

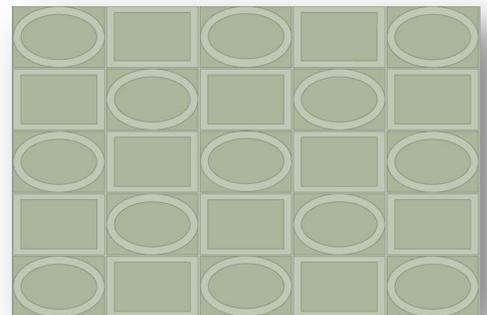
A L L I S O N P A L A D I N O
C O L L E C T I O N S



High Point, NC, April 2014 – Internationally acclaimed designer, Allison Paladino, will be showcasing her up and coming collection of hand-tufted rugs for New River Artisans and furniture line for E.J. Victor at this years Spring 2014 Furniture Market.

Spring is in the air, as you will see in Allison’s space at the E.J. Victor showroom, covered in layers of turquoise and beige. The designer will be available for a personal tour Saturday, April 5th and Sunday, April 6th.

Enhancing the visual allure of the showcase room will be her newest hand-tufted area rug with New River Artisans, Post Modern. This new addition will round out her rug collection to six spectacular pieces available in 30 different colors. “It was only natural for me to move from designing furniture to the walls and to the floor,” Paladino relates. “The new rug palette is serene, quiet and beautifully elegant, and I’m incredibly excited about the greatly reduced lead times this North Carolina-based Company offers. New River is putting all of the custom rug companies overseas on notice. Where typical lead times average 5 to 6 months from overseas, and designers have to worry about things getting caught in customs, New River Artisans deliver strike-offs in one to two weeks, and completed area rugs in six to eight. The Post Modern rug as well as the rest is made from 100% colorfast New Zealand wool. The design portion of the rug is made of a cut pile while the field is in a loop.



New River Artisans is a premier provider of world-class, fully custom, hand-tufted wool rugs. We are pleased to be known as an authoritative and trustworthy partner in the design community.

The company was founded, and is still owned and operated, by the Satterwhite family. Sharing a desire for authentic living and a vocation in service of creativity, Leith and Neal Satterwhite opened a small rug mill in North Carolina’s New River Valley in 1981. Their custom rugs were soon commissioned by some of the

country's most accomplished interior designers, including Jay Spectre and Geoffrey Bradfield.

As the company grew, New River Artisans earned recognition for being the first to develop to bring historic Aubusson patterns into needlepoint constructions, and for being a versatile and responsive design partner. Today we're a recognized leader in contemporary design. But we continue to execute each rug design in the finest authentic, traditional constructions.

It remains their aim to provide interior designers and their clients personalized service and the highest quality, most beautiful custom rugs available in the marketplace – each crafted here in the mountains of North Carolina and Southwest Virginia.

EJ Victor Showroom
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