

CIAL BULLETIN

Discover This Edition

Discover in this edition the fashion, beauty, and design of carpets.
We highlight the evolving world of carpet style, showcasing how
carpets continue to shape contemporary interiors.
You can read on to be inspired by the creativity and excellence
driving our industry forward.

Picture: Victoria Carpets



Hello to the *CIAL Bulletin*!

Welcome to the Carpet Institute of Australia's **February 2026** Bulletin! This edition highlights the evolving world of carpet fashion and design. From emerging trends and colour stories to innovative textures and design-led applications, we explore how carpets continue to shape contemporary interiors. You'll find updates from across the industry, celebrating creativity and the role of carpet design. We invite you to read on and be inspired by the style and excellence driving our sector forward.

Picture: EC Carpets



Picture: Godfrey Hirst Commercial (GH Commercial) - Geelong Arts Centre

Godfrey Hirst's Designer Jet® Mastery: Weaving Fashion, Culture, and Innovation into Geelong Arts Centre

In a stunning fusion of contemporary design and timeless cultural narratives, Godfrey Hirst Commercial (GH Commercial) has elevated the Geelong Arts Centre transformation into a masterpiece of textile artistry. As Australia's largest regional arts complex, this revitalized venue breaks free from conventional theatre aesthetics, embracing an open, connected form that mirrors Geelong's vibrant spirit.



At the heart of this project lies GH Commercial's bespoke carpet solutions, which not only ground the space in functionality but also infuse it with high-fashion flair, drawing on indigenous storytelling to create immersive, trend-setting interiors.

Collaborating intimately with ARM Architecture, the Wadawurrung Traditional Owners Aboriginal Corporation, and local artists, GH Commercial's in-house design team transformed abstract themes of land, water, sky, and performance into a living carpet narrative. This partnership exemplifies how the carpet industry can lead in culturally sensitive design, blending heritage with cutting-edge fashion elements to produce spaces that resonate on a sensory level.



Picture: Godfrey Hirst Commercial (GH Commercial) - Geelong Arts Centre

Central to this achievement is GH Commercial's revolutionary Designer Jet® technology, a game-changer in the carpet world that allows for infinite colour injections and intricate patterning directly into the pile. This precision enables designers to push boundaries, creating custom flooring that rivals' couture fabrics in its expressiveness. For the Geelong Arts Centre, the result is a multi-layered story unfolding across levels, where carpets become canvases for Wadawurrung ancestral tales—evoking the earthy reds of soil, the fluid shimmer of oceans, and the infinite depths of the cosmos.

On the ground floor, inspired by the Ochre Country theme, GH Commercial's carpets envelop the Little Malop Street foyer in a cocoon of warm reds and browns. Extending from floor to walls and ceiling, this immersive installation turns the space into a grounded, fashion-forward artwork, where texture and hue create a welcoming, enveloping ambiance that sets a new standard for lobby design in cultural venues.

Ascending to the middle levels, the Moonah Forest motif comes alive through cool blue shades that harmonize seamlessly with cobalt seating and acoustic panels crafted by Gunditjmara Keerray Woorroong artist Tarryn Love.



Picture: Godfrey Hirst Commercial (GH Commercial) - Geelong Arts Centre

In the 250-seat Story House theatre, these carpet tiles enhance the aquatic theme, offering a cohesive, ocean-inspired palette that blends functionality with high-design elegance—perfect for performance spaces where every detail contributes to the audience's immersion.

Higher still, on level three, the carpets capture the ethereal essence of Sky Country and Night Sky Country with an abstract depiction of Bunjil, the wedge-tailed eagle creator spirit. This celestial rendition showcases how GH Commercial's innovations can translate mythological elements into modern, stylish flooring that elevates architectural storytelling.

