

# studio wae

CREATE  
YOUR OWN  
CIRCULAR WAE

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# ABOUT STUDIO WAE

Studio Wae was founded in 2017 by Tynke van den Heuvel. She worked for 14 years in a recycling company for metal and electrical equipment. Here she learned how to create a valuable flow from waste and combined this with her geometric designs, inspired by M.C. Escher. Studio Wae's vision is to make an impact on natural raw material extraction by turning residual flows into scalable and beautiful products. We believe it is important that everyone becomes aware that waste can have a positive value. By using product waste resources, we extend the lifecycle of these resources.

## CIRCULAR PAVING

We make circular paving that is made of 76% recycled raw materials extracted from Urban Mining (= old paving and materials from buildings, that are up for demolition). With the production of the concrete Cityscapes tiles, we are able to combine our love for design and passion for recycling. This results in a high-quality design tile which is guaranteed to last for years. We are partners with NL Greenlabel for a sustainable outdoor space. The resources of The Right Wae Collection tiles also remain in the circular loop.

## CIRCULAR FLOORING

Our unique carpets with geometrical shapes, are made of 100% production waste from well known carpet tile producers in the Netherlands. Collaboration contracts have been signed with these pioneers in sustainability to prolong the lifespan of their waste. Choose any colour, shape and size to create a unique carpet that fits any space. With an unique clicking system the separate tiles are joined, providing complete freedom to create any design.

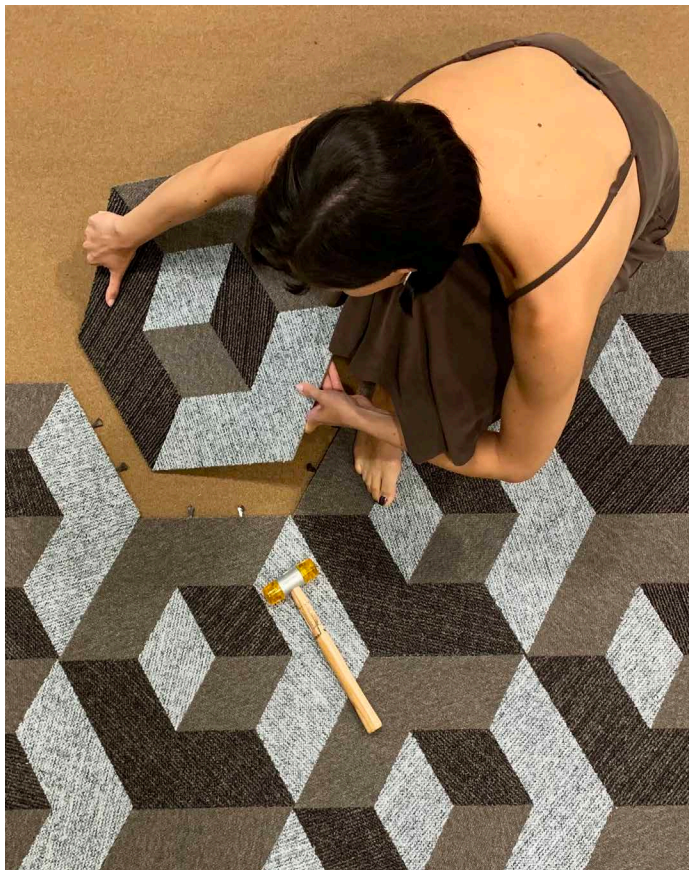
## SOCIAL IMPACT

The production of Wae's carpet collection happens in Utrecht and is executed by people with limited job opportunities in our own workplace. Our mission is to employ as many Syrian residence permit holders as possible, offering them a solid base to build a future in the Netherlands.

