

Press Release

ALÉM TEJO



FERREIRA DE SÁ

LUXURY RUGS SINCE 1946



FERREIRA DE SÁ PRESENTS THE ALÉM TEJO COLLECTION

Ferreira de Sá, one of Europe's most established rug ateliers, introduces ALÉM TEJO, a new collection inspired by the landscapes and rhythms of Portugal's southern region.

The 13 designs are sculptural, and tactile, translating the Alentejo's architecture, materials, and silence into contemporary rug form.

BORN OF THE ALENTEJO

ALÉM TEJO is rooted in the cultural and material identity of the Alentejo: vast plains, limewashed façades, cork oak forests, agricultural mosaics, and the quiet cadence of rural life.

Each of the thirteen rugs takes its starting point from a concrete reference – a wall of dry stone, the skin of cork bark, a field seen from above. Solo, hand-knotted in wool and jute, evokes ancient boundaries and cultivated soil; Planura, hand-woven on looms, extends like the plains themselves; Sobreiro translates cork bark into relief; Cal mirrors the chromatic purity of limewashed walls.



MATERIALS AND SUSTAINABILITY

Natural, undyed wool is the collection's foundation. Minimally processed, renewable, and biodegradable, it carries its own tones: whites, beiges, soft greys. Jute and linen appear sparingly, never more than 20%, adding firmness and texture.

“The choice of materials was made with a focus on sustainability – fibres found in nature, in the region itself. Linen, jute, wool: they are humble materials, but when worked with intention, they gain structure, calm, and harmony,” explains Carlota Verde, lead designer of the collection.

This restrained palette privileges authenticity, durability, and permanence, resisting transient trends.





CRAFT AS LANGUAGE

Ferreira de Sá draws on nearly eighty years of artisanal expertise. All techniques – tufting, hand-knotting, flatweave, and hand-weaving – are applied with intention, chosen for what each design requires rather than for variety alone.

Tufting creates sculptural reliefs animated by light. Hand-knotting inscribes time and gesture knot by knot, as in Solo. Hand-weaving builds rhythm row by row, echoed in Planura and Talha. Flatweave reduces construction to essentials, offering clarity and order, as in Cal and Bolotas.

A VISUAL LANGUAGE

The collection's identity is also visual. Belgian designer Jessy Van Durme led the creative direction of the photoshoot, developing a quiet, spacious language where rugs could speak in dialogue with their surroundings.

Photographer Piet-Albert Goethals brought this vision into focus: his images capture the rugs in situ across the Alentejo, revealing how naturally they belong to the landscape that shaped them





BEYOND DECORATION

ALÉM TEJO reflects the shift towards interiors grounded in authenticity and slow design. These are rugs conceived not as decoration, but as architecture underfoot.

“Stacking a rug from the ALÉM TEJO collection is not simply stacking a decorative piece,” Carlota Verde adds. “It is placing in a room an object that carries the memory of ancient traditions. These rugs tell stories.”

