



## URBAN RUG Co. to Unveil NOT POP Collection by Matthew Knight at Clerkenwell Design Week 2023

LONDON, March 31, 2024 — URBAN RUG Co., a leading creator of innovative and environmentally friendly rug designs, is excited to announce its participation in Clerkenwell Design Week 2023. The company will be unveiling the NOT POP collection, a collaboration with renowned North Irish artist Matthew Knight. In addition, URBAN RUG Co. will be showcasing its signature city-inspired Manhattan 3D relief rug.

The NOT POP collection by Matthew Knight, known for his bold, colorful, and expressive art, offers a unique fusion of contemporary design and vibrant aesthetics. This exclusive collaboration with URBAN RUG Co. has resulted in a striking series of rugs that are sure to make a statement in any space. To learn more about Matthew Knight's work, visit <https://notpop.myportfolio.com/>.

At the event, visitors can also explore the iconic Manhattan 3D relief rug, a luxurious and sophisticated piece that boasts unparalleled depth and dimension. The meticulously crafted rug, made from 100% sustainably sourced New Zealand wool, embodies the essence of URBAN RUG Co.'s commitment to quality, style, and sustainability.

URBAN RUG Co. takes pride in being GoodWeave certified, ensuring that its rugs are produced ethically and without the use of child labor. The company's dedication to using only sustainably sourced 100% New Zealand wool demonstrates its ongoing commitment to environmental responsibility and social consciousness.

Clerkenwell Design Week is an annual event celebrating design, innovation, and creativity, making it the perfect platform for URBAN RUG Co. to showcase its latest collection and signature designs. Design enthusiasts, industry professionals, and media are all invited to visit URBAN RUG Co.'s exhibition during the event to experience these remarkable rugs first-hand.

For more information on URBAN RUG Co., its latest collections, and its commitment to sustainability, visit the company's website at [www.urbanrug.co](http://www.urbanrug.co).

### About URBAN RUG Co.:

URBAN RUG Co. is a leading designer and manufacturer of high-quality rugs, combining innovative design with a commitment to environmental sustainability and ethical production. The company offers a wide range of bespoke rugs, suitable for residential, commercial, and hospitality spaces. By using only sustainably sourced materials and being GoodWeave certified, URBAN RUG Co. ensures that its products not only look exceptional but also have a positive impact on the environment and society.

### Media Contact:

Lukasz Kos  
Director  
+44 (0) 20 3488 3320  
[info@urbanrug.co](mailto:info@urbanrug.co)