



Long rug in short time

LATE IN NOVEMBER LAST YEAR, Joshua Bridie at design firm Gensler approached interior designer Vicki Simon with a challenge: to design, make and fit a forty-four-foot-long, custom rug for the lobby of Salesforce, a San Francisco tech company, by 1 February 2015.

With the usual turnaround for a bespoke Vicki Simon rug being four to six months, and the holiday season fast approaching, something unusual was called for. The concept of 'connection' was mentioned, as was the company's corporate colour of blue. But it was while in conversation with her dye-house that a light-bulb moment occurred for Simon. The idea bypassed the need for dyeing new yarn, recycled existing stock and presented an opportunity for spur-of-the-moment creative freedom too.

Simon proposed her intentions to Bridie: to use her archive of dyed samples and remnants from previous projects, all stored locally in her San Francisco studio. It would mean weaving a story in colour, 'tufting a line until the colour runs out, then tufting the next...' The enthusiasm and motivation for the high-end 'rag rug' caught on.

The order of yarns was planned out in eight-foot sections once a week. Tufting happened seven days a week. The resulting carpet is unique. Bridie describes it as the 'jewellery' of the space, connecting the seating area and fitting in the Salesforce lobby 'like a comfortable shoe'.

www.vickisimon.com