Adding to the project's design ingenuity is the unconventional 1x1 meter tile format, a bold choice that delivers a visually dynamic installation tailored to the Centre's fluid spaces. This larger scale not only amplifies pattern impact but also aligns with emerging trends in modular flooring, allowing for flexible, fashion-conscious layouts that adapt to evolving interior needs.

Beyond aesthetics, GH Commercial's commitment shines through their support for community initiatives like 'The Church Giving Campaign' and the 'Name A Seat Campaign,' fostering local talent and accessible arts experiences. As a Geelong-based manufacturer, the company reinforces the region's design heritage by producing these carpets locally, minimizing carbon footprints while achieving Declare Red List Free certification. This dedication to sustainability positions GH Commercial as a leader in eco-friendly fashion within the carpet sector, supporting Geelong's status as a UNESCO City of Design and a beacon for environmentally conscious creativity.

The Geelong Arts Centre stands as a testament to the carpet industry's transformative potential, where Godfrey Hirst's expertise weaves together culture, collaboration, and couture-level design. More than mere flooring, these installations are a celebration of First Nations heritage, sustainable innovation, and community connection—heralding a new era where carpets are at the forefront of Australia's artistic renaissance.



Carpet Design That Connects: Interface & Sheldon

Interface, the global flooring solutions company, has partnered with leading design and construction firm Sheldon to deliver a future-focused workplace that highlights the evolving role of carpet in contemporary design. Conceived as a “living showroom”, the project demonstrates how thoughtful carpet selection can create seamless transitions, enhance well-being, and elevate workplace aesthetics.

A warm, nature-inspired colour palette and layered carpet textures are used to define zones without hard boundaries, creating a fluid and inviting environment. Carpet plays a central role in shaping mood, improving acoustics, and supporting a human-centred design approach, complemented by circadian lighting and abundant natural light.



Picture: Interface



Picture: Interface

Interface’s flooring solutions support Green Star and WELL targets while applying circular design principles such as modularity and reuse, proving that performance, beauty, and environmental responsibility can coexist.

Design inspiration drawn from natural forms and organic movement is expressed through subtle patterning, tactile surfaces, and refined tonal shifts within the carpet selections. These design-led choices reinforce a sense of flow and connection throughout the space, while demonstrating how contemporary carpet design can be both understated and expressive.

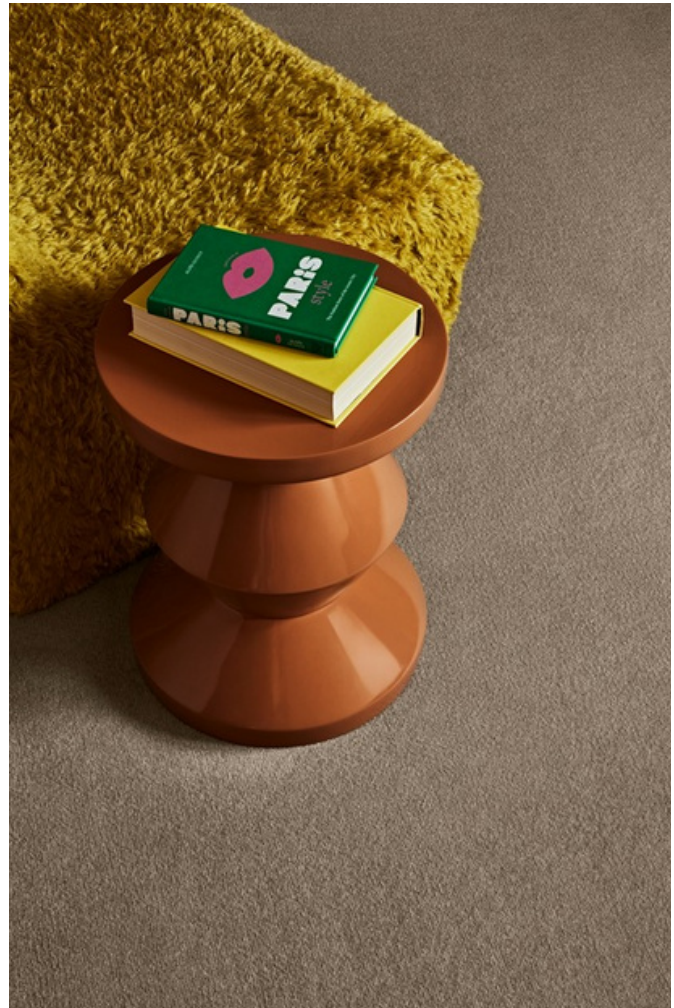
The result is a workplace that showcases carpet as a defining design feature, delivering comfort, style, and lasting impact.



