

THE WOOD GALLERY

COLLECTION 2016



Archetypal Imaginary is dedicated to its quest to deliver unparalleled custom design according to the client's vision of any given space. Our strategic sourcing provides us with an opportunity to furnish and install all types of wood floors ranging from solid hardwood to dimensionally stable products. The hardwood collection is comprised of antique, classic, modern planking and parquet, border accents and mahogany flooring that can be customized to your needs. We offer a wide range of wood flooring choices ranging in species, style, color and size.

Archetypal is the vision of Avedis Duenjian, an artist dedicated to the preservation of elegant design coupled with centuries of old traditions that embody the true beauty of fine wood. Through his involvement in the National Wood Flooring Association (NWFA), Avedis set the standard for Archetypal as the preeminent custom flooring and remodeling organization worldwide.

Archetypal's reputation and credentials are evident in the specialized services we offer the client; from simple refurbishment to renovations and historic restorations. Floors are installed in a variety of ways that range from nail down, glue down and floating systems. All materials (except cobble wood) are dimensionally stabilized for radiant heat floors.

The design inspiration is derived from the architecture of the space, the materials, colors and desires of the client molding the ideas into a unique creation.



We navigate our client through the creative process, bringing your imagination to fruition. No matter how aesthetically intricate or environmentally challenging, the project will be accomplished by our team of renowned consultants, comprised of designers, highly skilled master craftsmen, inspectors and sales professionals.

The finishes are enhanced by high-tech dustless machine sanding systems or by traditional hand scraping followed by coloring through acid etching or staining and completed by the finest burnishing oils, natural waxes or environmentally friendly urethanes.

Other services provided include height adjustment, subfloor preparation, dry laying (The process of laying down the floor in the space, allowing the client to directly observe the product and make changes that they deem necessary.), hand scraping, color, grain and grade matching, permanent coloring with acid etching, burnishing oil applications, urethane finishes, installation and care.

The collections can be viewed by appointment in the showroom centrally located at New York Design Center, 200 Lexington Ave, Showroom 419, New York, NY 10016 or the multiple vignettes covering 4000 square feet strikingly exhibited in the Lewis Mittman Gallery at the Designers and Decorators center of New York located at 979 Third Avenue, 9th floor, New York, NY 10022.



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PROJECT SERIES

Dovetail Design – Reclaimed Revolutionary War-era barnwood. Oak flooring antiqued, handscraped and burnished with vegetable oil, topped with wax.



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PROJECT SERIES

Dovetail Design – Reclaimed Revolutionary War-era barnwood. Oak flooring antiqued, handscraped and burnished with vegetable oil, topped with wax.



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PROJECT SERIES

Mosaic End Grain – Reclaimed walnut and white oak sapwood. Reclaimed ebony from the black keys of an antique piano. Antiqued and burnished with vegetable oil, topped with wax.



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PROJECT SERIES

Mosaic End Grain – 17-foot Nile crocodile, with prehistoric scales of reclaimed walnut and white oak sapwood. Piercing eye of jet black ebony, reclaimed from the black ebony keys of an antique piano. Antiqued and burnished with vegetable oil, topped with wax.



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PROJECT SERIES

Mosaic End Grain – Reclaimed walnut and white oak sapwood.
Antiqued and burnished with vegetable oil, topped with wax.



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PROJECT SERIES

Mosaic End Grain – Reclaimed walnut and white oak sapwood.
Antiqued and burnished with vegetable oil, topped with wax.



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PROJECT SERIES

Chevron Parquet – Beautiful chevron parquet, wide planks from reclaimed oak, antiqued, stained and burnished with vegetable oils, topped with wax.



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PROJECT SERIES

Chevron Parquet – Beautiful chevron parquet, wide planks from reclaimed oak, antiqued, stained and burnished with vegetable oils, topped with wax.



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PROJECT SERIES

Mosaic End Grain – 150 year old reclaimed oak. Antiqued, handpiled and burnished with vegetable oil, topped with wax.



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PROJECT SERIES

Mosaic End Grain – 150 year old reclaimed oak. Antiqued, handpiled and burnished with vegetable oil, topped with wax.



PROJECT SERIES

Esterla Madera – Antiqued quarter sawn walnut with African wenge.
Hand scraped and burnished with vegetable oil, topped with wax.



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PROJECT SERIES

Esterla Madera – Antiqued quarter sawn walnut with African wenge.
Hand scraped and burnished with vegetable oil, topped with wax.



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PROJECT SERIES

Fontainebleau pattern – Antiqued sapele, flower from Burmese teak.
Hand scraped and burnished with vegetable oil, topped with wax.



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PROJECT SERIES

Herringbone – Antiqued walnut, cross planks from quarter sawn white oak.
Hand scraped and burnished with vegetable oil, topped with wax.



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PROJECT SERIES

Quarter sawn white oak planks.

Hand scraped and burnished with vegetable oil, topped with wax.



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PROJECT SERIES

Antiqued walnut planks.

Hand scraped and burnished with vegetable oil, topped with wax.



PROJECT SERIES

Chevron – Antiqued walnut, cross planks quarter sawn white oak.
Hand scraped and burnished with vegetable oil, topped with wax.



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PROJECT SERIES

Herringbone – Antiqued walnut, cross planks with oak.
Hand scraped and burnished with vegetable oil, topped with wax.



