



Custom Color

“Color! What a deep and mysterious language,
the language of dreams.”

— Paul Gauguin

ARMADILLO

Color has captivated us across the ages – evoking the wonders of nature, fascinating us with its symbolic origins, and satisfying our ingrained need to express and create.

Our Custom Program spans the full color spectrum, with a mesmerizing, mood-altering palette of 54 hues drawn directly from the world around us – from the elemental to the exotic, the earthy to the ethereal.

These singular shades are brought to life with **Agra**, a luxurious range of hand-knotted rugs whose plush wool pile is enlivened by tonal variations. Each rug is made to order in your desired color, shape and finish.

Tap into the true essence of color and be transformed.



Nature is our favorite designer.

Bordeaux
AGR-RD001



Burnt Umber
AGR-RD002



Rust
AGR-RD003



Terracotta
AGR-RD004



Sienna
AGR-RD005



A

Bold and dramatic, this primal hue is the color of life – of love and danger, intoxicating desires and unbridled passions. Red grabs our attention and elicits a physical response, raising the pulse rate and stimulating the senses. Ancient Romans sourced vermilion red from finely ground cinnabar, which was later adopted by the Chinese in their carved lacquerware. Its vivaciousness made it a coveted symbol of power and to this day it is not for the faint of heart.

A Red Jasper

Red

RD-001	Bordeaux
RD-002	Burnt Umber
RD-003	Rust
RD-004	Terracotta
RD-005	Sienna

“Sunrise paints the sky with pinks
and the sunset with peaches.”

— Vera Nazarian

Porcini
AGR-PK001



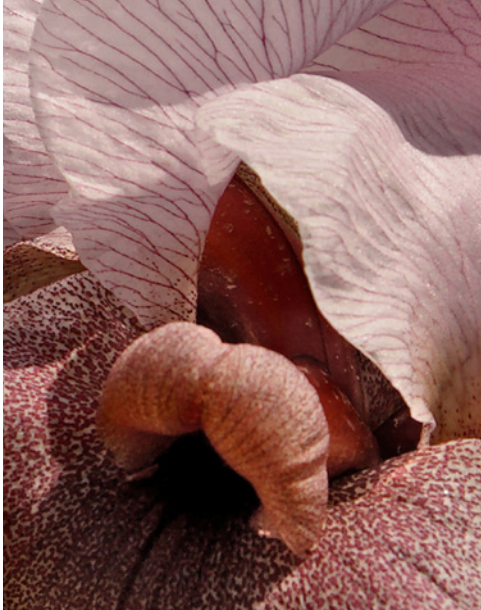
Pink Clay
AGR-PK002



Duchess
AGR-PK003



Redwood
AGR-PK004



Whether powdery or punchy, tender pink represents life in full bloom. The blushing hue first rose to prominence as the favored color of Madame de Pompadour, a mistress of King Louis XV of France – yet it wasn't until the early 20th century that it became associated with all things feminine. At once innocent, charming, seductive and striking, the color of romance continues to enchant and enthrall those who admire its inherent beauty.

B Aril Iris

Pink

PK-001

Porcini

PK-002

Pink Clay

PK-003

Duchess

PK-004

Redwood

Ocher
AGR-OG001



Coral
AGR-OG002



Fox
AGR-OG003



Turmeric
AGR-OG004



C

Tangelo
AGR-OG005



Salmon
AGR-OG006



Ginger
AGR-OG007



Seville
AGR-OG008



Orange as a name for the color, as opposed to the fruit, only emerged 500 years ago; before that it was simply referred to as "yellow-red". Confident and jubilant, it glows from within like a fire-licked flame, representing physical comfort and prosperity. In the late 18th century, German mineralogist Abraham Werner devised a standardized scheme for classifying colors in an effort to describe them to his contemporaries, among them Charles Darwin. Werner's evocative list of oranges from the animal kingdom are written overleaf.

C European Red Fox

Orange

The Crest of Golden crested Wren;

the Streak from the

Eye of the King Fisher;

the Neck Ruff of the Golden Pheasant;

the Belly of the Warty Newt;

the Eyes of the largest Flesh Fly;

the Lower Wings of Tyger Moth;

and the

Gold Fish luster

abstracted.

