

# STUDIO

by

Van Besouw





studio by  
**VAN BESOUW**

The Studio of Van Besouw has been the heart of the brand since the 1960s. The place where rough ideas are transformed into refined carpets, where craftsmanship and an exceptional eye for detail come together.

Within the Studio, colour, pattern, and form are developed with precision. Materials are selected with care, and each rug is brought to completion with a clear vision in mind.

With the introduction of our new robot tufting technology, the Studio is able to go further. This innovation allows ideas to be translated into more unique structures, refined details, and precise colour compositions, exactly as envisioned.

The Studio of Van Besouw is the starting point of every rug. On the following pages, we invite you to discover how ideas and technology come together within our Studio, as we present:  
Studio by Van Besouw.



# STUDIO | by Van Besouw



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how the past continues in the Studio today

## HISTORY



Van Besouw has a rich history that dates back to 1839. What began with the production of linen and cotton fabrics evolved in the early 20th century into a carpet factory with a distinctive character.

In the late 1960s, Van Besouw entered a new era. Under the direction of designer Benno Premsela, a design studio was established in Goirle. It became a place where ideas, experimentation, uniqueness, and craftsmanship came together.

An approach that continues to define Studio by Van Besouw today. Where woven and knitted carpets once shaped the creative process, robot tufting now brings ideas to life with greater precision. The Studio remains a place for exploration and innovation. Then, now, and in the years to come.



a new chapter in creating  
**ROBOT TUFTING**

What began as industrial production has evolved into a process where innovation and craftsmanship move as one. Robot tufting guides each thread with exact precision, shaping patterns, forms, and subtle colour transitions.

Within the existing Van Besouw collection, robot tufting adds a new layer. Studio by Van Besouw is a continuation of our rich history: a creative space for refined craftsmanship, while remaining true to the core values that define the brand.

Each design begins with an idea, guided by our in-house designers. Colour selections, pile heights, and structures are carefully refined and developed into a digital drawing that forms the starting point for the robot-tufted creation. A new way of creating, carrying the same devotion to detail as ever.



the foundation of character

## MATERIALS

Every Van Besouw development begins with the material itself. For robot tufting, we work exclusively with fine worsted wool, a yarn spun from the longest and most refined fibres.

Each thread is prepared with care. Shorter fibres and natural variations are combed out, resulting in a smooth and even structure that gives the surface its calm and refined appearance.

Worsted wool is soft to the touch, yet naturally strong. It resists wear, ages gracefully, and reflects light with a subtle sheen. The fine yarn allows for precision in structure, bringing depth and definition to every tufted rug.

## STRUCTURES

Structures define a rug's look and feel, each construction has its own unique character.



### Cut pile \ low

When the yarn is cut, an open pile structure is created. This results in a soft, smooth surface with a refined appearance and a subtle, elegant sheen.



### Loop pile

When the yarn remains uncut, closed loops are formed. This creates a compact surface with a calm rhythm and a tactile, grounded character.



### Cut pile \ high

When longer threads are cut, they move more freely within the pile. This gives the surface volume and warmth, resulting in a richer, more expressive texture.

## COLOURS

Within our Studio collection, colour adds an additional layer of expression to the material.

The fine worsted wool gives the surface a soft, smooth appearance, while colour deepens this effect with a quiet sense of luxury. Each shade is carefully selected for its balance. Colours can stand on their own, yet they are designed to work together.

Within each design, gentle transitions can be created between related tones or between contrasting hues. The colours blend with ease, allowing for fluent gradients as well as clear, distinctive combinations.



our palette



Cut pile low \ 1701



Loop pile \ 1702



#### Facts

Type of manufacture	robot tufted
Application	residential
Pile material	100% New Zealand worsted wool
Total height	± 25 mm
Total weight	± 3600 g/m <sup>2</sup>
Width	max 380 cm
Length	max 880 cm

#### Facts

Type of manufacture	robot tufted
Application	residential
Pile material	100% New Zealand worsted wool
Total height	± 20 mm
Total weight	± 3800 g/m <sup>2</sup>
Width	max 380 cm
Length	max 880 cm