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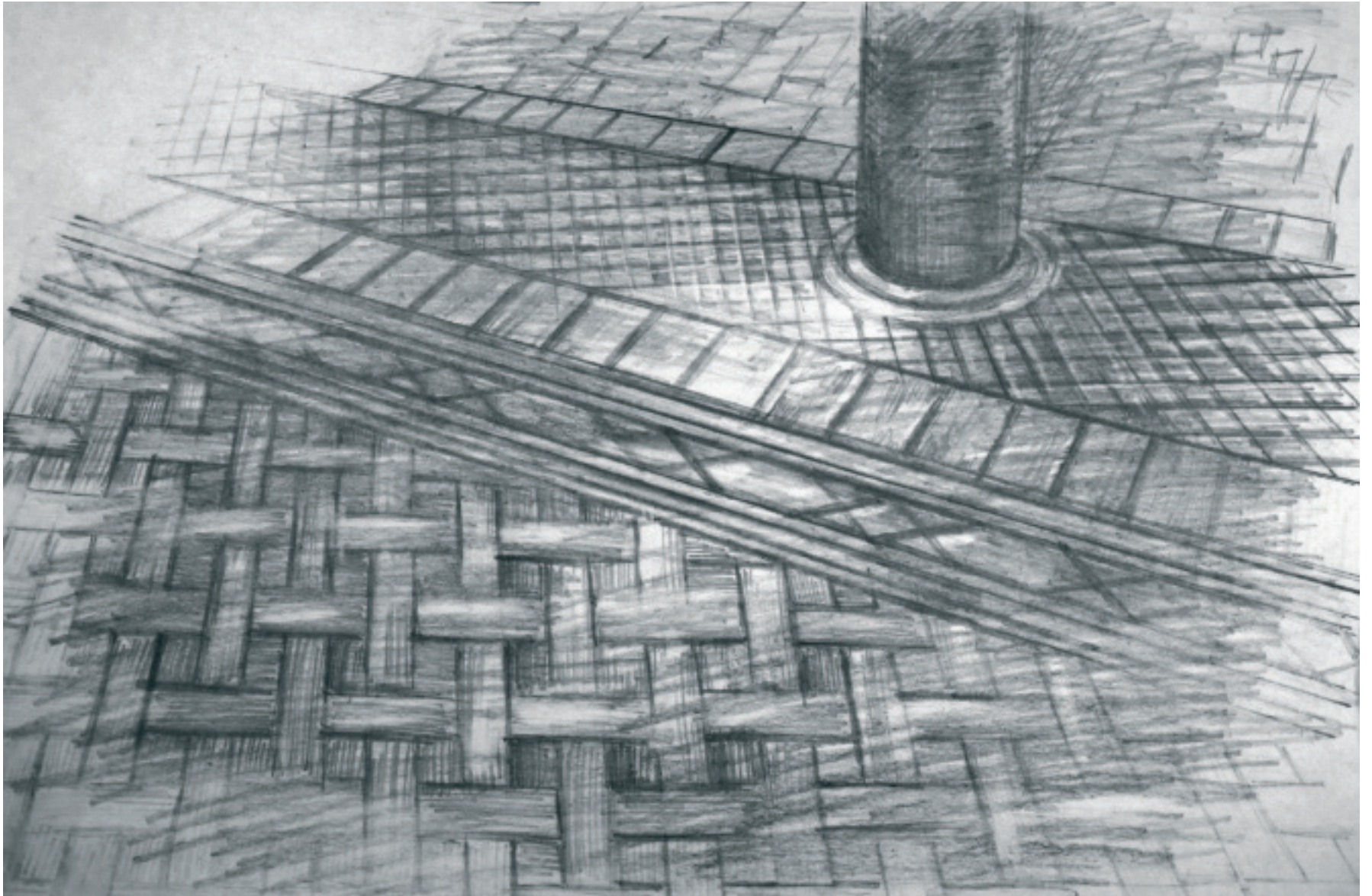


PROJECT SERIES

Bouley Casette pattern with diamond border. This basket weave pattern design taken from Salon des Princess in The Royal Castle of Laeken. The Royal Castle of Laeken is the official residence of the King of the Belgians. The castle was built between 1782-1784 after the plans of the French architect Charles the Wailty.



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PROJECT SERIES

Bouley Cassette pattern with diamond border. This basket weave pattern design taken from Salon des Princess in The Royal Castle of Laeken. The Royal Castle of Laeken is the official residence of the King of the Belgians. The castle was built between 1782-1784 after the plans of the French architect Charles the Wailty.



PROJECT SERIES

Bouley pattern- Antiqued quarter sawn walnut, hand scraped, acid etched, finished with vegetable oil and topped with wax.



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PROJECT SERIES

Diamond engraved – Antiqued white oak with walnut inlay.
Hand scraped and burnished with vegetable oil, topped with wax.



PROJECT SERIES

Diamond engraved – Antiqued white oak with walnut inlay.
Hand scraped and burnished with vegetable oil, topped with wax.



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PROJECT SERIES

Cobble wood pattern – End grain mesquite. Handcrafted to enhance cobble wood effect.
Burnished with vegetable oil, topped with wax.



PROJECT SERIES

Cobble wood pattern – End grain mesquite. Handcrafted to in enhance cobble wood effect.
Burnished with vegetable oil, topped with wax.



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PROJECT SERIES

Cobble wood pattern – End grain mesquite. Handcrafted to enhance cobble wood effect. Burnished with vegetable oil, topped with wax.



PROJECT SERIES

Basket weave mesquite with end grain. Handcrafted to enhance weaving effect.
Burnished with vegetable oil, topped with wax.



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PROJECT SERIES

Basket weave mesquite with end grain. Handcrafted to enhance weaving effect.
Burnished with vegetable oil, topped with wax.



PROJECT SERIES

Chevron pattern - Antiqued quarter sawn walnut, cross planks from quarter sawn white oak.
Hand scraped and burnished with vegetable oil, topped with wax.



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PROJECT SERIES

Herringbone – Antiqued white oak. Tumbled, acid etched color and burnished with vegetable oil, topped with wax.



PROJECT SERIES

Vintage parquet - Antiqued walnut with quarter sawn white oak. Hand scraped and burnished with vegetable oil, topped with wax.



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PROJECT SERIES

Chevron – Antiqued walnut, cross planks quarter sawn white oak. Hand scraped and burnished with vegetable oil, topped with wax.



PROJECT SERIES

Chevron Zebra pattern – Canadian maple with African wenge.
Flat scraped and burnished with vegetable oil, topped with wax.



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PROJECT SERIES

Cassie De Bijou pattern – Rift sawn red oak with African wenge.
Flat scraped and burnished with vegetable oil, topped with wax.



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PROJECT SERIES

Chevron Curvey – Rift sawn red oak.
Hand scraped and burnished with vegetable oil, topped with wax.



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PROJECT SERIES

Chevron Curvey – Rift sawn red oak.
Hand scraped and burnished with vegetable oil, topped with wax.



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PROJECT SERIES

“Curve aluminum and African wenge pattern embedded in African mahogany”.
Hand scraped and burnished with vegetable oil, topped with wax.