**CREATE  
YOUR OWN  
CIRCULAR**

**wae**





# CIRCULAR MODULAR CARPETS

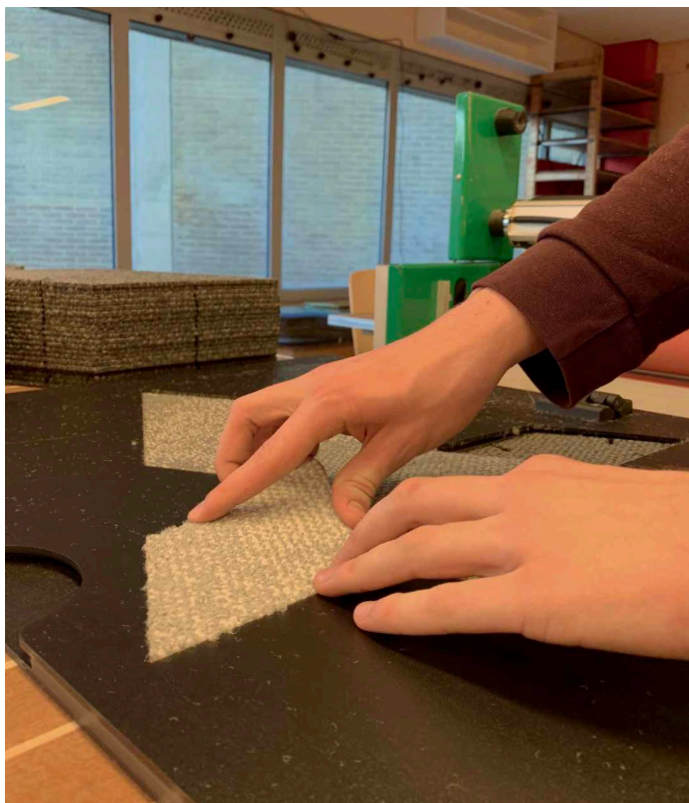
Our exceptional carpets with geometric designs are made out of production failures of the 3 biggest carpet tile producers of the Netherlands: Interface, Tarkett (Desso) and Forbo. Studio Wae has partnered with these sustainable frontrunners to prolong the lifecycle of their waste.

The M.C. Escher-inspired designs allow you to create your own color, shape and size to make your carpet unique and a perfect fit for any space. Due to the unique fastening system the separate tiles simply click together so you can go crazy on your creation.

- SOUND ABSORBING
- INSULATING

- ACOUSTIC
- MODULAR

- CUSTOM MADE
- SIZE ADJUSTABLE



**We want to make beautiful things from wa(e)ste.**

## SOCIAL IMPACT

Studio Wae makes design circular. By using product waste resources we extend the lifecycle of these resources. The production of Wae's complete collection is executed by people with limited job opportunities in our own workplace. Our mission is to employ as many Syrian residence permit holders as possible, offering them a solid base to build a future in the Netherlands. All production happens in Utrecht.





## CIRCULAR CARPETS IN DIFFERENT DESIGNS



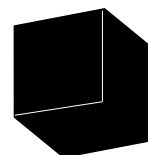
### CITY

In collaboration with  
Interface, Tarkett, Forbo.



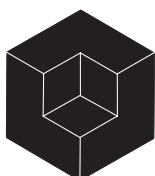
### BOOMERANG

In collaboration  
with Interface.



### CUBE

In collaboration  
with Tarkett (Desso).



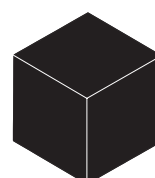
### POLYGON

In collaboration with  
Interface, Tarkett, Forbo.



### DIM

In collaboration with  
Interface, Tarkett, Forbo.



### BEO

In collaboration with  
Interface, Tarkett, Forbo.

# CUSTOM MADE

Architects and office decorators can share their color palette or choose colors from our vast physical stock. We will then produce the product for you. We have close collaborations with our dealers and therefore they can provide you with the perfect fit carpet proposal.

## THIS IS THE WAE TO DO IT

01

Choose your shape from our designs

02

Send us your moodboard of colors and we make you a color proposal.  
Or go to [www.studiowae.nl](http://www.studiowae.nl) > downloads, choose the shape you like the most, download the .dxf file of your shape and design your own carpet!

03

Email us: [tynke@studiowae.nl](mailto:tynke@studiowae.nl) or call/whatsapp us: 0621205032.  
You can also visit us to choose your own colours from our stock.  
Measure the size you need in m<sup>2</sup>.

04

Order the carpet at Studio Wae or our dealers.

