

MADDER & WEFT

Handmade rugs, naturally dyed



RUG CATALOGUE

2027 · 10 RUGS · HAND-KNOTTED, HAND-WOVEN, NATURALLY DYED



FROM THE DYE POT TO THE LOOM

SLOW RUGS, MADE BY HAND

Every rug in this catalogue starts as a fleece. We buy wool from small flocks in Anatolia, the Atlas and the Himalaya, spin it by hand and dye it in copper pots with madder root, indigo leaf, weld and walnut husk. Nothing is synthetic, so no two dye lots match exactly, and the gentle bands of colour this leaves — abrash — are the signature of a handmade rug.

Our weavers work in their own homes and cooperatives, paid by the square metre and credited by name. On each rug page you will find the dyes that went into it, a drawing of its pile at true height, and every size we weave, drawn to one scale so they can be compared at a glance.

— Ayla Demir & Tom Reiss, founders

CONTENTS

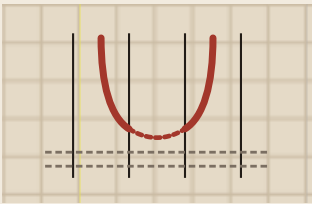
Reading a rug	03
01 HERITAGE	04
HR-101 Uşak Medallion	05
HR-201 Oushak Faded	06
HR-301 Kars Kilim	07
02 ATLAS	08
AT-101 Beni Ourain	09
AT-201 Azilal Signs	10
03 STUDIO	11
ST-101 Tessera	12
ST-201 Tide	13
ST-301 Grid Knot	14
04 NATURAL	15
NT-101 Jute Herringbone	16
NT-201 Dhurrie Stripe	17
Sizes & prices	18
Care & ordering	20

HOW TO READ THIS CATALOGUE

READING
A RUG

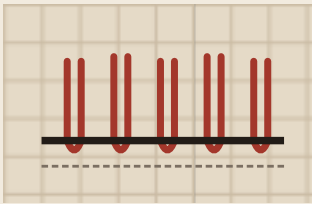
A rug is made in one of four ways, and the way it is made decides how it feels, how long it lasts and what it costs. On every rug page we show the technique, the height of the pile and the dyes, so you can compare them side by side.

01 · FOUR WAYS TO MAKE A RUG



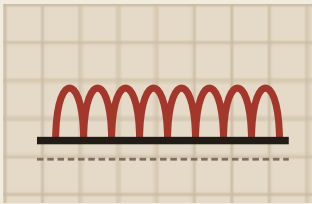
HAND-KNOTTED

Each knot is tied by hand around two warp threads and cut. The densest and longest-lived rugs: they last for generations.



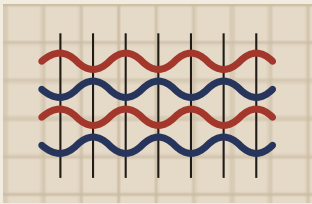
HAND-TUFTED

Yarn is punched through a canvas with a hand gun, then sheared and backed. Crisp, graphic and carvable.



HAND-LOOMED

Loops are woven over a rod on a hand loom and left looped or cut. Soft and painterly, with a lighter price.



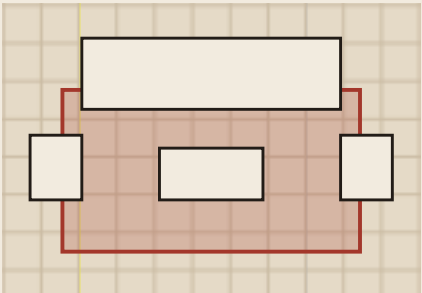
FLATWOVEN

Weft is passed over and under the warp, with no pile at all. Kilims and dhurries: light, reversible, easy to move.

02 · PILE HEIGHT ACROSS THE COLLECTION

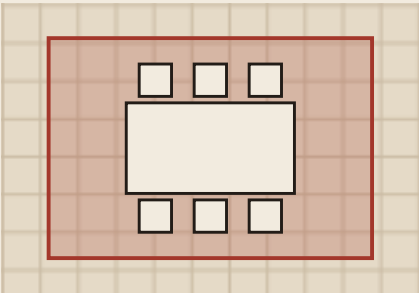
AT-101	Beni Ourain		30 mm
AT-201	Azilal Signs		15 mm
ST-101	Tessera		12 mm
HR-101	Uşak Medallion		10 mm
ST-201	Tide		10 mm
HR-201	Oushak Faded		8 mm
ST-301	Grid Knot		8 mm
NT-101	Jute Herringbone		6 mm
NT-201	Dhurrie Stripe		5 mm
HR-301	Kars Kilim		4 mm

03 · CHOOSING A SIZE



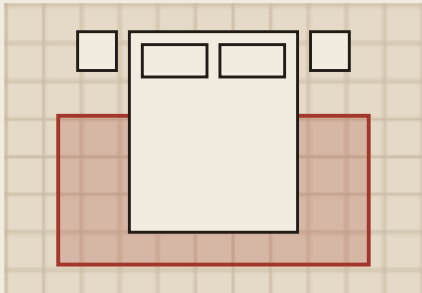
LIVING ROOM

Let the front legs of the sofa and chairs sit on the rug. 200 x 300 cm suits most three-seat sofas.



DINING ROOM

Add 60 cm on every side of the table, so chairs stay on the rug when pulled out.



BEDROOM

Place the rug under the lower two thirds of the bed, with 50 cm or more showing on each side.

