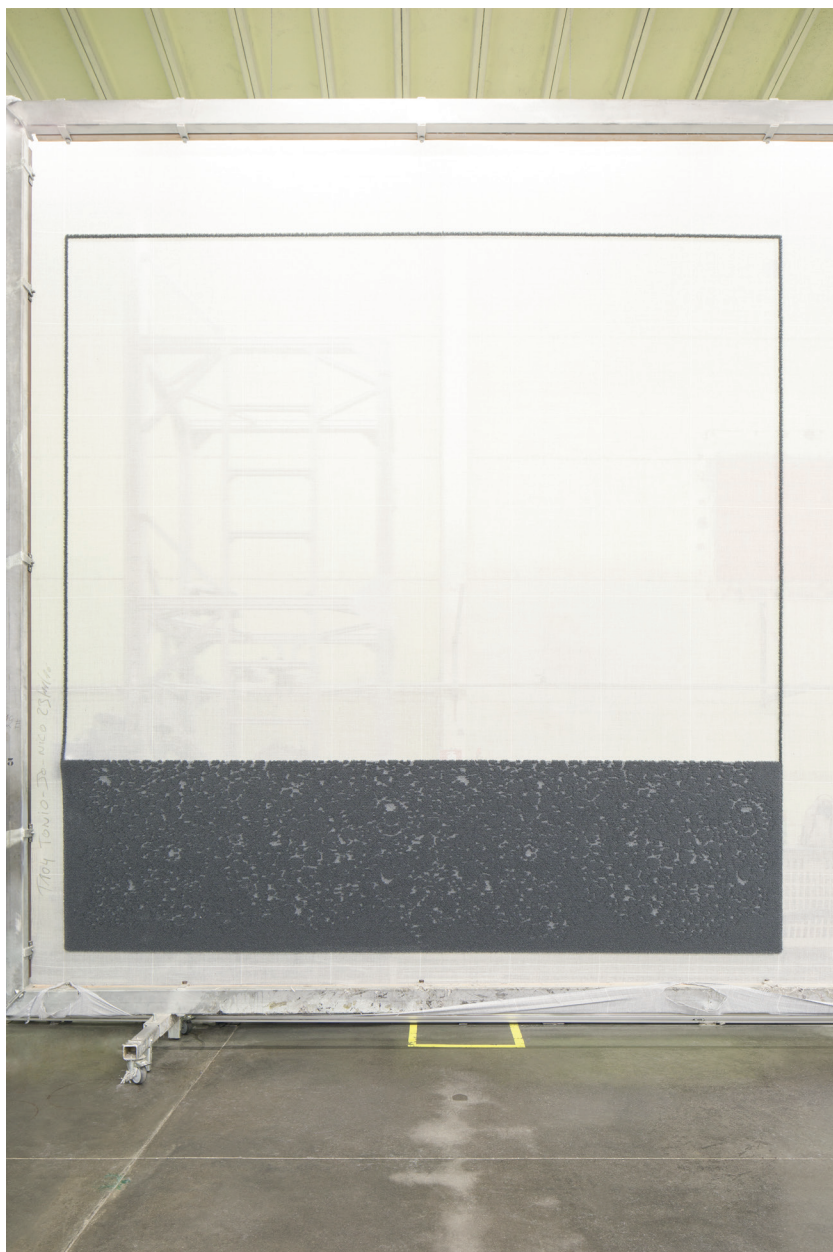


Limited Edition,
2017
Frederik Vercruysse



“Photography is a type of trance that is rooted in the present moment. It’s a document whose style and composition are the product of your observation and communion with your subject.

The intrinsic beauty in the carpets and floor coverings manufactured in the workshops of Limited Edition and 2tec2 let me elevate their purpose, showcase their heritage, and reveal the unique aesthetic and technical possibilities these products offer.”

Frederik Vercruysse

Limited Edition has been designing and manufacturing carpets and floor coverings in accordance with best practice since 1992. The group has twenty-five years of experience in producing tailor-made creations and collections, all within Belgium.

