



THE WOOD GALLERY

COLLECTION 2012



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 Duvenjian, 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 [Showroom](#) / 881 Broadway NY,NY 10003

[Main Showroom & Office](#) / 1055 Bronx River Avenue, Bronx, NY, 10472

[Dubai Address](#)

Umm Sequim third area, Villa No.5 Jumeirah, Dubai, U.A.E. (across the street from Burj Al Arab Hotel), 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.



Archetypal

Avedis Duvenjian, significant third generation master craftsman who's unique talents established Archetypal brand 21 years ago in New York. The talented artist has expressed his visions in great depths and proudly presented a custom wood line exclusively in ABC home in partnership with Mr. Donald Trump October 2012. Archetypal is well known for there team work and unique wood art dedication, they have won "Best Floor Of The Year, In The World" three consecutive years in a row 2010, 2011, & 2012 presented by the NWFA (National Wood Flooring Association). Archetypal is pleased to showcase it's new wood gallery on Jermich Beach Road Dubai, and the talented team is very excited about introducing and expressing there passion in the upcoming Index event in the Middle East, they are always looking forward to broaden any ideas as well as fulfilling ones imagination.



Archetypal



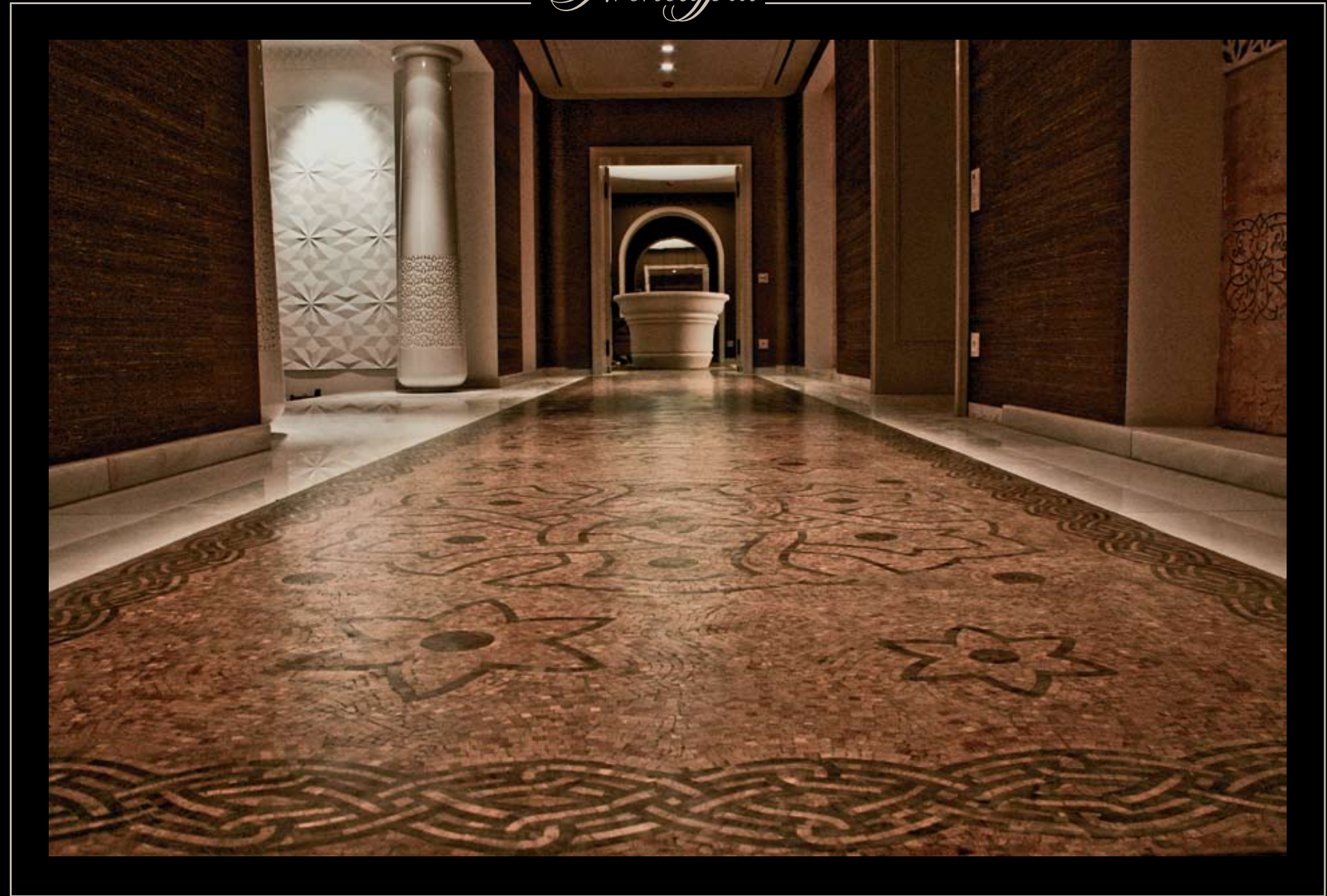
PROJECT SERIES

Floor Of The Year Winners



PROJECT SERIES

2012 NWFA Best Residential & Members Choice Winner
 Mosaic Arabic Pattern 7mmx7mm white oak and black
 walnut end grain. Antiqued hand scraped burnished with
 Vegetable oil, topped with wax.



PROJECT SERIES

Mosaic Arabic End Grain pattern
 Closer View



Archetypal

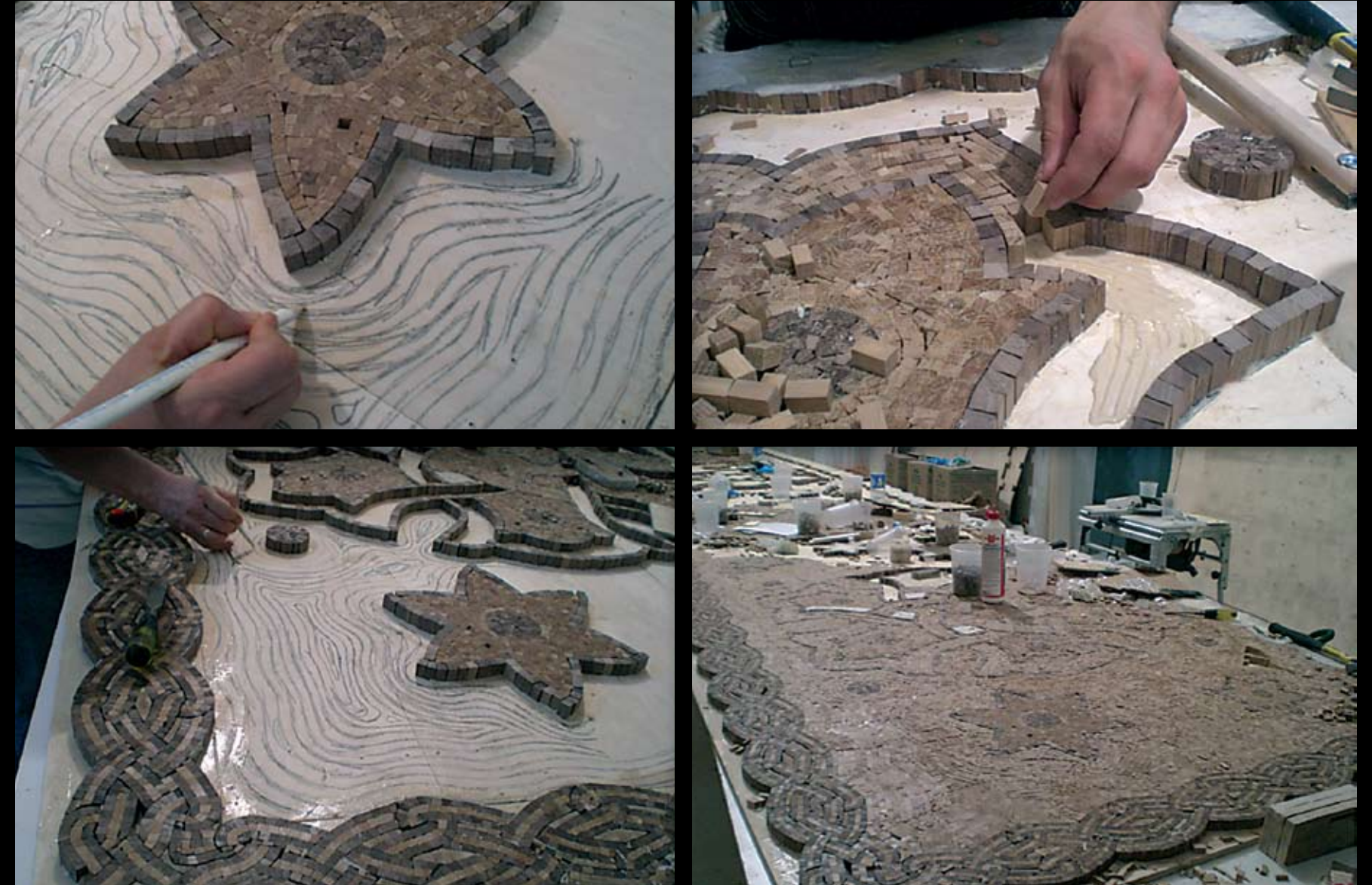


PROJECT SERIES

Mosaic Arabic pattern



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PROJECT SERIES

Processing Of Mosaic Arabic pattern Project



Archetypal



PROJECT SERIES

2011 NWFA Floor Of The Year Winner
Best Limited Species

7mmx7mm to 30mm by 30mm gradually growing pattern of white oak and black African wenge end grain. Hand scraped polished, burnished with vegetable oil and topped with wax.



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PROJECT SERIES

Process of Arizona Mosaic pattern



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PROJECT SERIES

2010 NWFA Floor of The Year Winner
Best Limited Species

Spiral design with 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

Closer view of curved spiral pattern



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PROJECT SERIES

Closer View of curved spiral pattern



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PROJECT SERIES

Processing of Spiral pattern



PROJECT SERIES

Antiqued Oak French Chevron with cross boards with pegs, hand scraped original gray boards with white lie soap wash, burnished with vegetable oil and topped with wax.



PROJECT SERIES

Antiqued Oak French Chevron with cross boards with pegs, hand scraped original gray boards with white lie soap wash, burnished with vegetable oil and topped with wax.



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PROJECT SERIES

Antiqued Oak Plank random width pattern, Original gray boards hand scraped, white lie soap wash, burnished with vegetable oil and topped with wax.



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PROJECT SERIES

Antiqued Oak Plank random width pattern, Original gray boards hand scraped, white lie soap wash, burnished with vegetable oil and topped with wax.



PROJECT SERIES

Antiqued Oak Plank random width pattern, Original gray boards hand scraped, white lie soap wash, burnished with vegetable oil and topped with wax



PROJECT SERIES

Some more closer views



PROJECT SERIES

Chevron - Antiqued walnut, cross planks quarter sawn white oak. 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