## Cut pile high \ 1703

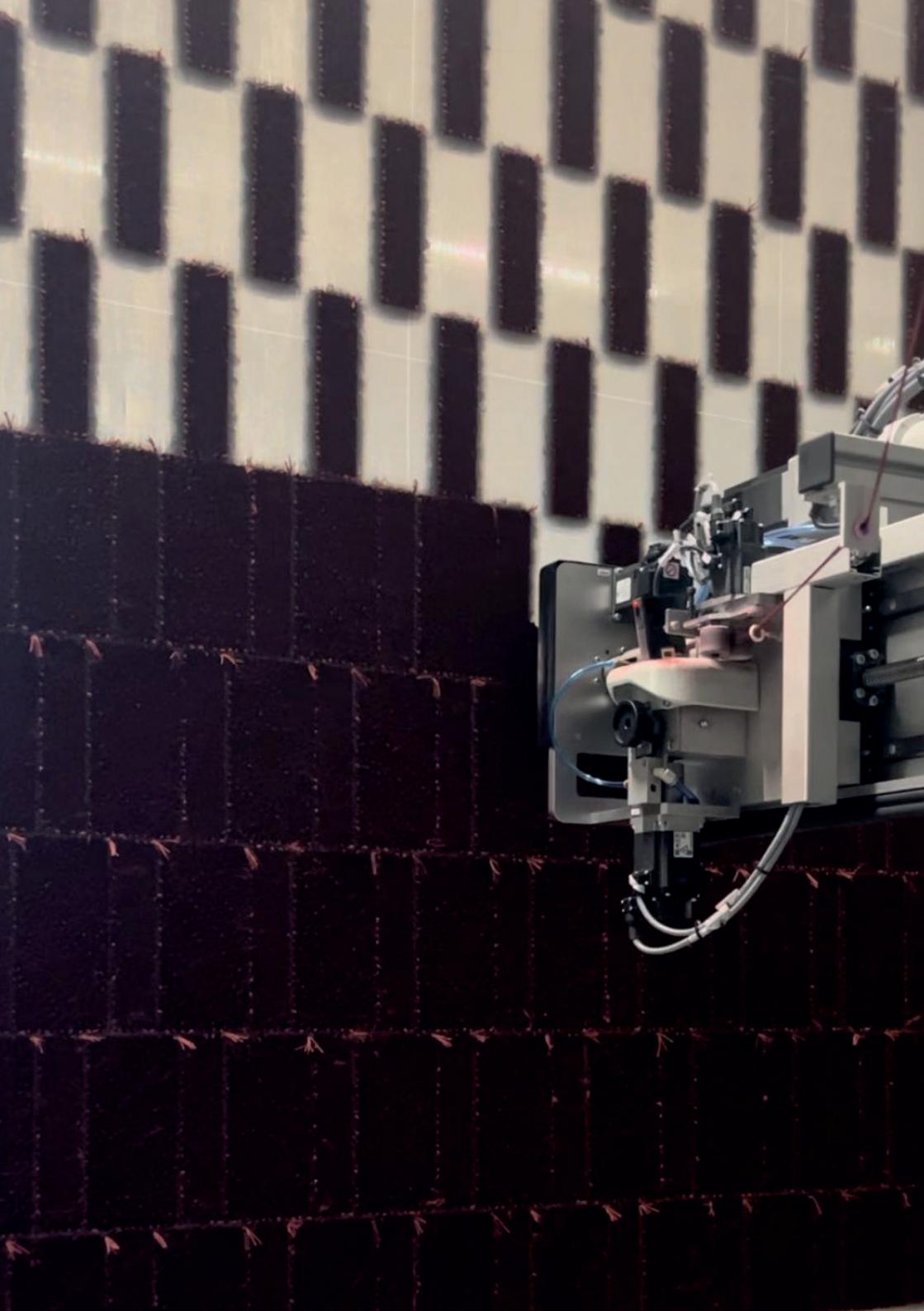
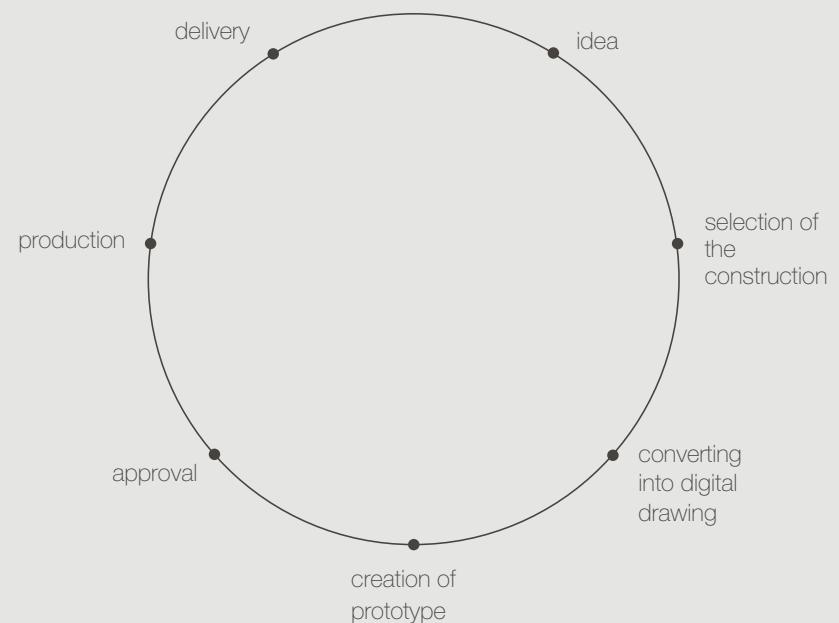


