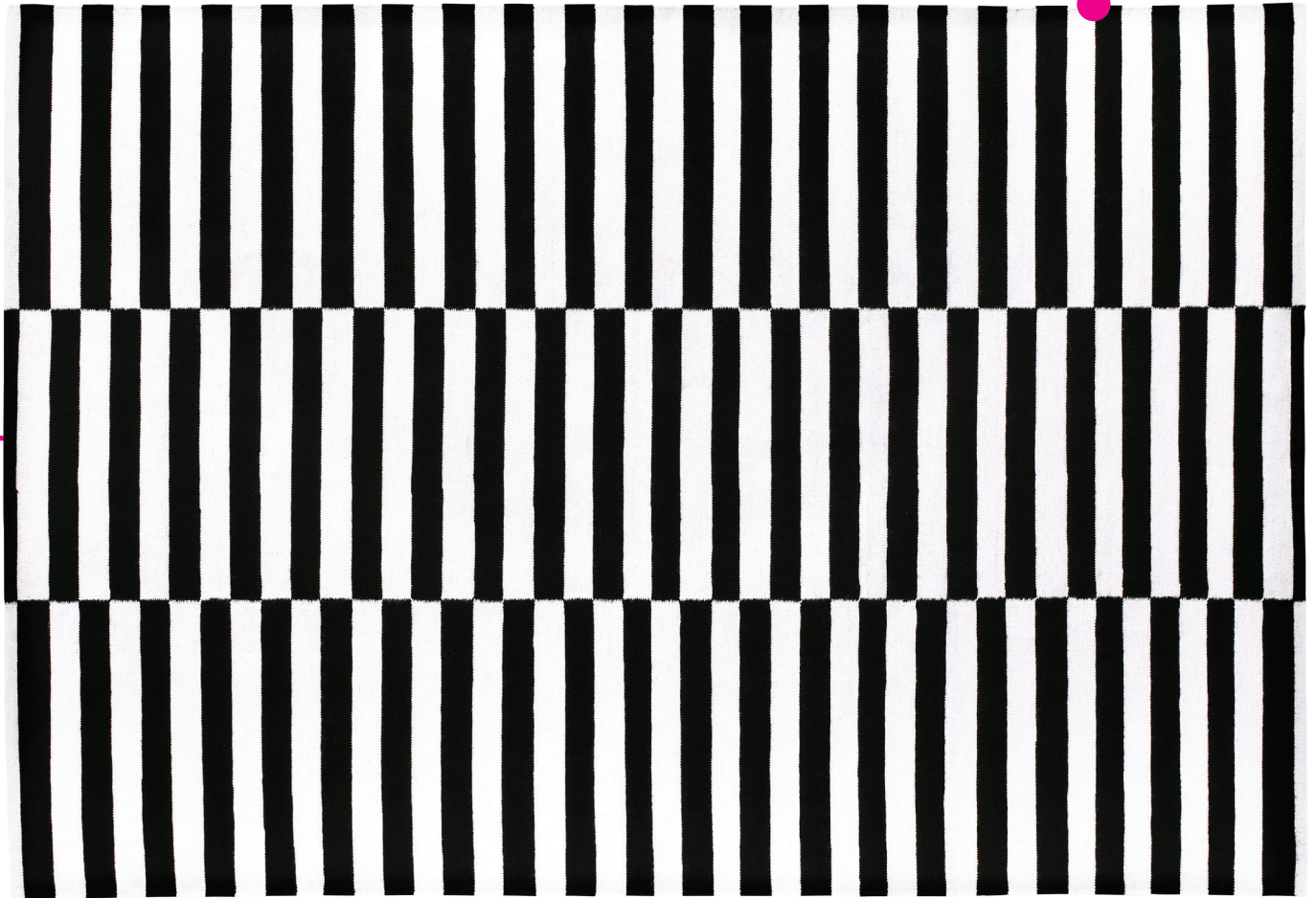


the rug

that goes with



Stockholm 5'7" x 7'10" wool rug, \$199, ikea.com

anything, anywhere

It's a real-life magic carpet! Plop it into any room in the house and—presto—it works.

in the living room



● **It fits right in with a funky mix.** “I wanted a cool rug to act as a backdrop for my colorful wall prints and mismatched pillows,” says Meredith Alexander, owner of this bungalow in Santa Monica, CA. Thick stripes look definitively hip—but they don’t steal attention from the other eclectic action in the room. There’s a nice texture combo happening here too: a flat-weave wool rug plus a distressed brown leather sofa plus a plush gray velvet chair.