Archetypal

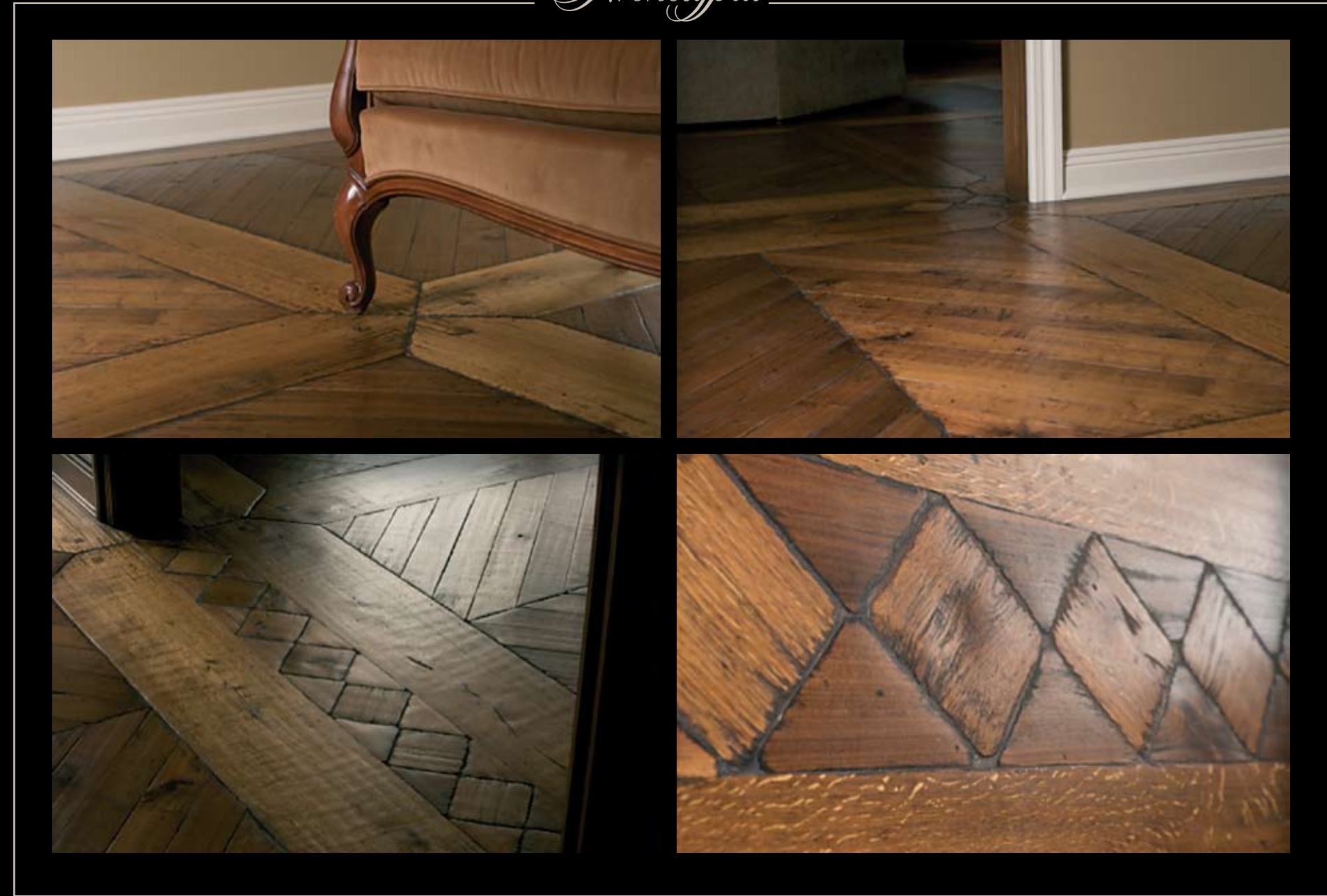


PROJECT SERIES

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

Chevron closer views



PROJECT SERIES

Antiqued walnut plank with pegs - Hand scraped burnished with vegetable oil and topped with wax.



PROJECT SERIES

Antiqued walnut plank with pegs - Hand scraped burnished with vegetable oil and topped with wax.



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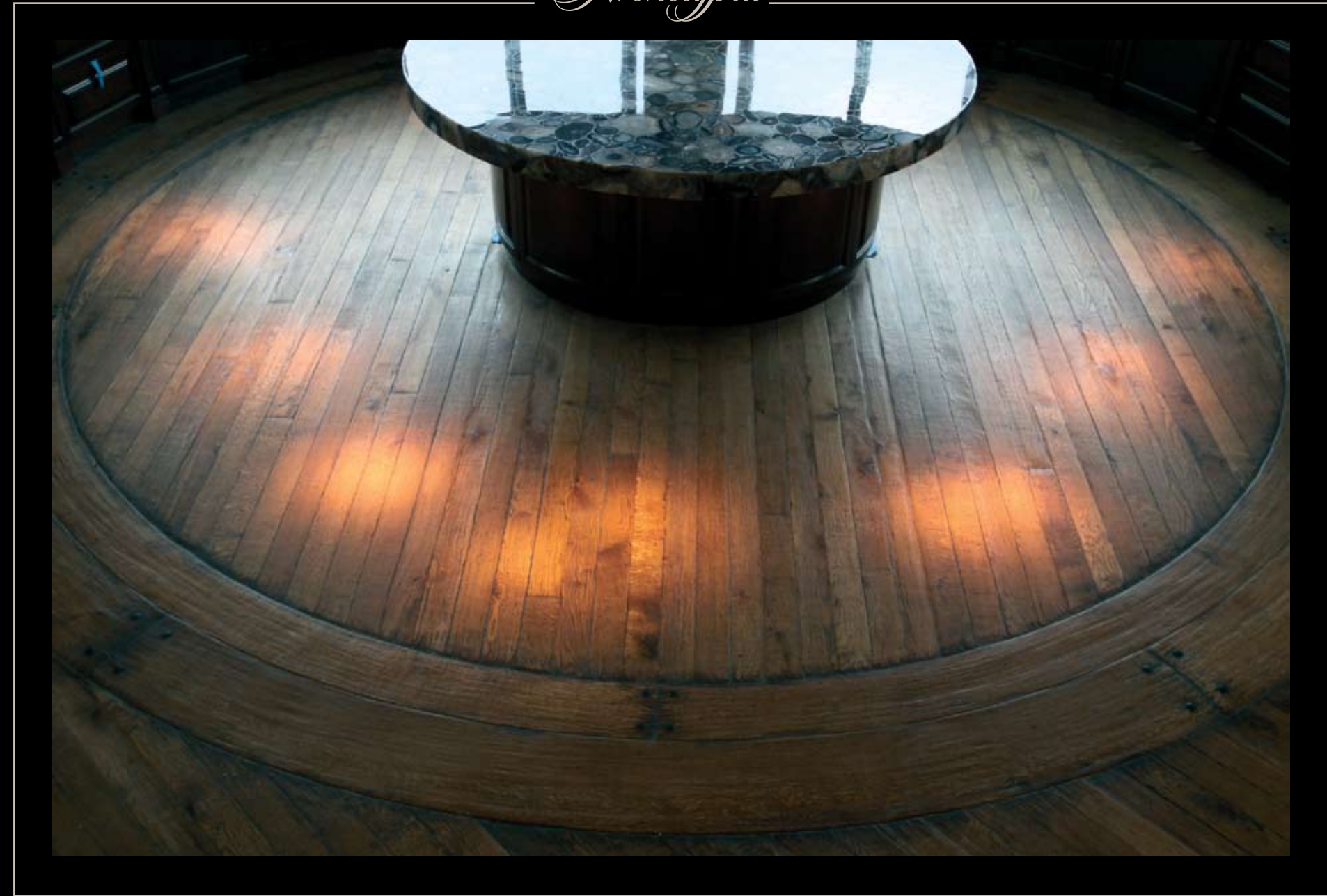


PROJECT SERIES

Antiqued reclaimed oak - lightly scraped and distressed, burnished with vegetable oil and topped with wax.



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PROJECT SERIES

Antiqued reclaimed oak - lightly scraped and distressed, burnished with vegetable oil and topped with wax.



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PROJECT SERIES

Reclaimed oak end grain cobble wood, lightly hand scraped and distressed.
Burnished with vegetable oil and topped with wax.



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PROJECT SERIES

Reclaimed oak end grain cobble wood, lightly hand scraped and distressed.
Burnished with vegetable oil and 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

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



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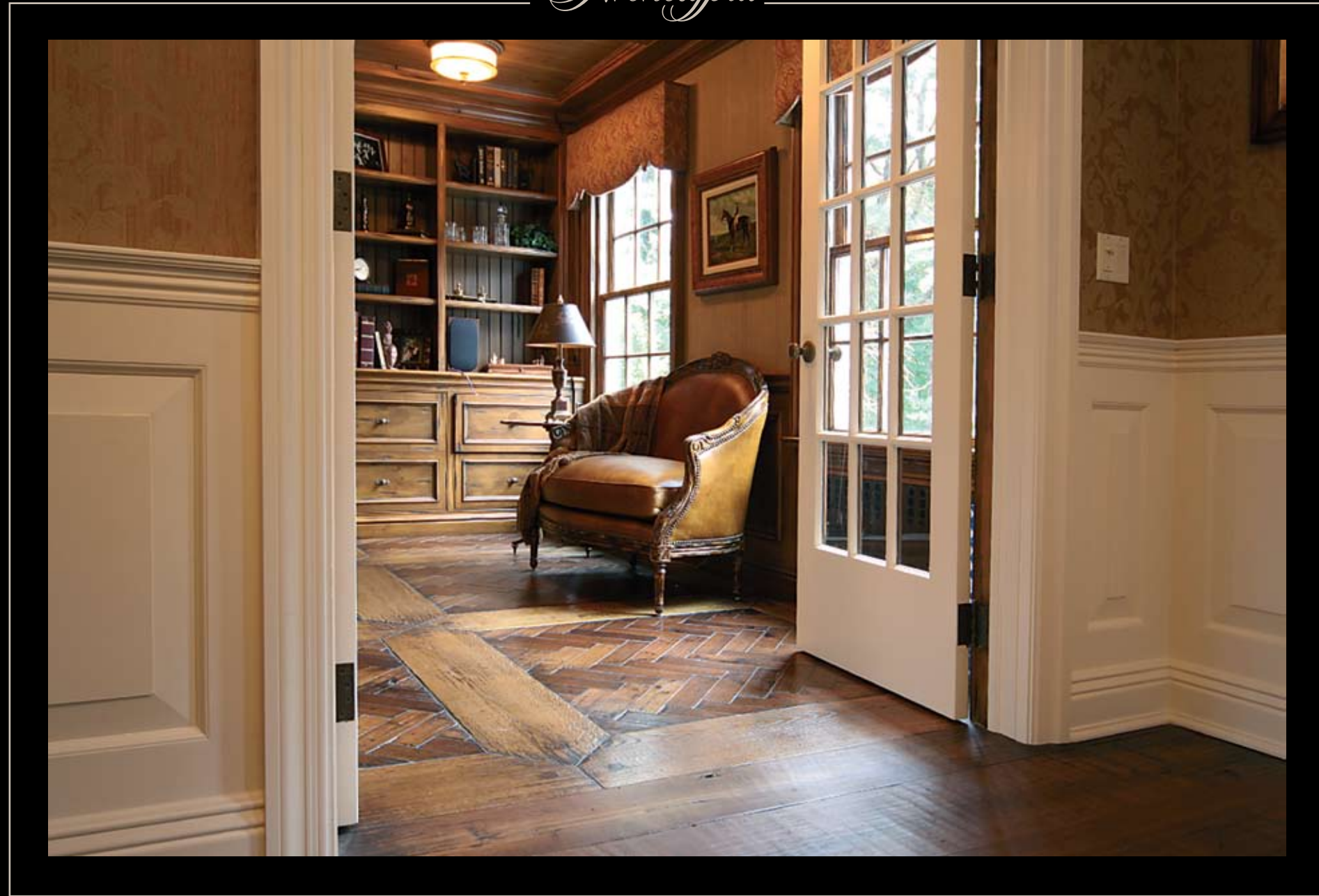


PROJECT SERIES

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

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

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



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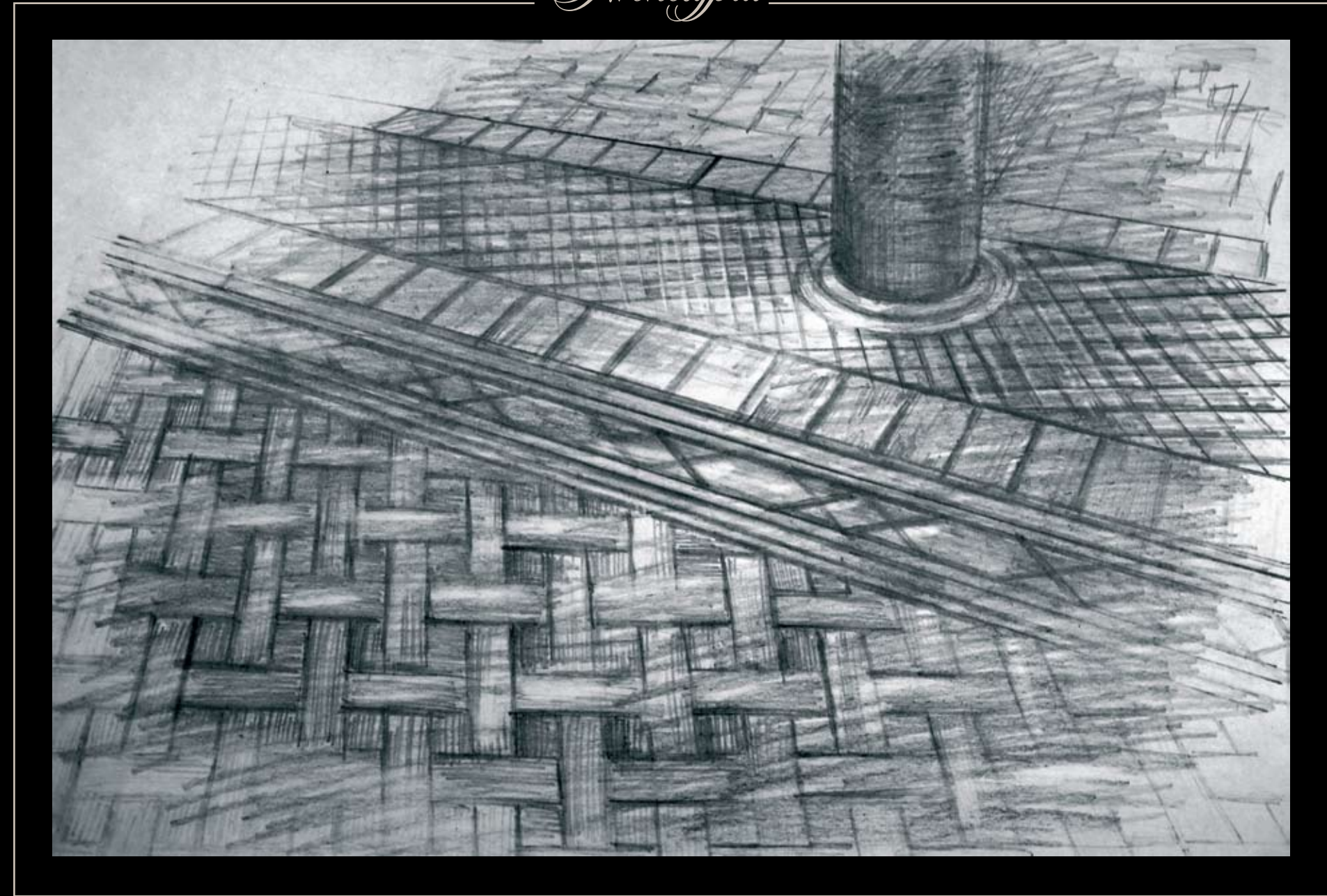


PROJECT SERIES

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



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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 Belgians. The castle was built between 1782-1784 after the plans of the French architect Charles the Wailly.