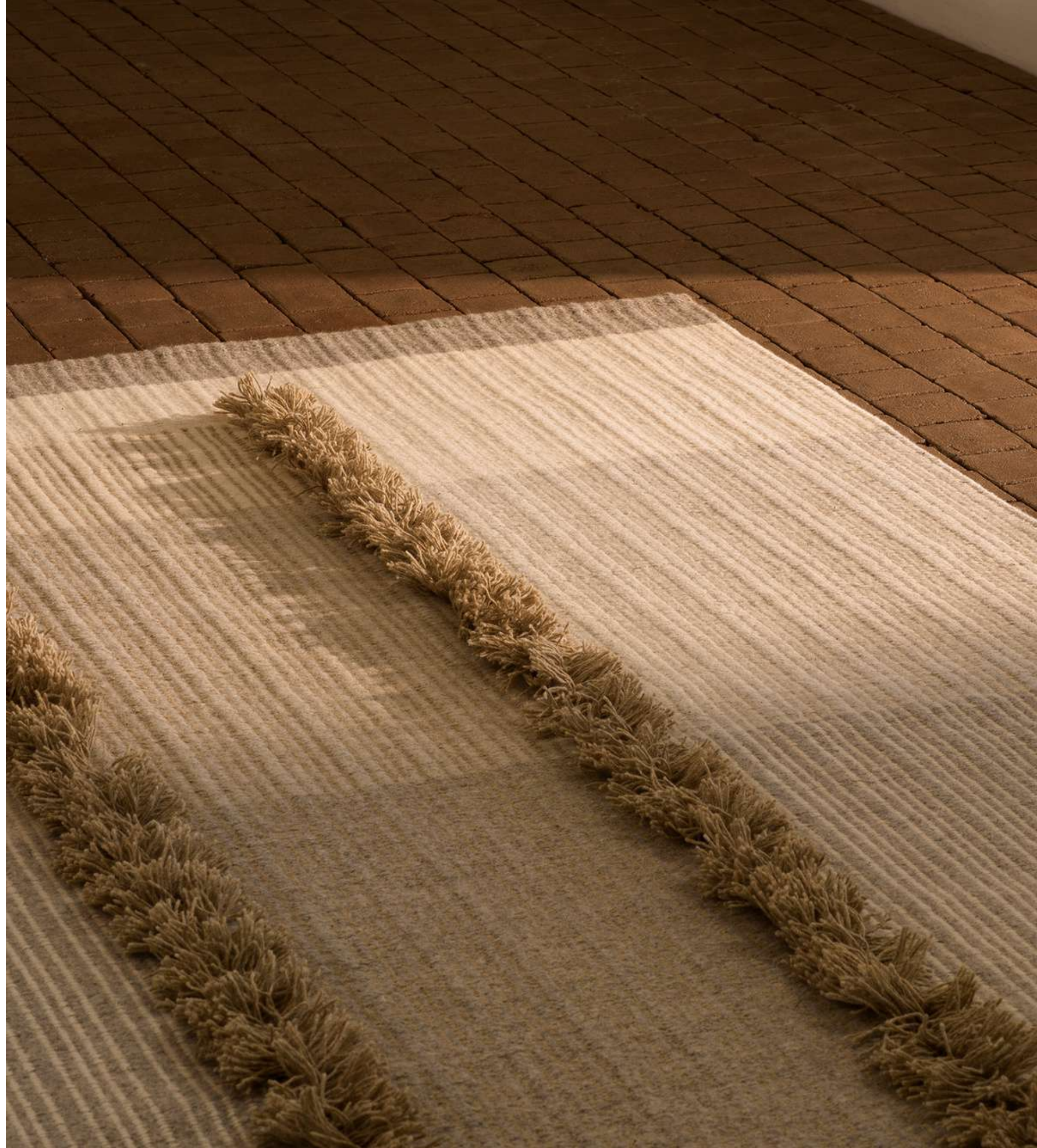


SOLO

hand-knotted, wool and jute

PLANURA

hand-woven, natural wool





TALHA

hand-woven, natural wool

A modern interior scene featuring a tufted wool rug on a brick floor, a curved armchair, and a vase with dried flowers. The rug is light-colored with a geometric pattern and is placed on a dark brick floor. A curved, light-colored armchair is positioned in the background. A vase with dried flowers sits on the floor to the right. The scene is lit with warm, natural light from a window on the left.