OG-001	Ocher
OG-002	Coral
OG-003	Fox
OG-004	Turmeric
OG-005	Tangelo
OG-006	Salmon
OG-007	Ginger
OG-008	Seville

“Yellow leads a roving, versatile life.”

— Richard Le Gallienne

Byzantine
AGR-YL001



Mimosa
AGR-YL002



Malt
AGR-YL003



D

A connoisseur of optimism, yellow is the color of the radiant sun – and like the heart of our solar system, it lifts our spirits with its incandescence. Native to India, turmeric was used for many years as a natural yellow dye, beloved for its pleasing, honey-gold vibrancy and connotations of wealth and divinity. The master painters frequently used the hue as a dazzling contrast to more mutable colors, and it remains a joyous and energizing showstopper.

D Sulphur Shelf (Bracket Fungus)

Yellow

YL-001 Byzantine

YL-002 Mimosa

YL-003 Malt

Mule
AGR-BR001



Brandy
AGR-BR002



Nutmeg
AGR-BR003



Hickory
AGR-BR004



E

Earthy and enduring, brown was one of the first pigments used by humankind in cave paintings, transforming sienna, ocher and umber dug up from the soil into abstract depictions of early life. These raw and rustic tones ground and nurture us, hearkening back to simpler times when our lives were intertwined with the land, hearth and home. Enveloped in its warm embrace, we feel cozy and comforted, like we are part of the whole.

E Elm Seeds

Brown

BR-001	Mule
BR-002	Brandy
BR-003	Nutmeg
BR-004	Hickory

Haze
AGR-BE001



Soapstone
AGR-BE002



Oyster
AGR-BE003



Fawn
AGR-BE004



F

Limestone
AGR-BE005



Taupe
AGR-BE006



Biscotti
AGR-BE007



Whey
AGR-BE008



Considered safe and unassuming, beige has a delicate allure full of hidden depths. First used in France in the mid-19th century, beige was originally the name given to unbleached wool. Now encompassing an array of pared-back neutrals, it has become a soothing staple that reflects the patina of age. An organic emanation of nature, it offers respite from our overstimulated lives, instilling calm, quietude and a sense of security to our surroundings.

F Oyster Mushrooms

Beige

BE-001	Haze
BE-002	Soapstone
BE-003	Oyster
BE-004	Fawn
BE-005	Limestone
BE-006	Taupe
BE-007	Biscotti
BE-008	Whey

Flint
AGR-GY001



Slate
AGR-GY002



Pearl
AGR-GY003



Fossil
AGR-GY004



Falling in between stark white and dramatic black, gray is far from simply utilitarian. Like the quarries of granite, gravel, stone and slate that have withstood the ravages of time and technology, it represents solidity and longevity in a chaotic world. Whether inky or illuminating, gray has the chameleon-like ability to work as a foil for other colors – paired with vibrant hues, it imparts a fresh and modern feel; alongside other neutrals it remains sleek and sophisticated.

G Slate Quarry

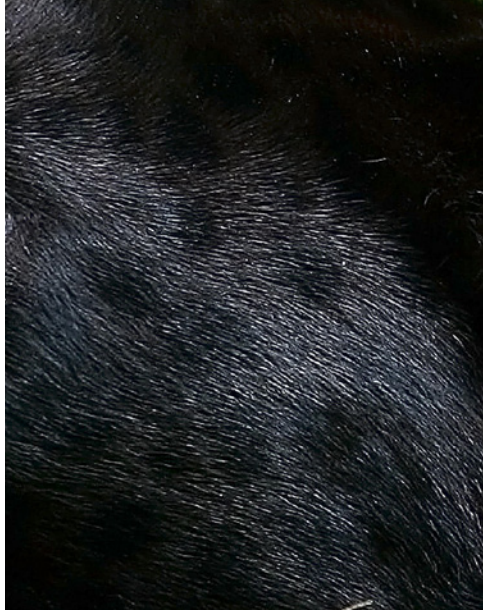
Gray

GY-001	Flint
GY-002	Slate
GY-003	Pearl
GY-004	Fossil

“Black is the most aristocratic color of all.”