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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 pattern border - Antiqued white oak with walnut inlay. Hand scraped and burnished with vegetable oil, topped with wax.



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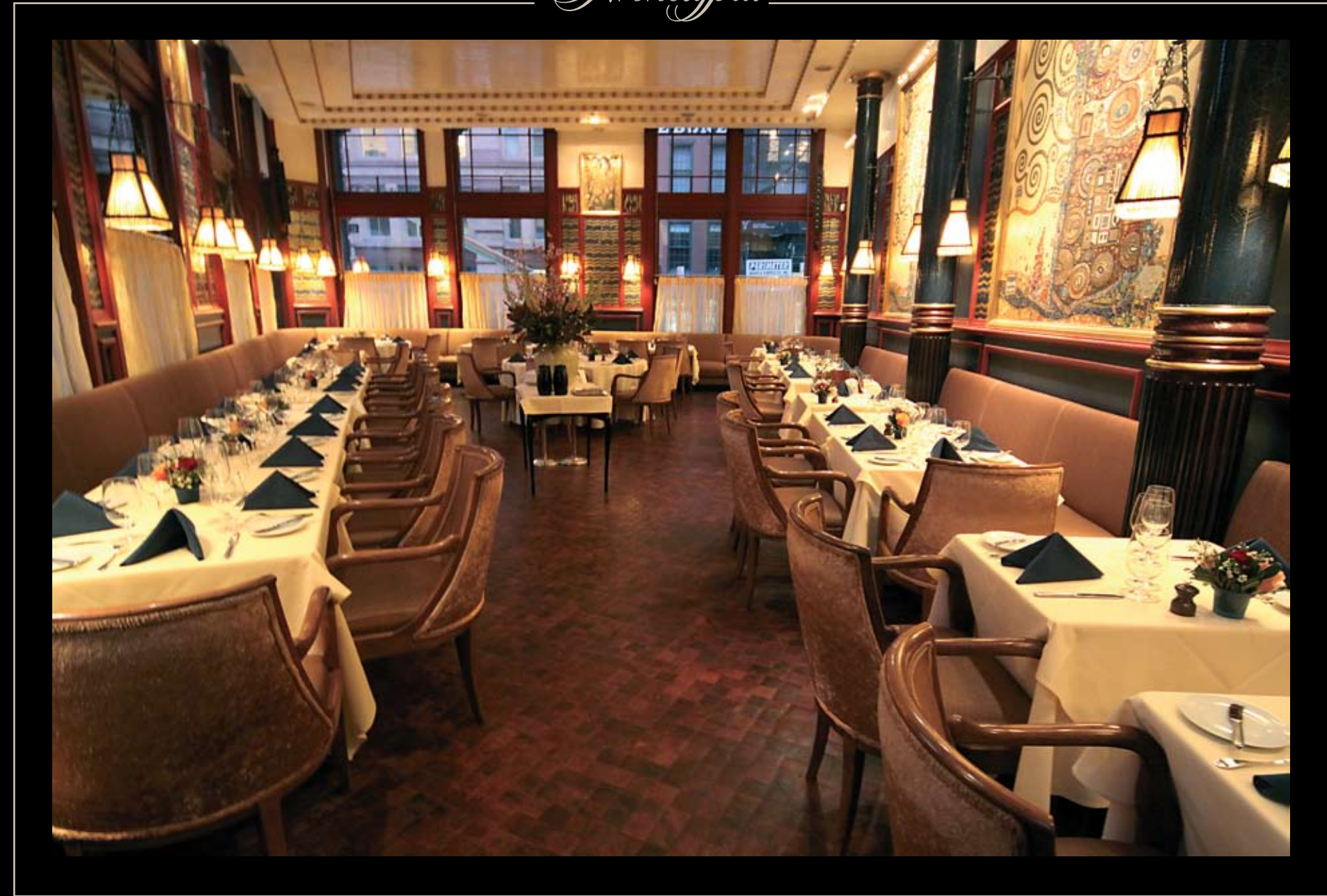


PROJECT SERIES

Diamond pattern border - 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 pillowed to enhance cobble wood effect, burnished with vegetable oil, topped with wax.



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PROJECT SERIES

Cobble wood pattern - End grain mesquite.
Handcrafted pillowed to enhance cobble wood effect, burnished with vegetable oil, topped with wax.



Archetypal



PROJECT SERIES

Cobble wood pattern - End grain mesquite.
Handcrafted pillowed to enhance cobble wood effect, burnished with vegetable oil, topped with wax.



Archetypal

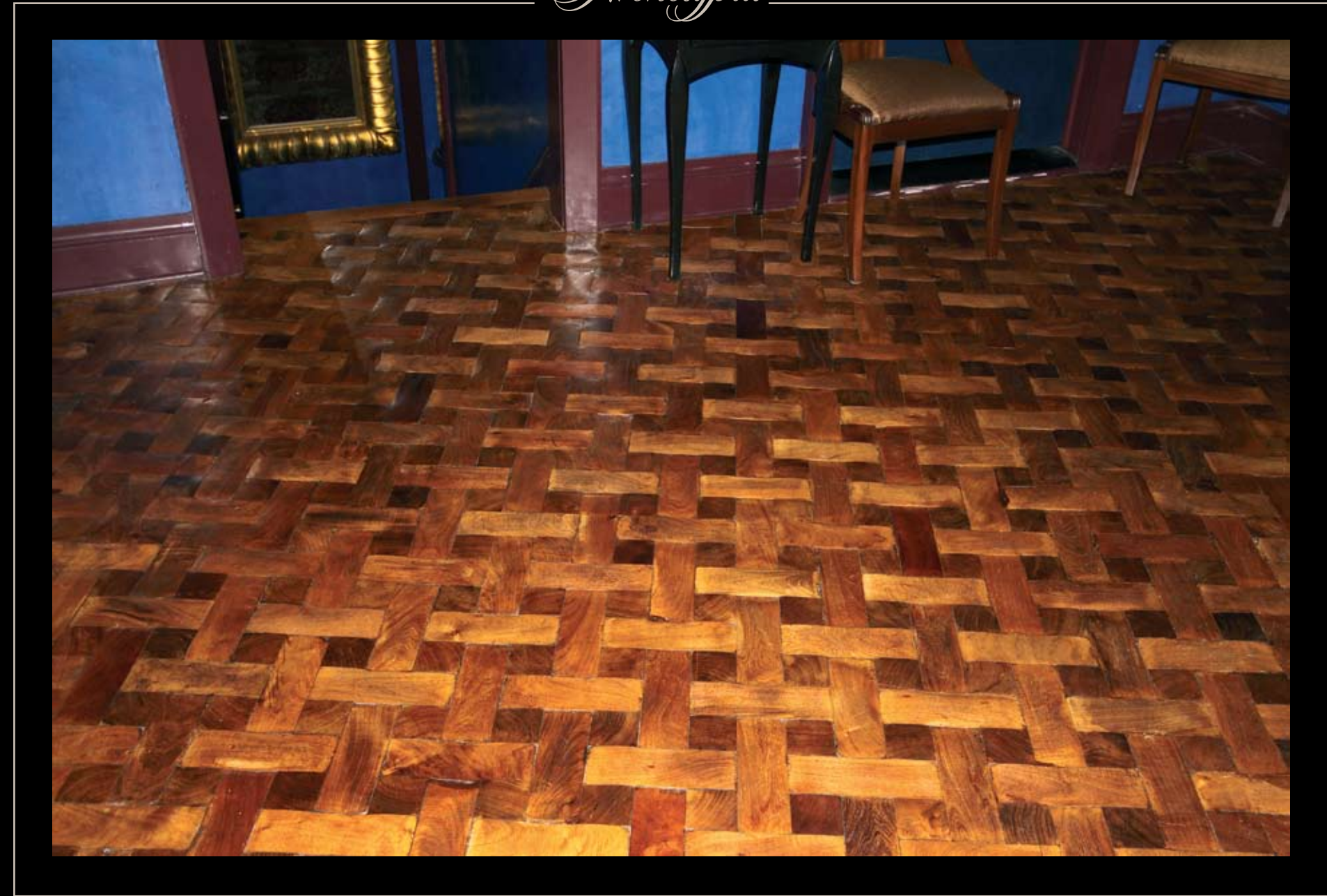


PROJECT SERIES

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



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PROJECT SERIES

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



Archetypal

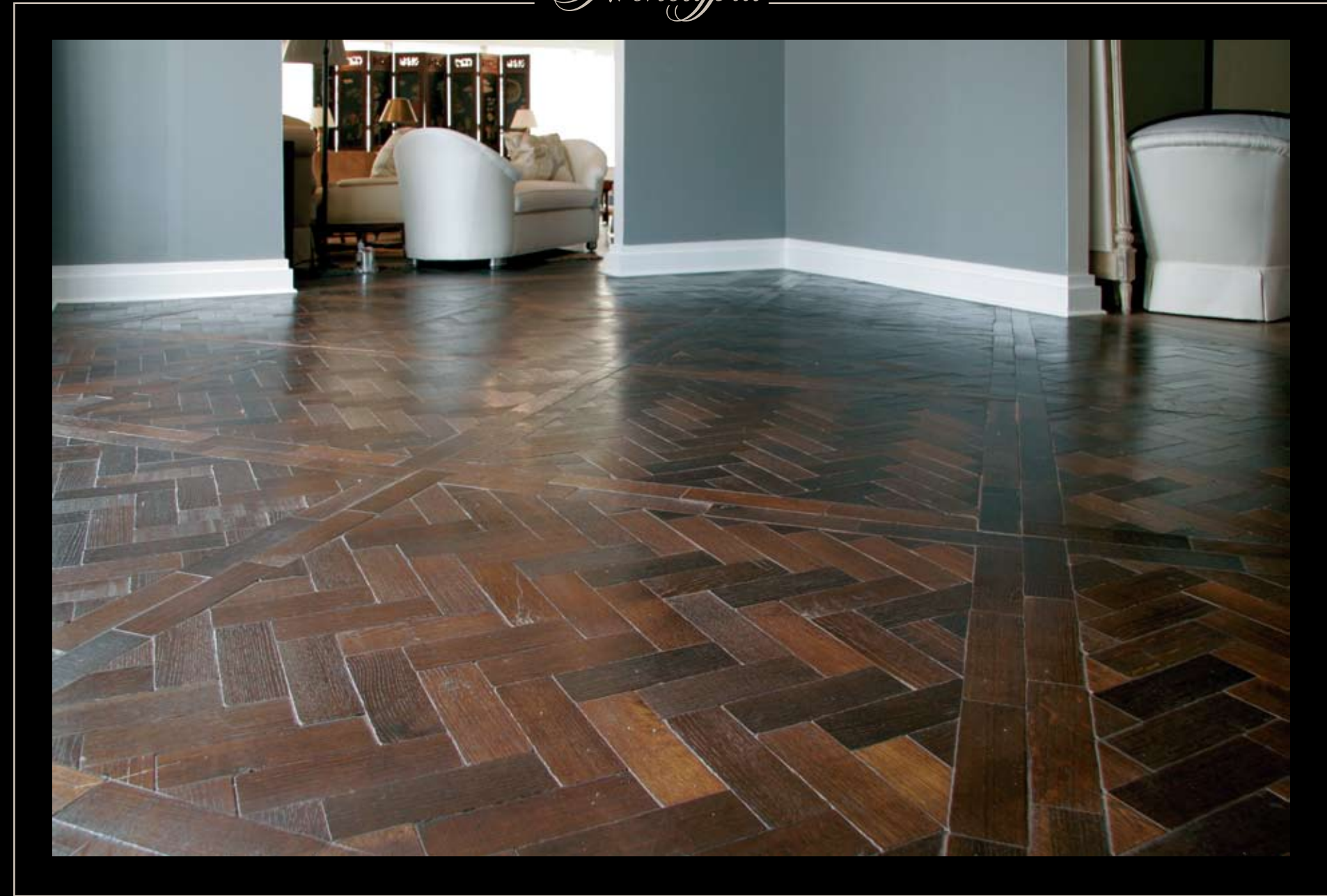


PROJECT SERIES

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.