COLLECTION 01 • 3 RUGS

HERITAGE

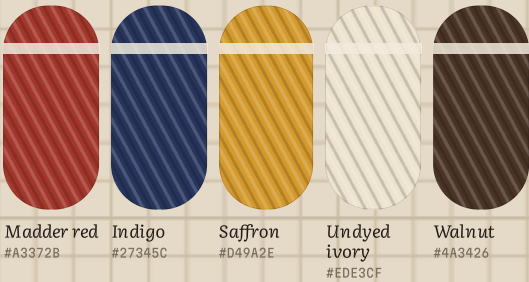
Classical drawings from the weaving towns of western Anatolia, knotted in the old way: hand-spun wool, root and plant dyes, and a symmetrical Turkish knot you can read from the back.

HR-101	Uşak Medallion	05
HR-201	Oushak Faded	06
HR-301	Kars Kilim	07

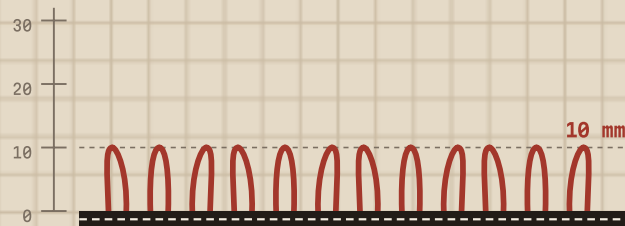


DETAIL

DYE CARD



PILE SECTION, TO SCALE



HERITAGE - 01

HR-101

UŞAK
MEDALLION

from € 1,590 · 5 sizes

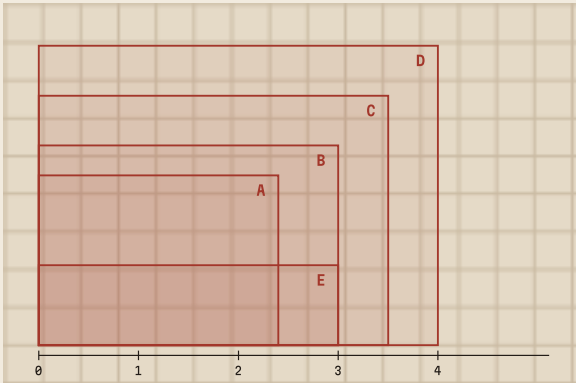
DESIGN Workshop drawing, 1890s

A star medallion drawn from a nineteenth-century Uşak cartoon, re-knotted by hand in wool we spin and dye ourselves. Madder root gives the red, fermented indigo the blue, and each rug takes a pair of weavers about four months.

MATERIAL	100% hand-spun Anatolian wool
TECHNIQUE	Hand-knotted, Turkish double knot
PILE HEIGHT	10 mm
KNOT DENSITY	120,000 knots/m ²
MADE IN	Uşak, Türkiye

SIZES DRAWN TO SCALE

METRES

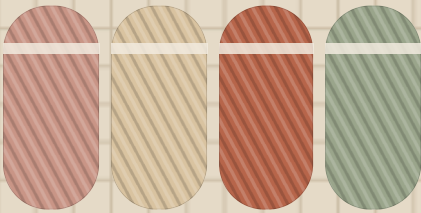


	SIZE CM	SIZE FT	M ²	PRICE
A	170 × 240	5'7" × 7'10"	4.08	€ 2,890
B	200 × 300	6'7" × 9'10"	6.00	€ 4,290
C	250 × 350	8'2" × 11'6"	8.75	€ 6,390
D	300 × 400	9'10" × 13'1"	12.00	€ 8,790
E	80 × 300	2'7" × 9'10"	2.40	€ 1,590



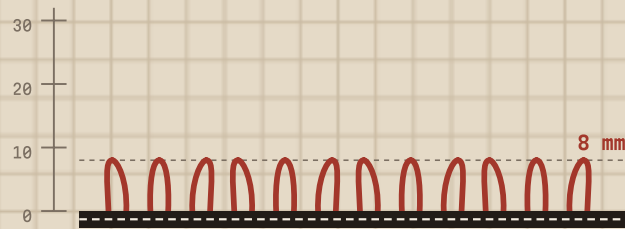
DETAIL

DYE CARD



Dusty rose #C99586 Sand #D9C3A0 Terracotta #B7654A Sage #9AA58B

PILE SECTION, TO SCALE



HERITAGE - 02

HR-201

OUSHAK
FADED

from € 2,190 · 4 sizes

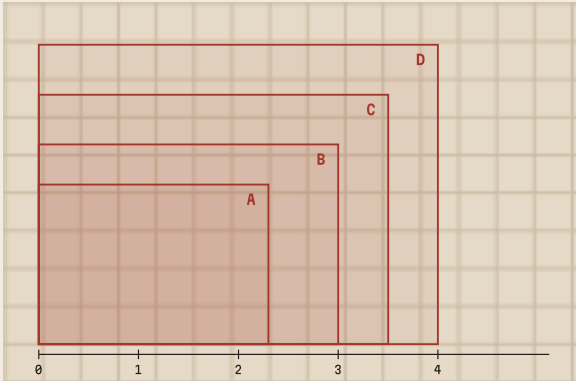
DESIGN Workshop drawing, 1920s

An open palmette lattice, knotted in full colour, then washed, sun-faded on the hillside and sheared low so it arrives looking as if it had already lived a century in a farmhouse.