On the eve of Limited Edition’s anniversary, Belgian photographer Frederik Vercruysse has given viewers a glimpse into the design and manufacturing workshop of this family-owned business from East Flanders, a region that has always been on the cutting edge of innovative textiles in both the fine arts and applied arts.

The photographer was given free rein to depict the company’s creativity and expertise, which are showcased here through an exploration of the limits of conceptual and abstract art.

A series of fourteen photographs highlights the unique, multi-faceted world of Limited Edition and 2tec2, from tufted carpets to woven vinyl flooring. These striking images capture the essence of the secular traditions of Flemish tapestry, while turning a spotlight on art and design as well as the advanced techniques employed by Limited Edition.

www.le.be
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Statement of intent

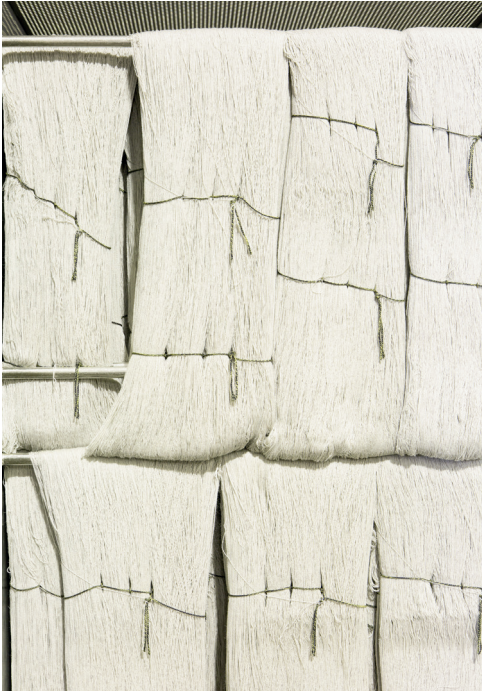
Backed by traditional textile know-how and armed with the trends and techniques of today, Limited Edition and 2tec2 are located alongside other major tapestry manufacturers in the region between Brussels, Audenarde, Malines, Grammont, Enghien, and Tournai.

At Limited Edition and 2tec2, the art of manufacturing rugs and floor and wall coverings is open to abstract, conceptual, and contemporary interpretation. The supporting surface, be it horizontal or vertical, whether the floor or carpet, serves as a platform for a tableau vivant, just like the sketches that surrounded and enriched the narration of the retables from historical Flemish art. This platform forms the foundation of the identity of Limited Edition and 2tec2, the group's two brands.

In modern times, artists from the CoBrA movement, including Pierre Alechinsky, added an expressive, calligraphic dimension to this religious iconography. By closely examining a Limited Edition rug and observing the typology and ceaseless activity of the looms of the company's factories, which are now set up as Jacquard looms, it is clear that the warp and weft threads overlap to create a veritable modern and contemporary canvas that blends an astonishing palette of colors, patterns, and structural effects. The carpet frames, used to make tufted pieces (a technique that was created at the same time as the CoBrA movement in the 1950s), are reminiscent of tapestry cartoons. These same frames also form surprising geometric and organic shapes following a random, algorithmic pattern.

At Limited Edition, cotton canvas is stretched on a vertically-oriented frame and gradually covered with a tufting gun, which attaches the wool to the backing. Bits of wool and silk reveal the previously drawn design, colors, and patterns. The back of the tufted carpet is then coated in latex. On both the front and back of the canvas, one side is covered in velvet, while the other side is coated with a black primer that resembles asphalt. Each section of wool can be sculpted to create patterns and indicate a change of color and movement in the material. Chiseling is the final step in the process and gives the rug its final relief. The product is now ready to tell its own story. In addition to the procedure used to make a tufted rug, Limited Edition and 2tec2 also employ a weaving technique to create tailor-made pieces, thereby combining both traditional techniques and cutting-edge methods. The laboratory connected to this tufted carpet and floor covering factory, Superdye dyeworks, is a research and development resource unlike any other in Europe.