● **It can be layered.** Most designers reach for sisal when they’re looking for a base to show off a patterned rug, but the Stockholm’s stripes do the job even better. Neutral yet not boring black-and-white makes floral, Persian, and ikat designs really stand out, as in this Craftsman-style house in Buffalo, NY. Blogger Mallory Nikolaus, who writes at Classy Clutter, paired her IKEA rug with a low-pile Moroccan style: “It helps both lie flat and stay put,” she says.



OPPOSITE PAGE: LISA ROMERIN; THIS PAGE, FROM TOP: MALLORY NIKOLAUS; DAVID T.SAY

● **It has that timeless chicness.** “I probably own close to 20 black-and-white T-shirts—they are always sophisticated and never go out of style, and the same goes for this rug,” says designer Amber Lewis. She’s used it in clients’ homes, and unhesitatingly chose it for the living room of her West Hills, CA, ranch. “The Stockholm is great in a high-low mix,” she says. (It’s paired here with a splurgy custom slipcovered sofa.) “Nobody ever believes it’s so inexpensive.”



in the dining area

It freshens up farmhouse style. Surrounding a distressed table with sleek metal chairs is a classic move. Place them on the wrong rug, though, and they look like items in a yard sale. Going with a crisp graphic pattern, as the owners of this 1910 home in Sweden did, gives a country table and lighting fixtures an urban twist.

fun decorating



It can take on a retro vibe. Designer Erin Kestenbaum wanted a rug for the dining room of her 1940s Colonial in Rowayton, CT, that would complement her trad style. "This twist on a classic stripe can look either modern or vintage," she says. Blocky lines are high-impact enough to stand up to busy fabrics—like the diamond print on the cane chairs—but still let delicate pieces, like the glass chandelier and brass etagère, shine.

OPPOSITE PAGE: CECILIA MÖLLER/LIVING4MEDIA; THIS PAGE, FROM TOP: ERIN KESTENBAUM, FELIX FOREST/LIVING INSIDE, STYLING: TAHNEE CARROLL

It super-defines an area. There's no dedicated dining room in the industrial three-story apartment where Leah Taylor and her husband live, above their home decor store in Australia. So she carved one out in the large open space that encompasses the kitchen and living room. "The rug makes a bold statement, and I also like how it plays off the lines of the subway tiles," she says.



in the office



It adds edge to a girly look. How to give pretty pink mohair wingback chairs, romantic floor-to-ceiling floral drapes, and an elegant white desk 2018 flair? With a rug that's equal parts glam and graphic, which is exactly why interior designer Alisha Gwen used it in her Pittsburgh studio. "It's attractive but has the punch the room needed," she says. One unexpected bonus of the flat weave: "My desk chair, which is on casters, never gets stuck!"



It brings the (unstuffy) polish. When it came time to pick a rug for this home office/computer room in Denver for a family of four, designer Erin Iba had a checklist: First up, it had to be stylish, since it's visible from both the living room and the kitchen. And it also had to be playful and fun. "This one fits the bill," she says. Instead of competing with the room's dark teal walls and coral bookcases, the stripes leave the space looking sharp yet welcoming.

OPPOSITE PAGE: ERIN DRUGA; THIS PAGE, FROM TOP: DAVID LAUER; DAVID A. LAND

It goes with any quirky design idea. After designer Dayka Robinson of Stone Mountain, GA, hired a pro to paint a cool geometric black-and-yellow pattern on one wall of her home office, she knew just the rug to go with it. "I like things that have big impact," she says. "Both the pattern on the wall and the stripes on the rug are overscale." She balanced them out with white walls, white floors, and solid curtain panels.



in the
bedroom



It's the rug for a black-and-white color scheme. The couple who own this cottage-style home in Carlton Landing, OK, wanted a posh, calming vibe in their bedroom. Paige Schnell of Tracery Interiors delivered with a stately black bed, white-and-charcoal linens, and cream shades, then brought them all together with the rug. "One element that combines a two-tone palette is all it needed to feel like the kind of room you'd find in a bed-and-breakfast," Schnell says.

It's cool for a kid's room.

The rug is not only a good deal (read: fewer worries about children destroying it), its split stripes also have a fresh, young vibe. As Olivia Korenberg of Twofold LA says, "I love how the pattern adds energy to a space." Which, of course, fits the 6-year-old boy who lives in this 1920s Los Angeles house. "It's one of our go-tos for kids' rooms and playrooms," Korenberg says.



OPPOSITE PAGE: JANA CARSON; THIS PAGE, FROM TOP: JENN PABLO; JAZI PHOTO



It's the perfect pattern-on-pattern play.

Since the rug's streamlined design gives it a tailored look, it pairs well with more ornate pieces—like the tapestries designer Crystal Blackshaw hung in the bedroom her daughters share in their 1910 Chicago apartment. "I saw a designer's home with a fancier version of this rug and searched for it," says Blackshaw. "I found options that were too precious for children, and was thrilled to discover this IKEA one."