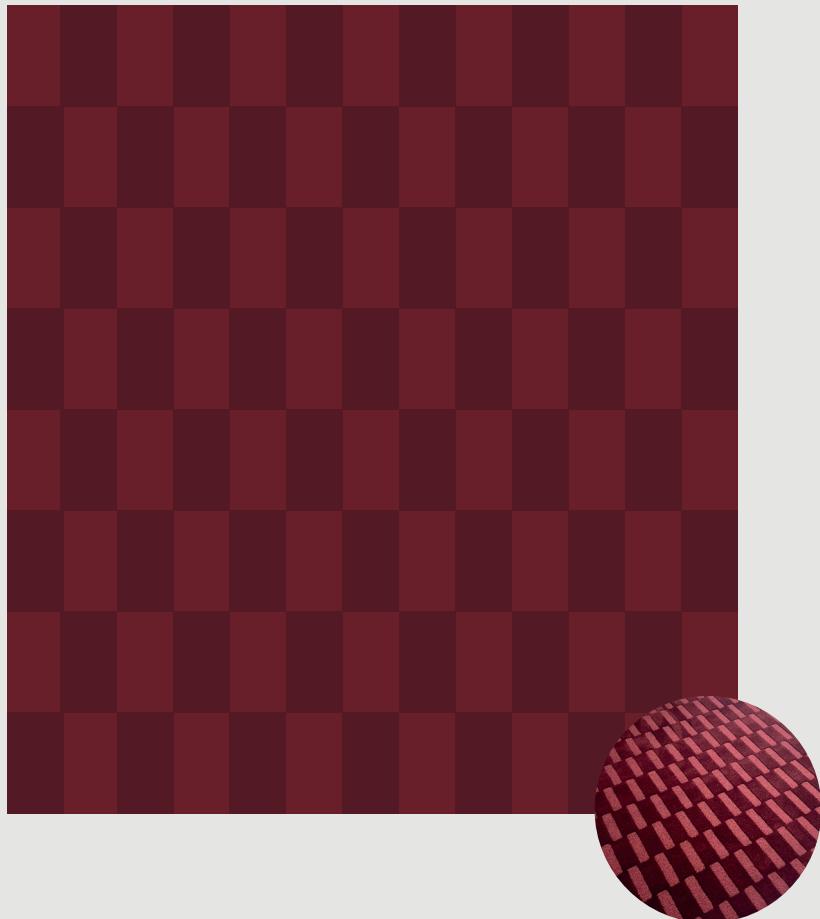
### Facts

Type of manufacture	robot tufted
Application	residential
Pile material	100% New Zealand worsted wool
Total height	± 40 mm
Total weight	± 4000 g/m <sup>2</sup>
Width	max 380 cm
Length	max 880 cm