MATERIAL	Hand-spun wool, antique-washed
TECHNIQUE	Hand-knotted, sun-faded and sheared
PILE HEIGHT	8 mm
KNOT DENSITY	90,000 knots/m ²
MADE IN	Uşak, Türkiye

SIZES DRAWN TO SCALE

METRES



	SIZE CM	SIZE FT	M ²	PRICE
A	160 × 230	5'3" × 7'7"	3.68	€ 2,190
B	200 × 300	6'7" × 9'10"	6.00	€ 3,490
C	250 × 350	8'2" × 11'6"	8.75	€ 5,190
D	300 × 400	9'10" × 13'1"	12.00	€ 6,990

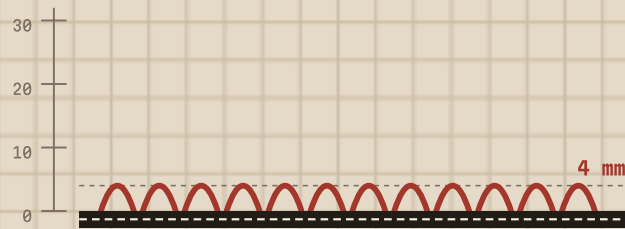


DETAIL

DYE CARD



PILE SECTION, TO SCALE



HERITAGE - 03

HR-301

KARS KILIM

from € 690 · 4 sizes

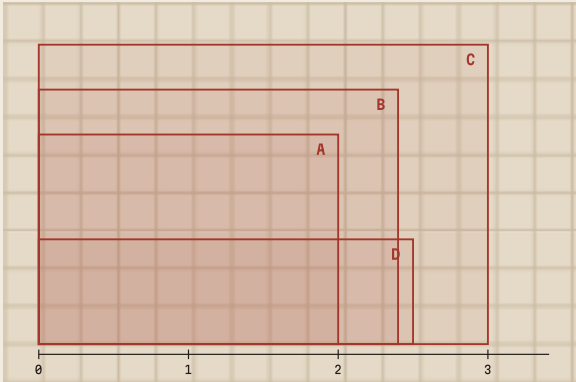
DESIGN Kars weaving cooperative

A pileless kilim in stepped diamonds and hooked lozenges, the oldest vocabulary of the Caucasus border. It is reversible, light enough to roll under one arm, and at home under a table or on a wall.

MATERIAL	Wool weft on wool warp
TECHNIQUE	Flatwoven, slit tapestry
PILE HEIGHT	4 mm
MADE IN	Kars, Türkiye

SIZES DRAWN TO SCALE

METRES



	SIZE CM	SIZE FT	M ²	PRICE
A	140 × 200	4'7" × 6'7"	2.80	€ 890
B	170 × 240	5'7" × 7'10"	4.08	€ 1,290
C	200 × 300	6'7" × 9'10"	6.00	€ 1,890
D	70 × 250	2'4" × 8'2"	1.75	€ 690

COLLECTION 02 • 2 RUGS

ATLAS

Rugs from the villages of the Atlas mountains: high piles, undyed wool, and patterns made up by the weaver as she goes, never drawn on paper first.

AT-101	Beni Ourain	09
AT-201	Azilal Signs	10



DETAIL

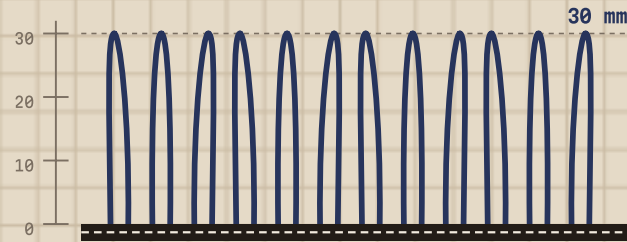
DYE CARD



Undyed
ivory
#EFE8DA

Charcoal
#2B2A28

PILE SECTION, TO SCALE



ATLAS - 01

AT-101

BENI OURAIN

from € 1,590 · 4 sizes

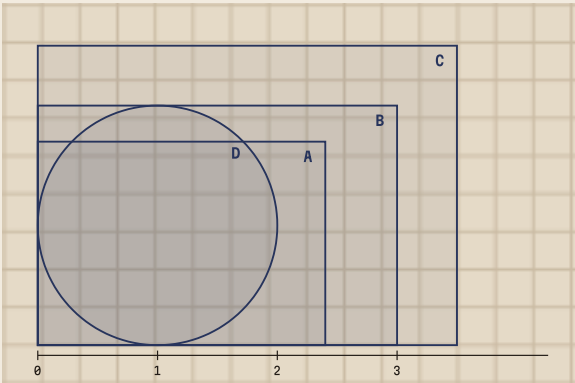
DESIGN Beni Ourain tribes

Deep undyed wool from the sheep of the Middle Atlas, with a loose lattice of charcoal lines drawn freehand by the weaver. It is thick enough to sit on and soft enough to sleep on.

