

cover

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THE SPIRIT OF THE RUG



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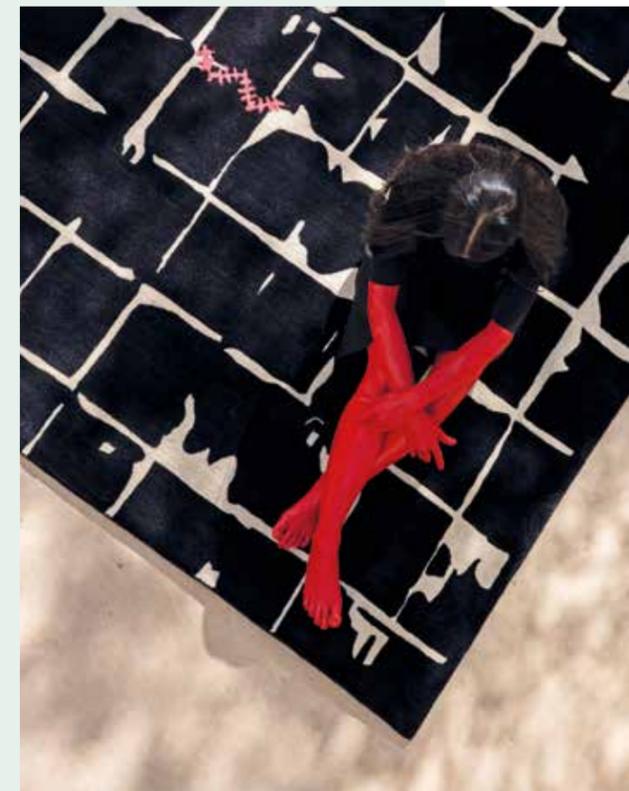
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Design fairs
MILAN DESIGN WEEK

16-21 April 2024
Across Milan
www.fuorisalone.it

Attempting to see all that is great during Milan Design Week has become an impossibility. So far apart are the various events spread, and so long are the queues, that it is much easier to remain content with seeing handful of fabulous designs at a reasonable pace. In that way, Milan's design week is pure joy.

While the vastness of Salone del Mobile leaves many unenthused, the number of visitors

and the impressiveness of the event cannot be refuted. It was busy, and all the familiar rug brands put on a great show. Winning the top slot for inspiring installations was Amini, who dedicated a room to the brand's new colourful Verner Pantone collection (see Features). A sixties retro vibe was created by the burgundy walls, bright, shaggy, hand-tufted rugs and additional furniture and lighting.

More visual treats came from cc-tapis's new Grand Tour collection in which a wide range of innovative flatweave designs have been created through collaborations with eight designers. Kilims, dhurries and petit-point rugs are all part of cc's grand tour of Indian weaving.

On Jan Kath's stand, Jan's son Sanchir sat and wove surrounded by beautiful rugs—including a fabulous scarlet-red Moroccan

example. The stand was also home to the new *Daydreamer* furniture piece with plush carpet cushion and supporting wooden frame.

The collaboration between American designer Ken Scott and Carpet Edition focused on florals, while they could also be seen on the stand of nanimarquina (see Trends). Sardinian brand Mariantonia Urru had a giant floral backdrop woven in the pibiones technique, while much of the stand was dedicated to a new range of textile designs.

Jaipur's black-and-white Zig Zag rugs with DAAA Haus were really striking, as was Linie Design's hand-knotted Axiom collection in neutral shades but with dramatic shapes (see Trends). I was drawn to the Karim Rashid rug on the stand of Illulian for its drama, but ended up falling for the painterly puzzle *Astratto*, by Draga & Aurel.

In addition, two rugs with great texture were Sebastian Herkner's *Paipas* rug for Ames in 100% virgin wool, and Mohebban's *Tactile* rug by Ilaria Franza.

Heading into town for Fuorisalone, COVER collaborated with designer Bodo Sperlein on his Menu 1 show at the stunning Sant'Angelo convent. In terms of rugs, the show featured designs by Edelgrund in a display called

Chador—inspired by the traditional iconic 'Siah Chador' tents—and the beautiful Redoux Passager installation by Creative Matters, which reflects on water's vital role as the source of life. There was also a display of Sperlein's new rug collection for GAN, alongside his other new collaborations. COVER held drinks on the Thursday night, which was a great gathering for the rug community and beyond.

Also in Brera was the truly retro 10 Corso Como Verner Pantone lounge featuring rugs by Amini, and Amini's serene 'Abstract Garden' installation by Elisa Ossino, which celebrated nature and materials. Battilossi showed off new textural designs by STORAGEMILANO, in its darkened via dell'Orso showroom (see Collections), while Nodus had a funky rug in the Studio Job exhibition (see New Rugs).

Two Brera highlights in terms of creativity were the giant felt wall-hanging by Claudy Jongstra at Masterly and Daniel Costa's beautiful yak-wool weavings, which incorporate ceramics and woodwork and were on show at Via Palermo 8 (see Hotlist).

I popped to the Isola Design Festival. In the 'This Future is Currently Unavailable' exhibition, I found a great collection of hand-



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knotted rugs by A* littlemore Studio, which look at pollution in the Punjabi landscape (see Collections). Nearby, the 'Ithra, Routes to Roots' display featured the weavings of Maryam Al-Homaid, whose work I have seen much of in Milan, London and Doha.

No trip to Milan should be without a visit to Rossana Orlandi. There, Liz Collins had an immersive installation of her new designs with Sunbrella. Using the company's by-products she made her own set of covetable artefacts. The room was filled ceiling to floor in textile offcut wallpaper, textiles, pillows, bags and throws. In a room full of tactility and softness it was hard not to overstay your welcome.

In another room on site, Li Edelkoort had collaborated with Argentinian rug brand El Espartano to create a collection called Garden, using designs by artist Sergio Machado (see Collections).

Across town, near Duomo, cc-tapis's Piazza Santo Stefano showroom was dedicated to English designer Faye Toogood, who showed off softness and tactility in the Rude rug collection (see Collections) and the Cosmic furniture collection for Tacchini. In addition, the cc-tapis headquarters hosted the BLUESTOCKING SALON, a installation of new Kaleidoscopic rugs and chairs by Bethan Laura



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08 Celebration, Maryam Al-Homaid, at 'Routes to Roots'

09 Installation by Liz Collins and Sunbrella at Rossana Orlandi

10 Mexican Boudoir collection, Florence Bourel

11 Rugs by Edelgrund showing at Menu 1



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Wood as part of her MECCA X NGV Women in Design Commission.

At new event Labò Cultural Project, south of Milan's centre, Florence Bourel showed off her Mexican Boudoir collection including hand-tufted rugs in New-Zealand wool. Also on display was the Jardins collection by édition 1.6.9 which was creatively hung in the centre of one space, not flat on the walls or floor.

Materiality and texture are big news in rugs. In line with this, Alberto Levi exhibited a beautiful new collection of jute rugs designed by Alessandro Pasinelli (see Collections), while Kristiina Lassus had some great new flatwoven designs made in Pakistan and India.

I may not have managed to see everything but this was plenty! LU

