



*the guild*  
WINTER 2024

**GWEN JONES**  
**Ariel Grace Design**  
Portland, Oregon  
(503) 206-2631  
arielgracedesign.com



# Gwen Jones

## FLOORCLOTHS AS PRACTICAL ART

HAVING ALREADY PRODUCED OVER A THOUSAND FLOORCLOTHS for clients in 19 countries, Gwen Jones was ready when preservation guru Karla Pearlstein suggested they start a company specializing in designs of the Aesthetic and Arts & Crafts Movements. Their custom-floorcloth company turns out these beautiful and versatile floor coverings using a traditional process to ensure durability. They are unlike printed plastic coverings. Floorcloths last a long time and are cleaner, or less dust-producing, than carpeting.

Jones had long been attracted to the iconic British designer Christopher Dresser through his 1875 book *Studies in Design*. When she was collaborating with Pearlstein on a major project, she shared the book: “Karla had the excellent idea to use Dresser’s patterns to connect the overall aesthetic of the interior by the use of decorated floorcloths.”

Their designs show influences from early American stenciling, 19th-century Britain, wallpaper and textile patterns, and even mosaic tile and marble. Custom orders are welcome. Gwen consults by email and phone, or in person, to determine the ideal size, pattern or motif, and palette.

The floorcloths are made from rugged cotton duck #4 canvas; carpet padding and vinyl backing provide a hypoallergenic product with cushioning and water resistance. A primer coat seals the backside. The surface is prepped with several gesso coats and then treated to multiple layers of high-quality finish paint. Stenciling is done by hand. The cloth is protected by multiple coats of polyurethane and a final finish of Butcher Bowling Alley Wax. —PATRICIA POORE



**CLOCKWISE** (from top left) ‘Maple Leaf’ is graphic border pattern. • Gwen Jones in the doorway of her 1916 bungalow. • Jones designed a floorcloth for her own dining room, featuring Art Deco wreaths. • ‘Greek Key #2’ integrates stylized fleurs-de-lis with a Greek key treated as a motif rather than a border. • The ‘Greek Deco’ floorcloth features ornaments and diamond sunbursts in a palette that produces a shimmering effect.



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## The Persian Carpet

[persiancarpet.com](http://persiancarpet.com)

Recently introduced, The Rose presents a recognizable Arts & Crafts motif of stylized roses in shades of green, cabernet, and soft blue in hand-knotted wool. It's available in a full range of sizes. An 8' x 10' rug is about \$3,840. (919) 489-8362



## Liberty

[libertylondon.com](http://libertylondon.com)

First appearing in the 1890s, Hera Feather is one of the earliest designs from this London purveyor famous for its fabrics. The upholstery weight fabric is printed in Italy on heavyweight Ladbroke linen. Ships free to the U.S. \$240 per meter. +44 (0) 20 3893 3062

## Ariel Grace Design

[arielgracedesign.com](http://arielgracedesign.com)

Taken from a Christopher Dresser pattern, StarFlower is infinitely adaptable as a floorcloth. This custom variation in bisque with greens, pinks, and reds adds a bird-motif border and corners inspired by William Morris's Strawberry Thief. The floorcloth costs \$50 per sq. ft. (503) 206-2631



## Arts & Craft Period Textiles

[textilestudio.com](http://textilestudio.com)

The Passeria Tree pillow is a custom design by textile artist Dianne Ayres. The 20" square pillow features a stenciled tree and hand-embroidered birds in shades of blue on an olive ground. It also comes in natural Craftsman linen with teal birds. Kit: \$65. (510) 654-1645