Lise Coirier, Pro Materia



*A bit of wool, cotton, and jute canvas
were all Belgian design needed to set
the standard for the rest of the world.*

Limited Edition / 2tec2 **Outstanding materials and expertise**

In Mouscron, at the heart of Belgium's traditional canvas and linen industry, Katia Dewitte moved into her father's workshop at the site of a former spinning mill. At the time of her move in 1992, sisal carpets were in fashion. Katia, who loved color, decided to add a twist by decorating the edges of her rugs with hand-sewn strips she created from samples provided by local suppliers. Her first original design allowed her buy new machines and start Limited Edition along with her husband, Philippe Hanet, and brother, James Dewitte. Today, this family-owned business is revitalizing the struggling textile sector as well as its culture, which has been a part of Belgium's history for centuries.

From its original specialty in carpet edging, Limited Edition has expanded its expertise to include the weaving know-how of Arcade as well as that of the New Franco-Belge factory, which has been working to expand the influence of East Flanders in the sector since 1923, and J.M. Desseaux Handtuft, which is specialized in a tufting technique in which different kinds of threads are stitched through a ground fabric and then attached to the reverse side using a coating. As part of a partnership, Limited Edition founded Superdye dyeworks and took over the Dreuilhe spinning mill, a symbol of the French Pyrenees, as well as the Coverfil mill in Luignne, thereby granting the company complete control over its production chain.

High-fashion carpets produced with care

Located on the border between France and Belgium, Limited Edition's factories and ninety-six employees manufacture artisanal products of impeccable quality and ensure that the company's two brands, Limited Edition and 2tec2, benefit from each other's experiences in textile

production. The 2tec2 brand is the group's newest label and was created to meet the needs of companies. Their products are available in over 120 countries.

Limited Edition's strength comes from its independence. Instead of falling in line with today's trend towards factory outsourcing, the group decided to keep its three production sites in Mouscron. Within an industrial, yet human-scale setting, their carpets are woven, tufted, sewn, assembled, and glued. As for Mr. Dewitte's old woodworking shop, today it's used to make the shipping boxes necessary for packing the most important pieces as well as the stands used during the large design and architecture trade shows and cultural events attended by Limited Edition and 2tec2, including the Biennale Interieur in Courtrai and the Salone Del Mobile in Milan.

Every season, Katia Dewitte draws and oversees the creation of the cartoons that will determine the carpets' aesthetic in partnership with the company's designers, who pay close attention to the latest trends. Using up to fifteen colors per piece, they draw inspiration from both painting and graphic design. Her passion for art and contemporary design recently led her to collaborate with the stylist Dirk Van Saene to create a limited-edition rug reinterpreting the vision of Belgian artist Rik Wouters for an exhibition at Antwerp's fashion museum, MoMu.

In 2011, Limited Edition's founder even drew inspiration from nylon boat rigging. From Mouscron to Amsterdam, her meeting with the Dutch designer Hélène Dashort led her to develop new polypropylene cording that, when assembled in an arabesque pattern according to a traditional manufacturing method, produced the iconic carpet collection Looping. The idea took off, and the company designed a tiled version as well. →



Limited Edition has also been a pioneer in its use of cowhide over the past decade. The material is prepared in its workshops, then sewn and assembled to produce a perfectly flat rug. This work of art is available in two different versions, Palomino and Pinto, whose names refer to the material's country of origin, Brazil. Cowhide has never before been used to create carpets in this way.

A Limited Edition rug requires up to two years of development. The company's continuous investment in machines specialized in handling leather, woven textiles, and tufting and manufacturing trim and fringing allow it to meticulously test the results of textile innovations before constructing each carpet.

It took five years to create 2tec2's high-tech woven vinyl and fiberglass carpets. James Dewitte headed up the new project. The flexibility of this environmentally friendly flooring makes it possible to provide a tailor-made solution for each location, contract (offices and hotels), and designer vision.

