



## Rugvista's iconic competition returns - design your own rug

Rugvista is hosting its 13th design competition and invites all design enthusiasts across Europe to submit their own rug designs. This year's theme, *Including the Odd Ones*, encourages participants to push creative boundaries and reimagine the traditional rug by incorporating bold, unconventional shapes, patterns, and colours.



Rugvista's design competition began in 2007, and some of the winning entries are still best-sellers on the webshop. The competition has become an innovative platform where participants have the opportunity to have their designs produced and sold, while Rugvista benefits from external influences to continue evolving. A notable example of this is Dace Sietna from the Netherlands, who competed a couple of years ago when that year's theme was Sustainability. Her rug, *North Sea Microplastics*, won first prize and is now part of the Arty & Colour collection.

"What is fun and unique about our competition is the wide range of participants. We receive entries from established designers, art students at the beginning of their careers, and consumers interested in color and form", says Ulrika Klinkert, CMO at Rugvista.

A jury will evaluate and select 30 designs from the incoming entries. From these shortlisted designs, the public will vote to single out 10 finalists, who will then move on to the jury's final evaluation, where the winner will be chosen. This year's jury consists of Danilo Floreani, a photographer and interior design influencer based in Germany; Amanda Malm, an artist with a background in fashion and design; Maria Gustavsson, founder of the lighting company Swedish Ninja; and Matilda Lundgren, Head of Design at Rugvista.

"The idea with this year's theme is to connect with contemporary trends in a larger perspective. To include the odd and not always strive for perfection, to embrace our differences, and give us a more human touch in a digital world that is otherwise easily manipulated and picture-perfect", says Matilda Lundgren, Head of Design at Rugvista.

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The entries that move forward have a chance to have their rug produced and sold on Rugvista's webshop. The winner will receive a prize of EUR 3 500, while the second and third prize winners will be awarded EUR 1 750 and EUR 1 000 respectively. October 17, 2024, is the last day to submit entries.

To read more about the competition: <https://www.rugvista.com/design-competition>

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## About Rugvista

Rugvista is one of Europe's leading "direct-to-consumer" e-commerce players and markets carpets and rugs through its own web-shops available in 20 different languages using the brands Rugvista and CarpetVista. The company was founded 2005 and offers a wide and relevant selection of high-quality design- and traditional carpets and rugs at attractive prices. Rugvista offers its EU based customers free deliveries and returns free of charge.

The business is divided into three segments: Private consumers (B2C), Business consumers (B2B), and Marketplaces & Other (MPO). The B2C segment represents the consumer market and is Rugvista's core segment.

Number of coworkers within Rugvista Group is approximately 100 FTEs and the company is headquartered in Malmö, Sweden. The Rugvista Group AB (publ) share is traded on Nasdaq First North Premier Growth Market under the ticker symbol "RUG".



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