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PROJECT SERIES

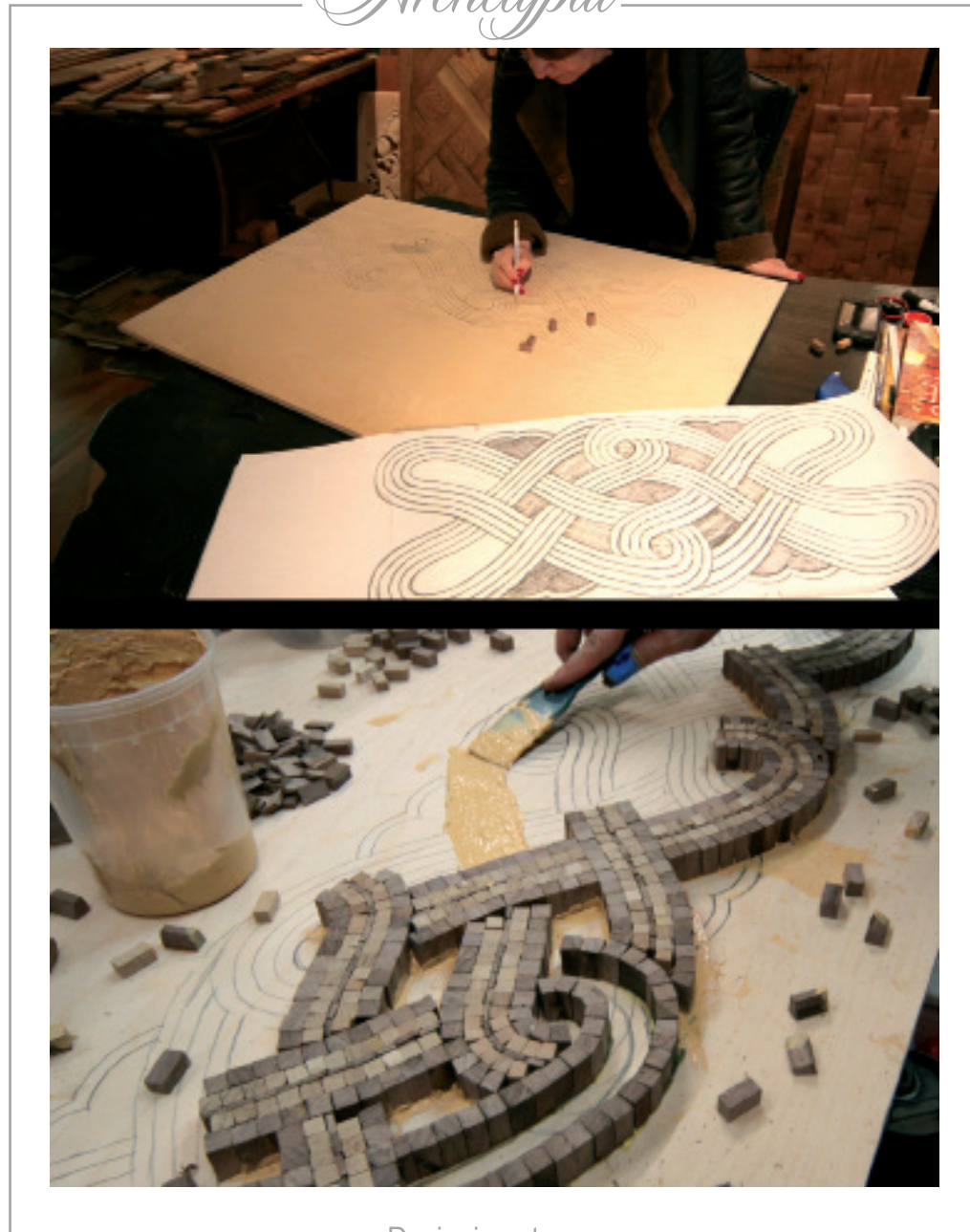
“Curve aluminum and African wenge pattern embedded in African mahogany”.
Hand scraped and burnished with vegetable oil, topped with wax.



ALL PRODUCTS ARE CUSTOM AND AVAILABLE
IN VARIETY OF TEXTURES AND SIZES.



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Designing stage

MOSAIC SERIES

Wood mosaic is a combination of multiple pieces of end grains from oak, walnut and other species. Sizes can vary based on patterns from 9mm squares to as small as 1mm pieces. This unique artwork is mainly customized for any ornamental designs. Wood mosaic is handcrafted and topped with mineral oils and waxes.



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MC-001

PRODUCT LINE MOSAIC SERIES

Mosaic ornamental border



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MOSAIC SERIES

Mosaic texture illustration



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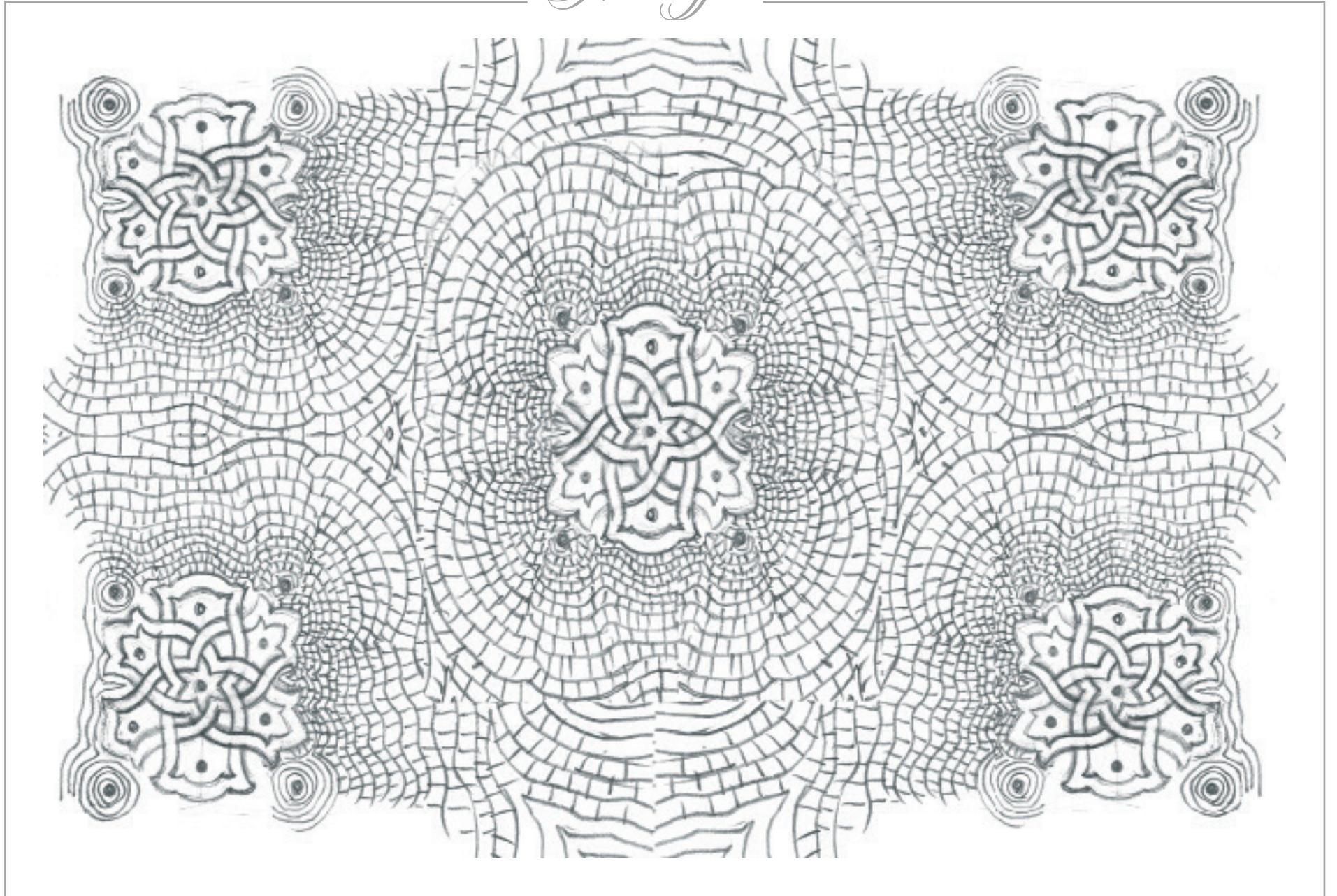