As the range of formats (rugs, rolls, and tiles) and product references (now over 300) expanded, Limited Edition started making a name for itself among private clients, architects, and professional patrons by meeting their needs with personalized creations. A few satisfied customers include Dior, LVMH and L'Oréal in France, and IBM in the United States, who contacted Limited Edition about outfitting their offices and headquarters. Limited Edition carpets also grace the Giorgio Armani showroom in Milan and Quai Branly Museum in Paris.

Novel textiles and innovative procedures

At Limited Edition, materials are freely combined and intertwined. Tufted rugs come in a variety of woolen, cotton, bamboo, and silk finishes, and the company's original creations are available in cowhide, wildebeest skin, and banana fiber. When these materials are combined with polyamide, vinyl, viscose, and polypropylene, the performance and aesthetic properties of these carpets and flooring options are increased tenfold. Products designed for outside use are naturally waterproof, slip-proof, and UV-resistant. Unlike most other carpet manufacturers, Limited Edition yarns are spun, dyed, and rinsed on site in accordance with traditional methods using the last two examples of such machines in Europe. The company's unrivalled drive and energy translates to frequent and regular productions; in fact, nearly 150 collections have been released over the past twenty-five years.

Limited Edition luxury craftsmanship means each rug is finished by hand following the use of mechanisms to align the product's warp (length-wise) and weft (width-wise) and the careful work of the label's engineers, who stitch different kinds of thread through the ground materials used for tufting.

Adequate sampling is also done on site and puts the finishing touch on this high-fashion offer, which is further supported by a continuous dialogue between buyer and user. This process ensures our rugs and flooring products serve as a common thread that enriches our customers' lives. They are more than just accessories; our products are canvases open to every aspect of art and contemporary design.

Six questions for Katia Dewitte

How did Limited Edition come about?

The idea was to offer unique, tailor-made, high-end carpets for private clients, hotels, and stores. I wanted to establish a dialogue between the artisan and the machine as well as develop an impeccable level of expertise and quality. Innovation is our watchword. It's been our philosophy for the past twenty-five years. The Limited Edition group has grown from a single-person business to a large company with over 190 employees. We grew by increasing our market share and acquiring other Belgian companies whose carpet-making expertise would have otherwise disappeared.

What about 2tec2?

The 2tec2 label was created in 2005. It was based on research by my brother, James, who had been working with woven vinyl to create an original product that would be a major innovation in the flooring sector. It took five years to develop this very technical material, whose Jacquard weave offers a wide range of creative possibilities. The technology appealed to architects and trend-setters, and was pitched to offices, hotels, and luxury stores. By supporting our growth in Europe with Limited Edition productions, 2tec2 has cleared a path for our group, which is closely tied to Belgium's textile traditions, into the future.

How would you describe your creative vision?

My goal is to do what other factories aren't (yet) doing. I want to study

ancestral weaving methods and other techniques related to the textile sector, whether tangentially or directly, in order to reinvent and improve them. Our collaborations with artists and designers allow our company and our own designers to go beyond their limits and continuously raise the bar when it comes to experimentation and never-before-seen innovations. We accept nothing less than perfection. It is an unflagging commitment that requires perspective and patience to reach a satisfactory result. Traveling is also inspiring because it gets us out of our daily routines and helps us think. A modern art collection, an architect's new building, or a visit to an Asian or African country are all sources of inspiration. We can document the shapes and colors we see as much as we want in our memories.

What are the company's founding values?

My family has always had a passion for materials and color. The textile region where my brother, James, and I were born extends from northern France throughout the entire Flemish region in Belgium. Historically, there were many companies that wove, combed, and worked with natural materials such as linen and wool. These products were used in not only rugs, but also furniture fabrics and clothing. Through our experience with these companies, we developed a love for textiles. Today, we work to preserve this heritage. We want to be able to show our clients where our rugs and flooring products are manufactured and to introduce them to their creators. Our artisans are loyal to our company. They love their work, which is quite varied because all of our rugs are unique, if only in terms of their size. I love the energetic atmosphere and idea-sharing that characterize our team meetings. We are also a family-owned business with an international scope. We travel throughout the world for our respective families in

France, England, Egypt, and India and during the professional trade shows we attend everywhere from the US to Australia.