Archetypal



PROJECT SERIES

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



Archetypal



PROJECT SERIES

Chevron Curvey - Rift sawn red oak. Hand 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.



Archetypal



PROJECT SERIES

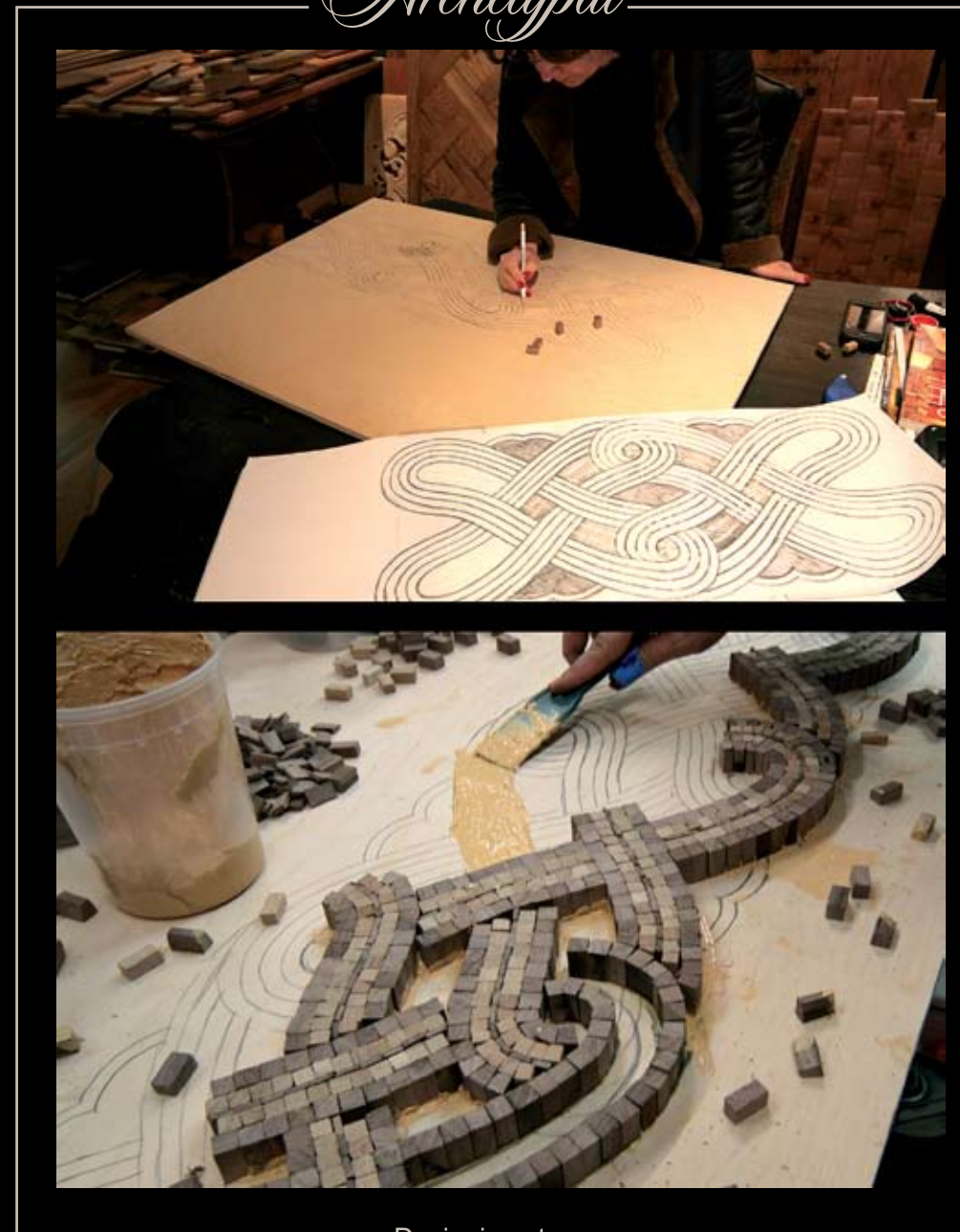
Chevron Zebra pattern - Canadian maple with African wenge.
Flat scraped and burnished with vegetable oil, topped with wax.



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



Archetypal



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.



Archetypal



MC-001

PRODUCT LINE MOSAIC SERIES

Mosaic ornamental border



Archetypal



MOSAIC SERIES

Mosaic texture illustration



Archetypal

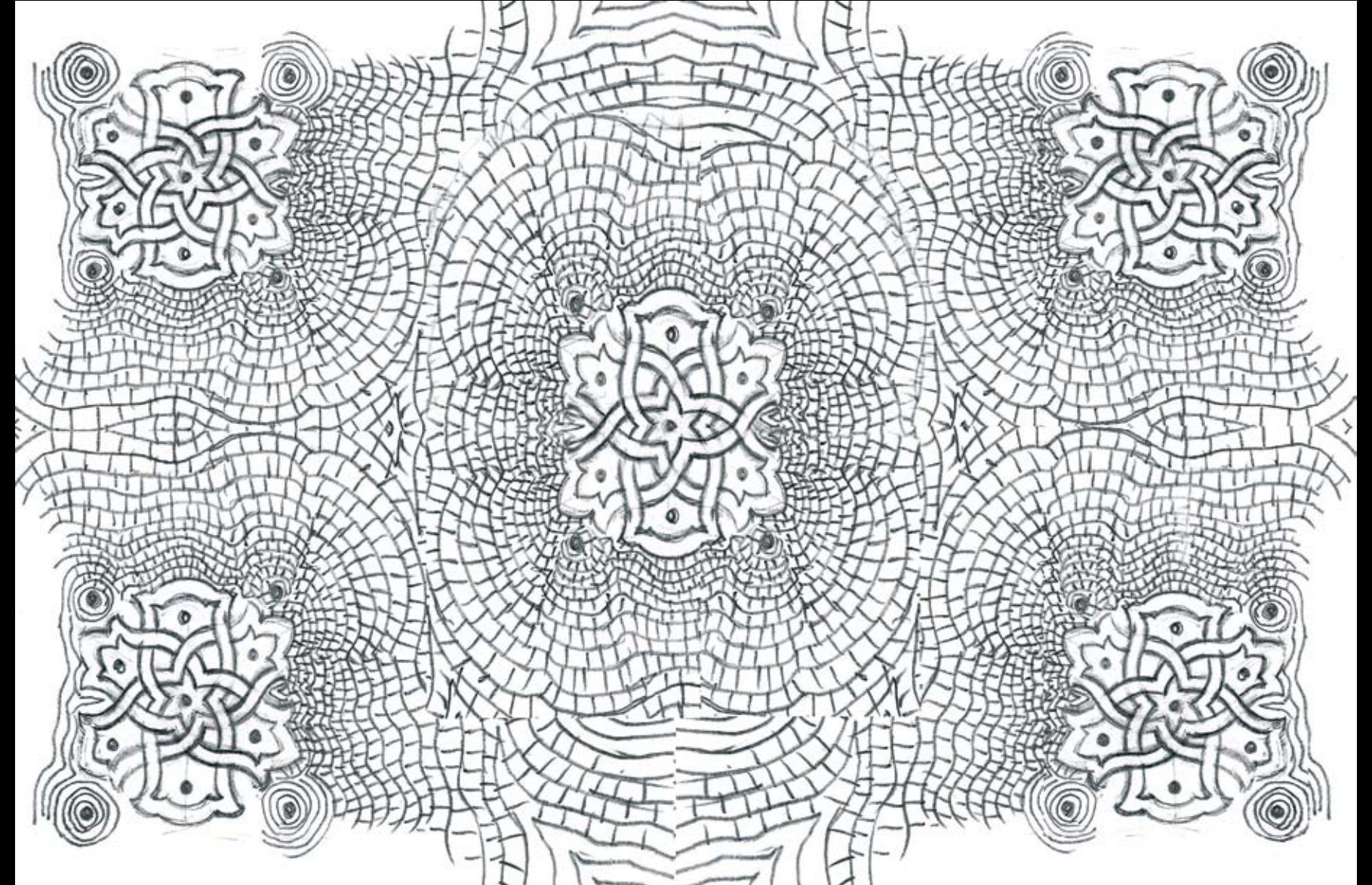


MOSAIC SERIES

Mosaic texture illustration



Archetypal

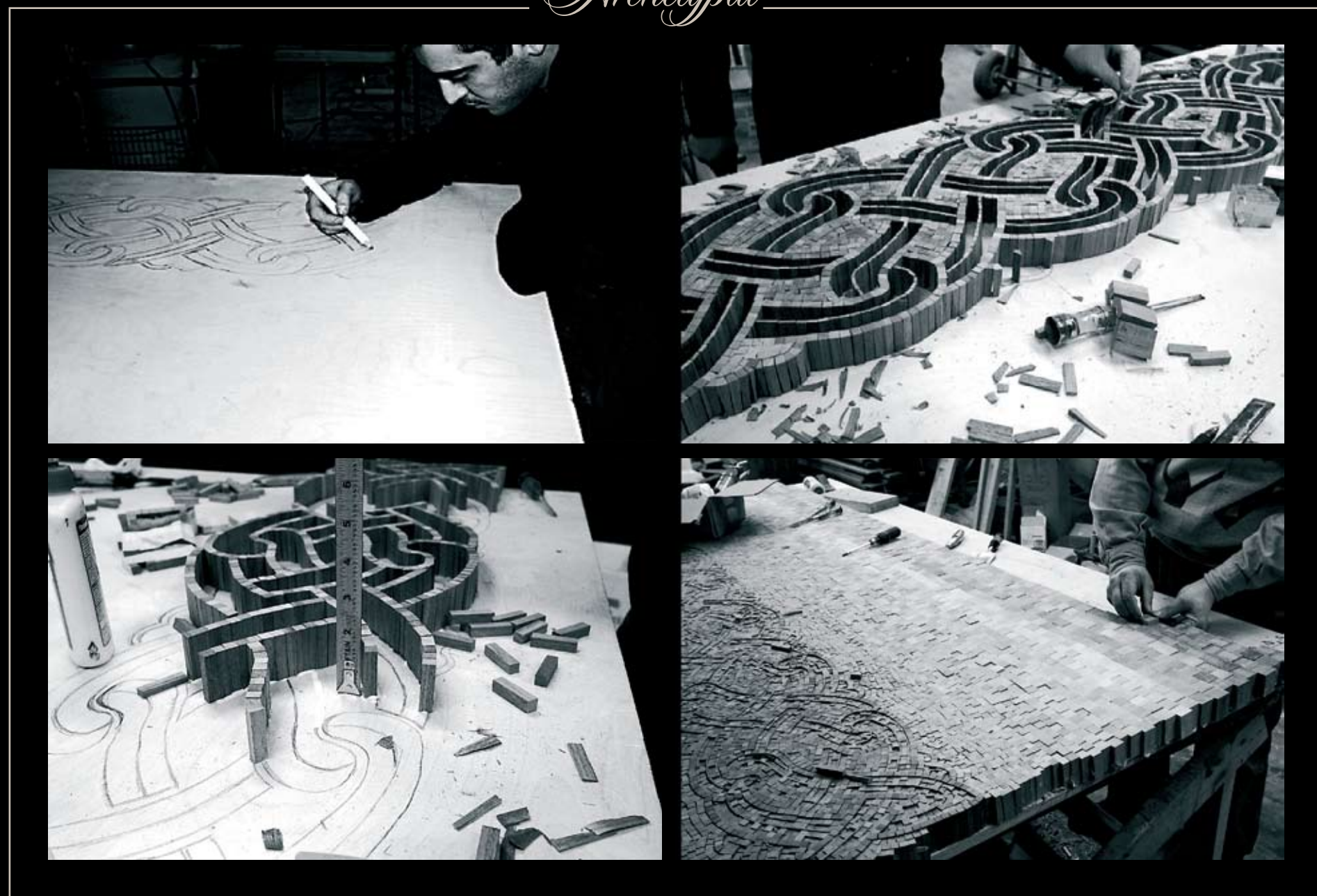


MOSAIC SERIES

This particular pattern shows mosaic pattern were the sizes of the pieces gradually grow to 9x9 mm or larger.



