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## win a trip for two to marrakech

Enter our Discover Morocco Sweepstakes between 2/21/12 and 3/31/12 to win a round-trip for two to Marrakech. We've teamed up with the boutique hotel experts at Mr & Mrs Smith to send one winner on a Moroccan adventure, with a three-night stay at the hotel Riad 72 in the bustling Medina, followed by three nights at Ksar Char-Bagh in the peaceful Palmeraie.

TO ENTER: VISIT [WESTELM.COM/MOROCCOSWEEPSTAKES](http://WESTELM.COM/MOROCCOSWEEPSTAKES)

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. MUST BE A LEGAL RESIDENT OF THE 50 UNITED STATES, D.C. OR CANADA. MUST BE 18 YEARS AND OLDER. VOID IN QUEBEC AND WHERE PROHIBITED. Sweepstakes ends 3/31/12. For official rules, prize descriptions and odds disclosure, visit <http://westelm.promo.eprize.com/discovermorocco>. If Canadian resident, mathematical skill-testing question must be correctly answered to win. One Grand Prize valued at \$15,000 available to be won.

#### BE OUR GUEST

The lantern-lit,  
four-room retreat  
Riad 72 is an oasis  
within Marrakech's  
bustling Medina.



MAR 2012

N° 3

## DISCOVER MOROCCO

Enter our sweepstakes for a chance to win a trip to Marrakech—  
see back cover for details.

**15% OFF**  
**DINING SALE**  
ends March 12

# we

roads less  
traveled

west elm



DISCOVERED

# morocco

With our friends from Aid to Artisans, we traveled to the Medina of Marrakech and explored the city's crowded souks off Jemaa el-Fna Square. There, we found Moroccan tradition literally woven into every rug and throw. Prized for thousands of years, these pieces are unique, extraordinary and bring the history of Moroccan craft home to you. Join us behind the scenes of our Marrakech adventure at [westelm.com](http://westelm.com).

WE LOVE®  
**aid to artisans**

Make a statement, make a difference. Our collaboration with the nonprofit Aid to Artisans (ATA) allows us to support the livelihoods of artists and craftspeople around the world, from Morocco's textile weavers and Haiti's papier-mâché artists to India's master block-printers. Our ongoing commitment has made west elm ATA's largest retail partner. Learn more at [westelm.com](http://westelm.com) or [aidtoartisans.org](http://aidtoartisans.org).

**15% OFF**  
**DINING SALE**

ends March 12

Centuries of Moroccan craft and tradition are the hidden treasures within these prized handwoven pieces.

DISCOVERED

# MOROCCAN BERBER RUGS

Nicknamed "white giants," these one-of-a-kind, natural-wool carpets are hand woven by Beni Ouarain tribes from Morocco's Middle Atlas region. Traditionally used as blankets, these high-pile textiles also feel amazing underfoot. Learn more about our discovered rugs on page 9 or at the Found Shop at [westelm.com](http://westelm.com).

**SHAPE-SHIFTER**  
Low-slung, loungey and super-versatile, the best-selling Tillary Modular Sofa has moveable back supports and bases, so you can tailor it to your space. See how it works at [westelm.com](http://westelm.com).

- A. HANDMADE HAND-BLOCKED SILK PAISLEY PILLOW COVER** **G**  
*free shipping* Ash. **MADE IN INDIA**  
**73-4288163** 12" x 21" \$34
- B. BATTANI STRIPE PILLOW COVER** *free shipping* Multi. Imported. **73-7007891** 18"SQ. \$69
- C. TILLARY MODULAR COLLECTION** Charcoal faux suede; also stocked in bone pin-dot faux suede or cardinal marled microfiber. (for details and sets, see page 58)  
**73-9257742** SOFA BASE WITH TWO BACK CUSHIONS \$799 (\$50) **[hd]**  
OTTOMAN \$399 (\$30), CORNER CUSHION \$199, SINGLE BACK CUSHION \$149
- D. WASHED LINEN COTTON PILLOW COVER** *free shipping* Sky; also in old dandelion, chili, dusty navy, plaster, citron, strawberry, bean sprout, sea isle, pumpkin or coral rose (see [westelm.com](http://westelm.com)). Imported. **73-3255940** 18"SQ. \$19
- E. MARTINI SIDE TABLE**  
Persimmon; also in silver, lemon or white (see page 75). **73-1575679** \$129
- F. TRADITIONAL MOROCCAN BERBER RUG** Ivory. Imported. **73-7007990** LARGE Approx. 8' x 10' \$2,499, MEDIUM Approx. 5' x 7' \$1,499, ECO-STAY RUG PAD (see page 68)
- G. BATTANI STRIPE POUF** Multi. **73-7807910** 24"SQ. \$299
- H. CARVED WOOD TABLES** Natural mango wood. **MADE IN INDIA**  
COFFEE TABLE **73-3085867** \$199 (\$30), SIDE TABLE (see [westelm.com](http://westelm.com))
- I. BUBBLES CERAMIC DRUM SIDE TABLE\*** White. **73-3032463** \$129
- \* Online/Catalog Only



