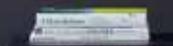


ARZU RUGS
MODERN COLLECTION



coalesse® + arzu
STUDIO HOPE



Coalesse is proud to partner with



Photo: Thomas Lee

Great satisfaction comes from creating a meaningful space for a client that has also made a difference in the life of the artisan.

ARZU STUDIO HOPE offers an opportunity to implement your commitment to social responsibility by enhancing spaces with ARZU STUDIO HOPE rugs. Integrating these handmade works of art as floor coverings or wall hangings unites you and your clients with our global community and, importantly, with the artisans themselves.

ARZU's philosophy is to create the highest quality 100% wool rugs while minimizing environmental impact and maximizing fair labor practices in Afghanistan. ARZU STUDIO HOPE authentically preserves the centuries-old rug-making traditions of graphing, dyeing and hand knotting. Each unique rug crafted today will be enjoyed for generations to come.

Inspiring and sustainable; ARZU STUDIO HOPE rugs are designed to make a difference.

ARZU's Mission

ARZU STUDIO HOPE empowers Afghan women by providing fair-labor, artisan-based employment and access to education and healthcare.

ARZU, which means “hope” in Dari, is a 501(c)(3) not-for-profit organization that uses private sector practices to create jobs and produce export quality products.

From a starting point of 30 women carpet weavers in 2004, ARZU has created some 500 jobs—95% held by women. ARZU implements its programs at the rural household level and provides direct benefits to over 2,000 Afghans, while impacting tens of thousands of other villagers from the ripple effect of additional broad-based community development programs and infrastructure.

An important ARZU innovation lies in linking well-paying jobs directly to a family's responsibility to comply with our three-part “Social Contract.” For weavers to register with ARZU and receive fair wages and bonus payments, their families must first agree to:

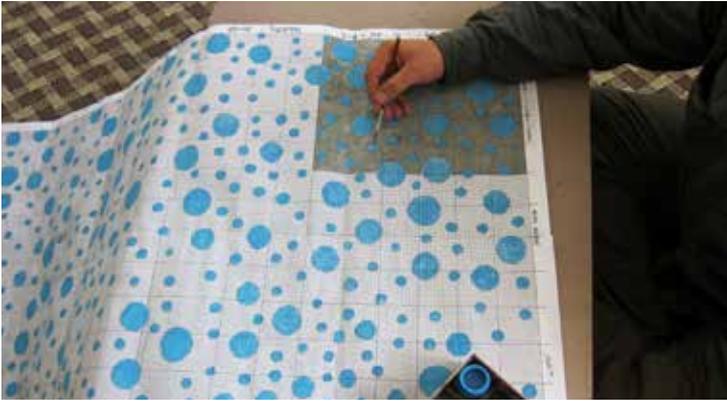
- Send all children under age 15—both girls and boys—to government school full-time.
- Permit all adult women in the household to attend ARZU literacy classes.
- Release all pregnant women to ARZU for transport to local clinics for pre-natal care, delivery and immunizations for the babies.



——— FATIMA, 18, says she and her family have always lived day-to-day, uncertain about their future. With her parents, six siblings and extended family, Fatima has been uprooted three times in the past decade. Starvation was common in their household, where both electricity and clean water were lacking. Additionally, Fatima was never allowed to attend school. “There are many difficulties against all girls like me in Afghanistan,” she says. She always dreamed of being able to read and write.

——— Now Fatima weaves in ARZU’s program, and has access to education. By attending ARZU’s courses, she is becoming literate and is gaining awareness about her rights and responsibilities. Fatima is also earning a steady income. Fatima’s hope for the future: “I want to become a good physician.”

The Rug Journey: Excellence in Artisananship



1

Step One Graphing

— Once the design is finalized and the rug is ordered, the Master Grapher graphs the scaled artwork. The rug is drawn in its full size; one box represents one knot.

2

Step Two Wool Dyeing

— Dyeing wool is a multi-step process that begins with handspun wool. The process varies slightly depending on the desired color.



3

Step Three Warping the Loom

—— The warp and weft is the foundation for all rugs. Cotton is strung from the top to the bottom of the loom to form the warp. Knots are tied to the warp and the weft is added horizontally.

4

Step Four Weaving

—— The weavers sit along the width of the rug and use the graph as a guide to make knots in the specified color. Once the knot is tied, it is cut off and forms the pile.