Archetypal



MOSAIC SERIES

Mosaic border processing



Archetypal



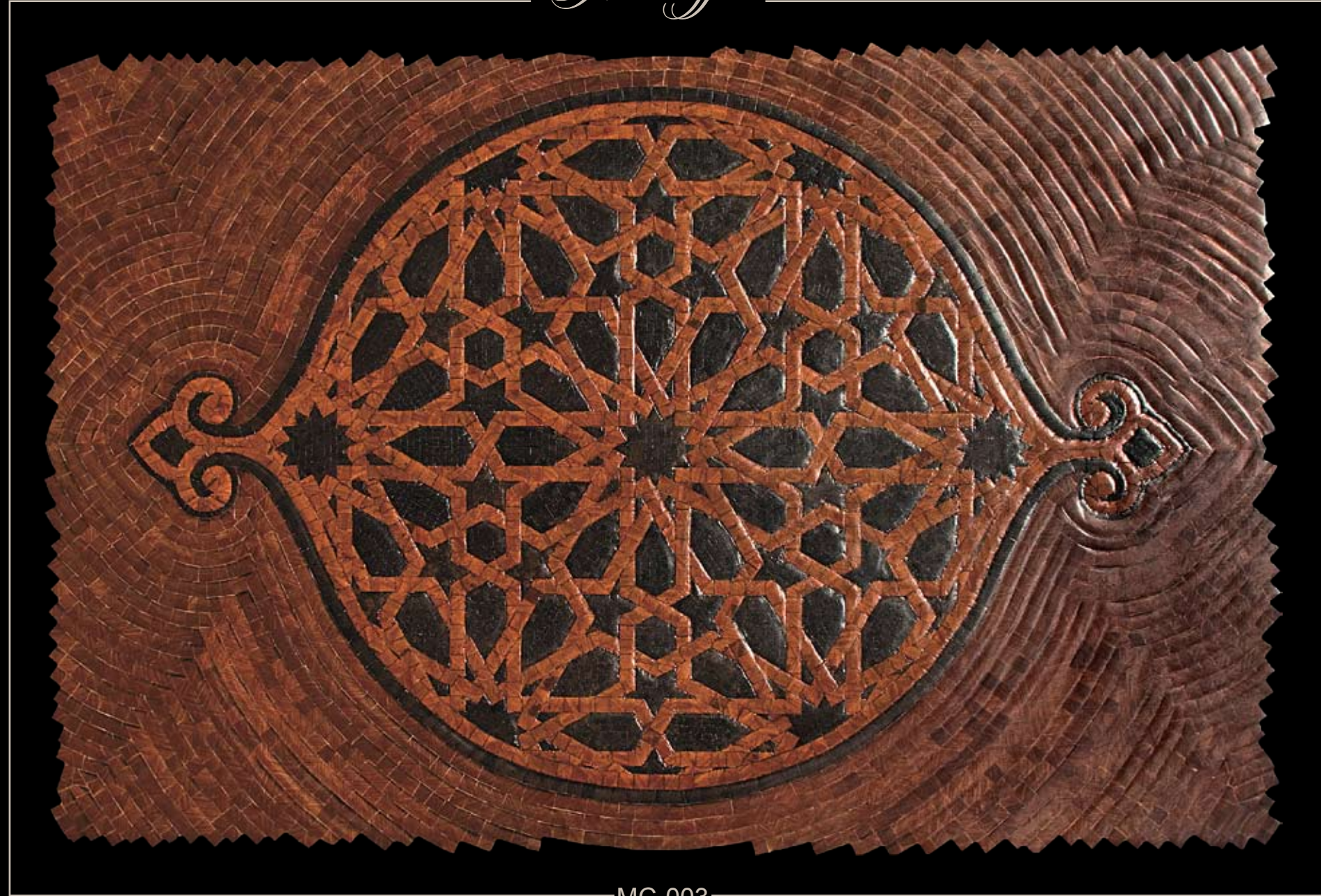
MC-002

PRODUCT LINE MOSAIC SERIES

Mosaic border pattern



Archetypal



MC-003

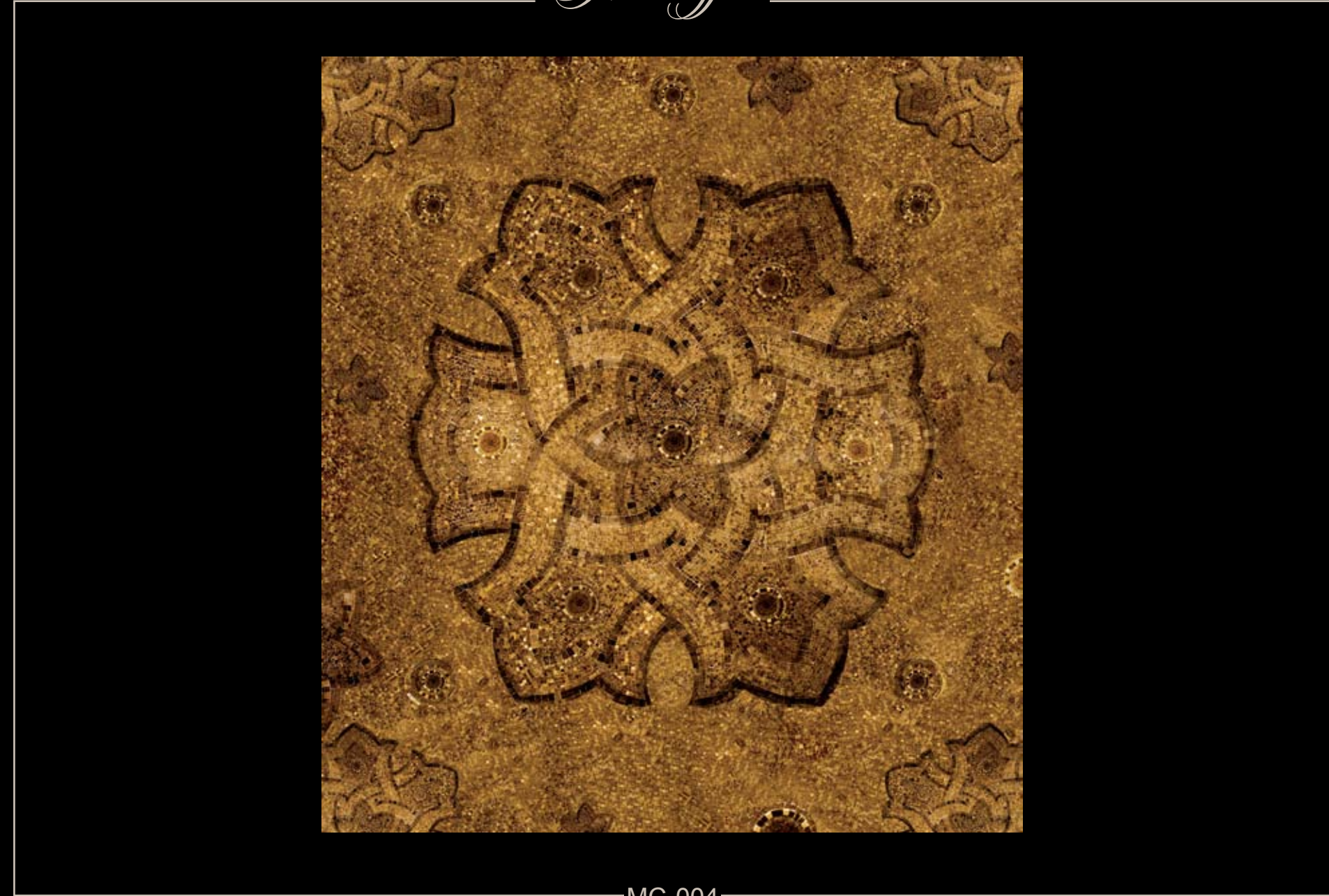
PRODUCT LINE MOSAIC SERIES

Classic Islamic pattern

Hand assembled mosaic composition from 7mm"x 7mm" end grain, quarter sawn African wenge, 20" x 20mm " end grain quarter sawn Cumaru and mahogany. Hand scraped, burnished with vegetable oil and topped with wax.



