

# DESIGNER RUGS.



**GREG NATALE**



Introducing CRUDA, a new rug collection designed by Greg Natale for Designer Rugs.

Inspired by the organic forms of Brutalist art and the geometric shapes of Italian Rationalism and modernist architecture, Cruda (meaning “raw”) marks the seventh collaboration between Greg Natale and Designer Rugs. Featuring six original designs in flattering neutrals, the collection explores the dialogue between defined structure and raw, amorphous form. Each rug becomes a unique interpretation of these influences. Varied loop techniques and pile heights lend them a sculptural presence, evoking the surface reliefs of collaged murals, the monumental weight of architectural forms, and the graphic language of industrial textures.

In this way, raw materiality and geometric force are translated into a soft tactility, expressed through the textile techniques of the rugs.

Together, these ideas give rise to a collection that is both modern and versatile. Minimal graphic shapes merge with organic silhouettes to create rugs that are at once sculptural and serene. Within Cruda, contemporary interpretations of enduring design motifs infuse interiors with depth, movement, and a quiet complexity.

Please note that the colours of the rugs in the photography may vary slightly due to screen settings. For an accurate representation, we recommend viewing physical samples at your nearest showroom.





## **Terroso**

Handknotted Tibetan Wool  
240 x 300cm

Terroso features bold, deconstructed forms inspired by Brutalist architecture, blending raw edges and oblong shapes in a stark black-and-white palette. Its minimalist design balances simplicity with dynamic tension, embodying the Cruda Collection's enduring beauty.









## Dura

Handknotted Tibetan Wool  
240 x 300cm

Dura showcases a modern abstract design with tonal hues, inspired by mid-century abstraction and Brutalist reliefs. Its arcing lines, interlocking shapes, and layered textures create a harmonious, sculptural collage that bridges modernist aesthetics with contemporary expression.







## **Ruvida**

Handknotted Tibetan Wool & Bamboo Silk  
250cm Diameter

Ruvida blends Brutalism and modern abstraction with layered textures and tonal off-white shades. Its raw, amorphous forms and varied pile heights evoke weathered industrial surfaces, while its circular design adds softness and organic dynamism, balancing rawness with harmony.









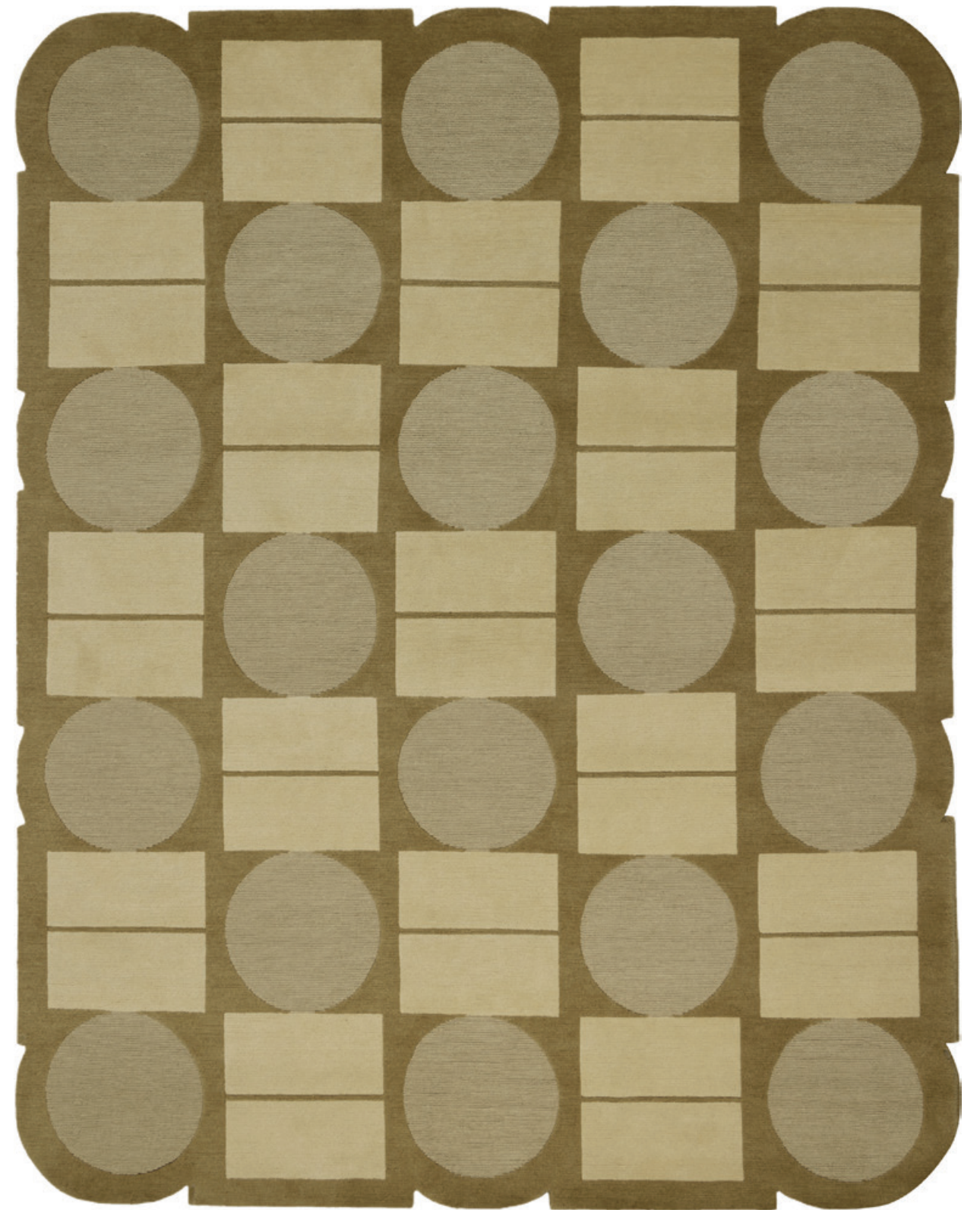
## **Freddo**

Handknotted Tibetan Wool & Bamboo Silk  
240 x 300cm

Freddo channels the distressed textures of Brutalist materials into a soft, abstract rug. With raw, fragmented forms and accents of gold, pale green, and blue, it balances industrial roots with organic elegance, embracing imperfection as contemporary beauty.







### **Vivo**

Handknotted Tibetan Wool  
240 x 300cm

Vivo showcases bold geometric patterns inspired by Italian Rationalist architecture and 1970s Brutalist furniture. With circles and squares in golden sand and bronze tones, it blends earthy warmth, modernist design, and tactile elegance for contemporary interiors.









## Rozzo

Handknotted Tibetan Wool  
240 x 300cm

Rozzo features large asymmetrical shapes inspired by mid-century Brutalist reliefs, softened into a textile form. Earthy tones of clay pink, warm neutrals, and deep browns flow across elongated lines and rounded forms. Its layered, cross hatched textures and organic asymmetry create depth and movement, balancing expressiveness with a grounded elegance.





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