

ARCHITECTURE AND DESIGN

Jaipur Rugs turns Jocelyn Burton's exquisite designs into handcrafted carpets

Guided by the iconic British silversmith's love affair with India, 'Woven Gems' is a limited edition collection of 16 rugs that draws from art, architecture, and natural history.

By Adarsh Soni

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Thirumurugan Somasundaram

When Jocelyn Burton first travelled to India in 1990, she was fascinated by the architecture in Delhi and Jaipur. Red sandstone surfaces, delicate arches, and magnificent minarets—everything seemed larger than life. Something straight out of a storybook. Burton might've visited the country for design inspiration but what made her keep coming back was a ubiquitous sense of craftsmanship, something one can still find on display at every corner. "Jocelyn described her many visits to India as full of colour and chaos," says Ken Mannering, managing director, Jocelyn Burton Studio. "She once said to me 'you can take me out of India but you can't take India out of me.'"



Enter Yogesh Chaudhary, director of the generational carpet making company Jaipur Rugs. After discovering Burton's affection for Indian handicrafts, he started envisioning an exuberant collection of rugs—a marriage of British design and Indian craftsmanship. “Her life ethos, guided by the Buddhist principles of kindness, resonated with our own beliefs, and her fascination with peerless craftsmanship found a natural receptacle in the ancestral art of rug making,” says Chaudhary.

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The rugs by Jaipur Rugs x Jocelyn Burton, which have patterns of floral bouquets, underwater creatures, and ammonite fossils from the Jurassic period—are composed of 100% pure silk. The sheared and brushed yarns, dyed in a rich, understated colour

palette glimmer with Burton's designs woven into them. Amid this elegance and lushness, is a curiosity for nature's surreal contortions—waves traced from the inside of a shell, tulips rendered in full bloom and corals picked up from beautiful, sandy shores. Designs like *Ammonodia*, *Secretum*, *Arboreum* and *Porcella* take from the splendour of oceanic life; *Crystallum*, *Belomancy*, *Neptune* and *Tapestry* were inspired by some of the most iconic jewellery and decor elements designed by Burton; while *Tessell* and *Lirio* give the impression of something blossoming right there on the floor.

The stylistic choices were based on how well the individual designs could be interpreted in two dimensions and the story behind each design. “We were looking for something classic that would stand the test of time,” says Mannering. Tibetan and Persian construction techniques were used to suit each of these designs, applying different weaves to confer a distinct range of textures and tactility. Together, they were crafted by 90 people in different stages of weaving, dyeing and finishing, with each piece taking around 180 days to come to life. “Making it a true labour of love and a testament to the skill and dedication of the artisans who handcrafted them,” Chaudhary adds.

Thirumurugan Somasundaram

Sadly, Burton passed away in early 2020 before she could see and touch the finished rugs. “I still remember the sheer joy on Jocelyn’s face when Yogesh came to present his interpretation of her work—she was so happy,” says Mannering. “Her favourite design was *Lirio*; she commented: ‘Who would have thought silver and enamel tulips could look so beautiful?’”

Styled by Prateeksha K. Tholia

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