MOSAIC SERIES

Mosaic texture illustration



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MOSAIC SERIES

This particular image shows mosaic pattern that could gradually grow to 9mm and plus, which shows transformation of initial ornaments throughout the field.



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MOSAIC SERIES

Mosaic border processing



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MC-002

PRODUCT LINE MOSAIC SERIES

Mosaic border pattern



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MC-003

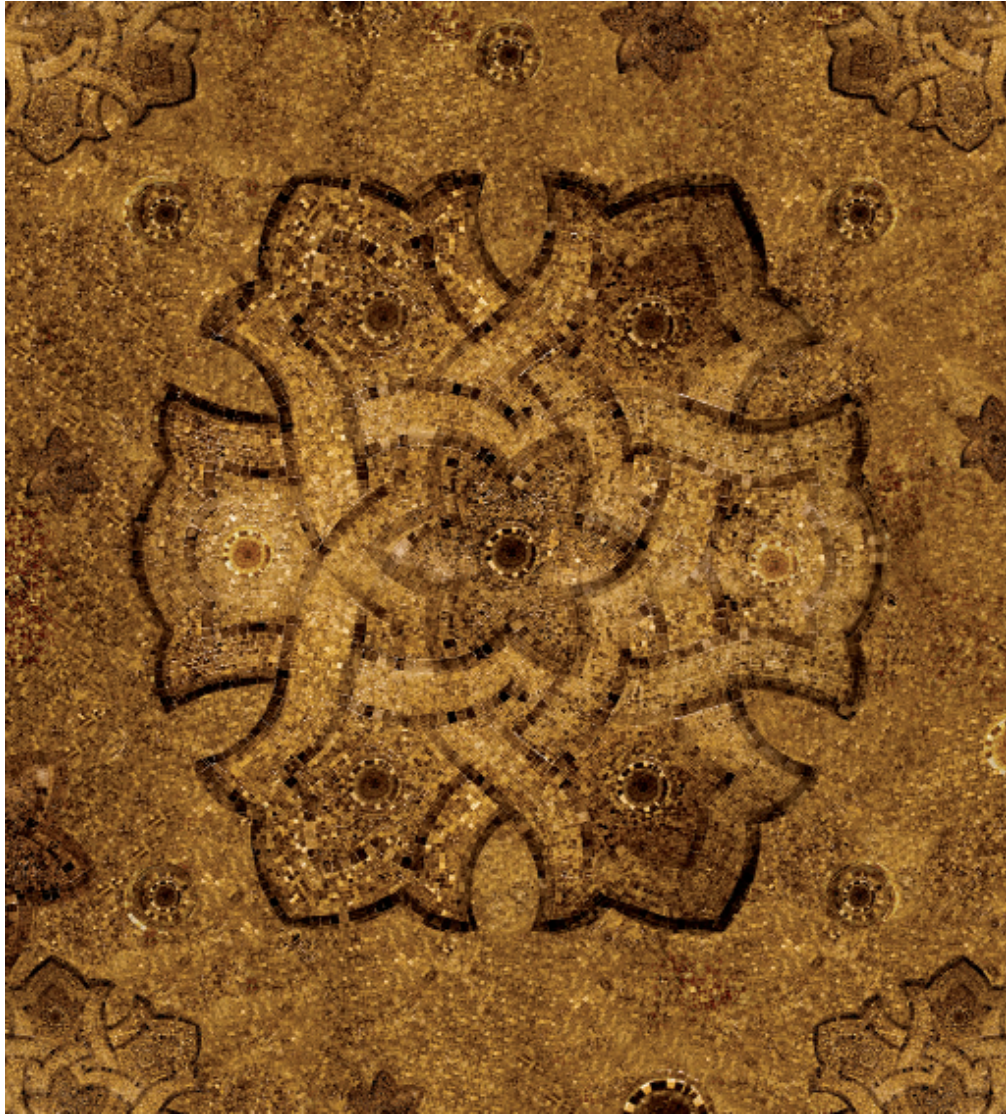
PRODUCT LINE MOSAIC SERIES

Classic Islamic Pattern

Hand assembled mosaic composition from 3/8" X 3/8" end grain, quarter sawn African wenge, 3/4" X 3/4" end grain quarter sawn cumaru and mahogany. Hand scraped, burnished with vegetable oil and topped with wax.



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MC-004

PRODUCT LINE MOSAIC SERIES

Mosaic Arabic pattern



Archetypal



MC-005

PRODUCT LINE MOSAIC SERIES

Exquisite end grain pattern
Used as flooring or wall art, the end grain mosaics are versatile and will add a final touch to any interior design.