Discovering the Total Beauty of Carpets

In today's fast-paced world, where design and functionality converge, carpets stand out as a cornerstone of interior elegance. Whether adorning the floors of cosy homes or bustling commercial spaces, carpets bring a unique blend of comfort, style, and durability. They transform ordinary rooms into inviting sanctuaries, offering a soft underfoot experience that enhances daily life. The beauty of carpets lies not just in their aesthetic appeal but in their ability to tie together colours, textures, and patterns, creating harmonious environments that reflect personal or professional tastes.

Imagine walking into a modern home where the carpet seamlessly complements the furniture and walls, adding warmth and depth to the space. This visual harmony is what makes carpets indispensable in residential settings.



Picture: Feltex

In commercial sectors, carpets provide a professional yet welcoming atmosphere, absorbing sound and reducing fatigue for employees and visitors alike. Their versatility allows for customisation to fit any brand's identity, from vibrant patterns in creative offices to subtle tones in corporate boardrooms.



Picture: Feltex



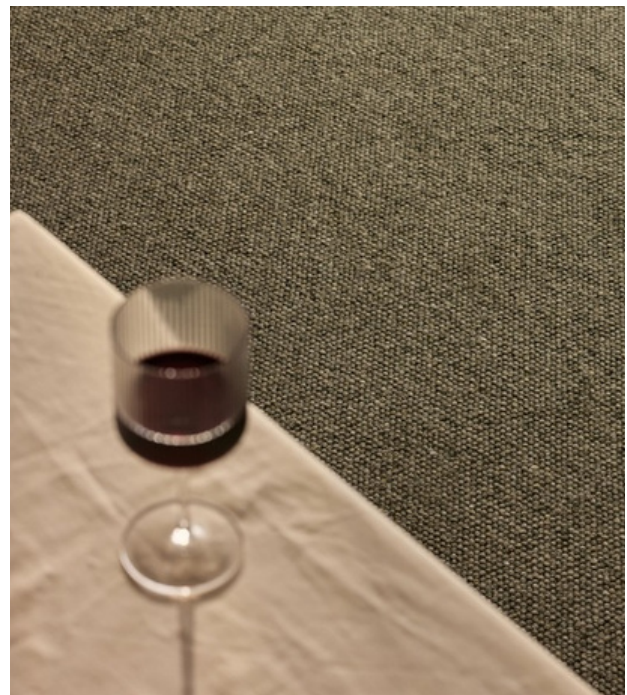
Victoria Carpets: Fashion-Leading Designs That Inspire

Victoria Carpets stands as a beacon of fashion-forward design in Australian flooring, blending 70 years of heritage with contemporary elegance. The brand draws inspiration from the world around us—nature, global trends, and modern lifestyles, to create broadloom ranges that elevate interiors.

Design is at the heart of Victoria Carpets. Collections like Threads of Nature showcase 100% New Zealand wool in sophisticated Scandinavian and mid-century modern styles, delivering luxurious texture, timeless tranquillity, and hypoallergenic comfort. Ranges such as Macarthur and Appleton embrace soft, warm tones and earthy neutrals for cosy, calming retreats, while Lucca and Westbourne Park offer innovative solution-dyed nylon loops that balance high-fashion aesthetics.

