

FLICK RUG

Designed by Yuchen Wu for Normann Copenhagen



normann
COPENHAGEN



THE ART OF BLENDED TEXTURES

Normann Copenhagen presents the Flick Rug, designed by Yuchen Wu, a stunning addition to its rug collection. Inspired by patchwork craftsmanship and the fleeting beauty of passing scenery, Flick blends two distinct colors into a harmonious, dynamic whole.

Hand-tufted from 100% New Zealand wool, known for its durability, insulation, and luxurious softness, each rug features intricate patches that merge seamlessly from a distance, creating a flickering effect reminiscent of blurred landscapes seen from a moving train. Its intentionally soft, irregular weave enhances its organic aesthetic, ensuring the pattern flows naturally without appearing rigid or structured.

“Flick is about the interplay of colors and perception,” explains designer Yuchen Wu. “The concept draws from the idea of movement and transition – like watching scenery flick by on a journey. Up close, you see detailed craftsmanship; from afar, it transforms into a seamless blend.”

Available in Off White with Brown, Dark Green or Burgundy, and in sizes of 200x300 cm, 170x240 cm, and 80x200 cm, Flick Rug adds warmth and texture to both contemporary and traditional interiors, its refined, tactile appeal making it a statement piece that enhances, yet integrates with any room.

Flick Rug is scheduled to be available online and in stores from beginning of March. Due to current circumstances, delays may occur.



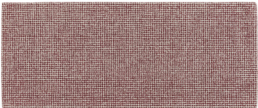




Flick Rug 200x300 cm
Off White/Burgundy



Flick Rug 170x240 cm
Off White/Burgundy



Flick Rug 80x200 cm
Off White/Burgundy



Flick Rug 200x300 cm
Off White/Brown



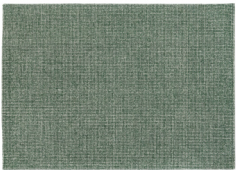
Flick Rug 170x240 cm
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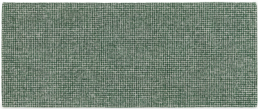
Flick Rug 80x200 cm
Off White/Brown



Flick Rug 200x300 cm
Off White/Dark Green



Flick Rug 170x240 cm
Off White/Dark Green



Flick Rug 80x200 cm
Off White/Dark Green

Colors: Off White/Burgundy, Off White/Brown, Off White/Dark Green
Material: 100% New Zealand wool
Dimensions: 200x300 cm / 170x240 cm / 80x200 cm
Price: Click [here](#) to see the pricelist in all currencies



CONNECTING PEOPLE AND SPACES

Since Normann Copenhagen's foundation in 1999, our ambition has been to challenge conventional thinking and make the ordinary extraordinary through great design.

By combining the craftsmanship, functionality and endurance characterized by our Danish design heritage with modern silhouettes and durable materials, we aim to create original products in a contemporary design that withstand the test of time. We believe in uniting people and spaces across the world and improving the quality of people's lives through the power of great design.

Our products combine functionality and design and accommodate the diversity of needs of modern life in residential and professional interiors alike.

Press info

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for all products and events in English,
German, French, Italian and Danish go to
normann-copenhagen.presscloud.com

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