Archetypal



MC-006

PRODUCT LINE MOSAIC SERIES

Exquisite end grain pattern
Used as flooring or wall art, the end grain mosaics are versatile and will add a final touch to any interior design.



Archetypal



MC-007

PRODUCT LINE MOSAIC SERIES

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Archetypal



MC-008

PRODUCT LINE MOSAIC SERIES

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Archetypal



MC-009

PRODUCT LINE MOSAIC SERIES

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Archetypal



MC-010

PRODUCT LINE MOSAIC SERIES

Exquisite end grain pattern
Used as flooring or wall art, the end grain mosaics are versatile and will add a final touch to any interior design.



Archetypal



MC-011

PRODUCT LINE MOSAIC SERIES

Exquisite chevron end grain pattern
Used as flooring or wall art, the end grain mosaics are versatile and will add a final touch to any interior design.



Archetypal



MC-012

PRODUCT LINE MOSAIC SERIES

Exquisite herringbone end grain pattern
Used as flooring or wall art, the end grain mosaics are
versatile and will add a final touch to any interior design.



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PQ-001

PRODUCT LINE PARQUET SERIES

Bouley pattern - Antiqued, quarter sawn walnut,
hand scraped, acid etched, burnished with vegetable oil and topped with wax.



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PQ-002

PRODUCT LINE PARQUET SERIES

Fontainebleau pattern - Antiqued sapele, flower from Burmese teak.
Hand scraped and burnished with vegetable oil, topped with wax.



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PRODUCT SERIES

Process -Fontainebleau pattern



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PQ-003

PRODUCT LINE PARQUET SERIES

Fontainebleau pattern - Antiqued, rift and quarter sawn walnut with pegs, hand scraped, fumed and acid etched, burnished with oil and topped with wax.



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PRODUCT SERIES

Processing of Esterla Madera



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PQ-004

PRODUCT LINE PARQUET SERIES

Esterla Madera - Antiqued, quarter sawn walnut, handscraped, acid etched, burnished with oil, topped with wax.



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PQ-005

PRODUCT LINE PARQUET SERIES

Chartreuse pattern - Antiqued, quarter sawn walnut, hand scraped, acid etched, burnished with vegetable oil and topped with wax.



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PQ-006

PRODUCT LINE PARQUET SERIES

Chartreuse pattern - Antiqued, quarter sawn walnut, hand scraped, acid etched, burnished with vegetable oil and topped with wax.



Archetypal



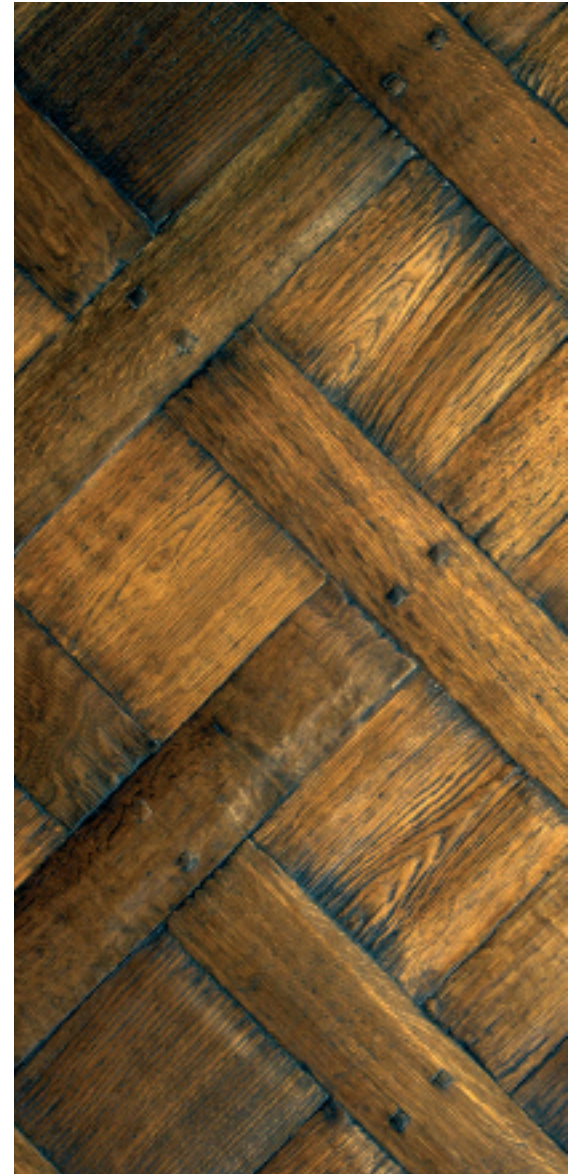
PQ-007

PRODUCT LINE PARQUET SERIES

Chantilly pattern - Antiqued, quarter sawn walnut, hand scraped, acid etched, burnished with vegetable oil and topped with wax.



Archetypal



PQ-008

PRODUCT LINE PARQUET SERIES

Versailles pattern – Antiqued, quarter sawn walnut with pegs, hand scraped, acid etched, burnished with vegetable oil and topped with wax.



Archetypal



PQ-009

PRODUCT LINE PARQUET SERIES

La Rochelle pattern – Antiqued, quarter sawn walnut with pegs, hand scraped, acid etched, burnished with vegetable oil and topped with wax.