Victoria Carpets leads in on-trend palettes, from serene coastal lights and timeless greys to bold, mixed hues reflecting vintage and tonal movements. Textured loops, plush cuts, and chunky piles add depth and visual interest, enabling architects and designers to craft spaces of quiet luxury or eclectic vibrancy. Their commitment to cutting-edge fibre technology ensures style never compromises durability or sustainability, with wool's natural, renewable qualities enhancing eco-conscious elegance.

In a world of fleeting trends, Victoria Carpets delivers enduring sophistication, where texture meets timeless calm, and every floor becomes a statement of refined, fashionable living.



Pictures: Victoria Carpets



The Attraction of Carpets for Families with Children

For families with children, carpets offer an irresistible combination of safety, comfort, and fun. The soft, cushioned surface provides a forgiving landing for little ones learning to walk or play, reducing the risk of slips and falls compared to hard floors.

Parents love how carpets create a warm, nurturing environment where kids can sprawl out with toys and books.



Beyond safety, carpets muffle noise, allowing for peaceful playtime without disturbing the household. They're perfect for family rooms, nurseries, and play areas, fostering creativity and togetherness.

In homes with active families, the tactile appeal of carpets encourages sensory development, while their variety of colours and patterns can spark imagination. Carpets turn living spaces into joyful havens.

Pictures: Godfrey Hirst

Effortless Maintenance for Lasting Beauty

One of the greatest myths about carpets is that they're hard to maintain, but modern advancements have made upkeep simpler than ever. With stain-resistant fibres and easy-to-clean treatments, today's carpets repel spills and dirt, ensuring they stay looking fresh with minimal effort. Regular vacuuming and occasional spot cleaning are often all that's needed to preserve their beauty.

Professional deep cleaning services can extend a carpet's life, but for everyday care, homeowners and businesses appreciate the convenience. Eco-friendly cleaning solutions further enhance their appeal, aligning with sustainable living.

In both residential and commercial settings, this ease of maintenance means less downtime and more enjoyment, making carpets a practical choice for busy lifestyles.



Picture: SEBO



Carpet vs. Non-Textile Flooring: A Comparison

Feature	Carpet (High-Quality, Modern)	Hardwood / Engineered Wood	Laminate / LVT	Tile / Ceramic	Why Carpet Wins for Beauty & Lifestyle
Comfort & Warmth	Exceptionally soft, cushioned underfoot; warm feel; ideal for barefoot walking and lounging	Firm and cool; can feel hard and cold without rugs	Firm surface; minimal warmth	Hard and cold; often requires underfloor heating	Carpet provides unmatched cosy comfort, especially for families with children who play on the floor.
Safety	Slip-resistant; padded surface cushions falls (reduces injury risk for kids/elderly); fewer slip-and-fall accidents	Slippery when wet; hard impacts on falls	Can be slippery; hard surface	Very slippery when wet; unforgiving on falls	Superior safety and forgiveness for active households. Carpet softens impacts where hard floors amplify them.
Noise Reduction	Excellent sound absorption (reduces footsteps/echo by 35-70% with padding); quiets rooms and blocks transmission between floors	Poor—amplifies echoes and impacts; noisy footsteps	Moderate to poor; echoes sound	Poor—highly reflective of noise	Carpet creates peaceful, serene spaces; ideal for homes with kids, multi-level living, or commercial areas needing acoustics.
Thermal Insulation	Natural insulator; retains heat (lowers energy bills); feels warmer year-round	Moderate (better with rugs); can feel cold	Low insulation	Very low; often cold	Carpet enhances energy efficiency and overall cosiness in residential settings.
Aesthetic & Design Versatility	Endless fashion-leading patterns, colours, textures; adds elegance, sophistication, and warmth to any decor	Timeless but limited to wood tones; elegant but less customizable	Mimics wood/tile; versatile looks but flat feel	Bold patterns possible; modern but hard aesthetic	Carpet's rich textures and bold/trendy designs elevate beauty and tie rooms together with unmatched sophistication.
Maintenance Ease	Stain-resistant fibres; regular vacuuming + spot cleaning; less labour-intensive long-term (often 2.5x less cleaning time than hard floors per studies)	Requires regular polishing/sealing; shows scratches/dust	Easy sweep/mop but shows wear/scratches easily	Easy to clean but grout traps dirt; labour for deep cleans	Modern carpets are surprisingly low-maintenance and forgiving for spills in family/commercial use.
Family Appeal (Kids/Pets)	Soft play surface; muffles noise; traps allergens until vacuumed; fun patterns spark imagination	Hard for play; echoes noise; scratches from pets	Durable but hard/noisy; pet scratches visible	Hard/noisy; cold for play	Carpet is the go-to for nurturing, safe, joyful family environments.
Resale Value Impact	Fresh, high-quality carpet adds 1-7% value in family-oriented markets; creates move-in-ready warmth (e.g., 7% higher sales in some regions)	Often highest ROI (up to 2.5-5%+ increase; 54% of buyers pay more)	Moderate; seen as budget option	Strong in wet areas; neutral elsewhere	In bedrooms/family rooms, well-maintained carpet boosts perceived luxury and desirability without hardwood's higher cost.
Overall Brilliance	Combines beauty, comfort, elegance, and practicality for total sophistication in homes/offices	Premium look but sacrifices comfort/noise benefits	Affordable mimic but lacks depth/warmth	Durable but stark/hard	Carpet delivers holistic excellence—elegant, inviting, family-friendly spaces that feel luxurious and lived-in beautifully.



