea blue for comfort you can sink your toes into.



## FURNITURE FINISHES:

Use plain fabrics in accent colours on classic furniture forms. Enrich the theme with leaf, floral, tree or animal patterns on cushions and throws.

1 Stool - Living Edge. Wall - Dulux Clear Brook.  
Carpet - Godfrey Hirst Carpets  
2 Furniture - Living Edge. Wall - Dulux Dromedary.  
Carpet - Godfrey Hirst Carpets  
3 Red Swan Chair - Corporate Culture.  
Throw - Linen House. Carpet - Godfrey Hirst Carpets



dulux  
saudi sand

←  
*Feature lighting  
reflects the "Once  
upon a Time" style*

dulux  
noble brown

dulux  
dromedary

dulux  
clear brook

dulux  
jules

dulux  
antilles blue

dulux  
metal deluxe

dulux  
intellectual

↖  
*Decorate with comfortable  
pieces of furniture to create a  
warm, inviting, unpretentious  
atmosphere*

↙  
*Freshen the room with  
Godfrey Hirst Carpets  
mid blue hues*

**TIP**

Look for tableware with bird and animal motives to accent the theme

wattyl id  
ermine  
white

wattyl id  
glacier grey

wattyl id  
mellow  
yellow

wattyl id  
romaine

wattyl id  
blue chiffon

wattyl id  
lake placid

wattyl id  
belief

wattyl id  
scarlet

*Make modern artwork the focal point of a room*

*Use a Godfrey Hirst Carpets textured loop pile in the perfect neutral to compliment a strong colour scheme*

**TIP** Use modern sleek shapes teamed with quirky details



1

**Above:** For a modern deluxe look use *Godfrey Hirst Carpets* level loop & cut pile textures in luxurious cream colour. Gelato colour combinations teamed with white or neutrals are perfect.



2

**Above:** *Godfrey Hirst Carpets* level loop & cut piles create subtle geometric effects on the floor. Patterned fabrics create splashes of vibrant colour. Wall panels featuring repeated shapes create interest.

# future PERFECT

Simplicity is the focus for "Future Perfect". Finishes are glossy, transparent, translucent and milky. Neutral colours are punctuated with muted brights. This theme suits a modern interior or warehouse-style apartment.

## THE PALETTE:

Light and bright. Use solid colours such as Watty! id Scarlet, Lake Placid, Romaine and Mellow Yellow for feature walls combined with whites and neutrals such as Ermine White. Keep colour palettes uncomplicated with unexpected highlights. Use silver for detailing; avoid black.

## CARPET STYLE:

*(Below left to right)*

Fresh yellow plush pile will add sunny warmth to your space. Apple green plush pile compliments the "Future Perfect" colour scheme. Platinum grey textured twist is a cool neutral, perfect for use with muted brights. Twist pile in a modern blue works fantastically with clean white finishes.

## FURNITURE FINISHES:

Use solid colour or micro-scaled patterned fabrics on large furniture pieces with large-scale geometric patterned cushions. Mix geometric patterns with single or multi-coloured stripes in different widths.

- 1 Furniture - Living Edge. Wall - Watty! id Lake Placid. Carpet - Godfrey Hirst Carpets
- 2 Furniture - Living Edge. Linea coffee table - Corporate Culture. Walls - Watty! id Ermine White and Mellow Yellow. Carpet - Godfrey Hirst Carpets
- 3 Furniture - Living Edge. Wall - Watty! id Romaine. Carpet - Godfrey Hirst Carpets



# TRIBAL RHYTHMS

*Display beautifully detailed hand-made pottery, beaded tableware & beaten metal bowls*



*Godfrey Hirst Carpets graphic textured loops create tribal texture*



**Above & Left:** Rattan colour in a *Godfrey Hirst* Carpets textured loop is perfect for the Tribal Rhythms colour palette.

## THE PALETTE:

Colours are natural, warm and inviting. Use warm neutrals such as Haymes Berber Beige and Sandy Hollow and highlight with Root, Orient and Adventure. Enhance the Tribal Rhythms theme with paints that imitate bronze, copper or brass.

