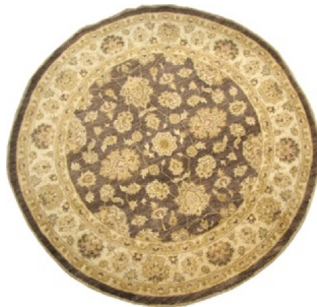


**Area rugs are for every area in your home.**



For defining spaces within rooms, for warmth in winter and for year-round beauty, they can provide any room snap, color and excitement. And, they are available for most budgets, sometimes with hand-crafted varieties at the same price as those machine made.

“Especially here in the desert, many people have chosen concrete, hardwood or tiled floors; not too many people are extensively using carpet because of the heat, dust and resulting maintenance,” says Davinder Chawla, co-founder and design director of La Maison Interiors, 15450 N. Scottsdale Road.

“Because of this, area rugs have become popular in a variety of contemporary, antique and geographical varieties from prices as low as \$1,000 to \$250,000 or more,” she adds. With co-founder, Alan K. Reinken, she and the La Maison Interiors team will celebrate the first anniversary of their full-service design showroom in September.



“There is not a piece of furnishings or décor that can come close to the magical effect of fine handmade area rugs in a room,” says Josh Kraak, rug department manager for La Maison Interiors. “We have Tibetan, Indian, Gabbeh, Geometric, Persian and Pakistani Oushak, Contemporary and Custom in a variety of fabrics such as wool, silk and even synthetics.”

“The intricacy, and in most cases, the thousands-of-years-old history of the designs, made with the impeccable art of weaving that creates these masterpieces, elevates every other furnishing in the room and makes everything look high end,” Josh adds.

Rugs define an area, Davinder explains. In this way, a sofa grouping is accented by a rug beneath the adjacent coffee table, or a plush leather club chair with a floor lamp becomes an inviting separate ensemble.

While two areas in the same room — such as the sofa and club chair spaces in a living room or a sitting and dining area in a great room — can carry different rug styles, patterns and colors, they need to flow together and be appropriate in size for the setting they accompany — not the entire room.

## Home at La Maison Interiors: The Richness of Rugs

Written by David M. Brown

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“Sure, correctly done, an Oriental rug can be near a Contemporary rug, one, perhaps, with stripes, one with a repeating motif — but they need to work with one another and the overall palette and spirit of the room,” she says.

So, too, with furnishings. A Traditional rug can work with a Transitional sectional, but make sure to find ways to tie them together or both with other elements in the room such as the ceiling and wall paints and finishings.

Of course, too, you can start with the rug, or rugs themselves, then work in your other elements, such as throw pillows, artwork and paint, around these, Josh says. This is particularly appropriate when expensive rugs are being used on your floors. But again, coherence and thematic continuity is essential.

Color continuity is always important, so beware of introducing those that aren't found elsewhere in the room, unless you are hanging a very special rug as a focal point. “Many people don't like color on furniture, so rugs are a great way to add it, especially with neutral flooring and walls,” Davinder says.

La Maison Interiors can have rugs custom made as well. “Each one — from shearing, to dyeing and knotting and weaving is by hand — a unique piece that will never have a duplicate,” Josh says, adding: “The breadth of the colors and the magical transformation of the shades in different lights and from different sides make rugs so special as design components.”



But note, when you are buying a store-bought rather than a custom rug, take it home for a visit first.

“Rugs look differently in different lighting and shadows, and the nap can take on varying effects throughout the day and evening,” Davinder says. “Place the rug in its intended setting and see how it works in your home through at least the cycle of a well-lit Valley day.”

As always, when you think home, think La Maison.

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