THE RUG JOURNEY:
EXCELLENCE IN ARTISANSHIP



5

Step Five Quality Control

— On a weekly basis, an Afghan ARZU rug monitor comes into the artisan's home to check on the status and quality of the rug on the loom.

6

Step Six Cutting

— Once the weaving is complete, the rug is cut off the loom. The weavers mark the weft, allowing enough space for the weft finish that has been indicated.



7

Step Seven Washing

— Once the rug arrives at the washing facility, a specified wash is prescribed. Many factors go into the rug's wash recipe; design, size and colorway are all indicators.

8

Step Eight Finishing

— The rug goes through the final finishing steps before shipping: shearing, blocking, fringe tucking and pressing.



Introducing the Modern Collection

The Modern Collection was thoughtfully curated by our Coalesse Design Group to enhance settings that apply to our entire portfolio. Not only does this collection support a broad range of product applications, but each rug may be customized to complement and personalize your space.

BENEFIT
CONDENSATION
DREAMS
LIGHT
MERGE
MILESTONE
PATH
PROGRESS
RESOURCEFULNESS
TOOTH

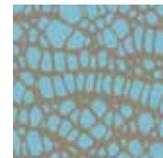
THE MODERN
COLLECTION

Benefit

KPSI: 120

Price: \$70 sq. ft.

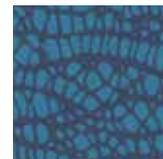
*ARZU Benefit rug shown with Millbrae
Contract Lounge and CG_1 Table.*



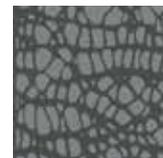
Cerulean Blue



Ivory



Marine Blue



Pewter



Red

Condensation

KPSI: 150

Price: \$95 sq. ft.

*ARZU Condensation rug shown with
Hosu Lounge and Trees Table.*



Black



Cranberry



Midnight



Navy



Sage

THE MODERN
COLLECTION

Dreams

KPSI: 120

Price: \$70 sq. ft.

ARZU Dreams rug shown with Massaud Lounge.



Cranberry



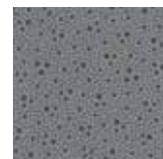
Ivory



Mushroom Gray



Navy



Pewter

Light

KPSI: 120

Price: \$70 sq. ft.

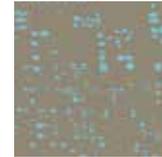
ARZU Light rug shown with SW_1 Lounge and Millbrae Contract bench.



Celedon



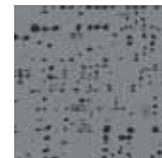
Cranberry



Mushroom Gray



Navy



Pewter

THE MODERN
COLLECTION

Merge

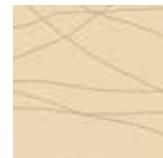
KPSI: 120

Price: \$70 sq. ft.

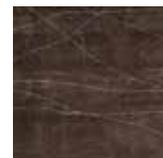
ARZU Merge rug shown with Millbrae Lifestyle Lounge and CH008 Sofa Table.



Cranberry



Ivory



Midnight



Mushroom Gray



Navy

Milestone

KPSI: 120

Price: \$70 sq. ft.

*ARZU Milestone rug shown with
Millbrae Contract Bench.*



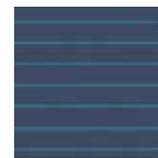
Cranberry



Midnight



Mushroom Gray



Navy



Ivory

THE MODERN
COLLECTION

Path

KPSI: 120

Price: \$70 sq. ft.

*ARZU Path rug shown with Massaud Lounge,
Lagunitas Lounge and Sebastopol Table.*



Gray



Pewter



Navy



Red



Sand

Progress

KPSI: 120

Price: \$70 sq. ft.

ARZU Progress rug shown with sixfivezero_LAM Stool and fouronefive_CO Table.



Cranberry



Midnight



Mushroom Gray



Navy



Sand

THE MODERN
COLLECTION

Resourcefulness

KPSI: 120

Price: \$70 sq. ft.

*ARZU Resourcefulness rug shown with Bob Guest
Chair and Millbrae Lifestyle Lounge.*



Camel



Gray



Mushroom Gray



Navy



Red

Tooth

KPSI: 120

Price: \$70 sq. ft.

