Gert Voorjans x Carpet Society

The Joy Collection, Gert Voorjans' bold step into luxury carpets

Vulcano

Antwerp, February 15, 2025 – For the first time, Gert Voorjans, a name synonymous with fearless design, steps into the world of luxury carpets with the Joy Collection, a collaboration with Carpet Society. Guided by colour, craft and character, Voorjans infuses each piece with a story - one of vibrancy, movement and unapologetic individuality.

Voorjans' signature is unmistakable. His interiors pulse with life, and now, so do his carpets. "*I see the floor as an untapped canvas, a foundation for the entire room's energy,*" he shares. The Joy Collection embraces this philosophy, breaking away from neutrality to flood spaces with expression and narrative.

Megalopolis

Ocean

A symphony of nature and colour

Anchoring the collection is ***Vulcano***, a roaring composition of molten reds and oranges, embodying nature's raw force. The dynamic, handwoven texture of 100% New Zealand wool enhances this effect. In counterbalance, ***Ocean*** whispers in hues of blue and white, mirroring the tranquility of water and sky. Together, they represent nature's extremes—fire and water, passion and tranquility.

Voorjans' time working on the Shangri-La Hotel in Hangzhou left an indelible mark on his creative spirit. ***Megalopolis***, crafted from a nuanced blend of hemp and cotton, draws from the lush landscapes of West Lake, a UNESCO World Heritage site. Its centerpiece, a delicate lotus flower unfurling on the oval rug, tells a story of growth and resilience. "*No mud, no flower*," Voorjans reflects. "*The lotus grows from the mud to become the most fabulous flower with a sophisticated fragrance.*"

Finally, ***The Line*** introduces a sleek, geometric element to the collection. The linear patterns create a subtle balance with the organic designs, serving as a foundation for layered interiors.

Vulcano

Megalopolis

The art of crafting character

Each rug in the Joy Collection is handcrafted in workshops in India and Nepal, where craft and tradition are paramount. The rugs are hand-knotted, a process that can take months. "*The Line contains up to 80,000 knots per square meter*," says Pieter Bakker from Carpet Society. "*Every knot is made by hand, giving each rug a unique character and unparalleled quality*."

Ocean

The choice of premium materials, such as 100% New Zealand wool and jute, contributes to the collection's distinctive appeal. "*New Zealand wool offers a pure surface, perfect for applying bright and pure colors*," explains Martin Dryon from Carpet Society. "*Jute, on the other hand, has a luxurious sheen and creates nuances that give each rug a unique character*."

This first collection marks a significant moment in his career. "*Interiors should reflect who you are, not what the market dictates. With these carpets, I invite people to create rooms that breathe their own personality*."

For Voorjans, design has always been about evoking emotion. The Joy Collection is more than a debut in carpets —it's a manifesto for fearless interiors. **The collection will be unveiled at Fuorisalone in Milan from April 7 to 13.**

The Line and Megalopolis

The Line, Megalopolis and Ocean

Prices as from:

Vulcano € 2600 - 1m85 x 1m40
Ocean € 2600 - 1m85 x 1m40
Megalopolis € 7710 - 3m50 x 1m75
The Line € 6300 - 2m80 x 2m00

Bespoke orders possible

Photos by Thibault De Schepper

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About Carpet Society
Launched in 2024, Carpet Society is an innovative concept that unites the expertise of ten globally recognized brands in rugs and flooring: Louis De Poortere, Jules Flipo, Codimat Collection, Bausol, Catry, De Poortere Frères, Superdye, Sorev, Ora Pro Nobis, and the Manufacture Royale d'Aubusson. With a catalog of over 20,000 designs, including iconic

patterns by Madeleine Castaing and David Hicks, Carpet Society positions itself as the European market leader and an essential player in the world of decorative flooring.

Carpet Society offers not only a versatile collection but also ensures production, installation, and after-sales service thanks to the craftsmanship of its partner brands. Interior designers, architects, and private clients can visit showrooms in Brussels, Mouscron, Paris, and Cannes to discover tailor-made solutions of impeccable quality.

About Gert Voorjans

Gert Voorjans is an iconic Belgian tastemaker and interior architect, renowned for his distinctive style. He has designed homes for some of the world's foremost residential and corporate clients, infusing his designs with influences from both the East and the West. The result is richly layered environments suffused with vibrant colors, each one a visual masterpiece.

Voorjans studied Interior Architecture in Hasselt, Belgium, and holds a postgraduate degree in Art History from Siena, as well as an additional postgraduate degree in Styles & Arts from Sotheby's in London. In 1997, he established his own architectural and design practice in Antwerp. In 2018, he collaborated on the creation of an exquisite collection of fabrics and home furnishings with Jim Thompson. Additionally, in 2020 and 2021, Architectural Digest France recognized him as one of the 'Les 100 Décorateurs du Moment' (Top 100 Decorators of the Moment).