ALVORADA

tufted, wool



BRISA

tufted, wool and linen



NISA

tufted, natural wool



SUL

tufted, high-cut wool



MALHÃO

tufted, wool

SOBREO

tufted, wool, natural tone





CONDESSA

tufted, wool



BARROCAL

tufted, wool



CAL

flatweave, natural wool

BOLOTAS

flatweave, natural wool

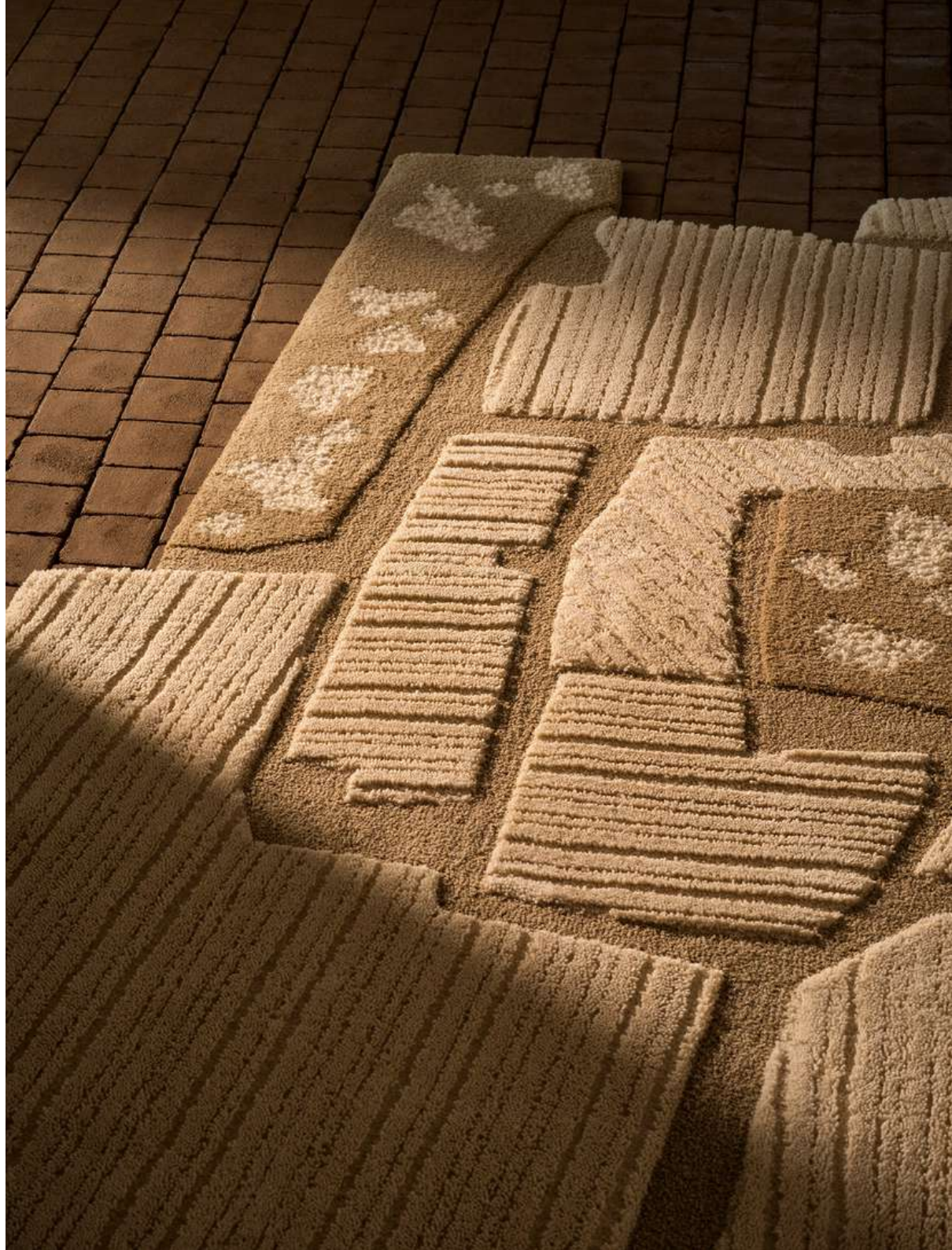


ABOUT FERREIRA DE SÁ

Founded in 1946 in Espinho, Ferreira de Sá has grown from a small workshop into one of Europe's most respected rug ateliers.

Known for its mastery of tufting, hand-knotting, hand-weaving, and flatweave, the company continues to bring Portuguese craft into dialogue with contemporary design.

With ALÉM TEJO, Ferreira de Sá extends its legacy, embedding regional memory into a modern vocabulary of design and craft.



Media Downloads

Lifestyle images: [Dropbox Folder](#)

High-resolution rug images: [Dropbox Folder](#)

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