from idea to rug

## CREATION





## RUG \ COMBINATION

Type of manufacture

Pile material

Pile type

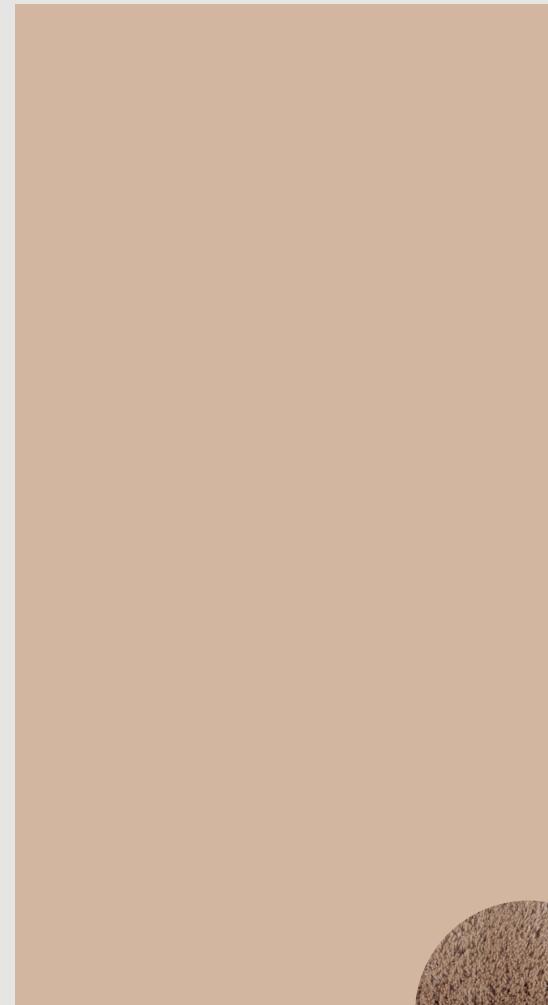
Colour

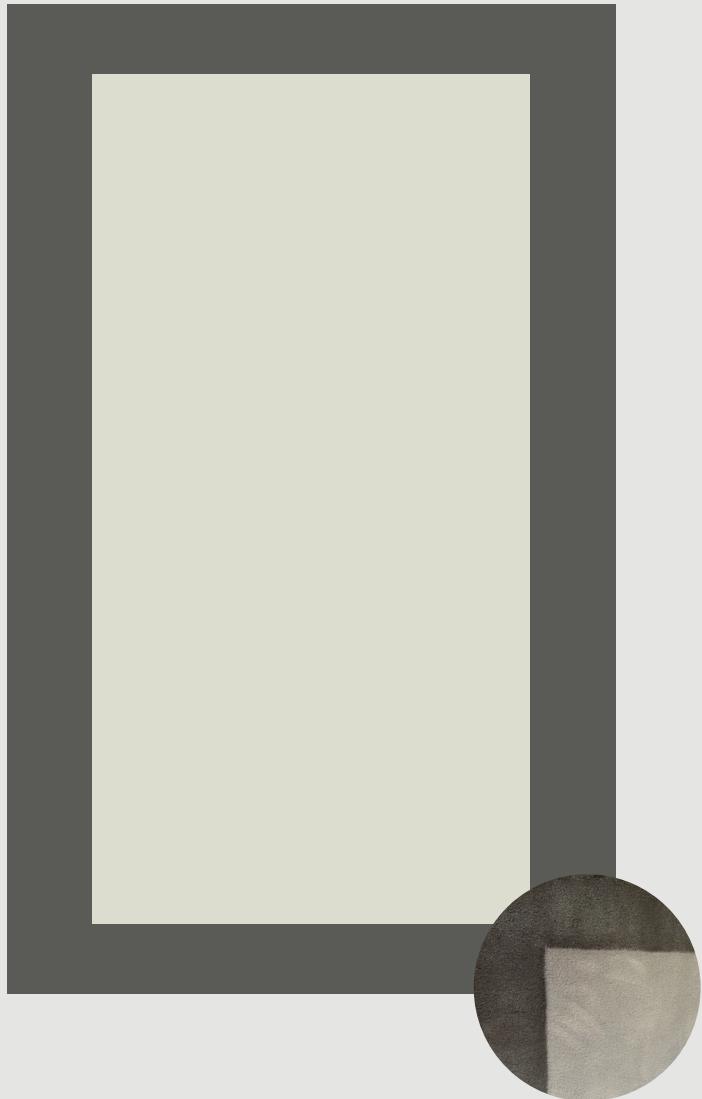
robot tufted

100% New Zealand  
worsted wool  
cut pile low,  
loop pile  
270

## RUG \ CUT PILE HIGH

Type of manufacture	robot tufted
Pile material	100% New Zealand worsted wool
Pile type	cut pile high
Colour	030





