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CARPETS & TEXTILES FOR MODERN INTERIORS



Shades of summer from Kangan Arora and Floor Story



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ABC Italia's new collection of
rugs by the design guru

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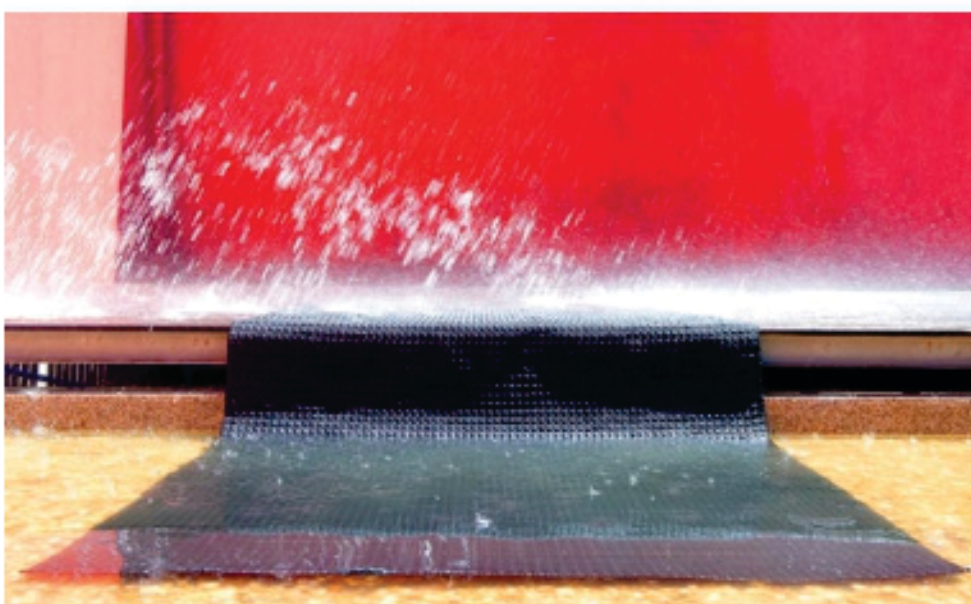
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The duo's award-winning
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Highlights from the Milan fair
and surrounding events



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“ Outdoor textile and rug products can become virtually indistinguishable from their interior cousins ”



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[Review]

Domotex Asia

Green new world

Rachel Meek finds sustainability being put at the heart of enterprising initiative during Domotex Asia

THE 16TH EDITION of Domotex Asia/CHINA FLOOR focused on two key topics: 'green' and 'innovation'. More than 40,000 visitors attended the Shanghai New International Exhibition Centre 25–27 March. The show proved to be the ideal setting for international architects and designers to conduct meetings and forge relationships with manufacturers. Design seminars taking place in the InnovAction Flooring Centre were well attended by a studious, mainly Chinese audience, and an air of collaborative, industrious activity filled the fifteen exhibition halls.

As for the green emphasis, the first Greenstep Asia Awards ceremony promoted the importance of sustainability and environmental awareness within the flooring

industry and the benefits of responsible manufacturing practice in Asia. Weihai Shanhua Carpet Group Co., Ltd was awarded the Pinnacle Award for promotional and educational environmental initiatives.

Innovation was exemplified by Materia's two large exhibitions of intriguing new material samples. The setting complemented the Dutch company's aim of encouraging joint innovation in order to work towards a more beautiful, sustainable and high-quality environment.

As noted at other recent design fairs, a different perception towards fabrics seems to be emerging. Traditionally soft, ephemeral textiles are being reconsidered for use in structural applications, while solid, hard elements such as concrete and metal are appearing in more gentle guises with textural folds or sinuous patterns incorporated in their surfaces.

Wools of New Zealand displayed samples of winning designs from a competition between Chinese hand-tufting workshops, along with colour trend palettes suggestive of



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current European and US market taste. The World of Handmade Carpets hall, W5, housed country pavilions exhibiting hand-knotted rugs from Iran, Afghanistan, Pakistan, Turkey and India. Jaipur director Yogesh Choudhary reported an overwhelmingly positive response to the Chaos Theory collection by Kavi. Making its debut in terms of the Chinese market, it sold out within the first day.

Choudhary Exports' contemporary collections were also very well received. Director Ayush Choudhary noted that, with the high-end designer audience in China growing rapidly, the Shanghai show captures the dynamism, energy and potential of the emerging rug market.

The global exchange made possible at large-scale international shows such as this may well have an enriching effect on the diversity and originality of rug and textile design. One can also be optimistic that the intriguing developments in material technology seen here will go on to inform the ecological and creative design of the buildings, interiors and carpets of the future.

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01 Textures rug, Choudhary Exports

02 Proteus rug from the Chaos Theory collection by Kavi, Jaipur Rugs



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