What is your area of expertise?

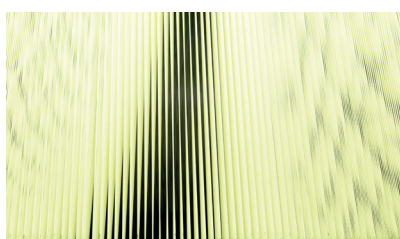
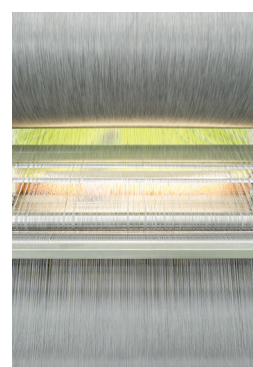
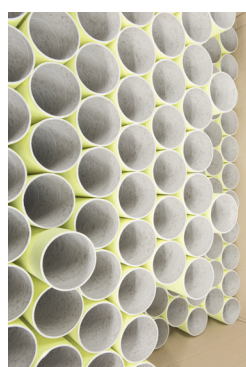
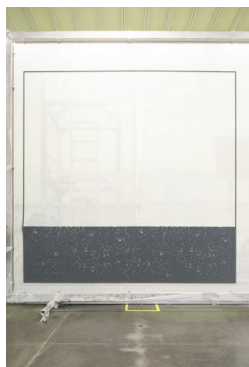
Limited Edition strives to produce the sector's most beautiful rugs in wool, silk, mohair, linen, and a wide range of other materials. We offer a variety of original products entirely manufactured at our factories. Our most innovative collections included our tailor-made tufted rugs. In order to make them, we either start with sketches taken from our archives and personalized for the client (color, size, etc.), or we create new designs to match the needs of our private and professional clients. Everything is made in Belgium. We also create the vinyl weavings used to make 2tec2 flooring. The company manufactures the yarn in accordance with the colors developed by our design department, and then it is placed on the jacquard looms to create original designs that will subsequently be included in our 2tec2 collections or used to meet the specific needs of architects. Our cutting-edge laboratory checks every step in the manufacturing process, allowing us to offer products with an iron-clad quality guarantee.

What is your dream?

My dream is to continue to pursue this fascinating trade alongside new creative individuals who would like to add their work to the history of textiles. I want to develop new ideas and outstanding products.

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Frederik Vercruysse

Images available on request



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About us

Artistic director : Lise Coirier, Pro Materia

Armed with her expertise and an international network, Lise Coirier founded Pro Materia in 1999. The agency provides constant intelligence about creative industries and today's talent via exhibitions and anthological workshops, including Label-Design.be—Design in Belgium after 2000; Belgium is Design. Design for Mankind; Human Cities; and Glass is Tomorrow. Pro Materia recently opened its Spazio Nobile gallery in Brussels, which is dedicated to contemporary applied arts, design, and photography, and started publishing the bi-annual and online magazine TLMag (True Living of Art & Design) in 2008.

Editor : Mikael Zikos, Pro Materia

Contemporary art and design, in both its traditional and modern forms, inspire the vision and work of this freelance journalist based out of Paris. A former editor at IDEAT magazine and an avid, multi-lingual traveler with experience in the art market, Mikael Zikos contributes to specialized publications in France and abroad, including L'Officiel Art. He is also a lifestyle author, advisor, and producer of editorial content through his eponymous company.

Photographer : Frederik Vercruysse

Starting in 2006, Frederik Vercruysse's photography, which is rooted in his love of architecture, earned him a name in the field of visual documentation. Based out of Antwerp, the photographer's precise style, with its otherworldly minimalism and concrete, graphic feel, lights up the surface of his personal projects and the products of his clients, who include IT, design, and luxury companies such as WSJ Magazine, L'Officiel Hommes, Muller Van Severen, and Hermès. Vercruysse's first monograph was recently published ("Index 2006-2016;" Luster Publishing) and highlights his work for fashion and lifestyle brands as well as his artistic eye.