

SUPER FAKE

SIGNATURE COLLECTION

designed by Bethan Laura Wood



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"each layer or facet is represented by a variety of beautiful rug-making techniques which have been developed over centuries by Tibetan artisans."

The Super Fake Collection designed by Bethan Laura Wood. A series of rugs inspired by the collision of the man-made with nature. Each based on a different rock form, whose surface patterns are created through the organic build-up of sediment through time and a combination of materials under pressure; In these rugs each layer or facet is represented by a variety of beautiful rug-making techniques which have been developed over centuries by Tibetan artisans. Bethan uses the rock as a reference to explore the post-Instagram and 'snap chat world, where the fleeting two-dimensional image, collide with a physical and tactile reality, the hyper-, and super-, fake spill into our daily lives. Rocks and crystals have always symbolized a very physical reality of nature; when something is 'set in stone' it is a mark of permanence. With this series, Bethan hopes to create rugs that connect and hold permanence in our fast-paced world, by imagining a visual landscape that allows us, through its detail and dynamism, to lose ourselves and dream.

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MODEL

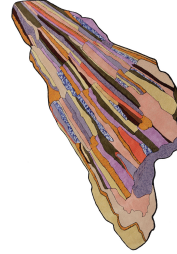
Super Standard Hot

Super Runner Hot

Super Round Hot

Super Rock Hot

Super Rock Moon



COLOR

Hot

Hot

Hot

Hot

Moon

DIMENSIONS

230x300 cm

80x350 cm

250x250 cm

250x250 cm

250x250 cm

MATERIALS

cotton weave, himalayan wool, pure silk, linen

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QUALITY

A (125.000 knots/sqm approx.)

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CUSTOMIZATION

Customizable in size

Customizable in size

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MODEL

Super Standard Moon

Super Runner Moon

Super Round Moon



COLOR

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BETHAN LAURA WOOD



Bethan Laura Wood obtained a MA in Design Products at the Royal College of Art, under the tuition of Jurgen Bey and Martino Gamper. Since graduating in 2009, Bethan has built a multidisciplinary practice characterized by material investigation, artisan collaboration, and a passion for colour and detail. Bethan enjoys exploring the relationships we make with objects in our everyday lives, and questions how they can become cultural conduits. She is interested in critical approaches to achieving sustainability in a mass consumption, production-driven context.