05

After 4 weeks you receive your own custom made carpet.  
You can puzzle your own size and shape in the office.  
If you need instructions for assembling your carpet, you can find the manuals on our website. Go to: [www.studiowae.nl](http://www.studiowae.nl) > Downloads.



We can reserve the colors for you, once the order is placed.



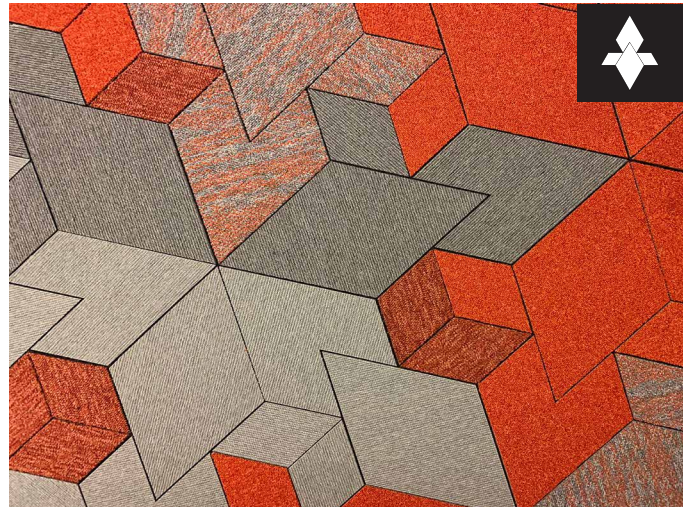
Keep in mind that all our products are made from waste, therefore color and weaving mistakes will be visible in the carpets. This contributes to the unique look of your carpet.



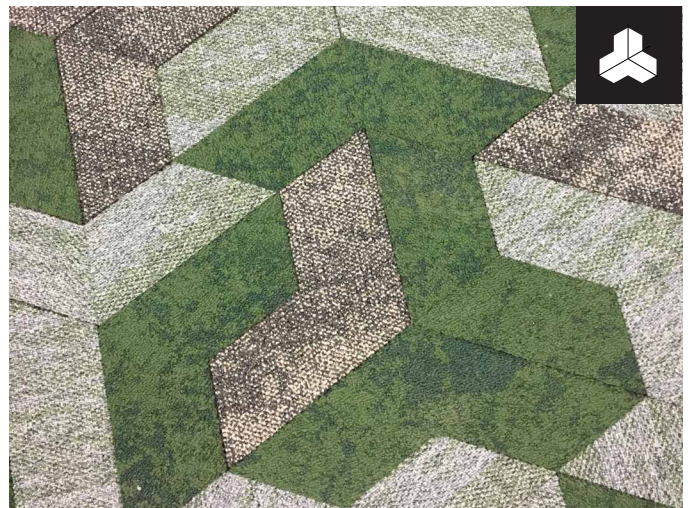
The geometric design made from 100% waste material, allows you to create your own color palette, shape, size and makes a perfect fit for any space.