## RUG \ COMBINATION

Type of manufacture

Pile material

Pile type

Colours

robot tufted

100% New Zealand

worsted wool

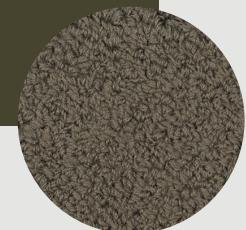
cut pile low,

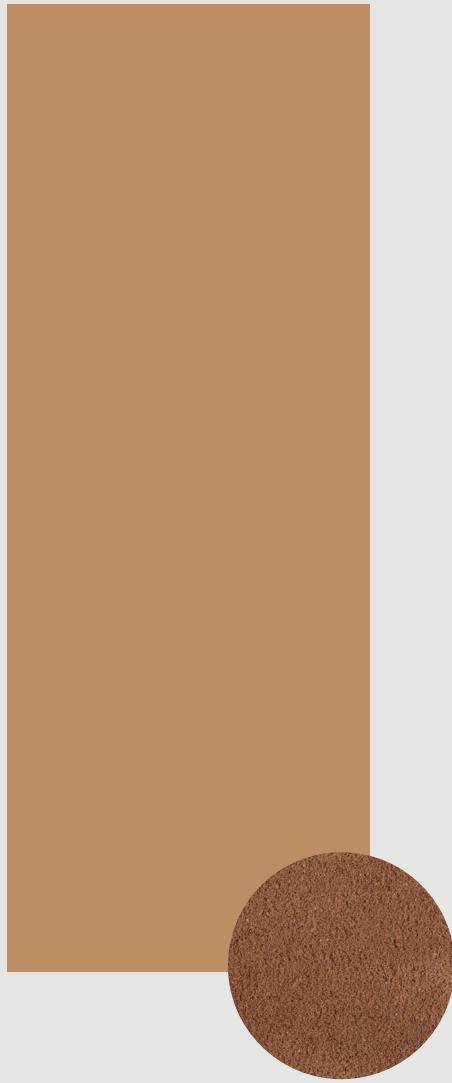
cut pile high

620, 630

## RUG \ LOOP PILE

Type of manufacture	robot tufted
Pile material	100% New Zealand worsted wool
Pile type	loop pile
Colour	430





## RUG \ CUT PILE LOW

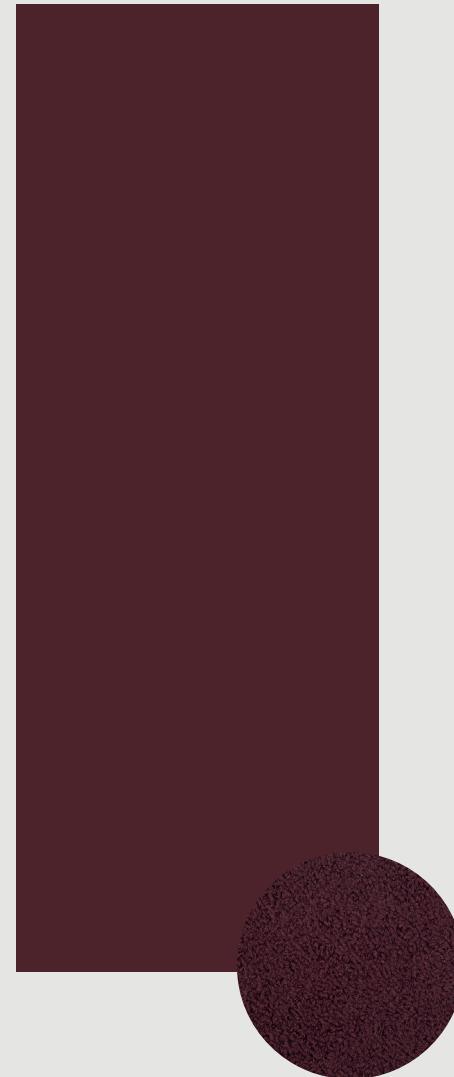
Type of manufacture  
Pile material

Pile type  
Colour

robot tufted  
100% New Zealand  
worsted wool  
cut pile low  
120

## RUG \ LOOP PILE

Type of manufacture	robot tufted
Pile material	100% New Zealand worsted wool
Pile type	loop
Colour	290





## RUG \ CUT PILE LOW

Type of manufacture  
Pile material

Pile type  
Colours

robot tufted  
100% New Zealand  
worsted wool  
cut pile low  
310, 360, 380,  
600, 620 mixed

find us online

**BE INSPIRED**

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  @vanbesouw\_

Address Sasdijk 14, 8281 BM Genemuiden (NL)  
Phone +31 (0) 38 385 8818 E-mail [info@besouw.nl](mailto:info@besouw.nl) Site [www.besouw.nl](http://www.besouw.nl)

