



## MATTEO CIBIC

*Behind the scenes, across the sketchpad of global designers: Discover the stimulus behind their inspired creations*

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PHOTOGRAPHS BY **DAVIDE CALAFA**



### DESIGNER SPEAK: MATTEO CIBIC FOR JAIPUR RUGS

#### THE BEGINNING

A visit to Rajasthan inspired the Wunderkammern collection. India has an incredible history and a fantastic visual grammar, which is still unexplored globally. I decided to use the rugs to tell exciting stories about the Pink City. I have taken elements from its stunning architecture, ancient paintings and distinctive sundials, and brought them to life using pastel shades of pink, rose, orange and peach.

#### THE PROCESS

I designed the Wunderkammern as a tribute to the vibrant city of Jaipur, its monuments, palaces, natural beauty and culture. To begin with, I sketched my ideas, which were converted into digital designs. Based on the illustrations made by Jaipur Rugs' research and development team, I finalised the colours and materials. The manufacturing process of these long-lasting

objects then began in Mirzapur, Uttar Pradesh in an attempt to forge an emphatic connection with users.

#### THE PAYOFF

The collection gets its moniker from Wunderkammern, the cabinets of curiosities that were popular in the mid-16th century in Europe. This series of carpets for Jaipur Rugs are akin to these repositories of wondrous and exotic objects. They give you different glimpses of contemporary India. The range is very pop, graphic and colourful and showcases the rich heritage of the country in a contemporary context. From a minimalistic space with a neutral palette to a maximalistic haven ablaze with metallic sheen and flamboyant colours, a rustic room with ethnic overtones to an ultra-modern den with smart electronics — there is a Wunderkammern rug to match any kind of decor scheme. ♦

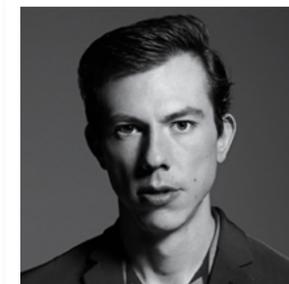
INSPIRATION The city of Jaipur and its distinctive architecture

MATERIAL Wool and viscose

### YOGESH CHAUDHARY

DIRECTOR, JAIPUR RUGS

This collection embodies Matteo Cibic's eclectic take on the architecture of Jaipur as a celebration of the strong and quintessential heritage, culture and beauty of this historic city. The designs were lauded at this year's Milan Design Week.



### MATTEO APPLAUDS JAIPUR RUGS' CELEBRATION OF CRAFTSMANSHIP AND SUSTAINABILITY

**MATTEO CIBIC** The Italian artist and designer is renowned for products that feature hybrid functionality and anthropomorphic shapes. The EDIDA Young Design Talent 2017 winner works indiscriminately with industrial processes and small artisans for luxury brands and cultural foundations. His works are currently displayed in museums, institutions and galleries across the globe.