Archetypal



MC-004

PRODUCT LINE MOSAIC SERIES

Mosaic Arabic pattern



Archetypal



PQ-001

PRODUCT LINE PARQUET SERIES

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



Archetypal



PQ-002

PRODUCT LINE PARQUET SERIES

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



Archetypal

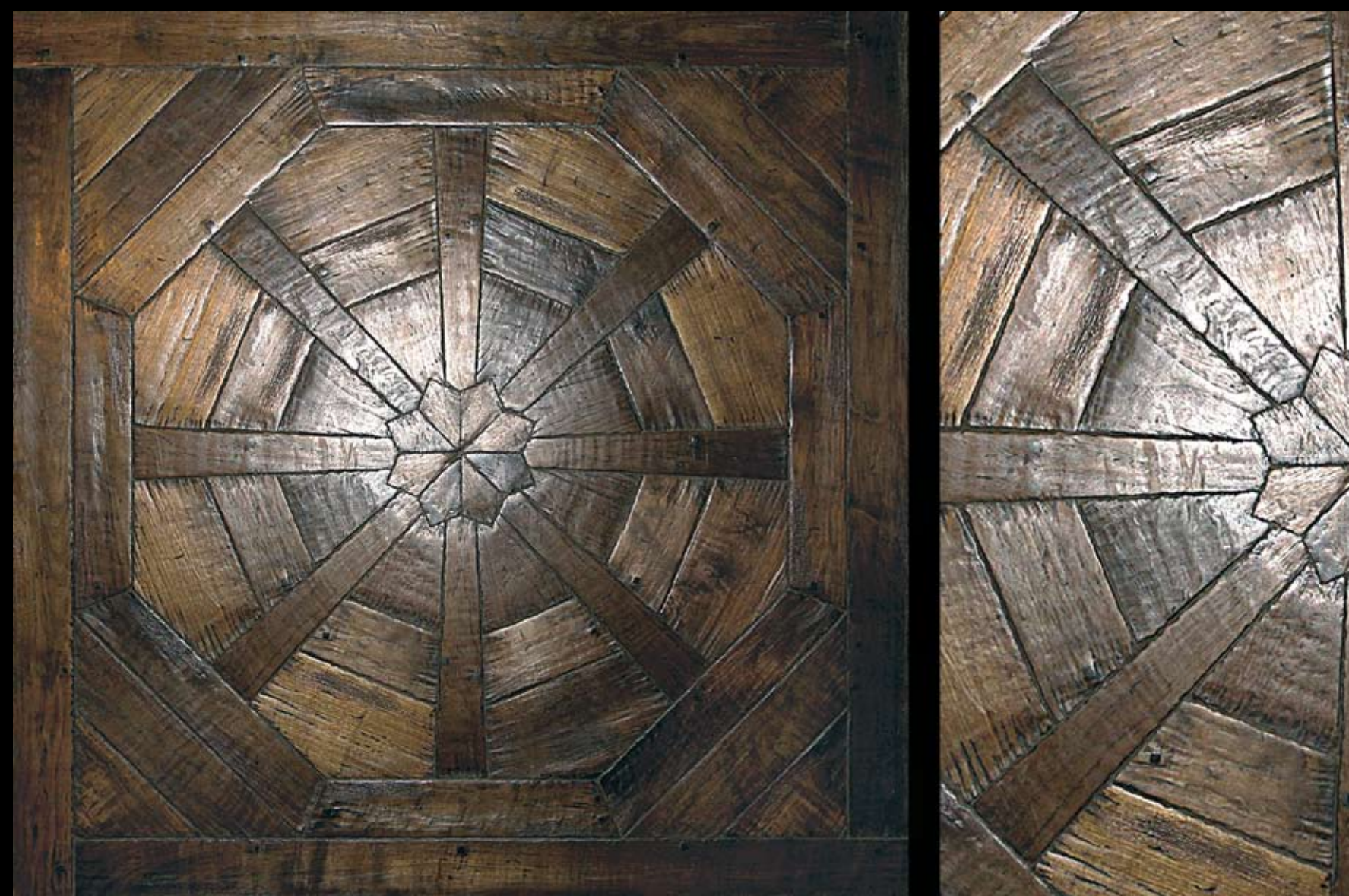


PRODUCT SERIES

Process - Fontainebleau pattern



Archetypal



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



Archetypal

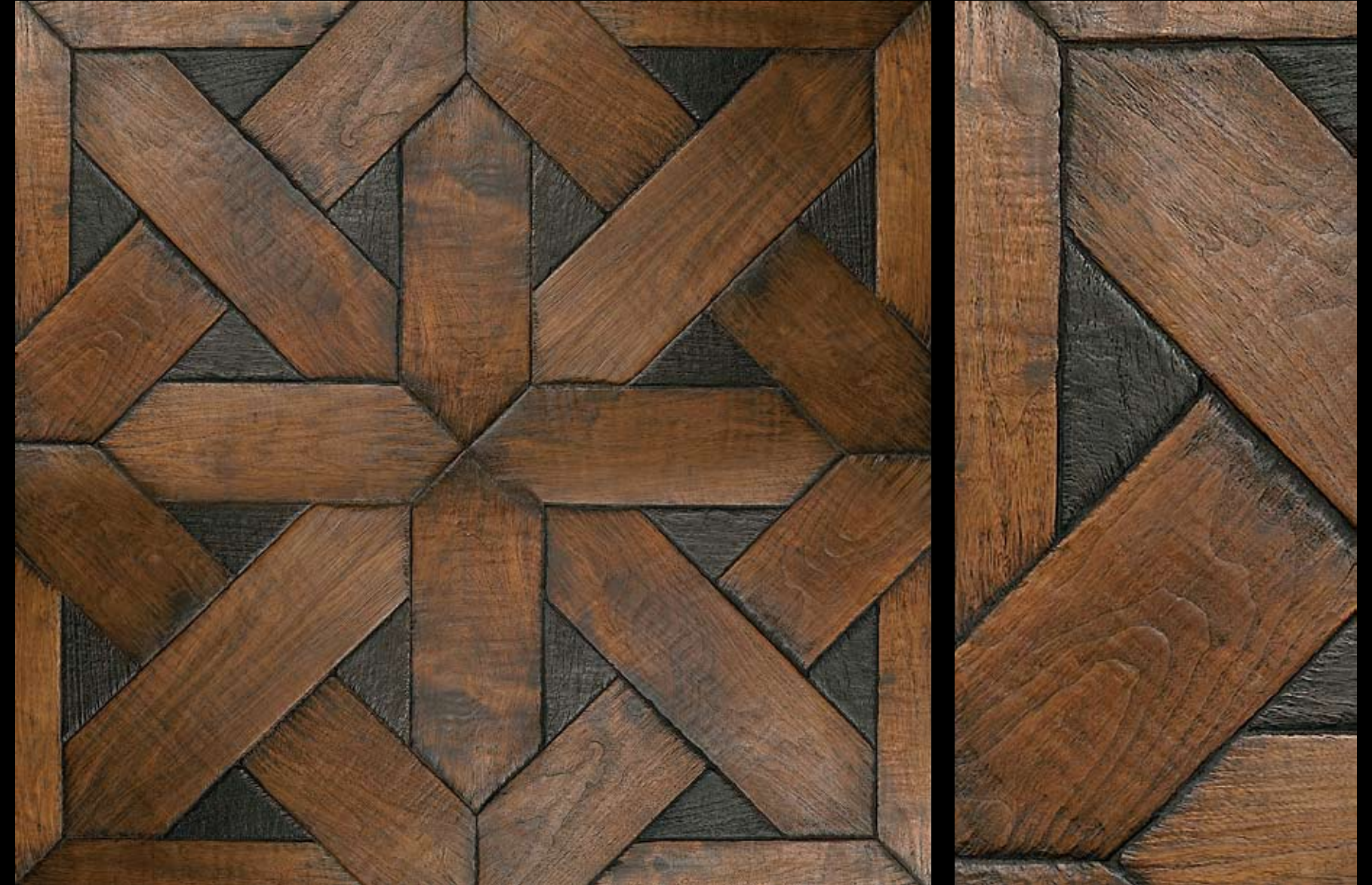


PRODUCT SERIES

Processing of Esterla Madera



Archetypal



PQ-004

PRODUCT LINE PARQUET SERIES

Esterla Madera - Antiqued, quarter sawn walnut and African Wenge hand scraped, acid etched, burnished with vegetable oil and topped with wax.



Archetypal



PQ-005

PRODUCT LINE PARQUET SERIES

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



Archetypal



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, acid etched, burnished with vegetable oil and topped with wax.



Archetypal



PQ-008

PRODUCT LINE PARQUET SERIES

Versailles pattern - Antiqued white oak with pegs. Hand scraped, acid etched, burnished with vegetable oil and topped with wax.



Archetypal



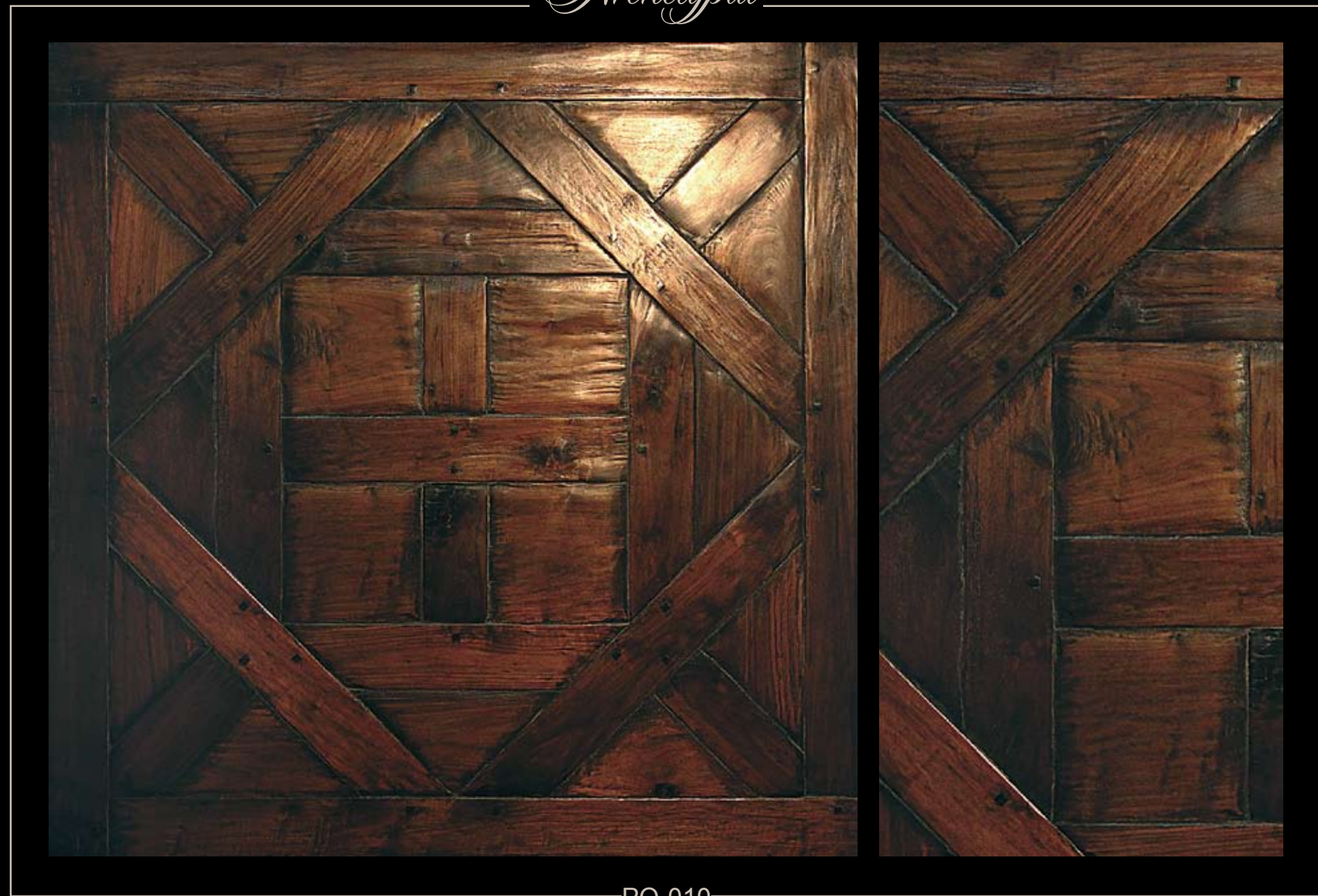
PQ-009

PRODUCT LINE PARQUET SERIES

La Rochelle pattern - American walnut, quarter sawn with pegs. Hand scraped, distressed and sculptured. Finished with burnishing oil and topped with wax.



Archetypal



PQ-010

PRODUCT LINE PARQUET SERIES

D'Aremberg 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.
Hand scraped, distressed, finished with burnishing oil and topped with wax.



Archetypal



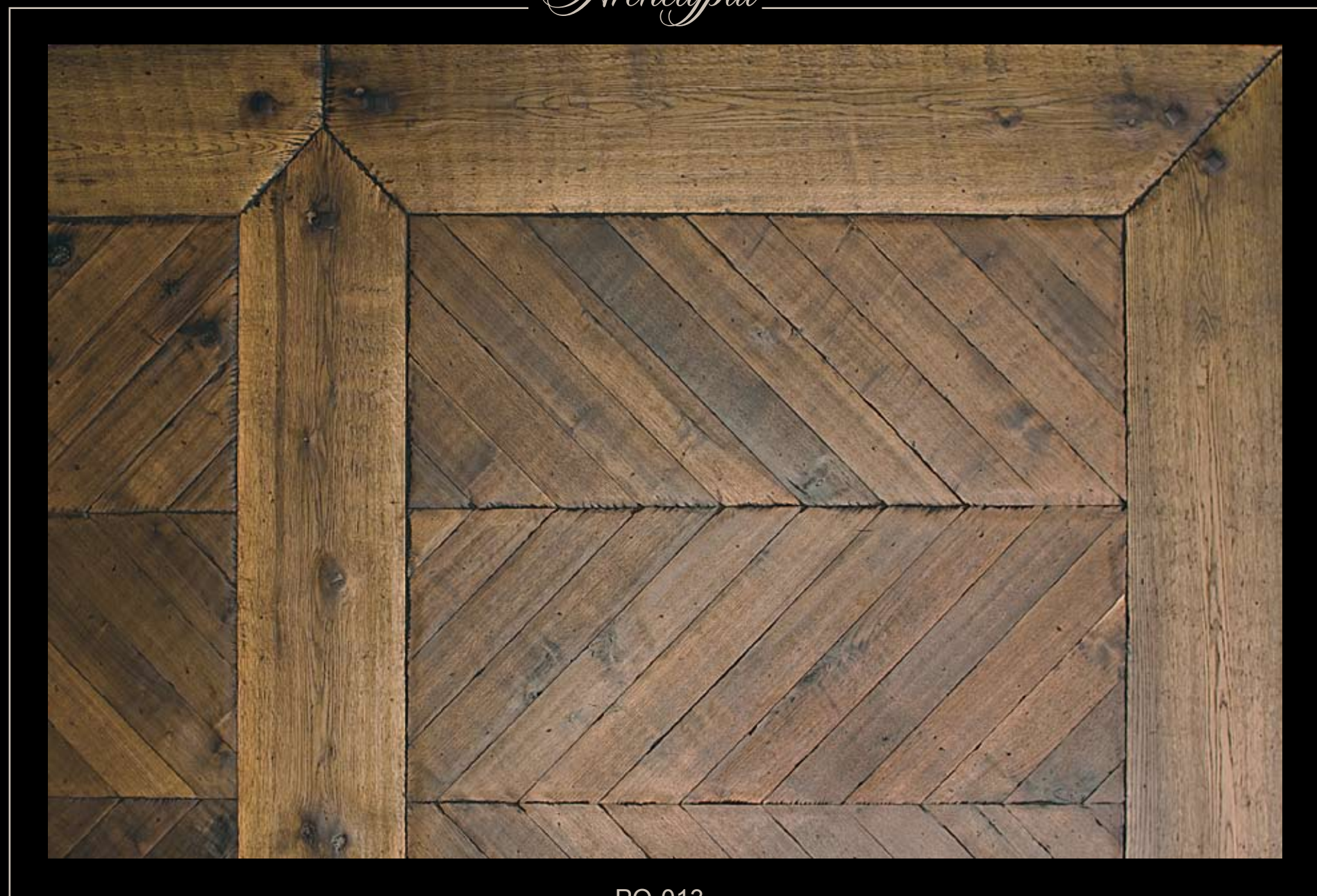
PQ-012

PRODUCT LINE PARQUET SERIES

Chaloose pattern - Antiqued white oak with pegs, Hand scraped, distressed and sculptured. Fin-
ished with burnishing oil and topped with wax.



Archetypal



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 Casette with diamond border - Antiqued quarter sawn white oak with American walnut inlay. Hand scraped and burnished with vegetable oil, topped with wax.



Archetypal



PQ-015

PRODUCT LINE PARQUET SERIES

8 Point Star - Antiqued quarter sawn walnut with stars from crotch 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 white oak with stars from crotch white oak, light hand scraped. Burnished with vegetable oil and topped with wax.