**TIP** Contrast modern clean-lined furniture with decorative rattan in chairs or other furniture details

## CARPET STYLE:

*(Left clockwise from top)*

Geometric patterns inspired by tribal motifs in mocha tones create a great foundation. Muted brown plush piles are just right for colour schemes using orange and reds. Introduce rugged texture and oriental tribal colour with rust twist pile. Rustic tans in high low loop styles give a distinctly earthy feel.

## FURNITURE FINISHES:

Use bold colour for plains and accent with patterns in tone-on-tone neutral or black and white. Zigzags, circles, herringbone and triangular patterns will enhance the tribal feel.

2 Furniture - Living Edge, Wall - Haymes Berber Beige.  
Carpet - Godfrey Hirst Carpets



haymes  
sandy hollow

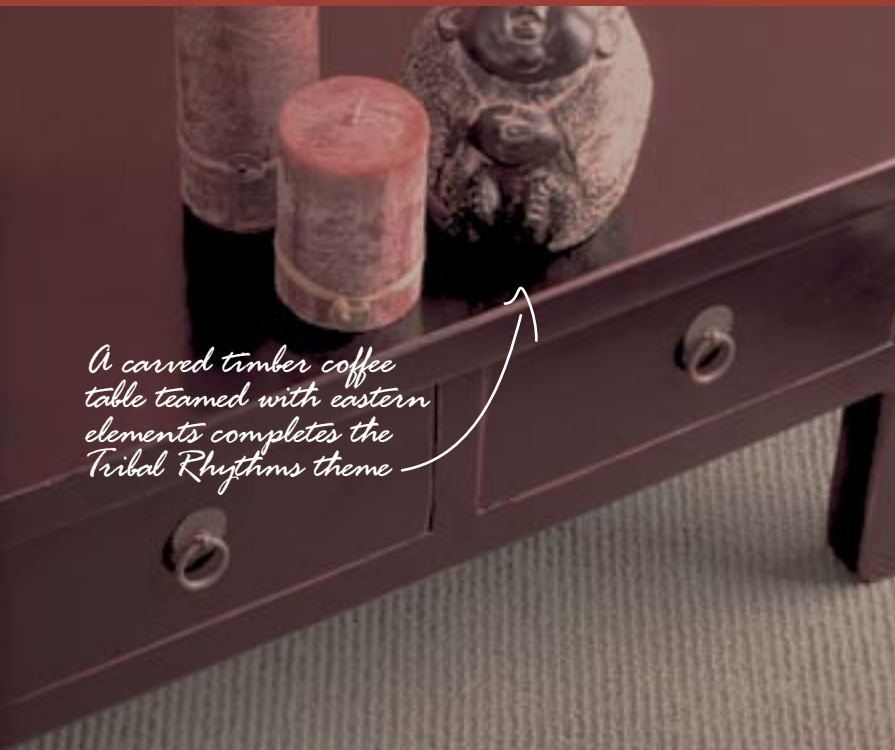
haymes  
finch

haymes  
creole

2

**Above:** *Godfrey Hirst* Carpets level loop & cut styles in shades of tan create a natural tribal look. The all-important details for Tribal Rhythms are the ones you collect yourself.

haymes  
el greco  
bronze



*A carved timber coffee table teamed with eastern elements completes the Tribal Rhythms theme*



haymes  
root

haymes  
adventure

**Above:** *Godfrey Hirst* Carpets heathered patterned loop style provides subdued texture for your floor.

haymes  
mustang



## Embellish

Carpet - use warm neutrals, pinks and purples. Try deep plush piles and super textured twists for luxury or level loops for a tailored finish.



## future PERFECT

Carpet - use light neutrals or muted brights. Try geometrical patterns for texture or solid plush for a perfect finish.



## TRIBAL RHYTHMS

Carpet - use earthy colours such as tan, terracotta or dark neutrals. Try strong geometrics to make a statement or random texture for a natural look.



## Once upon a Time

Carpet - use colours from nature such as sky blue, muted green & rich browns. Try plain solid colour as a feature or use sisal for a classic textured look.



# Carpet Selector



Selecting carpet is easy with Godfrey Hirst...

... so be inspired and unleash the designer in you!

FREECALL: 1800 630 401  
[www.godfreyhirst.com](http://www.godfreyhirst.com)

Godfrey Hirst

CARPETS