MATERIAL	Undyed highland sheep wool
TECHNIQUE	Hand-knotted, Berber knot, high pile
PILE HEIGHT	30 mm
KNOT DENSITY	45,000 knots/m ²
MADE IN	Middle Atlas, Morocco

SIZES DRAWN TO SCALE

METRES



	SIZE CM	SIZE FT	M ²	PRICE
A	170 × 240	5'7" × 7'10"	4.08	€ 1,690
B	200 × 300	6'7" × 9'10"	6.00	€ 2,490
C	250 × 350	8'2" × 11'6"	8.75	€ 3,690
D	Ø 200	Ø 6'7"	3.14	€ 1,590



DETAIL

DYE CARD



Cream
#EAE0CC



Saffron
#D9A12F



Madder
pink
#D06C7A

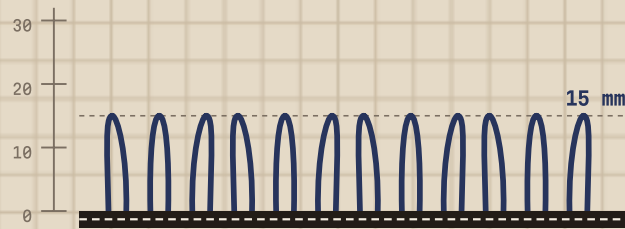


Indigo
#2E3E73



Weld green
#7C8C4A

PILE SECTION, TO SCALE



ATLAS - 02

AT-201

AZILAL SIGNS

from € 1,490 · 3 sizes

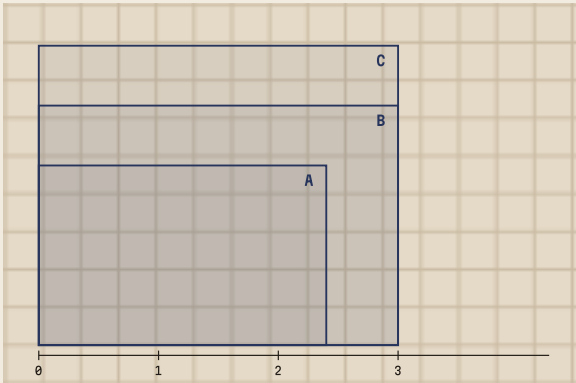
DESIGN Azilal women weavers

Playful symbols on a cream wool ground: diamonds, eyes, combs and zigzags, each a private note from its weaver. No two are alike, and colours shift from rug to rug.

MATERIAL	Wool and recycled cotton
TECHNIQUE	Hand-knotted, Berber knot
PILE HEIGHT	15 mm
KNOT DENSITY	60,000 knots/m ²
MADE IN	Azilal, Morocco

SIZES DRAWN TO SCALE

METRES



	SIZE CM	SIZE FT	M ²	PRICE
A	150 × 240	4'11" × 7'10"	3.60	€ 1,490
B	200 × 300	6'7" × 9'10"	6.00	€ 2,290
C	250 × 300	8'2" × 9'10"	7.50	€ 2,890



03

COLLECTION 03 • 3 RUGS

STUDIO

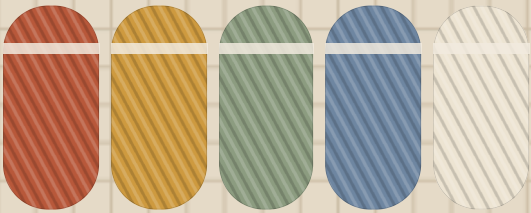
Contemporary designs drawn in our studio and made by partner workshops in India and Nepal, where old techniques meet new drawings.

ST-101	Tessera	12
ST-201	Tide	13
ST-301	Grid Knot	14



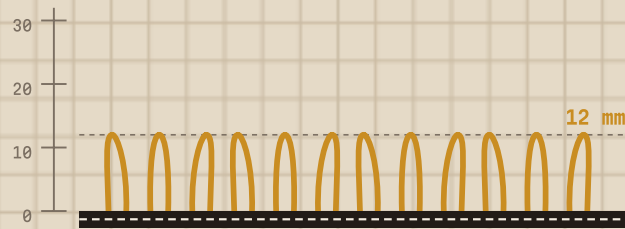
DETAIL

DYE CARD



Terracotta #B8583A Ochre #CE9A3F Sage #8C9C80 Dusk blue #6E86A1 Cream #EDE4D2

PILE SECTION, TO SCALE



STUDIO - 01

ST-101

TESSERA

from € 1,990 · 4 sizes

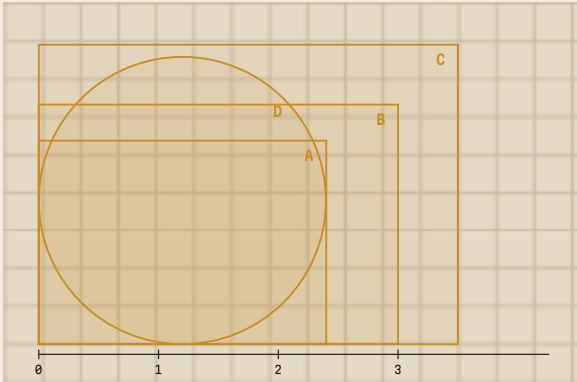
DESIGN Studio Madder & Weft

Overlapping blocks of colour, carved apart by hand so each shape stands a few millimetres proud of its neighbour. A modern piece that still keeps a craftsman's hand in the edges.