Archetypal



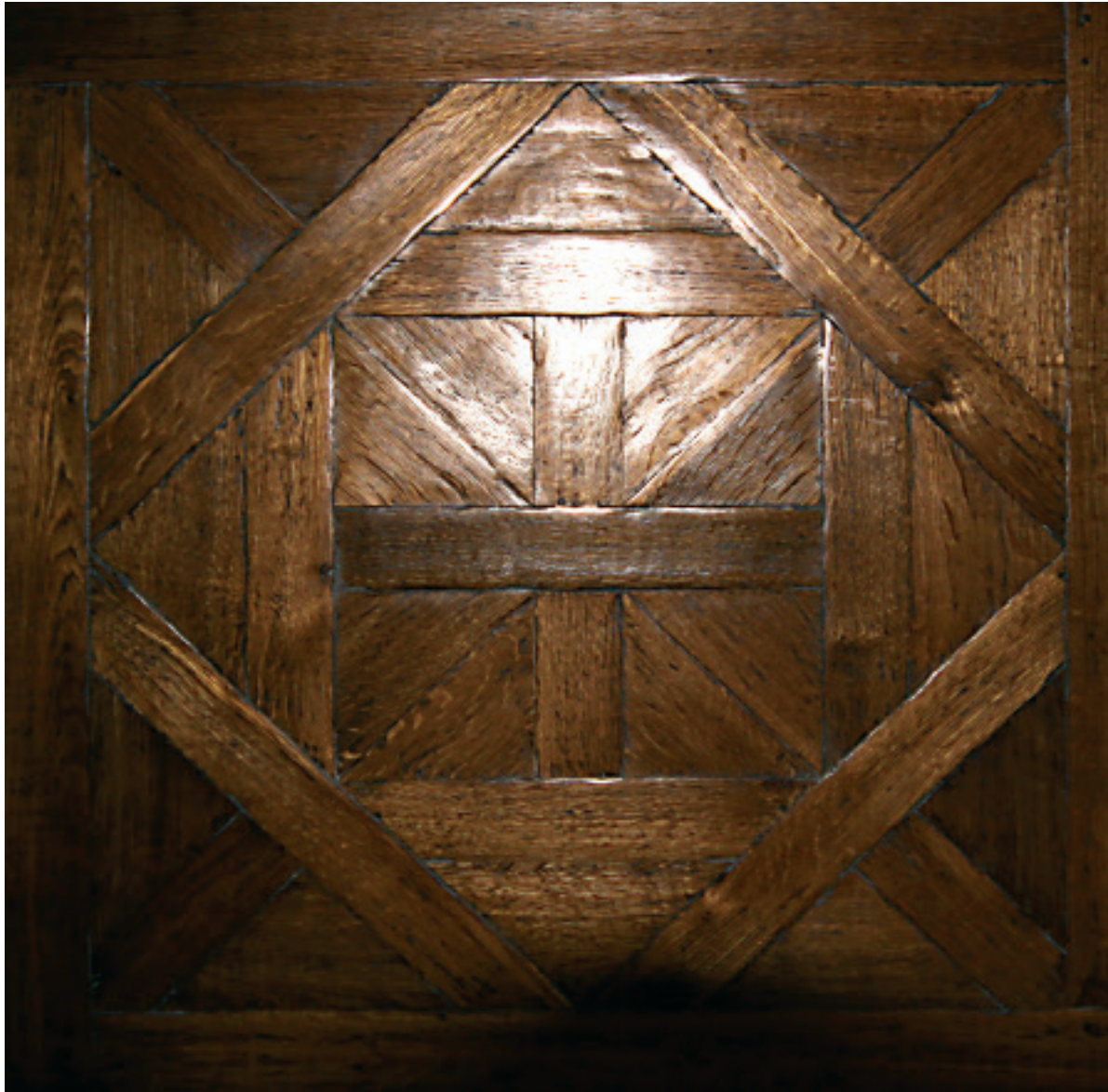
PQ-010

PRODUCT LINE PARQUET SERIES

D'Areberg pattern - Antiqued, quarter sawn walnut with pegs, hand scraped, acid etched, burnished with vegetable oil and topped with wax.



Archetypal



PQ-011

PRODUCT LINE PARQUET SERIES

Bordeaux pattern – Antiqued quarter sawn and rift white oak with pegs.
Hand scraped, distressed, finished with burnishing oil and topped with wax.



Archetypal



PQ-012

PRODUCT LINE PARQUET SERIES

Chalosse pattern - Antiqued walnut with pegs. Hand scraped, distressed and sculptured.
Finished with burnishing oil and topped with wax.



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PQ-013

PRODUCT LINE PARQUET SERIES

Chevron – Antiqued walnut, cross planks quarter sawn white oak, hand scraped and burnished with vegetable oil, topped with wax.



Archetypal



PQ-014

PRODUCT LINE PARQUET SERIES

Bouley Cassette with diamond border- Antiqued quarter sawn walnut, hand scraped and burnished with vegetable oil, topped with wax.



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PQ-015

PRODUCT LINE PARQUET SERIES

8 point star - Antiqued quarter sawn walnut,
light hand scraped, burnished with vegetable oil, topped with wax.



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PQ-016

PRODUCT LINE PARQUET SERIES

4 point star - Antiqued quarter sawn walnut,
light hand scraped, burnished with vegetable oil, topped with wax.



