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Today's Floorcloths



If you think of cleaning towels, floor protectors and surface shields when you hear about floorcloths, chances are good that you are probably not alone.



If you are entirely unfamiliar with the artistic floorcloths, it would appear that you're in for an educational treat and an intriguing history lesson.



Floorcloths are a great way to accessorize a room. Some homeowners find floorcloths an ideal complement for a

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room. Floorcloths are draped over ceramic, hardwood, laminate, porcelain, resilient and other types of floors.



Floorcloths at a passing glance may bear a striking resemblance to area rugs; though, they're something else altogether. Decorators with clients looking for a specific design are turning to floorcloths as a customizable alternative to area rugs. It's an expressive choice. It is designed on heavy, unstretched canvas and prepared with at least two coats of [gesso](#). Next, the design is made with assorted types of paint. The finished design is waterproofed with coats of varnish, typically.

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Before they were renamed floorcloths, they were called area canvas rugs. They made their debut within wealthy European circles. It was specifically in England at some point during the 18th century. Their designs and patterns were an attempt to imitate marble, wood and tile floors.



These furnishings proved useful with the passing of time and were eventually affordably priced for middle-class families. It was at this time that there was an increase in the variety of patterns of area canvas rugs. After the American colonists were liberated from England, the area canvas rug market rapidly expanded beyond England's

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borders into the new world.



The demand for area canvas rugs waned with the advent of linoleum, which reduced demand during the 20th century.



During the 21st century, the area canvas rug market renamed the floor cloth market has seen a renewed interest in this decorative product likely resulting from some interest in home decor with a personalized theme. It's a niche market.



Today's floorcloths are available worldwide. They're for almost any type of interior in a diversity of designs. They're available in a variety of styles and an assortment of colors. They're created using various techniques.

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Are you a Do-It-Yourself interior designer and curious about floorcloths? Perhaps it's time to learn more about this niche marketplace. [Explore](#) the seemingly endless design possibilities, either as a creator or a consumer.



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