Archetypal



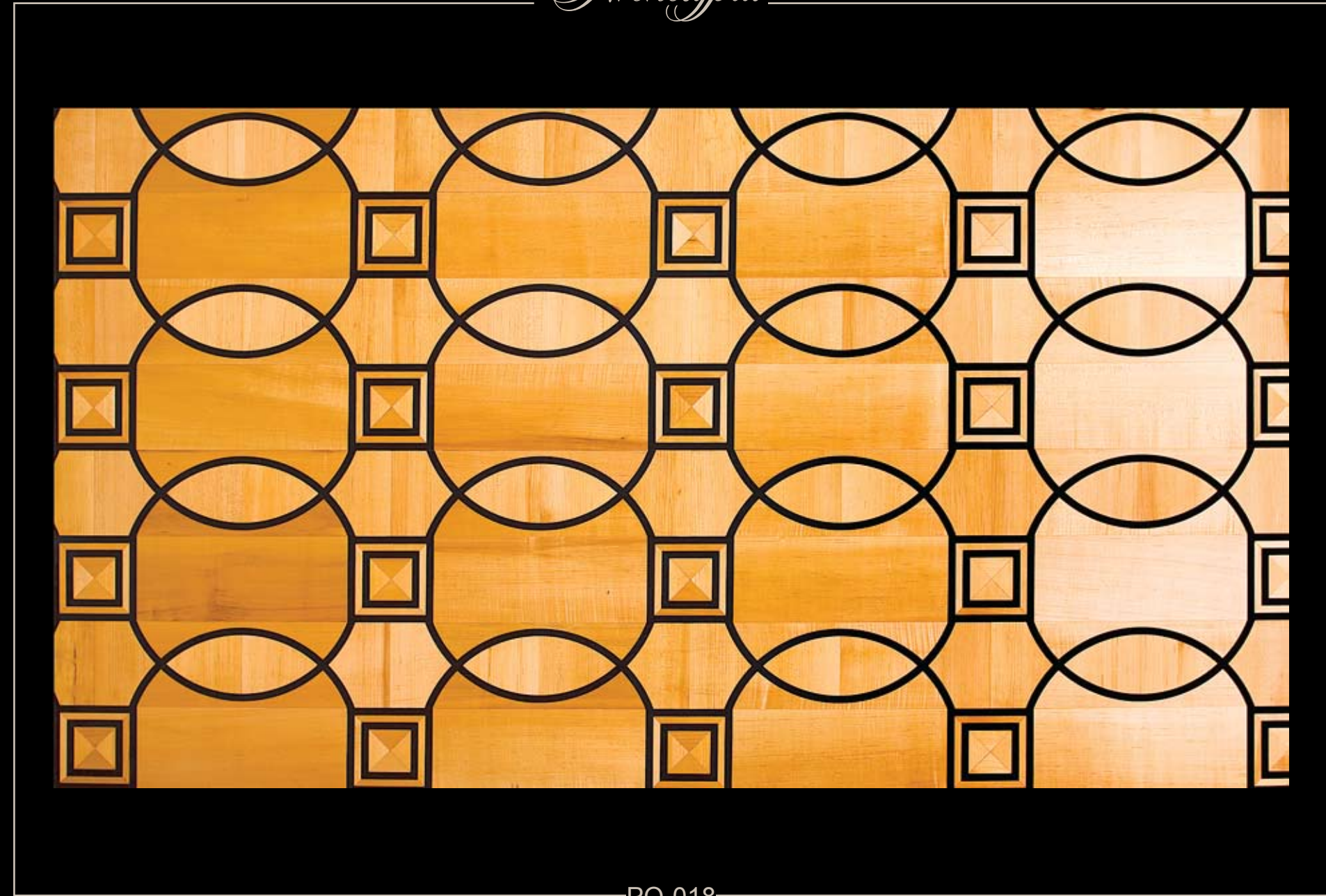
PQ-017

PRODUCT LINE PARQUET SERIES

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



Archetypal



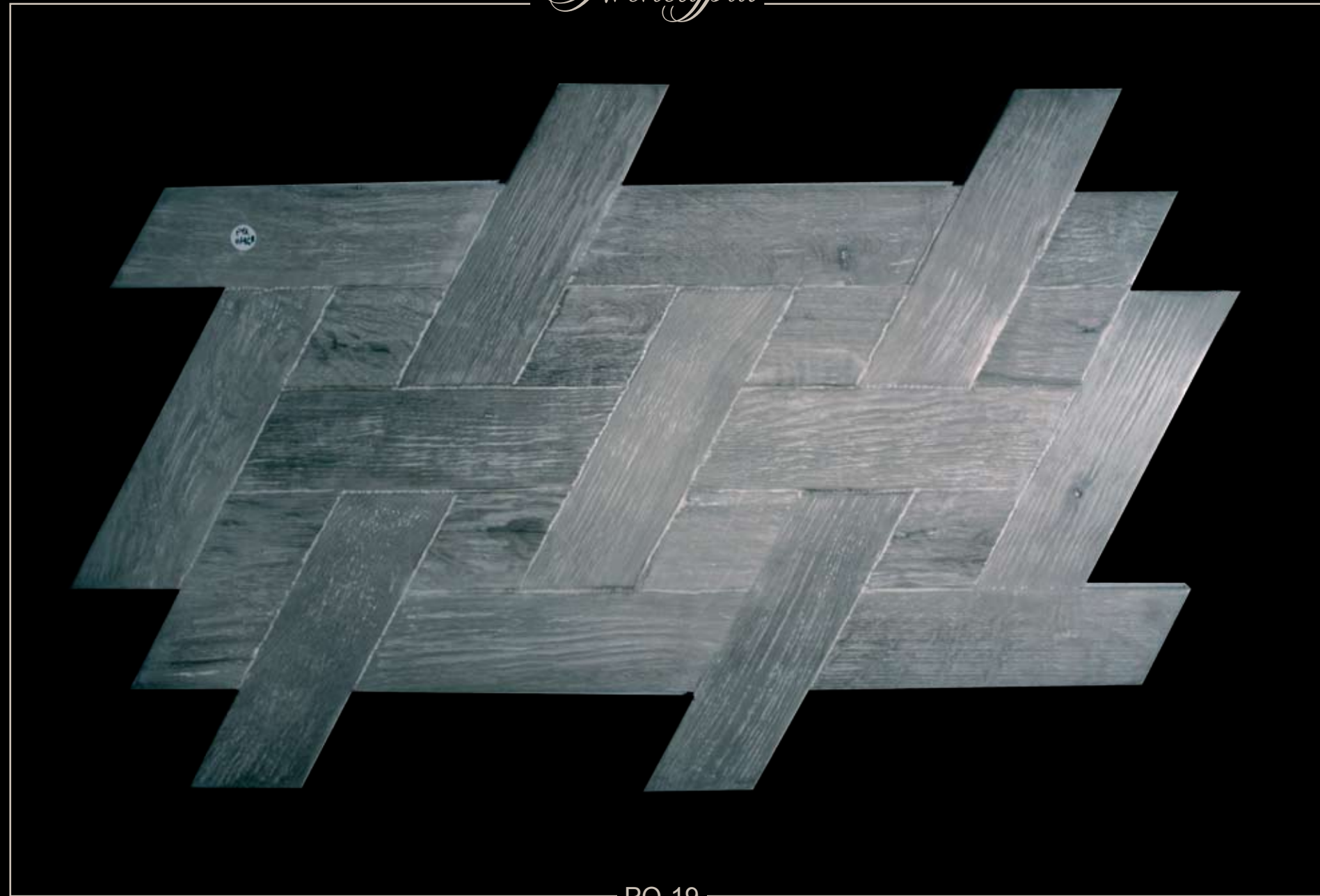
PQ-018

PRODUCT LINE PARQUET SERIES

Cassie De Bijou pattern - Canadian maple with African wenge.
Flat scraped and burnished with vegetable oil, topped with wax.



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PQ-19

PRODUCT LINE PARQUET SERIES

White Oak basket weave pattern - Hand scrapped, light soap white washed, burnished with vegetable oil and topped with wax



Archetypal



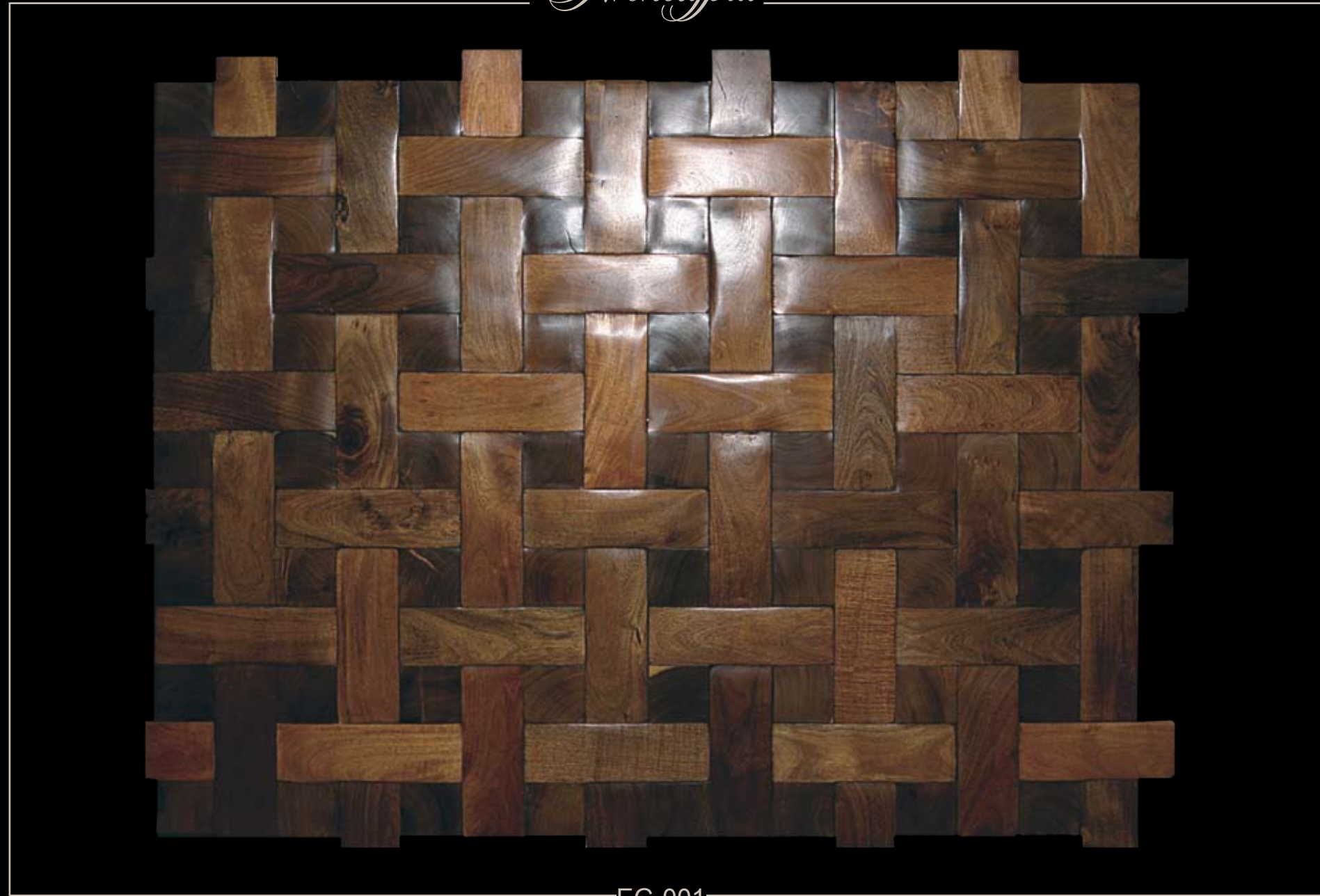
PQ-20

PRODUCT LINE PARQUET SERIES

Antiqued Oak French Chevron - Hand scrapped original gray boards with white lie soap wash, burnished with vegetable oil and topped with wax



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EG-001

PRODUCT LINE END GRAIN SERIES

Basket weave pattern - Plain sawn and end grain mesquite.
Hand crafted, pillowed and burnished with vegetable oil, topped with wax.