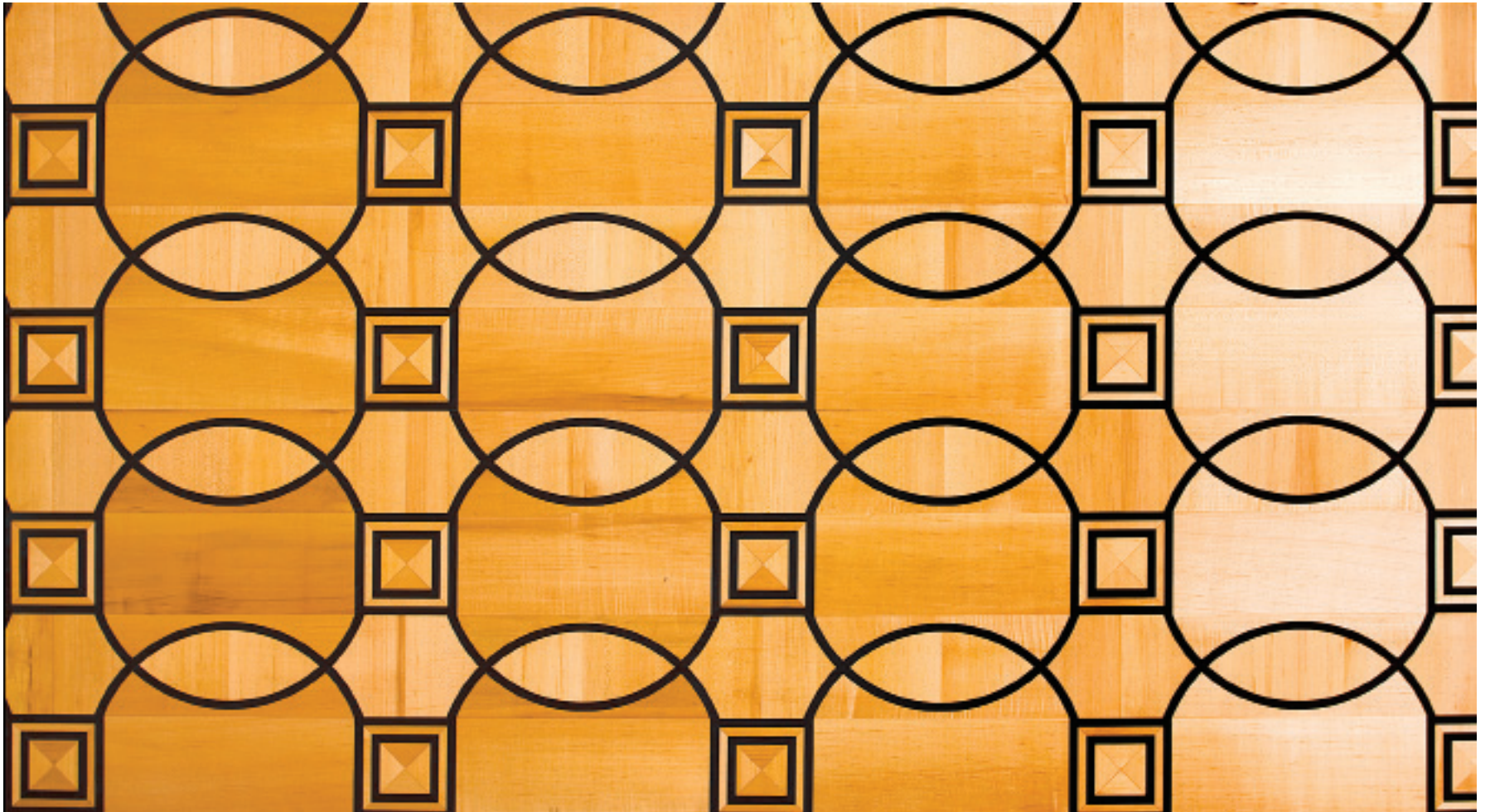
PQ-017

PRODUCT LINE PARQUET SERIES

Chevron Zebra pattern-Canadian maple with African wenge.
Flat scraped and burnished with vegetable oil, topped with wax.



Archetypal



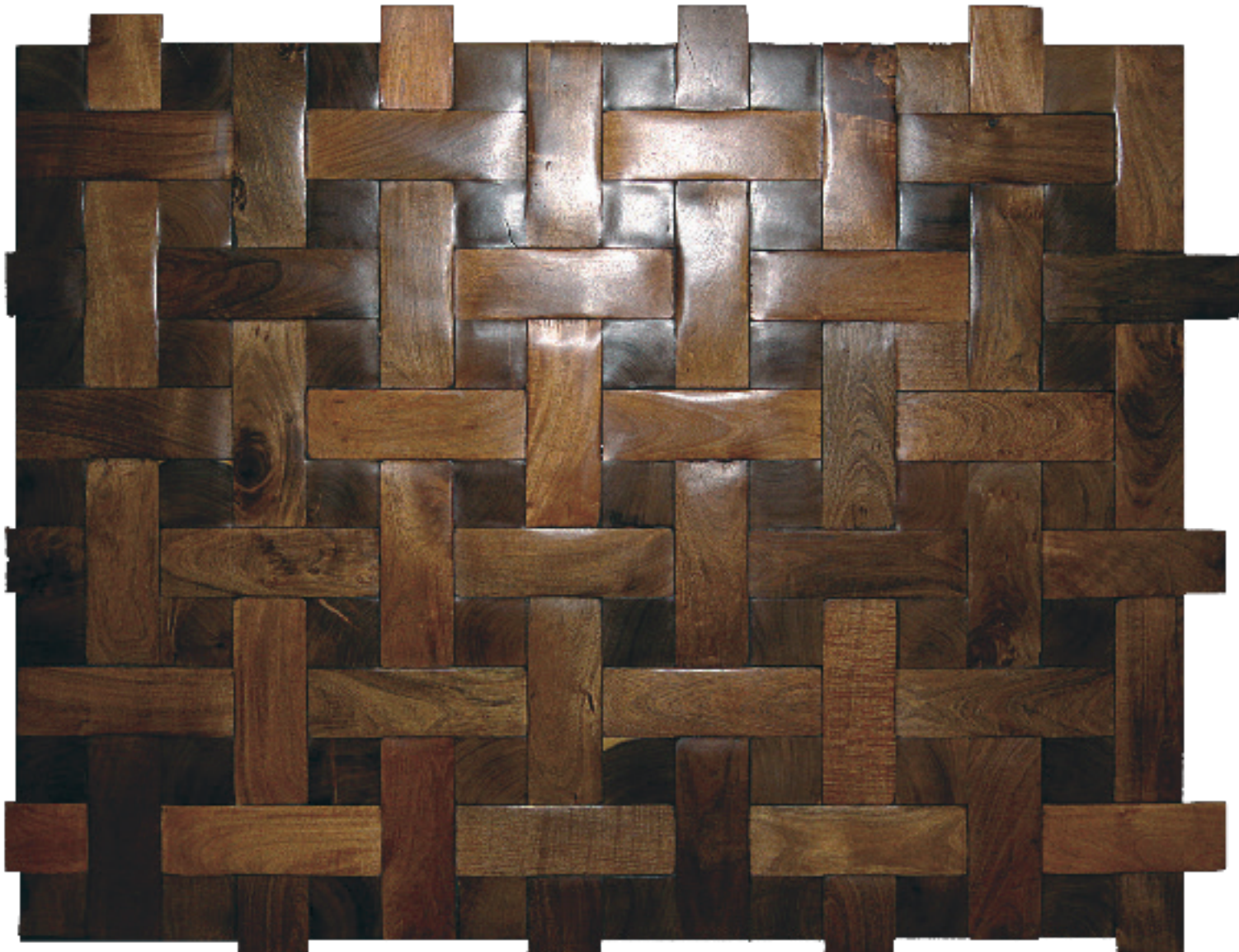
PQ-018

PRODUCT LINE PARQUET SERIES

Cassie De Bijou pattern- Rift sawn red oak with African wenge.
Flat scraped and burnished with vegetable oil, topped with wax.



