

FLOOR_STORY

FLOOR_STORY at Cairo Studios
4 Nile Street,
N1 7RF.

FLOOR_STORY at London Design Festival 2026

Configurations in partnership with Sancal, curated by Trifle*:

Step into a dynamic and lively showroom space that walks you through contemporary rug launches, contextualised in playful furniture set-ups by Sancal.

FLOOR_STORY returns to London Design Festival and Shoreditch Design Week 2026 with five new rug collaborations, each born from a genuine creative dialogue. In partnership with Sancal and curated by Trifle* Creative, the Shoreditch showroom will be transformed into a series of roomsets.

2026 marks a new chapter for FLOOR_STORY: five designers, five distinct practices, five rugs. Each collaborator has brought their own creative instincts to the process of rug-making, with results that range widely in technique, scale, colour and finish.

Coco Lom, Les Keepers, Lakwena, POoR Collective and House of Quinn each translate their creative world into the language of the rug.

Activity listing (open invite):

Functioning as an ongoing activity within the space, a section within the showroom alongside their product installation with furniture brand Sancal, will be dedicated to exploring the creative process of building a rug design. Colour, texture and form will be explored through different paper textures, and used to imagine rug-making techniques such as pile heights, carving and mottling.

A few of the designers will be dropping by and taking part with the workshop, shining insight on some of the design decisions they made during the process, more information will be posted on their instagram page in the lead-up to the event.

FLOOR_STORY and some of the 2026 designers will be selecting a design to put into production and added to their catalogue, giving you the opportunity to have your design brought to life.

A toast to the designers (press only invite):

We'll be raising a glass in celebration of the creativity behind each newly launched rug design from 3-5PM on Tuesday the 15th of September. This will be a great opportunity to chat to the designers.

About FLOOR_STORY

FLOOR_STORY, East London rug dealers, are the designers and manufacturers of beautiful, high-end rugs with an emphasis on craft, colour and design that goes against the grain.

Through the championing of emerging design talent as well as collaborations with established creatives, they have built a varied and distinctive collection. FLOOR_STORY work by blending traditional craft with pioneering design to create bold, original pieces. Each hand made rug that produced is fair trade and recognised by Label STEP.

FLOOR_STORY is a B Corporation certified producer, meaning that they meet high standards of social and environmental performance, accountability and transparency.

For press enquiries including high resolution images of the collaborations please contact team@floorstory.co.uk

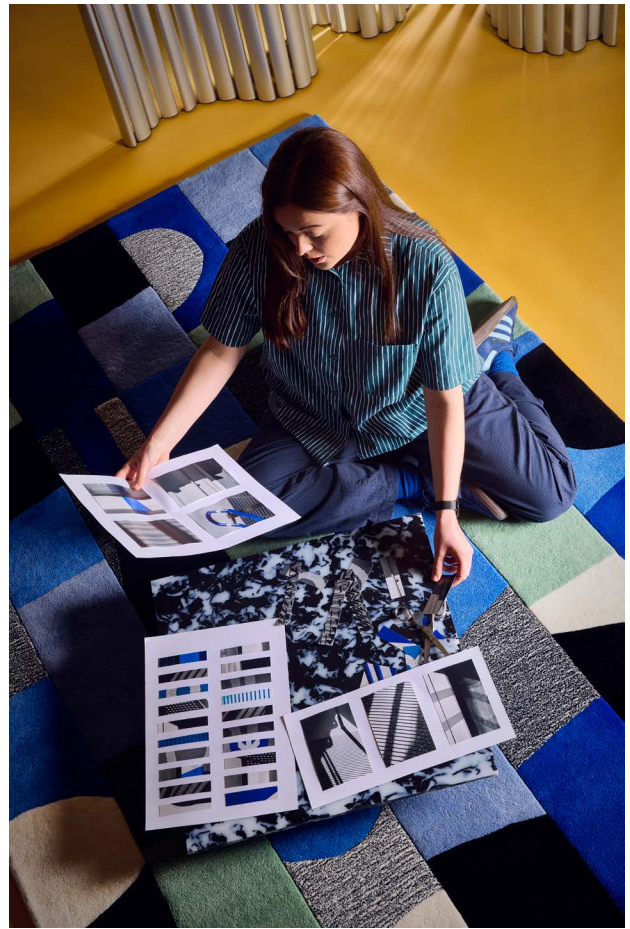
Photography by Mark Cocksedge

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