Archetypal



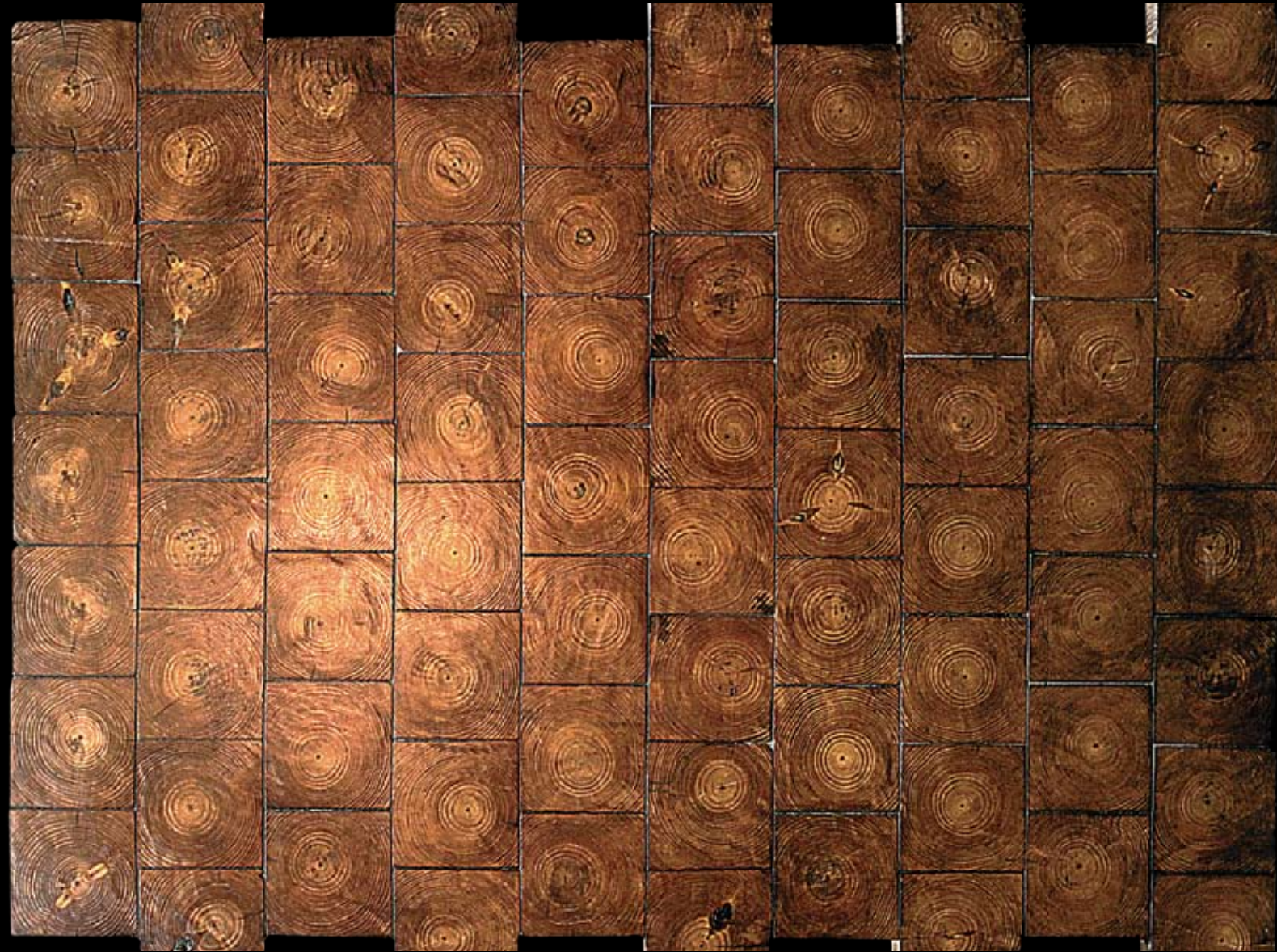
EG-002

PRODUCT LINE END GRAIN SERIES

Herringbone mesquite pattern - Plain sawn and end grain mesquite.
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

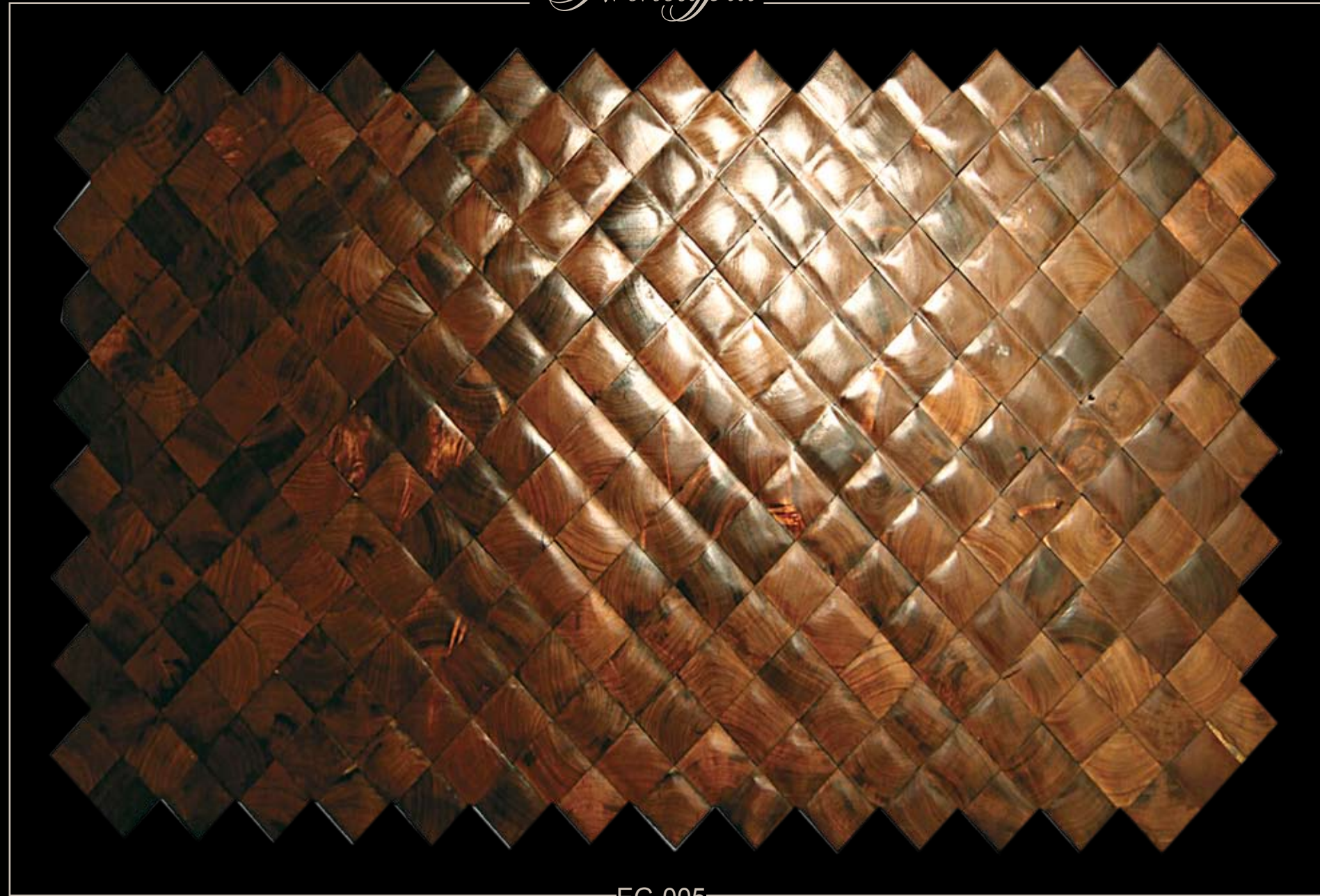
PRODUCT LINE END GRAIN SERIES

Reclaimed oak end grain with mesquite.

Hand sculptured, finished with burnishing oil and topped with wax.



Archetypal



EG-005

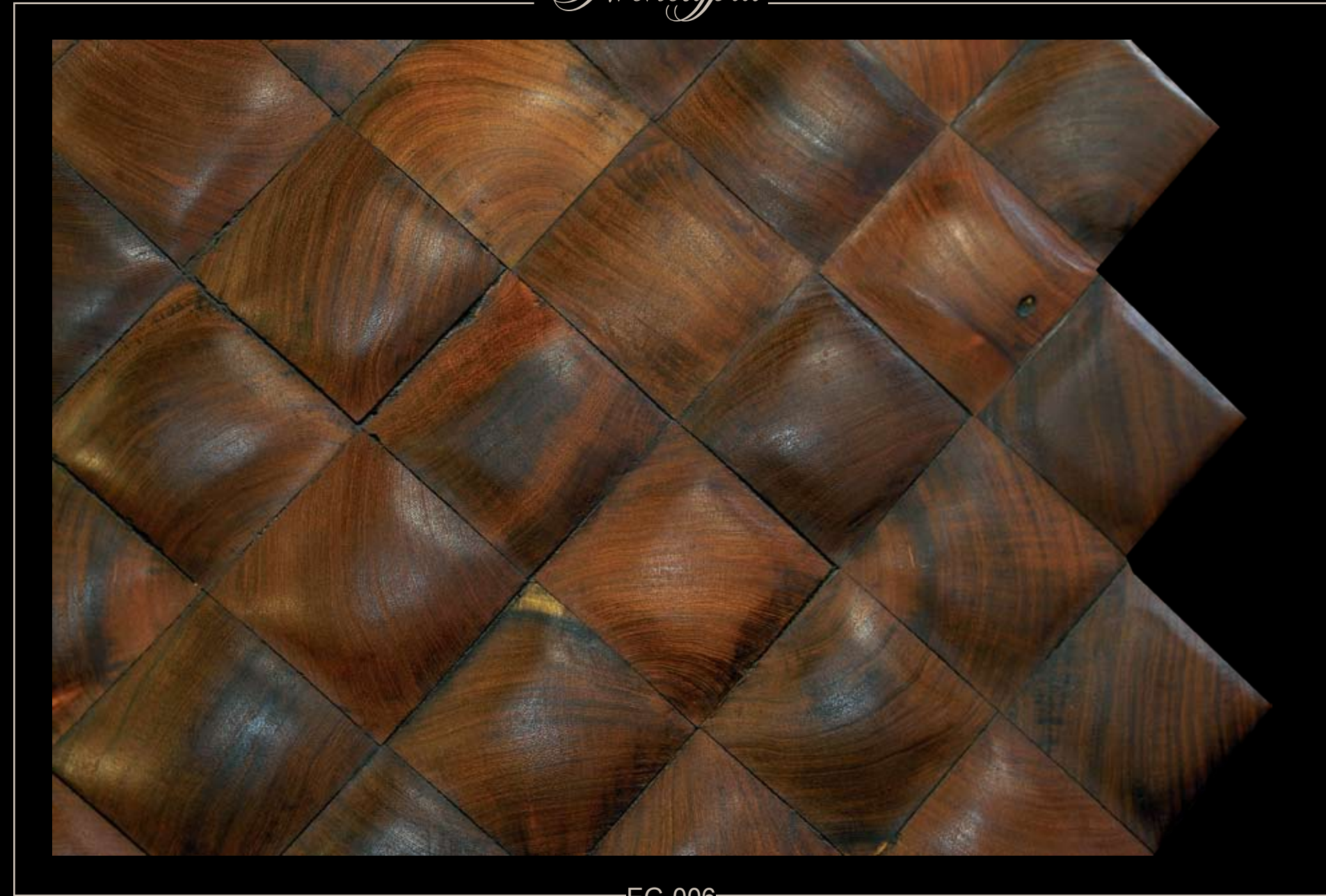
PRODUCT LINE END GRAIN SERIES

Mesquite End Grain.

Hand crafted, pillowed and burnished with vegetable oil, topped with wax.



Archetypal



EG-006

PRODUCT LINE END GRAIN SERIES

Hand scraped mesquite end grain.

Hand crafted, pillowed and burnished with vegetable oil, topped with wax.



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

EG-007

PRODUCT LINE END GRAIN SERIES



EG-008

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

PRODUCT LINE END GRAIN SERIES



Archetypal



Reclaimed oak end grain cobble wood - **Drift gray**,
lightly pillowed and distressed. Burnished with
vegetable oil and topped with wax.

EG-009

PRODUCT LINE END GRAIN SERIES



Archetypal



EG-010

Reclaimed oak end grain cobble wood - **Coral Pink**,
burnished with vegetable oil, and topped with wax.

PRODUCT LINE END GRAIN SERIES



Archetypal



Reclaimed oak end grain cobble wood - **Adriatic blue**,
burnished with vegetable oil,
and topped with wax.

EG-011

PRODUCT LINE END GRAIN SERIES



Archetypal



EG-012

End grain antiqued hard pine,
decorative sound reduction wall board.

PRODUCT LINE END GRAIN SERIES



Archetypal



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 and topped with wax.

PRODUCT LINE PLANK SERIES



Archetypal



Teak.
Hand scraped and burnished with vegetable oil and 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



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

PL-007

PRODUCT LINE PLANK SERIES



Antiqued Oak Plank random width pattern,
Original gray boards hand scraped, white lie
soap wash, burnished with vegetable oil and
topped with wax.

PL-008

PRODUCT LINE PLANK SERIES



Unsealed reclaimed weathered oak - Original weathered face boards. Decorative wall paneling (also can be used for flooring, applied with sealers and top coat)

PL-009

PRODUCT LINE PLANK SERIES



PL-010

Unsealed reclaimed chestnut.
Decorative wall paneling (also available for flooring with sealers and top coat applied).

PRODUCT LINE PLANK SERIES