In the hands of skilled artisans in Morocco's remote Middle Atlas Region, humble natural materials—cotton, wool, even recycled rags—become works of art.

- A. TURNING PENDANT**  
White/natural shade; also in wood/white shade (see westelm.com). **73-4899779** \$149
- B. HAMMERED-METAL ENTERTAINING** (for complete collection, see westelm.com) **73-7061690** PITCHER \$29, LARGE RECTANGULAR TRAY W/ HANDLES \$59, SMALL DIP BOWL \$5, COMPOTE \$19, CAKE-STAND \$34, LARGE BOWL (see page 34), SQUARE TRAY (see page 34), SMALL RECTANGULAR TRAY (see page 34)
- C. SIMPLE HURRICANES**  
Clear glass. **73-1715150** SMALL \$19, MEDIUM \$24, LARGE \$39
- D. DUCK FEET NAPKINS**  
*free shipping* Duck foot-print orange; also in duck foot-print gray (see page 13), duck foot-print yellow, wavy dot green/gray, chunky zig zag blue or swirl dot green (see westelm.com). Imported. **73-4683033** \$20 set of 4
- E. BATTANI STRIPE POUF** (see page 5)
- F. BATTANI STRIPE RUG**  
Multi. **73-7007925** Approx. 5' x 7' \$399, ECO-STAY RUG PAD (see page 68)
- G. BOERUM DINING TABLE + BENCH** Natural mango wood. (for details, see pages 64-65) **73-4671673** TABLE 72" \$599 **now \$509** (\$75) **hd**, \*90" \$699 **now \$594** (\$75), BENCH **73-4672853** 58" \$299 **now \$254** (\$10), \*76" \$399 **now \$339** (\$10), CUSHION Light pebble; also in coal. **73-4083887** 58" \$79 **now \$67**, \*76" \$99 **now \$84**
- H. BUBBLES CERAMIC DRUM SIDE TABLE\*** White. **73-3032463** \$129
- \* Online/Catalog Only

**MULTIPLE CHOICE**  
Arrange three of these smaller rugs to form one large carpet under the dining table. No two Battani stripes are exactly alike, so the mix makes a room feel eclectic.

**DISCOVERED**  
**BATTANI STRIPE RUGS**

The family crests of Morocco, these hand-loomed, flat-weave rugs have vegetable-dyed stripes that signify the weaver's family. See the matching pillows and poufs on page 14 and at the Found Shop at [westelm.com](http://westelm.com).

**15% OFF**  
**DINING SALE**  
ends March 12





**BETWEEN THE LINES**  
These Battani Stripe Rugs are treasured as family heirlooms among many Berber tribes.

CHOSEN BY OUR DESIGNERS ON THEIR TRIP TO MOROCCO, NO TWO OF THESE RUGS ARE EXACTLY ALIKE.

Our designers hand-picked each and every one of these Moroccan rugs for its one-of-a-kind design, rich color or intricate weave.

**DISCOVERED**  
**THE MEDINA RUG MARKET**

The matchmaker in our love affair with Moroccan craft, our guide from Aid to Artisans led us to a souk in the center of Marrakech, where we found rugs woven by Berber tribes from the Middle Atlas region. Since 1976, ATA has created economic opportunities for artisans by linking them with larger markets around the world. See all of our Medina Rug Market finds at [westelm.com](http://westelm.com).