— Louise Nevelson

Anthracite
AGR-BK001



H

Austere yet elegant, velvety black is technically not a color but the absence of light. Linked to occultism and the underworld, this darkest of hues is steeped in mystery – in Ancient Egyptian times, everyone from pharaohs to peasants would rim their eyes with thick black kohl, as it was believed to have magical protective properties. Black deflects attention as it conjures drama, feigning ubiquity even as it remains the height of fashion.

H Black Panther

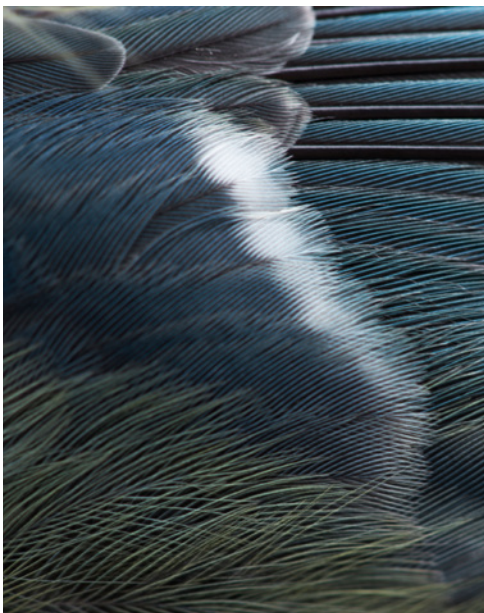
Midnight
AGR-BL001



Gunmetal
AGR-BL002



Marlin
AGR-BL003



Kingfisher
AGR-BL004



Cornflower
AGR-BL005



Peacock
AGR-BL006



While blue conjures images of open skies and vast oceans, it is the rarest pigment in nature. Ultramarine, referred to as "the truest blue", is derived from lapis lazuli – a gemstone so scarce, it rivalled the price of gold and could only be used sparingly by Renaissance artists. Associated with freedom, intuition and healing, these azure tones are known for their equilibrium, with strong blues stimulating clear thought and soft shades aiding serenity.

I Blue Tit Plumage

Blue

BL-001	Midnight
BL-002	Gunmetal
BL-003	Marlin
BL-004	Kingfisher
BL-005	Cornflower
BL-006	Peacock

“A touch of green is enough to
give us a landscape.”

— Paul Cézanne

Juniper
AGR-GN001



Forest
AGR-GN002



Artichoke
AGR-GN003



Lagoon
AGR-GN004



Eucalyptus
AGR-GN005



Moonstone
AGR-GN006



J

Sage
AGR-GN007



Lichen
AGR-GN008



Lentil
AGR-GN009



Hazel
AGR-GN010



Thistle
AGR-GN011



Associated with youthful vigor and healthful vitality, green is a harbinger of growth. Translated in Latin to *viridis*, it suggests life itself – unsurprising, given that a lush garden subconsciously signals the presence of water and sustenance. Whilst early pigments were developed from plants, these verdant hues tended to fade over time and synthetic versions proved potent. It is in nature where it remains most bountiful, and where we return to nourish and prosper.

J Lichen

GN-001	Juniper
GN-002	Forest
GN-003	Artichoke
GN-004	Lagoon
GN-005	Eucalyptus
GN-006	Moonstone
GN-007	Sage
GN-008	Lichen
GN-009	Lentil
GN-010	Hazel
GN-011	Thistle

CONTACT

To start designing or obtain a custom color sample card, book an appointment at one of our showrooms or contact your Armadillo account manager.

Los Angeles Showroom
8715 Wilshire Boulevard
Beverly Hills
CA 90211 USA
+1 424 343 0634
usa@armadillo-co.com

New York Showroom
1133 Broadway, Suite 1610
New York
NY 10010 USA
+1 718 207 9973
newyork@armadillo-co.com

OPENING 2022
San Francisco Showroom
+1 415 713 2297
sanfrancisco@armadillo-co.com

ARMADILLO