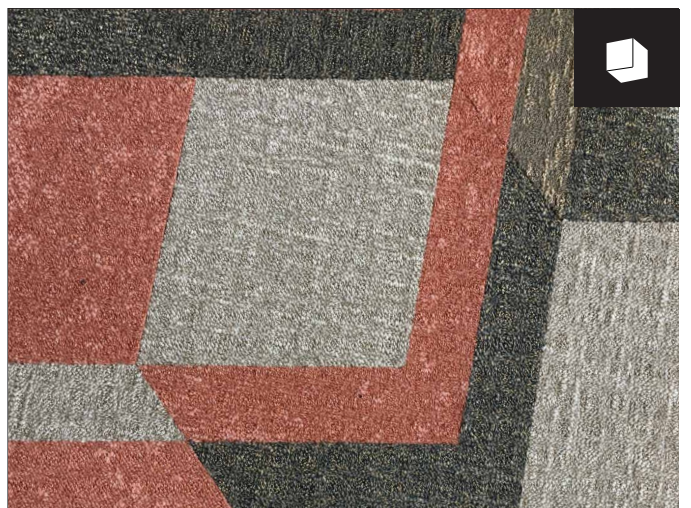
**TIVOLI VREDENBURG – CITY CARPET**



**CANTOR – BOOMERANG CARPET**

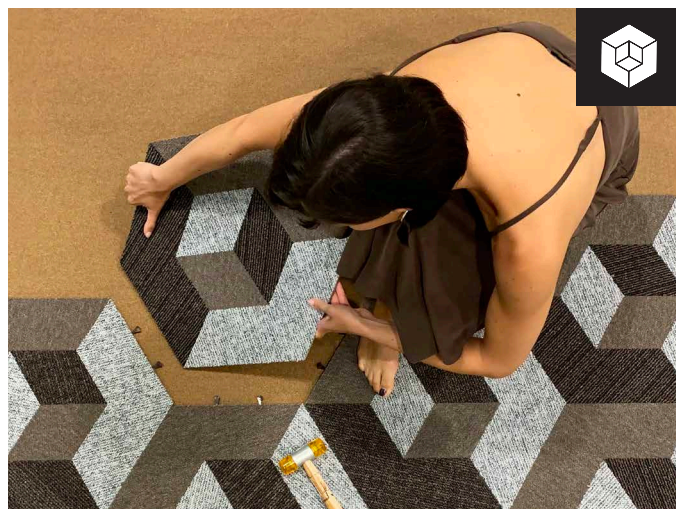
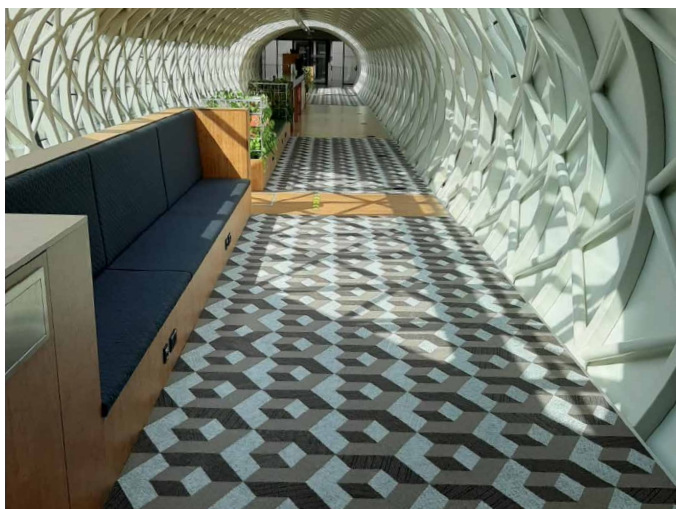


**GISPEN – CUBE CARPET**

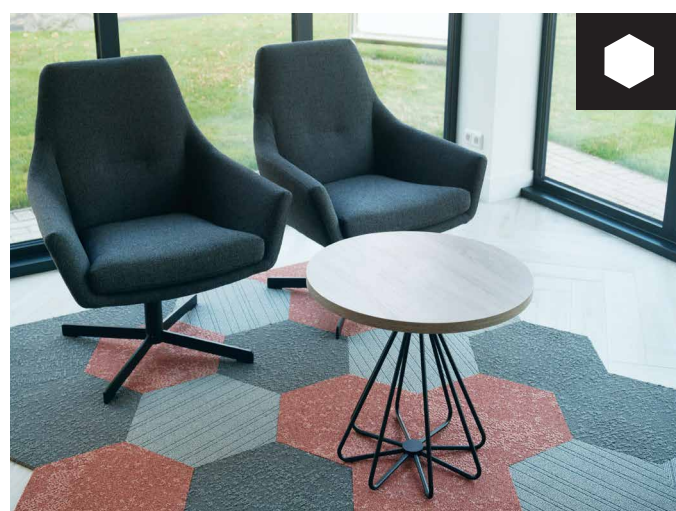
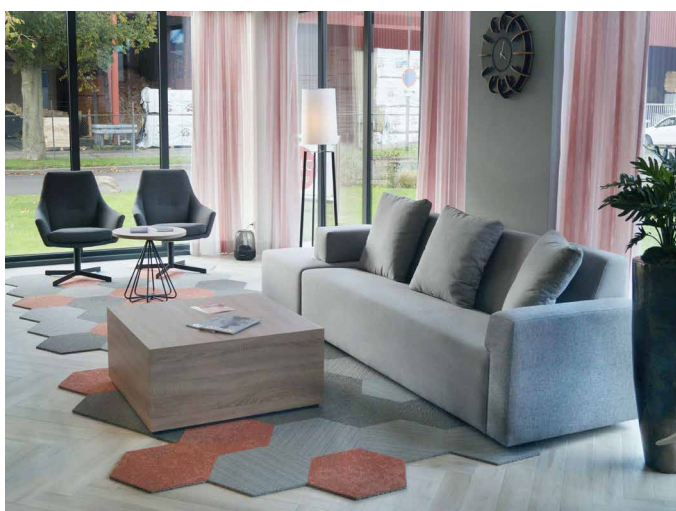