- A. BATTANI STRIPE RUG**  
Multi, Imported. **73-7007925**  
Approx. 5' x 7' \$399
- B. FOUND ASSORTED MOROCCAN RUGS** Orange textured shag or red patterned textured shag. (for more colors, see [westelm.com](http://westelm.com)) Imported. **73-9151549** Approx. 5' x 7' \$1,299
- C. TRADITIONAL MOROCCAN BERBER RUG** Ivory. Imported. **73-7007990**  
MEDIUM Approx. 5' x 7' \$1,499,  
LARGE Approx. 8' x 10' \$2,499

BENI OUARAIN WEAVERS SPECIALIZE IN THESE HIGH-PILE WOOL CARPETS KNOWN AS "WHITE GIANTS."

MOROCCAN KILIMS HAVE BEEN PRIZED FOR CENTURIES FOR THEIR INTRICATE DETAIL.





## STRIA BEDROOM COLLECTION

Rest easy, it's reclaimed. The solid saal wood used to make this collection proudly retains the natural nicks and knots from its former life as railroad trestles in India. See each subtly unique piece at [westelm.com](https://www.westelm.com).

### D. ORGANIC SEERSUCKER DUVET COVER + SHAM

White; also in pacific, golf blue, coral rose, white or true gray (see page 85). **73-4460952** DUVET COVER *Twin*\* \$129, *Full/Queen* \$139, *King* \$169, SHAM *Standard* \$24 each, *Euro* \$29 each, *King* \$29 each, COMFORTERS + PILLOWS (see [westelm.com](https://www.westelm.com))

### E. **HANDMADE** HAND-BLOCKED SILK CASABLANCA PILLOW COVER *free shipping*




Pewter. **MADE IN INDIA** **73-4287785** 18"SQ. \$39

### F. BUBBLES CERAMIC DRUM SIDE TABLE\* White. **73-3032463** \$129

### G. MOROCCAN WEDDING BLANKET Ivory. Imported. **73-7008204**

Approx. 4' x 6' \$399  
\* Online/Catalog Only

### A. STRIA BED SET + STORAGE

Honey. Reclaimed solid saal, mango and acacia woods. **73-4835443** BED SET (for details, see page 62)  *Full* \$799 (\$50), *Queen* \$899 (\$75), *King* \$999 (\$75), STORAGE (for details, see page 61) NIGHTSTAND \$299, 3-DRAWER DRESSER \$599 (\$50) , 6-DRAWER DRESSER \$899 (\$100) 

### B. MOROCCAN MOSAIC KILIM RUG

Ivory. Imported. **73-7008402** Approx. 4' x 6' \$499, ECO-STAY RUG PAD (see page 68)

### C. TERRACOTTA TABLE LAMP

Stone white/natural linen shade. **73-3214194** \$199



DISCOVERED

## MOROCCAN WEDDING BLANKETS

These lambswool blankets are hand-spun, hand-loomed and blessed for Berber brides-to-be by their female relatives. Embellished with sequins and fringed stripes, they bring good luck and work as throws, rugs or wall hangings. Get a closer look at each of these one-of-a-kind finds at [westelm.com](https://www.westelm.com).

this just in

## JALI LATTICE DINNERWARE

Precious metals. Inspired by traditional Indian motifs, the silvery patterns on these porcelain plates were designed to be layered, and they instantly dress up simple white china.



A.

B.

C.

A.

B.

E.

D.

B.

F.

**A. HAMMERED-METAL ENTERTAINING** (for complete collection, see westelm.com) **73-7061690** LARGE RECTANGLE TRAY W/ HANDLES \$59, ROUND BOWL \$24

**B. BLOCK PRINT DINNERWARE** *free shipping* White/silver. (for complete collection, see westelm.com) **73-5718432** DINNER PLATES Leaves. \$56 set of 4, SALAD PLATES Stems. \$40 set of 4, SOUP PLATES Floral. \$40 set of 4

**GO FOR BAROQUE**  
In stainless steel, this Baroque Flatware Set has a shapely scalloped handle that's reminiscent of heirloom silverware.

**C. ENAMEL HAMMERED METAL COLLECTION** White/silver. (for complete collection, see westelm.com) **73-4717856** LARGE RECTANGULAR PLATTER \$39

**D. DUCK FEET NAPKINS** *free shipping* Duck feet-print orange or duck feet-print gray; also in duck feet-print

yellow, wavy dot green/gray, chunky zigzag blue or swirl dot green (see westelm.com). **73-4683033** \$20 set of 4

**E. BAROQUE FLATWARE** *free shipping* Stainless steel. **73-4811659** 5-piece place setting. \$16

**F. BATTANI STRIPE RUG** (see page 9)

**DUCKS IN A ROW**  
In a pattern inspired by tiny webbed footprints, these cotton Duck Feet Napkins can mingle with bohemian patterns one day and preppier place settings the next.