ARZU Tooth rug shown with Hosu Lounge.



Blue Gray



Ivory



Stone



Venetian Red



Water Blue

**SPECIFICATION
INFORMATION**

To place an order or for further information please contact your local Coalesse Sales Consultant.

**Pricing
Information**

KPSI	LIST/SQ. FT.	CUSTOMS	UPCHARGE
120	\$70	Custom Colorway (from ARZU Color Palette)	10%
150	\$95	Benjamin Moore Colorway	25%
275	\$110	Non-Standard Size or Oversize (larger than 12 x 16)	10%
		Custom Pattern (two rounds of design)	25%

**Custom
Upcharges**

**Dimension and
Lead Time Information**

SIZE	LEAD TIME	SIZE	LEAD TIME
3 x 5	2–3 months	3 x 10	5–7 months
5 x 5	2–3 months	3 x 11	5–7 months
3 x 7	2–3 months	3 x 12	5–7 months
4 x 6	3–4 months	3 x 13	5–7 months
6 x 6	3–4 months	3 x 14	5–7 months
3 x 8	3–4 months	8 x 10	6–8 months
5 x 7	4–5 months	9 x 9	6–8 months
7 x 7	4–5 months	10 x 10	8–9 months
3 x 9	4–5 months	11 x 11	8–9 months
6 x 9	4–5 months	10 x 14	10–12 months
8 x 8	5–7 months	12 x 12	10–12 months
		12 x 16	12–14 months

For projects with shorter lead times, ARZU carries a limited number of rugs in stock available for immediate delivery.

Please contact your Coalesse Sales Consultant to discuss your rug specifications for in-stock rugs or confirmation on lead times for custom projects.



10x50 10CM

7344

7344

1000

1000

5m 59x 122

Quality 30x50

Sheet

Specification and Facts

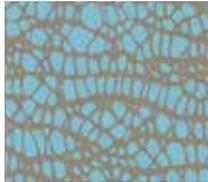
- ARZU STUDIO HOPE rugs are hand-knotted with 100% sheep's wool on steel looms in the homes of our weavers.
- Wool is hand-dyed with natural materials whenever possible, including madder root for red, walnut husks for brown and pomegranate for yellow. Synthetic dyes are used as necessary to achieve colors that cannot be produced with natural materials.
- Hand-spun wool absorbs dye unevenly to produce variegated color, known as abrash. This charming irregularity is a hallmark of rugs handmade from natural dyes.
- Depending on the weave type and intricacy of the pattern, rugs range from 120, 150 and 275 knots per square inch (KPSI).
- Weavers utilize a Turkish knot for all Modern Collection patterns.
- Rug pile height is 6-8 mm.
- The fringe for all rugs in the Modern Collection will be bound unless otherwise specified.
- The subtle "h" woven into the corner of each rug is ARZU STUDIO HOPE's mark of authenticity and symbolically brings "hope" into every space.
- Each rug is accompanied by a certificate of authenticity, artisan story and rug care instructions.
- Rug pads can be ordered in sizes corresponding to ARZU standard rug sizes. Custom sizes are also available on request. If ordered, rug pad will deliver with your rug. Pads are available for both hard floors and carpet.

Specification of Colorways

Below is an example of how to specify a colorway:

Design: Benefit

Colorway: Cerulean Blue



Color Example:



Field
HB17



Motif
HB101

Specify Color: _____

Terms

- Coalesse standard terms and conditions apply with the following exceptions:
 - No order cancellations or returns.
 - No warranty. Referral to local repair professionals available upon request.
- Free shipping to contiguous 48 states.
- Pricing subject to change. Please call (866) 645-6952 for final pricing.
- Rug size and color may vary by up to 10% because of its nature as a hand-crafted product.
- Color may vary slightly due to use of natural dyes and hand-made process.
- Please call 866.645.6952 for lead time estimate. Because ARZU rugs are handcrafted, lead times vary by size, knot count and intricacy of the design.

Details

Bound Fringe



*With Fringe**



**Rugs can be specified with or without fringe at no upcharge.*

coalesse® + *arzu*
STUDIO HOPE™

10/15 ©2015 Steelcase. All specifications subject to change without notice.
Trademarks used herein are the property of Steelcase Inc. or of their respective owners.

1.866.645.6952 coalesse.com arzustudiohope.org