Picture: Bremworth

Elegance and Sophistication in Residential Spaces

Nothing quite captures the essence of home like a beautifully designed carpet. In residential interiors, carpets infuse rooms with elegance, creating a sense of luxury and refinement. From living rooms to bedrooms, they add texture and warmth, softening the overall ambience and making spaces feel more intimate and inviting.

High-quality carpets can elevate even the simplest decor, turning a house into a sophisticated retreat. Their ability to coordinate with various styles, from minimalist modern to classic traditional, ensures they fit seamlessly into any home.



Picture: Bremworth

Homeowners often report that installing premium carpets enhances their property's value, both aesthetically and monetarily, while providing unmatched comfort underfoot.



Proven positive economic impacts

Investing in high-quality carpets is more than an aesthetic upgrade; it's a strategic decision that significantly boosts the value of residential properties. Real estate data shows that fresh, well-maintained carpeting can enhance a home's appeal to potential buyers by creating inviting, move-in-ready environments that stand out in competitive listings. For instance, in certain markets like Colorado, homes with new carpet have sold for an average of 7% more than comparable homes without it (based on Realtor.com data). Other sources indicate that carpeting can increase home value by 1-3%, particularly when it's clean, modern, and placed strategically in areas like bedrooms where comfort is prioritised.

Studies from real estate experts and reports highlight that replacing worn or outdated carpet prevents value loss, and buyers often mentally deduct repair costs or negotiate lower prices for visible wear, odours, or stains. By opting for high-quality, stain-resistant carpets, homeowners avoid these deductions, ensuring a smoother sale process and potentially higher offers. New carpet delivers solid, practical value in family-oriented homes, often recouping 50-80% of the investment through faster sales and elevated perceived luxury.

Ultimately, choosing carpet is a smart economic choice: it elevates the property's overall desirability, creates warm and sophisticated spaces that resonate with families, and maximises financial returns at the point of sale by making the home feel fresh, comfortable, and ready for immediate enjoyment.



Picture: Hycraft by Godfrey Hirst



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Stay connected with us across our social media platforms, where we regularly share fresh content and create new ways for our community to engage.

Our updates highlight how we support the carpet industry's commitment to quality and environmental sustainability through trusted grading and certification standards.

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