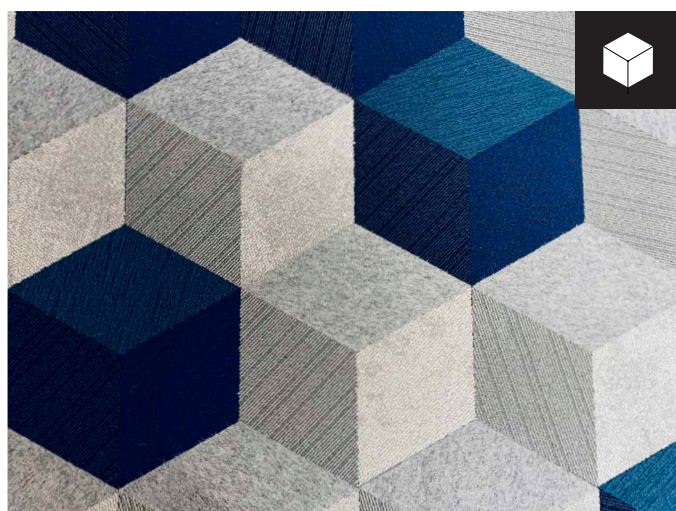
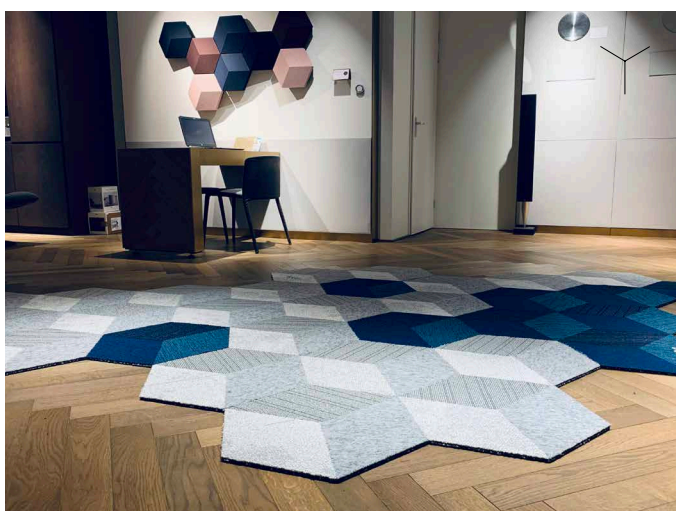
## CREATE YOUR OWN CIRCULAR WOE



LUCHTVERKEERSLEIDING NL – POLYGON CARPETS



DM PROJECTEN – DIM CARPET

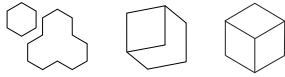


BANG & OLUFSEN STORE – BEO CARPET

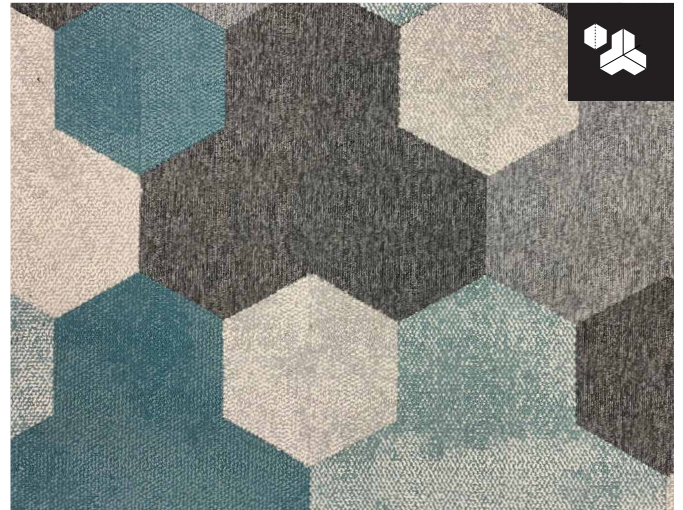


# FLOORING

Available in:



For bigger surfaces Studio Wae produces wall to wall carpets. This flooring is laid with modular carpet tiles in our designs. These tiles are also made of residuals or overproduction. To close the waste loop for our clients we can also create a new look and feel by combining used tiles with our own stock material.

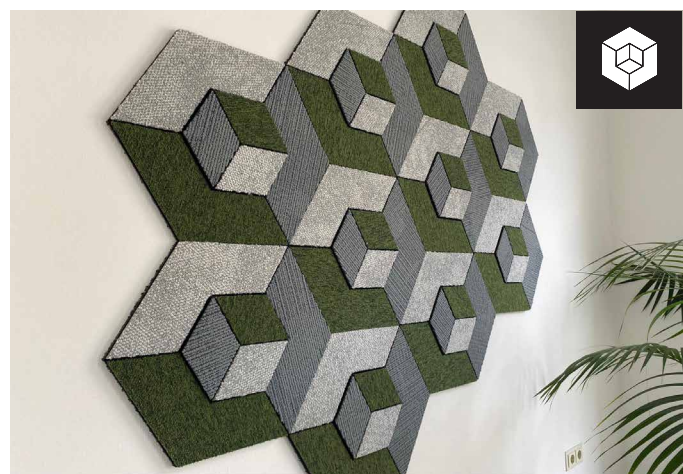
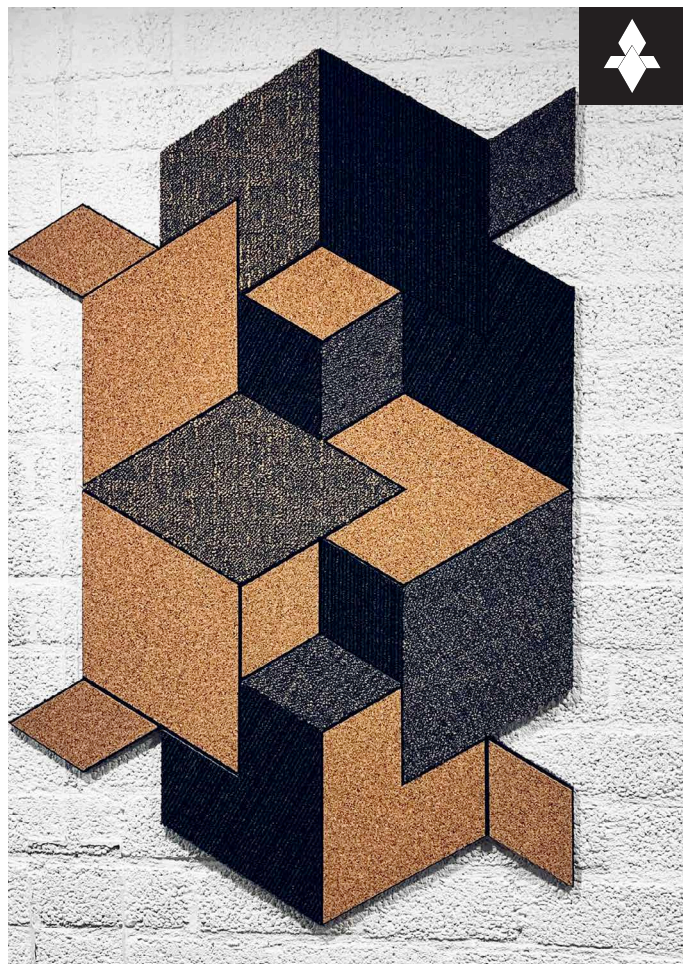
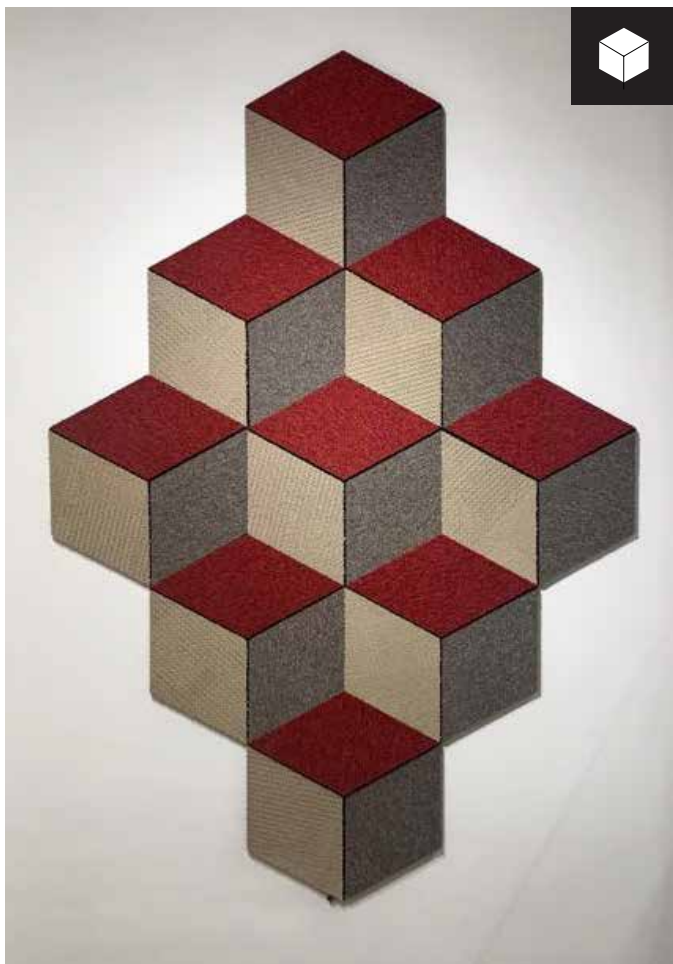