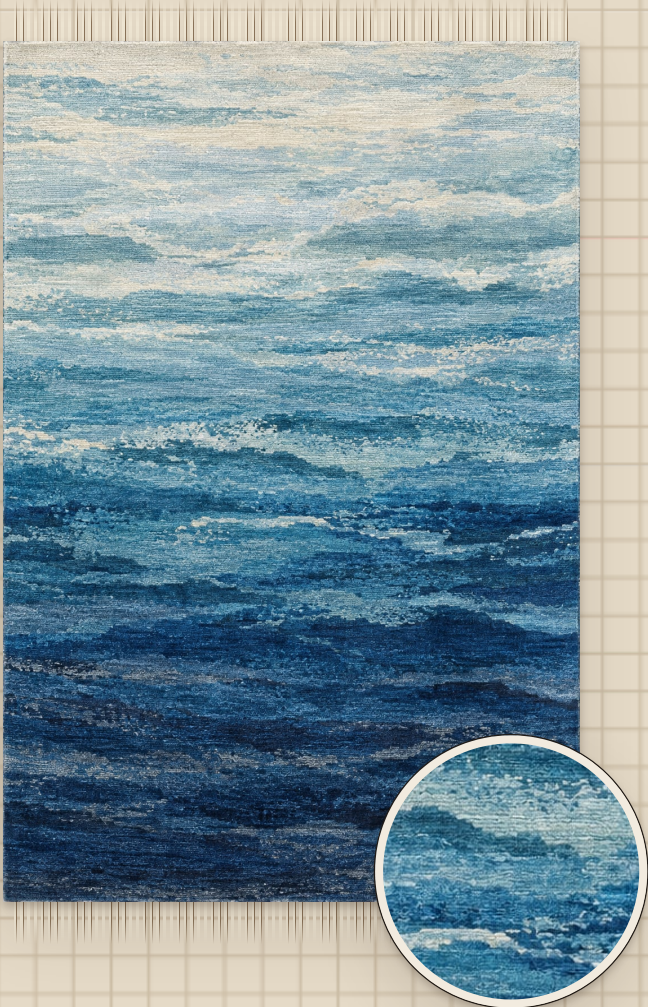
MATERIAL	New Zealand wool, viscose outline
TECHNIQUE	Hand-tufted, carved
PILE HEIGHT	12 mm
MADE IN	Bhadohi, India

SIZES DRAWN TO SCALE

METRES



	SIZE CM	SIZE FT	M ²	PRICE
A	170 × 240	5'7" × 7'10"	4.08	€ 1,990
B	200 × 300	6'7" × 9'10"	6.00	€ 2,890
C	250 × 350	8'2" × 11'6"	8.75	€ 4,190
D	Ø 240	Ø 7'10"	4.52	€ 2,690



DETAIL

DYE CARD



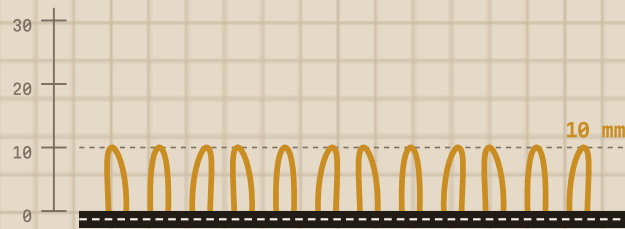
Deep indigo
#1F2E55

Harbour blue
#4B6A94

Sky
#A9BFD2

Foam
#E9E6DC

PILE SECTION, TO SCALE



STUDIO - 02

ST-201

TIDE

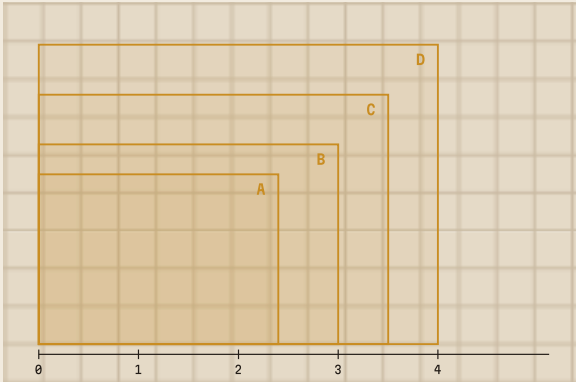
from € 2,390 · 4 sizes

DESIGN Studio Madder & Weft

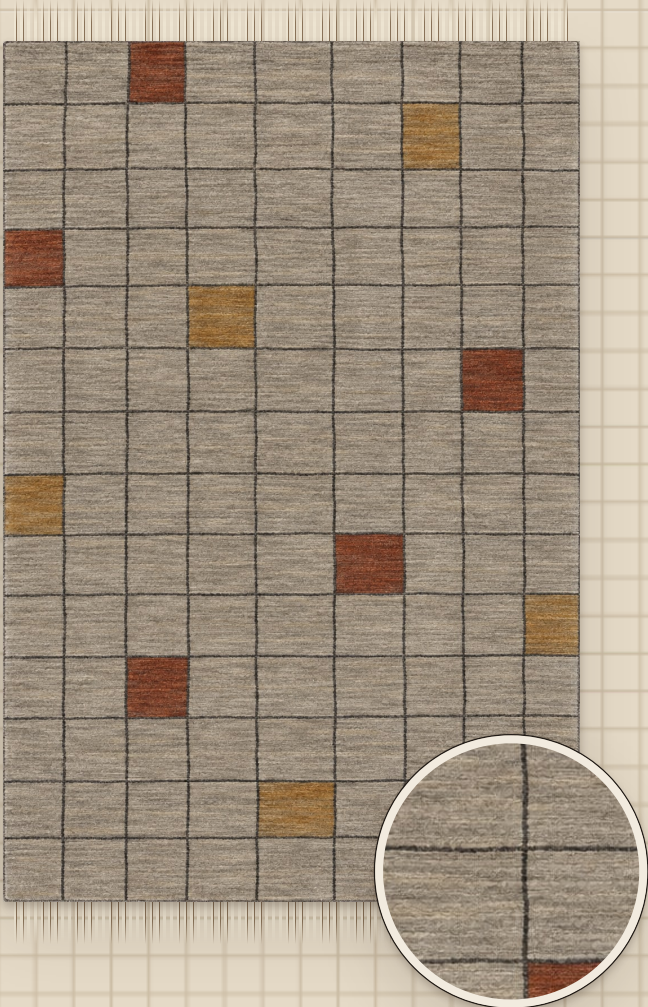
A painterly swell from deep indigo to pale foam. Tencel threads catch the light like water, and the pile is cut in some places and looped in others, so the waves have depth underfoot.

