



HIGH COUNTRY RUGS

REVOLUTIONIZING AN ANCIENT TRADE AT THE BROADMOOR HOTEL

**~ High Country Rugs Brings Quality and Style from the Ground Up
to Renowned Colorado Springs Resort ~**

ASPEN, Colo., March 25, 2015 – Situated at the base of Cheyenne Mountain in Colorado Springs, The Broadmoor Hotel is the longest-running consecutive winner of both the AAA Five-Diamond and *Forbes Travel Guide* Five-Star awards. The world renowned resort has hosted famous visitors from presidents to beloved celebrities.

With exceptional amenities like a luxurious spa, world class golf course and countless specialty tours, it is no surprise that only the best was sought out when designing and furnishing the hotel interiors.



The beautiful Cloud Camp dining room features a Tibetan 80-knot Southwestern design by High Country Rugs.

From the Inside Out

Designer Cindy Johnson of Johnson David Interiors, a full-service hospitality design firm headquartered in Englewood, Colo., was tasked with outfitting Cloud Camp, the crown jewel of the resort, sitting at 9,200 feet atop Cheyenne Mountain on the historic site of founder Spencer Penrose's Cheyenne Lodge of the 1920's. The escape has unobstructed 360 degree views, and to accompany the outdoor splendor and the resort's world-class reputation, Johnson looked to none other than High Country Rugs, an Aspen-based company with decades of experience in designing and crafting the world's finest custom hand-knotted and hand-tufted rugs. Over a period of eight months, the two dynamic teams worked together to create a space inspired by the historic timber, stone lodges and Native American influence of the traditional American West. Much of the resort, in fact, pays tribute to the Native American Indian Tribes of the Western Plains.



A Navajo-style flat-weave construction by High Country Rugs in one of the Broadmoor Honeymoon Suites.

"We needed to find creative artisans to produce custom rugs, and after a lot of research and recommendations, High Country Rugs was the best company for the job," said Johnson. High Country Rugs works directly with weavers high in the Himalayas to create exactly what is ordered out of lustrous local and New Zealand wools, and with many of their specialty rugs being custom, are able to match any color or pattern you can dream of.

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The Art of Creating a “Forever” Feel

“As an Aspen-based company, we were very excited to be chosen to work with such a celebrated resort that happens to be situated right in our backyard,” said Jason Leach, Principal and Co-Founder of High Country Rugs. “In addition to Cloud Camp, High Country Rugs are in the Broadmoor Residences Lobby, Boardroom and Library, and by the end of 2015, will be in seven different Broadmoor properties.” Some of the custom rugs have been there for over a decade. As High Country Rugs continues to furnish the resort, the company uses its cutting-edge 3D Custom Design Studio software to repeat any color and design already existing. This preserves the authenticity of the design and makes creating a cohesive look simple over any period of time.

“These custom rugs are large and quite an impactful element in the spaces we designed,” advised Johnson. “Despite being given a short time frame, it was our goal to provide five-star quality interiors at The Broadmoor’s Cloud Camp, and High Country Rugs delivered,” she continued.

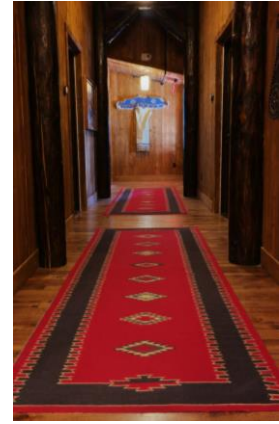
One of the most stunning installations is the Cloud Camp dining room, situated in the 8,000-square-foot Main Lodge. The grandiose table, which seats 28, rests atop a custom 80-knot Southwestern design that is Tibetan hand-knotted with mixed ply yarn. The dark hand-hewn beams give off an authentic, organic feel, and the indigenous colors, shades of turquoise and magenta red are peppered throughout the space from the lighting fixtures to the table setting. This same color scheme can be found in one of the Cloud Camp Honeymoon Suites, cozying up the hardwood floor and copper soaking tub.

The Right Choice

“The quality in both the design and craftsmanship of the product is just one of the things we liked best about working with High Country Rugs,” said Johnson. “The High Country Rugs team was professional, timely and creative in executing Johnson David Interiors’ vision,” she continued.

“As we specialize in customization and meeting every need of our customer, customer service is extremely important to us,” noted Leach. The company offers an interactive, instant chat feature on their website for those who may have questions, for example, about placing an order or how to use their proprietary 3D Custom Design Studio software system, the only 3D rug design program online.

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This Southwestern design in a Cloud Camp hallway features a Navajo-style flat-weave construction rug by High Country Rugs.



A custom recreation of an antique Sultanabad Persian floral pattern by High Country Rugs, this photo was taken 10 years after installation in the Broadmoor Residences Library.



Shown above in the Broadmoor Residences Boardroom, a traditional Agra floral pattern by High Country Rugs is 60-knot Tibetan, with the photo taken 10 years after installation.

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“This tool helps designers to design,” said Leach. “We’re revolutionizing an ancient trade for both design professionals and the public alike to purchase museum-quality rugs, and the Broadmoor is a great example of when modern technology and a traditional space harmoniously blend together,” he concluded.

About High Country Rugs

High Country Rugs has decades of experience in designing and crafting the world’s finest custom rugs and is based in Aspen, Colorado. Founded in 2005 by Jason Leach and Brian Payntar Harris, its proprietary 3D Custom Design Studio software system, the only 3D rug design program online, revolutionizes an ancient trade, creating a new, innovative way for design professionals and the public to purchase museum-quality rugs, while choosing virtually every aspect of the design. The company works directly with weavers high in the Himalayas, who rely on the same textile traditions they have for generations, but who can accommodate a wide range of styles – from Persian to Contemporary and Southwestern – and 600-plus color choices.

For more information, visit: highcountryrugs.com or call 970-379-3225. Like the Facebook page at www.facebook.com/HighCountryRugs and follow on Twitter at www.twitter.com/highcountryrugs.

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