PHAROS (SHERRYL LEYSNER) - BOOMERANG FLOORING



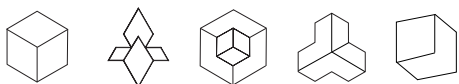
UNIVERSITEIT UTRECHT - ANGULAR FLOORING





## WALL TILES

Available in:

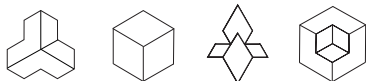


Are you looking for a multifunctional modular awesome acoustic wall solution? Create your own shape, size and colour at Studio Wae. The designs are the same as our carpets but now made from acoustic and thicker material. The material we use for wall carpets also comes from production waste. We provide extra layering and open lines on the tiles to absorb sound. If you want an artistic wall design with benefits and impact, create your own Wae on your wall!



# ENTRANCE CARPETS

Available in:



**‘You never get a second chance for a first impression’**

And this first impression often starts at your front door. By designing a doormat (or dirt trapper) in one of our shapes, using the colours you pick, you can have your own circular, perfect size, modular doormat. It is even possible to turn your doormat into a full carpet. Our doormats are a beautiful example of the combination of function and design.







## BACK TO THE OFFICE COLLECTION

With our new Back to the Office collection you can create space and distance at the office in a new Wae.

### BACK TO THE OFFICE SIGNING

Most signing solutions are quick, not circular and not for long term use. Studio Wae designed signing floor tiles that are made of the tiles from the existing project. The tiles will be removed and placed back within 2 days. We can insert infographics and text with one of our 80 colours in stock.

### KEEP A WAE BETWEEN US

Our modular carpets are a long term beautiful solution to create your own space.

As you can create your own size, you can decide what space you need around your desk.

Your carpet is LAVA, circular, modular and awesome.





Studio Wae is always in for collaborations with other companies. Interested in partnering up?  
Or want to become a dealer? Get in touch. Wondering if we deliver the Carpets in your area?  
We'd love to hear from you. Questions about orders, available colors or other products? Call or e-mail us.

studio  
wae

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