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EG-001

PRODUCT LINE END GRAIN SERIES

Basket weave pattern – Mesquite with end grain.
Handcrafted, pillowed and burnished with vegetable oil, topped with wax



Archetypal



EG-002

PRODUCT LINE END GRAIN SERIES

Herringbone mesquite end grain wood.

Handcrafted, pillowed and burnished with vegetable oil, topped with wax



Archetypal



EG-003

PRODUCT LINE END GRAIN SERIES

Reclaimed pine end grain.

Handcrafted, pillowed and burnished with vegetable oil, topped with wax



Archetypal



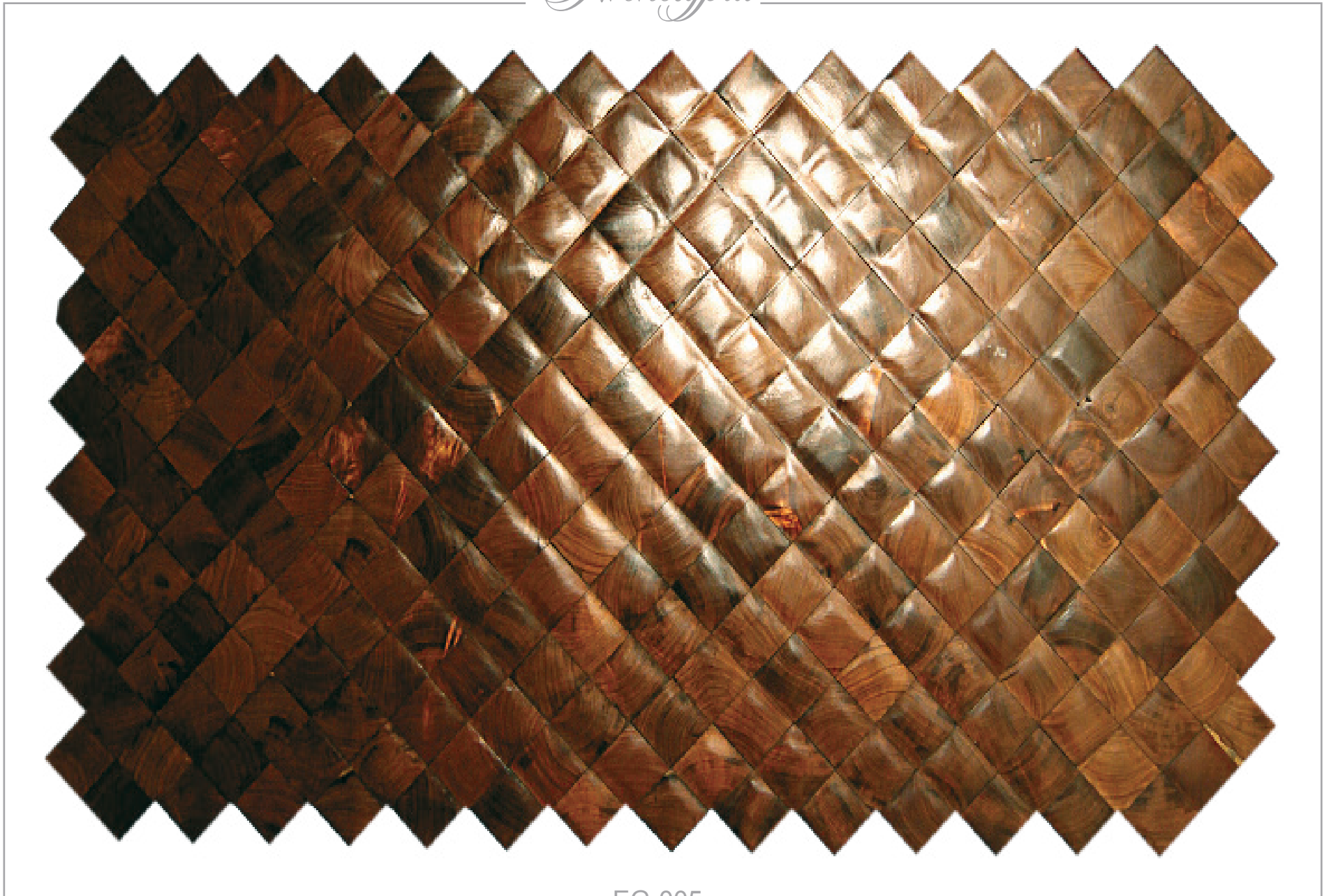
EG-004

PRODUCT LINE END GRAIN SERIES

Reclaimed oak end grain with mesquite.
Hand sculptured, finished with burnishing oil and wax.



Archetypal



EG-005

PRODUCT LINE END GRAIN SERIES

Hand scraped mesquite end grain.
Handcrafted, pillowed and burnished with vegetable oil, topped with wax.



Archetypal



EG-006

PRODUCT LINE END GRAIN SERIES

Hand scraped mesquite end grain.

Handcrafted, pillowed and burnished with vegetable oil, topped with wax.



Archetypal



Reclaimed oak.
Handcrafted, pillowed and burnished
with vegetable oil, topped with wax

EG-007

PRODUCT LINE END GRAIN SERIES



Archetypal



EG-008

Purple Heart end grain.
Hand crafted, pillowed, finished with
burnishing oil and topped with wax

PRODUCT LINE END GRAIN SERIES



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South American walnut.
Hand scraped and burnished
with vegetable oil, topped with wax

PL-001

PRODUCT LINE PLANK SERIES



Archetypal



PL-002

Flame maple, antiqued.
Hand scraped and burnished
with vegetable oil, topped with wax

PRODUCT LINE PLANK SERIES



Archetypal



Antiqued walnut.
Hand scraped and burnished
with vegetable oil, topped with wax

PL-003

PRODUCT LINE PLANK SERIES



Archetypal



PL-004

White oak, antiqued.
Hand scraped and burnished with
vegetable oil, topped with wax

PRODUCT LINE PLANK SERIES



Archetypal



Burmese teak.
Hand scraped and burnished
with vegetable oil, topped with wax

PL-005

PRODUCT LINE PLANK SERIES



Archetypal



PL-006

Red mahogany.
Hand scraped and burnished
with vegetable oil, topped with wax

PRODUCT LINE PLANK SERIES



Archetypal



Reclaimed oak antiqued.
Hand scraped and burnished
with vegetable oil, topped with wax

PL-007

PRODUCT LINE PLANK SERIES



Save the trees



*Reclaimed wood
primary source of our work*