MATERIAL	Wool and Tencel™
TECHNIQUE	Hand-loomed, cut and loop pile
PILE HEIGHT	10 mm
MADE IN	Jaipur, India

SIZES DRAWN TO SCALE METRES



	SIZE CM	SIZE FT	M ²	PRICE
A	170 × 240	5'7" × 7'10"	4.08	€ 2,390
B	200 × 300	6'7" × 9'10"	6.00	€ 3,490
C	250 × 350	8'2" × 11'6"	8.75	€ 4,990
D	300 × 400	9'10" × 13'1"	12.00	€ 6,790

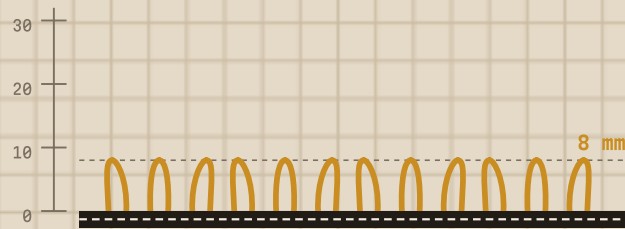


DETAIL

DYE CARD



PILE SECTION, TO SCALE



STUDIO - 03

ST-301

GRID KNOT

from € 1,690 · 5 sizes

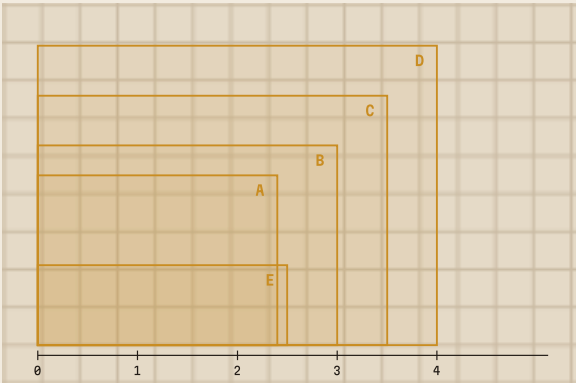
DESIGN Studio Madder & Weft

A fine, slightly wandering grid of charcoal lines, with a few squares filled in rust and ochre. Tibetan wool gives a dense, lanolin-rich pile, and the silk lines carry a faint sheen.

MATERIAL	Tibetan highland wool, silk
TECHNIQUE	Hand-knotted, Tibetan knot
PILE HEIGHT	8 mm
KNOT DENSITY	100 knots/in ²
MADE IN	Kathmandu, Nepal

SIZES DRAWN TO SCALE

METRES



	SIZE CM	SIZE FT	M ²	PRICE
A	170 × 240	5'7" × 7'10"	4.08	€ 3,190
B	200 × 300	6'7" × 9'10"	6.00	€ 4,690
C	250 × 350	8'2" × 11'6"	8.75	€ 6,890
D	300 × 400	9'10" × 13'1"	12.00	€ 9,290
E	80 × 250	2'7" × 8'2"	2.00	€ 1,690

COLLECTION 04 • 2 RUGS

NATURAL

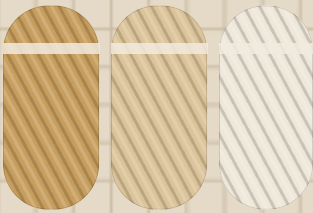
Plant fibres and cotton, woven flat: easy rugs for busy rooms, kitchens and halls, and the base to layer our other pieces on.

NT-101	Jute Herringbone	16
NT-201	Dhurrie Stripe	17



DETAIL

DYE CARD

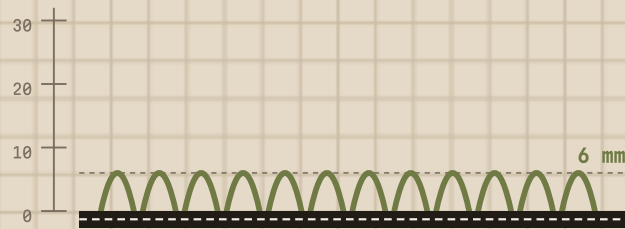


Honey jute
#C79E5D

Natural
#DCC49A

Undyed cotton
#EFE8DA

PILE SECTION, TO SCALE



NATURAL - 01

NT-101

JUTE
HERRINGBONE

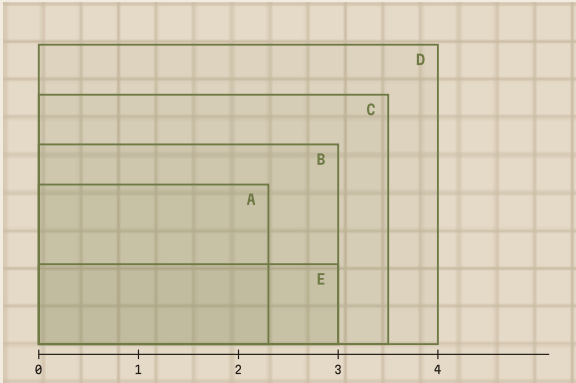
from € 290 • 5 sizes

DESIGN Studio Madder & Weft

Golden jute woven in a tight herringbone, bound in undyed cotton. Hard-wearing, cool underfoot, and the best base for layering a smaller wool rug on top.