DISCOVERED: MOROCCO

DISCOVERED

BATTANI STRIPE  
PILLOWS + POUFS

Cut from the same cloth as hand-loomed Battani Stripe Rugs (see page 6), these poufs and pillows have a thick, durable weave that wears well over time.



A.

B.

C.

D.



DISCOVERED

VINTAGE  
MOROCCAN  
METAL TRAYS

Hand-tooled by master metalworkers, these circa-1940s Moroccan platters are one of a kind, each hammered with different patterns.

A. BATTANI STRIPE PILLOW  
COVER *free shipping* Multi.  
Imported. **73-7007891**  
18"SQ. \$69

B. MOROCCAN WEDDING  
BLANKET Ivory.  
Imported. **73-7008204**  
Approx. 4' x 6'. \$399

C. BATTANI STRIPE POUF Multi.  
**73-7807910** 24"SQ. \$299

D. TRADITIONAL MOROCCAN  
BERBER RUG (see page 9)

E. FOUND MORROCCAN TRAY  
**73-7009962** SMALL \$149.  
LARGE \$179



# TABLE MATES

Dining chairs can work wherever you need them—whether dressed up or down, as singles or in sets, in the dining room, at a desk or off to the side.

**A. SCOOP-BACK CHAIR** (for details, see page 65) **73-8433138** SOLIDS Ash or turmeric; also in white or chocolate. \$79 **now \$67** (\$10) each, \*\$158 **now \$134** (\$0) set of 2, \*\$316 **now \$268** (\$0) set of 4, PRINTS Charcoal stem. \$99 **now \$84** (\$10) each, \*\$198 **now \$168** (\$0) set of 2, \*\$396 **now \$336** (\$0) set of 4

**B. STACKABLE CHAIR** Walnut. (for details, see page 65) **73-1470756** \$99 **now \$84** (\$10) each, \*\$198 **now \$168** (\$0) set of 2, \*\$396 **now \$336** (\$0) set of 4

**C. RUSTIC STOOLS** Solid acacia wood/raw steel legs. (for details, see page 65) **73-4093704** BAR STOOL \$199 **now \$169** (\$10) each, \*\$398 **now \$338** (\$0) set of 2, COUNTER STOOL\*

\$189 **now \$160** (\$10) each, \$378 **now \$321** (\$0) set of 2  
**D. KLISMOS STOOLS** Red; also in chocolate or white. (for details, see page 65) BAR STOOL **73-2590099** \$99 **now \$84** (\$10) each, \$198 **now \$168** (\$0) set of 2, COUNTER STOOL **73-2590149** \$89 **now \$75** (\$10) each, \$178 **now \$151** (\$0) set of 2

**E. CURVED UPHOLSTERED DINING CHAIR** Stocked in steel blue\* or dove gray performance velvet; also in elephant or ivory leather. (for details, see page 65) **73-5572615** \$199 **now \$169** (\$10) each, \$398 **now \$338** (\$0) set of 2, \$796 **now \$676** (\$0) set of 4, LEATHER \$299 **now \$254** (\$10) each, \$598 **now \$508** (\$0) set of 2, \$796 **now \$676** (\$0) set of 4

**F. GRID-TUFTED DINING CHAIR** Ecru performance crossweave; also in cocoa performance velvet. (for details, see page 65) **73-3521317** \$199 **now \$169** (\$10) each, \*\$398 **now \$338** (\$0) set of 2, \*\$796 **now \$676** (\$0) set of 4

**G. WILLOUGHBY DINING CHAIR** Chili\* woven cotton, also in sandstone\* woven cotton, otter\* performance velvet or elephant leather. (for details, see page 65) **73-2642767** UPHOLSTERED \$279 **now \$237** (\$10) each, \*\$558 **now \$474** (\$0) set of 2, \*\$1,116 **now \$948** (\$0) set of 4, LEATHER \$399 **now \$339** (\$10) each, \*\$798 **now \$678** (\$0) set of 2, \*\$1,596 **now \$1,356** (\$0) set of 4

\* Online/Catalog Only

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