MATERIAL	Hand-spun jute, cotton binding
TECHNIQUE	Handwoven, herringbone flatweave
PILE HEIGHT	6 mm
MADE IN	West Bengal, India

SIZES DRAWN TO SCALE METRES



	SIZE CM	SIZE FT	M ²	PRICE
A	160 × 230	5'3" × 7'7"	3.68	€ 490
B	200 × 300	6'7" × 9'10"	6.00	€ 790
C	250 × 350	8'2" × 11'6"	8.75	€ 1,190
D	300 × 400	9'10" × 13'1"	12.00	€ 1,590
E	80 × 300	2'7" × 9'10"	2.40	€ 290

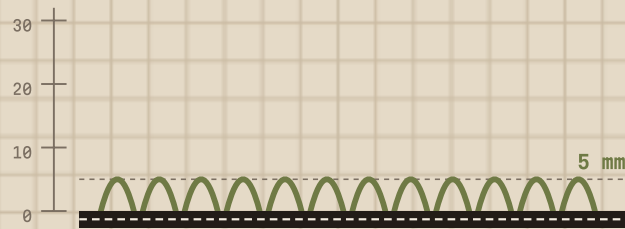


DETAIL

DYE CARD



PILE SECTION, TO SCALE



NATURAL - 02

NT-201

DHURRIE STRIPE

from € 240 · 4 sizes

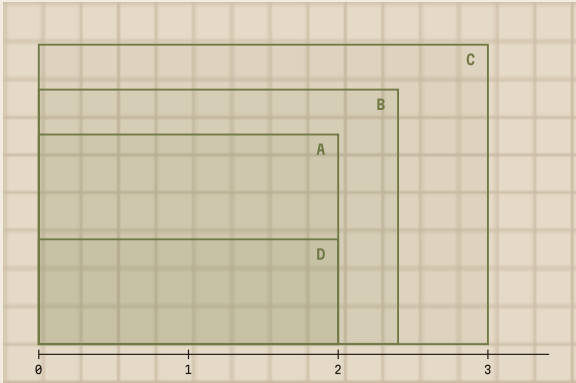
DESIGN Studio Madder & Weft

Broad, uneven stripes of indigo, clay and charcoal on a pit loom, in organic cotton that can go in the washing machine. Light, flat and reversible.

MATERIAL	Organic cotton
TECHNIQUE	Handwoven dhurrie, pit loom
PILE HEIGHT	5 mm
MADE IN	Panipat, India

SIZES DRAWN TO SCALE

METRES



	SIZE CM	SIZE FT	M ²	PRICE
A	140 × 200	4'7" × 6'7"	2.80	€ 390
B	170 × 240	5'7" × 7'10"	4.08	€ 590
C	200 × 300	6'7" × 9'10"	6.00	€ 890
D	70 × 200	2'4" × 6'7"	1.40	€ 240

SIZES & PRICES

RETAIL PRICES IN EUR INCL. VAT

CODE	SIZE CM	SIZE FT	M ²	PER M ²	PRICE
COLLECTION 01 - HERITAGE					
UŞAK MEDALLION	HR-101	100% hand-spun Anatolian wool · Uşak, Türkiye · 10 mm			p. 05
HR-101-A	170 × 240	5'7" × 7'10"	4.08	708	€ 2,890
HR-101-B	200 × 300	6'7" × 9'10"	6.00	715	€ 4,290
HR-101-C	250 × 350	8'2" × 11'6"	8.75	730	€ 6,390
HR-101-D	300 × 400	9'10" × 13'1"	12.00	733	€ 8,790
HR-101-E	80 × 300	2'7" × 9'10"	2.40	663	€ 1,590
OUŞAK FADED	HR-201	Hand-spun wool, antique-washed · Uşak, Türkiye · 8 mm			p. 06
HR-201-A	160 × 230	5'3" × 7'7"	3.68	595	€ 2,190
HR-201-B	200 × 300	6'7" × 9'10"	6.00	582	€ 3,490
HR-201-C	250 × 350	8'2" × 11'6"	8.75	593	€ 5,190
HR-201-D	300 × 400	9'10" × 13'1"	12.00	583	€ 6,990
KARSKILIM	HR-301	Wool weft on wool warp · Kars, Türkiye · 4 mm			p. 07
HR-301-A	140 × 200	4'7" × 6'7"	2.80	318	€ 890
HR-301-B	170 × 240	5'7" × 7'10"	4.08	316	€ 1,290
HR-301-C	200 × 300	6'7" × 9'10"	6.00	315	€ 1,890
HR-301-D	70 × 250	2'4" × 8'2"	1.75	394	€ 690
COLLECTION 02 - ATLAS					
BENI OURAIN	AT-101	Undyed highland sheep wool · Middle Atlas, Morocco · 30 mm			p. 09
AT-101-A	170 × 240	5'7" × 7'10"	4.08	414	€ 1,690
AT-101-B	200 × 300	6'7" × 9'10"	6.00	415	€ 2,490
AT-101-C	250 × 350	8'2" × 11'6"	8.75	422	€ 3,690
AT-101-D	Ø 200	Ø 6'7"	3.14	506	€ 1,590
AZILAL SIGNS	AT-201	Wool and recycled cotton · Azilal, Morocco · 15 mm			p. 10
AT-201-A	150 × 240	4'11" × 7'10"	3.60	414	€ 1,490
AT-201-B	200 × 300	6'7" × 9'10"	6.00	382	€ 2,290
AT-201-C	250 × 300	8'2" × 9'10"	7.50	385	€ 2,890

CODE	SIZE CM	SIZE FT	M ²	PER M ²	PRICE
COLLECTION 03 - STUDIO					
TESSERA	ST-101	New Zealand wool, viscose outline · Bhadohi, India · 12 mm			p. 12
ST-101-A	170 × 240	5'7" × 7'10"	4.08	488	€ 1,990
ST-101-B	200 × 300	6'7" × 9'10"	6.00	482	€ 2,890
ST-101-C	250 × 350	8'2" × 11'6"	8.75	479	€ 4,190
ST-101-D	Ø 240	Ø 7'10"	4.52	595	€ 2,690
TIDE	ST-201	Wool and Tencel™ · Jaipur, India · 10 mm			p. 13
ST-201-A	170 × 240	5'7" × 7'10"	4.08	586	€ 2,390
ST-201-B	200 × 300	6'7" × 9'10"	6.00	582	€ 3,490
ST-201-C	250 × 350	8'2" × 11'6"	8.75	570	€ 4,990
ST-201-D	300 × 400	9'10" × 13'1"	12.00	566	€ 6,790
GRID KNOT	ST-301	Tibetan highland wool, silk · Kathmandu, Nepal · 8 mm			p. 14
ST-301-A	170 × 240	5'7" × 7'10"	4.08	782	€ 3,190
ST-301-B	200 × 300	6'7" × 9'10"	6.00	782	€ 4,690
ST-301-C	250 × 350	8'2" × 11'6"	8.75	787	€ 6,890
ST-301-D	300 × 400	9'10" × 13'1"	12.00	774	€ 9,290
ST-301-E	80 × 250	2'7" × 8'2"	2.00	845	€ 1,690
COLLECTION 04 - NATURAL					
JUTE HERRINGBONE	NT-101	Hand-spun jute, cotton binding · West Bengal, India · 6 mm			p. 16
NT-101-A	160 × 230	5'3" × 7'7"	3.68	133	€ 490
NT-101-B	200 × 300	6'7" × 9'10"	6.00	132	€ 790
NT-101-C	250 × 350	8'2" × 11'6"	8.75	136	€ 1,190
NT-101-D	300 × 400	9'10" × 13'1"	12.00	133	€ 1,590
NT-101-E	80 × 300	2'7" × 9'10"	2.40	121	€ 290
DHURRIE STRIPE	NT-201	Organic cotton · Panipat, India · 5 mm			p. 17
NT-201-A	140 × 200	4'7" × 6'7"	2.80	139	€ 390
NT-201-B	170 × 240	5'7" × 7'10"	4.08	145	€ 590
NT-201-C	200 × 300	6'7" × 9'10"	6.00	148	€ 890
NT-201-D	70 × 200	2'4" × 6'7"	1.40	171	€ 240

CARE & ORDERING

LOOKING AFTER YOUR RUG

- 1 VACUUM WITHOUT A BEATER BAR**
 Use suction only, along the pile. New wool rugs shed for a few months; this is loose fibre from spinning, not wear.
- 2 TURN IT TWICE A YEAR**
 Rotate the rug by 180° so it wears and fades evenly. Natural dyes mellow in sunlight, which is part of their charm.
- 3 BLOT SPILLS AT ONCE**
 Blot from the edge inwards with a white cloth and cold water. Never rub, and never use bleach or hot water on wool.
- 4 WASH BY HAND EVERY FEW YEARS**
 Send knotted rugs to a specialist washer. We offer washing and repair for every rug we have sold, for life.

ORDERING

IN STOCK	Sizes in the price list ship within 10 working days. Every rug is unique, so the one you receive may differ slightly from the photograph.
MADE TO ORDER	Hand-knotted rugs: 14–18 weeks. Tufted and loomed: 8–10 weeks. Flatweaves: 6 weeks.
SAMPLES	30 × 30 cm samples of every rug are available for € 45, credited against your order.
DELIVERY	Free within the EU and UK on orders over € 1,500. Rugs are rolled, never folded, and shipped with a rug pad on request.
TRADE	Interior designers and retailers receive trade pricing and memo loans. Ask for our trade price list.
RETURNS	Stock sizes may be returned unused within 30 days. Custom rugs are made for you and cannot be returned.

ANY SIZE, ANY COLOUR

Every design can be woven to your measurements, from 60 cm runners to 5 × 7 m, and re-coloured from our dye archive of 140 shades. Send us a floor plan and a paint chip; we reply with a drawing, a strike-off and a price within five days.

trade@madderandweft.example

+44 20 7946 0312

madderandweft.example

“A rug is a garden you can roll up and carry
with you.”



MADDER & WEFT

Handmade rugs, naturally dyed

Unit 4, Cremer Street Yard, London E2 8HD
trade@madderandweft.example · +44 20 7946 0312
madderandweft.example